

English Skill: “Evaluate, analyse and respond to other people’s ideas”

Used in the workplace at New Brewery Arts:

An arts centre and provider of over 200 visual arts & craft workshops and courses



Clare Walsh, Education Manager at New Brewery Arts in Cirencester

“We ask for feedback from all customers that attend our workshops and courses here at New Brewery Arts. It’s my job to analyse all of these responses – this includes looking at the number of people attending, finding out what worked well, addressing any negative comments and looking at the feasibility of suggestions for future events.”

“Customer feedback gets compiled into a report for the trustees and is used directly to inform our future workshop and course programming. We evaluate everything that we do here, as it has a direct implication on our future funding. We couldn’t exist without our customers, so it’s essential that we listen and respond to what they’re telling us.”

About New Brewery Arts

Cirencester based Arts Centre, New Brewery Arts, is a charity focussed on craft and visual arts and comprises galleries, artists’ studios, a café, shop and guest accommodation. An extensive programme of courses and workshops are offered, spanning all ages. New Brewery Arts receives between 80,000 – 100,000 day visitors every year, which makes it the 11th most visited free venue in the South West.

Staff at New Brewery Arts

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|-----------------------------------|-----------------------------|
| ➤ Chief Executive Officer | Finance Manager and Officer |
| ➤ Education Manager and Assistant | Course tutors (freelance) |
| ➤ Resident Artists | Marketing Manager |
| ➤ Retail staff | Café staff |

Range of Salaries: Salaries in the arts sector vary widely, depending on location and venue. Arts Education Officers start on salaries of around £14k, rising to £28k a year with experience.

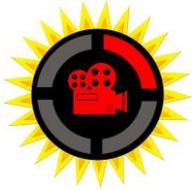
Skills Shortages: You need to be a great communicator in this business. Volunteers or students on placement can be hesitant when talking to customers on the telephone. Good attention to detail is also required, as you need to be able to record information accurately.

Useful Links

www.newbreweryarts.org.uk

<https://creativeskillset.org>

www.artscouncil.org.uk/news-and-jobs/jobs-and-careers



See the accompanying film production for more on the use of this skill

Video summary: New Brewery Arts centre evaluate, analyse and respond to other people's ideas by...

- Asking for verbal and written feedback from customers that attend courses and workshops
- Analysing and responding to feedback from customers, tutors and artists, to inform their future programme of courses and workshops
- Analysing attendance figures and writing reports based on feedback, so that they can satisfy the board of trustees that they are running a financially viable programme of events.