GambleAware Research Evaluation Strategy

GambleAware Evaluation. Delivered through a framework which measures consequential change, informs service design and can be widely shared.

Key Principles
• Includes voices of people with lived experience
• Is robust, credible and independent
• Reflects and reinforces our values
• Is proportionate to a project’s scale, cost and innovation
• Represents value for money
• Is thematic
• Is informed by previous evaluation
• Represents best practice
• Uses appropriate structure and language
• Has clear objectives

Evaluation approaches
Using a combination of approaches as appropriate:
• Process Evaluation: to assess if a project is being implemented according to the schedule of work.
• Performance Monitoring: to check progress against planned targets.
• Outcome/Impact Evaluation: to investigate whether desired outcomes have been achieved.

Underpinned by a robust theory of change and clear logic models

Supports

Academic research programmes and evidence-based policy development