

**WANDSWORTH ARTS**  
**FRINGE**

# Session 8: Storytelling & Evaluation

Wednesday 10 May, 18.00 – 19.30

## Evaluation...

A process of exploring/understanding...

- how a project, performance, event or activity is working/has worked
- what difference it has made for who – what's changed for those involved
- how and why...

... for practical purposes – e.g. sharing learning, making decisions, evidencing impact, applying for funding.



What did we do?  
Who did we reach?  
How much did we do?  
How well did we do it?

OUTPUT



OUTCOME

What difference did we make? What's changed for those involved?  
  
What made this possible?

**Outputs:** The tangible things that happen as a result of your project or organisation's work.  
  
Easier to see and count but not always meaningful: Sessions, events, group sizes, attendance, audience sizes.

**Outcomes:** the changes, benefits, learning or other effects that happen as a result of a project or organisation's work. Outcomes can be positive or negative, expected or unexpected. Can be hidden and less tangible – requires conversations, exploration.

# Think: 'stats' and 'stories'

## Key Facts & Figures

We are ambitious in being a leading centre for access, equity and inclusion

### PARTICIPANTS

The project initially set out to recruit 12 participants to the cohort for delivery, but ultimately recruited 18 young people in line with an increase in demand and partnership referral from organisations such as Purple Moon Drama and Compass Collective.

#### Recruitment



18 participants were recruited to the Orpheus Project cohort.

#### New Engagement



15 (84%) participants were engaging with Babel for the first time

#### Referrals



4 (22%) participants were referred to the project from other organisations in LBTH

#### Identity



9 (50%) participants identified as either Global Majority, Eastern European or other non-white-british backgrounds.

#### Language



6 (33%) of participants speak English as a second language.

#### Age



Participants' ages ranged from 22 to 30 years old.

3 participants disclosed living in temporary accommodation

Project 2022

## Message from our participants

### Feedback on Babel Night Performance:

*"It was so refreshing to see a group of young men take to the stage together and share"*

*"It was so radical to see so many men talking about their feelings and experiences"*

*"I've never experienced an event where the participants lead and curate with such bravery"*

*"A refreshing and joyous evening"*

"We did a lot of different movements and talking exercises throughout the programme. One of the most memorable for me was in the first week. We had to say, 'I am a man because...'. It was very open and beautiful from the get-go. People weren't just putting on their armour and saying what you would expect them to say on the first day. We were being very vulnerable with each other about what it meant to be a man in today's society. We did an eye contact exercise beforehand where you are just being with the other person in silence. And we did another activity during the programme called 'I'm falling, I'm gliding' where we had to trust each other enough to lift one another up. Through those exercises, we got to know each other and built a strong bond. Everyone felt comfortable and safe"  
Jack, Project Participant, 2022.





## Evaluation – Collecting the Stats and the Stories...

What can we do at the start of our project/event?



What can we do during our project/event?



What can we do at the end of our project/event?



## Why use storytelling in evaluation?

**Led by people  
involved**

**A way to  
explore  
diversity and  
breadth of a  
project**

**Human /  
personalised  
approach.**

**A way to  
explore lived  
experiences**

**Enjoyable and  
meaningful**

**Participatory &  
Collaborative**

# The 'Most Significant Change' (MSC) Technique

A Guide to Its Use

by

Rick Davies and Jess Dart



Funded by  
CARE International, United Kingdom  
Oxfam Community Aid Abroad, Australia | Learning to Learn, Government of South Australia  
Oxfam New Zealand | Christian Aid, United Kingdom | Exchange, United Kingdom  
Ibis, Denmark | Mellefolkeligt Samvirke (MS), Denmark  
Lutheran World Relief, United States of America

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<https://europa.eu/capacity4dev/file/28239/download?token=IWZXyl9R>

