NAME OF ACTIVITY: Benefits for Bees

PURPOSE:

What is the evaluation for?	**For whom is the evaluation for?**
To understand if this engagement method is an effective way to improve knowledge and change behaviour of garden centre visitors and staff. To evidence if and how we have met key metrics established with our funder.	Organising team of researchers Funder

What do you want to measure?

1) How many participants did we actively engage with?
2) Did the garden centre stand improve knowledge of participants and/or garden centre staff on benefits of pollen producing plants for bees?
3) Did the garden centre stand change participant and/or garden centre staff plant choice behaviour?
4) Has the local bee habitat improved as a result?

METHODOLOGY:

How will you collect the evidence?

Bee sticker count: Give bee sticker to everyone who speaks with the researchers and use remainder to estimate how many participants the researchers actively engaged with. (Also count the number of seed packets given away)

Surveys:

Baseline activity: At stand encourage people as they arrive to complete quiz/interactive game guessing which plants are pollen producing and their benefits.

Paper survey: Following engagement, quiz could be repeated to indicate if people had learnt anything new.

Online survey: QR code/link provided on seed packet to an online gamified quiz, which when completed offers useful tips for gardeners as incentive to complete. Brief gamified survey to assess 1) if the person can identify pollen producing plants, 2) if they planted their seeds or plan to do so, 3) if they have or plan to add more pollen producing plants to their garden, 4) if they enjoyed the activity and why. Share hashtag campaign for before and after photos on Instagram and Facebook.

Social media campaign: Hashtag for people to share before and after pictures of their pollen producing gardens once in bloom.

Meet the researcher discussion: Garden centre staff and researchers briefing sessions, provides opportunity to reflect on any new learning gained by researchers and garden centre staff. Key reflections and quotes captured during the event.

Sales data: A monthly average of types of plants sold before, during and after the events provided by Garden Centre to explore if there was any change, and if and how that was influenced by the events.

How will you analyse the evidence you have collected?

Bee sticker count: quantify estimated number of participant engagements

Survey: compare mean answers from stand quiz/game to post-activity survey; quantify how many have or plan to plants their seeds and/or add other pollen producing plants; quantify if people enjoyed the activity; qualitatively analyse open field questions to capture key themes

Social media campaign: social media analysis of how many longer-term engagements with topic to understand if some improvement to local bee habitat has been realised

In-person feedback and discussion: qualitative analysis: coding, theming, and pulling out key quotes

Sales data: qualitative analysis to see if there was any change in types of plants sold, and numbers of pollen producing plants sold

REPORTING/ACTIONS:

What will you do with your findings?

Reflection event on key lessons learnt to inform future activity of team

Written report for funder detailing progress against KPIs

Case study to share with relevant networks, teams, organisation with data to be used in future funding applications