

Einstein said that not everything that counts can be counted, and not everything that can be counted counts. However, if we don't attempt to measure the impact of our actions in both qualitative and quantitative terms then how can we make the arguments to do more and do it bigger and better every time? Matarasso put forward 50 social impact measurements for culture in 1997, today we know that the cultural and thirds sectors deliver not only social but also significant economic benefit in regenerating towns and cities and strengthening communities. Providing rock solid evidence is the only way to win a case. Courtney Consulting use the latest evaluation techniques in delivering the evidence you need to justify your case or indeed refine the argument.