Speech Bubble Drama case study: ESS principles for good evaluation

What we did

Speech Bubble is a young and developing charity that provides speech-focused drama workshops for young people with physical disabilities impacting on their communication. CEO Jennifer **used ESS website resources** and templates to **write their first evaluation plan**. She had sensibly involved her trustees in this process. Initially Speech Bubble's outcomes focused on the impact on the young people only but they recruit vocal tutors, and tutors' feedback prompted Jennifer to think about the organisation's impact on them and their confidence and attitudes around inclusion in the arts.

ESS reviewed the evaluation plan and helped Jennifer write outcomes that reflect the change on attitudes and skills learnt by the tutors as well as the impact for young people. Initially Jennifer planned to measure tutor outcomes by using a questionnaire but we also helped her reflect on how to **collect outcome evidence as part of the activities** they deliver to help embed evaluation naturally into their service delivery and collect relevant evidence.

The difference we made

Jennifer told us:

> *"I've found your resources really useful in setting up our evaluation plan and as a new organisation we are constantly reviewing what and how we measure our impact. […] One of the ways we can effect change in a wider way is by the impact we have on the sessional workers who work with our children and young people"*

What we learned

Our work with Speech Bubble illustrates ESS's suggested principles of good evaluation: it should be about what matters and should fit the way you do your work. Check out **ESS's principles for good evaluation** to help you judge if your evaluation is good enough.

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If you would like ESS's support please contact us at info@evaluationsupportscotland.org.uk