

scottish
rural
network

Connecting Rural Scotland

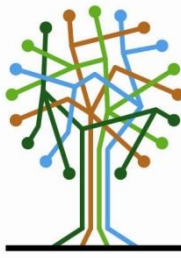
Lìonra Dùthchail na h-Alba

A' Ceangal Sgìrean

Dùthchail na h-Alba

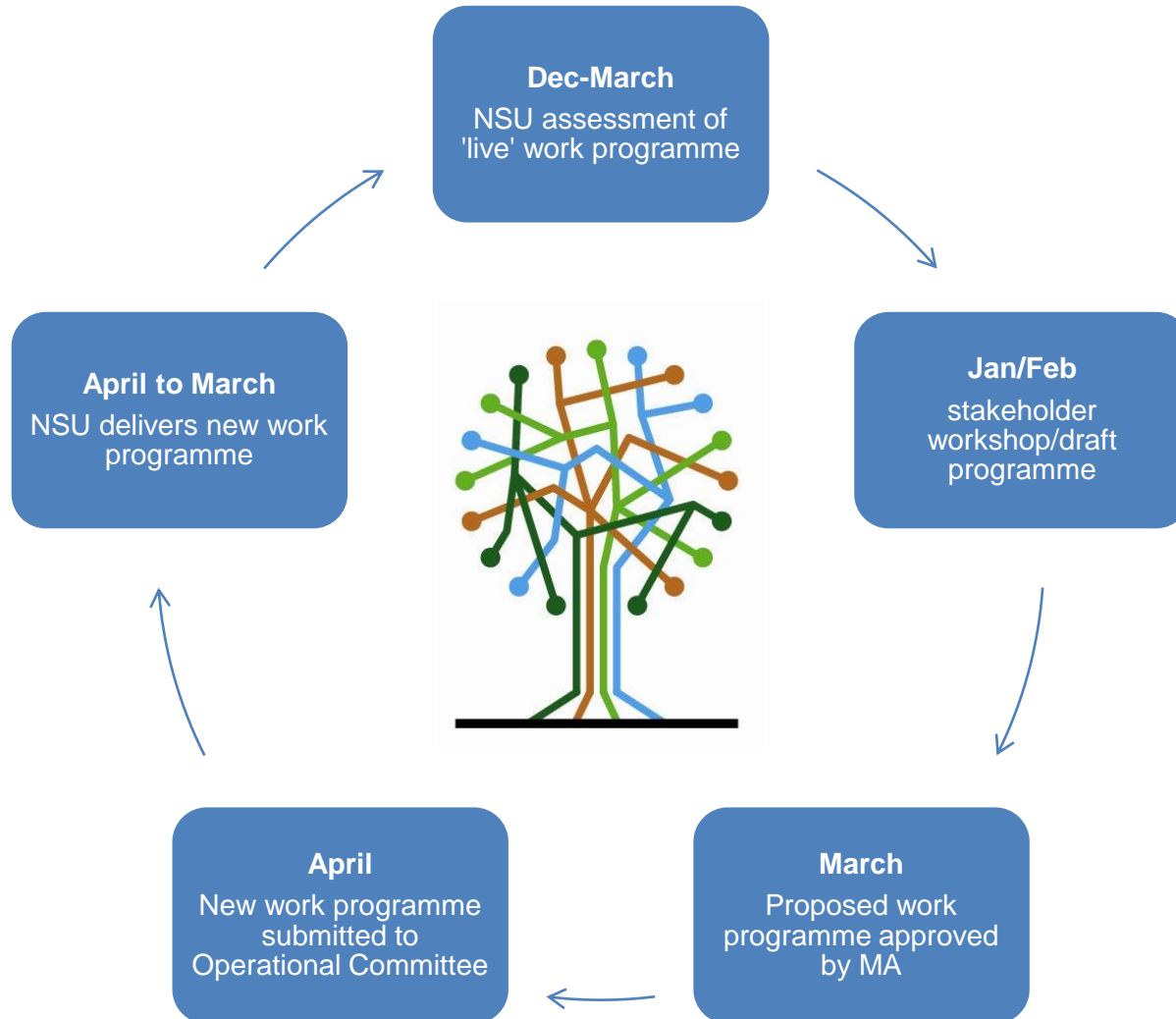
Using Self-Assessment

Why are we measuring/assessing?

