

Make/Shift

Methodology and Data Sources

Last updated 24th June 2024

Our evaluation

We worked with Make/Shift to design our evaluation around their principles and ways of working. To this end, we have co-created a number of tools and approaches designed to draw out evidence in a By/With, not To/For manner, as well as appealing to a range of learning and processing styles.

For example, we developed a series of Story of Change versions, all with the same core content, but presented in a variety of styles to suit different learning styles.

You can read about this further in the Make/Shift blog

<https://www.wearemakeshift.uk/stories-of-change/>

Observations

One of the most beneficial sources of data for us this year has been observation at events, which has given us a rich understanding of who Make/Shift are, what they do, and who they work with. Our participation in the events this year has ranged from observing and noting the atmosphere to chatting with audiences and participants over a cup of tea.

Surveys

We supported Make/Shift to learn and implement survey platforms Illuminate and Impacts & Insights – Culture Counts. These surveys were filled in by audiences at public events, and by participants at events such as the Socials. We also worked with Make/Shift to adapt these surveys for more creative evaluation methods, such as presenting the questions on an evaluation wall, as well as within Virtual Reality.

Interviews

We explored the themes that were emerging from the data through in-depth, one-to-one interviews. These were carried out with a variety of stakeholders including team members, event programmers and wider stakeholders.

Reflections

We facilitated team reflection sessions, typically around consortium meetings, which offered the team a chance to pause and reflect on their progress and the journey. We explored with them what had gone well, what could be changed for next time and what they all learnt in the process. We also conducted a number of one-to-one reflections with the Director Rachel to draw out learning for the whole programme.

Data sources

Our evaluation was designed to use a range of quantitative and qualitative methods to provide a robust appraisal of Make/Shift progress this year and validate findings in both a numerical and narrative way.

As noted in the report, quantitative data responses have been lower than we would like and we are working with Make/Shift to ensure further data is collected in the coming year.

The table below sets out our data sources and their sample sizes.

Data Source	Description	Sample Size
Engagement and demographic monitoring data	Data collected by Make/Shift team of activities and events and demographic monitoring data for submission to ACE for quarterly and yearly reporting	60 responses
Postcode analysis – Indices of Multiple Deprivation and Audience Spectrum	Data analysis by RMR team (Mac Ince) and The Audience Agency of postcodes collected from audiences and participants at events, exhibitions and installations	53 and 72 valid postcodes respectively
Impact & Insights surveys – Illuminate complaint community and artist led surveys using the Culture Counts platform – these form the basis of our case studies	Programmer prior surveys – completed by programmers before events	7 responses
	Programme post surveys – completed by programmers after events	6 responses
	Audience post surveys – completed by audience members after events	23 responses
Other event feedback	Interactive feedback wall – questions on posters with stickers at event	21 responses
	Virtual Reality feedback experience – series of VR activities allowing audience to feedback about Make/Shift programme by drawing or writing their feedback	5 Virtual Reality activities
	Social event feedback	20 responses
Observations	Observation of Make/Shift events this year	4 observations
	Observations consortium meetings	4 observations
Interviews	1-to-1 interviews with partners and stakeholders by RMR team	20 interviews

	Analysis of interviews with partners Sew Lovely, Men's Shed and SNADARC	3 interviews
Reflections and reviews	1-to-1 reflection sessions with Director	10 sessions
	Make/Shift team reflection sessions	3 sessions
	Make/Shift blogs analysed for reflections	9 blogs
	Story of Change sessions and review sessions	3 sessions total
	Event review and reflection	1 session
Additional data	Additional extra data and background information from a variety of sources including reports from partners	n/a