Sport England’s Evaluation Framework is a step-by-step guide to measuring and evaluating your project – but if you’re new to evaluation, short on time, or just want a quick reference, this accessible summary is the place to start.

**Good evaluation helps you improve your project, and prove how effective it is.** This helps you provide a better service for the people using it, and attract more funding and support in the future. For Sport England it provides further evidence of the benefits of being active – including the Government’s five Outcomes for Sport – and the best way to achieve them.

The steps below take you through a project evaluation from start to finish. Begin Step 1 as soon as you start designing your project (or writing your funding application), so that evaluation is built into your project and runs alongside it.

TIP: How you complete each task is up to you and will depend on the time, resources and expertise you have available. For example, the first task in Step 1 might be a discussion, a meeting, a series of workshops or even a piece of research. Our advice is: keep it proportionate, and make it work for you.

<table>
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<tr>
<th>Step</th>
<th>Description</th>
<th>✔ Essential tasks</th>
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| 1    | Define your project | - Set out what you want to achieve (your project objectives)  
- Agree what changes (outcomes) will lead to your objectives  
- Agree what you will do or deliver to cause these changes  
- Use evidence, insight and partner views to develop your project  
- Confirm your final project design |
| 2    | Set your evaluation goals | - Set your evaluation objectives: what questions will it answer?  
- Consider how (and with whom) you want to use the findings  
- List the things you will measure that will indicate project success  
- Identify anything else you hope to learn (learning goals) |
| 3    | Agree the scope | - Scope out an evaluation balanced to your resources and needs  
- Decide whether to manage it yourself, or find external support* (*If you do, work with them on Steps 4-6, and revisit Steps 1-2)  
- Confirm your evaluation budget |
| 4    | Plan your data collection | - Specify what you will collect to fulfil your evaluation objectives (aim for a mix of numerical data and descriptive information)  
- Choose how, when and where you will collect it (your method)...  
- ...and select what ‘tools’ you will use, such as questionnaires  
- Set up any software or systems you will use to store data  
- Check your data collection and storage will comply with GDPR |
| 5    | Collect the data | - Create, sign-off and issue your data collection tools from Step 4  
- Confirm data collection arrangements with your staff  
- Collect the data (using your method from Step 4)  
- Gather or group your data as needed, e.g. onto a spreadsheet  
- Analyse your data to see what it tells you |
| 6    | Use the findings | - Use what you learn to adapt delivery and improve your project  
- Review data regularly to track your project’s progress  
- Report essential data, e.g. to your funder or internally  
- Tailor and share findings externally to show success and learning |

Visit our full framework for more guidance, a glossary and resources including Question Banks for Adults and Children.

If you have comments, questions or feedback, please email us at se.evaluation@sportengland.org. Thank you! ☺️