

Event	Stakeholder, contractual or courtesy obligation	Nature of evaluation gathering required	Who responsible and notes
Workshops on boat	Camden Libraries Courtesy	Community groups and numbers Baseline information regarding previous engagement with clay, understanding of ceramic process.	Library coordinator for group numbers. Clayground for actual attendance and integration into report.
	Genesis Housing Contractual	Community groups, numbers and responses. Images/film.	As above.
	Central Saint Martins Widening Participation and Students Courtesy	Number and frequency of student attendance. Blog item and courtesy feedback to Widening Participation, images/film.	Clayground to track student attendance to follow up on writing communications items sending image selection/film. Encourage student reflection on learning through special session, written responses. Report to Central Saint Martins.
Learning resources used on boat	Hamlyn Foundation Contractual commitment to assess learning progress.	Need to assess levels of engagement and retention of knowledge through evaluation specific to learning resources. Current= 0% Target: 35% have noted effect of resources on their learning experience. Base line to be set at start of session re basic knowledge of clay and progress evaluated at end. At least two workshops selected for assessment.	Clayground to ask questions, write and deliver report to Paul Hamlyn Foundation.
What on Earth is Clay? session with expert professionals	Clayground and future advocacy	Audio record session. Interest of conversation evaluated. Do we learn anything new? Usefulness of comments for future use. Feedback from participants (post event), Images.	Clayground to audio record and commission photography. Transcribe and record extracts for future use.
Large scale public event	Argent/King's Cross Contractual	Evaluation questionnaire to be supplied by Argent/King's Cross for distribution during event. Information required: Numbers at event. Quality of engagement captured through vox pop, film and photography.	Clayground staff assigned to distribute and collect questionnaires, ask for and note responses, film and photograph.
	Canal & River Trust Contractual	Numbers/responses/images film, media coverage.	As above.

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Large scale public event	British Ceramics Biennial Courtesy	King's Cross Numbers/responses/images/film, media coverage	As above.
	Genesis Housing Contractual	As above, images/film, media coverage	As above.
	The Headley Trust Contractual	Numbers, responses, images/film, media coverage	As above.
	ACE Courtesy	Not supporting this event, but informal feedback provided to Clayground ACE officer	As above. Brief headlines.
	Potclays Courtesy	Images/film/ courtesy and basic data	Brief report.
	Individual donors: A B C	Workshops and event images/ responses/simple report Image of team in T shirts Images of team and event	Clayground to supply individual reports. ditto. ditto.
British Ceramics Biennial Teacher workshop combining clay skills and writing	ACE Contractual	Numbers/teacher level i.e. primary/secondary? Need to gauge effectiveness of combining clay skills and writing. Baseline question at beginning. e.g. Do you currently use making as stimulus for writing? End of session e.g. ask whether new ideas generated. If lesson plan devised what would it look like? Can they see it fitting in a current theme? Is it helpful as advocacy for clay skills?	Clayground to gather responses and integrate into final ACE report.
Exhibit	Arts Council England Contractual	Numbers/levels of interaction/any critique or media coverage? Images Success or otherwise of collabora- tion with other artists and partners BCB and C&RT.	Clayground to interview artists, commission photography, track responses, gather data from BCB re attendance numbers, online interest etc.
Poetry readings Words and making event	Arts Council England Contractual	Numbers/age groups/exit vox pops for responses. Take up of analysis guide and publication. Images Response of artists.	Clayground to gather responses. Photography.