



training from CES

‘Organisations that have had training from CES...have a real appreciation that they need to show the difference that they make and they know how to do it.’

Stewart Goshawk, Principal Grants Officer at The City Bridge Trust

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About Charities Evaluation Services (CES)



Charities Evaluation Services works with over 1,000 voluntary organisations and funders each year, strengthening their abilities in performance management, evaluation and quality, to support them to do what they do best.

We are an independent charity and have 20 years experience of helping voluntary organisations achieve better outcomes for the communities they serve. We provide training, publications, consultancy support, and we carry out independent evaluations. We also publish PQASSO, the voluntary sector's leading quality standards.

CES believes in:

- the power of evaluation and quality to make the sector more effective
- evaluation for learning as well as accountability
- respecting diversity
- working sustainably and minimising our environmental footprint
- sharing knowledge
- learning from those with whom we work.

We want to help you to make a difference. Everything we do is focused on supporting you in your work, embedding learning and leaving a lasting legacy.

To find out how we have helped others, visit www.ces-vol.org.uk/feedback

For more information on the range of services we provide visit www.ces-vol.org.uk

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‘[Since the training] when applying for additional funding, our aims and objectives are much more accurate and truly represent our project.’

Anon

We are experts

CES has a proven track record of delivering high quality training. We are specialists with over twenty years’ experience of helping organisations with their work on monitoring, evaluation and quality improvement.

Our reputation is based on excellence

Participant feedback for 2011 reported:

Increase in knowledge **95%**

Course aims well met **98%**

Increased confidence **94%**

CES helps organisations to demonstrate the difference that they make and to develop the essential skills needed to make sure that this becomes an integral part of their work.

We design very practical training courses supported by helpful tools so that participants can get started straight away.

‘We gather statistical data routinely as a matter of course, but the aims and objectives identified in the course for our project gave explicit measures which was good.’

Gillian Tanner, St David’s Foundation Hospice Care

We use a variety of training styles and make sure that everyone feels encouraged and supported. We allow time for participants to apply the learning to their own work context under the guidance of the trainer.

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**‘The trainer was phenomenal!
I learnt more about strategy
in the two days than I had in
the last 7 years!’**

Feedback from course participant

We are experts

Trainers with a difference

When it comes to selecting trainers we think our participants deserve only the best.

All of our trainers have extensive knowledge of the topics on which they train. This is gained from a combination of research and practical hands-on experience. Because our trainers are also practitioners, they add their own unique insight and are able to use real life examples when illustrating key learning points, answering questions or supporting training participants. This means that we can be confident that all of our courses will consistently meet our exacting standards and that you will receive the expert tuition that people expect from CES.



We want to help you to make a difference

A variety of support is available to help you to implement your learning, including:

- practical tools and frameworks provided at the training course
- a host of free resources on our website
- free follow-up support so you can get in touch if you need help once you are back in the office.

We know that this approach works as 88%¹ of our training participants have put their learning into practice.

¹Outcomes interview, report dated January to March 2010

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'I really like the follow-up postcard as it just keeps it in mind.'

Cath Lee, Small Charities Coalition

We are flexible

You can come to us

We offer a full programme of training delivered from our accessible training venue in London. We offer course discounts and packages of support, as well as our brand new bursary scheme for organisations outside of London, to enable participants to attend all of the training that they need.

Prices frozen for 2012! We will be freezing our 2011 training course prices for the whole of 2012. Prices start from £99 when you come to us.

No VAT charges! We do not charge VAT on any of the training courses we run at our London training venue.

To book a place on any of our courses and for more information on our current pricing structure visit www.ces-vol.org.uk/training alternatively, give us a call on 020 7713 5722 or email training@ces-vol.org.uk.



Looking to hire a venue?

Our large air-conditioned meeting and training room is available to hire for half or whole days. Located in a quiet, attractive square and close to historic Clerkenwell and vibrant Exmouth Market, our versatile room is suitable for meetings, training courses, small seminars and workshops. We are close to public transport and major London rail stations and the West End.

Half-day prices start from £120, full-day prices start from £200.

To speak to us about hiring out our room, call us on 020 7713 5722.

