

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.**

Step	Description	✓ Essential tasks
1 Define your project	This is your foundation: describe your project, why it's needed, what you want to achieve, and how you will do it.	<input type="checkbox"/> Set out what you want to achieve (your project objectives) <input type="checkbox"/> Agree what <i>changes</i> (outcomes) will lead to your objectives <input type="checkbox"/> Agree what you will do or deliver to cause these changes <input type="checkbox"/> Use evidence, insight and partner views to develop your project <input type="checkbox"/> Confirm your final project design
2 Set your evaluation goals	Identify and prioritise the most important things you need to measure and evaluate, and what else you hope to learn.	<input type="checkbox"/> Set your evaluation objectives: what questions will it answer? <input type="checkbox"/> Consider how (and with whom) you want to use the findings <input type="checkbox"/> List the things you will measure that will indicate project success <input type="checkbox"/> Identify anything else you hope to learn (learning goals)
3 Agree the scope	Decide on the size and scope of your evaluation, whether you need external support, and your available budget.	<input type="checkbox"/> Scope out an evaluation balanced to your resources and needs <input type="checkbox"/> Decide whether to manage it yourself, or find external support* <i>(*If you do, work with them on Steps 4-6, and revisit Steps 1-2)</i> <input type="checkbox"/> Confirm your evaluation budget
4 Plan your data collection	Finalise precisely what data and information you need, and choose which methods, tools and systems you will use to collect it.	<input type="checkbox"/> Specify what you will collect to fulfil your evaluation objectives (aim for a mix of numerical data and descriptive information) <input type="checkbox"/> Choose how, when and where you will collect it (your method)... <input type="checkbox"/> ...and select what 'tools' you will use, such as questionnaires <input type="checkbox"/> Set up any software or systems you will use to store data <input type="checkbox"/> Check your data collection and storage will comply with GDPR
5 Collect the data	Confirm the practical steps you will take to develop and distribute your tools; then collect, collate and analyse your data.	<input type="checkbox"/> Create, sign-off and issue your data collection tools from Step 4 <input type="checkbox"/> Confirm data collection arrangements with your staff <input type="checkbox"/> Collect the data (using your method from Step 4) <input type="checkbox"/> Gather or group your data as needed, e.g. onto a spreadsheet <input type="checkbox"/> Analyse your data to see what it tells you
6 Use the findings	Use and share what you have learned, to improve delivery, show your impact and help your organisation and others.	<input type="checkbox"/> Use what you learn to adapt delivery and improve your project <input type="checkbox"/> Review data regularly to track your project's progress <input type="checkbox"/> Report essential data, e.g. to your funder or internally <input type="checkbox"/> 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! 😊