Arts  
at the  
OLD FIRE  
STATION

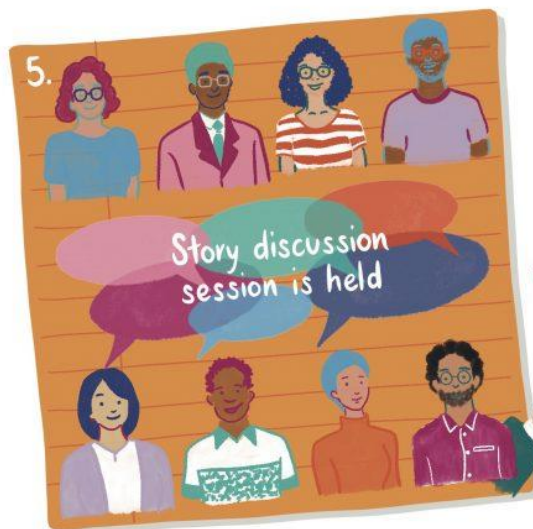
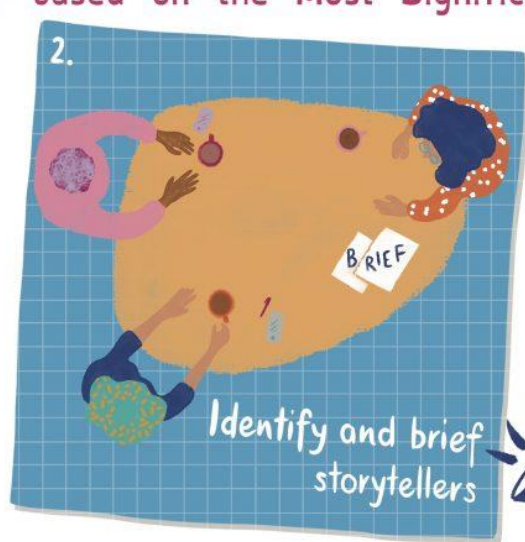
# A guide to using storytelling to evaluate impact



<https://oldfirestation.org.uk/our-work/storytelling-evaluation-methodology/>

# Storytelling: How we conduct our evaluatory approach based on the Most Significant Change

OLD FIRE STATION



- What was your involvement?
- What changed for you?
- Why is that change important?
- How did it happen?



## Story Collecting Question Guide

**Getting to know** - What brought you to X? / What prompted you to get involved in X?

1. Tell me about your experience of X. Tell me about your involvement in X. What did you see or do?
2. What changed for you personally?
3. Why is that change important to you?
4. How did it happen?

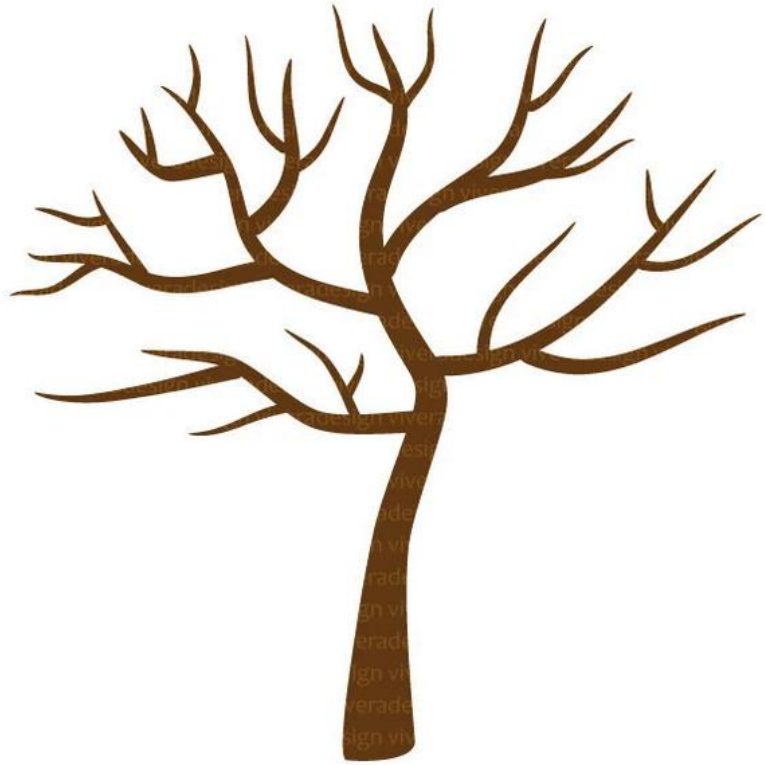
### **Final reflections and Close**

#### **Helpful Prompts:**

- Can you tell me more about that?
- Why do you think that was?
- How did that affect other areas of your life?
- How did that make you feel?
- Do you have an example?
- Why was that memorable?
- What else... [has changed for you?]


