# **EVALUATION PLAN to be completed by Trust for London grant recipients[[1]](#footnote-1)**

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| **Name of Organisation** |  |
| **Your key clients/user group** |  |
| **Date** |  |
| **Your name** |  |

**The purpose of this evaluation plan is for you to tell us about:**

* Who you work with and the challenges they face, or who your target audience is for your campaigning work.
* What your organisation does, for example, what activities, services and products you provide for your users / to your target audiences.
* The results – changes, learning, benefits or other effects – you hope will happen for your users / target audiences (outcomes).
* If not attending NCVO training, you can submit a plan in an alternative format – providing it covers this information.

**Before you complete this evaluation plan we suggest you:**

* re-read your notes from the training that you attended delivered by NCVO.
* refer back to your application to Trust for London.

**There are five tables to complete in this plan.**

**Table 1**: please identify a learning question/s that you would like to be able to answer at the end of your project.

**Table 2**: identify the challenges/issues/problems faced by your service users/beneficiaries/target audience, and what the impact will be if these challenges are resolved.

**Table 3**: identify the challenges/issues/problems faced by your service users/beneficiaries/target audience, and what the impact will be if these challenges are resolved.

**Table 4**: select between **3 and 5 most important outcomes of your work** that you have listed in Table 2 and tell us what will evidence that you have achieved these priority outcomes. If you involve people with first-hand experience in the design and delivery of your work, one of your outcomes should be related to that.

**Table 5:** please identify what information collection tools you will use to collect evidence against your outcome indicators.

If you have any questions, please contact Trust for London.

## **TABLE 1– LEARNING QUESTION(S)**

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| **LEARNING** |
| Please use a few sentences to describe what you want to learn as part of delivering this work. *(For example, ‘we would like to know what works in engaging and influencing local government’ OR ‘we would like to know if opening our advice line between 5-7pm attracts more enquiries’)* |

## **TABLE 2 – PROBLEMS AND IMPACT STATEMENT**

Use the space below to tell us (1) what problems/challenges/issues your clients/target audience face. For example, Latin American women in Lambeth in work aren’t able to afford their basic needs (2) What impact you want your work to have, in the long term, for example, more Latin American women are in jobs paying at least London Living Wage.

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| **Challenges / issues / problems faced by your target audience/beneficiaries** |
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| **IMPACT STATEMENT:** |

## **TABLE 3 – ACTIVITIES AND OUTCOMES**

**Record the activities,**  services and products that your organisation delivers or provides to your client group, service users or target audiences.

**Outcomes** are all the changes, benefits, learning or other effects that take place as a result of your activities and service delivery. It is important to include only outcomes which the organisation can reasonably control or make happen including intermediate outcomes i.e. steps along the way to the end outcome.

When you have identified your activities and outcomes, enter them in the table below adding additional rows as required:

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| Activities*E.g. workshop on job opportunities* | **Outcomes**  *E.g.**users have increased knowledge of the job market* |
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## **TABLE 4 – OUTCOMES AND OUTCOME INDICATORS**

**Please select between three and five\* most important outcomes from those detailed above and list them in the first column. You then need to identify outcomes indicators for each one.**

**\*Smaller organisations may wish to focus on three outcomes. Please speak to your grant manager if you need clarity on this.**

**Outcomes** - all the changes, benefits, learning or other effects that take place as a result of your activities and service delivery. It is important to include only outcomes which the organisation can reasonably control or make happen including intermediate outcomes i.e. steps along the way to the end outcome.

**Outcome indicators** - what you measure against to collect evidence of the extent to which you have achieved your outcomes. They help you to demonstrate progress towards meeting your specific aims. They can be quantitative or qualitative. They should be stated neutrally e.g. level of knowledge on job opportunities.

**Involving people with first-hand experience:** If you involve people with first-hand experience of the problem you address in the design and delivery of your work, one of your outcomes should be related to that, ie what outcomes are you expecting from their involvement? *(For example, ‘Increased community involvement in local decision-making process’ OR ‘Temporary tenants come together to campaign for changes in local housing policies’)*

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| **Outcomes**  ***E.g. users have increased knowledge of the job market*** | **Outcome indicators**  ***E.g. range of places users seek work from***  **NB There may be more than one indicator for each outcome** |
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## **TABLE 5 – TOOLS FOR DATA COLLECTION**

You may already have tools in place, or you may need to design some. Please complete the following table identifying the main tools you will use to collect evidence for the outcomes indicators you have outlined in Table 4. For example, a self-complete questionnaire, a focus group etc. Remember you can use one tool to capture several indicators.

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| **TOOLS** |
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| **Additional Notes** |
| Please use this space for any additional notes if needed |

1. Revised version Feb 2022 [↑](#footnote-ref-1)