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We are flexible

We can come to you

If you want a cost-effective way to train a group of people at either your organisation or in your area, we can come and deliver training at a venue provided by you. If you have too few people for a dedicated course, you can spread your training budget a little further by involving other organisations in your local area to help share the cost.

Prices start from £595 when we come to you.

We also offer additional services which include facilitated workshops, development and delivery of bespoke training courses or providing speakers at events.

If you are not sure which course is right for you or how CES can best meet your needs then give us a call and speak to our friendly training team. Alternatively we have lots of information about our training on our dedicated training pages at www.ces-vol.org.uk/training or if you prefer you can email us on training@ces-vol.org.uk

For details of all off-the-shelf courses available visit www.ces-vol.org.uk/courses

Training support packages

We have developed low-cost, fixed-price packages of support that offer a combination of training and consultancy to make sure that you pick the right help for your needs, make the most of our support and budget effectively. Our packages are designed and delivered by our expert trainers and you can choose from the bronze, silver and gold packages. Prices start from £1950. For more information email enquiries@ces-vol.org.uk

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‘CES provide such a crucial service to specialist third sector organisations like Voice4Change England. They’ve been brilliant with follow-up queries as well. The training day completely changed the way I planned my work streams, projects and campaigns and helped me articulate my activities in ‘outcomes language.’

Feedback from course participant

Bursary scheme for non-London organisations

CES have been awarded a grant from Lankelly Chase to offer a bursary scheme for organisations in England outside of London to attend a CES training course. The bursary can be used to attend either a one-day or two-day course.

Who is eligible?

Any organisation in England that is NOT in a London borough and who work with:

- Lesbian Gay Bisexual Transgender/ Refugee Community Organisations/ Asylum/ Black Asian and Minority Ethnic/ (dis)ability/ women/ marginalised or hard to reach groups that fall in our small or medium pricing category
- Any other organisation that is not in a London borough that falls in our small pricing category, 0-5 full-time equivalent staff members (where it is an organisation and not a consultant or sole trader).

What does the bursary cover?

Length of course	Subsidy on course fee	Free resources and publications worth up to	Contribution towards expenses worth up to
1 day course	£100	£50	£50
2 day course	£100	£100	£100

The bursary is limited to one course per organisation. Terms and conditions apply when booking.

For organisations that do not qualify for the bursary scheme, our monthly training e-bulletin contains discounts and promotions on our upcoming training courses. To subscribe to our training e-bulletin or any other CES e-bulletin visit www.ces-vol.org.uk/subscribe. Don't worry, if you want to stop receiving it at any time, you can simply unsubscribe.

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‘As my first introduction to PQASSO I found the course very enlightening and very thorough. The trainer drew on her vast experience, which was very helpful to hear.’

Feedback from course participant

Courses on PQASSO to help you improve your performance

Implementing PQASSO

This course provides a step-by-step guide to successfully implementing PQASSO. You will leave the course with a good understanding of PQASSO and the self-assessment process as well as a comprehensive plan of how to implement quality within your organisation. There will also be the opportunity to consider the next steps for your organisation if you decide to apply for the PQASSO Quality Mark.

Who for: anyone interested in knowing more about PQASSO and for people taking a lead in implementing PQASSO. It is also suitable for people currently using PQASSO who want to review their self-assessment and action plans. If you would like to apply for the PQASSO Quality Mark you may also find this course helpful, although this is not its prime focus.

Duration: two days

How to prepare for the PQASSO Quality Mark

This course is designed for organisations that are in the process of, or thinking about, applying for the PQASSO Quality Mark.

It will provide comprehensive guidance on the whole assessment process and will help you to identify techniques, approaches and tools that will enable you and your organisation to proceed through all the steps involved smoothly.

To get the most out of this course, participants should have already attended our two-day Implementing PQASSO course, or have experience in leading the self-assessment process for their organisation.

Who for: anyone that has already attended CES training on PQASSO or has significant experience of implementing PQASSO, and who wishes to build on their skills and learn how to get ready for a PQASSO Quality Mark assessment.

Duration: two days

If you qualify for our [bursary scheme](#), you will receive a free copy of the PQASSO 3rd edition workpack when attending either of these courses.

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'The work of CES has made a huge difference to us. We now have clear objectives, based on a comprehensive quality framework. The national office and the 75 local providers are all working with PQASSO.'

