

# The UKES Annual Evaluation Conference

22-23 November 2010  
Macdonald Burlington Hotel Birmingham

## Evaluation in a Turbulent World Challenges, opportunities and innovation in evaluation practice

### Programme

#### Monday 22 November 2010

09.00 Registration and refreshments

09.45 **Welcome and Introduction**

Helen Morrell, President, UK Evaluation Society  
Professor Saville Kushner, Professor of Public Evaluation, Director, Unit for Evaluation and Public Value, University of the West of England and Incoming President, UKES

09.55 **Speed networking**

10.15 **Keynote presentation:  
Setting the scene**

Michael Blastland, Journalist and Author

Introduced by:

Professor Helen Simons, Past President, UK Evaluation Society

11.00 Refreshments

11.30 **Wrap up**

Michael Blastland, Journalist and Author

11.50 **Keynote presentation:  
Innovation challenge**

Professor Mark Hart, Professor of Small Business and Entrepreneurship, Economics and Strategy Group, Aston Business School

Professor Stephen Roper, Director, Centre for SMEs (CSME) and Professor of Enterprise, Warwick Business School

Introduced by:

Richard Cotmore, Secretary, UK Evaluation Society

13.00 Lunch

## 14.00 Parallel session I

1.1.	<p><b>Innovation and collaborative evaluation methods</b></p> <p><i>Case study presentation:</i>  <b>Challenges to establishing the counterfactual in evaluating family interventions</b>  Anne Kazimirski, Research Director, National Centre for Social Research</p> <p><i>Exploratory presentation:</i>  <b>Additionality: A useful way to construct the counterfactual qualitatively?</b>  Julie Hind, Director, Evolving Ways</p>
1.2.	<p><b>Innovation and collaborative evaluation methods</b></p> <p><i>Case study presentation:</i>  <b>Pro-active evaluation: Ensuring that evaluation is a key organisational driver – A case study of Scottish Enterprise</b>  Professor Keith Hayton, Appraisal and Evaluation Manager, Scottish Enterprise</p> <p><i>Exploratory presentation:</i>  <b>Raising the bar on impact evaluation: Challenges for the Local Enterprise Partnership</b>  Mike Chadwick, Knowledge Transfer Champion, Sheffield Hallam University</p>
1.3.	<p><b>Better utilisation of currently existing data sets and sources</b></p> <p><i>Methods presentation:</i>  <b>Reusing your old data: In with the old (but will it still fit?)</b>  Sarah Gray, Research Analyst, Waste and Resources Action Programme (WRAP)</p> <p><i>Case study presentation:</i>  <b>10 years of evaluating a local NDC: How we have learnt to use existing data sources</b>  Kelly Blockley, Evaluation Officer, NHS Doncaster</p>
1.4.	<p><b>The role of the professional evaluator</b></p> <p><i>Case study presentation:</i>  <b>Are we making the professional evaluator redundant? Capacity building in evaluation</b>  Donna James, Research Director, Babcock Research</p> <p><i>Exploratory presentation:</i>  <b>Learning from the provision of training in self evaluation skills</b>  Dr Dione Hills, Principal Researcher Consultant, Tavistock Institute</p>
1.5	<p><b>The role of the professional evaluator</b></p> <p><i>Case study presentation:</i>  <b>Developing a fit-for-purpose and robust data monitoring tool: A case study</b>  Ivana La Valle, Director, NCB Research Centre</p> <p><i>Case study presentation:</i>  <b>The role of evaluators within a statutory consultation process: Collecting evidence in a turbulent environment</b>  Anne Forshaw, Head of Social Research and Corporate Performance, M-E-L Research and Service Development</p>
1.6.	<p><b>The role of the professional evaluator</b></p> <p><b>The need to regulate and professionalise evaluation: The use of review and evaluation to secure cuts</b>  Dr Sarah Batterbury, Lecturer, University of Bristol</p> <p><i>Exploratory presentation:</i>  <b>What lies ahead in the professionalisation of evaluation?</b>  Professor Robert Picciotto, King's College London</p>
1.7.	<p><b>A Finnish workshop as a collaborative audit approach to meet the demands of complexity: The case of innovation</b>  Dr Timo Oksanen, Principal Performance Auditor, National Audit Office of Finland</p> <p><b>Evaluating innovation: Roundtable discussion of approaches</b>  Professor Mark Hart, Professor of Small Business and Entrepreneurship, Economics and Strategy Group, Aston Business School</p>

