



# Evaluation and measuring impact



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**ARTS COUNCIL  
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# Evaluation – What is it for?

- To improve the work we are doing – plan, do, review
- To understand and measure the impact of our work
- To identify if we are achieving our outcomes and vision
- To report to funders
- To communicate with stakeholders and communities
- To contribute to future strategy
- To contribute to a body of evidence

# Evaluation – who is it for?

- Ourselves
- Our stakeholders
- Our partners
- Our communities
- Our funders
- Each other

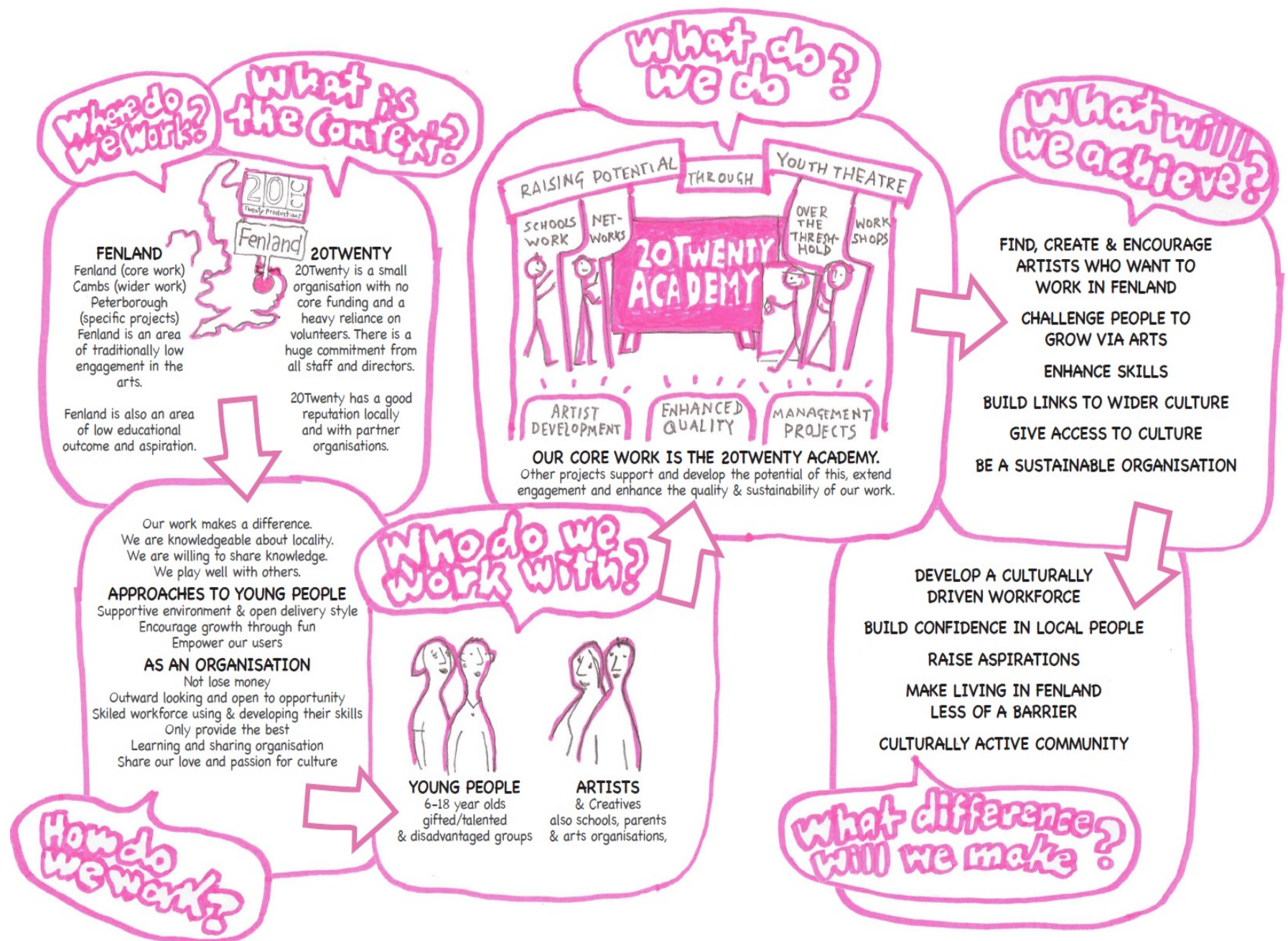
# Formative and summative

Formative – monitoring impact as you go along throughout a project or programme

Summative – measuring impact against your outcomes at the end of a project or programme

# Story of Change

- Why – Vision and outcomes – the impact you want to have
  - What – Activity – what you will do to achieve your outcomes
  - How – Resources, values and context
  - Who – The people who experience the change and those who make it happen
- 
- A tool for talking about the expected outcomes of your work
  - Agreeing your project outcomes with partners and those delivering



# Measuring impact

Measuring how much progress you are making towards achieving your outcomes and vision

- Identify indicators of success
  - What will success look like?
  - How will we recognize this?
  - What do we want to change and how will we know when we see it?
  - Hypothesising

# Gathering data

Once you have decided *what* and *who* your evaluation is for and identified your *outcomes* and *indicators of success* you can begin to think about *what data* you need to gather

- Work with project partners and deliverers
- Strike a balance between what you need and your capacity
- Triangulation of data for increased robustness



# Tools for gathering data

- Surveys
- Focus groups
- Interviews
- Other validated tools ([Spectrum Database from EEF](#))
- Observations
- The reflections of people involved – teachers, partners, steering group
- Apps
- Creative tools (<http://happymuseumproject.org/resources/tools/>)



# Talking about impact

- Accessible formats
- As and when you have a story to tell – formative approach
- Tailored to your audience
- Infographics and videos
- Case studies and statistics

# Getting the scope and scale of evaluation right

- Be clear about why you are evaluating
- Develop evaluation questions with everyone involved
- Distinguish 'process evaluation' and 'impact evaluation' questions
- Plan a reasonable budget
- Know when to do it yourself, and when to employ an independent evaluator

# Other things to consider

- Are you seeing shifts in practice? Signs of organizational or institutional change?
- Can you involve young people in designing the ways you gather data?
- Accidental outcomes
- Be realistic about your capacity – balance what you need with how much time you have
- You don't need to measure everything or collect data on everything