

Creative & Credible

THE EVALUATION CYCLE

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The evaluation cycle offers an overarching framework to understand evaluation as an iterative process. It was developed by Willis Newson with researchers at the University of the West of England (Daykin et al. 2013) to guide practitioners. Whatever the evaluation approach used it is likely to involve three main phases: project planning; data collection and data analysis; and reporting and dissemination. It is noteworthy that the data collection and analysis phase occupies a small part of the cycle, while project planning, reporting and dissemination often take longer than might be expected. This is a realistic reflection of evaluation practice. Further, there is no final endpoint to the cycle. Each phase leads into the next, and the learning from each evaluation, including ethical reflections, should feed into project planning and further review.

The Evaluation Cycle



Source: Daykin, N., Attwood, M. & Willis, J. (2013) Supporting arts and health evaluation: Report of a UK Knowledge Transfer Partnership. *Journal of Applied Arts & Health*. 4 (2): 179-190.
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