

**LET'S
DANCE!**



**MONITORING
AND
EVALUATION
TOOLKIT**

INTRODUCTION

The Let's Dance! campaign is designed to **inspire movement, joy, and connection through dance**. To ensure its success and long-term impact, it is essential to monitor and evaluate engagement from both teachers and the public.

The Sport and Recreation Alliance is working alongside Angela Pickard, Professor of Dance Education, and the Sidney De Haan Research Centre for Arts and Health at Canterbury Christ Church University, to measure and evaluate the impact of Let's Dance!, with a view to raising awareness of the campaign and the benefits of movement and dance.

This toolkit provides an overview of why **Monitoring & Evaluation (M&E)** is crucial and how **YOU** can contribute to data collection.

We understand that M&E can sometimes feel daunting and time-consuming. Many organisations find it challenging to know what to collect, how to go about it, or what tools they can use.

Although there is no single 'magic' way of doing things, we have compiled **tips and tools** in this resource to help simplify the process and **demonstrate the impact of the Let's Dance! campaign**.

M&E helps us:

- **Measure Impact:** Understanding how many people participated, what activities were most popular, and how often people engaged in dance allows us to assess the campaign's effectiveness.

- **Improve Future Campaigns:** Gathering feedback helps refine activities, enhance outreach, and improve engagement strategies.

- **Secure Support & Funding:** Demonstrating impact through data strengthens our case for continued investment and future partnerships.

- **Encourage Participation:** Sharing success stories and engagement levels motivates others to join in and sustain participation.

- **Capture Learning & Best Practices:** Reviewing participation data helps us identify what works well, where improvements may be needed, and gaps in provision.



COLLECT, ANALYSE, PRESENT

To help organisations navigate M&E, we have structured this toolkit around three core areas: **Collect**, **Analyse**, and **Present**. This approach ensures that data collection is straightforward, meaningful, and impactful.

Collect

We will capture engagement through two primary sources:

1. Teachers

Teachers and community leaders play a crucial role in delivering dance sessions. We ask them to provide:

- **Details of activities:** What type of dance session they organised.
- **Participation numbers:** How many individuals took part.
- **Feedback & reflections:** What worked well.
- **Photos & testimonials (if applicable):** To help showcase the impact.

2. Public Engagement

To understand the broader impact of Let's Dance!, we will gather responses from individuals who engaged with the campaign. We ask them to share:

- When they last danced.
- What type of activity they participated in.
- Where they danced (e.g. school, community centre, home).
- Whether they would dance again and why.
- Any personal reflections on how dancing made them feel.

Analyse

Once data is collected, we will use it to:

- Identify trends and levels of participation.
- Recognise the most effective outreach strategies.
- Develop case studies and testimonials for advocacy and future funding applications.
- Celebrate and showcase the power of dance in communities.

Present

Sharing data effectively is crucial to amplifying the campaign's success. We will:

- Use findings to promote the impact of Let's Dance!, and physical activity more widely, through reports and social media content.
- Highlight key learnings with partners and stakeholders.
- Showcase stories that inspire continued participation and involvement.

**TAKE A LOOK AT THE NEXT PAGE
TO SEE HOW TO SUBMIT YOUR
DATA!**



HOW TO SUBMIT DATA

We have designed a short and simple survey to collect this information. Participants can submit responses via:

- **Online survey forms:**

On the following page, there is a QR code that links to the survey. **We kindly ask that instructors print a copy of this code and display it in a suitable location at your Let's Dance! event.** Below the code is a space for you to **write the postcode in which the event is taking place;** respondents to the survey can then refer to this postcode when asked to identify the location of their event. Alongside this QR code, a link to the survey can be found on the Let's Dance! website.

Your Role in Making This a Success

By sharing your experiences and encouraging others to do the same, you contribute to the growth and success of Let's Dance!. Your insights help shape future initiatives and ensure dance remains an accessible and enjoyable activity for all.

Thank you for your support and participation!

- **Printed forms:**

When you, as an instructor, scans the QR code, a link to a PDF version of the survey will appear on the first page. While electronic responses are encouraged, if you know one or more of your attendees are unable to fill out an online survey, **we ask that you print this PDF and either:**

1. **Post printed responses to:**

Angela Pickard, Coleridge House,
North Holmes Road, Canterbury, Kent,
CT1 1QU

2. **Scan and send responses to:**

angela.pickard@canterbury.ac.uk

- **Social media hashtags & stories:**

Encouraging people to share their experiences online.

We kindly ask that printed responses are sent before **Monday 10 March 2025.**



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**SCAN TO ACCESS
THE SURVEY!**



VENUE POSTCODE:

THANK YOU FOR YOUR SUPPORT!

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