# Top Tips for Good Evaluation Practice:

#1 **Start early**: **plan** for **evaluation** and **analysis** from the outset, including timing, frequency and reflecting on any continual feedback for improvement.

#2 Start with the **purpose** of your activity: ensure you evaluate the measures the outcomes of your project that you/funders/audience may want to know? Be prepared to be flexible and respond to serendipitous feedback, opportunities in how you run your engagement. As well as outcomes, consider what data would be helpful for **improving/developing** your future activities?

#3 Choose your **method** carefully – the simplest (e.g. surveys) may not most appropriate method. Consider using methods in combination (Quantitative / Qualitative) to add depth/usefulness.

#4 **Consider your audience:** will they understand the language? Consider layout, question design and formatting carefully. How are you going to encourage people to complete the evaluation? Should you measure 'all audiences' experiences (e.g. volunteers, speakers, venue) in order to capture different perspectives?

#5 **Pilot it** and rework in response to feedback before releaing.

#6 **Be practical:** data should be collected, assessed and reported within the timescale, budget and skills you/your team/your audience have.

#7 **Be rigorous and credible:** use methodologies that are fit for purpose. Ensure questions are not leading or biased e.g. based on what you expect to see. Consider **generalisability -** have you captured a representative sample of your audience?

#8 **Legal and ethical obligations:** respect confidentiality, conduct appropriate ethical and data protection practice and obtain informed consent (e.g. for photographs).

#9 **Report on it:** findings should be made accessible and useful to participants and stakeholders through publishing, sharing and clear language/ explanation. Ensure learning of 'what works' and evidence of impacts are clear so they can be useful.

#10 **Reflection and implementation:** How are you going to reflect on and implement the findings? E.g. should you have further discussion e.g. a focus group? Are the findings going to change the project's future direction?