

# framework

## Órla Cronin

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### Areas of expertise

- Facilitating strategy development, project planning, learning reviews and innovation
- Consultancy, training and coaching in monitoring, evaluation, research and learning
- Training (virtual and face to face facilitation, monitoring, evaluation, research and learning, and qualitative data analysis)

### Current position and roles

Director, Órla Cronin Research Ltd since 2003  
Other roles:

- Member of Framework collective ([www.framework.org.uk](http://www.framework.org.uk))
- Associate trainer in monitoring and evaluation – INTRAC (civil society policy and practice – [www.intrac.org](http://www.intrac.org) )
- Associate and licensed trainer of ICA:UK ([www.ica-uk.org.uk](http://www.ica-uk.org.uk)), a charity specialised in facilitation & facilitation training
- Associate trainer in monitoring & evaluation - NCVO Charities Evaluation Service (<https://www.ncvo.org.uk/component/tags/tag/charities-evaluation> )
- Visiting Lecturer in Monitoring and Evaluation, Masters in Conflict Resolution, Faculty of Peace Studies, Open University of Catalunya
- Honorary Research Associate, Department of Psychology, Royal Holloway University of London
- Visiting Lecturer, Faculty of Sport, Business and Enterprise, Southampton Solent University

### Recent work

#### Experience in capacity building & facilitation of learning in MEL

Órla specialises in supporting organisations to develop and implement their own M&E systems, by providing consultancy, facilitation and training. Recent clients in the area of capacity building include:

- **Comic Relief's 'Girls in Gangs'** project. I co-lead a team of five **Learning Co-ordinators**, in partnership with Southern Hemisphere Consultants, South Africa. I have direct responsibility for 2 UK projects (providing consultancy on M&E challenges), and I also provide co-facilitation of learning (online and face to face) across all projects (UK, Colombia, South Africa) over 3 years. This initiative is provided by Comic

Relief to support the development of M&E capacity in their grantees. Most recently, I facilitated the development of a cross-project theory of change.

- **DFID/ Institute of Development Studies** AURA project (African Universities Research Approaches (AURA) Capacity Development Programme (my role was particularly focused on **diagnostic** development for pedagogic and research capacity, and facilitating a needs assessment with the Kenya partner, Kenyatta University)
- **Transparency International** several pieces of work commissioned by the TI secretariat to build capacity in chapters, including supporting chapters in conducting their own evaluations of capacity building initiatives, evaluating an initiative to improve M&E capacity in selected chapters, and an evaluation of the annual capacity building plan.
- Designing, facilitating and reporting annual learning hub events (2015 and 2016) for **Spirit of 2012** (Olympic legacy) grantees, UK

### Training experience (MEL and related skills)

- Delivering training in monitoring and evaluation as an associate of **NCVO Charities Evaluation Service** (BBC Children in Need grantees, Macmillan grantees).
- Designing and delivering training in Monitoring, Evaluation and Learning, independently and on behalf of **Intrac** (via an online & blended learning environment)
- Delivering **facilitation training** (in face to face and virtual environments), independently and on behalf of the Institute of Cultural Affairs, UK
- Designing and delivering **qualitative data analysis** training, independently for a variety of UK voluntary sector clients, including London Borough of Camden

