



Researchers from the University of Essex have developed the *spotlight toolkit*, an on-line interactive tool that helps you design tailored impact evaluations. The *spotlight toolkit* is ideally suited for any organisation interested in assessing the impact and effectiveness of their programmes or services.

spotlight is unique because it is interactive and works with you to **design your own evaluation**. Users are guided through *spotlight*'s step-by-step process in order to specify a theory of change or causal model that identifies what should be evaluated and why. *spotlight* guides users to the appropriate measures for the evaluation.

Why is evaluation important? Evaluation is an essential process in measuring outcomes, informing resource management, making decisions and understanding the effectiveness of an activity.

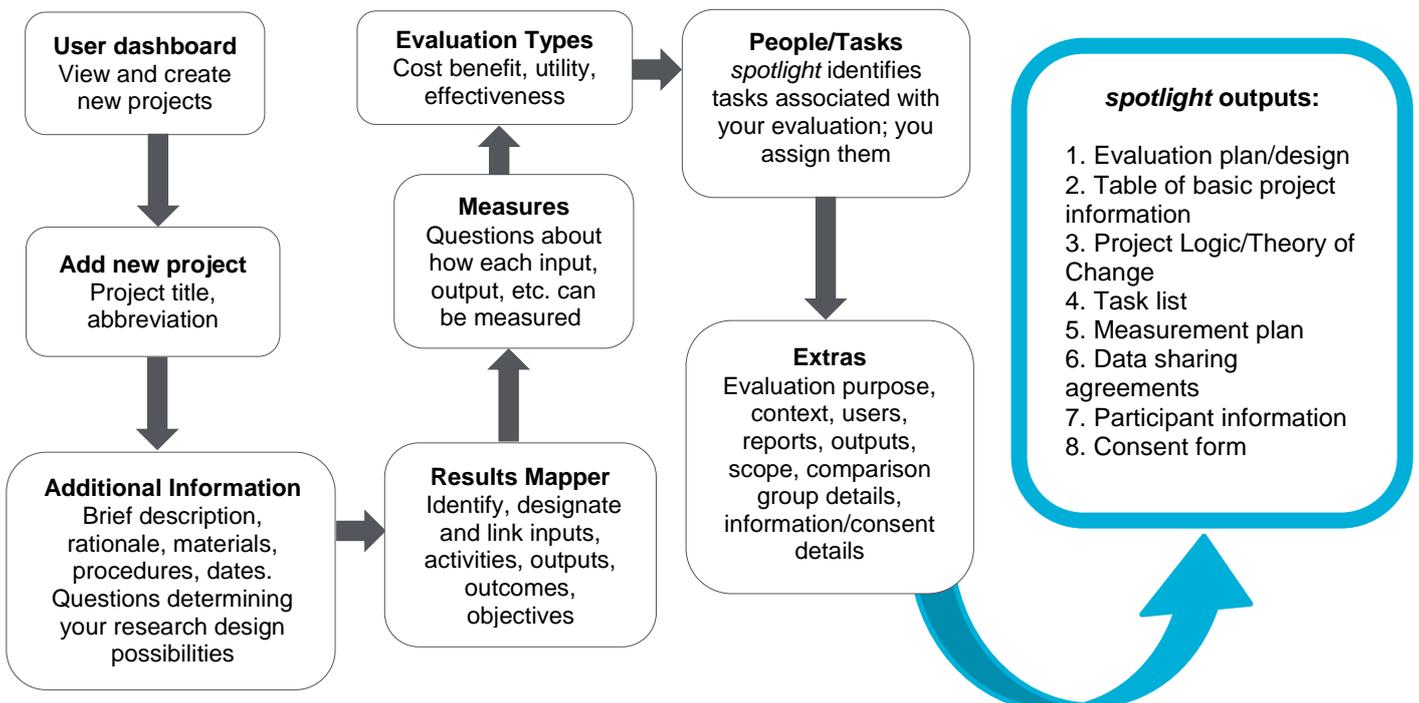
The *spotlight toolkit* can be used by public services such as local authorities, police, fire and rescue services, public health bodies, education establishments and third sector (non-profit) organisations to design evaluations of: programmes, processes, interventions, organisational strategies and relationships, collaborations, community-led development and campaigns.

