Module 6: Sharing the Learning

Why share?

There is very little point in evaluating your project if you don't share the learning with people and organisations that may have an interest in your work. So, it's really important to think about who these people are and what the best way of getting your message across to them is. It makes sense to build this into your planning stage, so that you are clear about who your stakeholders are and what key messages you want to provide them with, which in turn helps inform your evaluation activities.

Who to share with and how

There are likely to be a lot of people and organisations that have an interest in Create your Space projects. These are often referred to as **'stakeholders'**. The following table provides some examples of the type of stakeholders you may have, who they are and how you might get your message across to them.

Stakeholders	Key Messages/Learning	Communication Methods
Local Authority Officials including: • Heads of Services (e.g. Regeneration, Environment or Leisure) • Heads of Corporate Policy • Chief Executives • Officers with specific policy and service delivery responsibilities (e.g. delivery against Wellbeing of Future Generations Act indicators). Relevant Heads of Policy in the Welsh	• How many people/communities you are helping • The difference your project is making in terms of transforming outdoor spaces locally • How your project is linking with and adding value to local authority services • Any issues or shortcomings your project is highlighting in relation to local authority policies or services • How your project may be able to offer efficiency savings or improvements in quality to local authority services or help them report against their Wellbeing of Future Generations (Wales) Act indicators • Specific approaches, good practice or ways of working that your project has developed that could potentially	• Briefing meetings (formal or informal) • Briefing notes or newsletters • Evaluation reports • Infographs • Case studies and digital stories

Local Government Association (WLGA) Local Authority Elected Members including: • Cabinet Member with responsibility for Environment/ Leisure and Tourism/ Regeneration/ Community Safety • Council Leader • Councillors for wards in which the project is active	be mainstreamed or built into the design of local authority services in the future	
Welsh Government Departments, including officials in: • Communities and Tackling Poverty • Housing and Regeneration • Environment and Sustainable Development • Culture, Sport and Tourism	• Evidence of how your project is contributing to the goals and indicators of the Wellbeing of Future Generations (Wales) Act • Evidence gathered by your project of good practice in how Welsh Government policies or services are effective in meeting the needs of people and communities • Evidence of how your project might be linking with and adding value to Welsh Government programmes (e.g. Families First) • Evidence gathered by your project as to how any Welsh Government services may be falling short of the needs of people or communities and what needs to be done • Specific approaches to the design, development and delivery of services that could potentially be mainstreamed or built into the way Welsh Government does this in future	• Briefing meetings (formal or informal) • Briefing notes or newsletters • Evaluation reports • Infographs • Case studies

| Assembly Members and MPs | • How many people/communities you are helping

• The difference your project is making in terms of improving the lives of people locally

• How your project is helping to deliver national and local policy priorities

• How your project is adding value to or highlighting shortcomings in policies or local services

• Specific approaches, good practice or ways of working that your project has developed that could potentially be mainstreamed or built into policies or the design of outdoor spaces in the future

• Evidence of how your project is contributing to the goals and indicators of the Wellbeing of Future Generations (Wales) Act | • Briefing meetings (formal or informal)

• Briefing notes or newsletters

• Evaluation reports

• Infographs

• Case studies and digital stories

• Attendance at cross party-working groups (e.g. there are cross party groups in the National Assembly on Biodiversity, Children and Young People, Mental Health or Sustainable Energy for example)[1]

• Submitting evidence as appropriate to National Assembly Committee inquiries |

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[1] A full list of cross-party working groups can be viewed at:
http://senedd.assembly.wales/mgListOutsideBodies.aspx?bcr=1

		• Through social media e.g. Twitter
Future Generations Commissioner for Wales	• Evidence of how your project is contributing to the goals and indicators of the Wellbeing of Future Generations (Wales) Act • The difference your project is making in terms of improving local communities and how outdoor spaces are being developed sustainably • How your project is helping to deliver against the Commissioner's wellbeing goals e.g. a healthier Wales, a Wales of cohesive communities, a resilient Wales • How your project is using new ways of working which apply the 5 sustainable development principles of: long term, prevention, integration, collaboration and involvement	• Bi-lateral meeting with the commissioner himself or with key officers within the commission • Briefing notes or newsletters • Evaluation reports • Infographs • Case studies • Through social media e.g. Twitter
Welsh Government Cabinet Secretaries and Ministers (e.g. Minister for Social Services and Public Health, Cabinet Secretary for Communities and Children, Cabinet Secretary for Environment and Rural Affairs).	• How many people/communities you are helping • The difference your project is making in terms of improving local communities and their outdoor spaces • How your project is helping to deliver national and local policy priorities (e.g. its contribution to the outcomes and indicators of the Wellbeing of Future Generations (Wales) Act) • How your project is adding value to or highlighting shortcomings in national or local policies or services • Good practice or specific approaches or ways of working that your project	• Responses to consultation documents • Briefing meetings (formal or informal) • Briefing notes or newsletters • Evaluation reports • Infographs

|	has developed that could potentially be mainstreamed or built into policies or the design of outdoor spaces in future	• Through social media e.g. Twitter

Tailor your messages and how you communicate

An important thing to think about when disseminating evaluation evidence is that different stakeholders may well be interested in different aspects of what your project is doing.

It's also likely that they'll respond better to information being presented in slightly different ways. So for example, some may like case studies focusing on 'real life' stories, while others may be more interested in 'harder' data. So it's unlikely that one size will fit all and it's definitely worth spending some time thinking ahead about what kind of format is likely to work best with different stakeholders.

Using infographics

One way of presenting data and information in an interesting way is to use something called infographics. These use graphics and visuals to present information, data or knowledge quickly and clearly. There are lots of free on-line tools (e.g. piktochart.com) that you can use to help you create infographics.

Here's a generic example:
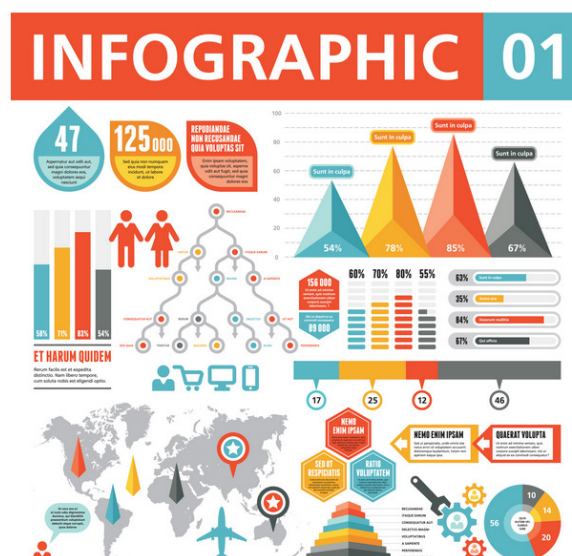
Infographics can be useful to use in newsletters, e-mails, presentation slides and even reports. They're also good for using on social media outlets like Twitter and Facebook.

But remember, the **quality** of the information and data used in infographics (and other forms of dissemination) is really important. So take time to ensure that the information you present is accurate and robust and can be fully backed up.