

# Meaningful measurement

**Evaluating Bromley by Bow, 2016-18**



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# Let's consider



What we  
measure

and



How we  
measure

Are we sure  
we're  
measuring the  
right things?

How can we  
make  
evaluation  
valuable for all?

# Disclaimer

- I am a participatory researcher
- Coming from a social justice perspective.....

So

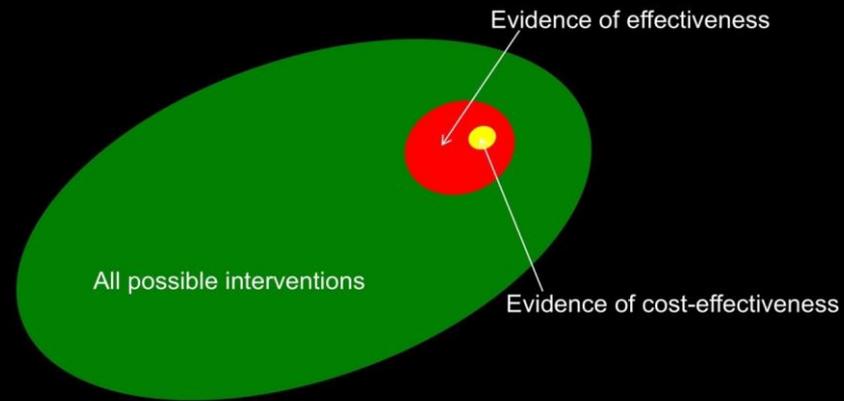
- I am going to propose that we must **involve service users and community members right from the outset** of and during evaluation
- And show you how we did it in Bromley by Bow
- It wasn't rapid (!)
- **Shout out** to: Ailsa Cook and Matter of Focus and my co-lead Catherine-Rose Stock-Rankin



**Are we sure  
we're  
measuring the  
right things?**

What we measure

## The dangerous olive of evidence...



Harry Rutter's humorous insight on the need to re-balance the evidence base

# A short tour of Bromley by Bow



Combination of a Health Centre and a Community Anchor

Provides clinical and non-clinical services

Has a 30+ year history in one community

Core values:

- Be compassionate
- Assume it's possible
- Be a friend
- Have fun

# Our evaluation task:

- How effective is Bromley by Bow (at reducing health inequality)



# Our observations

- 1. Externally defined measures:** usually based on funder, academic and think-tank interests.
- 2. Fragmented measurement** across individual projects, programmes, services.
- 3. Low priority** given to practice wisdom or lived experience in the definition of outcomes and quality markers.

# Our evaluation task REDEFINED

- How effective is Bromley by Bow (at reducing health inequality)



- Are we sure 'effectiveness' is the right enquiry?

