

# **Evaluation – measuring outcomes linked to good practice in breaking deprivation**

**Richard Huggins**

**Associate Dean, School of Social Sciences and  
Law, Oxford Brookes University**

**[rthuggins@brookes.ac.uk](mailto:rthuggins@brookes.ac.uk)**

# Evaluation

- Evidence of Evaluation
- Necessity for Evaluation
- Important for Self-evaluation/Reflection
- Achieving Project Outcomes
- Mainstreaming and Sustainability
- Alignment – Objectives, Outcomes and Measures
- Availability of local baseline data
- Demand for and Reliance on Quantitative Data
- Social Return on Investment Approach (see Cabinet Office, 2009)

# Objectives

- To identify existing data
- To Identify gaps in the data
- To provide a conceptual framework what 'successful' project would look like (as applied to 'Breaking the Cycle of Deprivation')
- To identify key project activity and its impact outcomes
- To identify on-going activity and its impact on outcomes
- To highlight gaps between project objectives and their achievement
- To provide overall evaluation of strengths, weaknesses and achievements of the project
- To highlight key aspects for the future
  - Sustainability – Transferability - 'The Oxfordshire Model'

# 'Good' Practice

- Be clear on what we are trying to measure.
- Collect the required data from the start.
- Use - as far as possible - service standard categories and terms.
- Be clear, targeted and avoid over-complication.
- Many evaluations fall down simply because the data needed to support them was never collected, only partially collected or collected under different terms, categories and names making comparability impossible.

# Methodology

- Existing Data Capture and Analysis.
- Data Capture and Analysis from 'new' Project(s).
- Literature Review/Policy Review.
- Conceptual Model Development.
- Interviews with Project members.
- Interviews with Stakeholders.
- Consultation with Local People.

# Some Issues -

- Data Consistency and Frequency
- Level of Aggregation
- Definitions
- Subjective and Objective measurements
- Qualitative vs Quantitative Measures
- Agendas
  - Local
  - National
  - Policy
  - Practice