

ONSIDE NETWORK MONITORING & EVALUATION

A SUMMARY OF OUR APPROACH AND SYSTEM

As a Network we are passionate about delivering high quality youth work and youth provision to support young people's personal and social development. To help learn, be impactful and continuously improve we have a shared commitment to monitoring and evaluating the reach, quality and impact of our work.

To achieve this, we collect the following information across the OnSide Youth Zone Network:

- Beneficiary data
- Engagement data
- Outcome data and impact stories
- Quality data

The information is collected, stored and analysed using our bespoke monitoring system, which uses the Salesforce database platform. This is a shared system across all the Youth Zones with each having their own access so they can only see their own data. As system administrator, OnSide is able to pull data from across the Network for the purposes of monitoring, reporting and learning. This gives us a highly effective system for robust monitoring and evaluation of impact, at scale, at the individual Youth Zone level; according to certain groupings of Youth Zones, such as similar geographic locations or similar time periods since opening; and across the whole of the national Network.

Beneficiary and engagement data

Data is collected on each young person who accesses their Youth Zone or its services.

All young people have their own personal record within our Salesforce system which has personal/demographic information collected through membership sign up, as well as a record of their engagement. Safeguarding information is also recorded on their individual record.

The young person's postcode is mapped with the Index of Multiple Deprivation (IMD) data to enable us to analyse, at a Youth Zone and a Network level, the relative deprivation levels of young people who benefit from our provision. This demographic data informs Youth Zones' outreach and promotion to ensure we are accessing a representative and diverse mix of young people, and supporting those who would benefit most, to access the opportunities.

Young people's attendance is logged each visit, as is their participation in any developmental activities (generally a focused 30min minimum activity) or projects within each session. Sessions are categorised on the basis of type (universal, targeted, holiday, outreach) and delivery location (Youth Zone, neighbourhood centre, street based, digital). Activities are categorised on the basis of programme theme. This enables us to review the mix of activities delivered and those which were most engaging, and provides a full record of young people's individual journey with the Youth Zone. When analysed alongside the beneficiary data and the outcome data (also stored on individual's member records), we are able to track engagement and



personal development against a number of variables e.g. demographic groupings, frequency of attendance, or activities they have participated in. This helps Youth Zones to better support young people, to effectively plan provision and to understand and report on effectiveness.

Figure 1: An example of an individual young person's record on Salesforce

OnSide OnSide Lightning Home Support Reports Dashboards Leads People Organisations Donations Instalments Member Search Sessions Activities Payments Online Discounts Projects More

Person **Test Member** Edit Clone Delete Address Finder Pay Owed Amount Create Booking

Membership Status Cooling Off Status Member Id 12252 Club Junior Additional Support

Details Related Chart

Important Notes Carries Epipen for self administration, check has it on arrival.

Renewal Due 25/09/2021 Cooling Off Until

Contact Information

Name	Test Member	Organisation Name	MAE - Members
Middle Name(s)		Youth Zone (Text)	Manchester East
Preferred Name		Master Member Id	12252ONS
Date of Birth	01/01/2006	Member Id	12252
Birthday	1 Jan	Youth Zone	
Age	15	Group	
Gender	Male	Club	Junior
Mailing Address	Aria Spa Road Bolton Greater Manchester BL1 4AG United Kingdom	School/College	Wright Robinson College
Home Phone		Education Type	Secondary
Mobile	07510729712	LA (Code)	352
SMS Mobile	07510729712	Year Group	Year 10
Email		PAYG Amount Paid	£0.00
		Total Pre-Payment Available	£0.00
		Total Owed Amount	£0.00

Photo

Address Information

Ward	Halliwel	District	Bolton
LSOA	E01033217	Indices Of Deprivation	E01033217

Emergency Contacts

Emergency Contact Name 1	Rachel	Emergency Contact Name 2	
Relationship (Emergency Contact)	Foster Carer	Relationship (Emergency Contact 2)	
Emergency Contact Address 1		Emergency Contact Address 2	
Phone	07599502193	Emergency Contact Phone 2	07900268890
Emergency Contact Phone 1		Emergency Contact Email 2	
Parent/Guardian Mobile	07599502193		
Emergency Contact Email 1	rachel.morton@onsideyouthzones.org		

Medical and Monitoring Information

Ethnicity	Mixed - White and Black African	Referred By	YMCA
Disability	No	Disability Descriptors	Anaphylaxis or Allergies
Additional Needs	Yes	Ability Member	☒
Inclusion and Medical Notes	Severe allergy to nuts, risk of anaphylaxis. Self-managed by member.	Additional Support	☐
Gym Induction	☒	Level of Support	
PARQ	Follow up completed	Accesses Centre	
Safety Concerns		Looked After Child	☐
Free School Meals	Yes	Vulnerable	☒
Young Carer		EET Status	
Mode of Transport		Monitoring Forms YZ	
Reason for Joining		Monitoring Forms	
How did you hear about us?			

