

CV: Dr Órla Cronin

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Areas of expertise

- Facilitating meetings and workshops (face to face, virtual and hybrid) e.g. strategy development, project planning, learning reviews, Theory of Change
- Consultancy, training and mentoring in monitoring, evaluation, research and learning
- Training in | face to face, virtual and hybrid facilitation | monitoring, evaluation, research and learning | qualitative data analysis (delivered face to face or virtually)

Current position and roles

Director, Órla Cronin Research Ltd since 2003

Other roles:

- Member of Framework collective (www.framework.org.uk)
- Associate trainer with:
 - INTRAC (www.intrac.org)
 - ICA:UK (www.ica-uk.org.uk), a charity specialised in facilitation & facilitation training
 - NCVO Charities Evaluation Service <https://www.ncvo.org.uk/component/tags/tag/charities-evaluation>
 - BOND
- 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

Monitoring, evaluation and learning frameworks and strategies

Órla specialises in supporting organisations to develop and implement their own MEAL systems, by providing consultancy,

facilitation and training. Recent clients in the area of capacity building include:

- As an associate of InFocus, collaborator on an extended team responsible for designing, facilitating and reporting annual learning hub events for **Spirit of 2012** (Olympic legacy) grantees, UK. Also responsible for evaluation of 2 grantees in small voluntary organisations
- 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** provided **research support** for a variety of projects, including the InFocus **M&E Framework** which 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 was launched to all 180 grantees in the Laureus portfolio.
- Developed 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 convener - 600 member organisations); Streetfootballworld (HQ), Berlin (Network convener - 83 member organisations); Amandla Edu Football,

South Africa; Grassrootsoccer (Football for Hope Centre), South Africa

- Supporting the **Mozilla Foundation** foundation to develop a MEL framework for its Trustworthy Artificial Intelligence theory of change across several grantee portfolios, including Fellowships and Awards, Africa Mradi and Responsible Computer Science.
- **Comic Relief's 'Girls in Gangs'** project. Co-leading a team of five Learning Co-ordinators, in partnership with Southern Hemisphere Consultants, South Africa, with direct responsibility for 2 UK projects (providing consultancy on MEAL challenges. Also provided co-facilitation of learning (online and face to face) across all projects (UK, Colombia, South Africa) over 3 years. This initiative was provided by Comic Relief to support the development of MEAL capacity in their grantees. Documented in Lomofsky, D. and Grout-Smith, J. Learning to learn: The experience of learning facilitation for grantees of Comic-Relief-funded projects. African Evaluation Journal, 8,1.
- **DFID/ Institute of Development Studies** AURA project (African Universities Research Approaches (AURA) Capacity Development Programme (role was particularly focused on diagnostic development for teaching and research capacity, and facilitating a needs assessment with the Kenyan 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 MEAL capacity in selected chapters, and an evaluation of the annual capacity building plan.

Data collection, qualitative & 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**.
- 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.

- 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.
- 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.

Training experience

- Delivering training in monitoring, evaluation and learning as an associate of **NCVO Charities Evaluation Service (BBC Children in Need** grantees, **Macmillan** grantees) over 8 years
- Designing and delivering training in monitoring, evaluation and learning, independently and on behalf of **INTRAC** (via a virtual & blended learning environment) over 5 years
- Delivering monitoring and evaluation training on behalf of **BOND** over 2 years
- Delivering **facilitation training** (in face to face, virtual and hybrid environments), independently and on behalf of **ICA:UK**, to a wide variety of clients, including Wilton Park (a not for profit executive agency of the UK Foreign and Commonwealth Office), Initiatives of Change (Caux, Switzerland), staff at universities of Durham, Leeds, Manchester Metropolitan, and many many more over 20 years
- Designing and delivering **qualitative data analysis** training, independently for a variety of UK voluntary sector clients, including London Borough of Camden and many more over 10 years

Education and Qualifications

2018	Masters in Creative Writing (distinction), University of Manchester
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

2003-present	Director, Órla Cronin Research Ltd
1997 – 2003	Consumer Scientist, Unilever Research & Development
Spring 2000	R&D manager (secondment), Unilever Argentina
May-Sept 1997	Volunteer teacher, Janajagriti School, Kundule, Nepal
1995-1997	Postdoctoral Researcher, Science & Technology Group, University of London Institute of Education

Clients

Accord Ireland · All Hallows College, Dublin City University · Alliance for Cancer Prevention · Aqumen Social Technologies · Amandla · Amnesty International · BBC Children in Need · Biophorum · Bola Pra Frente · BOND · Breds Treasure Beach Foundation, Jamaica · Barefoot Guides · Bread for the World · Camden Council · Camden & Islington Public Health · Child UK · Capoeira Alafia, Jamaica · Christian Aid · Coaching for Hope · Comic relief · Cranfield Trust · Delta Cultura Cabo Verde · Devon & Cornwall Constabulary · Dorset County Council · Dokuz Eylül University · Embassy of the Kingdom of the Netherlands · European Monitoring Centre for Drugs and Drug Addiction · Fight for Peace International · Foreign, Commonwealth and Development Office · Global Canopy · Greensquare Group · Global Health Network (MESH) · Gol de Letra · Goodbusiness · Grassrootsoccer · NHS Health and Care Research Wales · Initiatives of Change, Caux · Intrac · ICA:UK · Institute of Cultural Affairs International · Institute of Development Studies, University of Sussex · International Platform for Sport and Development · Interact · Intrac · Inverclyde HSPC · Killaloe Diocese, Ireland · Kings Colleg London · 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) · Medecins sans Frontieres · Mencap Cymru · Moving the Goalposts (Kilifi, Kenya) · NCVO Charities Evaluation Service · Manchester Metropolitan University · NHS Knowsley · National Institute of Health Research (NIHR) · NHS Biomedical Research Centre · Ocean Youth Trust North West · Open University of Catalunya · The Oxford Trust · Peace Players International South Africa · PICUM · Ren21 · Royal National Institute for the Blind · Royal Holloway University of London · Royal Society · Royal Society of Engineering · 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 Oxford Trust · The Prince's Trust · Tearfund · Timebank · Transparency International · United Nations E-Volunteers · University College Cork · University College Dublin · University College London · Wikimedia Foundation · Wilton Park · 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)
- Fellow of the Royal Society of Arts (www.thersa.org)
- Volunteer facilitator for Barefoot Guides (<http://www.barefootguide.org/>)
- Volunteer sail trainer (Ocean Youth Trust, CatZero Hull)

Languages

English	Native
Spanish	Fluent
French	Fluent

Sample publications

Additional publications, conference papers and posters can be seen at 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/S01497189120002X>
- 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. McMurran & 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.

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.

framework

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.

Patents

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