15.30 Refreshments

16.00 **Parallel session 2**

2.1.	<p><b>Innovation and collaborative evaluation methods</b></p> <p><i>Methods presentation:</i> <b>Viewing success: The future of on-line monitoring and evaluation</b> Dr Kath Edgar, Director/Researcher, Substance</p> <p><i>Case study presentation:</i> <b>E-valu-it: Using technology to evaluate road safety education, training and publicity</b> Lindsey Simkins, Research and Evaluation Officer, Royal Society for the Prevention of Accidents</p>
2.2.	<p><b>Innovation and collaborative evaluation methods</b></p> <p><i>Case study presentation:</i> <b>Harmonising impact assessment across delivery organisations: The case of Defra's resource efficiency impact model</b> Dr Barbara Leach, Evaluation Manager, Waste and Resources Action Programme (WRAP)</p> <p><i>Case study presentation:</i> <b>Mainstreaming evaluation in NHS health care commissioning</b> Sally Cottrell, Head of Evaluation, Avon Primary Care Research Collaborative</p>
2.3.	<p><b>Methodological challenges due to reduced budgets</b></p> <p><i>Exploratory presentation:</i> <b>Can we develop an outcomes model for the Big Society?</b> Dr Jane South, Reader in Health Promotion, Leeds Metropolitan University</p> <p><i>Exploratory presentation:</i> <b>What is the role of evaluation in the Big Society?</b> Anna Pierce, Head of Central Government Research, Ipsos MORI</p>
2.4.	<p><b>Better utilisation of currently existing data sets and sources</b></p> <p><i>Case study presentation:</i> <b>The use of monitoring data for evaluation: A comparative case study</b> Dr Marisol Smith, Deputy Head, Legal Services Research Centre, Legal Services Commission</p> <p><i>Case study presentation:</i> <b>Making the most of secondary data in education evaluation</b> Jake Griffiths, Research Consultant, FreshMinds Research</p>
2.5.	<p><b>Healthcare roundtable</b></p> <p><i>Exploratory presentation:</i> <b>Collaborative development of evaluation practice models in the health care sector: A Canadian perspective</b> Christopher Cameron, Evaluation Manager, Alberta Health Services, Canada</p> <p><i>Methods presentation:</i> <b>Self evaluation and the NHS: The way forward in South Yorkshire</b> Susan Hampshaw, Evaluation Manager, Doncaster PCT</p> <p><i>Case study presentation:</i> <b>Working with uncertainty in evaluation: A case study from the NHS</b> Dr Aileen Lawless, Senior Lecturer, Liverpool Business School Andrea Newman, Senior Lecturer, Faculty of Health and Applied Social Studies, Liverpool John Moores University</p>
2.6.	<p><b>Workshop</b></p> <p><b>Evaluating interventions in fragile and conflict-affected states</b> Kelly Beaver, Principal Consultant and Andrew Rathmell, Coffey International Development Ltd</p> <p><b>DFID bursary poster presentations</b></p> <p><b>Interactive session presented by DFID sponsored international delegates</b></p>

2.7.	<b>Workshop</b>  <b>Evaluation and 'single narratives'</b> Professor Saville Kushner, Professor of Public Evaluation, Director, Unit for Evaluation and Public Value, University of the West of England and Incoming President, UKES
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17.30 **Annual General Meeting of the UK Evaluation Society**

19.00 **Drinks reception for all delegates**

Hosted by DFID to welcome sponsored international delegates

20.00 **Dinner**

## Tuesday 23 November 2010

09.00 Registration and refreshments

### 09.30 **Keynote presentation:**

#### **Evaluation 2.0**

Dr Jenny Hughes, Freelance Evaluator and Author

Introduced by:

