

## How to plan a successful project



### What must I ensure when I plan my project?

You must ensure that:

- The group has a shared vision and commitment.
- You allow time to involve a wide range of people in the planning stages.
- The project builds on past achievements and efforts.
- You have a realistic picture of the current situation. This includes what is already on offer locally and what funding opportunities are available.
- The project is supported by the local community, local councillors and your local Member of Parliament.
- You plan the resources you require, including people, time, funds, equipment and other support.
- You plan ways of evaluating and monitoring the work.

### How do I identify the need for my project?

- Visit other projects and involve other organisations.
- Hold an informal community meeting to get the views of the local community.
- Carry out a needs survey and/or hold a question and answer session. Feedback your findings to those involved.
- Research statistics, other available research, case studies and other agencies delivering work.
- Use evidence from previous and existing projects.



## Your project's outcomes

You must define outcomes which relate to the aims and objectives of your project. Outcomes should be realistic, meaningful and monitored. Examples of outcomes are:

- 50 young people have increased their physical activity levels.
- There is increased awareness of benefit entitlement.

## Plan your project budget

The budget should be realistic, tailored to your specific project and include:

- office costs (including rent, telephone, heating, electricity, water, equipment and computers/printers)
- postage, printing, photocopying, internet, publicity and marketing
- staff and volunteer expenses, salaries, travel etc (volunteer time can be calculated).

## Plan your project evaluation

It is very important that you evaluate your project well. Project evaluation enables you to monitor your progress, develop your work and communicate your success. Methods include questionnaires, observations, interviews, focus groups, data analysis and satisfaction surveys. You need to choose the best ones for your project. Funders may have different evaluation requirements and you should check this at the start.

- Outcomes are the changes, benefits or learning resulting from your activities.
- Monitoring tracks your work and ensures targets and outcomes are being met.
- Aims are the overall goals you want to achieve.
- Objectives are the activities that you plan to deliver to achieve your aims.
- Inputs are things that you put into your project e.g. funding, use of a building.
- Outputs are the activities or services you deliver e.g. information packs, advice.
- Impact is the overall effect the project or activity has on a client group or community.

## Find out more

Download our full toolkit and find details of organisations that can support you at [www.wakefieldvcs.org](http://www.wakefieldvcs.org) | Telephone: 01924 367418 | Email: [ask@vawd.org.uk](mailto:ask@vawd.org.uk)

*Publication date: December 2010*



**Providing services and support for voluntary and community groups**