

# **EVALUATION EVOLUTION**

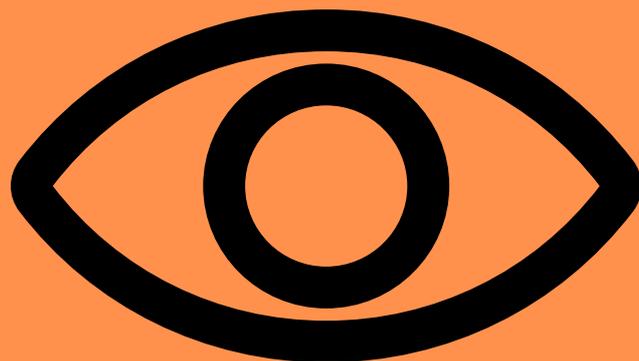
**Principles for meaningful and fair evaluation**

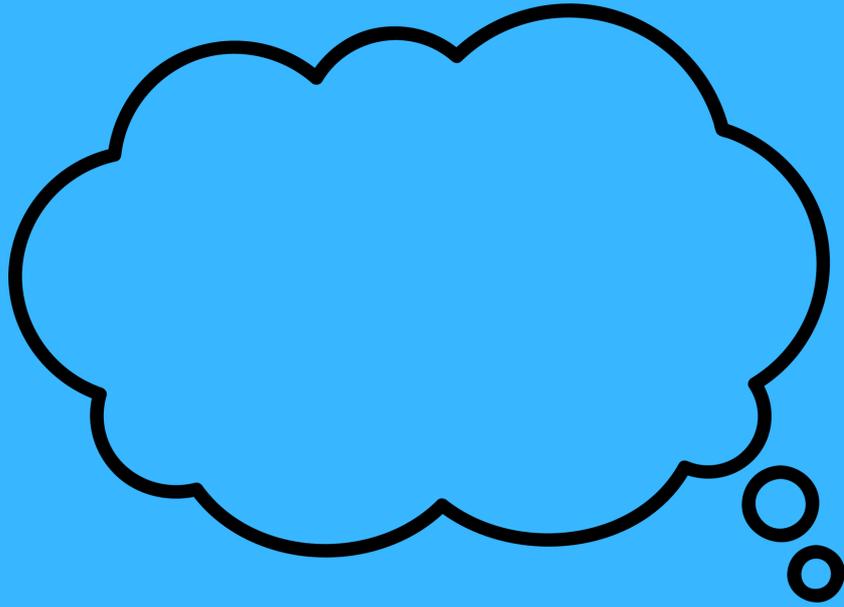
**The ‘Evaluation Evolution’ principles are the outcome of a series of discussions that took place during February to June 2023 between around 40 representatives from small-to-medium community and voluntary sector organisations, charity funders, and NHS and Local Authority commissioning bodies.**

**Supported by theatre practitioner and researcher Celeste Danielle and QMUL academics Megan Clinch and Sara Papparini, the group took the time to listen to each other’s perspectives and experiences of project evaluation. They then developed a shared understanding of the current challenges of project evaluation, and how it might be done better in the future. The principles embody the strategies and aspirations that arose from their generous and thoughtful conversations.**

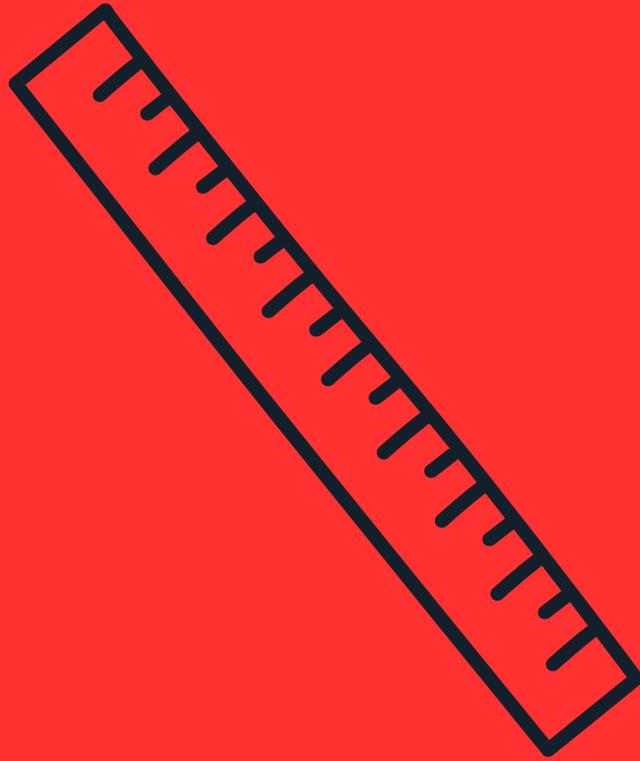
**Please share the principles as widely as possible. We hope they will inspire people to commission, design, and conduct evaluations that can support transformative projects across diverse community settings.**

**START  
WITH  
THE  
CHANGE  
YOU  
WANT  
TO  
SEE**





**GIVE  
IT  
SPACE  
AND  
CONSIDERATION**



**MEASURE**

**WHAT**

**IS**

**MEANINGFUL**



# **MAKE REFLECTION ROUTINE**

**EVALUATION  
IS  
A  
TOOL  
NOT  
A  
WEAPON**

