

Valentina Orrù (she/her)

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I am a producer, evaluation consultant and researcher with a background in cultural policy and 10 years of experience devising, delivering and evaluating projects in the arts. My research looks at arts practices, with a focus on the interplay between cultural production, policy and the economy. My areas of interest also include creative and collaborative research and evaluation methods working with artists, young people and community groups.

WORK EXPERIENCES

January 2024 – present, **PhD Researcher**, UWE, Bristol, UK

September 2023 – present, **Hourly Paid Lecturer**, Kingston University, London, UK

- Lecturing on the MA course in Museum and Gallery Studies.
- Supporting second year students from the BA course in Creative and Cultural Industries.

May 2015 – present, **Evaluation Consultant**, Freelance

Recent projects include:

- Evaluator for *Seeing Differently: Learning together*: a co-created learning project at Autograph, London supported by Art Fund and Art UK. Devising and implementing a collaborative evaluation approach.
- Evaluator for *Sensing Soil*: an artistic research garden project at Goldsmiths University - funded by NERC (Natural Environment Research Council) and in collaboration with artist Harun Morrison and the Lewisham Refugees and Migrants Network.
- Evaluator for *Urban Voices*: an ongoing creative programme working with 14-16 year olds in Pupil Referral Unit schools in London. Funded by BBC Children in Need and Action for Bow.
- Evaluator for the ACE-funded bursary programme for visual artists, *SPACE Artist Awards*. Devised the Theory of Change, evaluation framework and methods; Produced a report - available here: <https://bit.ly/3sbFcd4>

May 2022 – May 2023, **Planning and Evaluation Officer**, Barbican Centre, London, UK

- Developed and implemented monitoring and evaluation processes and methodologies for the Creative Collaboration department.
- Led on reporting cycles; collecting, analysing and presenting data and insights at different levels within the organisation; advocating for research-led decision-making processes and programming.
- Researching and implementing creative and participatory research and evaluation methods.
- Evaluating flagship learning programmes working with schools, teachers, artists, families and young people.

Feb 2017 – April 2022, **London Creative Network: Programme Manager**, SPACE, London, UK

- Project managed London Creative Network (LCN), a £3.8m ERDF (European Regional Development Fund) - funded professional development programme for visual artists, photographers and craft makers in London.
- Raised £1m additional ERDF funding for programme extension.
- Forecasting, monitoring outputs and expenditure; reporting to funder and ensuring that the programme delivered its core KPIs and follows stakeholders' shared requirements and objectives properly.
- Maintained excellent working relationship with a consortium of 4 delivery partners – set up programme management tools and shared monitoring systems.
- Led on programme impact evaluation in collaboration with BOP Consulting.

Aug 2017 – Aug 2019, **SPACE Toolkit: Programme Manager**, 37 Queen St, Colchester, UK

- Devised, fundraised for and project managed a successful business professional development programme for creative small businesses, recent graduates, entrepreneurs and digital start-ups.
- Produced and managed 18 events, panel discussions and workshops attracting over 500 participants.
- Designed and carried the evaluation of the programme and ensured it met stakeholders' objectives.
- Established excellent relationships with local authorities, the local creative community and other stakeholders.

Mar 2016 – Jan 2017, **Circuit: Programme and Communications Assistant**, Tate, St Ives, UK

- Assisted in developing and delivering a new learning programme for young people aged 15-25. Funded by Paul Hamlyn Foundation, Circuit was run in partnership with local and national youth and arts organisations.

- Developed a range of creative and participatory evaluation methods; wrote reports for funders on a quarterly basis, presented findings to the wider team.
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EDUCATION

Sep 2011 – Sep 2012, **MA in Arts Management. Policy and Practice**, The University of Manchester

Sep 2007 – Oct 2010, **BSc in Economics and Management of Arts. Culture and Communication**, Luigi Bocconi University, Milan

WRITINGS/PUBLICATIONS

- Orrù V. (2023). 'In denial'. Artists in the UK creative economy: A focus on artist-led businesses. In Virani, E. T. (Ed.). *Global Creative Ecosystems: A critical understanding of sustainable creative and cultural production*. Palgrave Macmillan.
 - Mackney M. & Orrù V. (2022). Liberating the "frustrated evaluator". In *Disrupt Toolkit*. Guildhall School of Music and Drama.
 - Virani E. T. & Orrù V. (2021). *Business resilience and visual art: New directions for research in business-oriented practice for visual artists*. SPACE. <https://bit.ly/3srby3F>
 - Orrù V. (21 October 2019). The 'artist business' as a model for professional development. *Arts Management Network*. <https://bit.ly/3BZQ9lq>
 - Orrù V. (2019). Artists as Entrepreneurs. In Dyer, S. (Ed.), *Pivotal Moments*. SPACE.
 - Orrù V. (2019). Do you speak marketing?. In *Circuit: Test, Risk, Change*. Tate and Paul Hamlyn Foundation.
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ADDITIONAL SKILLS

Languages

- English: Proficient in Verbal and Written communications
- Italian: Native speaker

IT

- Proficient user of all MS Office software, including Excel for data analysis and monitoring.
- Excellent working knowledge of data collection tools such as Survey Monkey and Forms.
- Good working knowledge of SPSS.
- Excellent working knowledge of project management systems such as Trello, Gantt and Basecamp.

Trainings

- NCFE CACHE Level 2 Certificate in Understanding Children and Young People's Mental Health, Havering College of Further & Higher Education, September 2020.
- Measuring Social Impact, The School for Social Entrepreneurs, March 2019.
- Dyslexia Awareness, Positive Dyslexia, February 2019.
- Communicating Impact, NEF Consulting, May 2017.

Others

- I am the founder and editor of The Name of the Next Song - www.tnotns.com, an international platform for artists and researchers with a focus on the social, material and political conditions that inform cultural production in contemporary times. The platform features dialogues, writings and visuals, welcoming contributions from many different voices and perspectives.
 - I am a mentor at Arts Emergency, a charity that seeks opportunities in the Arts and Humanities sector for underrepresented young people aged 16-26.
 - I am former member of the EDI committee at SPACE and the EDI council at the Barbican Centre.
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References available on request.