Developing an Outcomes Framework

Date: 27 October 2016  
Time: 12:00 – 16:30 (sandwich lunch is included)  
Location: London Metropolitan Archives

Trainer: Heidi Bellamy, Culture First

Heidi Bellamy is Director of Culture First, a Social Enterprise that supports knowledge sharing, leadership development and transformation in the culture and sports sector. Previously Heidi worked in Local Authorities managing a spectrum of cultural services. Heidi was involved in updating the Outcomes Framework for Culture & Sport on behalf of the Local Government Association and delivered a national programme of training to demonstrate the benefits of using the framework. Heidi has also produced bespoke guidance for The National Archives on Measuring Outcomes for Archives as part of the ‘Fundraising for Archives’ initiative. She is an experienced trainer with an MA in Cultural Leadership

Facilitator: Yvette Shepherd, MDO Organisational Health

What will be covered?

Cultural services need to be able to clearly demonstrate the contribution they make to better outcomes for individuals, communities and places.

Creating a local outcomes framework will help you measure and evidence the difference your service makes and its contribution to local priorities. It will also help you make the case for continued investment of public money, develop persuasive funding bids and engage with a wider range of stakeholders than you may currently work with.

The training draws on the guidance in Outcomes Framework for Culture & Sport and is based around four elements:

• an outcomes triangle
• a logic model
• sources of evidence
• a set of performance indicators.

Who should attend?
Museum and Archive Service Managers and Senior staff working within Local Authority supported museums or Trusts, where the need to define outcomes is a priority for the service.
Learning Objectives
Delegates will leave the workshop with the ability to
• measure and evidence the difference their service makes and its contribution to local priorities
• make the case for continued investment of public money
• demonstrate to other organisations why they should be working with them
• influence the commissioning process
• focus business and service plans on the priorities for the local area
• communicate the value of culture to opinion formers and decision makers
• promote improvement by identifying what works in delivering better outcomes

Training timetable
12:00 – 12:45 Arrival and sandwich lunch
12:45 – 13:15 Introductions and icebreaker exercise
13:15 – 14:15 An introduction to the outcomes framework
  • Benefits of developing your own framework
  • Elements of the framework – outcomes triangle, logic model, evidence list and performance indicators
  • Web demonstration of tools
14:15-14:30 Break/Refreshments
14:30-16:15 Practical exercise – creating an outcomes triangle and logic model
16:15 -16:30 Questions and next steps

Preparation
Please bring your corporate or organisational plan and service plan, as these will be useful for the practical exercise.