

# Section 7:

## Evaluation and Monitoring

### 7.1 Introduction

One of Up on the Downs Landscape Partnership Scheme's principal aims is to make a lasting positive difference to the landscape, heritage and people of the scheme area.

To assess and judge the scheme's impact it is necessary to scrutinise the work that is carried out during the delivery phase. Key questions that need to be answered are:

- Did the scheme deliver what it said it would?
- What difference did the scheme make?

The first question will be answered by measuring the scheme's proposed outputs; answering the second question is more difficult and will involve an assessment of whether the proposed outcomes have been achieved.

This section will provide detailed information on how the UOTD will monitor and evaluate its success.

### 7.2 Monitoring Progress

The UOTD delivery team will report on progress towards achieving the scheme's aims to the Partnership Board every six months. Along with progress reports to the HLF, this will provide a good understanding of whether the scheme is delivering as intended.

Yearly Landscape Partnership meetings will provide an opportunity to evaluate the scheme's success in promoting its messages. These meetings will involve wide sections of the community and users of the local landscape heritage congregating and participating in activities relating to different aspects of the scheme. They will provide a good opportunity to understand whether the Partnership needs to adapt its approach to ensure the scheme delivers on its targets and ambitions.

## 7.3 Monitoring Outputs

Outputs monitored by partners, volunteers and delivery staff will be collated by the Scheme Manager to report on progress against the actions set out in this plan. This monitoring will also provide a simple before and after record from delivery through to completion.

Monitoring will provide accountability for the scheme and allow partners, funders and local communities to assess whether the scheme has provided value for money and delivered its objectives and outputs.

The following table illustrates the type of activities and outputs that will be monitored during the scheme.

<b>Natural heritage</b>	Number of: <ul style="list-style-type: none"> <li>■ sites conserved or restored</li> <li>■ management plans produced</li> </ul> Hectares of: <ul style="list-style-type: none"> <li>■ nature reserve created</li> <li>■ scrub cleared</li> </ul> Metres of: <ul style="list-style-type: none"> <li>■ fencing installed</li> <li>■ hedge laid/planted</li> <li>■ ride created/managed</li> </ul>
<b>Archaeological and built heritage</b>	Number of: <ul style="list-style-type: none"> <li>■ monuments conserved or restored</li> <li>■ surveys undertaken</li> <li>■ reports produced</li> <li>■ conservation management plans produced</li> </ul>

<p><b>Access</b></p>	<p>Metres of:</p> <ul style="list-style-type: none"> <li>■ footpath improved/created</li> <li>■ Access for All path created</li> </ul> <p>Number of:</p> <ul style="list-style-type: none"> <li>■ interpretation panels installed</li> <li>■ websites/web pages produced</li> <li>■ sites where access is improved</li> </ul>
<p><b>Learning</b></p>	<p>Number of:</p> <ul style="list-style-type: none"> <li>■ guided walks, talks and events held</li> <li>■ people attending the above</li> <li>■ school resource packs produced</li> <li>■ schools/children participating</li> <li>■ school groups visiting sites</li> </ul>
<p><b>Participation</b></p>	<p>Number of:</p> <ul style="list-style-type: none"> <li>■ volunteers delivering projects</li> <li>■ people participating in projects</li> <li>■ people engaged by the outreach vehicle</li> <li>■ people involved in making decisions about their heritage</li> </ul>
<p><b>Celebration</b></p>	<p>Number of:</p> <ul style="list-style-type: none"> <li>■ open days held</li> <li>■ exhibitions held</li> <li>■ oral histories recorded</li> </ul>
<p><b>Training and Skills</b></p>	<p>Number of:</p> <ul style="list-style-type: none"> <li>■ training courses held</li> <li>■ people trained through the scheme</li> <li>■ people attaining qualifications</li> </ul>



Where possible information will be collected on demographics, such as age, gender, ethnicity, disability and socio-economic status, to give a better understanding of who is accessing the heritage.

## 7.4 Evaluating Outcomes

Outcomes are by their nature more difficult to measure than outputs. The scheme evaluation will attempt to assess the scheme's success in terms of its wider impact. Has the heritage been improved? Has people's understanding been increased? These are the types of questions that need to be answered to get a true measure of the success and legacy of the scheme.

Scheme evaluation will be carried out by a combination of the scheme manager and external consultants, who will have particular input in analysing and assessing the results of the largely qualitative information collected. This will ensure an objective picture of the success of the scheme is provided on its completion.

Some of the evaluation methods will be determined by external consultants; however, a number of ways that the scheme can collect information with which to evaluate its success are outlined here.



Photo: Josie Newman

Plant survey

### 7.4.1 Improvements to the heritage

Assessment of whether a site or monument's condition has improved will be made by undertaking condition surveys, species monitoring and fixed point photography. Baseline surveys will be carried out during the first year of the scheme and repeated throughout delivery to provide the data to assess condition.

Landscape character can be re-assessed at the end of delivery to see if the scheme has had the intended beneficial impact.

### 7.4.2 Blogs

Blogs will be written by partners and others participating in the scheme, such as the Countryside Apprentices. These will provide interesting qualitative information and a unique insight into the experiences of people involved with the heritage.

### 7.4.3 Video diaries

Using the outreach vehicle from PB1, local people (particularly those engaged through PB1) will be encouraged to express what they value and understand about the landscape and its heritage. The use of film will provide a tool to engage with a wide audience and give the results a significant value. Films will be recorded throughout the scheme to provide a picture of how attitudes are changing through delivery.

### 7.4.4 Local centre surveys

The local centre surveys carried out as part of the development stage consultation will be repeated. The repetition of the same survey before and after the delivery of the scheme will provide useful information on changing attitudes and levels of awareness and use.

### 7.4.5 Participation surveys

Volunteers participating in the delivery of projects will be given questionnaires to complete at the start of the scheme. The survey will assess their level of knowledge about the landscape and heritage of the scheme area. It will be carried out again at the end of the scheme to provide a useful comparison.

Similarly, a simple survey will be carried out for attendees of guided walks, events and training courses to see how their knowledge and understanding have increased during the event.

## 7.5 Sharing the Results of Evaluation

To ensure that the successes, failures and lessons learnt are shared with other organisations and the public, a completion report will be produced that will be available to all. Partnership staff will offer support and advice to similar organisations as required. The evaluation report and other information will be available on the UOTD and partners' websites.