- [Home](#)
- [About](#)
  - o [Case Studies](#)
  - o [Endorsements](#)
- [Register](#)
- [Contact](#)
  - o [Contact](#)
- [Help & Guidance](#)
  - o [Help & Guidance](#)
  - o [Step 1: What do I want to measure?](#)
  - o [Step 2: Selecting a 'Geographical Area of Interest'](#)
  - o [Step 3: Creating questionnaire(s)](#)
  - o [Step 4: Collecting questionnaires](#)
  - o [Step 5: Cleaning the data](#)
  - o [Step 6: Analysing the data](#)
  - o [Step 7: Monitoring information](#)
  - o [Step 8: Completing the calculators](#)
  - o [Interpreting the report](#)
  - o [Frequently asked questions](#)
- [Links](#)

Economic Impact Toolkit
Impact estimates for the cultural sector

Welcome to the Economic Impact Toolkit

New User?

Click the button below to get started
[Register](#)

User Login

Email

Password

[Forgotten Password?](#)
[Login](#)

What does the toolkit do?

This Toolkit is designed to estimate the economic impact of cultural events and activities that take place in England, Scotland and Wales. The tool can also be used for projects based in Northern Ireland. There are 3 main sections:

- **Economic Impact Calculator**

  works out the economic impact of a project

- **Social Return on Investment (SROI) Calculator**

  works out the monetary value of the social impact of a project

- **Gross Value Added (GVA) Calculator**

  works out the level of Gross Value Added (GVA) generated by a project

All sections require you, the user, to enter information about your project. The Calculators then generate a unique report for your project, containing estimates about the impact your project has had on a particular geographical area.

Who is the Toolkit aimed at?

- Anyone involved in delivering cultural events and activities who is interested in evaluating the impact of a project on a particular area.
- Researchers working on behalf of cultural projects.

Funders and policy-makers (working for the cultural sector) may also be interested in accessing the Toolkit, with a view to promoting its use as part of a project evaluation process.

How do I use the toolkit?

Whether you want to find out the economic impact, social return on investment, or gross value added generated by your project, you will need to collect some data – about your audience, funders, and your organisation. For a quick guide to the questions you will need to ask, please click here. For a more in-depth guide to the steps involved in designing, carrying out and analysing your research, please click here

Where does my data go?

All data entered into the Economic Impact Toolkit applications will be stored securely by The Audience Agency. Data will not be passed on to any third parties or used for marketing purposes in accordance with the Data Protection Act 1998. For more information, see our [User Agreement](#)

[Read more](#)