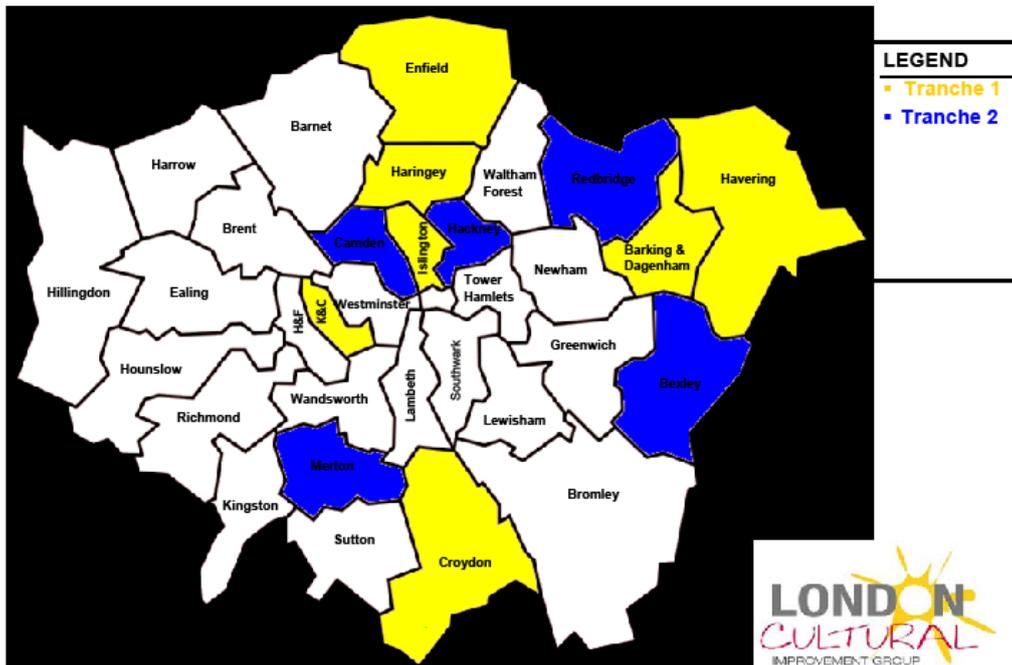


Evaluation Summary: Measuring Social Outcomes, Tranche 1 & 2

Introduction

Two of three tranches of MSO training have been run to support London Boroughs to measure the social outcomes of cultural services. The programme has been developed in conjunction with a group of London Cultural Peers. It covers how to use the impact measures tool to plan and evaluate cultural services, as well as evaluation techniques. The first two tranches of training were attended by the following boroughs (as well as attendees from MLA London, MLA Council, London Councils, and Arts Council on a cultural agencies day):

Participation in the Measuring Social Outcomes 2009-2010



The programme consists of:

- a two day training programme
- one to one support from an evaluation specialist between the two training days
- an on-line training course to help with cascading the training within their organisation
- a variety of on-line tools and resources

The training was attended by a performance manager and a service manager from each of the above boroughs. Tranche three of the training is due to run in June and September 2010.