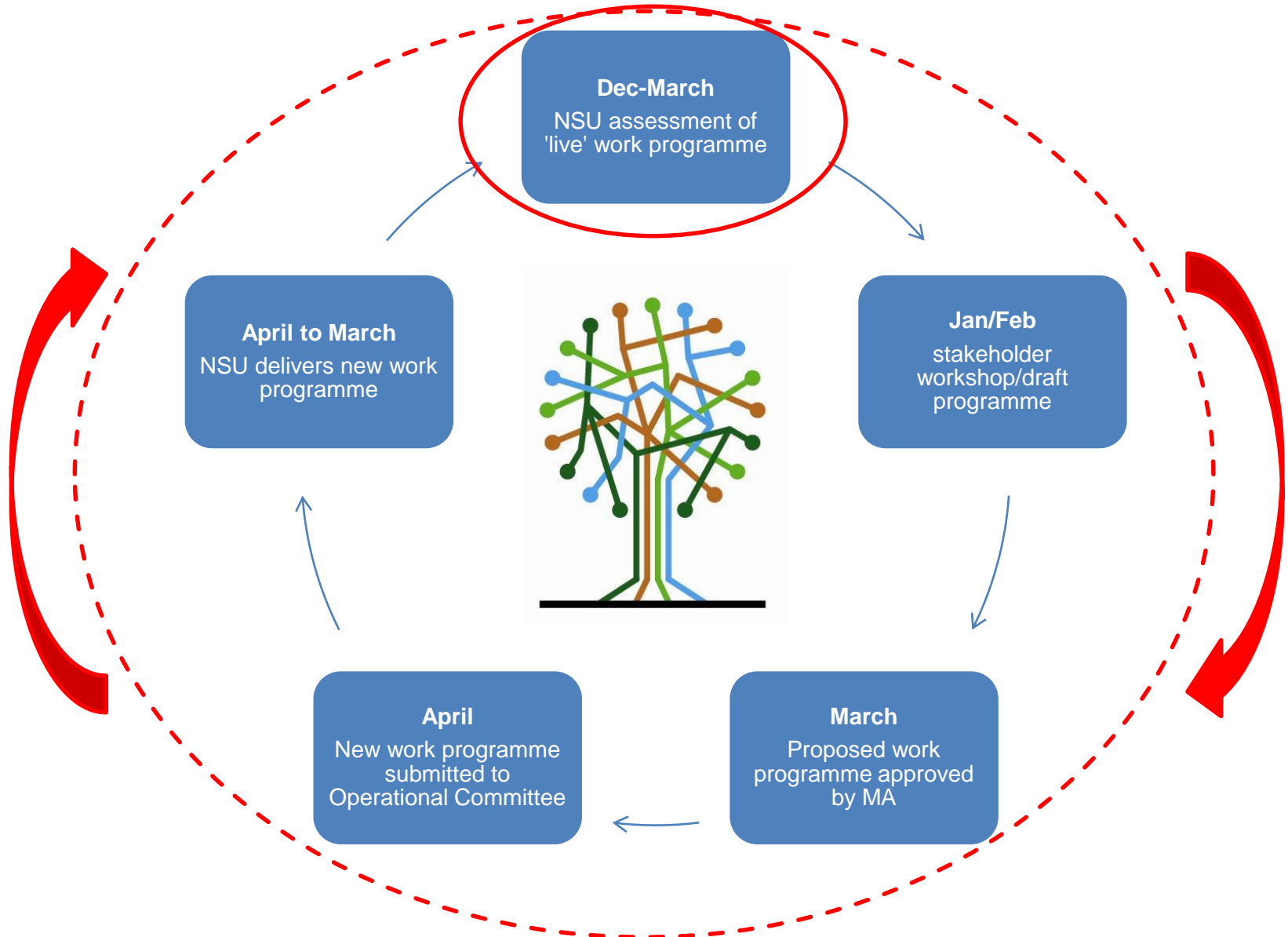


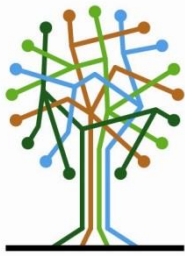
- 1. (Mandatory) Annual reporting to MA and EC**
- 2. Annual work programme planning**
- 3. Demonstrating value to Ministers**
- 4. Informing NSU business decisions**

Work Programme Planning Cycle



Work Programme Planning Cycle





What we are already measuring?

- **Events**

- Event info – purpose, audience, location, RDP priority
- Attendee info – interest, gender, age group, residency

- **Publications**

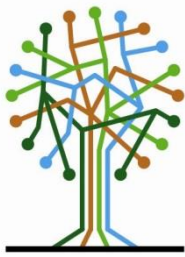
- E-newsletter registrations, open rates and click throughs
- Magazines and booklets – prints and downloads
- Consultations and surveys – numbers of responses

- **Website and social media**

- Web hits, Twitter followers, Facebook likes, Vimeo and Flickr views

- **Project case studies**

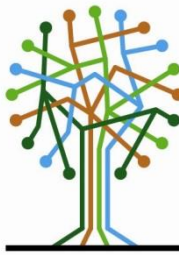
- Location, RDP priority, total number



What else to measure?

