

EVALUATION OF INITIATIVES – DECEMBER 2009

Office	Date	Event	No of Registration applications taken	Cost per application	Comments
Ballymena	3 December	Information event for banks and financial institutions	0 received but 450 registration forms taken to be distributed to customers.	N/A Overall cost of event £138.21	I feel this was a very worthwhile exercise for both Financial Institutions and ourselves. We learned from each other and how we could work better together in a more professional way for the benefit of applicants.
Ballymena	8 December	An Munia Tober Registration / ID Clinic	11 registration and ID applications	£12.20	I feel that it was more a PR exercise helping the Travelling Community Development Officer but due to the long distance to travel, it proved a very expensive day. The morning was well organised by An Munia Tober. They went door to door the previous evening advertising the event and encouraging attendance. I believe an afternoon clinic would have proved more popular as the majority of applicants turned up after 12 noon.