### Data collection, qualitative and quantitative analysis experience

- **Evaluation** (funded by Comic Relief) of **Fight for Peace International's** roll out of its intervention model to small CBOs in Kenya, South Africa, Jamaica and the UK, focusing on **organisational impact**.
- **Learning review** of the internal (organisational) and external (position of NGOs, human rights situation) environment for the **Sakharov Centre for Armenian Human Rights**
- **Transparency International:** Participatory evaluation of an M&E mentoring intervention, and an evaluation of their capacity building efforts with chapters.
- External evaluator for **Skillshare Africa/Coaching for Hope/Association des Enfants et Jeunes Travailleurs** "I have a dream" project for child gold miners in Burkina Faso. Supporting the internal team in the development of a MEAL framework, designing and piloting quantitative and qualitative data collection tools, training of local team, and analysis and reporting of baseline (completed) and follow up (in progress) evaluation. Funded by **Comic Relief**.
- Facilitation and writing of a strategic plan for **Mathare Youth Sports Association Kenya (MYSA)**, including a 5 day workshop with 30 MYSA staff and directors. Activity led to a substantial organisational development grant from Comic Relief, and was particularly mentioned by a number of staff as being their career highlight for the year.
- Provided **research support** for the InFocus **M&E Framework** being rolled out by **Aqumen Social Technologies** in collaboration with **streetfootballworld** and **Laureus**, funded by **Comic Relief**.
- Researched and wrote a **research review** for **Comic Relief** based on interviews and desk research, on key themes in Sport for Development research. This report identified issues in developing and maintaining high quality and useful research in this field. The document was disseminated widely, and provided the focus for a 1

day workshop for key members of the Sport for Development field. Feedback on this report emphasised the usefulness of report. The community welcomed the practical suggestions for improving standards in this area, and I regularly receive requests for copies of this document – it was referred to recently at a meeting of Commonwealth Ministers for Sport.

### Designing and implementing project and programme monitoring and evaluation plans

- Development of a **Monitoring and Evaluation Toolkit** for information literacy initiatives in Africa, initiated and co-ordinated by the **British Library of Development Studies, Institute of Development Studies, University of Sussex**
- Facilitated the **International Olympic Committee Youth Strategy Unit** to develop a **Theory of Change** and a **monitoring and evaluation and learning framework**
- Training **Transparency International** regional officers in use of qualitative tools to **review capacity building**.
- **British Library of Development Studies, Institute of Development Studies, University of Sussex** Development of a **Monitoring and Evaluation Toolkit** for information literacy initiatives in Africa
- **Aqumen Social Technologies** I provide **research support** for a variety of projects, including the InFocus **M&E Framework** which is was developed in collaboration with **streetfootballworld** and **Laureus**, funded by **Comic Relief**.
- **Laureus Sport for Good Foundation** Developed an impact evaluation toolkit for Sport for Development Projects. Over a period of two years, I developed, piloted and launched an impact evaluation toolkit, in partnership with a colleague. This toolkit is currently being used by several Laureus grantees, and the toolkit has been integrated into a software platform which is being launched to all 180 grantees in the Laureus portfolio.
- Developing a **monitoring and evaluation framework** for a national scale-up of Magic Bus India. In collaboration with Aqumen Social technologies, I facilitated and provided consultancy in the development of a data collection framework (defining outcomes and creating indicators) for monitoring, evaluation and learning within Magic Bus (a large children's charity in India).
- Developed and/or reviewed **Theories of Change** for recipients of organisational development funding via streetfootballworld/Comic Relief, including **Ginga Social Project (Gol de Letra Foundation), Brazil; Instituto Bola Pra Frente, Brazil; Streetleague, UK; Delta Cultura Cabo Verde, UP2US Network, USA (Network convenor - 600 member organisations); Streetfootballworld (HQ), Berlin (Network convenor – 83 member organisations; Amandla Edu Football, South Africa; Grassrootsoccer (Football for Hope Centre), South Africa**

### Education and Qualifications

- 2003** Diploma, Humanitarian Assistance, Liverpool School of Tropical Medicine  
**1996** Doctor of Philosophy (PhD), Dept. of Psychology, University of Southampton  
**1991** Bachelor of Science (Hons), Department of Psychology, University College London

## Employment history

<b>2003-present</b>	Director, Órla Cronin Research Ltd
<b>1997 – 2003</b>	Consumer Scientist, Unilever Research & Development
<b>Spring 2000</b>	R&D manager (secondment), Unilever Argentina
<b>May-Sept 1997</b>	Volunteer teacher, Janajagriti School, Kundule, Nepal
<b>1995-1997</b>	Postdoctoral Researcher, University of London Institute of Education Centre for Biography & Social Policy, University of East London Health and Education Research Unit, University of London Institute of Education
<b>1992-1995</b>	Associate Lecturer, Social Psychology, The Open University
<b>1991-1992</b>	Research Associate, Department of Psychology, University of Southampton