Dale Meegan, Director of Services at Relate's National Office

Courses on PQASSO to help you improve your performance

PQASSO: For large organisations

This course has been designed specifically for large voluntary and community sector organisations that are wishing to implement PQASSO. It will provide practical guidance on how to conduct a self-assessment against the PQASSO standards in an organisation that is; multi-sited, has a large number of staff and/or a wide range of projects.

Throughout the day you will look at the steps you need to take in order to develop a consistent, organisation-wide PQASSO implementation plan.

Who for: anyone from an organisation that is either multi-sited, has a large number of staff and/or delivers a wide range of projects who is interested in knowing more about PQASSO. For people from smaller organisations we would recommend that you review the alternative PQASSO courses available or contact [020 7713 5722](tel:02077135722) to discuss the most appropriate PQASSO course to meet your needs.

Duration: one day

Need some help with PQASSO? We have free resources and podcasts on our website to answer the most frequently asked questions about PQASSO and the PQASSO Quality Mark www.ces-vol.org.uk/pqassopodcasts

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To view the calendar of available dates visit www.ces-vol.org.uk/training
To find out how CES can help you call [020 7713 5722](tel:02077135722) or email training@ces-vol.org.uk

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‘Excellent course, I would recommend it. I am excited about using everything I have learned!’

Feedback from course participant

Planning

to help you prepare for the long-term

Strategic planning: an overview

Strategic planning can help your organisation to develop a clear direction and be better able to respond to internal or external challenges. It can also help your organisation to become more effective at meeting the needs of your users, funders and other stakeholders.

This new course will help you by improving your knowledge of the strategy process, from clarifying your mission and gaining an understanding of the environment in which you operate, to giving you the tools to develop long and short term plans.

Who for: people who are involved in strategic planning at their organisation or anyone who wishes to increase their knowledge and understanding of the process.

Duration: one day

How to set aims and objectives

This course is designed for organisations that are in the planning and development stage of a project or programme, or those reviewing a pilot or other funded work. The course will help you to focus on the detailed practicalities of project planning and will enable you to set clear – and relevant – aims and objectives. You will also leave the course having undertaken a needs analysis within your strategic framework.

It is a useful pre-cursor to our ‘How to demonstrate outcomes’ series of training (1, 2 and 3 day courses).

Who for: Anyone applying to funders for a new project or re-applying to begin a new cycle of an existing project, and are wondering which tools and techniques to use to identify the needs of your target group.

Duration: one day

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‘A very clear and well delivered course. Refreshing to do exercises which relate directly to my organisation. Plenty of tools to takeaway/access and use in my own work in the future.’

Feedback from course participant

Courses on outcomes to help you demonstrate your effectiveness

All of our courses on outcomes explain the key monitoring and evaluation concepts including aims, objectives, outputs, outcomes and impact.

Getting ready for outcomes

This course will give you the tools to develop your organisation’s monitoring and evaluation systems. It will help you to understand where your organisation’s strengths and weaknesses lie, and to develop your own tailored monitoring and evaluation improvement pathway. You will come away from the course with the confidence to plan your monitoring and evaluation approach, involve your users and staff in the process, and make sure that trustees and funders understand and support your work.

Who for: you will benefit most from this course if you are a decision-maker within your organisation and are seriously considering implementing an outcomes approach, or are reviewing the way you currently gather, hold and use data for learning and reporting.

Duration: one day

How to demonstrate outcomes – 1 day

This course on outcomes links monitoring and evaluation to project planning. The course will cover all of the essential information you need to develop a monitoring and evaluation framework to measure and demonstrate effectiveness, as well as looking at some simple data collection methods. It is ideal for people that are new or fairly new to monitoring and evaluation and/or for those people that can only spare a day out of the office.

Who for: Anyone that is new or fairly new to monitoring and evaluation and who wishes to familiarise themselves with the CES approach to monitoring and evaluation.

Duration: one day

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‘Preparation was great, so well thought out. Trainers work seamlessly together and provide a non-judgmental and friendly environment that puts you at ease to learn and really enjoy.’

