

# Embedding participatory practice to create organisational change



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Public Engagement  
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**What does participatory  
practice mean to you?**

**How can it change the sector  
you, and others, work in?**



# Our co-creation journey

Community  
Access Scheme

Exhibition  
co-creation

Co-creating  
with volunteers



**What impact are these  
programmes having?**



# CAS: evaluation methodologies

## Community Access Scheme (CAS)


Group leader training feedback form

Group visit feedback form

Network event feedback forms

Annual CAS leader survey (online)

CAS advisory group



Historic Royal Palaces

CAS Group Leader Feedback Survey 2020 KP

Your Feedback

Thank you for taking part in Historic Royal Palace's Community Access Scheme (CAS). It is a pleasure working in partnership and we hope you are enjoying the programme.

Could you please spare 10-15 minutes to give us some feedback? We would like to use your input to improve the programme.

We may also use quotes in evaluation and reports for funders and other people who are interested in the Community Access Scheme. For more information on how we use your data, please see our privacy policy.

Please note that we are the survey or would like to

Thank you!

1. When did you visit?

☐ Autumn 2018

☐ Spring 2019

☐ Other (please specify)

2. Since September 2019, how often have you visited?

3. How many CAS leaders are in your group?

**BYOD: Tell us about your visit**

Historic Royal Palaces and your group leader would love to hear your thoughts on your visit today. Could you spare a couple of minutes to answer some questions? Your answers will be read and used by Historic Royal Palaces' Learning & Engagement team and your group leader to help us plan future activities and ensure we are offering the best possible experience for local community groups.

Group name:  Date of visit:

Have you visited Kensington Palace before?

☐ Yes, in the last 12 months ☐ Yes, between one and five years ago

☐ Yes, but more than five years ago ☐ No, this is my first visit

How would you rate your experience of visiting Kensington Palace?

☐ Very good ☐ Good ☐ Neither good or poor ☐ Poor ☐ Very poor

Can you tell us more about why you responded as you did?


Thinking about your experience of today's visit, to what extent would you agree or disagree with each item

Item	Strongly agree	Disagree
I now understand about Kensington Palace	<input type="checkbox"/>	<input type="checkbox"/>
I had fun visiting the group	<input type="checkbox"/>	<input type="checkbox"/>
I intend to go back to Kensington Palace as a result of attending your own discussion	<input type="checkbox"/>	<input type="checkbox"/>

Historic Royal Palaces

Community Access Scheme Advisory Group

Exploring ways for measuring impact, collecting and sharing evaluation

 CONFIDENTIAL



# CAS: learning impact (leaders)

Objective: Encourage community group leaders to think differently about visiting one of our palaces

## Discovery:

"I now understand more about Kensington Palace"  
"I now understand more about the programme"



Discovery: 9.4

## Transformation:

"I now think differently about Kensington Palace as a result of my visit today"  
"I intend to organise a group visit to Kensington Palace"  
"I feel more confident to take groups around Kensington Palace following the training"  
"I intend to attend a training session and organise a group visit to Kensington Palace as a result of attending this event"  
"I intend to come back to Kensington Palace as a result of attending"



Transformation: 8.8

*'A feeling of connection with the Historic Royal Palaces as facilities of value and relevance to their local community - not elitist establishments'*

Averages for Public Engagement:

Discovery: 8.5  
Participation: 8.9  
Transformation: 8.4



# CAS: learning impact (participants)

Objective: Develop participants' sense of belonging to our palaces, and establish the palaces as go-to destinations for a cultural visit

**Discovery:**

"I now understand more about Kensington Palace"



Discovery: 8.6

**Participation:**

"I had fun visiting with my group"



Participation: 9.1

**Transformation:**

"I intend to come back to KP as a result of attending"



Transformation: 8.8

Averages for Public  
Engagement:

Discovery: 8.5  
Participation: 8.9  
Transformation: 8.4



# CAS: advisory group – what they evaluate

How	What do you report?
<b>Monitoring</b>	
Attendance lists and reports	<ul style="list-style-type: none"> <li>• Number of visits, number of group members who visited the palace</li> <li>• Quarterly reports: number of visits, number of attendees, benefits</li> </ul>
<b>From participants</b>	
Written report	<ul style="list-style-type: none"> <li>• What we did / saw and the response to this by the participants</li> </ul>
Case studies	<ul style="list-style-type: none"> <li>• Record what was most beneficial about the visit, most interesting, what they learned. Accompany with photos and perhaps a video</li> </ul>
Feedback forms	<ul style="list-style-type: none"> <li>• What are the benefits of taking part?</li> </ul>
Individual learning goals	<ul style="list-style-type: none"> <li>• Incorporate the visit into the curriculum for the term</li> </ul>
Newsletter	<ul style="list-style-type: none"> <li>• Write-ups for newsletter</li> </ul>
Chats with group	<ul style="list-style-type: none"> <li>• Chats about wellbeing</li> </ul>
Photos	<ul style="list-style-type: none"> <li>• Photos of activity displayed for other users</li> </ul>
<b>Reflective practice</b>	
Leader feedback	<ul style="list-style-type: none"> <li>• Any reflective stories from the visit and newsletter</li> <li>• Team meetings: on the day of the activities, updates, feedback sharing, future suggestions</li> </ul>





# CAS: advisory group – evaluation challenges

- Finding people to take part in evaluation and case study work
- Collecting feedback from ESOL participants
- GDPR
- Not everyone is used to people doing evaluation or collecting feedback
- Sometimes need trained facilitators to interview different user groups
- Don't always have time!
- How to collect longer-term feedback
- How to evidence social change, personal development and health and wellbeing impacts?



