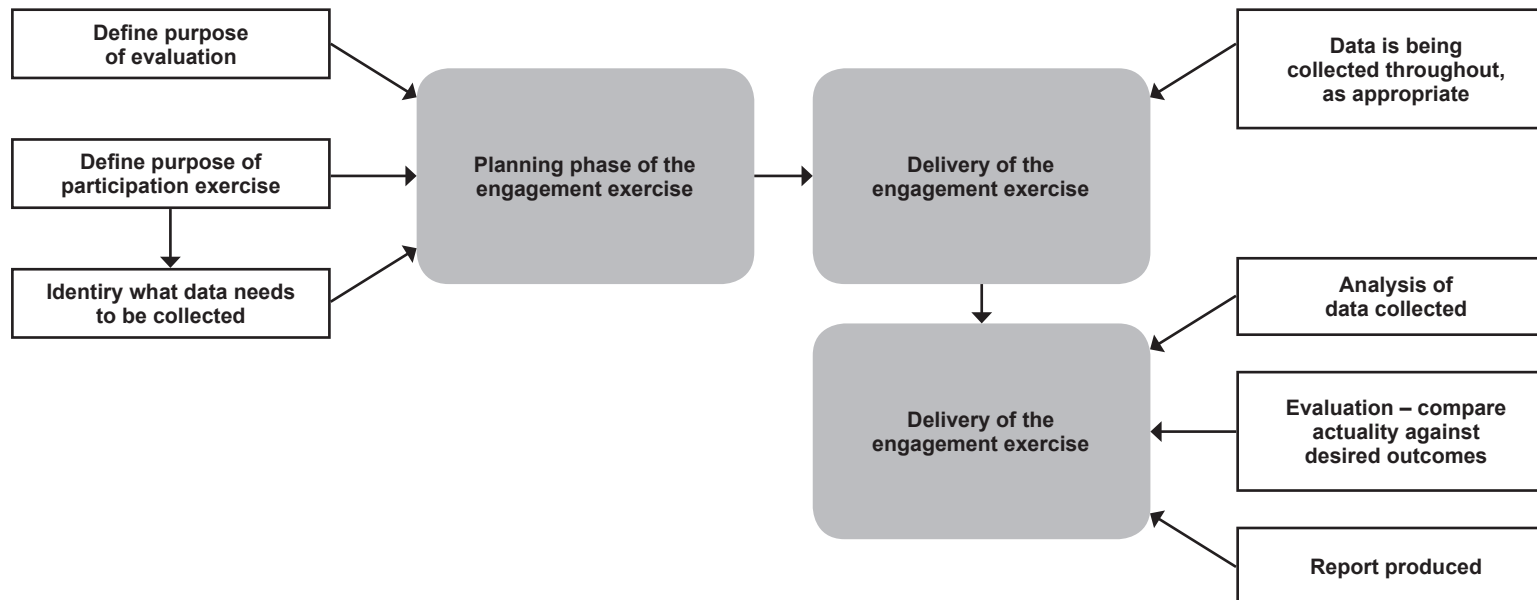




## Knowledge: Useful guidance on evaluation

There are many guides for evaluating engagement. Below are three of the best.

1. Making a difference: a guide to evaluating public participation in central government. Produced by Involve, this guide captures both the thinking required and the processes that underpin successful evaluation. Below is an extract, a simple annotated flow chart that demonstrates the evaluation steps that need to be planned alongside engagement.
2. Evaluation: Practical Guidelines. A guide for evaluating public engagement activities. This is a fairly comprehensive guide produced by the Research Council.
3. Public Engagement Evaluation Guide. This is produced by Manchester Beacon, a partnership of Manchester universities aiming to promote public engagement as business as usual. It includes a comprehensive set of links and references to further guidance on engagement evaluation.



Contents

Foreword

Introduction

Which hat are  
you wearing?

Context

**Section 1:**  
The Basics

**Section 2.1:**  
Trust and democracy

**Section 2.2:**  
Trust in the community

**Section 2.3:**  
Trust in the system