

# Villages Together Bitham Walk Community Hub Pilot - Evaluation Framework

**March 2025**

This evaluation framework draws on Villages Together Community Hub Pilot Action Plan (November 2024 – October 2026), alongside workshop and consultation sessions with partners (22<sup>nd</sup> August 2024) and residents (23<sup>rd</sup> October 2024), and discussion between the VTBL Community Project Lead and Richard Usher, Just Ideas (Big Local Measuring Change support provider). It is intended to support Villages Together Big Local partnership to assess how the community hub is making a difference in the community and learn from the experience of delivering the hub, more specifically for residents on the estate around the hub at Bitham Walk in the South Ward of Woolavington. Evaluation of the impact of the hub will feed in to the future development of activities and support from the Hub and provide data and evidence that to support future funding and sustainability of the hub, including partner organisations contributing to the future ongoing costs of the Hub.

A key milestone for the collation of evaluation feedback and data will be the **stakeholder meeting planned for October 2025** with partner organisations which will be an opportunity to learn from partner organisations and participants in Hub activities, about what has changed as a result of the Hub pilot in relation to availability of support and services, connections between agencies and services and what difference this approach is making. This will feed in to future planning and sustainability (funding) for the Hub.

## **Context for evaluation and learning:**

Plans for the Hub and Spoke pilot include employment of a Hub & Spoke Pilot Project worker. It is anticipated that the worker will support and co-ordinate evaluation and learning, with delivery partners responsible for evaluating their activities and services within the Hub (and Spokes).

Delivery partners have an understanding of what difference their current activities and support make in the community, including how effectively they are able to reach people on the estate (e.g. the number of residents they connect with; and what results from contact with residents). This will form a baseline to assess what difference the planned multi-agency, co-location space makes.

The Community Hub Action plan outlines Key Performance Indicators which are quantitative targets and indicators of the level of engagement with residents and partners. These quantitative performance indicators will be monitored by the Hub worker and partners running services out of the Hub.

<b>Key Performance Indicators</b>	<b>Annual target</b>
Number of people who attend events, drop-ins, and activities	720
Number of individual beneficiaries who access services through the Hub	120
Number of individual beneficiaries who access services through the Spokes*	60
Number of one-to-one advice sessions held	104
Number of presentations/workshops showcasing VCSE groups/organisations	52
Number of people accessing digital support	78
Number of volunteers supporting the Hub	10
Number of volunteers supporting the Spokes	6
Number of partner organisations that deliver services through the Hub	20
Number of partner organisations that deliver services through the Spoke	6

Number of partner organisations that formally agree to contribute to the future ongoing costs of the Hub and Spokes	8
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\*Work with Puriton Village Hall and in creation of 'mini hubs' (e.g. Pavillion at Woolavington; Cossington) with support of the Hub worker.

### Who's involved?

The **Community Hub & Spoke Pilot Project Worker** (referred to below as the Hub worker) will have a central role in co-ordinating evaluative feedback during the Hub pilot period, working with partners both to gather their feedback and understand the difference that the Hub is making towards their aims/objectives in reaching and supporting people in the community. This will be alongside the existing staff capacity of the Community Project Lead and Support Worker.

To increase evaluation capacity within the Hub pilot and support its aim of **increasing volunteering** there is potential to work with volunteers, either in existing groups or activities, to take photos and lead on getting feedback from group or activity participants. Further ideas to increase capacity and creative approaches to getting evaluation feedback include: recruiting or training a volunteer to get film/vox pop footage that brings to life the impact of the hub; a volunteer to support interviews with partner organisations and with residents involved in the Hub.

The table below proposes approaches to evaluating the **external deliverables** (i.e. what will be delivered using the Hub and Spokes approach) identified in the Community Hub Pilot Action plan. Each top level deliverable is show in the shaded rows below. shared below,

Evaluation Activity	Indicators of Change	Who will do the evaluation work and when?	What type of evaluation output will be produced?
1. Local people will have better access to public services that are joined up, cost effective, and available			
a. Talking to people using the hub and, in the community, asking: <ul style="list-style-type: none"> <li>o How do you feel about the hub?</li> <li>o What difference has the hub made to you being able to access services you need?</li> <li>o What difference have hub services made for you?</li> <li>o What difference have hub services made for the community?</li> <li>o Any specific 'stories of change' e.g. as a result of coming to the hub a person felt more confident; able to access new education/work opportunities; connected with new people</li> </ul>	Local residents reporting that they find it easier to access the services they need.  Specific examples of how services being joined up has helped individuals e.g. in relation to housing; employment; health.  Qualitative feedback from participants during group sessions.	Hub worker and volunteers  Partner organisations  Ongoing and bringing together/collating after 6 months and at end of pilot phase.	Feedback collated and analysed as it is gathered – in one place!  For use either in case studies or examples within an impact report at the end of the pilot.

