

Evaluation Toolkit outline

What staff/project managers need to do and when

Public events, one-off workshops, exhibitions, partner-led events and mixed activity

Before the activity, volunteers should be recorded using:	<ul style="list-style-type: none"> ● Team Kinetic
During the activity, before people leave, or by email shortly afterwards, please ask visitors / participants to complete:	<ul style="list-style-type: none"> ● Event feedback Form ● Image Release Form for Individuals <i>(only where individual consent is needed for photography, filming or audio recording, for example workshops, volunteers, interviews, case studies or project documentation. General public event photography may instead be covered through signage / booking notices and an opt-out process).</i>
During or immediately after the activity, a member of staff, facilitator or partner should complete:	<ul style="list-style-type: none"> ● Delivery / Reflection Form

Projects (participatory activity delivered over a series of sessions)

At the start of the project, please ask each new external participant taking part to complete:	<ul style="list-style-type: none"> ● Project Registration Form
During the project , where consent is needed for identifiable photography, filming or audio recording in a group setting, participants should complete:	<ul style="list-style-type: none"> ● Image Release Register for Group Sessions ● Where one-to-one or individual recording is planned, use the Image Release Form for Individuals
After each session , the facilitator, artist or lead delivery person should complete:	<ul style="list-style-type: none"> ● Session Log
	For longer or more complex projects, an optional

	midpoint reflection activity may be used where helpful, but this is not required for every project.
At the end of the project please ask each person taking part to complete:	<ul style="list-style-type: none"> ● Project Feedback form
At the end of the project, the facilitator, artist or staff lead should complete:	<ul style="list-style-type: none"> ● End of Project Summary within the Session Log ● A case study for the Manchester Histories website (refer to the template below)

Digital Recording

Photos, audio and video can help Manchester Histories document and share the story of a project. Where relevant, staff or facilitators may capture visual or audio material during the project to support evaluation, reporting, case studies, and communications.

Where identifiable photography, filming or audio recording is taking place in a group setting, please use the Image Release Register for Group Sessions. Where one-to-one or individual recording is planned, please use the Image Release Form for Individuals. Participation in any photography, filming or audio recording should always be optional.

After the project or event

1. **Digitise** any completed paper forms.
2. **Enter the relevant project data into the monitoring dashboard spreadsheet.** If you are unsure how to do this, refer to the workflow document.
3. **Produce a case study for the Manchester Histories website, where relevant.** This should summarise the project, key outcomes, learning, quotes and any agreed images or links to other media.
4. **Store and share project images in line with Manchester Histories processes.** Upload images to Flickr only if they are high quality and professional. Where appropriate, speak to the Marketing and Communications Officer and/or General Manager about using images on social media and factoring this into the content calendar.

Case Study Template

Title of Project / Event
Short description / overview <i>(~200 - 500 words describing what happened)</i>
Where the project took place
Partners involved
Lead artists / facilitators / delivery team
Who took part <i>For example: groups, organisations, schools, communities</i>
Main Outcomes
Key learning
What happened next / follow-on impact <i>If any</i>
Stats / participation numbers
Quotes - <i>Include 1-2 strong quotes drawn from existing feedback forms, interviews or other evaluation material.</i>
Images - <i>Include agreed, high-quality images where available</i>
Additional links / media - <i>Website links, video, podcast, social media, or other related material</i>

Once completed, please send the case study and any agreed images or links to the Marketing and Communications Officer and/or General Manager, who will review and upload the final version to the Manchester Histories website.