Methodology

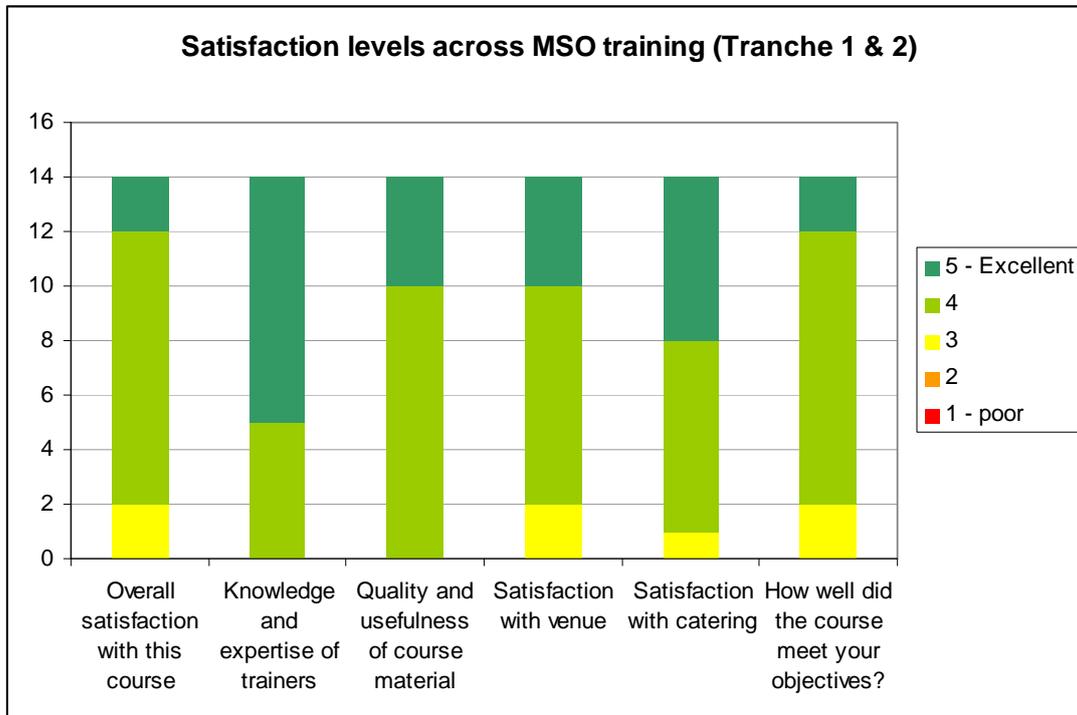
The evaluation for the tranche one of the training was conducted by survey monkeys sent out to training participants after the completion of the programme. For tranche two survey monkeys were sent out after each training session, with additional questions after day two specifically focussing on analysing data and disseminating the training. There was a varied level of response to the survey monkeys ranging from nil respondents (on the cultural agencies day) to eight respondents.

The survey asked participants to: explain their objectives for attending and rate to what extent these were met; rate their satisfaction over a variety of headings; and rate their confidence levels measuring social outcomes, analysing data and disseminating the training.

Summary of Training Evaluation

Satisfaction levels

For all training sessions so far we have received 14 responses to questions where participants were asked to rate their satisfaction (from 1=poor, to 5=excellent) by category, represented in the graph below:



