

## Monitoring and Evaluation for all audience work – Draft for comments

This section of the Audience plan lays out a framework for monitoring and evaluation of the Audience delivery plan.

For reporting on the corporate objective KPI's we are using data from NFP Synergy research. This is giving us a broad picture of how wide spread understanding of the general population is about the National Park and the work of the Authority. It also gives us a good insight to the diverse audiences we are and are not reaching.

We also need to monitor and evaluate work we do in different teams and projects to help us understand which interventions are most successful and for which audience groups. This will help to inform our audience delivery plan and make adjustments to interventions and targets as we learn from our successes and mistakes.

As the focus of our work shifts from an emphasis on direct delivery to empowering and supporting communities to access the PDNP and influencing our partners to deliver our messages we will need to develop new ways to monitor and report our work.

This work has been on going and ways to evaluate and monitor different areas are explained in the monitoring and evaluation tool kit below.

### **2. Ethnicity**

The measures below are all taken from top level categories of the government ethnicity breakdown

2.1 For corporate reporting KPI 11, 12, 13, we will only be using White or non-White/mixed categories as the sample size is not big enough to make further break down more significant. Other measures below can be aggregated to match this measure for comparison.

2.2 For schools we will use the school profile data.

2.3 For work at delivery level we will use the break down below. This should be added to evaluation forms and used for monitoring project work, volunteers and random sampling for other activities such as nature tots, events, drop in activities.

#### 15. What is your ethnicity? \*

- Asian or Asian British
- Black/African/Caribbean/Black British
- Mixed or multiple ethnic backgrounds
- Other ethnic group
- White
- Prefer not to say

For more detailed project work we will use the ethnicity break down suggested by the government: <https://www.ethnicity-facts-figures.service.gov.uk/ethnic-groups> Using the categories in bold below and asking for Participants to specify ethnicity if they fall into the other category.

**White**

- English / Welsh / Scottish / Northern Irish / British
- Irish
- Gypsy or Irish Traveller
- Any other White background

**Mixed / Multiple ethnic groups**

- White and Black Caribbean
- White and Black African
- White and Asian
- Any other Mixed / Multiple ethnic background

**Asian / Asian British**

- Indian
- Pakistani
- Bangladeshi
- Chinese
- Any other Asian background

**Black / African / Caribbean / Black British**

- African
- Caribbean
- Any other Black / African / Caribbean background

**Other ethnic group**

- Arab
- Any other ethnic group

**3. Age**

Under 16, 16-24, 25-44, 45-64, 65+

For school groups we will also collect data by Key Stage

**4. Social Group**

For corporate reporting on KPIs 11, 12 and 13, we are categorising social group according to the National Readership Survey's Social Grade into 4 categories:

- AB (Higher and intermediate managerial, administrative and professional)
- C1 (Supervisory, clerical and junior managerial, administrative and professional)
- C2 (Skilled manual workers)
- DE (Semi-skilled and unskilled manual workers; State pensioners, casual and lowest grade workers, unemployed with state benefits only).

For school groups we will use data available from Government sources.

For other targeted work we will explore the most relevant measure, as above, post code or household income data.

#### **4. Health and Wellbeing**

In the past we have asked 'Are your activities limited by a health problem, disability or access need'. Following the data received from the NFP synergy we have been able to distinguish between physical disability and anxiety/depression, although this is new data and needs further work to ensure correct collection and interpretation.

Where appropriate we will ask the question below in targeted work to align with this data and also to be able to aggregate data to match earlier data sets.

#### **18. Do you have a health condition? \***

- No health condition
- Physical disability
- Anxiety/depression
- Other
- Prefer not to say

#### **5. What to Monitor for projects and targeted Audience Work**

##### **5.1 Theory of Change**

When planning a more detailed piece of evaluation we will look to use theory based evaluation. This method focuses on discovering the key steps or interventions taken that lead or led to the outcomes (expected or unexpected).

A theory of change explains how the activities undertaken by an intervention (such as a project, program or policy) contribute to a chain of results that lead to the intended or observed impacts. Other labels that your colleagues, partners and evaluators might use

include: *results chain, logic model, program theory, outcome mapping, impact pathway and investment logic.*

A theory of change is often developed during the planning stage but can also be useful for monitoring and evaluation. A good theory of change can help to: develop better Key Evaluation Questions, identify key indicators for monitoring, identify gaps in available data, prioritize additional data collection, and provide a structure for data analysis and reporting.

For more details see: <https://www.betterevaluation.org/en/node/5280>

For case studies and examples in practice: [theory-based-methodology.pdf](#)

## **5.2 Connection to the Place**

This measure will only be used for selected groups and builds on work being done by Derby University Nature Connections Research group. The Nature Connection Indicator Working Group are developing a national indicator for connection to nature - with Natural England, the RSPB, National Trust, Historic England, the Wildlife Trusts and others. The research has revealed physical contact with nature and nature connectedness provides extra but independent benefits to wellbeing and pro-environmental behaviours. The work has also revealed the level of nature connectedness across people's lifespan, identifying a sharp dip in teenage years. Using the same indicator will allow us to compare results with the work of this group.