Evaluation Activity	Indicators of Change	Who will do the evaluation work and when?	What type of evaluation output will be produced?
<p>b. Talking to partner organisations and asking:</p> <ul style="list-style-type: none"> <li>○ How do you feel about the hub?</li> <li>○ What difference has the hub made to the delivery of your service/support?</li> <li>○ What difference do hub services make for local residents and the community?</li> <li>○ Any specific 'stories of change' e.g. as a result of coming to the hub a person felt more confident; able to access new education/work opportunities; connected with new people</li> </ul>	<p>Partners reporting that the hub has enabled them to reach more people, more effectively in the community.</p> <p>Specific examples of the benefits of joined up working e.g. saving time and resources; being able to respond holistically to a person's needs.</p> <p>Specific examples of how services being joined up has helped individuals e.g. in relation to housing; employment; health</p>	<p>Hub worker and volunteers</p> <p>Partner organisations</p> <p>Ongoing and bringing together/collating after 6 months and at end of pilot phase</p>	<p>Feedback collated and analysed as it is gathered – in one place!</p> <p>For use either in case studies or examples within an impact report at the end of the pilot.</p>
<p>c. Monitoring how the hub increases access to services and activities: 30 people already interacting with the hub aiming for 720 across different groups</p>	<p>Increasing number of local residents using services and activities at the hub.</p>	<p>Hub worker and volunteers</p> <p>Partner organisations</p>	<p>Monitoring data from the hub services and projects</p>
<p>d. Talking to the wider community asking:</p> <ul style="list-style-type: none"> <li>○ Do you know about the hub?</li> <li>○ Have you used the hub?</li> <li>○ What do you think the hub offers?</li> <li>○ Is there anything that could be done differently or better (in relation to hub services)?</li> </ul>	<p>Growing awareness of the hub in the community and ongoing feedback to shape what the hub offers.</p>	<p>Hub worker and volunteers</p>	<p>Feedback collated and analysed as it is gathered – in one place!</p>
<p>e. Questionnaire/survey [hard copy and online] to users of the hub and to partner organisations using the questions above.</p>	<p>Indicators as above – see 1.a</p>	<p>Hub worker</p>	<p>Results of resident and partner survey – feed in to pilot evaluation report</p>
<p>e. Photographs and filming of groups and events</p>	<p>Number of residents proactively coming to the Hub for groups or support Collect the names of people in clubs and groups (with permission)</p>	<p>Partners running activities</p> <p>Hub worker</p>	

Evaluation Activity	Indicators of Change	Who will do the evaluation work and when?	What type of evaluation output will be produced?
	Quotes and feedback from groups and activities		
<p>2. Increased access to a wide range of services for local people, which can help:</p> <ul style="list-style-type: none"> <li>• improve their health, wellbeing, and sense of belonging;</li> <li>• create connections, tackle loneliness, and reduce isolation;</li> <li>• address the digital divide;</li> <li>• enable local volunteer opportunities to support others within our community.</li> </ul>			
<p><b>Health and Wellbeing</b> and <b>Creating Connections</b> that tackle loneliness and isolation</p> <p>Onus on engagement with activity groups and partners delivering support in this area. Potential to focus on this during an activity or support session:</p> <p><a href="#">Five ways to wellbeing</a> provides a useful framework to assess change – questions based on each of the five areas e.g. ‘Has the Hub helped you to meeting new people?’ ‘How has it helped...?’ ‘Which specific activities or services helped...?’ ‘Has coming to the hub given you a sense of belonging (to this community)?’</p>	<p>i.e. improvements reported by residents in any of the following areas:</p> <p><b>Connecting:</b> Building and maintain relationships with friends, family, and others in your community given association between loneliness/isolation and ill health.</p> <p><b>Being active:</b> Moving your body to feel good, both physically and mentally</p> <p><b>Taking notice:</b> Paying attention to your thoughts, emotions, and surroundings</p> <p><b>Keeping learning:</b> Trying something new, rediscovering an old interest, or learning a new skill</p> <p><b>Giving:</b> Do something for someone else, such as volunteering or helping a friend</p>	<p>Partner organisations</p> <p>Hub worker and volunteers</p>	<p>Feedback from conversations and interviews with residents and partner organisations.</p> <p>Filming activity participants?</p>
<p><b>Increasing digital access</b></p> <p>Monitoring the number of people accessing digital support at the hub (target 78). There is a need for this to access many services/support/benefits.</p> <ul style="list-style-type: none"> <li>○ Follow up feedback question to service users: ‘how has [having access to a computer/printer/the internet] helped you?’</li> </ul>	<p>People facing digital exclusion are able to access computers, the internet and printers at the hub.</p> <p>Positive feedback on this service.</p>	<p>Hub worker – any volunteers supporting digital access</p>	<p>Monitoring data and feedback for use in the end of pilot impact report.</p>
<p><b>Enabling local volunteer opportunities</b> to support others within the community.</p> <p>See deliverable 4. below ‘develop community capacity and volunteering’ below.</p>			

