A 5-step framework

1. Key problem(s) to solve? OR ambition(s) to realise?

(Subject of evaluation)

2. Stakeholders

Involved in delivery

Organisers	Staff	Suppliers
Funders	Artists	Trainees
Partners	Volunteers	Researchers

Potential/actual beneficiaries

Audiences	Trainees
Participants	Artists
Community	...

Evaluation audience

Delivery/beneficiary groups and wider community

3. Logic Model

Resources/inputs

- All resources required:
- Funding/investment
- People
- Staff time
- Skills
- Knowledge and insight
- Spaces
- Digital resources/platform
- Marketing plan
- Governance and decision-making
- Evaluation

Activities

- Planned programme/ project and its elements.
- Exhibitions, events, performances, collections, festivals etc.
- Learning/participation
- Engagement and involvement activities
- Promotion and communications

Outputs

- Number and profile achieved:
- Events etc.
- Audiences, participants
- Artists
- Income
- Jobs
- Connections
- Networks

Outcomes/impacts

- What difference will/did outputs make? Intended and actual
- Social, financial, emotional, cultural, creative impacts (with lasting value)
- For participants
- For organisers
- For the community
- For other stakeholders

4. Research questions

What are the key research questions for your evaluation; E.g...

- Were goals met? Why?
- How effective were the processes/activities? How could they be improved?
- What were the outputs and outcomes? What was the change, from and to, good or bad, for whom?
- What were the causes of different (important) effects? What was the return on our investment?
- What did we learn about...?

5. Evidence

- Documentation
- Starting baselines/background

- Quantitative and qualitative data evidence
- Observation, feedback, reflections