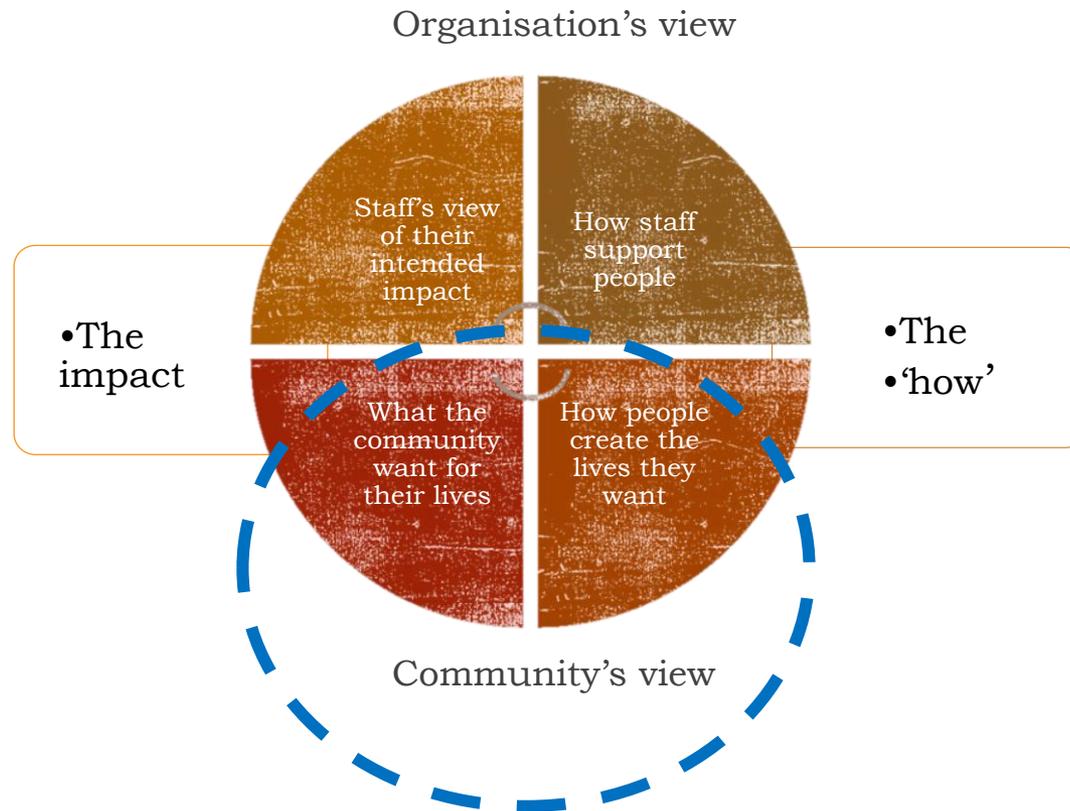


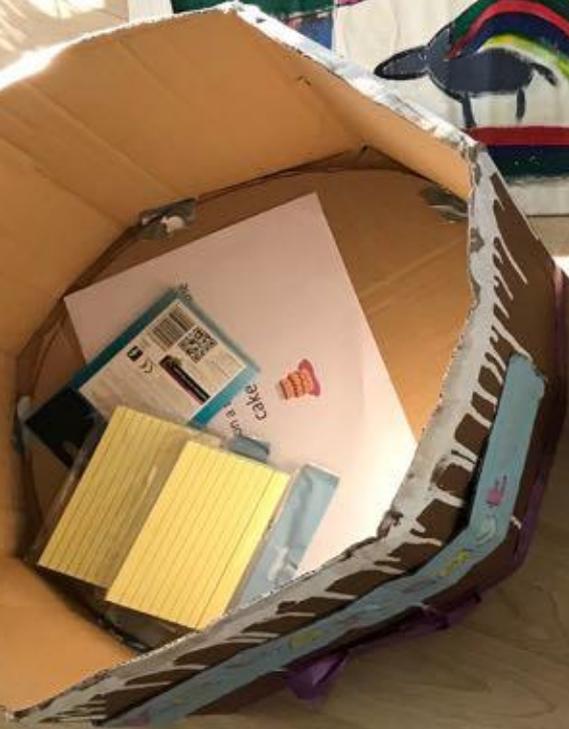
- Who is effectiveness important to?



