

Good Evaluation

Collaborative evaluation design to maximise value

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Project profile

What is your idea

Good Evaluation is a trusted adviser to funders, policymakers and service providers. We support our clients to ensure the effective implementation of their solutions, save costs and achieve social impact with robust evaluation design support. We use tools such as Collaborative Evaluability Assessment to help stakeholders to better evidence the impact of their interventions in a systematic, rapid and cost-effective way. Our approach is based on the latest research and practice and is designed to provide customised support to enable each client's programme to achieve its maximum potential.

What problem are you solving

Funders, policymakers and service providers often struggle with the evaluation design of their interventions, rendering their solutions less useful and more costly. Incompatible goals and unrealistic expectations from multiple stakeholders result in evaluations that are less likely to be successful and useful. Good evaluation design, jointly owned and clearly understood by both producers and users of evidence, avoids waste of scarce evaluation resources and maximises the value of evaluation evidence for decision-makers and the communities they serve.

What is your progress to date

Our nationally recognised Collaborative Evaluability Assessment (CEA) has been developed in the Scottish public health space to develop an approach to evaluation design that is evidence-based and participatory. Having successfully used CEA for clients like the Scottish Government and NHS Scotland, as well as Third Sector organisations like Sustrans, Good Evaluation is growing to serve

a diverse and international client base to solve the most important issues facing our clients and society.

What resources can help you grow

Business development support will help Good Evaluation to grow and develop our reputation as trusted advisers in the international public health community. Good Evaluation is looking to refine the business model, and establish long-lasting, sustainable partnerships nationally and internationally.

How will you spend the £50k money

To develop the sustainability of Good Evaluation, we will support two LMIC (Low- and Middle-Income Countries) countries and one UK Local Authority to operationalise public health guidelines to address urgent health challenges. We will work with LMIC public and animal health stakeholders to use CEA and support them to operationalise the Global Strategic Plan to end human deaths from dog-mediated rabies by 2030. We will also work with one UK local authority to co-create evaluation so as to support their local responses to Covid19.

About your team

Good Evaluation was founded by Dr Nai Rui Chng and Professor Peter Craig of the MRC/CSO Social & Public Health Sciences Unit (SPHSU) at Glasgow University. Dr Chng is a Political Scientist with an interest in complex interventions in health, social and environmental policy domains. Professor Craig worked in the UK and Scottish Governments and is now Professor of Public Health Evaluation and co-leader of the Inequalities and Health Programme at SPHSU.

