



Evaluation consultancy case study: Lancaster University

The goal

Lancaster University's Outreach and Student Success Team wished to understand and evaluate how their widening participation activities contribute to raising attainment. The team already had an evaluation framework in place and were ready to identify specific outcomes and how these could be measured at an activity level in practice.

What we did

We supported the team in three stages:

1. Attainment-related outcomes workshop

In this workshop, we worked closely with the team to help them identify which attainment-related outcomes their outreach activities linked to, for example study skills.

2. Measurement toolkit

We developed a toolkit of existing surveys from the research literature that the team could use and adapt to measure their key outcomes, including guidance on how to do this.

3. Evaluation training workshop

In this workshop, we introduced the team to the toolkit and practiced adapting the measures to create their own survey. We also provided general guidance on evaluation methods.

The outcome

The team were equipped with a toolkit of survey measures relevant to their attainment-raising outreach and student success activities. Through attending both workshops they understood how the outcomes linked to their work and how they could evaluate their outreach activities by creating and adapting surveys from the toolkit.

Testimonial: Chris Bayes, Outreach and Student Success Manager, Lancaster University



The Brilliant Club were excellent to work with on this project. They worked with the team to align their outreach projects with attainment-related outcomes and worked alongside myself and the Manager of the Outreach Team to select the most appropriate measures for specific projects. The Brilliant Club were keen to ensure that we were making the best use of the toolkit and were not prescriptive in their approach. The evaluation training was excellent and clearly developed the confidence of those participating within it.

Myself and colleagues in the Evaluation and Impact Team have used the toolkit with other projects, and colleagues are using the lessons learnt from the programme to redevelop our learning outcomes on Outreach projects moving forward."