

# EVALUATION: Applications for Service Improvement

A Set of Regional/National Workshops



- Designing and Commissioning Evaluation, 7th November 2007, London.
- Monitoring for Performance Improvement, 23rd November 2007, Birmingham.
- Evaluation for Organisational Effectiveness, 5th December 2007, Manchester.
- Application and Disseminating of Evaluation Findings, 25th January 2008, London.

# Evaluation for Service Improvement

Service Improvement in the public, private as well as the third sector continues to attract considerable attention. Those funding such services are continually pushing for improvements and quality whereas those using such services are becoming more demanding on access, quality, timeliness and responsiveness amongst other indicators. Those providing such services will need to develop sharper mindsets and applications to ensure that they know how effective and efficient their services are.

Staff commissioning such services will need to have timely and reliable information and intelligence on pre and post intervention outcomes. They will need to work closely with those providing such services to ensure that reliable and valid measures are made at appropriate time during service delivery to ensure that outcomes of impact, quality and effectiveness of service they provide are gathered and used to inform strategies on service planning and delivery. Additionally commissioners as well as staff at all levels of service providers will need to inform and engage users on their part in service evaluation.

This series of workshops will both demonstrate and prepare staff on the use and potential of :

- **Designing and Commissioning Evaluation**
- **The Effective use of Evaluation in Monitoring for Performance Improvement**
- **The Applications of Evaluation for Measuring Organisational Effectiveness**
- **The Spread of Application and Dissemination of Evaluation Findings**



## About Matrix Insight

Matrix Insight leads the way in providing high-value research and consultancy support to the public services. Our consultants combine genuine insight into the public and voluntary sectors with innovative technical and specialist skills. Our team supports a diverse range of organisations in areas such as policy formulation, strategic planning, and research and evaluation. We are committed to building the capacity of our clients to support effective decision making.

Matrix work in the health, crime and criminal justice, social care, substance misuse, housing, children and young people's services and sustainable communities sectors. Our focus on the interfaces between these sectors adds value to our services as a result of our in-depth experience in each of these areas. We also have a large and growing European practice.

Our multidisciplinary team combines the extensive skills of consultants, researchers, practitioners, and analysts who offer deep insight and considerable experience in delivering public services. As part of our commitment to using the latest and best research, tools and techniques, we have established strategic partnerships with leading academic departments, research institutes and professional firms.



# About the Workshop Facilitators

## Dr Chris Fox

– Matrix and Manchester Metropolitan University

Currently Chris is a Partner at Matrix where he has directed a large number of evaluations across the public and third sectors. He is part of the senior management team of Matrix. Recent projects directed by Chris have included:

- an economic evaluation of School Home Support, funded by the charity School Home Support;
- a Rapid Evidence Assessment of case management, funded by the DCA;
- an evaluation of EU support actions to research infrastructures under the 6th Framework Programme, funded by the European Union;
- an economic study of the costs and benefits of different criminal justice sentencing options, commissioned by a group of grant-making bodies;
- an evaluation of the National Offender Management Pathfinder commissioned by the Home Office;
- an evaluation of the Dedicated Drug Court pilot for the Department for Constitutional Affairs;
- an evaluation of the Drug Interventions Programme for Children and Young People, commissioned by the Home Office; and
- an evaluation of the Policy Collaborative in the Department of Health, commissioned jointly by the Department of Health and the Modernisation Agency.

In October Chris takes up a new post as a Principal Lecturer at Manchester Metropolitan University. He will continue to work closely with Matrix as a Matrix Fellow advising on evaluation projects. Before joining Matrix in 2001, Chris was Assistant Head of Crime and Social Policy at the National Association for the Care and Resettlement of Offenders (NACRO) where he built up and managed a business unit of 20 consultants and researchers working on national and local crime reduction projects. He completed a Ph.D. on The Theory and Practice of Managing Crime at the University of Sheffield. He is joint Editor of the Community Safety Journal (CSJ) and a trustee of CSV (Community Safety Volunteers).

## David Pritchard

David Pritchard has expertise assisting public sector organisations relate strategies and goals to operational issues and experience applying quantitative and qualitative planning and analysis concepts, tools and techniques, to questions of how public-sector organisations should use limited resources to meet missions and goals. He has additional skills in economic and data analysis, organisational development, strategy, and business process improvement. He has substantial experience conducting financial, economic, and data analyses, including evaluation of the economic and fiscal impacts of local government policies and programmes. Recent projects David has led include:

- collection and reporting of probation area data for RDS-NOMS;
- an evaluation of a study of the value for money of the Supporting People programme for the Department for Communities and Local Government;
- development of the Supporting People funding formula for the Office of the Deputy Prime Minister.

