

Evaluation Information Sheet

If your application is successful, you will receive an Evaluation Report form which, as a condition of your grant, you are required to fill in and return.

Evaluation data is an important tool for the Arts Development Team. Grants are awarded to projects which identify needs the Council wants to address, and aims to satisfy those needs. Any data collected goes towards helping us to monitor trends, measure successes, identify gaps and ultimately make the arts more sustainable. Evidence of improvements brought about by arts activity can be used to lobby for more investment in the arts, giving the arts development team facts and figures with which to demonstrate the value of the arts.

The Arts Council has produced an information sheet entitled 'Self Evaluation'. This can be downloaded from their website at: www.artscouncil.org.uk/publications/information_sheets.php You can search for any of their other information sheets here too. Alternatively you can telephone them on 0845 300 6200.

For further guidance, you can also download a copy of 'Partnerships for Learning: a guide to evaluating arts education projects' by Felicity Woolf, which is also available on the Arts Council website. The guide covers each stage of the evaluation process (listed below) and includes techniques for collecting evidence. If you do not have access to the internet please contact an Arts Development Officer.

The evaluation process

1. Planning
2. Collecting Evidence (qualitative and quantitative)
3. Assembling and Interpreting
4. Reflecting and Moving Forward
5. Reporting and Sharing

Information to Collect

Qualitative:

- Verbal or written feedback
This could be unsolicited email comments from partner organisations, funders, artists involved, audiences, or (depending on the scale of the project) you could contact everyone involved to ask them directly.
- Recording the event through photographs, filming or tape recording.
- Monitoring press coverage – how much coverage (column inches)? Was it good or bad?

Quantative:

- Geographical data
Do you know where your audience/artists/participants/staff are from?
- Demographic data
How old are your audience? What is the male /female breakdown? Is the audience ethnically diverse?
- Monitoring audience figures / tickets sold
- Monitoring of the distribution of marketing material (where to / how many)

Methods of Collection

- Questionnaires (audience, artists involved, staff, participants)
Try to make questionnaires as straightforward as possible – avoid asking open-ended questions. Have tick boxes, yes/no answers. Make it difficult to leave questions blank.
- Surveys
- Visitors' Books
- Using a camera, video camera or tape recorder
- Getting copies of press coverage