## Story Collecting Principles

- ✓ Think conversation not an interview
- ✓ Get to know one another. Make sure you and the teller are comfortable and relaxed. Be interested, curious and listen 100%.
- ✓ Be led by the storyteller. Let the teller share in their own way at their own pace and flow. Let the conversation move and jump about
- ✓ Aim to move the conversation beyond what they did or saw to what changed for them personally.
- ✓ Prompt for detail and significance. Ask questions to dig deeper. "Why is that important or significant to you?" "Say a bit more about" "Tell me more about that" "Why was that".
- ✓ It might be very small things that are important to the storyteller. E.g. a new outlook, connection or relationship, collaboration. Ask for examples.
- ✓ Don't feel you need to 'push for meaning' or get to the point of the story. Relax and let it happen.
- ✓ Allow yourself time to think and pause. Use pen and paper if useful.
- ✓ Enjoy, be yourself, be interested and curious





## 1. Tell me about your experience of X... / Tell me about your involvement in X...



Prompt for **detail** and **depth**. "Say a bit more about that... tell me more about that"

### Prompt Questions...

- What were the most memorable / striking moments?
- What did you enjoy most?
- What were you most proud of?
  
- **How did that make you feel?**
- **Tell me a bit more about X**
- **Say a bit more about**

## 2. What's changed for you personally?

**Be led by the story teller...**

What's changed will be very personal to them...

### Prompts and question techniques...

- You shared about X... what's changed for you personally as a result of X?
- Prompt for achievement/accomplishment/enjoyment: What are you most proud of? What did you enjoy the most?
- Comment on something you've heard in the conversation .... "You talked about your involvement in X.... say a bit more about how that has helped you..."
- Ask about a specific area of change:
  - What skills do you feel you have developed?
  - What have you learnt/discovered?
  - What has the project made you think differently about?

### 3. Why was this change important?

**You talked about X**


Why is that important to you?

**You also talked about Y**

Why is that important to you?


## 4. How did it happen?

### You talked about X....

- What factors helped and made this possible?
  - What do you think worked well about X?
  - What made X special?
  
  - *What are you grateful for?*
- 



## Additional evaluation questions

- Did you face any challenges or issues?
  - Do you have any thoughts or ideas about how X could be improved or developed?
  - What's next for you? What are your hopes for the future? What are you excited about?
  - Is there anything we haven't talked about that you would like to mention?
- 

## Story collecting tips

**Enjoy – make it a conversation not an interview**

**Prepare a discussion guide but be prepared to let go of it**

**Be yourself**

**Be led by the story teller – let them follow their own flow.**


**Be interested and curious**

**Prompt for detail and significance**


- Tell me more about that
- Why was that important

**Follow your nose, heart and gut... trust yourself and ask the questions you want to ask**

## Practice

- **ALL:** Think about an aspect of your work that you've been involved in recently that you would like to reflect on and share about.
  - Split into pairs and pick an **A (Story Teller)** and **B (Story Collector)**
  - **Story teller:** give some brief context to B about the area of work
  - **Story collector:** guide a 10 minute conversation with the teller
  - Swap over: B shares their story with A.
- 

## Reflections

- **What was your experience of being a story collector?**
    - What worked well?
    - Is there anything you would do differently?
  
  - **What was your experience of sharing your story?**
    - What did the collector do that was helpful?
    - Anything that they could have done differently?
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Story Collecting approach can be used across forms and mediums... e.g. video, audio, podcasting, writing. E.g. See Emma Warren's work and principles for 'documenting your culture'



<https://sweetmachinepublishing.bandcamp.com/merch/document-your-culture-pamphlet>  
<https://thevinylfactory.com/news/how-to-document-your-culture-emma-warren-pamphlet/>

Stories can be discussed and shared in your team or with friends and collaborators, for richer interpretation about meaning and impact of your work.



## Contact Details

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## Further links and reading

- Arts at the Old Fire Station – Storytelling: <https://oldfirestation.org.uk/our-work/storytelling-evaluation-methodology/>
- Oral History Society / British Library – Popular training in oral history collection: <https://www.ohs.org.uk/>





*live*projects