



## Top Tips



# Monitoring and evaluation

## Mission and Values



**This guide will be useful for:** organisations wishing to establish how delivering their activities meets their aims and objectives.

### What you want to achieve:

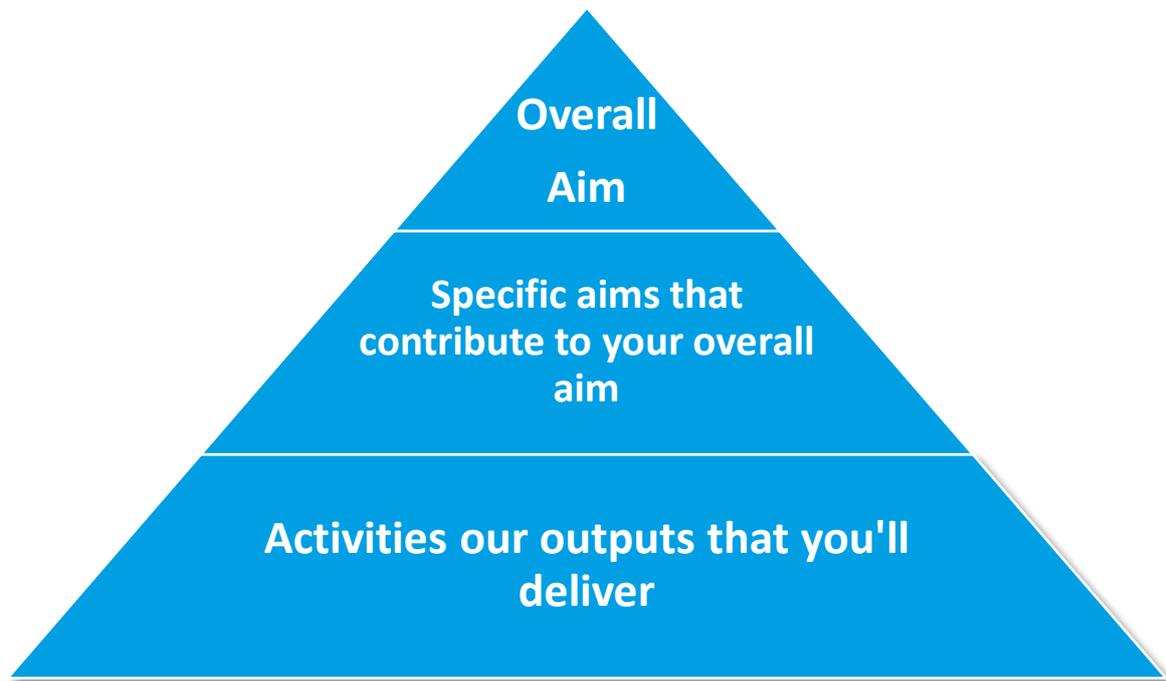
Your organisation is clear from the outset about the activities it wants to deliver and how these contribute to fulfilling your overall aims. This will make it easier to gather monitoring information and evaluate success in meeting aims and objectives. ✓

### What you'll need:

- Understanding of your vision and mission ✓
- A pyramid 'Planning Triangle' template to hand ✓
- Time set aside to think about your project / service ✓

### How you'll do it:

- Having a monitoring and evaluation framework for your project or organisation helps clarify which pieces of monitoring information to collect. Ideally, have this in place before your project starts so you can **make sure you are collecting appropriate data from the beginning.**
- It can be helpful to **include people who will be collecting the data** in developing your framework.
- Consider using a **Planning Triangle (below) or Theory of Change** to get started.



- The planning triangle starts with the overall aim – the broader, longer-term change you want your project to achieve. Starting with your overall aims helps you to **focus on the changes you want to create**, rather than the work you deliver. It links to your organisation’s mission.
- The middle of the planning triangle pyramid is the specific aims – the changes you want to create. Your specific aims are short to medium term changes you hope to bring about as a result of your work. **Include between 3-5 specific aims.**
- Your specific aims should articulate changes e.g. ‘reduce’, ‘improve’ or ‘increase’. They have to be achieved to support progress towards your overall aim. To help define your specific aims it can be helpful to think about the barriers that stand in the way of your overall aim being achieved. Then flip these barriers into **statements of positive change to become your specific aims.**
- The bottom of the pyramid is the activities and outputs – the work you do / want to do to achieve your specific aims. **These objectives should link to at least one of your specific aims.**
- Check your triangle tells a clear and realistic story / narrative of **how your organisation makes a difference in the short to medium term and the longer term.** There should be logical links between each of the 3 sections.
- **Will delivering your objectives achieve your specific aims?** If you have a specific aim that doesn’t have any objectives linked to it, are there other types of work you need to consider delivering?

- **You can now start thinking about what types of monitoring information might be helpful.** You might monitor some of your activities through comment cards, surveys, and interviews. You may want to find out how much change has been achieved and focus more on beneficiaries' perceptions of their own increase in confidence or reduction in feelings of isolation and loneliness.

---

## Connecting Communities in Wales

This top tips guide was put together as part of the Connecting Communities in Wales project run by the Community Transport Association. The project is funded through the Welsh Government Rural Communities Rural Development Programme 2014-2020, which is funded by the European Agricultural Fund for Rural Development and the Welsh Government, and aims to support community transport in Wales through creating new partnerships, bringing funding into the sector and creating new transport networks.

Find out more at [ctauk.org/cciw](https://ctauk.org/cciw)