Prospectus

Community Data + Impact Intelligence

A community-aligned evidence, impact and futures intelligence system for cultural, digital arts and intentional community organisations.

VERSION
1.5

PREPARED BY
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PRACTICE
Community Data + Impact

"Build the evidence once. Use it to report, learn, decide and future."

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THE PROPOSITION

Future Somewhere helps community and cultural organisations surface data-backed evidence of community essence, agency and collective intelligence — and show how their initiatives fit within, strengthen or reshape that living system. We connect quantitative measures with first-hand community evidence to show what matters, what is significant, what is changing and what should happen next.

The Problem

Community-centred arts organisations generate rich evidence across programmes, people, place, digital engagement, funding, stories and partnerships — but it often sits in disconnected systems. Teams can count activity yet struggle to show how an initiative fits the community it serves: What is this community telling us about itself? Whose agency is strengthened or constrained? What changed? For whom? Is it significant? What do first-hand accounts reveal that averages miss? What is emerging? What should we do next?

The Offer

WORKSTREAM	FUTURE SOMEWHERE CONTRIBUTION	CLIENT OUTCOME
Program Evaluation	Define outcomes; measure process, impact, equity and unintended effects through quantitative + first-hand qualitative evidence.	Programme scorecards; outcome evaluation; evidence of what worked, for whom, why and how it was experienced.
Needs + Assets Assessment	Combine narratives, demographic, spatial, mobility, cultural and survey evidence to identify needs, assets and gaps.	Community profile; gap and asset map; access barriers; investment priorities.
Data Strategy + Hygiene	Audit systems; clean records; standardise definitions; build data models and quality controls.	Trusted source of truth; data dictionary; reporting-ready database; lower manual burden.
Grant + Impact Reporting	Map evidence once to funder requirements, organisational goals and community outcomes.	Live dashboards; funder-ready evidence; reusable impact reports and case studies.
Signals + Futures Intelligence	Detect weak signals, cluster trend hypotheses, map STEEP drivers and test future implications.	Signal register; quarterly futures brief; scenario inputs; evidence-to-action priorities.

The Difference

Most evaluation tells you whether a programme delivered against target. Future Somewhere asks whether the initiative is aligned to the community itself: what it preserves, strengthens, burdens, makes visible or changes. We connect community-defined wellbeing, collective intelligence and collective futuring in one evidence system — then translate findings into decisions, prototypes, reporting and governance.

> ***Build the evidence once.***
>
> Use it to report, learn, decide and future.

01 Why Future Somewhere Is Different

Mixed-method research by itself is not enough differentiation. Future Somewhere turns research into a durable community intelligence and futuring system.

1 **Community essence + agency + collective intelligence are evidence domains.** The work surfaces what a community says about itself — its meaning, memory, relationships, agency, patterns and aspirations — and shows how an initiative fits within, strengthens or reshapes that living system.

2 **An enduring Community Data Spine — not a one-off study.** Operational, quantitative, qualitative, place, cultural and futures evidence remain connected, traceable and reusable for evaluation, learning, grant reporting and future decisions.

3 **Equal analytic credence, with clear claim boundaries.** First-hand accounts, anecdotes, stories, observation, dissent and negative cases are analysed alongside quantitative measures. They can reveal mechanism, consequence, hidden harm or a weak signal without being misrepresented as statistically representative.

4 **A multidimensional Significance Stack.** Findings are tested across statistical, practical, community, distributional/equity, temporal/futuring and action significance — moving the question from "is it measurable?" to "does it matter, to whom, and what should follow?"

5 **From retrospective evaluation to anticipatory intelligence.** Evidence moves through signals → trends → drivers → scenarios → prototypes → return, so organisations can respond to what is emerging as well as report what already happened.

NOT SIMPLY:	BUT:
What does the research tell us?	*What is this community telling us about itself, how does your initiative fit within that living system, what is significant now, what is changing, and what should you do next?*

From Framework to Operating Approach

The operating model that follows comes directly from the Future Somewhere playbook's participatory research lifecycle — orientation and baseline, research design, collection, analysis, validation, action and evaluation. Community Crosswalking reads place through routes, relationships, assets, barriers, memory, sensory and embodied conditions, institutions and community-defined possibilities.

