

HOW TO GUIDE: EVALUATING YOUR ACTIVITY

Evaluating or assessing an activity or project has a number of benefits, including:

- It helps you to think through the issue you want to tackle
- It shows you how you are doing and how you can improve
- It can help you plan what you are going to do next
- It can support you to attract further funding
- It can help you tell others what you are doing and raises awareness in the local community

Assessing what you have done doesn't have to be complex or difficult but it's important to know how your activity or project has gone, whether you have achieved your original goal and if what you are doing is working, so that you can monitor and if necessary, adjust what you do.

Start by asking some of these questions:

- What need is the idea or activity meeting?
- What issues are trying to address?
- Who benefits from the activity or idea?
- What do you (and others) do that makes a real difference?
- What were the original goals or aims?
- How will you know if you've achieved them?
- Are there external people or groups that need to know about your findings?

Collecting the answers to these questions doesn't have to be time-consuming or complicated. Having a well-placed comment box or board at an activity or event can help to gather valuable feedback. Use methods that are appropriate to the idea or activity. For example, if you have organised an activity such as a litter pick, beach clean or green space clear up could you use photographs or videos to show progress? If your activity is longer-term, do you need to ask participants to complete a regular survey or questionnaire?

The best way of getting feedback is usually by speaking to people directly and these conversations can sometimes reveal specific anecdotes or stories which are useful to record. Consider how you might do this sensitively and appropriately, bearing in mind that if you are going to share them, you will need the permission of the person sharing them. Don't forget if you are collecting people's personal details you will need to follow the GDPR regulations. You can find more information in our [GDPR fact sheet](#).



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Don't collect too much information as it can be overwhelming to try to bring it together. Work out what it is telling you, for example have you reached your goals, does it highlight any specific achievements or have there been any unexpected results? If it has highlighted any problems, do you need to do anything differently or is it because you have moved away from your original aims?

Once you have all your findings, then share it with others. Depending on what you want to share will determine how you do this. For example if you simply want to tell people how well you have done in a local pick, then a simple social media post with before and after picture might be the best way of sharing your success. If your activity was a little more complex, for example a lunch club, you may want to put an article in the local newsletter or press to give some background and to encourage more to join in.

If you can be imaginative in the way that you collect your feedback, it can help to generate interest in what you are doing and tell others of what you have achieved.



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