WE CAN MOVE EVALUATION JOURNEY

we can move

We can move is a social movement that inspires, connects and enables individuals, communities and organisations across Gloucestershire to help the least active, move more.

We've spent the last 3 years evaluating we can move. Here's the key things we've evaluated and lessons learned for you to apply to your own area.

- The outcomes and impact of interventions
- Reach and success of social movements
- Strength and impact of relationships
- Physical activity levels
- Theory of change
- Internal processes and systems

Collaborating with a research agency to analyse the Active Lives Survey from Sport England - sharing regional insight with district councils to shape

Ripple Effects Mapping - led to deeper understanding of wider consequences of our work and the publication of a peer reviewed academic paper

Agency evaluation on the impact of the Together Fund to minimise the impact of Covid-19 on physical activity

Collaborating with MSc students to **evaluate Creating Active Schools**

Evaluation of internal project and financial management

Evaluation of the **theory of change** behind the we can move social movement

Development of the insight hub which collects academic papers to inform work

Evaluation of **place based collaborations**

PEOPLE

Connecting people and collaboration is key

Transparency and honesty leads to trust building = better relationships

People are open to learning - Active Gloucestershire influencing others to inspire them to start evaluating the impact of their own work

PROCESS

Stories are important to demonstrate real world impact BUT so are numbers - a balance between the two demonstrates impact most significantly

There is **value in unintended consequences,** and test ideas to learn fast

PLANNING

Learn about learning - enables you to evolve and adapt the way you do evaluation

Be open minded to new approaches to evaluation - it takes many forms, does not always need to be academic!

Be clear about your purpose and use accessible language to communicate it

WHAT YOU CAN DO NOW:

Inspire Take these learnings and use/adapt them in your own work

Connect We love a chat about evaluation, get in touch with Alan on 01452 393603

Enable Visit our insight hub: **www.wecanmoveinsight.net**