

Activation Evaluation Report



Name:

Organisation:

Role:

Date:

This report template is designed to capture data and information on campaign activation activities taking place in *schools, colleges, local authorities, CSPs and leisure operators*.

Overview (a short set of paragraphs)

What was your local activation aiming to achieve?

Who was involved/engaged?

What are your highlights and what were the challenges?

Activity detail

For each of the ‘Activity types’ (if appropriate), please provide the following details:

* the activity undertaken/materials used
* the partners involved and resource required
* where possible examples of numbers of people who took part; feedback from participants/ambassadors/partners; social media impact
* view on what went well, what the challenges were and what could be improved

Activity type – Marketing & Communications

Activity type – Workforce & Training

Activity type – Project design & delivery (includes community funds)

Activity type – Partnerships & Engagement

Sustainability

What’s happening now?

What are your longer term plans to embed this activity?

Assessing what you’ve learnt

Have you gained any new insight into the target audience?

From your experience what does good local activation look like and comprise?

What would you do more off? What would you do differently?

What would you advise others to do?

What more help/support do you need?