








9. Appendix

(a) Scales and different ways of representing them

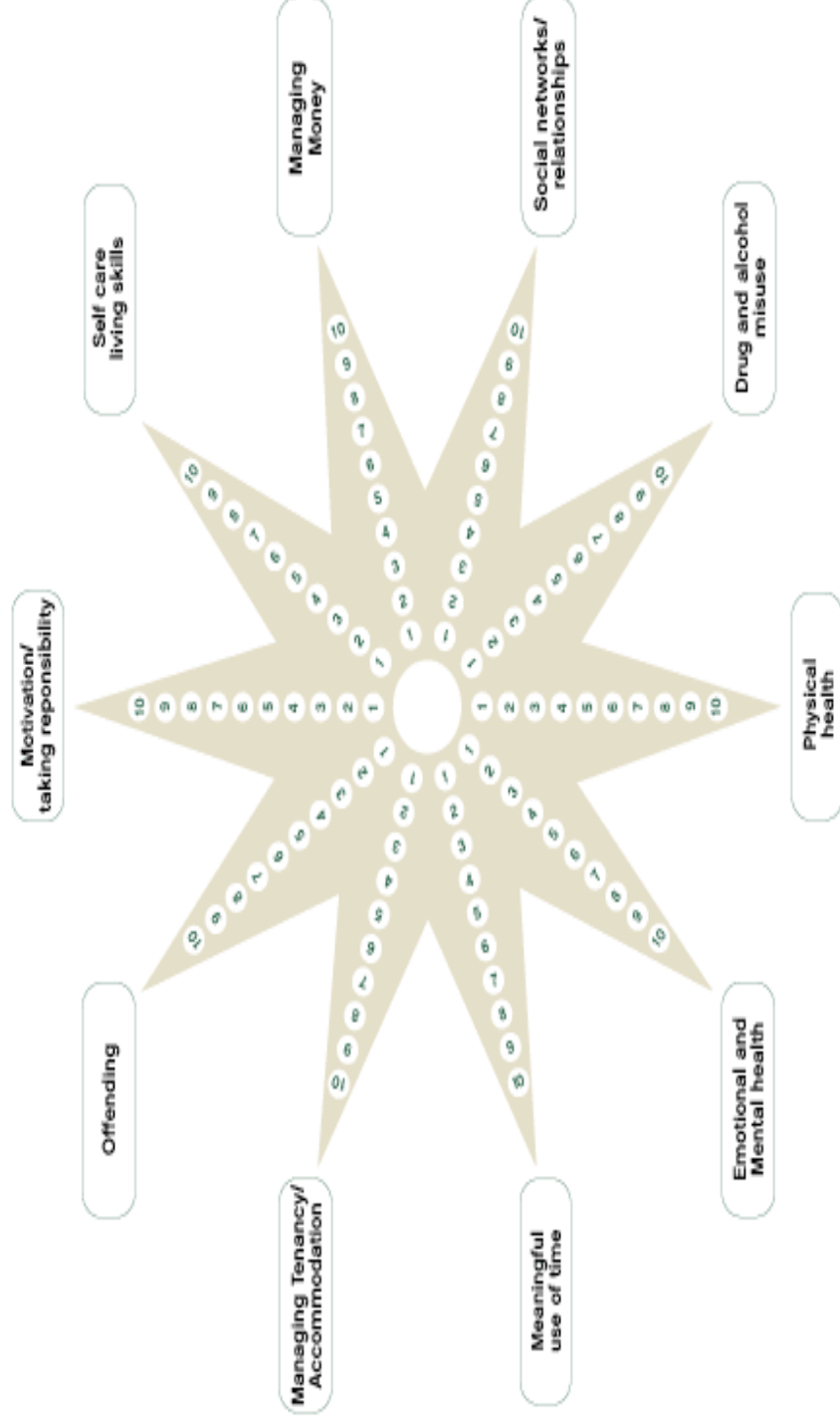
Below is an example of different ways of representing the same scale, using both words and images to describe the points on the scale:

1	2	3	4	5
Very good	Good	Average	Bad	Very bad
				

(b) The Outcomes Star

This outcome assessment tool developed in the homelessness sector uses scales represented visually. The ten main outcome scales are arranged in a star shape, on scales of one to ten. It can be completed either by staff and clients discussing the scale and agreeing an appropriate score, or clients and staff could complete the star separately.