The Future Somewhere Model + Approach

Future Somewhere starts with the community as a living system — not a programme as an isolated intervention. The commercial model links three outcomes while keeping community agency cross-cutting throughout.

Community Wellbeing

The conditions that help people belong, exercise agency and flourish across body, relationships, culture, place, institutions, technology and ecology.

Collective Intelligence

The knowledge, memory, relationships, patterns, practices, dissent and aspirations communities already hold — surfaced without treating community knowledge as raw material.

Collective Futuring

The signals, trends and drivers shaping what comes next — translated into plausible, preferred and avoided futures, backcasting and testable prototypes.

Agency is cross-cutting: Future Somewhere does not grant community agency. It measures whether initiatives and systems create conditions that centre, amplify or constrain the agency communities already possess.

Baseline → Explore → Crosswalk → Connect → Interpret → Future → Prototype + Return

STAGE	WHAT FUTURE SOMEWHERE DOES	PRIMARY OUTPUT
1. Baseline	Define the initiative, community/place context, theory of change, existing outcomes, funder requirements, data sources, quality and current-condition baseline.	Baseline + evidence diagnostic
2. Explore	Use relationship-building, immersion, listening, interviews, surveys, observation, storytelling and Living Community Archive methods to surface local language, meaning, memory and priorities.	Exploration brief + evidence plan
3. Crosswalk	Map physical and digital routes, relationships, assets, barriers, institutions, memory, access, benefits/burdens and the initiative's touchpoints using participant-led Community Crosswalking.	Community Crosswalk + needs/assets map

STAGE	WHAT FUTURE SOMEWHERE DOES	PRIMARY OUTPUT
4. Connect	Clean and standardise records; connect quantitative and qualitative evidence, permissions and metadata into a governed Community Data Spine.	Community data model + data health scorecard
5. Interpret	Analyse quantitative patterns and qualitative meaning together; co-interpret with community partners; apply the Significance Stack; preserve dissent, negative cases and claim boundaries.	Impact + significance view
6. Future	Convert evidence into signals, trend hypotheses and STEEP drivers; build scenarios, preferred/avoided futures and backcasting priorities.	Signal register + futures brief
7. Prototype + Return	Translate evidence into dashboards, grant reporting, playbooks, data/governance or design prototypes; assign owners; return findings; evaluate and establish the next baseline.	Action/prototype + community return

> ***Where standard research often stops at insight, Future Somewhere builds a community intelligence system.***
>
> The difference is not simply mixed methods. Future Somewhere makes community essence, agency and collective intelligence measurable without flattening them; gives first-hand evidence analytic credence alongside quantitative evidence; tests significance beyond p-values; detects weak signals before they mature into trends; and turns evidence into governed data products, prototypes, playbooks and community return.

The Future Somewhere Evidence Ecosystem

A shared architecture connecting operational data, community knowledge, place, cultural value and futures intelligence.

Capture → Connect → Understand → Interpret → Future → Act → Return

EVIDENCE INPUTS &RARR; COMMUNITY INTELLIGENCE

Operational Data + Quantitative Data + First-hand Qualitative Evidence + Community Data + Place Data + Cultural Data + Futures Data → Community Intelligence

Evidence Domains

EVIDENCE DOMAIN	WHAT CAN BE CAPTURED
People + Participation	Attendance, repeat participation, retention, demographics where appropriate, accessibility, digital/physical participation.
Creative Practice	Artists commissioned, works created, experimentation, collaboration, skills, progression, paid opportunities.
Programme Delivery	Activity type, capacity, utilisation, cost, delivery partner, location, channel and completion.
Digital Engagement	Web/app interaction, livestreams, online programmes, digital artworks, dwell time and digital-to-physical conversion.
Community Essence + Agency	Belonging, agency, trust, relationships, cultural continuity, identity, language, rituals, family/kinship, values, informal governance, collective action, place meaning and aspirations.
Place + Mobility	Origins, travel time/radius, barriers, landmarks, gathering spaces, spatial reach and public realm.
Culture + Memory	Stories, language, artifacts, rituals, adornment, history and Living Community Archive material.
Fairness + Distribution	Who receives opportunity, funding, space and visibility; who carries unpaid work, friction, cost or exclusion.
Creative Economy + Wealth	Artist fees, contracts, local procurement, grant leverage, revenue, wealth retention and invisible contribution.
Technology + Environment	Digital infrastructure, AI use, energy, travel, materials, water, hardware/e-waste and negative externalities.
Institutional Systems	Eligibility, governance, wait times, decision pathways, complaints, access and institutional friction.
Wellbeing + Embodiment	Community-defined wellbeing, thriving and belonging; somatic ease/stress; allostatic and place-based burden where appropriate.
Futures Intelligence	Weak signals, trend hypotheses, STEEP drivers, preferred/avoided futures and prototypes.
First-hand Community Evidence	Interviews, participant anecdotes, stories, open-text responses, observation, diaries, workshop interpretation, dissent, negative cases and community-defined meaning.