Membership Information

Member Since	16/05/2019	Suppressed	☐
Membership Start Date	26/09/2020	Dormant	☐
Last Attended Session		GDPR Member	OK
Active Member	Inactive	Privacy Opt In	18/11/2019
Regular Weekly Engagement	☐	Processing Consent	☒
Regular Monthly Engagement	☐	Sharing Consent	☒
No. Sessions	0	Member Image Consent	☒
No. Activities	2	Email Opt Out	☐
No. Special Mentions	0	SMS Opt Out	☐
Biometric Consent	☐	GDPR Parent	OK
Biometrics Scanned	☐	Parent/Guardian Consent	Online
Membership Card	☐	Medical Consent	☒
Active Subsidies	☐	Parent/Guardian Marketing Consent	☒

We found no potential duplicates of this Person.

Payments (2)

2961140
Payment Date: 04/05/2021 17:14
Session Name and Date: 15/05/2021 Sat Seniors (Saturday)
Session Option: Seniors (Saturday)

2961136
Payment Date: 04/05/2021 17:11
Session Name and Date: 07/05/2021 Fri Seniors (Friday)
Session Option: Seniors (Friday)

[View All](#)

Activities Attended (2)

1471273
Activity Name: Outdoor Pitch - Football
Start Time: 15/05/2021 16:00
Session: Seniors (Saturday)

1471270
Activity Name: Gym - Weights & Cardio
Start Time: 07/05/2021 19:45
Session: Seniors (Friday)

[View All](#)

Session Star (0)

Cooling Off (0)

Cause for Concern (1)

CC6278
Date: 14/09/2020
Type of Concern: Cause for Concern
Resolved: ☒

[View All](#)

Cause for Concern Involvement (0)

Subsidy Members (0)

Mentoring (0)

Projects (3+)

56343
Name: HideOut Employability Survey
Project Type:
Start Date:
52143
Name: HideOut Universal Impact
Project Type:
Start Date: 17/08/2020
65012
Name: OnSide Universal Impact
Project Type:
Start Date: 28/04/2021

[View All](#)

Outcomes (3+)

27427
Project:
Date: 12/10/2020
Outcome Data: Baseline

27367
Date:
Outcome Data: 08/10/2020 Mid Year

27145
Project: HideOut Universal Impact
Date: 19/08/2020
Outcome Data:
[View All](#)

Impact Stories (Subject) (1)

Case Study 00027
Created Date: 07/08/2020 13:00
[View All](#)

Bookings (1)

B-25260
Created Date: 28/07/2020 14:13
Session: Summer Holiday Club
Total Payment For This Bo... £0.00
[View All](#)

Training Recipients (0)

Connected People (0)

Connected People (1)

Audrey Mink
Organisation: ONS - Members
Relationship: Sibling
Details: Same mum
[View All](#)

Campaign History

Outcome data and impact stories

All our Youth Zones work to five Network Goals:

- Goal 1: Give young people a safe exciting place to go to have fun, build their social networks and support their personal development
- Goal 2: Help young people to lead healthier, happier lives
- Goal 3: Enable young people to better face the challenges of life
- Goal 4: Support young people to raise their aspirations and fulfil their potential
- Goal 5: Strengthen communities by supporting young people to be empowered, active, responsible citizens.

Through these Goals, we achieve outcomes across 5 themes:

