

## More information about process evaluation

*How was a project delivered? What went well? What could be improved? What would you do differently with hindsight?*

Process evaluation primarily aims to understand the process of how a project has been implemented and delivered, and identify factors that have helped or hindered its effectiveness. Process evaluation can generate a detailed description of what activities are involved in delivering a project, who provides them, what form they take, how they are delivered and how they are experienced by the participants and those who deliver them. It can also provide an in-depth understanding of the decisions, choices and judgments involved, how and why they are made and what shapes this. The process usually involves:

- Discussions with the team involved in the management and delivery of the project; what worked from their (possibly your) perspective? And what didn't?
- A feedback survey of those that have been supported. What did they think of the service they received?
- Analysis of monitoring data like the number and type of people participating in an activity, spend and so on.

## More information about outcomes and impact evaluation

*What difference did the project make? What has been the impact on the individuals supported?*

This type of evaluation is all about finding out whether a project caused a particular outcome or impact to happen. This kind of evaluation also attempts to estimate what would have happened anyway – that is, what would have happened to if the project did not exist or the action it supported not taken place.

The method you use to undertake your impact or outcome evaluation depends on the resource you have available and the data that you can collect. The type of data that you can collect however includes:

**Quantitative data:** things that you can count that can be used to measure a change that has taken place. Such data usually needs to be available for a representative sample of the people or organisations that have been supported so that you tell what the average change has been. It can be collected via monitoring data or via surveys.

**Qualitative data:** this is more about describing something than measuring it. This type of data usefully seeks to help understand how or why an impact has taken place but also captures impacts that it may not be possible to measure quantitatively. For example, how people feel about themselves or an area. This type of data is often collected via in-depth interviews with people or focus groups. It is often reported as a case study.

Further information:

This is a useful impact measurement toolkit:

[https://mooreks.co.uk/upload/pdf/ImpactToolkit2013\\_updated\\_FINAL\\_1.pdf](https://mooreks.co.uk/upload/pdf/ImpactToolkit2013_updated_FINAL_1.pdf)

And here's another one: <https://www.thinknpc.org/resource-hub/npcs-four-pillar-approach/>

More useful reading:

<https://www.gov.uk/government/publications/evaluation-in-health-and-well-being-overview/outcome-evaluation>

[https://www.betterevaluation.org/en/themes/impact\\_evaluation](https://www.betterevaluation.org/en/themes/impact_evaluation)

## More information about economic evaluation

Economic evaluations go a step further than an impact evaluation by asking whether the outcomes/impact generated justifies the cost. This is a guide on conducting an economic evaluation which help organisations and their funders compare the value of the impact created with the cost of creating that impact.

<https://www.thinknpc.org/resource-hub/economic-analysis-what-is-it-good-for/>