

# Creative & Credible

## PROJECT PLANNING

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Perhaps the most important and extensive part of any evaluation is the work undertaken before any data are gathered. Project planning is a critical phase and involves a number of considerations and decisions including:

- Who will be involved in planning and delivering the evaluation?
- What are the key questions guiding the evaluation?
- What is the timescale and budget for the evaluation?
- What kind of data is needed and from whom?
- How will the data be collected, stored and analysed?
- What ethical considerations affect the evaluation?
- How will the evaluation be reported and disseminated?
- Who is responsible for reporting?

Aesop 1 available from: <http://www.ae-sop.org/wp-content/uploads/2015/02/AESOP-1-The-Framework.pdf>

Aesop 2 available from: <http://www.ae-sop.org/research/aesop-2/>

### **Project Planning Tools and Resources.**

The Paul Hamlyn Foundation has produced an excellent Evaluation Resource Pack in association with the National Institute for Adult and Continuing Education (Thompson, 2007).

This advises on every aspect from project planning through to choosing methods and writing reports. Available from: <http://www.phf.org.uk/page.asp?id=1325/>

The Heritage Lottery Fund's Evaluation: Good Practice Guidance (2012) provides guidance on evaluation planning, along with advice and ideas on producing an evaluation report. Available from: <http://www.hlf.org.uk/evaluation-guidance>.

The Charities Evaluation Service also provides useful information to guide evaluation planning ([www.ces-vol.org.uk](http://www.ces-vol.org.uk)).

The Aesop Framework can be used to work through the different stages of designing an arts and health evaluation study as well as assess the strength of a study as it would be understood in the context of health research.

Building on Aesop 1, Aesop 2 is intended as a planning tool for arts organisations and their social partners that will help to develop a dialogue and link artistic quality and social impact.



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[www.creativeandcredible.co.uk](http://www.creativeandcredible.co.uk)