## Sample publications

Additional publications, conference papers and posters can be seen at [www.orlacronin.com](http://www.orlacronin.com)

### Peer reviewed journal articles & book chapters

- Woodcock, A., Cronin, Ó., Forde, S. (2012). Quantitative evidence for the benefits of Moving the Goalposts, a Sport for Development project in rural Kenya, *Evaluation and Program Planning*, 35(3).  
<http://www.sciencedirect.com/science/article/pii/S014971891200002X>
- Bliss, J., Ogborn, J., Cronin, Ó., Reader, W. & Tsatsarelis, H.A. (1999). Empirical abstraction and imaginative denial of rules. In Bliss, J., Saljo, R. & Light, P. (Eds). *Social and Technological Resources for Learning*. Oxford: Pergamon Press.
- Cronin, Ó. (1997). The psychology of the photograph. In J. Prosser (Ed.) *Image-based research: A sourcebook for qualitative researchers*. London: Falmer Press.
- Memon, A., Cronin, Ó., Eaves, R. & Bull, R. (1996). An empirical test of the mnemonic components of the Cognitive Interview. In G.M. Davies, S. Lloyd-Bostock, M. McMurrin & C. Wilson (Eds.). *Psychology, law and criminal justice: International developments in research and practice*. Berlin: De Gruyter. p. 135-146.
- Cronin, Ó. & Gale, A. (1996). Photographs and the therapeutic process. *Clinical Psychology Forum*, 89, 22-24.
- Cronin, Ó. & Gale, A. (1995). Phototherapie: Ein kritischer Überblick. *Integrative Therapy*, 3-4, p. 245-264
- Cronin, Ó. (1992). Helping children to recall. In *Investigative Interviewing with Children*, pp 35-37. Milton Keynes: OUP.

### Patents

- Cronin, Ó., El-Deredy, W., Harbron, C. G., Hayet, M. & Patel, S. (2001) Textual data. European Patent EP1271341

### Conference papers and posters

- Woodcock, A. & Cronin, Ó (2010). A new monitoring and evaluation toolkit for sport for development projects. Paper presented at the British Psychological Society Annual Conference 2010, 14-16 April 2010. Stratford-on-Avon, UK.
- Woodcock, A. & Cronin, Ó. (2009) Monitoring & evaluation toolkit for sport for development: Empowering projects to conduct internal evaluation. Up2Us National Conference, Chicago, October 2009 .
- Woodcock, A., Leman, P., Cronin, Ó., Porta, I., Noreisch, M. & Madonda, E. (2008) Perceived benefits of participation in sports projects: the views of young people on three continents. Poster presented at the British Psychological Society Annual Conference, Dublin, Ireland, April 2008. (winner of best poster prize).