David joined Matrix having spent several years as a management consultant for a large professional services firm in the U.S. and formerly as an economist for the New York City government. He has a Masters in Public and Private Management from Yale University's School of Management, a Masters degree in Peace Studies, and a Bachelors degree from Oxford University. Prior to receiving his management degree he worked for a community relations organisation in Northern Ireland.

## Dr. Usman Khan

Usman is a public policy specialist, with twenty years' experience including more than ten years working in health. Following completion of his PhD on the decentralisation of public services at the University of Sheffield in 1989 he worked initially in local government and then as an academic where he published in the area of public policy making and taught and researched in change management in the UK and Eastern Europe. He was the first course director for the International Masters in Public Administration at London Metropolitan University.

Usman joined Matrix in 2001, subsequently becoming a director in 2003 and a co-owner in 2005. Usman has directed a wide range of projects at Matrix, taking a particular focus on health and social care. Usman was Non-executive Chair of Camden & Islington Community NHS Trust from 1998 to 2002, Chair of the London NHS Race Equality Group from 2000 to 2002, a member of the Regional NHS Executive Non-Executive Director Review Group and a member of the London NHS Modernisation Board. Usman was appointed a trustee at Turning Point in 2003 and was its Chair between 2005 and 2007.



## About the Workshop Facilitators (continued)

### Dr. Hugo Minney

Before joining NHS, Hugo developed workforce planning software to match supply to demand on the basis of competences, which provided long (years), medium and short (weekly roster) staffing structures for healthcare organisations. He spent 3 years with NHS Modernisation Agency's Changing Workforce Programme and South Yorkshire Academy as part of the national team launching the Emergency Care Practitioner (ECP) new role and other projects, before returning to private consultancy, and currently:

- coordinates a joint health and social care (public and independent sector) workforce planning group to discover and resolve common and cross-sector/ cross-organisational workforce issues
- prepares and delivers courses in Evidence Based Business Cases, Gaining Clinical Engagement for Change, Facilitation & Communication, and Value Stream Design
- supports pilot and demonstrator sites to develop evidence-based whole system change
- researches the reasons for success or failure of major system change early on in the project so that the understanding can be used to redirect the project or the resources
- examines the impact of new roles on staffing, resource use and service delivery and ways to make it better.

He also advises nationally on the impact of new policy in Urgent Care and is chair of a Social Enterprise delivering urgent and unscheduled care.



### Key objectives of the workshops:

- to develop knowledge and understanding on concepts and methods of evaluation in practice
- to develop competences on commissioning evaluation for service improvement;
  - to explore methods and processes on using evaluation to monitor organisational performance;
  - to discuss strategies and skills for adopting and sustaining the use of evaluation in everyday practice.

### Who should attend the workshops

The workshops are for staff at all levels with managerial responsibility for using evaluation for service improvement across the public, private and third sector.

### Enhancing involvement: sustaining learning

- a pre-event reading pack will be sent out electronically and will be available at [www.aeneasktc.com](http://www.aeneasktc.com)
- handbooks based on the proceedings from the workshop master-class will be available as a Resource Pack from Kingsham Press.



## Designing & Commissioning Evaluation

If you are thinking of doing an evaluation and are wondering where to start, or if you want to commission an evaluation and want to make sure you commission an evaluation that is fit for purpose this Workshop will guide you through the process of designing and/or commissioning an effective evaluation.

### Programme

09:00 – 9:30	REGISTRATION & NETWORKING
09:30 – 11:00	On Strategies for commissioning evaluation in service improvement
11:00 – 11:30	COFFEE
11:30 – 13:00	The what, when, why and how on Evaluation?
13:00 – 14:00	LUNCH
14:00 – 15:30	Designing an evaluation framework; data collection and analysis
15:30 – 16.30	Quality assurance and other considerations



## Monitoring for Performance Improvement

All organisations need to monitor their performance. Increasingly funding bodies and stakeholders want to track the results of the organisations and activities they are supporting and want to see that information being used to improve organisational effectiveness. This workshop will guide you through the process of designing and/or modifying a robust performance management system.

