

# Our broad menu of evaluation

- Once the initiative has been designed and set-up effectively – this opens up discussions around evaluation methodology...

## Process evaluation



Interviews

Observations

Focus Groups

Diary Studies

## Impact evaluation



Randomisation

Quasi-Experimental

Predicted/Actual

Not Below this

## Economic Analysis



Break-Even

Cost Benefit

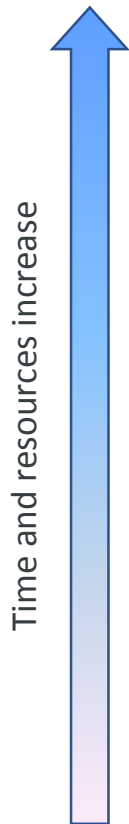


Performance monitoring  
And other analytics

Throughput (referrals,  
cases, attrition)

Literature reviews, problem  
profiles, Dashboards

# Evaluation has different levels of resource



	Description	Description	Resources/Time Required
Level 1	<b>Impact Analysis</b>	The most sophisticated analysis. Focus on knowing if something has 'worked' robustly. Includes randomised control trials.	Timescales vary to outcome. Can take 12 – 18 month follow up. Often very resource heavy (£20k to £80K).
Level 2	<b>Economic Analysis</b>	Economic measures to help assess policies or programs costs and efficiency. Includes: Cost analysis, Cost effectiveness, Cost-benefit analysis	Basic financial analysis (e.g., cost analysis) relatively quick. Cost benefit analysis similar 12 – 18 month follow up, resource heavy (£15-£50k for economic analysis)
Level 3	<b>Understanding of processes</b>	Generate insights around what has happened, processes, experiences and learning. Interviews, focus groups, surveys, social media analysis etc	Can be focussed pieces at one point in time or spread out over longer time to compare learning. Interviews resource heavy (£20k for 10, 45 minute interviews)
Level 4	<b>Performance &amp; Results analysis</b>	<b>This would suffice for most MPS / MOPAC purposes</b> To understand the regular metrics that sit under a programme. The day to day of what is happening - key for ensuring grip, oversight and feedback. Useful for indicative learning and monitoring the core metrics.	Initial set up - then monthly reporting. Unusual to go quicker than monthly. Possible to look at results analysis at regular intervals. Cost usually in-house given data security needed
Level 5	<b>Broader analysis and understanding</b>	Wider social research / generation of insights (e.g. engagement packs, literature reviews)	Usually 2 to 4 months £5k to £15k



# The resource across our evaluations

