
Evaluating Activities

1. The activities in your church's Action Plan

Your church's Action Plan for Stage 2 of Inspired Futures sets out the activities which are planned to take place. However, your Action Plan may have changed somewhat since Stage 2 of Inspired Futures started. If so, keep a record of why the activities have changed, and the decisions for choosing the new activities.

Heritage Lottery Fund grants are based on outcomes for:

- Heritage
- People (individuals)
- Communities

Outputs are things which happen as part of the Inspired Futures project.

Outcomes are what happen as an immediate result. The expected outcomes were stated in the Action Plan; unexpected outcomes may also happen.

Impacts are what happen after a longer period of time

Outputs = for example:

- 2 new "Church Open" signs created

Outcomes = for example:

- More visitors visit the church (expected)
- More new visitors visit, who have never been to the church before (expected)
- Some new visitors start attending church regularly (unexpected)
- Some local residents offer to help out with church maintenance jobs (unexpected)

Impacts = for example:

- Increase in number of visitors leads to increase in donations to the church
- Larger congregation
- Larger pool of people to help maintain the church

The outcomes for your church's project are set out in its Action Plan. The baseline data has already been collected via the Baseline Evaluation Spreadsheet which your church will have completed with one of the Inspired Futures team. The formative and summative evaluation will show whether or not the expected outcomes were achieved, and whether any unexpected outcomes happened.

2. Plan the outcomes

First of all, decide what you want the **outcomes** of your activity to be – what do you want people to get out of it, or do as a result of taking part? This will be the focus for your evaluation questions.

You can base your outcomes on the Generic Learning Outcomes (see more on the **Generic Learning Outcomes**):

- Knowledge, Understanding
- Skills
- Enjoyment, Inspiration, Creativity
- Attitudes and Values
- Activity, Behaviour, Progression (i.e. what will you do as a result of this activity?)

Section 6 of the HLF Evaluation Guidance explains more about the GLOs and gives some sample questions – but adapt these to your own activities.

For example, planned outcomes for a churchyard wildlife event may be:

Generic Learning Outcome	Planned outcome for churchyard wildlife event: People learn about:
Knowledge, Understanding	<ul style="list-style-type: none">• Habitats• Animals, birds and plants in the churchyard• History of the churchyard
Skills	<ul style="list-style-type: none">• How to do a wildlife survey• How to identify plants in the churchyard
Enjoyment, Inspiration, Creativity	<ul style="list-style-type: none">• People enjoy the session• People make bird boxes, bee hotels, etc
Attitudes and Values	<ul style="list-style-type: none">• People understand the wildlife value of the churchyard• People understand that they can play a part in looking after the churchyard
Activity, Behaviour, Progression	<ul style="list-style-type: none">• People volunteer to help with churchyard maintenance

2. Ask the questions

Make the evaluation an integral part of your activity, for example:

- Churchyard wildlife event:

- Ask people at the beginning, how much they know about wildlife they might find in the churchyard:
- Ask people to stand in a line with “nothing” at one end and “lots” at the other, to represent how much they know. Photograph them, and do the same at the end of the activity to see how people’s knowledge has changed.
- Use tokens to vote on options
- Ask people to take photos of things which interest them and upload them to the church’s Facebook page, or email them to the project team who create a photo collage or annotated map of the churchyard
- Ask everyone to complete a short set of questions at the end of the event, before they leave
- Give people the opportunity to volunteer to help look after the churchyard in the future, for example

Asking people about their knowledge at the beginning of the session also helps the leader know at what level to pitch the activity.

See also [Making Good Surveys](#) and [Question Templates](#)

Remember to gather demographic data about everyone who attends – see [Data Required for the HLF Questionnaire](#).

3. Analyse the responses

See [Analysing Responses using Excel and Survey Monkey](#) and [Analysing Qualitative Data](#)

4. Reporting and planning

Once the responses are analysed and written up (it can be in note form), you can use the results to plan future activities. Build on things which went well, and if something wasn’t very successful, consider how it could be improved for the future or, if necessary, plan not to do that particular activity again. See also [Reporting on Findings](#).