- Woodcock, A., Leman, P., Davis-Gill, S., Cronin, Ó., Porta, I., Noreisch, M., & Madonda, E. (2007). Impact of Participation in Sport-Focused Projects on the Lives of Young People in Europe, Africa & South America. Paper presented at the International Society for Quality-of-Life Studies Annual Conference, San Diego, December 2007.
- Stubenitsky, K. and Cronin, Ó. (2005). Applying learnings from children's nutrition education & health promotion intervention studies to promote food products for children within a realistic purchase environment. Poster presented at the Fourth Annual Conference of the International Society of Behavioral Nutrition and Physical Activity, Amsterdam, June 2005.
- Cronin, Ó. (1995). Mining the family archive: The use of the family photographic collection in the family's construction of reality. Paper presented at the Theoretical Archaeology Group Conference, November, 1995.
- Cronin, Ó. (1995). The Meaning and Functions of Family Photographic Collections. Poster presented at the British Psychological Society Social Psychology Section Annual Conference, September, 1995.
- Cronin, Ó. and Gale, A. (1994). The psychological significance of family photographs. Paper presented at the British Psychological Society Undergraduate/Postgraduate conference, March 1994.
- Cronin, Ó. and Gale, A. (1993). Mirrors and prisms: Lay theories of photographic meaning. British Psychological Society London Conference Abstracts, p. 3.
- Memon, A., Cronin, Ó., Eaves, R. and Bull, R. (1992) An empirical test of the mnemonic components of the Cognitive Interview. Paper presented at the Third European Conference of Law and Psychology, September, 1992.
- Küpper, B., Cronin, Ó., Eaves, R., Memon, A. and Bull, R. (1992). The Cognitive Interview: Scoring recall. Poster presented at the Third European Conference of Law and Psychology, September, 1992.
- Cronin, Ó. Memon, A., Eaves, R., Küpper, B. and Bull, R. (1992). The Cognitive Interview: A child centred approach? Poster presented at the NATO Advanced Study Institute: The Child Witness in Context: Cognitive, Social and Legal Perspectives, La Lucca, Italy. May 1992.
- Memon, A., Cronin, Ó., Eaves, R., Küpper, B. and Bull, R. (1992). The Cognitive Interview and child witnesses. Paper presented at the NATO Advanced Study Institute: The Child Witness in Context. La Lucca, Italy. May 1992
- Memon, A., Cronin, Ó., Eaves, R. and Bull, R. (1992). The Cognitive Interview and Child witnesses. Paper presented at the second annual conference of the BPS Division of Criminological and Legal Psychology, March, 1992.

## **Clients**

Accord Ireland • All Hallows College, Dublin City University • Alliance for Cancer Prevention • Aquamen Social Technologies • Amandla • Amnesty International • BBC Children in Need • Bola Pra Frente • BOND • Breds Treasure Beach Foundation, Jamaica • British Library Development Studies, Institute of Development Studies, University of Sussex • Camden Council • Camden & Islington Public Health • Child UK • Capoeira Alafia, Jamaica • Coaching for Hope • Comic relief • Cranfield Trust • Delta Cultura Cabo Verde • Devon & Cornwall Constabulary • Dorset County Council • Embassy of the Kingdom of the Netherlands • Fight for Peace International • Greensquare Group • Gol de Letra • Goodbusiness • Grassrootsoccer • Barefoot Guides • Bread for the World • Intrac • ICA:UK • Institute of Cultural Affairs International • Institute of Development Studies, University of Sussex • International Platform for Sport and Development • Intrac • Inverclyde HSPC • Killaloe Diocese, Ireland • Lancaster University • Laureus Foundation • Lawyers without Borders • Leadership Development for Schools • Limerick Youth Service • Little Champs (Cape Town, SA) • Liverpool Active Cities • Liverpool John Moores University • Liverpool NHS Trust • London Borough of Camden • Magic Bus • Mathare Youth Sports Association (Nairobi) • Mencap Cymru • Moving the Goalposts (Kilifi, Kenya) • NCVO Charities Evaluation Service • Manchester Metropolitan University • NHS Knowsley • Ocean Youth Trust North West • Open University of Catalunya • Peace Players International South Africa • Royal National Institute for the Blind • Royal

Holloway University of London • Rugby Football Foundation • Sakharov Centre for Armenian Human Rights • Shelter • Skillshare International • Southampton Solent University • Southern Hemisphere • Spirit of 2012 • Staffordshire County Council • Streetfootballworld • streetgames • Swiss Academy for Development • Cooperatives UK • The Brooke • The Donkey Sanctuary • The Prince's Trust • Timebank • Transparency International • United Nations E-Volunteers • University College Cork • University College Dublin • Wikimedia Foundation • Wolverhampton Voluntary Service Council • Women's Environmental Network • WWF • Youth Sports Trust • Zebra Collective •

### **Collaborations, memberships & networks**

- Associate Fellow of the British Psychological Society ([www.bps.org.uk](http://www.bps.org.uk) )
- Fellow of the Royal Society of Arts ([www.thersa.org](http://www.thersa.org) )
- Volunteer facilitator for Barefoot Guides (<http://www.barefootguide.org/> )
- Volunteer sail trainer (Ocean Youth Trust, CatZero Hull)