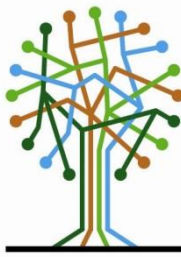
- **Events**
 - Impact and legacy
- **Publications**
 - What stakeholders want more/less of
 - Awareness level of RDP and other funding
- **Website and social media**
 - Web analytics linked to clear business objectives.
- **Project case studies**
 - Usefulness, examples of sharing experience or mentoring
 - Cooperation projects developed as a result of NRR intervention

How do we do it?

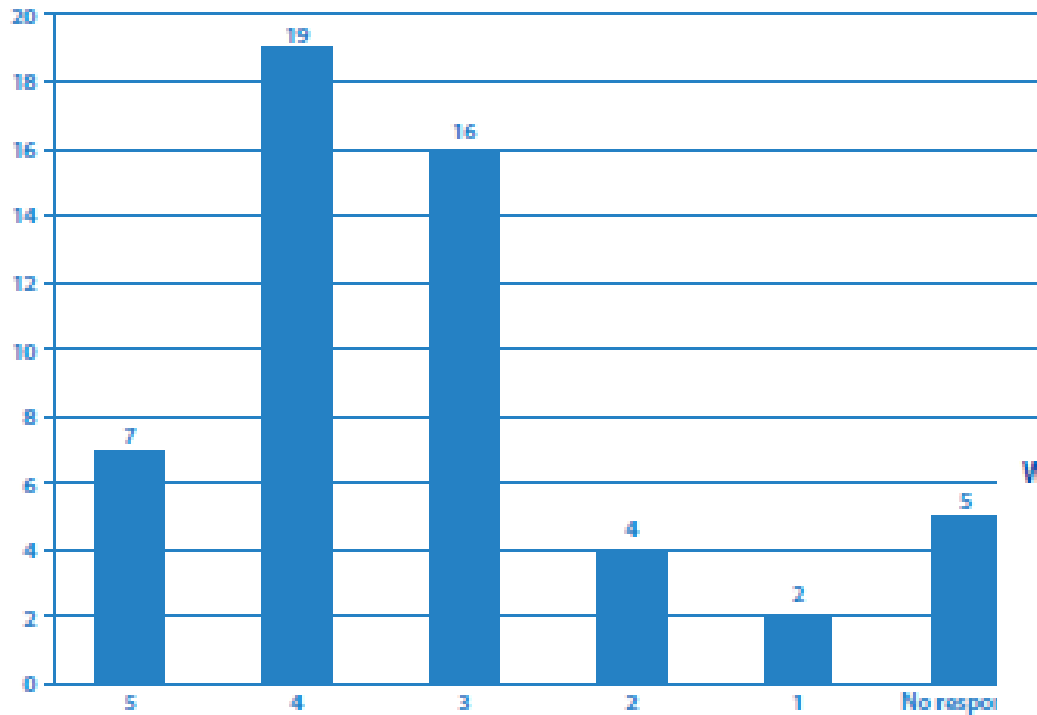


- **Online surveys?**
- **Stakeholder interviews?**
- **Quotes from social media comments?**
- **Case studies?**
- **Contacting event attendees 6+ months after the event?**
- **Tracking cooperation project ideas?**
- **Ideas from today! 😊**

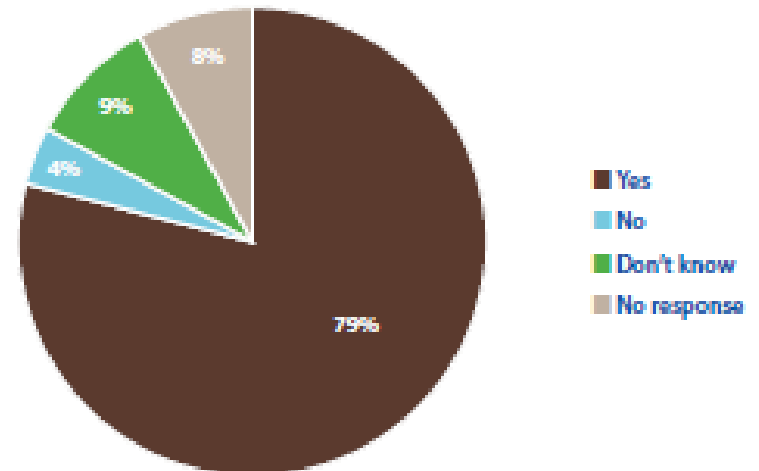
One example – legacy stats



How much difference did attending the Rural Network Event make to you and your work. Please answer on a scale of 1 to 5 where 1 is 'No difference' and 5 is 'A very big difference'



Would you be interested in attending further events like these as part of the new Scottish National Rural Network?



One example – legacy quotes



- ▶ *From the discussions/meetings and talking to people I obtained ideas which I have put into practice within the organisation.*
- ▶ *It gave me a new perspective and also made me feel less that there are lots of others like us.*
- ▶ *It was one of the sources that helped rebuild our community hall.*
- ▶ *Keep up the good work, and more of the same!!
Different location next time!!!*