



# Community energy efficiency toolkit

**Monitoring and evaluation part 3:** 

**Data collection** 





### **Data Collection**

**Primary data** is collecting data live/first hand from your project, which is generally preferable to **secondary data** (already collected from another source)

Use your logic map to help identify data requirements What could you collect? METRICS From whom? SAMPLE (size and representation of audience) How? QUANTITATIVE/QUALITATIVE/phone/online survey When? TIMING Resources for delivery (time/cost)? Prioritise with goals





# Metrics- use your logic map to guide you

- Inputs: investment, £, staff, resources,
- Outputs: what is delivered, workshops, action plans completed
- Outcomes: change
  - Short-term: e.g. awareness
  - Mid-term: e.g. steps towards action/long goals e.g. setting up co-op
  - Long-term: e.g. energy saved by co-op



What is the best way to collect the metric?
What questions should you ask?
How will you record data to make analysis easy?





## Translating a logic map into survey questions

#### **Assumptions**

- could be internally controlled
- could be externally controlled e.g. a policy has to be approved
   Example impact assessment questions related to project objectives:
- Overall: is my project successful in increasing energy saved /generated in our town?
- Short-term: is my project successful at increasing awareness of setting up as an energy co-op?
- Mid-term: is my project making steps towards setting up as an energy co-op?
- Long-term: have we set up as an energy co-op and have we saved energy?





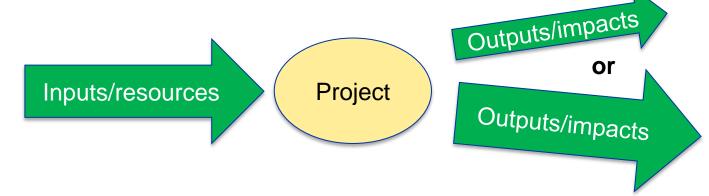
# Translating a logic map into survey questions

#### Process questions would include:

 What worked well, successes/failures – this can be determined through assessing the number/quality of outputs and feedback, for example

#### Cost effectiveness question would include:

 How cost-efficient was the project? This can be compared to other projects (evidence) or other delivery approaches – e.g. what outputs/impacts were achieved relative to inputs?







# Sampling

Who are you going to collect data from – audience/delivery partners? Sample – population (everyone) or a sample? How to select the sample? Different approaches = different response rates. Subgroups (e.g. Male/Female/tenancy)? you need a good number in each Control groups- helpful to prove your evidence of change What is practical within time and budget? Robustness/quality/validity - evidence based conclusions?





# How will you collect data?

#### Quantitative

- Large data sets
- Representative sample
- Top line understanding
- Describe numerically
- Shows relationships/trends
- Structured/formal
- Quantify impact

#### **Qualitative**

- Small data sets
- In depth understanding
- Describe by a narrative
- Use case studies/quotes/stories
- Less structured more flexible
- Understand what works/doesn't (process)

#### Survey

- Paper on site
- Postal
- Online
- Telephone

#### In-depth interviews

- Face to face
- Telephone
- Groups
- observational/case studies





## Survey essentials







# Qualitative/in-depth interviews

**Aim:** Process evaluation? A few questions around what happened during the project

**Approach:** Define how to collect data. Consider your audience (if elderly phone might be difficult; if a certain religion focus groups with all ages or all sexes might be difficult):

- In-depth interviews
- Face to face/ telephone
- Focus groups
- Diaries/video/paper
- Observational

Focused, simple, flexible

#### Record/log the information:

- Record it
- Write it down
- Pictures
- Prompts
- Make a case study





# Quantitative /Surveys tips

Clearly define objectives (keep simple, not too many)
Method appropriate for audience
Avoid survey fatigue (too many surveys with the same people)
Keep questions focused and simple
Closed questions
Predefined response options
Constant response options (e.g. same scales)
Logical order but not predictable
Don't lead/bias
Don't assume participants know/remember anything
Send reminders
Would incentives encourage participation?