### Programme

09:00 – 9:30	REGISTRATION & NETWORKING
09:30 – 11:00	Using evaluation to monitor service improvement
11:00 – 11:30	COFFEE
11:30 – 13:00	Design and processes in monitoring systems
13:00 – 14:00	LUNCH
14:00 – 15:30	Measuring targets and outcomes
15:30 – 16.30	Reporting and using performance data



## Evaluation for Organisational Effectiveness

Organisation leaders and managers are constantly seeking ways to assess how effective their organisations are. The field of evaluation provides a range of tools and techniques for providing robust answers to questions of organisational effectiveness. This workshop will guide you through the process of designing and/or commissioning an effective evaluation of organisational effectiveness.

### Programme

- 09:00 – 9:30 | **REGISTRATION & NETWORKING**
- 09:30 – 11:00 | **On Strategies for evaluating organisational effectiveness**
- 11:00 – 11:30 | **COFFEE**
- 11:30 – 13:00 | **Developing measures of organisational effectiveness?**
- 13:00 – 14:00 | **LUNCH**
- 14:00 – 15:30 | **Data analysis and use for informing organisational effectiveness**
- 15:30 – 16:30 | **Organisational wide use of effectiveness intelligence considerations**



## Application & Disseminating of Evaluation Findings

All organisations need to monitor their performance. Increasingly funding bodies and stakeholders want to track the results of the organisations and activities they are supporting and want to see that information being used to improve organisational effectiveness. This workshop will guide you through the process of designing and/or modifying a robust performance management system.

### Programme

- 09:00 – 9:30 | **REGISTRATION & NETWORKING**
- 09:30 – 11:00 | **Evaluation and Theories of Change**
- 11:00 – 11:30 | **COFFEE**
- 11:30 – 13:00 | **What do we know about spreading knowledge?**
- 13:00 – 14:00 | **LUNCH**
- 14:00 – 15:30 | **Adoption and spread of good practice**
- 15:30 – 16:30 | **Evaluation and evidence based practice**

# Application / Order Form

## • Please reserve me a place on:

- DESIGNING AND COMMISSIONING EVALUATION at **£295 plus Vat**
- MONITORING FOR PERFORMANCE IMPROVEMENT at **£295 plus Vat**
- EVALUATION FOR ORGANISATIONAL EFFECTIVENESS at **£295 plus Vat**
- APPLICATION AND DISSEMINATING OF EVALUATION FINDINGS at **£295 plus Vat**
- Or 4 places for the sum of £1000 plus Vat**

## • Your Details

Name ..... Position .....

Email ..... Tel .....

Address .....

..... Postcode .....

## • Payment Method

- Cheque made payable to Aeneas for £ .....
  - Invoice. (Please invoice me at the address above: Official order number required before confirmation of place).
  - Credit Card.  Visa  Mastercard  Other .....
- Card No ..... Start Date ..... Expiry Date .....
- Issue No ..... 3/4 Digit Security Code (last set of digits on reverse of card) .....
- Name on Card ..... Signature .....



## Order online at

[www.aeneasktc.com](http://www.aeneasktc.com)

## send completed form to

Aeneas KTC, PO Box 200  
Chichester, Sussex, PO18 0YX

**Tel** +44 (0)1243 779378

**Fax** +44 (0)1243 779078

**Email** [seminar@aeneasktc.com](mailto:seminar@aeneasktc.com)

## Booking Form Conditions

Reservation is a contract.  
Cancellation must be made 4 weeks before the event in which case a refund less £50 administration fee will be made. Within 4 weeks of the event refund is not possible, but a substitute delegate may attend instead. The organisers reserve the right to change the programme or venue in the event of unforeseen circumstances.



## Masterclass Series

- **TQM World Congress**  
Edinburgh Sept 2007
- **Appreciative Inquiry**  
A masterclass and 2 Day Skills Development Programme led by David Cooperrider Oct 2007
- **Getting to Great**  
Governing Healthcare Organisations in the 21st Century Oct 2007
- **Strategies for Effective Professional Services Firms**  
a masterclass with David Maister Nov 2007
- **Talent Management**  
sharing good practice from world class companies with Doug Ready Nov 2007



## About Aeneas

Aeneas is a knowledge transfer company, established to promote and support the spread of good practice in the public and private sectors through publications [monographs, handbooks, texts and proceedings] and educational activities [expert seminars and masterclasses].

[www.aeneasktc.com](http://www.aeneasktc.com)

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