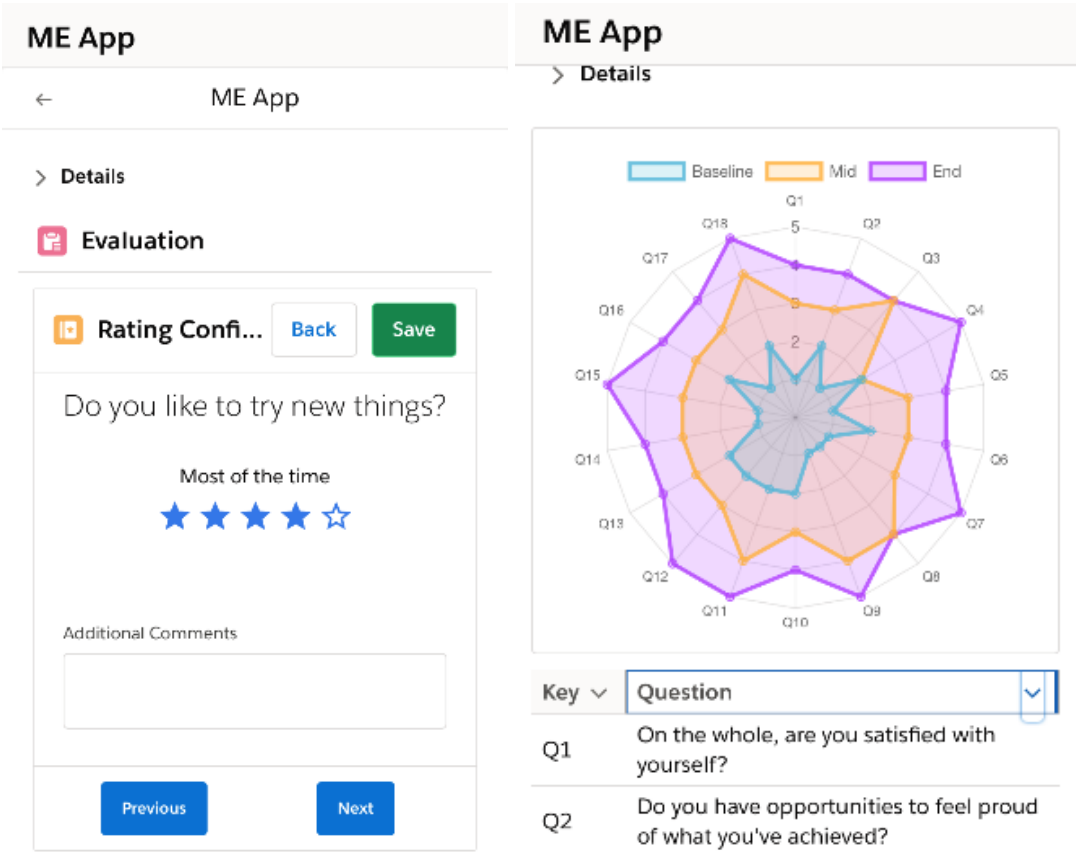
- Confidence
- Social skills
- Emotional skills
- Health and wellbeing
- Aspirations and achievement

In 2020/21 we worked with EDIT (the Evidence Development and Incubation Team) at King's College London to revise our evaluation framework to achieve a more consistent Network-wide approach to our evaluation and develop robust outcome measures to operationalise our five Network Goals. The work included revising our Theory of Change to five distinct models, outlining how all Youth Zone delivery activities feed into these goals and the envisioned outcomes. To develop the robust outcome measures, EDIT compiled a bank of questions taken from validated tools/scales which were then tested by the Network. The results were statistically analysed and qualitative feedback given to ensure the final questions are understood by young people and provide a reliable consistent measurement of outcomes.

We primarily measure the outcomes through a self-reporting questionnaire. There is a standard questionnaire for our overall universal provision (measuring confidence, self-esteem, social skills, cohesion, resilience, physical and mental health and determination) and then bespoke questionnaires are created for each project, including our targeted work. These questionnaires can be accessed on a phone or tablet as an interactive tool through an integrated app within Salesforce, the ME App. When a project lead in a Youth Zone sets up a new project on Salesforce they simply select the relevant evaluation questions for the outcomes they are expecting to achieve and a questionnaire is created. Young people can be assigned to the project through Salesforce or the app, they complete the questionnaire then the data automatically goes on to their personal member record and is linked to the project record to enable us to analyse individual and overall project outcomes as well as progression over time.



Figure 2: Screenshots of the ME App



The recommended practice is that the questionnaires are carried out with young people through a 1-to-1, as we have found this not only generates more honest and thoughtful responses but provides a great opportunity to build relationships and promote action planning to support members' personal development. This approach fosters evaluation as an integrated part of our youth work practice rather than being an additional task for youth workers to undertake. Young people can see their previous responses to questions through the inbuilt radar chart and reflect on their progress or areas where they'd like to progress.

Evaluations are expected to be undertaken at least annually to capture their journey of change through the universal offer, and at the beginning and end of projects or targeted programmes (plus a mid-point evaluation for projects in excess of 9mths).

There are built-in dashboards on the project record in Salesforce that brings together the data for all young people assigned to it so overall progress can be measured.

