



Reaching wider audiences, reaching the right audience

Approaches to dissemination

Peter Bailey, Sarah Cheshire, Marcus Hulme
Evaluation & Research
Big Lottery Fund

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Introduction



- Background to the Big Lottery Fund (BIG)
- Background to the Evaluation & Research team
- Challenges for dissemination
- Components to dissemination
- Our examples of dissemination
- Discussion

Background



- The Big Lottery Fund (BIG)
- The Evaluation & Research team
- Brief overview of our approaches to dissemination

Challenges for dissemination



- Identifying the audience
- Engaging stakeholders
- Communicating findings: timing & outputs
- Allocating resources for dissemination
- Dealing with policy changes

- Measuring the impact of dissemination?

Key components of dissemination



A strategic approach:

- Define the purpose of the research
 - Define the wider context
3. Define the audience and dissemination methods

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Key components of dissemination



- **Define the purpose of the research**
- Informs all aspects of study, from design to dissemination:
 - Influence policy?
 - Influence practice?
 - Satisfy accountability requirements?
- Resource dissemination appropriately at commissioning stage
- Partnership working can enhance dissemination

Key components of dissemination



- **Define the context**
- Affects how, and whether, research findings are used
- Informs timing of research findings
- Presence of ‘champions’?
- Policy context may change over the course of a study lasting several years
- Include flexibility in the design of a study to respond to change in policy or practice

Key components of dissemination



- **Define the audience and methods of dissemination**
- Engagement of stakeholders from beginning – they can act as advocates for findings
- Identify the audience – who is interested and why?
- Highlight benefits of study to the audience early on so that they can become engaged
- Develop a communication / dissemination plan linking audience, output and timing. What do they need to know and when?

Key components of dissemination



- **Define the audience and methods of dissemination**
(continued)
- Agree segregation of responsibilities for dissemination
- Tailor findings to suit different audiences
- Consider varied outputs for audiences – written and verbal, events, discussion forums etc.
- Timing of dissemination is crucial
- Use of case studies or quotes
- Accessible language
- Measuring whether findings have led to change

Examples of dissemination



Evaluation project:

- New Opportunities for PE & Sport – to assess the impact of the programme on partnership, participation and wider social change.

- Purpose
- Context
- Audience
- Methods of dissemination

Examples of dissemination



Audience	How?	Where? When?
Projects	Good practice guides	Ad hoc as themes emerge
	Newsletter	Quarterly
	Summary	Annually
	Conference	Every second year
	Case study reports	Annually
Internal staff	One page key findings	Every six months
	Summary	Annually
	Newsletter	Quarterly
	Full report	Annually
Stakeholders	Summary	Annually
Press	Article	Annually
Board	Board paper	Every six months
MP's/peers	Letter from CEO	Annually

Evaluation website also available with all outputs and updated continually.

Examples of dissemination



A research project:

'Investing in our Programmes – maximising the impact of our grant making'

- Purpose
- Timing
- Audience
- Working in partnership

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Examples of dissemination



New Opportunities for Quality Childcare

aims to support the development of a vibrant, sustainable and good quality childcare sector

partly focuses on supporting childcare for disabled children

- Purpose
- Timing
- Audience
- Methods

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Your experiences



- Successes?
- Particular challenges?
- Are findings being used?
- Targeting difference audiences?

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Contact details



Sarah Cheshire, Evaluation & Research Analyst

sarah.cheshire@biglotteryfund.org.uk

Marcus Hulme, Senior Evaluation & Research Analyst

marcus.hulme@biglotteryfund.org.uk

Peter Bailey, Evaluation & Research Analyst

peter.bailey@biglotteryfund.org.uk

The Evaluation and Research pages of the Big Lottery Fund website:

www.biglotteryfund.org.uk/index/evaluationandresearch-uk.htm