What it can do:

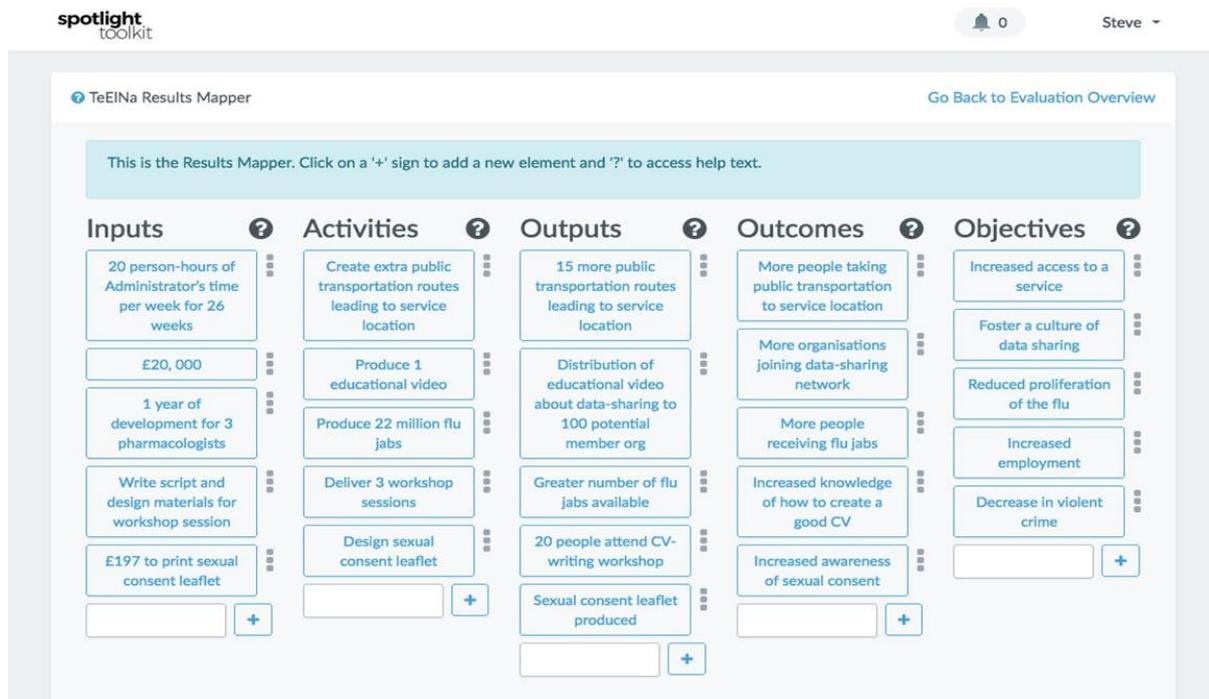
spotlight is a **design** tool helping to scope an evaluation project, build logic models, determine ethical protocols and choose measures. The tool does not collect or analyse data.

How does *spotlight* work?

The toolkit takes users through a range of questions. The answers are used to construct an evaluation framework matching the project's needs. As users go through this process, they learn techniques to design and conduct future evaluations. Future evaluation design becomes easier and more intuitive, and the users gain new transferable skills and experiences.



Snapshot of *spotlight*'s 'Results Mapper' that generates the theory of change



What are the benefits of the *spotlight toolkit*?

spotlight is an interactive platform, walking you through evaluation design and enabling you to:

- build capacity to evaluate
- upskill your workforce by teaching evaluation design techniques that make future evaluations easier
- facilitate evidence based decision making
- accommodate multiple team members and projects, allowing cross-disciplinary collaboration
- create institutional memory, enabling continuity despite staff changes
- generate outputs in editable formats, such as .doc

spotlight comes with training and education services to facilitate usage and understanding.

Potential areas for evaluation

spotlight designs evaluations for a range of programmes intended to quantify measurable and intangible impact on attributes such as:

Wellbeing

- quality of life, empowerment of marginalised populations
- vulnerabilities, loneliness and isolation

Safety

- threat of hazards
- use of best practices and protocols

Behaviours

- domestic abuse and anti-social behaviour
- physical activity and volunteerism

Culture

- preconceptions, cultural norms, cultural understanding
- heritage, language, and symbols

The *spotlight toolkit* has been designed by Dr Gina Yannitell Reinhardt, PhD, supported by a cross-disciplinary team of researchers from the University of Essex with years of experience teaching and conducting impact evaluations, and expertise in social prescribing, social asset mapping, data protocols, statistical analysis, natural language processing, policing, and safety initiatives. **For more details, please contact** Dr Reinhardt; gina.reinhardt@essex.ac.uk or +44 (0) 1206 872648