What does good evidence look like?

Examples of facts and information that can be used as evidence to underpin your narrative.

Analysis
Costings
Impact stories/comments
Library team reflections (eg what have they done differently because of ....)
Observations
Photographs
Professional knowledge used
Qualitative data
Quantitative data
Service evaluations
Stakeholder endorsement/consultations
Statistical information
Surveys
User journey mapping
UX (user experience)

Good evidence does not speak for itself. It may be obvious to you why the evidence is included but don’t assume that it is obvious to all.

There needs to be a clear, logical explanation that links the information chosen to the narrative. Why is the chosen information significant? Why is the information relevant? If the connection between the narrative and the information used is not explained, it could be simply be seen as an expression of opinion. Analysis and reflection are important. For example, if you state that staff attend CPD, alongside how they feedback to the team you need to demonstrate how they have used this or what they have done differently/intend to do differently as a result.

5 top tips for good evidence.

- Clear and Precise – be as precise and concise as possible. Don’t use acronyms or abbreviations. Names should be anonymized but job roles can be stated.
- Adequate – provide enough information to support the assertion(s) made in the narrative. There may be one excellent piece of information that can be used as evidence. More often, several pieces of information are required.
- Representative – make sure all information is included to support the narrative. If the narrative states that all senior stakeholders were consulted, then information showing consultation with all senior stakeholders needs to be included.
- Qualify what you mean if using adjectives like “high” “good”. Don’t simply state that there was a high return. What does it mean to have a high return?
- Credible – ensure that the information is timely, complete, and accurate.