Evaluation Activity	Indicators of Change	Who will do the evaluation work and when?	What type of evaluation output will be produced?
3. A single point of contact within our communities where local people can access good quality information, advice, and assistance;			
Stakeholder satisfaction surveys – such as beneficiary feedback, consultation, and survey results, including ‘quality metrics’, such as how well output met expectations	Increased awareness in the immediate community of how/where to access support	Partner feedback.  Feedback from residents via Hub worker	
4. The Hub and Spoke(s) become a platform to develop community capacity and volunteering;			
<p>In support of the activities/groups/clubs increasing volunteering will focus on the volunteers within the Hub.</p> <ul style="list-style-type: none"> <li>○ Focus on informal roles – ‘helping out’ – that may result in residents taking a lead with a group or activity.</li> <li>○ Ensure, as a far as possible, community leadership of activities – keeping it simple and creating opportunities for people to do this and avoiding dependency on hub staff.</li> <li>○ Hub worker will have a key role supporting this area of work.</li> <li>○ Potential for regular volunteers to become a user group/committee for the Hub.</li> </ul>	<p>Increase in local people taking on informal volunteering roles in the hub.</p> <p>People feeling they have a sense of ownership and leadership over the groups and activities.</p> <p>Volunteers acquire new skills and confidence through their experience volunteering at the hub.</p>	<p>Hub worker</p> <p>Volunteers – peer to peer review of this area of work?</p>	<p>Monitoring data and feedback on the experience of volunteering for use in the end of pilot impact report.</p>
5. The pilot provides opportunities for parents and families to improve their relationships and parenting skills;			
Feedback from parents and families supported by the Hub [ongoing/informal or through a periodic survey] – this area of work likely to be delivered by specialist support partners. Work with support partners to understand expected positive changes resulting from support/intervention.	Families in the area supported by services in the Hub report positive change – e.g. confidence parenting; better relationships within families; increased opportunities for families	Support partner/s	To be decided
6. The pilot provides opportunities for vulnerable people to seek support and be signposted to other services as appropriate;			
See deliverable 4. above	See deliverable 4. above	See deliverable 4. above	See deliverable 4. above
7. The pilot facilitates provision of flexible community spaces for people to meet, share interests, and socialise, thereby tackling loneliness and social isolation			

Evaluation Activity	Indicators of Change	Who will do the evaluation work and when?	What type of evaluation output will be produced?
<p>Monitoring and feedback from groups that meet in the Hub – with a focus on residents taking the lead in forming groups.</p> <p>Links to the wellbeing and tackling loneliness aims of deliverable 2.</p>	<p>An increase in the range and interests of groups meeting in the Hub.</p> <p>Positive feedback from users on their experience with the groups/activities.</p>	<p>Hub worker and volunteers</p>	<p>Tracking of the growth and development of new groups.</p> <p>Participation levels in groups.</p> <p>Examples/case studies for impact report.</p>

<b>Internal Deliverables</b>
<ol style="list-style-type: none"> <li>1. The creation of a functioning ‘multi-agency co-location’ in the Hub and Spoke(s) for our partner organisations and service providers;</li> <li>2. The Hub and the Spoke(s) provide an opportunity for greater understanding and mutual respect among different agencies;</li> <li>3. An opportunity for joint working and better working relationships with – and between – our partner organisations; real time information sharing, decision making, and communication;</li> <li>4. An opportunity for our partner organisations and service providers to reduce travel distances and costs, opportunity costs, and unproductive time for staff</li> </ol>
<b>Evaluation approach</b>
<ul style="list-style-type: none"> <li>• Ongoing feedback from partner organisations to the Hub worker focusing on: <ul style="list-style-type: none"> <li>○ Benefits or disadvantages of working in a more joined up way – ‘what difference it makes?’</li> <li>○ If and how it changes the understanding that different agencies/partners have of each other’s work</li> <li>○ Any examples of new joint working or improvements in relationships</li> <li>○ Benefits and costs of working in this way: reduced travel; resident accessibility; profile in the community</li> </ul> </li> <li>• <b>Stakeholder meeting planned for October 2025</b> with partner organisations cover the bullet points above. <ul style="list-style-type: none"> <li>○ Ahead of this interviews with the partner organisations focusing on: what’s working; what’s not working; what difference this approach is making; what has changed for the residents supported by Hub services and activities.</li> </ul> </li> </ul>
<b>Indicators of success – internal deliverables</b>
<p>The focus on working with partner organisations to build up support services from the Hub is on relationship building rather than simply the number of people partners are reaching.</p> <p>A joined up approach improves access to relevant support for residents.</p>

Partners involved in delivering services from the Hub forge new and better working relationships.

Partners support the future sustainability of the Hub through funding.

**External partners indicators of positive change resulting from Hub activities/services – from August 2024 workshop**

- Better outcomes in the community:
  - Better mental health
  - Less anti-social behaviour/crime reduction
  - People able to access support they need/removes barriers for those who have not been able to access support previously
- Attendance/participation in sessions and activities (monitoring participation numbers)
- Partner organisations will want to be part of it
- Growth in the reach/participation with services [from partners' baseline]
- Space in the hub is well used