02 Signals, Trends + Drivers

Evaluation becomes more valuable when it can detect emerging change, not only describe the past.

BUILDING BLOCK	FUTURE SOMEWHERE DEFINITION	MEASUREMENT STANCE
Signal	An early, edge-case or weak indicator of change: a new behaviour, phrase, practice, conflict, prototype or technology that may point toward a possible future.	Capture provenance, context, affected groups and uncertainty. Do not require statistical significance before recording a meaningful weak signal.
Trend	A broad directional movement with measurable momentum, often emerging from clusters of signals across people, sources, places or time.	Track recurrence, spread, direction, duration, counter-signals and distribution. A single survey wave does not establish a durable trend.
Driver	A slower-moving foundational force that shapes trends and precipitates signals, commonly mapped across Social, Technological, Economic, Environmental and Political factors.	Treat drivers as evidence-based system hypotheses; map interactions, uncertainty and who is affected.

> ***A signal is not the same thing as statistical significance.***
>
> A weak signal may appear only once and still deserve attention because it reveals a new possibility, neglected burden or edge case. A single first-hand community account can be methodologically significant as a candidate signal, negative case or evidence of harm without being treated as representative of the whole community. Statistical analysis becomes more relevant when the question is how common, different, stable or changing a pattern is. Both require community interpretation.

Quarterly Signal Intelligence

Every engagement can maintain a governed signal register that converts scattered observations into decision-ready futures intelligence:

STAGE	QUESTION	OUTPUT
Observe	What is new, unusual, changing or newly at risk?	Observation / candidate signal
Corroborate	Where else does it appear? What contradicts it?	Signal cluster / counter-signal
Interpret	Is this becoming directional? Who experiences it first?	Trend hypothesis
Explain	What structural forces may be shaping it?	STEEP driver map

STAGE	QUESTION	OUTPUT
Future	What plausible, preferred or avoided futures follow?	Scenario implications
Act / Watch	What should be monitored, protected, tested or changed now?	Owner, action, trigger and review date

03 Significance: From Measurement to Meaning

Future Somewhere separates statistical evidence from the broader question: does this finding matter?

SIGNIFICANCE LENS	CORE QUESTION	EXAMPLE EVIDENCE
Statistical	How incompatible are the data with a specified model, and how precise is the estimate?	Effect estimate, uncertainty interval, p-value where appropriate, n, assumptions and sensitivity.
Practical	Is the magnitude large enough to matter in everyday life or a decision?	Minimum meaningful difference; burden reduced; access gained; time/cost saved.
Community	Do affected people recognise the finding as accurate, important and worth acting on?	First-hand accounts, participant anecdotes, stories, open-text responses, community validation, priority ranking, dissent and locally defined thresholds.
Distributional / Equity	Who benefits, who bears burden, who is excluded — and could an average conceal harm?	Subgroup distributions, asymmetry mapping, first-hand evidence from less-visible groups, negative cases, access and exposure.
Temporal / Futuring	Is this noise, an early signal, an accelerating trend, a structural driver or a temporary fluctuation?	Signal maturity, repeated waves, horizon evidence, rare but consequential first-hand observations, driver map and uncertainty.
Action	Does the evidence justify monitoring, protection, experimentation, investment, redesign or stopping?	Decision matrix, reversibility, owner, resources, trigger and review date.

