

Russell Webster
98 Kenilworth Gardens
Hornchurch
Essex
RM12 4SG

21 April 2009

Dear Russell,

As requested the section below is a testimonial on the Independent Evaluation Phases 1-3 you have undertaken for the Croydon Enterprise Programme. Please use these comments for marketing purposes and include my name as the named contact for the testimonial.

Please note that this letter is not a reference. If you do require a reference in the future the person/organisation requesting the reference should contact me separately.

Testimonial for Russell Webster

'The Croydon Enterprise programme is a five year, £40.3m operation with a strong emphasis on performance monitoring as a way of delivering the intended outcomes and best value for money. This approach is also designed to improve the programme's strategic focus and a better fit with the revised Delivery Strategy.

Performance monitoring is built into the programme, but we also wanted an independent of review of its effectiveness and to give a strategic steer for the future. This was the package of work awarded to Russell Webster.

It was a big job – 17 projects with a total value exceeding £4m were to be reviewed. Several hundred individuals – 'beneficiaries' – had received support from the projects and we required robust data on the effectiveness of these interventions. This involved a considerable amount of fieldwork. This is the brief we put out to tender in two tranches.

Our advertisements for this work attracted considerable interest. Thirty organisations submitted bids for the second tranche alone. We worked up a short-list from the proposals submitted and invited four companies to interview. Russell Webster's proposal and performance at interview made him a clear choice and we have been very satisfied in all the work he has done for us. He has also been invited to present his reports to the programme's advisory board who found his insight invaluable.

Russell's great skill is in drawing out insightful information from all the interviews conducted and to present the information in clear and authoritative reports, both oral and verbal. His independent evaluation has enabled us to not only form a very clear picture of the programme's achievements, but also to refine future work so that it better delivers our aims.'

If you have any queries regarding the above please do not hesitate to contact me and many thanks for all your work.

Yours sincerely

Anesa Kritah
Evaluation Manager
Croydon Enterprise Programme