Disconnection from nature is considered one of the major problems facing nature conservation. The term 'connection to nature' is frequently used to describe our attitude towards nature, our emotional relationship along with our knowledge and behaviour.

Research suggests that people with a greater connection to nature are more likely to behave positively towards the environment, wildlife and habitats. Developing an emotional relationship between people and nature, connecting people, may be critical for future nature conservation.

There is also increasing evidence of a positive relationship between a person's connection to nature and their health and wellbeing. Experiencing nature is thought to provide health and wellbeing benefits. This is a potential ecosystem service that could start a positive feedback loop between health, wellbeing and connection to nature that leads to benefits for biodiversity conservation.

The health and wellbeing benefits of experiencing nature may be especially important to those suffering from ill health, such as dementia. Activities which assist people with dementia to engage with nature may be tools for improving their health, wellbeing and connection to nature, not only for the individual but for their carers, friends and families.

The six items of the NCI (answered on a 7-point response scale, "completely agree" to "completely disagree") – [full PDF version with scoring spreadsheet](#):

1—I always find beauty in nature

2—I always treat nature with respect

3—Being in nature makes me very happy

4—Spending time in nature is very important to me

5—I find being in nature really amazing

6—I feel part of nature

Details of the supporting research can be found here: <https://findingnature.org.uk/> and the MEENE survey : <https://www.gov.uk/government/statistics/monitor-of-engagement-with-the-natural-environment-mene-thematic-reports-nature-connection-index-and-technical-notes-and-guidance>

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## Summary Monitoring and Evaluation table

### KPI 11 Diverse Audience

Data source	Who is measured	What data is collected	What the data will tell us	Frequency of monitoring	How the data will be used	Issues
NFP Synergy survey	1,000 UK adults representative of the UK population	Ethnicity (white, non-white/mixed) Age Gender Social grade Health	Respondents are asked whether they have visited the PDNP in the last two years. The data we report is the demographics of those who answer 'yes'.	Every 6 months	The data will be used to track our performance at a national level in engaging a more diverse audience  Data will be reported to Members quarterly and published annually in the Performance and Business Plan	Part of a syndicated survey, so we are unable to alter the demographic measures  Still establishing whether the health data is meaningful
Schools visits and Ambassador Schools Taken from published school data and Survey users survey	All school groups that we run sessions for and Ambassador schools	Ethnicity (white, non-white/mixed) [list all of the other categories out like this] Age Gender Social grade	Data will inform demographics of schools worked with	Annual	To track demographics of schools worked with to inform targeted marketing or project work	Not all categories are directly comparable with NFP Synergy data e.g. social grade

		Taken from School data not individuals				
Health walks, Dementia walks and Mindfulness walks On line questionnaire  Face to face questionnaire for specific projects	All participants will be asked to complete feedback	Ethnicity (white, non-white/mixed) [list all of the other categories out like this] Age Gender Social grade Health  Nature Connection  Other evaluation as relevant using theory of change methodology	Data will inform demographics of participants worked with.  Other evaluation will inform walk satisfaction, content and delivery	Annually for guided walks Projects as appropriate	To track demographics of participants and market walks effectively.  To monitor connection to natural environment – as a success measure	Not all categories are directly comparable with NPF Synergy data e.g. social grade Not every project will have resources for more in-depth evaluation
Guided Walks  On line questionnaire  Face to face questionnaire for specific projects	All participants will be asked to complete online feedback	Ethnicity (white, non-white/mixed) [list all of the other categories out like this] Age Gender Social grade Health Nature Connection	Data will inform demographics of participants worked with  Other evaluation will inform walk satisfaction, content and delivery	Quarterly for demographic data  Annual report for overall programme	To track demographics of participants and market walks effectively.  To monitor connection to natural environment – as a success measure	Not all categories are directly comparable with NPF Synergy data e.g. social grade Not every project will have resources for more in-depth evaluation

BAME targeted projects		Ethnicity (white, non-white/mixed) [list all of the other categories out like this] Age Gender Social grade Health Nature Connection				
Evaluation as relevant using theory of change methodology						
Ambassador Centres						

### KPI 12 Public Connection with the PDNP

NFP Synergy survey	1,000 UK adults representative of the UK population	Whether people feel a connection with the PDNP	The proportion of people who report feeling a connection with the PDNP. This can be compared between the different demographics such as age, social grade, location etc	Every 6 months	The data will be used to track our performance at a national level in increasing public connection to the PDNP  Data will be reported to Members quarterly and published	
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					annually in the Performance and Business Plan	

**KPI 12 Public Awareness of the PDNPA**

NFP Synergy survey	1,000 UK adults representative of the UK population	Whether people have an awareness of the PDNPA	The proportion of people who report an awareness of PDNPA. This can be compared between the different demographics such as age, social grade, location etc	Every 6 months	The data will be used to track our performance at a national level in increasing public awareness of the PDNPA  Data will be reported to Members quarterly and published annually in the Performance and Business Plan	