

In order to measure the performance of your project and understand the difference you are making, we recommend that you use some indicators. These are sometimes referred to as KPIs or Key Performance Indicators. It is worth thinking about indicators at this stage and setting out your plans for measuring the performance of your project in your Stage 2 submission.

Evaluating performance comes down to answering three key questions:

- How much did we do? The amount or **quantity** of project activity
- How well did we do it? The **quality** of project activity
- What difference did we make? The **effect** a project's activities have had on its beneficiaries

Indicators are used to evaluate the success of a particular activity. Choosing the right indicators is reliant upon having a good understanding of what's important and knowing what kind of information people will be interested in when you share your findings.

To answer these questions, a project needs to identify **performance measures** that will enable your evaluation activity to judge the quantity, quality and effect of project activity over time.

Linking your indicators to Create your Space programme outcomes

When you consider the indicators for your specific project it is a good idea to consider the overarching programme outcomes for Create your Space to help you focus on measuring activities that relate directly to what the programme has set out to achieve. For each of the programme outcomes you should aim to develop a few indicators so that you can measure progress against.

Create your Space Programme Outcomes

- People are fully involved in shaping the transformation of their local outdoor spaces and genuine strong partnerships have been formed between local people and organisations
- By enabling people to transform the way they view and use outdoor spaces, they will:
 - Have the confidence and ability to influence and get involved in decisions about their communities with more control over their local environment
 - Have a greater understanding and appreciation of the value of outdoor spaces, in particular their contribution to health and well-being, and the potential for creating sustainable business, jobs and leisure opportunities.
- As a result of the programme and what communities learn, organisations and communities will have the confidence and desire to take further action, to get involved in activities that improve their local communities.

The Create your Space projects have a great opportunity to demonstrate how its activities are contributing to the *ethos* of the national indicators of the Well-being of Future Generations (Wales) Act 2015. It is important to note here that projects can decide for themselves how and what they measure and do not have to adhere to the technical indicators of the Welsh Government.

There are three national Future Generations indicators which all Create your Space projects should be able to contribute to. These are:

Well-being of Future Generations (Wales) Act - Core Indicators for the Create your Space programme

No: Description:

- | | |
|----|--|
| 26 | Percentage of people satisfied with local area as a place to live |
| 27 | Percentage of people agreeing that they belong to the area; that people from different backgrounds get on well together; and that people treat each other with respect |
| 43 | Areas of healthy ecosystems in Wales |

In addition, there are also a number of other Future Generations indicators which may be relevant to your projects and that you feel you'll be able contribute to, for example:

- 3 Percentage of adults who have fewer than two healthy lifestyle behaviours
- 12 Capacity (in MW) of renewable energy equipment installed.
- 23 Percentage who feel able to influence decisions affecting their local area
- 28 Percentage of people who volunteer
- 29 Mean mental well-being score for people
- 30 Percentage of people who are lonely
- 40 Percentage of designated historic environment assets that are in stable or improved conditions.
- 44 Status of Biological diversity in Wales
- 46 The social return on investment of Welsh partnerships within Wales and outside of the UK that are working towards the United Nations Sustainable Development Goals.

More information can be found in The Fund's 'Create your Space Outcomes and Monitoring Guidance'.

This may sound like quite a complex task but it is probably easier than you might think. It is worth spending time on getting this right from the outset so that you lessen the burden of collecting monitoring information and you can be safe in the knowledge that you are gathering and measuring the right things!

Let's look at some examples:

Question	Examples of possible performance measures	Possible link to Future Generations Act indicators
How much did we do? (Quantity)	Number of volunteers involved (individual beneficiaries). Hectares of land now accessible for community use	28 43
How well did we do it? (Quality)	Proportion of people giving positive feedback about the quality of the environmental improvements at the open space Proportion of people giving positive feedback on activities or training sessions delivered at the open space	26 23, 26
What difference did we make? (Effect)	Proportion of local community who say they use the open space. Additional plant species and wildlife now resident (or existing ones protected) at the open space. Proportion of local residents reporting an overall improvement in personal wellbeing.	3, 26, 27, 29 44 26, 3, 29

You will see from the example that some performance measures will be easily monitored by those involved in managing and delivering your project, such as the number of activity or training sessions delivered. Others require more effort, such as the extent to which community members say that they feel more involved with and have a sense of pride over their open spaces.

Those managing and delivering the project will also have views on how well it is performing. Different research tools and techniques can be used to collect this sort of information, and more detail on how this can be done will be made available in future modules.



The results of evaluation activity come together when considering the overall results of the project.

Again, here is our example:

How much did we do? (Quantity)	How well did we do it? (Quality)
<p>1,000 volunteers were involved in this project.</p> <p>10 hectares of land have been opened up and made accessible to the local community</p>	<p>80% of local community residents are satisfied/very satisfied with the quality of environmental improvements to their community space.</p> <p>65% of participants in activity/training sessions gave positive feedback on the quality and usefulness of the activities</p>
<p style="text-align: center;">What difference did we make? (Effect)</p> <p>82% of local residents now use the open space for a variety of purposes</p> <p>2 new indigenous plant species have been introduced to the open space</p> <p>3 indigenous wild animal groups have been safeguarded at the open space</p> <p>54% of local residents report improvements in personal well-being</p>	

It is rare for an evaluation to be able to say with confidence that a project has been directly responsible for all the change in a population; it is more likely to have contributed to the change.

Evaluation discussions with other individuals and organisations such as those with environmental responsibilities or providers of services to particular groups that your project might be targeting (for example young people or disabled people) will help to explore the extent to which any change is down to the project itself, and what other contributing factors may have had an impact.

Ideally, you should aim for a mix of quantity, quality and effect indicators with at least one indicator from each category. So, for example, you may decide to have two quantity indicators, one quality indicator and two effect indicators. **Try to avoid picking too many indicators: a maximum of five would be about right.**

Next steps

- It is worth spending a little time investigating how you can try to use these types of indicators as they can potentially add value to the evidence base that you gather through your evaluation activity.
- Make sure you familiarise yourselves with the Wellbeing of Future Generations (Wales) Act and its indicators, and read through the Big Lottery Fund's Outcomes and Monitoring guidance note prepared by the Fund on its monitoring requirements so that you can develop relevant indicators. Your evaluation support adviser can provide these for you if needed.
- Once you've decided on your project indicators, further information and guidance can be sought from your evaluation support adviser. Your adviser can help you develop a more detailed description of each indicator, outline what needs to be collected for each and suggest ways you can go about doing this, including how often you should do it.