George Bramley, Treasurer, UK Evaluation Society

10.30 Refreshments

### 11.00 **Parallel session 3**

3.1.	<b>Innovation and collaborative evaluation methods</b> <i>Methods presentation:</i> <b>User involvement in policy evaluation: A case study of the chronic conditions management policy in Wales</b> Dr David Rea, Lecturer in Health Care Management, Swansea University <i>Methods presentation:</i> <b>Developing a model of accredited community research for local evaluations</b> Dr Mark O'Brien, Senior Research Fellow, University of Liverpool
3.2.	<b>Innovation and collaborative evaluation methods</b> <i>Methods presentation:</i> <b>Expert hearings: A new approach for generating and testing evidence?</b> Dr Jane South, Reader in Health Promotion, Leeds Metropolitan University <i>Case study presentation:</i> <b>Confronting contentious social attitudes on immigration, jobs and housing</b> Dr Robert Pocock, Chief Executive, M-E-L Research
3.3.	<b>Methodological challenges due to reduced budgets</b> <i>Exploratory presentation:</i> <b>Promoting a culture of self-evaluation: What works?</b> Hilary Burkitt, Research and Evaluation Strategy Analyst, Foreign and Commonwealth Office <i>Case study presentation:</i> <b>Responding to the changing and tougher environment through our M&amp;E pilot in South East Europe</b> Louise Kennard, Evaluation Adviser, British Council
3.4.	<b>Better utilisation of currently existing data sets and sources</b> <i>Methods presentation:</i> <b>Known knowns, known unknowns, unknown unknowns: What next for evidence based policy?</b> Professor Ray Pawson, Professor of Social Research Methodology, University of Leeds
3.5.	<b>The role of the professional evaluator</b> <i>Case study presentation:</i> <b>Ensuring final evaluation is not the end</b> Dr Ricardo Gomez, Associate Director, Regeneris Consulting Ltd <i>Exploratory presentation:</i> <b>Sharing the risk: A new role for the evaluator in the age of austerity and the era of the Big Society</b> Dr Steve Johnson, Research Director, Consulting Inplace

3.6.	<p><b>The role of the professional evaluator</b></p> <p><i>Case study presentation:</i>  <b>Evaluating food waste in the home: A collaborative approach</b>  Dr Tom Qusted, Research Analyst, Waste and Resources Action Programme (WRAP)</p> <p><i>Exploratory presentation:</i>  <b>Developing the self evaluation capacity of community food initiatives in Scotland</b>  Katrina Reid, National Development Officer, Community Food and Health (Scotland)</p>
3.7.	<p><b>Workshop</b></p> <p><b>Exploring evaluation 2.0</b>  Dr Jenny Hughes, Freelance Evaluator and Author</p>

12.30 Lunch

13.30 **Parallel Session 4**

4.1.	<p><b>Innovation and collaborative evaluation methods</b></p> <p><i>Methods presentation:</i>  <b>Evaluating effectiveness in a complex environment</b>  Adrienne Skelton, Head of Research and Learning, Big Lottery Fund</p> <p><i>Exploratory presentation:</i>  <b>Evaluation in Government: The Department for Business, Innovation and Skills</b>  Dr Ulrike Hotopp, Deputy Director, Department for Business, Innovation and Skills</p>
4.2.	<p><b>Innovation and collaborative evaluation methods</b></p> <p><i>Case study presentation:</i>  <b>Maximising participation in community level project evaluation: A strength based approach</b>  Dr John Donnelly, Principal Consultant, Donnelly Consultants</p> <p><i>Case study presentation:</i>  <b>Evidencing the value of preventative investments for young people</b>  Dr Abigail Diamond, Director of Research and Evaluation, CFE</p>
4.3.	<p><b>Methodological challenges due to reduced budgets</b></p> <p><i>Exploratory presentation:</i>  <b>Is there a silver lining?</b>  Isabelle Collins, Director, Technopolis Ltd</p> <p><i>Case study presentation:</i>  <b>Light and heavy touch evaluations: A comparison, drawing upon a range of innovation service evaluations</b>  Simon Hooton, Director, Regeneris Consulting</p>
4.4.	<p><b>Better utilisation of currently existing data sets and sources</b></p> <p><i>Exploratory presentation:</i>  <b>Valuing parenting: What cost equity?</b>  Dr Joyce Halliday, Academic Fellow, University of Plymouth</p> <p><i>Exploratory presentation:</i>  <b>How can you make evaluations valuable to children?</b>  Dr Michael Williams, Senior Evaluation Officer, NSPCC</p>
4.5.	<p><b>The role of the professional evaluator</b></p> <p><i>Methods presentation:</i>  <b>Light touch evaluation: A collaborative response to the financial downturn</b>  Beth Anderson, Fellow, Office for Public Management</p> <p><i>Exploratory presentation:</i>  <b>Evaluation in the mainstream</b>  Victoria Collis, Managing Director, River Path Associates</p>

4.6.	<p><b>UKES Workshop</b></p> <p><b>Saving the family silver? Does the UKES have a role to play in 'saving' the evaluation evidence generated by those organisations scrapped or merging under the Coalition government (eg RDAs; Audit Commission; Consumer Focus; Youth Justice Board; and British Waterways</b></p> <p>Chair: Miles Burger, Evaluation Manager, East Midlands Development Agency</p>
4.7.	<p><b>UKES Workshop</b></p> <p><b>Competencies and standards</b></p> <p>Professor Helen Simons, University of Southampton</p>

**15.00 Presidential Address**

Professor Saville Kushner, Professor of Public Evaluation, Director, Unit for Evaluation and Public Value, University of the West of England and incoming President, UK Evaluation Society

**16.00 Close and refreshments**