



Worksheet Three: Evaluating the Impacts of Your Activities

Once you have developed your public engagement plan it's important to build in an evaluation of your activities. It's important not just to evaluate your activities but to also consider their impact(s). This guide should help develop an evaluation plan. Think about what evidence you might need and how you are going to store and analyse any data, especially if this is required by your funder. Remember to check if you need ethics approval!

What do you want to evaluate?

Do you want to evaluate design and suitability, delivery and outputs, or the impact of your activities?

Objectives: What do you need to do to achieve your evaluation aims?

Consider what your objectives are for your evaluation, what do you aim to find out? What data do you need to evaluate your activities? What do you, your participants, and if applicable, your funding partners need to know? Remember to check if you need ethics approval [here!](#)

Evaluation questions: What do you want to know?

Are there key questions you need to ask? How can you collect the evidence you need to measure the objectives identified above?

Methodology: Do you need a formative or summative approach to evidence the impact of your activity?

You might want to consider examples for both. Summative feedback measures the results and impact of the activity and formative can be used to improve public engagement in the future. Longer term projects may need ongoing formative evaluations and those with funding partners will need some summative evidence.





Qualitative Feedback : How and when will you track the evaluation of your activities?

A formative assessment is useful if you are delivering a series of activities and want feedback in order to improve your design and delivery and learn about what is working well. You will need to consider when it is best to evaluate this, at the end of each activity or at set milestones throughout the project. For standalone activities this may provide additional feedback to help with future development.

Quantative Feedback: How and when will you track the impact of your activities?

Identify and track your impact-focused objectives, this might be very different from what you track regarding your activities. Is this something that can done alongside the formative reflections and evaluation of your activity? Might the evidence collected for one serve the other? You will need to consider when it is best to evaluate the impacts, will you need to plan beforehand for some follow-up activity?

Data collection tools: How will you collect your data?

Consider, focus groups, questionnaires, interviews, graffiti walls etc.

Data Analysis: How will you analyse the data?

What methods might you apply? Do you need specific tools or software to do this?

Reporting: How will you disseminate your evaluation results?

Do you need to share your results? What format might this take, a presentation, a report? Who will be engaging with your findings? Understand your legacies and who might be impacted by your reporting.





Need some more help? Or want to dig deeper into developing your own evaluation and impact plans?

Here are three methods from our public engagement experts to think about:

1. Evaluate the **design** of our activities and the suitability of the activities for a given purpose or context:
 - Does the design follow good practice, underpinned by sound ethics, and avoid known issues that commonly lead to failure?
 - Is the design appropriate and relevant for the context in which it is taking place, including the needs, priorities, and expectations of those who take part?
2. Evaluate the **delivery and immediate outputs** of the activities:
 - Has the public engagement activity met planned targets and objectives, and/or resulted in other achievements?
 - What worked well and less well, what lessons can be learned for future activities?
3. Evaluate the **impact** of public engagement:
 - How were participants, researchers, or others involved impacted?
 - What are the long-term and indirect (unplanned) impacts?

You may also wish to consider other ways of conceptualising your potential impactful public engagement including:

- **Logic Model** Approach.
- **Knowledge Mobilisation** Approach.
- **Theory of Change** Approach.

More information on these models can be found in the **Impactful Public Engagement Slides** on the ELE Page.

This is the last of the worksheets if you'd like to learn more check out our Case Studies and other resources but most of all good luck, have fun, and enjoy your public engagement journey!



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