

Cwmpas

Cwmpas x Mission Gallery

Case Study

A commercial project
conducted by Business
Growth and Consultancy.



Mission Gallery

Cwmpas has been supporting Mission Gallery, a Swansea based art gallery, with evaluating their collaborative project with homelessness charity, Crisis.

Jenny Phillips, Cwmpas' Bids and Commercial Consultant, worked very closely with Megan Leigh, Mission Gallery's Outreach Manager, to provide guidance and support on how best to evaluate and record data in line with the requirements of the [Arts Council's Arts, Health and Wellbeing Funding](#).



Jenny Phillips

Consultant: Business Growth and Delivery, Cwmpas

Jenny is a project evaluation specialist at Cwmpas, with has 20 years' combined experience in project management in the voluntary sector, processing, analysing and visualising data with Swansea University and supporting digital inclusion across Wales

What is an evaluation?

Typically, an evaluation will critically examine a project, campaign or organisation by collecting and analysing data in order to improve effectiveness.

However, here at Cwmpas, our Evaluation Service is not a one size fits all process and our evaluators are not auditors, so they will tailor their evaluation to best fit with your project.

Evaluation Services by Cwmpas

Our team deliver post-funding/grant evaluation and provide an analysis of the outputs and outcomes against the objectives.

Our aim is to uncover the value delivered by a funding and demonstrate the impact and findings, with:

- Stakeholder engagement
- Project guidance and advice
- Collaboration with project partners
- Test, learn and change management
- Workshop sessions
- Data collection and analysis
- Analyse outcomes and key learnings
- Final Report with recommendations



Photo credit: Mick Lobb



Background

With a history spanning nearly five decades, Mission Gallery became a professional organisation funded by Arts Council of Wales in 2003. As part of their Arts, Health and Wellbeing Funding, Mission Gallery were required to carry out an evaluation of how the project tackled health inequalities amongst unhoused individuals; their line of questioning surrounded the idea of how art can act as a vehicle to counteract loneliness in those impacted by homelessness.

The project was building on a pre-existing report conducted by Crisis in 2016, Megan explains: “The collaboration between Mission Gallery and Crisis was a natural connection as art can easily facilitate bringing people together and combatting loneliness. However, we knew that we would need assistance with the evaluation element as we wanted to ensure we were coming from a safe space as we were working with vulnerable individuals and wanted to bring in a professional evaluator for this.”



Our work with Mission Gallery

The Mission Gallery board has received a number of business consultancy sessions from Carl Gough, one of our business consultants, and knew they “wanted somebody who'd come in with a really natural, personable approach,” as Megan elaborates. Jenny was brought onto the project and ensured to fully integrate herself as part of the Mission Gallery and Crisis team.

Jenny says:

“During evaluations, it’s essential to not come in with an agenda and tell the team what they can and cannot do. It’s important to listen in order to figure out what is needed from the evaluation. As this project is all about relationships, I made sure to build a strong relationship with the entire team so we could get the most out of the project together.”

Jenny further established this relationship by attending the workshops, and this helped with establishing a Theory of Change to draw out the aims and goals of the project. Initially, Megan and the team wanted to measure the data qualitatively, however, Jenny suggested, and the rest of the team determined, that telling the workshop attendees’ stories would be the best end result.

Megan added:

“Jenny’s suggestion of telling stories was a real game changer for the project, as it quickly became apparent that the way we were gathering data through questionnaires wasn't going to work. Jenny was a natural with the members, they really wanted to talk to her and that made the whole process seamless.”



Impact

Through Jenny, Megan and the teams' ability to adapt quickly to the new evaluation process, the project benefitted from the production of several member stories that were rich in detail and personal development. This method, instead of the more traditional qualitative led approach, means Mission Gallery and Crisis now have accessible results that can easily be shared.

But Jenny's evaluation revealed more than just the fascinating stories of the members. Megan explains: "Jenny's evaluation came up with some really practical learning that other organisations could utilise and that we can have to take forward.

"Giving the members an outlet for their stories was really powerful, and although we've come to the end of the project, Jenny did a great job of identifying potential future funders, and pinpointing these other pathways of where we could take this project is really helpful.

"To carry out an evaluation in-house takes a lot of time and effort, but having Jenny's extra bit of support and expertise made us all feel as though we were in safe hands and took the pressure off us so we could focus on delivering the workshops."

Advice for other businesses looking to utilise an evaluation service for their project

Megan advises that listening to all partners and team members is a vital part of the evaluation process; everyone has their own expertise and skillset.

Megan said in summary:

"I'd highly recommend other organisations to work alongside Cwmpas if they're in need of an evaluation. The ethos of Cwmpas fits with Mission Gallery's in that we're both person-centred. The evaluation wasn't cold and clinical, it was extremely beneficial and a process we'll build into all our future community projects."



Cwmpas

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