Community and stakeholder participation – UNESCO v Reality.

Practical evaluation tools for capturing reality.

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What do we need to achieve?

Appreciation

Respect

Participation

(possibly wellbeing!)
What does success look like?

**TASK**

Brainstorm in your groups what success in engaging people should or could look like in your World Heritage Site.

(what are the outcomes you might see if you successfully engage your stakeholders)

Place your ideas on the sticky notes.
Before we go any further….

So what the heck *is* ‘wellbeing’ and how on earth do we actually measure it?!
What does success look like?

- Number of visitors
- Attendance at activity
- Volunteering
- Better understanding about heritage
- Enjoyment
- Learnt new skills
- Wider and more people involved
- Positive Change in attitude
- Caring for heritage
- Heritage is in a better condition

Qualifications
- Increased confidence
- Reduced social isolation and loneliness
- Increased community pride
- Less Crime / antisocial behaviour
- Employability skills
- Increased income
- Happier
- Resilient organisation
- Better management of heritage
- Better mental health
Do most of your ideas fit into these categories?!
In your groups...

• You have all been given a “target group”.

• Pick and choose 3 x success outcomes (the project does not matter)

• Design 3 different ways of capturing that information using the props available!

• Think as creatively as you can! Test them out on each other!

• (think about what you need to know before you start to show progress – e.g. baseline!)
https://whatworkswellbeing.org/about/about-the-centre/

http://volunteeringforwellbeing.org.uk/

https://museumsandwellbeingalliance.wordpress.com/

https://www.ucl.ac.uk/culture/projects/ucl-museum-wellbeing-measures