

SKAB227 (3)

Contribute to evaluating, developing and promoting services



Overview

This unit is about contributing to market research, developing, promoting and evaluating services.

The unit is divided into two parts. The first part describes the three things you have to do. These are:

1. contribute to evaluating service provision
2. contribute to developing and improving services
3. contribute to promoting services

The second part describes the knowledge and understanding you must have.

The third part gives some examples and explanations of some words we use in the unit.

The unit is for you if you have some responsibility for developing the services you provide.

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Performance criteria

You must be able to:

Contribute to evaluating service provision

- P1 choose realistic **methods** for evaluating service provision
- P2 discuss and agree these **evaluation methods** with the responsible member of staff
- P3 develop and agree the detail of the **evaluation methods**
- P4 collect, record, analyse and store information using your **evaluation methods**
- P5 report the evaluation results to the relevant colleague
- P6 recommend and agree changes to be made as a result of your evaluation

You must be able to:

Contribute to developing and improving services

- P7 consult on possible improvements to services with the relevant colleagues in your organisation
- P8 get their approval to try out your improvements
- P9 develop a specification and plan for the **services**, working with the **appropriate individuals**
- P10 test the desirability of the **services** with representative groups and individuals and get their feedback to adjust plans
- P11 agree a full implementation plan with the responsible colleague

You must be able to:

Contribute to promoting services

- P12 make suggestions for **promotional methods** which are consistent with the agreed target groups, available resources and legal requirements
- P13 discuss and agree these methods with the responsible colleague
- P14 develop promotional materials and **methods** and agree the final details with the responsible colleague
- P15 implement the **promotional methods** in line with agreements

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Knowledge and understanding

You need to know and understand:

For the whole unit

K1 the importance of trying to continuously improve service provision

You need to know and understand:

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K2 the available resources and relevant organisational policies

K3 the responsible member of staff to discuss and agree the evaluation methods and criteria with

K4 how to develop evaluation methods and identify appropriate criteria

K5 the importance of implementing methods in line with the agreed strategy

K6 how to collate, analyse and report on evaluations

You need to know and understand:

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K7 the available resources, researched needs and relevant organisational policies and legal requirements

K8 the organisational procedures for suggesting improvements to services

K9 what consultations may need to be undertaken

K10 other people to involve in the development of services

K11 representative groups and individuals to be involved in the testing of services

K12 how to develop suggestions for services based on research which has been undertaken

K13 how to make such suggestions in a clear and logical manner

K14 how to undertake necessary consultations and the importance of doing so

K15 how to develop specifications and plans for services

K16 how to test services and the importance of doing so

You need to know and understand:

Contribute to promoting services

K17 the available resources and relevant organisational policies and legal requirements, including those covering Disability and Equal Opportunities

K18 the responsible member of staff to discuss and agree the promotional strategy with

K19 how to develop a promotional methods for new services

K20 how to take account of the needs of different communities when developing promotional materials

K21 how to develop materials appropriate to these methods

K22 the importance of implementing methods and materials in line with the agreed strategy

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Additional Information

Scope/range related to performance criteria

1. **evaluation methods**
 - 1.1. quantitative
 - 1.2. qualitative
2. **services**
 - 2.1. existing services
 - 2.2. new services
3. **appropriate individuals**
 - 3.1. current users of your services
 - 3.2. potential new users of your services
 - 3.3. users who experience barriers to access
 - 3.4. colleagues
4. **promotional methods**
 - 4.1. leaflet distribution
 - 4.2. media features
 - 4.3. visits
 - 4.4. events
 - 4.5. incentive schemes

Glossary

Analyse

Analyse can be used to examine in detail in order to discover meaning; break down into smaller pieces

Barriers to access

Things that prevent or discourage children and young people from taking part in play provision These may include physical barriers for disabled children, but also include wider issues such as discrimination, lack of positive images, lack of culturally acceptable activities and customs, language barriers and many other factors that affect different communities

Qualitative

Something that is not summarised in numerical form, such as minutes from meetings and general notes from observations Qualitative data normally describe people's knowledge, attitudes or behaviours and is often more subjective

Quantitative

Something measured or measurable by, or concerned with, quantity and expressed in numbers or quantities

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