Feedback from course participant

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Courses on outcomes to help you demonstrate your effectiveness

How to demonstrate outcomes – 2 days

This course is based on CES’ self-evaluation model, which is an aims and objectives model with a strong outcomes focus. All of the key monitoring and evaluation concepts will be explained in depth and detail, with time being allocated for you to apply your learning to your own work context. You will receive guidance from the trainer while you develop a CES planning triangle and monitoring and evaluation framework for your work.

Who for: anyone who wishes to go beyond an overview of an outcomes approach and/or those who wish to spend more time considering their work with the support of a trainer. Great to attend with a colleague!

Duration: two days

Advanced course: How to demonstrate outcomes

Includes free copy of *Practical monitoring and evaluation: a guide for voluntary organisations*

This intensive course considers widely-used approaches to monitoring and evaluation including CES’ indicator-based approach to self-evaluation. Through practical exercises you will explore how to set evaluation questions and look at ways to collect, analyse and report on monitoring and evaluation information for key stakeholders. The course also provides participants with an opportunity to reflect on and improve their current monitoring and evaluation practice.

Different approaches to making the economic case for the value of your work will be explored, including value-for-money and Social Return on Investment.

Who for: people who have some experience of outcomes and/or wish to review or increase their knowledge in implementing monitoring and evaluation systems. This course is also a good choice for people that have previously attended a CES outcomes training course and want to refresh and extend their knowledge.

Duration: three days

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To find out how CES can help you call 020 7713 5722 or email training@ces-vol.org.uk

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‘The best course I’ve been on in a long time. Excellent tutor – always able to respond to questions, however challenging, and offered great explanations.’

Feedback from course participant

Courses on outcomes to help you demonstrate your effectiveness

Getting ready for working with commissioners

This course covers all of the essential information you need to understand the basic principles around commissioning and how performance management fits into this process. The course will introduce and explain the purpose and benefits of a range of tools and techniques that can be used by organisations to demonstrate how they meet monitoring and quality requirements.

Who for: this course is suitable for anyone that is getting ready to bid for contracts and who is interested in learning more about what commissioners are looking for from third sector organisations to demonstrate their effectiveness.

Duration: one day

Social Return on Investment (SROI): an overview

SROI offers a new way to measure and account for the value of your work and is attracting a lot of interest from funders, government and voluntary sector organisations. SROI shares the same initial stages as the CES approach, particularly with regard to identifying outcomes, indicators and collecting data.

This half-day course will introduce you to the six stages of SROI, explaining what SROI really is and what is involved for your organisation should you choose this method of social accounting.

Who for: anyone who has an understanding of outcomes and wants to find out more about SROI.

Please note: This course does not explain key monitoring and evaluation concepts and you will not be able to conduct an SROI after attending this half day session.

Duration: half day

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‘Really enjoyed the course - clear information about how to set up systems for monitoring and evaluating campaigns, as well as practical ideas for tracking campaigning activity and outcomes.’

Feedback from course participant

Courses on outcomes to help you demonstrate your effectiveness

Courses for specific audiences

How to assess the outcomes of projects you fund

As funders and commissioners, you want to be able to assess and demonstrate the effectiveness of your grant giving.

This course focuses on good practice and allows you to consider what you need to know about the organisations and projects you fund. We offer practical advice and tips on how to design and implement a proportionate monitoring system, as well as how to effectively use the information once you have collected it.

Who for: voluntary sector funders, commissioners, grants officers or trustees involved in reviewing or developing a system for monitoring and evaluating grant-giving.

Duration: one day

How to demonstrate the outcomes of your campaigning and policy work

Demonstrating whether your campaigning and policy work has contributed to changes in attitudes or behaviour, influenced decision makers or policies, can be a challenge.

This course will help you to clarify the aims and objectives of your campaigning and to define the changes you would like to see in target audiences. You will also consider the processes needed to achieve these. We will explore ways to track the effectiveness of your campaigning and policy work by developing a practical monitoring and evaluation framework.

Who for: anyone working in a campaigning or policy environment who wishes their work to be as effective as it can be.

Duration: one day

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‘Extremely useful two days of training. Lots of practical knowledge that can be applied to my organisation.’

Feedback from course participant

Courses on practical skills to help you measure and present outcomes

How to collect, analyse, present and use data

This two day course will guide you through the next steps to take once you are clear about the monitoring and evaluation information that you need to collect. You will explore different ways to collect information and have the opportunity to carry out basic analysis of data. A range of options for communicating your information effectively will also be looked at.

