

Enterprising Newcastle – Evaluation

What our client wanted

Enterprising Newcastle (EN) was a series of five 'Lots' aimed at switching people and community groups on to enterprise. The programme provided support across schools and disadvantaged areas providing access to group and one-to-one support and finance. The support also helped existing businesses with procurement and provided specialist advice around the establishment of social enterprises. Beginning delivery in October 2011, it was designed to complement and add value to enterprise support provided by a range of organisations across the North East and others in the Newcastle area. Newcastle City Council (NCC) wanted a robust formative and summative evaluation that captured the full benefits of EN to for reporting to Europe, and for decision-making on future EN design and funding.

What Frontline did

We worked with the EN team and delivery partners providing 'critical friend' support as well as providing a final evaluation that measured ERDF outcomes and identified the extent to which the project fulfilled its aims and objectives and what impact this had. We conducted two rounds of evaluation through electronic and phone surveys, focus groups with schools and discussions with service deliverers and other stakeholders. We analysed the findings by programme and theme, and presented our findings to NCC and the EN team.

What difference we made

We gave our client confidence in the evaluation process and the evidence we generated. Our insight from this evaluation, helped our client to make informed decisions regarding its future spend on EN activities, ensuring it gets maximum return for its investment.