- **What could a broader definition of impact be?**

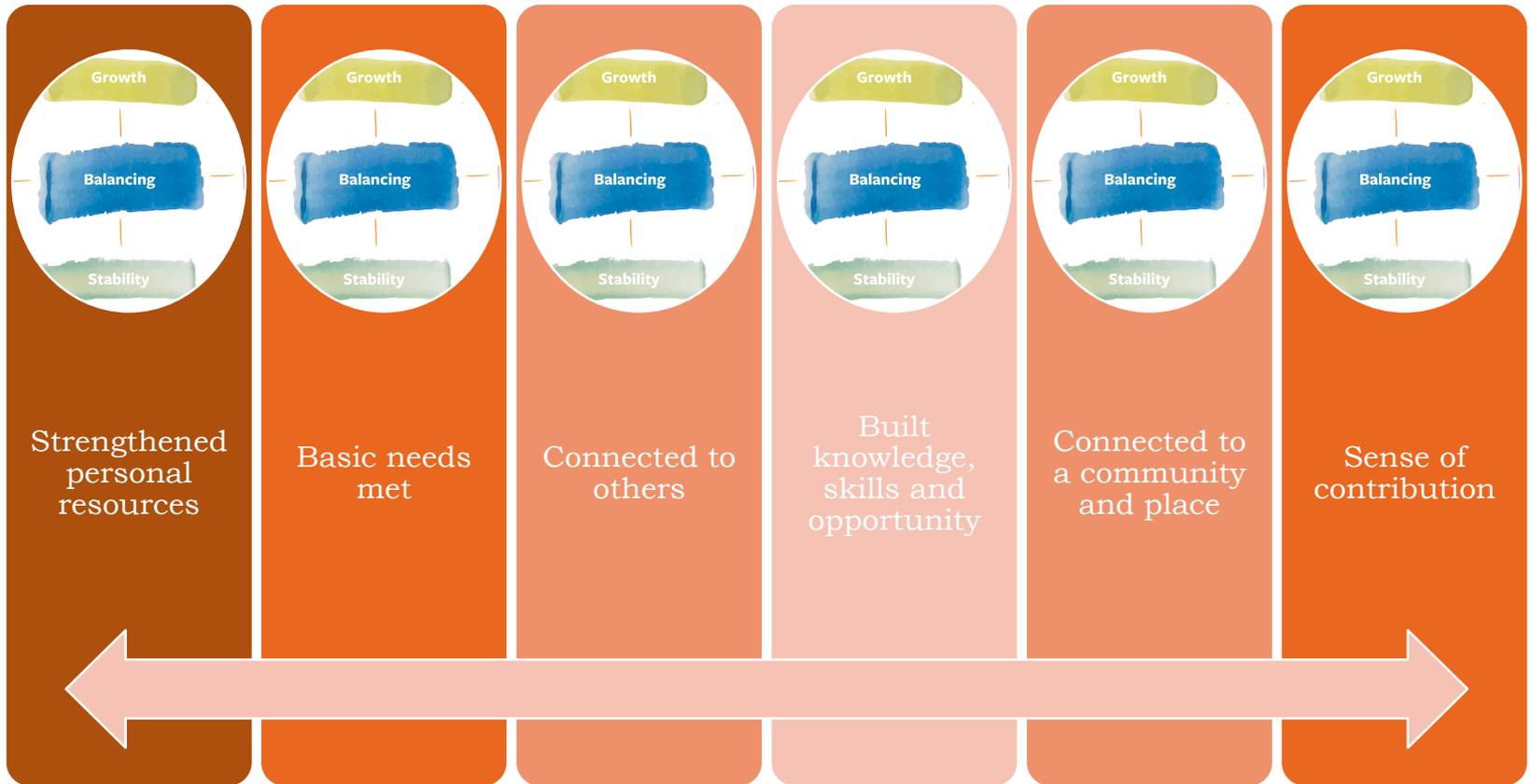
# Inside-out and outside-in perspectives





WHAT ARE THE  
INGREDIENTS  
OF A GOOD  
LIFE?  
PLEASE WRITE YOUR ANSWER ON  
A TAG AND PUT IT INTO THE  
CAKE

# Measures of impact that people care about

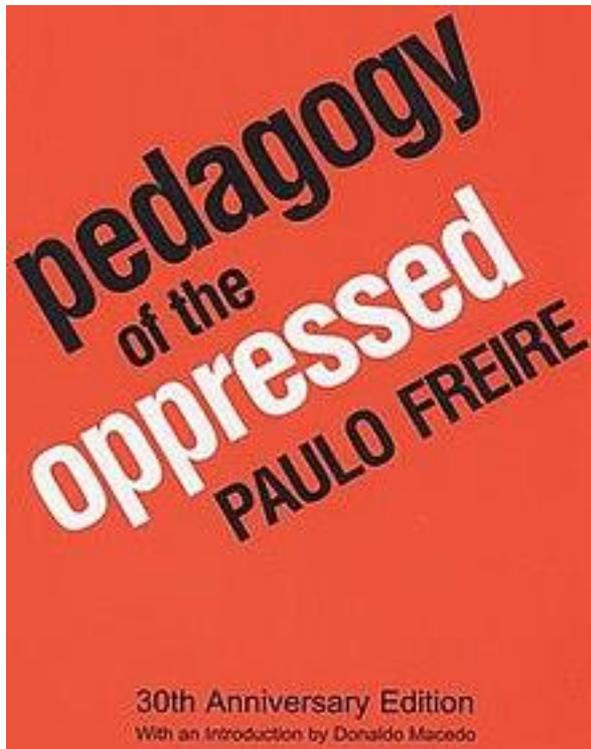




**How can we  
make  
evaluation  
valuable for  
all?**

How do we measure?