The commercial advantage

A dashboard can show a number. Future Somewhere triangulates quantitative measures with first-hand community evidence to show whether the finding is reliable, meaningful, equitable, future-relevant and actionable. Stories and anecdotes are not decorative case studies: they can reveal meaning, mechanism, consequence, dissent and weak signals that averages miss. Every claim retains a clear boundary so leaders, funders and communities know what the evidence can and cannot support.

First-hand Community Evidence

Future Somewhere gives qualitative evidence — first-hand accounts, anecdotes, stories, open-text responses, observation, community interpretation and dissent — analytic credence alongside quantitative measures. The objective is not to make every anecdote equivalent to a statistic; it is to use each evidence type for the claims it can validly support, then triangulate them before decisions are made.

> ### *Equal credence, different claims.*
>
> Quantitative evidence helps estimate magnitude, frequency, distribution and change. Qualitative evidence reveals meaning, mechanism, context, consequence and exceptions. Neither is treated as secondary. A single lived account may be significant as a weak signal, negative case or evidence of harm even when it is not statistically representative.

EVIDENCE STREAM	WHAT IT CONTRIBUTES	HOW FUTURE SOMEWHERE TREATS IT
Quantitative measures	Magnitude, frequency, distribution, difference and change over time.	Use descriptive or inferential analysis with uncertainty, data-quality checks and explicit claim boundaries.
First-hand qualitative evidence	Meaning, mechanism, context, consequence, lived experience and why a pattern matters.	Code and interpret systematically; preserve provenance, permissions, dissent and context; do not treat frequency alone as importance.
Anecdote / edge case / negative case	Early warning, rare burden, emerging practice, exception or contradiction that an average may hide.	Retain as a candidate signal or counter-evidence; seek corroboration where useful; never discard solely because n=1.
Community co-interpretation	Whether the finding is recognisable, important, fair and worth acting on.	Use validation, disagreement and locally defined thresholds to establish community significance and bound action.

Statistical Discipline

- Where inferential statistics are appropriate, report effect size, uncertainty, sample size, method/model and assumptions alongside p-values.
- Separate exploratory analysis from confirmatory testing; document deviations and sensitivity checks.
- Do not select sample sizes simply to reach $p < 0.05$. Plan around decision need, precision, minimum meaningful difference, power/alpha where relevant, subgroup needs, attrition and privacy.
- For small rapid prototypes, prefer transparent descriptive and qualitative evidence rather than overclaiming statistical inference.

04 From Data Backbone to Impact Reporting

Build the evidence once; translate it into the surfaces each stakeholder needs.

AUDIENCE	DECISION/REPORTING SURFACE
Community	What we heard / what changed / what happens next; community-controlled story, map or archive return.
Artists + Creators	Opportunity, compensation, reach, collaboration, creative development and access.
Programme Teams	Delivery, reach, experience, outcome, quality and intervention dashboard.
Leadership + Board	Monthly / quarterly impact WBR: goals, variances, risks, significance and actions.
Funders	Funder-ready metrics, outcome evidence, narrative evidence, limitations and reusable grant-reporting packs.
Local Authority + Partners	Place, participation, access, community benefit, spatial gaps and institutional implications.
Future Strategy	Signal register, trend map, STEEP drivers, scenario implications and next-watch questions.

Data Spine

A canonical model connects Person/Participant · Artist/Creator · Programme · Event/Interaction · Place · Organisation/Partner · Funding · Artwork/Artifact · Outcome · Signal · Permission.

For every important field or metric: Owner → Definition → Source → Unique ID → Validation Rule → Refresh Cadence → Privacy Classification → Retention → Allowable Reuse → AI Permission → Reporting Uses.

Data Health Scorecard

DIMENSION	EXAMPLE MEASURE
Completeness	% required fields populated
Accuracy	% records validated
Uniqueness	Duplicate rate
Consistency	% conforming to canonical definitions
Freshness	% refreshed within agreed cadence
Traceability	% KPIs traceable to source

DIMENSION	EXAMPLE MEASURE
Permission integrity	% participant records with valid use permissions
Reporting readiness	% priority/funder metrics automatically populated

05 90-Day Pilot

A bounded engagement designed to prove value quickly and create a scalable evidence foundation.