Who for: if you are ready to collect monitoring information for your project but are not sure what tools to use, how to analyse the information and how to turn it into an appealing and useful evaluation, this course is for you!

Duration: two days

How to choose and use technology for outcomes

This one day course will provide you with a head start in making the most out of databases and other forms of technology to support your monitoring and evaluation, particularly around outcomes. You will look in detail at how to determine whether or not you need a database, how you choose one that is right for your organisation, how much money to spend, and how to prepare your organisation for this kind of change.

The course will be highly practical and will centre on the use of real-life, up-to-date case studies. Participants will also have the opportunity to look at demo versions of databases in the breaks and after the training.

Who for: evaluation or monitoring staff or senior managers, as well as project managers or those involved in recommending or purchasing ICT and who have an understanding of outcomes.

Duration: one day

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‘The trainer was excellent. The fact she was a great facilitator throughout the day was relevant and helpful with understanding the course content.’

Feedback from course participant

Courses on practical skills

to help you measure and present outcomes

How to run successful focus groups

Focus groups are an interactive way to collect qualitative information, including feedback from stakeholders. To make sure that your focus group is well run and stays on track, good organisation and facilitation skills are needed.

This course explores what focus groups are, and identifies their strengths and weaknesses as a data collection tool for evaluations. It will discuss how to sample and recruit potential focus groups as well as giving you the chance to put your learning into practice by running a ‘mock’ focus group.

Who for: anyone who would like to use focus groups as a means of collecting information or would like to improve their skills in running effective focus groups.

Duration: one day

How to design successful questionnaires

Questionnaires play an important role when collecting information about your services and your stakeholders. Designing successful questionnaires which provide the information you need takes skill and knowledge.

This course will help you to design questionnaires that deliver robust and useful results. You will learn best practice tips and consider why it is important to think about the order and wording of questions, as well as issues of length and layout.

Who for: anyone wishing to use questionnaires to collect information. The course is suitable for those new to questionnaire design and for those who have been designing them for some time but wish to improve their practice.

Duration: one day

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‘Very well paced and very knowledgeable trainer. Pitched just right and really good group work exercises that pushed me out of my comfort zone, which is really refreshing – thank you.’

Feedback from course participant

Course for support providers to cascade learning

This course is for people who train and support others
Acceptance on this course is subject to an application process.



PQASSO mentor programme

PQASSO mentors train and support groups to implement PQASSO.

The PQASSO mentor programme enables CES to enhance the quality and levels of support available for organisations which have chosen to implement PQASSO. This is done through a nationwide network of PQASSO mentors who provide training and support to third sector organisations.

PQASSO mentors are trained by CES in the use of PQASSO and the skills and techniques to support organisations using the system. PQASSO mentors are authorised to use CES PQASSO materials and CES training materials, and also have access to on-going support and information from CES.

This course considers the ‘hard’ and ‘soft’ skills required of mentors to effectively communicate PQASSO implementation to third sector organisations. You will review the key learning messages of PQASSO implementation and explore the mentor role to gain a deeper understanding of PQASSO.

Following an assessment, successful participants will be awarded a PQASSO mentor logo and a three-year licence which entitles you to train others in PQASSO, CES’ PQASSO materials, join a nationwide network of existing PQASSO mentors and receive on-going technical support from CES.

Who for: people that meet the PQASSO mentor person specification and wish to train and support other organisations to implement PQASSO.

Duration: four days

For information on the person specification, cost and application process visit www.ces-vol.org.uk/pqassomentors

For a similar programme on outcomes, please get in touch by emailing enquiries@ces-vol.org.uk for more information

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‘I would like to thank you for the training you led us through. Monitoring and evaluation are challenging issues when considering the impact of work with other organisations, but I feel the course has put me on the right track, with lots to think about.’

Keith Kibirango, Kairos in Soho

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To find out how CES can help you, please get in touch.

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CES is a charity registered in England and Wales (no. 803602) and registered in Scotland (no. SCO40937), and a company limited by guarantee registered in England and Wales (no. 2510318). Registered office address: 4 Coldbath Square, London EC1R 5HL. VAT registration no. 564 5833 16.