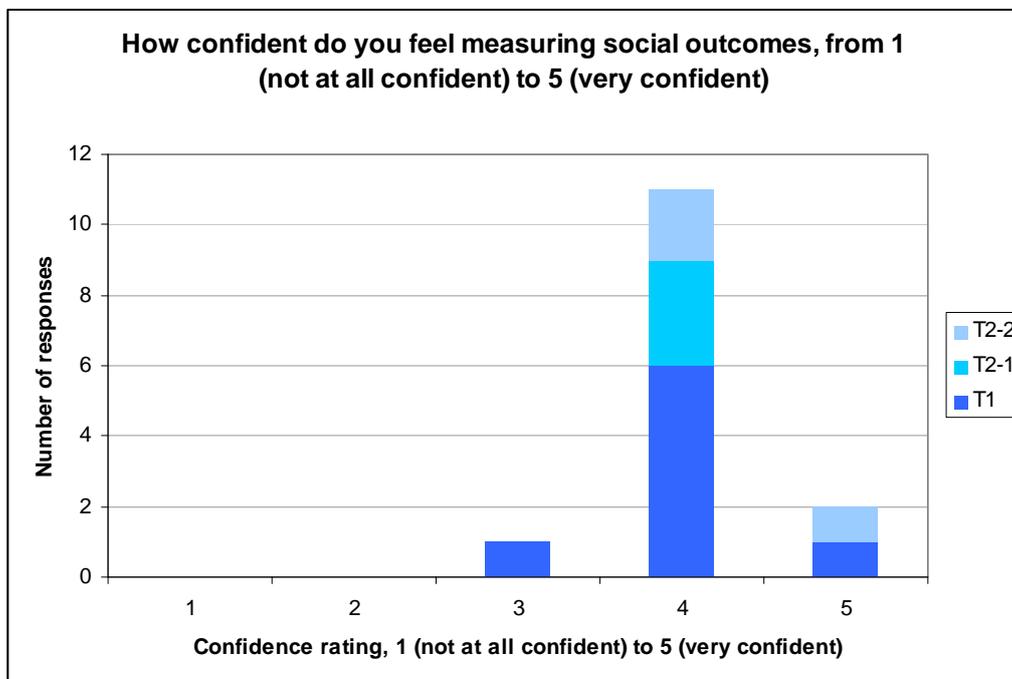
Objectives

In response to the question “Please explain your objectives for attending Measuring Social Outcomes training” the common themes were evaluation methodology (8 out of 13 responses make mention of this broad objective: “effective evaluation”, “robust method”, “capturing non statistical data”) and proving the value of culture. Two respondents specifically mentioned supporting funding applications and/or evidence, for example “help support our big lottery funding” and two explicitly mentioned demonstrating the value of culture in contributing to other agendas, for example: “To gain an understanding of how to measure arts and cultural vital contribution to other cross cutting agendas”.

Most participants felt their objectives were nearly completely met. Out of 14 responses to the question “Please rate to what extent your objectives were met from 1 (objectives not met) to 5 (objectives met)” 12 gave a rating of 4 or above. Nobody gave a rating below 3. Preparation time and knowledge of the course outline prior to attending appear to have influenced the effectiveness of meeting objectives. One participant commented that “I was aware of the programme outline beforehand and the training matched our objectives” in opposition to another respondent who commented that s/he “was enrolled at short notice so did not have time to adequately prepare”.

Confidence ratings

In response to the question “Using the the scale below, please indicate how confident you feel measuring social outcomes, from 1 (not at all confident) to 5 (very confident)” four people commented that they needed time and/or practice to feel confident measuring social outcomes but overall there was a very positive response to this question, as demonstrated in the chart below. The colour bands indicate responses from tranche 1, tranche 2 day 1 and tranche 2 day 2.



Only tranche 2 were asked to rate their confidence analysing data and disseminating training. All three respondents rated themselves as 4 or above on the confidence scale for analysing data and all three rated themselves as 4 on the confidence scale for disseminating training. Two responses to objectives for attending MSO training made reference to disseminating the learning, which, despite the positive scores received above, does appear to be a concern amongst some participants. One participant commented: "I feel that I understand the tool, but would struggle to train someone else on using it".

Agenda and Structure

Participants commented that the separated training days (to allow local authorities to use the MSO framework on a project) was advantageous and aided learning: "The gap in between the 2 days was beneficial to our learning. We collected real data and then had the chance to come back and evaluate what we had done. We then got advice from the trainers and were able to improve." The course is most beneficial when participants have a project they can apply it to: "Course was good - we would have benefitted from having a project to work on prior to coming to the course but that was our issue more than the trainers". Some participants commented that they were not given enough notice by their local authorities that they would be attending so did not feel adequately prepared for the training.

Web tools

Since the web tools were launched on 28th April 2010 there have been 175 unique visitors.¹ The average time on the site is less than a minute, which suggests that participants from the course have viewed the website in a cursory fashion and haven't yet used it for disseminating the training. Three people have joined the MSO network and, as yet, nobody has contributed any content. Using feedback from the tranche two participants, given during the training day, the tools have been adapted to include a trainer's page, which will allow those trained to access all of the materials without going through the online "training programme".

¹ Correct as of 03/06/2010, collected using Google Analytics.