

# Warwickshire County Council

## Monitoring and Evaluating an Arts Project

**Monitoring and Evaluating a project is a requirement of all funding, this sheet offers some hints and tips to help with the evaluation process.**

- **Monitor the project all the way along**

‘How is it going?’ And ‘trouble shooting’.

Don’t wait until the end of the project to ask questions. Getting feedback throughout the project and at particular milestones enables you to respond quickly to unexpected needs and challenges and feeds into a more accurate final evaluation.

Make sure everyone is involved in the monitoring, (participants, staff, artists and project managers) making time for feedback gives people the opportunity to raise concerns and keep you informed of change, problems or unexpected events. Funders are not surprised that changes take place; just keep them informed

Observing sessions could also be another way of monitoring the project and getting feedback. Observing a session will help to identify if the project is being successful (meeting its aims, outcomes and outputs). .

- **Try and be creative getting feedback**

Questionnaires and forms are the most common evaluation techniques, however there are other ways of recording participants feedback, they could be verbal, written or visual and involve other arts forms such as photography, video diaries, creative journals or physical activities and games.

- **Collecting Evidence**

### **Outputs - the numbers game**

‘Hard evidence’. Which involves counting and recording numbers of... people organising, participating, how often participants take part, how many weeks/ sessions a project runs for, numbers of people attending the final showing or event. These numbers need to be evidenced by keeping records such as registers, ticket stubs, minutes, signing up sheets etc.

### **Outcomes**

‘Soft evidence’ the **impact** you expect the project will have on individuals, group and wider community.

What effects do you expect the project to have on individuals, their learning, and group dynamics? What issues and ideas will/may the project explore? Will the project influence or promote services? Celebrate difference or diversity? Do you intend any work produced to influence the wider community?

Writing evaluation questions that are open ended will enable participants to speak freely about their experiences, helping you to collect anecdotal evidence.

- **Writing an Evaluation Report**

To evaluate a project take all the information you have collected and measure them against the predicted aims, outputs, outcomes. This information can then be put together in a short report.

How successful has the project been? Be truthful, the more you can learn from the experience the more fruitfully you can build on everyone's experience. What have *you* learnt from the process? What procedures will you put in place to improve future projects?

If the project has been successful you will probably find that the participants will have new aspirations and ambitions. How can you build on the results of this project? What should happen next?

- **Sources of useful information**

The Joseph Rowntree Foundation has a free downloadable guide to evaluation with very useful hints and tips as well as a step by step guide.

[www.jrf.org.uk](http://www.jrf.org.uk) Search **Evaluating community projects: A practical guide** and the guide can be downloaded in pdf format.

Voluntary Arts Network (VAN)

VAN briefings can be downloaded from the VAN website, the briefings are in a range of topics but all relevant to the voluntary arts sector. [www.voluntaryarts.org](http://www.voluntaryarts.org)