



Evaluation tips

Our tips to help you review your Takeover Day

- **Build in your evaluation into your planning.** Don't forget to think about how you are going to evaluate your Takeover Day before the day itself. Make it part of your planning. Often evaluation gets forgotten about, which can lead to collecting the wrong data or not being able to gather feedback from partners and participants at all.
- **Reflect on why you are evaluating.** Think about the reasons you are evaluating your Takeover Day. Who will you share the feedback with? What will you do with the information you collect?
- **Decide who you are evaluating with.** This could be your participants, partners, museum staff, volunteers and your own reflections as the organiser.
- **Think about what you want to evaluate.** Decide what your key objectives are for running Takeover Day. For example, are you working with a new group? You might want to know if they would be likely to work with you again, or if they would visit in their own time. If you want to encourage different teams across the museum to work with this audience, you can find out whether staff enjoyed the experience.
- **How will you collect your evaluation?** We have created some template forms for participants and for partners which you can download and use on the day. Or you could create your own feedback form.
- **Analyse the data.** Think about how you will analyse the data you collect as it can take longer than you think. Factor this time in your planning. Decide on how it should be presented, for example a simple one-page report with graphics, images and quotes can have more impact than a longer document.
- **Share your evaluation.** Decide who would be interested in your evaluation. Kids in Museums will ask you to fill in an online survey once your Takeover Day has happened. We have also created an online survey for you to give your partners. We use the data to improve the way we work with the sector on Takeover Day. Volunteers and staff may also be interested in giving their feedback. You could use the quotes or statistics from your evaluation to get more staff on board for the following year or to attract new partners in the future.
- **Feed the evaluation back into next year's planning.** Evaluation should be part of your planning cycle so that the data from the previous year feeds into your next event. This means you can make changes and adaptations to your Takeover Day to make it a better experience for everyone the following year.

Evaluation framework table

We have designed this table to help you develop an evaluation framework for your Takeover Day. Fill in the columns over on the next page to decide how you will evaluate your event. An example is below:

WHO WILL YOU EVALUATE WITH?	WHAT DO YOU WANT TO FIND OUT?	WHAT DO YOU HOPE THE OUTCOMES MIGHT BE?	HOW WILL YOU EVALUATE THIS?
Year 9 students	Whether they enjoyed the day What improvements they would like to see	They feel more confident They would be more likely to engage with us in the future	Kids in Museums downloadable feedback form