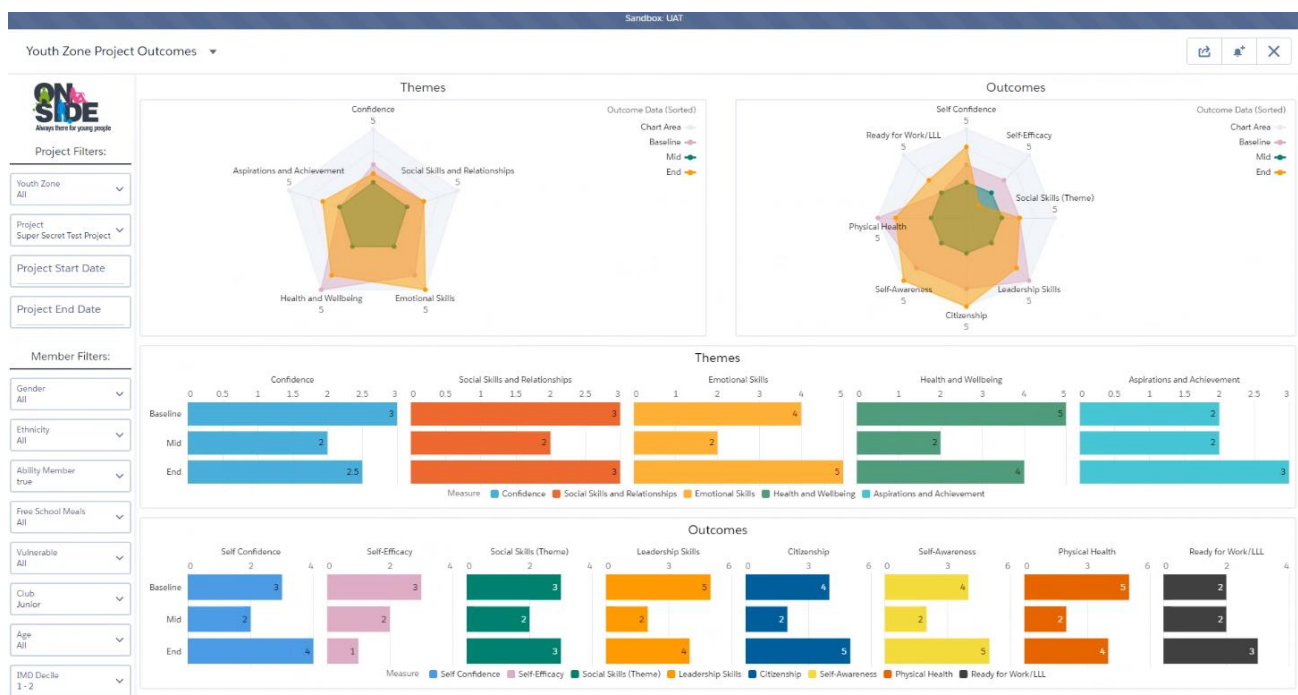


Figure 3: An example of a project dashboard within Salesforce



Youth Zones also have access to dashboards within Tableau, an analytics package within Salesforce, that enables an interrogation of the results. Outcomes can be analysed overall or by project on the basis of a number of filters e.g. gender, ethnicity, age, IMD decile to understand how different factors influence outcomes.

Figure 3: A visual of a Tableau dashboard within Salesforce



We have also begun to more systematically collect impact stories with youth workers gathering young people's own stories about what changes they have experienced as a result of the provision or programme. These too are stored on Salesforce with the relevant sharing permission records.

We periodically undertake external evaluations to assess outcomes and wider impacts, gathering quantitative and qualitative data from young people and community stakeholders, to complement our own evaluations, validate our findings and/or provide further insights.

Quality data

We assess the quality of provision through young people's feedback and through the Excellence Framework process, on the basis that quality delivery results in greater outcomes for young people.

The Excellence Framework has been developed by the OnSide Network to drive performance in recognition that our success as a Network, and the integrity of our reputation, depends on a shared commitment to excellence. It is a bespoke quality mark outlining the standards of excellence that all Youth Zones should be working towards. It provides a common language for discussing and reviewing quality, applying the same standards across the Network whilst supporting local variation in delivery. It covers all aspects of the Youth Zones' operations; each key area has:

- An Excellence Statement – Outlining what we look to achieve and why.
- Quality Standards – How we go about achieving excellence in this area.
- Measuring success – Key Performance Indicators (KPIs) with the types of evidence expected for each.

Youth Zones audit their performance against the standards, then produce a Development Plan outlining key areas of focus for the next 12 months. A small team of peers comprised of a cross section of staff from Youth Zones and an OnSide representative then review both the Self-Assessment and the Development Plan, provide feedback on their findings and make recommendations. The Youth Zone's Board reviews the Peer Review report and approves the Development Plan. They will also ensure the priorities are fed into the annual Business Plan and monitor progress through regular Board reports or a specific 6month review.

A key part of the audit process is undertaking 'How are we doing?' surveys to assess the quality of the delivery sessions. These are undertaken by workers, young people and peers from within the Network. Areas for improvement are then fed into the Development Plan.

In addition to this structured approach Youth Zones also gather informal feedback from young people through the sessions and questionnaires, polls and interactive evaluation tools. To date we do not have a standardised process or format for this; we will continue to review the need to develop this in the future. These approaches collectively help build a culture of learning and continuous improvement.

