

## **Understanding Your Impact and Evaluating for Success**

**Miranda Lewis, m2 Consultants**

### **What does a successful RW event look like?**

- Reaching new/diverse audiences
- Quality (of art/performance/organisation)
- Partners feel it has been successful
- Artists feel it has been successful and that they have been meaningfully involved
- It acts as a trigger to conversation and offers new opportunities for interaction (this won't always be the case)
- There's a shared and safe space for refugees and non refugees to come together
- Important to keep the diversity of events – they will mean different things to different people

### **What to measure?**

- Numbers
- Diversity of audience
- Emotional responses/ stories
- Qualitative data
- Shifts in views

### **How to measure it?**

- Phone videos
- Record observations from organisers
- Visual aids – eg maps asking people where they have come from
- Some simple ways of measuring yes/no responses – eg ping pong balls into buckets
- Be aware of language barriers and of the fact that forms may be very off putting for people with negative experiences of bureaucracy
- Survey for organisers but more creative ways for audiences

### **What support can Counterpoints Arts offer?**

- Ideas for including evaluation into event planning
- Simple tools and suggestions
- Find shared measure across events

Notes by Miranda Lewis