PHASE	DAYS	WORK	PRIMARY DELIVERABLE
01 Baseline + Explore	0–30	Stakeholder interviews; initiative goals; funder requirements; data/system audit; community/place baseline; qualitative discovery; theory of change and evidence boundary.	Community Baseline + Data Diagnostic + Impact Architecture
02 Crosswalk + Connect	31–60	Community Crosswalk; needs/assets mapping; data cleaning/model; permissions; survey/instrument design; Living Community Archive options; KPI layer; dashboard prototype.	Community Crosswalk + Community Impact Intelligence MVP
03 Interpret + Future + Return	61–90	Mixed-method analysis; community co-interpretation; significance review; signal/trend/driver scan; scenario/backcasting; grant outputs; action/prototype and return plan.	Impact + Futures Brief + Operating Rhythm + Community Return

Pilot Success Measures

- Reporting hours reduced; duplicate/error rate reduced; data completeness and freshness improved.
- % priority metrics traceable to source; % grant evidence automatically available.
- Dashboard adoption and number of evidence-backed decisions made.
- Community interpretation completed; major findings triangulated across quantitative and qualitative evidence and tagged across the significance stack.
- First-hand narratives, dissent and negative cases retained with provenance, permission and an explicit claim boundary.
- Active signal register established with clear watch questions, owners and review cadence.
- % community commitments with an owner, resource and follow-up date.

> ***Future Somewhere helps community and cultural organisations surface data-backed evidence of community essence, agency and collective intelligence — and show how their initiatives fit within, strengthen or reshape that living system.***
>
> We combine quantitative measures with first-hand community evidence to show who is participating, what is changing, whether outcomes are meaningful and significant, where benefits and burdens are distributed, what lived experience says about why the pattern matters, and which early signals may become tomorrow's trends.

The model links Community Wellbeing, Collective Intelligence and Collective Futuring. A lived account can be significant without being statistically representative; major findings are tested across statistical, practical, community, distributional/equity, temporal/futuring and action significance. The result is one community-aligned evidence backbone for evaluation, needs/assets, data strategy, grant reporting and evidence-to-action. **Build the evidence once.** Use it to report, learn, decide and future.

06 UK Market + Method Alignment

Designed to be rigorous enough for funders and institutions while retaining community authority over meaning, use and return.

Selected Public References

REFERENCE POINT	WHY IT MATTERS FOR THE OFFER
UK Magenta Book (2026)	Evaluation should be planned early, proportionate and fit for purpose; process, impact and value-for-money evaluation answer complementary questions.
DCMS M&E Strategy 2026–31	Prioritises stronger data infrastructure, place-based monitoring, evidence-to-action practices and use of evidence to adapt interventions in flight.
London Datastore / Data for London	Provides extensive open city datasets that can enrich place-based needs, access and demographic analysis.
Arts Council England — Let's Create	Creates a natural crosswalk to Creative People, Cultural Communities, A Creative and Cultural Country and the four Investment Principles.
ICO UK GDPR guidance	Supports purpose limitation, data minimisation, additional safeguards for special-category data and documented lawful use.
Future Somewhere Community Engagement Playbook v2.8	Adds community governance, Living Community Archive stewardship, signals/trends/drivers, significance, fairness, distributional analysis and futures methods.

REFERENCE POINT	WHY IT MATTERS FOR THE OFFER
London research + evaluation market	Qualitative + quantitative research and actionable insight are the baseline. Future Somewhere differentiates through community-defined evidence, Community Crosswalking, Living Community Archive stewardship, a governed data spine, multi-dimensional significance, signals/trends/drivers, participatory futuring and prototype/return mechanisms.

Method Note

The Future Somewhere methodology treats the community survey, Living Community Archive, Community Crosswalks, first-hand accounts, observation and operational/quantitative records as complementary evidence streams within one mixed-method system. Qualitative evidence receives equal analytic credence alongside quantitative evidence, while each supports different claim types. The operating sequence is Baseline → Explore → Crosswalk → Connect → Interpret → Future → Prototype + Return, organised around Community Wellbeing, Collective Intelligence and Collective Futuring. Claims remain bounded to the population, place, time period, permissions and level of evidence actually supported; anecdotes and edge cases may remain significant signals or counter-evidence without being presented as statistically representative.