

English Heritage Outreach Department Outline Evaluation Report

Section 1 – Writing the Evaluation Report

How are you going to evaluate?

You need to be thinking about evaluation from the beginning of your project – what information do you want to be recording and how are you going to collect and record it? Who of the project partners is going to be responsible for the evaluation? As your objectives will have been defined before you start, you need to know how you are going to measure whether or not you have been successful.

It's vital to gather information throughout the project to monitor how well it's going, if it is meeting its original objectives and keeping track if things start slipping or going wrong, enabling you to make changes accordingly.

This continual assessment or monitoring you will do by keeping records of what happens at each stage of the project. You might not be at every workshop session, for example, but you should be in regular contact with workshop leaders. If you are employing others to run sessions or project manage the project, build into their contract some time for them to provide a written report about the project – including what they did in each workshop and how it went. You might want them to gather some of the responses from the participants, in which case agree with them at the outset what you would like them to do, or inform them what you will be doing to evaluate the project and at what stage, so they are prepared for it.

Other than project leaders and project partners and yourself who can provide reports on what happened in the project, it's vital to assess what impact the project had on the people taking part. This calls for a qualitative evaluation and has the most impact if it is in the words of the participants themselves.

Methods for gathering data

- Your own written assessment of the project
- Reports from workshop leaders – sample questionnaire in section 3
- Reports from project partners – sample questionnaire in section 3
- Feedback from participants:
 - Record discussions with participants. These discussions can be informal or formal, depending on the group and how appropriate it is to hold formal feedback during and at the end of the project.
 - If you want to know how opinions have changed since before the project, you need to ask questions of people before you start so you can track changes. It is useful at this stage to explore what people's expectations are, what they hope to get out of the project, what the ground rules are.
 - Written questionnaires (see Section 3)
 - Comment boxes or comments books to let people write stuff in as and when they want
 - Tape recordings and video recordings of feedback (but remember that it might be very time-consuming to transcribe these)
 - Graffiti walls
 - Post-it notes on walls where people can put up their feedback
 - One-to-one chats with participants where you can go into more depth with them about what they got out of the project and what impact it has had on them
 - Photographs documenting project.

You might want to think about specific questions for this sort of feedback rather than leaving it completely open (see Section 3). For example: asking questions which will assess how the confidence of participants has increased throughout the project.

Writing it all up

- The report needs to be qualitative and quantitative: we need numbers for measuring performance against the PSA target but we also want to know what impact the project has had on the participants, what we have learnt from the project and what we can go back and tell the funders (whether this is internally or externally) about how we spent their money.
- Report needs different voices – both yours and those of participants, who can give a personal perspective and humanise what you are writing
- Put in quotes from participants throughout the report, as well as in a separate section at the end
- Make it clear and concise
- Use images wherever possible
- Find out whether people are happy to have their names in the report or if, for example, participants want to remain anonymous
- Decide who you are writing the report for – internal and external use, funders and potential funders, project partners, project participants, if appropriate

The following structure makes the whole document look like its going to be very long and time-consuming, but actually keep it short and sweet. A lot of the information you will have from your original project briefs or Regional Outreach Strategies (ROS), and some bits you can get other people to write.

Remember – quotes and photos are the best way of getting the impact of the project across immediately and really enabling the participants to speak for themselves about what they felt the strengths and weaknesses of the project to be.

(Levin, 2004)

Section 2 – report structure

1. Introduction

Very brief explanation (2-3 paragraphs) talking about what the project was, where it took place, who took part and what it was all about.

2. Acknowledgements

Who were the project partners and the participants?

Funders – did the money come from external sources from EH, from an internal EH funding strand or the Outreach Department budget?

3. Background to project

Why did you do it? What were the drivers? E.g. internal and external reasons for why the project took place. Refer back to research done in ROS.

4. Objectives

What were the aims and objectives of the project?

It is useful to state clearly what these were at the beginning of the project as the final bit of the evaluation will look at whether or not you met these objectives, and if not, why not.

5. The project in action

How did you carry out the project?

Describe the different stages, including: recruiting participants, running workshops etc.

Who was working on the project? E.g. who led the workshops, were you working with artists or youth leaders?

Describe typical workshops and what the final outcome was, if there was one (eg: exhibition, performance).

You can get your project leader to write this up for you.

6. Outcomes

What were the outcomes of the projects? Include both hard and soft outcomes.

- Examples of hard outcomes are: 3 workshop sessions attended by 10 participants, an exhibition, a performance, IT skills gained by participants.
- Examples of soft outcomes are: increased self-confidence amongst participants, increased cohesion amongst different community groups, increased capacity for active citizenship.
- When discussing soft outcomes, we need to be able to say how you know that the participants gained something from the project. For this you need to refer back to feedback from the participants themselves – use their quotes here. If they said that they have a new understanding of history and will look at their surroundings differently from now on, then put this in.

Come back to your original objectives – did the project meet these?

7. Strengths and weaknesses

Breakdown what you consider to be the strengths and weaknesses of the project – be honest here! It's important that we learn from each project – even if that's how to do it differently next time. All projects will have their successful and less successful elements – it's looking at how these were managed as part of the process that is interesting.