# Pay attention to power

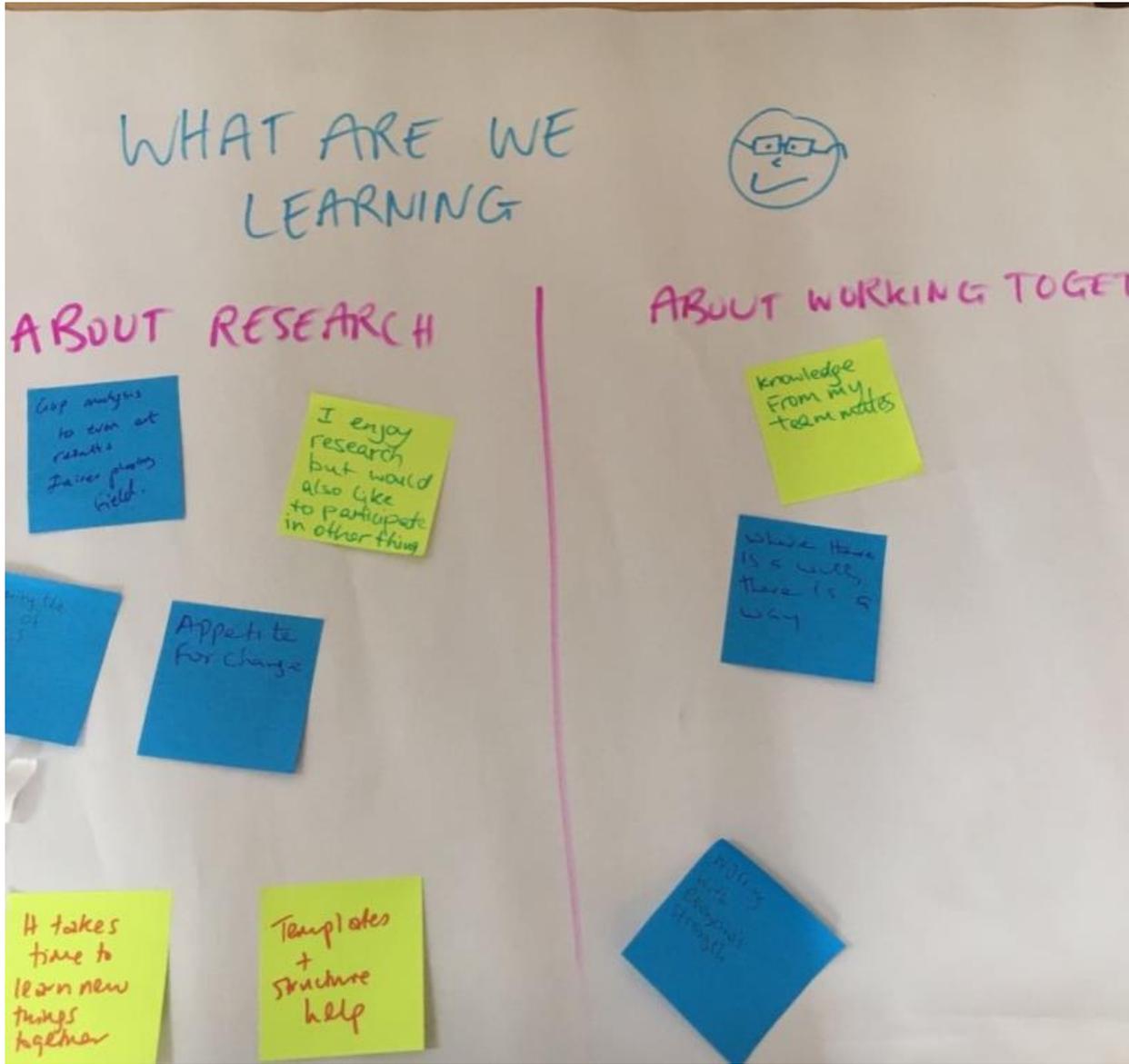


*Washing one's hands of the conflict between the powerful and the powerless means to side with the powerful, not to be neutral.*



Who is the evaluator and who is the evaluated?

How can evaluation create value for all?



# Community-led research

# Who owns the results





Our Stories

"It's ok  
every body  
think a  
into the  
almost a  
your mo  
on a s

"The he  
health is  
advic  
knows y  
bit, so y  
tak

WAT

# Conclusion – make time to save time



Measure  
what  
matters

and



How we  
measure  
matters

Before jumping to  
measure...

**Define focus, questions,  
measures *with* a range  
of people**

When recruiting your team,  
designing methods and  
your end ‘products’...

**Think about who the  
evaluation is *for* and what  
they will value**

# Thank you

For more on Bromley by Bow:

- ❑ Blog for What Works Wellbeing: <https://whatworkswellbeing.org/blog/bromley-by-bow-wellbeing/>
- ❑ Research reports: <https://www.bbbc.org.uk/insights/our-research/summary-of-findings/>

On meaningful measurement:

- ❑ Matter of Focus and <https://www.centreforpublicimpact.org/hitting-target-right-thing-paradigm-shift-measurement-complex-environments/>

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