

Public Engagement Evaluation

Evaluation is an assessment of the value of any particular engagement activity. It tells you about what has worked, what hasn't, and the impact of the activity on different audiences. It should be a learning experience, so you can find out if your activity made a difference.

Evaluation can help improve an activity and prove its success (or otherwise). Funders usually require some kind of evaluation report and any evidence collected can be used for REF Impact Case Studies or similar. It will also be useful for your own reflection and reporting, as well as to share with others.

Evaluation should be an intrinsic part of any engagement activity, whether as a simple reflective process, light-touch or in-depth. Identifying during the planning stage what you are trying to achieve will inform how you measure success.

When planning your activity and evaluation, think about the following questions:

What are you trying to find out?

Why do you need to know?

Who is the evaluation for?

This will help you decide how to evaluate your activity.

Each evaluation will be individual to the engagement activity, there is no 'one size fits all' solution!

Evaluation Resources

There are lots of good resources and advice available online. We have collected the most useful and relevant below (or [here](#)).

A few tips...

- Only collect the data you will actually use
- Try to embed evaluation into your activity
- Remember that evidence of change requires a baseline at the start
- Consider using [creative approaches](#) or [peer observation](#) as [alternatives](#) to traditional survey or interview methods
- Share your evaluation – other people will find the process and findings useful!



Support for Evaluation

The Public Engagement Team are happy to advise on evaluation of your engagement projects at any stage. Please contact the Public Engagement Associate for your Faculty in the first instance: Mireia Bes (Health & Life Sciences); Ellie Cripps (Science & Engineering); Vivienne Kuh & Ben Meller (Arts & Social Sciences). We also have an Evaluation Officer who can provide further guidance - Alison Rivett. [Click here for all our contact details](#).

Evaluation of our Projects

We are committed to evaluating our projects and activities and sharing the results. You can find evaluation reports from our past projects [here](#).

Recommended Evaluation Resources

There are many evaluation resources available online. Here is a collection of the most useful and relevant ones, produced by experts in public engagement evaluation.



National Coordinating Centre for Public Engagement (NCCPE) Evaluation Guidance

www.publicengagement.ac.uk/do-engagement/evaluating-public-engagement

A concise overview of the evaluation process and [Guide](#) showing how to use a Logic Model and distinguish between Outputs, Outcomes & Impacts, plus worked examples



UKRI Evaluation Practical Guidelines

www.ukri.org/files/legacy/publications/evaluationguide-pdf

An in-depth guide to evaluating public engagement activities, covering quantitative and qualitative tools & techniques, plus a question bank



Sheffield University Evaluation 'Tree' & Toolkit

www.sheffield.ac.uk/rep/public-engagement/resources/toolkits/evaluation

A visual representation of various evaluation methods and their benefits, plus a toolkit to help you work through the process



University College London (UCL) Evaluation Methods Guide

www.ucl.ac.uk/culture/projects/evaluation-toolkits-and-guides

Lots of useful advice and guides to various evaluation methods, broken down into easy-to-find sections



Southampton University online Planning Tool

www.southampton.ac.uk/per/support/evaluation-guide.page

A clear and easy-to-use tool with prompts to help you plan an evaluation



School-University Partnership Initiative (SUPI) Evaluation Toolkit

www.bristol.ac.uk/media-library/sites/public-engagement/documents/SUPI%20Evaluation%20Toolkit.pdf

A comprehensive guide to evaluating Public Engagement activities with School Pupils, produced by the Public Engagement team here at the University of Bristol



Queen Mary University London (QMUL) Evaluation Toolkit

www.qmul.ac.uk/publicengagement/goodpractice/evaluation-toolkit

A well-researched and tested resource with relevant and practical advice for all levels of evaluation and impact, developed with the NCCPE & Fast Track Impact



Generic Learning Outcomes (GLOs)

www.artscouncil.org.uk/measuring-outcomes/generic-learning-outcomes

An evaluation framework to evidence outcomes and demonstrate the impact of participants' broad learning experiences. Resources include [tools & templates](#) a [comparison of evaluation methods & GLO Question Bank](#). There is also a [Generic Social Outcomes](#) framework to evidence wider community & social benefits.



Evaluating Online Engagement

<https://researchsupport.admin.ox.ac.uk/files/evaluatingonlineengagementguidepdf>

A guide to online evaluation tools, with best practice examples for evaluating virtual festivals and online Public Engagement with Research events from the University of Oxford