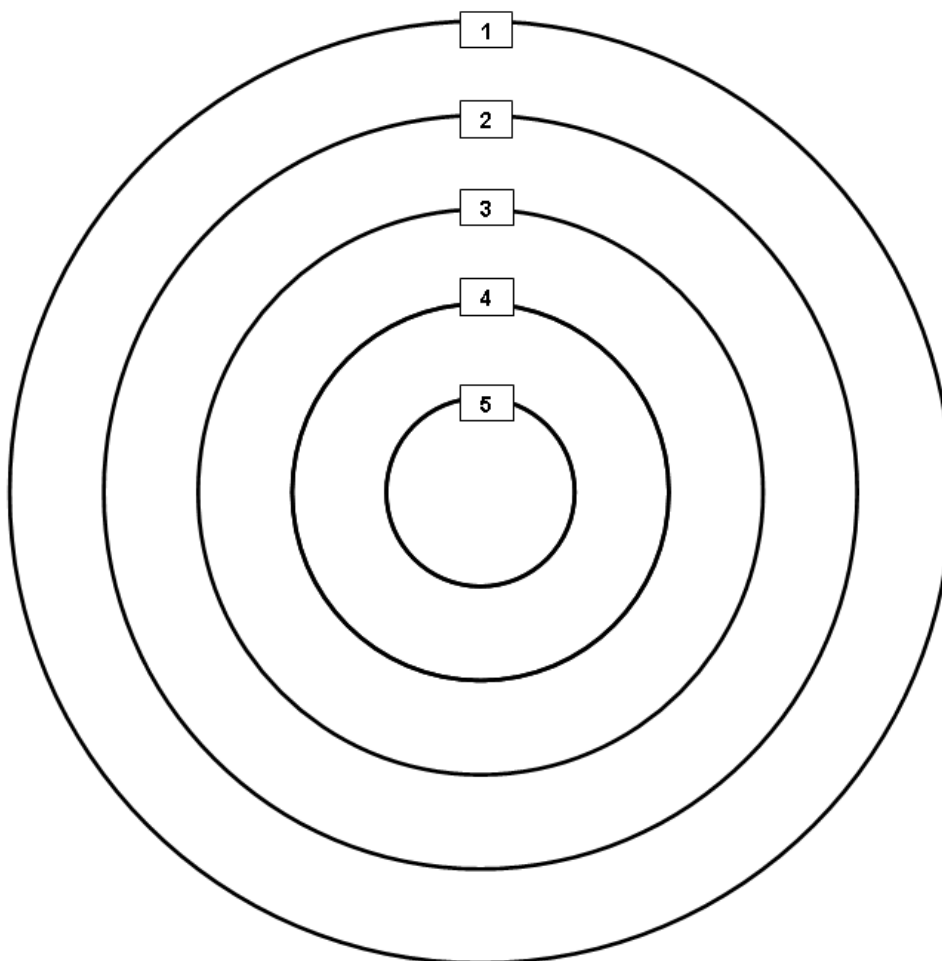
Copyright (CC) 2008 London Housing Foundation and Triangle Consulting. See http://www.homelessoutcomes.org.uk/The_Outcomes_Star.aspx for more information.



(c) Distance Travelled Target

Below is a target which can be used to measure distance travelled. WRC use it to measure the change in knowledge/understanding/ability etc. after a training session. The process is as follows:

1. Label the target with a question (e.g. how would you rate your understanding of social enterprise?)
2. Provide a key which explains that 1=low and 5=high
3. Before the training starts, ask participants to rate their knowledge/understanding/ability etc. by sticking a coloured sticker in the appropriate ring of the target.
4. At the end of the training, ask participants to answer the question again and this will show any change in knowledge/understanding/ability etc. Don't be alarmed if a few people move backwards, as this is often an anomaly



(d) Participatory methods of evaluation

Participatory tools, such as the outcomes star and the distance travelled target, are tools which help people express themselves, by making the process of using tools more interesting or making it easier to understand how to use them. These tools are often characterised by writing statements on post-its, cards or posters (instead of a4 paper), using images and colour and can sometimes involve physical movement.

The results of these tools are often very visual (photos of the tools can be used when reporting to funders) and the response rate is often higher than traditional paper-based questionnaires. The visual nature of the tools can also serve as motivation for clients, as they can actually see their progress (see (b) The Outcomes Star).

There are many different participatory tools, first used in the international development sector, but now being used very widely, as they are a way of making evaluation accessible and fun. Please see the resources list for further information.

(e) Resources List

Charities Evaluation Services: Excellent training provision and a number of publications available to download for free. www.ces-vol.org.uk

'Your project and its outcomes', Sally Cupitt and Jean Ellis, CES (2007) (available to download for free at <http://www.ces-vol.org.uk/index.cfm?pg=165>)

'Managing outcomes: a guide for homelessness organisations', Sara Burns and Sally Cupitt, CES (2003) (available to download for free at <http://www.ces-vol.org.uk/index.cfm?pg=171>)

'A Practical Guide to Measuring Soft Outcomes and Distance Travelled' Welsh European Funding Office, (2003) (available to download for free http://www.wefo.wales.gov.uk/resource/Soft_Outcomes_Leavers_Study_E7217.pdf).