In the 'weaknesses' section, look at what went wrong or what could be improved if the project was run again.

In the 'strengths section', you can also talk about how you managed when things went wrong and / or how the project changed over time through various factors.

8. Other perspectives

You've talked about your evaluation of how the project went in the last two sections. In this section, go into more depth about other people's perspectives.

Include feedback and reports from other project partners, workshop leaders, community group / youth group leaders etc.

Put in a selection of comments from the participants about the project. If you asked structured question such as 'What did you like about the project? Or 'What were the worst bits about the project and why?', put the answers in against these headings.

If you can get a more in-depth report by one or two of the participants talking about their experience, that would be great. Getting these written reports might be hard, so transcribing

a spoken interview with them could work if they are prepared to do this with you. If not, don't worry but get what they are willing and happy to give in terms of personal reflection on the project.

9. Future potential

Where will this project lead?

Have there been any further developments since the project ended, e.g. workshop participants going on to similar things, or a group continuing with work after your involvement has ended?

Basically, can you define what sustainable outcomes have come out of the project?

You can also talk about whether this project could be used as an exemplar of this sort of working at other sites around the country.

10. Conclusion

Your overall summation of the project and how it went, and final thoughts!

11. Appendices

Chronology of the project (especially if it has been a long term project)

Example evaluation forms – both blank and completed (keep them anonymous)

Statistics for PSA measuring – how many participants at each stage of project? Age, gender, ethnicity, social class (ABC1 or C2DE), disabled?

If there has been a final public event or exhibition, also record total numbers of people attending (broken down by these criteria if you have this data) and at least, into adults & children.

Press cuttings

Budget (which can be removed if report is going to be external).

Section 3 – example questionnaires

Project evaluation form

This questionnaire for project leaders (e.g.: workshop leaders, artists working on the project, other project partners) is to give you an idea about the sort of feedback which it would be useful to gather. You may want to leave the reporting much more open, just asking the project workers and partners for a short summary of their perspective on the project, its strengths and weaknesses, or you might find it more helpful to give them a structured questionnaire like this.

Questionnaire for participants

In terms of questions for participants, again you might want to use a written feedback form, if this is appropriate. But you'll need to think about:

- literacy levels and confidence,

- likelihood of the forms being filled in and returned,
- translating the forms into other languages and accessible formats.

Informal questions for participants

If you don't use a written questionnaire, questions you might think about asking participants through more informal means:

- What have you learnt?
- What were the best bits of the project and why?
- What were the worst bits and why?
- What have you enjoyed?
- What haven't you enjoyed?
- What have you learned about yourself?
- What have you gained from the project?
- What did you expect to get out of the project?
- Were the workshops like you thought they would be?
- Was there anything about the project you would have changed? How?
- Have you got any advice for us for future projects?
- Any other comments?

Other questions to think about, (though the way you phrase them will depend on the sort of project you're running and what its objectives were) are questions relating to views about heritage:

- What does the word 'heritage' mean to you?
- Have you visited a historic building in the last 12 months? (oh yes, that PSA question...!)
- Has your perception of heritage changed since the project?
- Has the project changed the way you look at the streets around you?
- Will you visit another historic building now that you've been to.....?

With all these questions, adapt them for your own needs, bearing in mind what your original objectives of the project are and what you want to find out.

**ENGLISH HERITAGE OUTREACH
PROJECT EVALUATION FORM**

Name:

Project:

Organisation:

What was your role in the project?

Why were you interested in being involved in the project?

Did the project run according to plan for you (given that there may have been unexpected outcomes)?

What did you learn as a facilitator?

What were the strengths of the project?

What were the weaknesses of the project?

What do you think the participants have gained from the project?

Any comments on how the project was set up and managed?						
How do you plan to follow up on this project – in terms of your own professional development and with the participants?						
Memorable moment / achievement of the project not already mentioned?						
Suggestions for next time?						
Any other comments?						
Numbers:						
	W'shop 1	W'shop 2	W'shop 3	W'shop 4	Final event	
No. of participants: Under the age of 20						
No. of participants: Over the age of 20						
Total no.						

Please return the form to:

Thanks very much for taking the time to fill this in!

PROJECT TITLE

TELL US WHAT YOU THINK!

Tell us about yourself...	
Your name:	Which of the ethnic groups listed below do you consider you belong to? <input type="checkbox"/> Asian <input type="checkbox"/> White <input type="checkbox"/> Black-African <input type="checkbox"/> Mixed <input type="checkbox"/> Black-Caribbean <input type="checkbox"/> Other <input type="checkbox"/> Chinese
Address:	
.....	
.....	
Postcode:	
Age:	Are you registered disabled or have a disability of any sort? <input type="checkbox"/> Yes <input type="checkbox"/> No
Are you: <input type="checkbox"/> Male <input type="checkbox"/> Female	
Please tick the box that describes you!	
How would you rate the project? (Please tick a box, if 1 is the lowest score and 5 is the highest)	
<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5	
Did you enjoy taking part in the project? If so, what did you like best?	
Is there anything you didn't enjoy about the project?	
What have you gained from the project?	
Was the project like you thought it would be?	
Have you got any advice for us for future projects?	

If you have any other comments, please write them on the back of this sheet.

Thanks very much for filling this in!