# CAS: evaluation as advocacy

- ✓ Evidencing reach – numbers involved
- ✓ Evidencing new audiences – who we have been working with and who's new to the palace
- ✓ Evidencing learning impact
- ✓ Broader impacts and societal change



# Exhibition co-creation: evaluation methodologies

## Exhibition co-creation

Baseline data (self completion feedback form)

## Reflective evaluation (self completion feedback form)



## Historic Royal Palaces

### Victoria Exhibition – Interpretation project

Thank you very much for taking part in this collaborative interpretation project for the Queen Victoria exhibition at Kensington Palace.

This project aims to experiment new ways of working in partnership between community partners, curatorial and learning teams to develop exhibition content and so your thoughts, feelings and impressions throughout this process will be hugely valuable for evaluation and to potentially inform other collaborative projects in the future.

The purpose of this survey is to find out about your motivations for taking part in this project and your expectations going forward. We hope this will be a useful reflection tool for you as well as HRP and we will return to these themes at the end of the project.

We invite you to write your name on the evaluation form, in order for us to cater to your needs and interests as much as possible and to support you to reflect on your thoughts and feelings at the end of the project. All comments will remain anonymous in evaluation documents.

Name: \_\_\_\_\_

Today's date: \_\_\_\_\_

Why did you choose to take part in this project? (Please provide as many reasons as applicable)

### Victoria Exhibition – Interpretation project

Thank you very much for taking part in this collaborative interpretation project for the Queen Victoria exhibition at Kensington Palace.

This project aims to experiment new ways of working in partnership between community partners, curatorial and learning teams to develop exhibition content and so your thoughts, feelings and impressions throughout this process will be hugely valuable for evaluation and to potentially inform other collaborative projects in the future.

The purpose of this survey is to find out about your reflections from taking part in this project if your expectations were met throughout this process. We hope this will be a useful reflection tool for you as well as HRP and we will return to these themes at the end of the project.

We invite you to write your name on the evaluation form, in order for us to cater to your needs and interests as much as possible and to support you to reflect on your thoughts and feelings now that you are at the end of the project. All comments will remain anonymous in evaluation documents.

Name: \_\_\_\_\_

Today's date: \_\_\_\_\_

Do you feel that your original expectations were met by taking part in the project? (Please explain your answer)

part in this project (Please provide up to three answers)

Reflect on your original views from the beginning of the project. Did you gain the skills/experiences that you were hoping for? (Please explain your answer)

in this project?

confident
4
5

Very confident

1.

2.

3.

# Exhibition co-creation: evaluation as advocacy

- ✓ Tracking how the project was going
- ✓ Understanding impact
- ✓ A case study for further exhibitions in development

*"I was honestly pleasantly surprised by how honest HRP wanted us to be about Empire, no matter how negative our responses could potentially be."*

Victoria: Woman & Crown  
Project Participant



# Volunteer co-creation: evaluation methodologies

## Co-creating with volunteers

Reflective evaluation (self completion feedback form)

End of pilot survey (online self-completion feedback form)



# Embedding participatory practice, creating organisational change

An expanding  
CAS scheme

More  
exhibition co-  
creation –  
Kew and  
mental health  
project

Growing our  
community  
volunteer  
scheme



**What can visitor studies  
practitioners learn from  
participatory practice?  
What can they contribute?**



## Over to you...

1. What does participatory practice look like in your organisation or organisations you work with?
2. Is it 'one-off' or ongoing / part of a wider strategy?
3. How do you measure it's success?
4. Who do you tell about this success?
5. What, if any, are the barriers to participatory practice?
6. How can you overcome these?





# Some ideas from the CAS groups for evaluation

- Video – good for capturing feedback and it can be more personal
- Capturing immediate feedback – facilitate it soon after the experience while people remember
- Reflective tools – consider speaking with participants some time after the activity/activities e.g. 5 months down the line to understand longer-term impacts
- Continue to use the annual community leader survey to collect feedback from leaders about longer-term impacts they have observed in their groups
- Case studies – a good way of collecting more qualitative stories and individual experiences
- Consider holding an evaluation event – invite participants and ask them to discuss the impact of the scheme
- Peer-to-peer interviews and discussions



# Thank you - Questions - Contact us



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