**LOGIC CHAIN EXAMPLE**

**Part 1: Context and Rationale**

This should identify the challenges the project is trying to address, the policies that already exist to tackle these challenges and what needs to happen for these challenges to be overcome.

The context should be as specific as possible, containing baseline data which tells the story of your place, community or organisation. Projects should map expected project beneficiaries.

The rationale should explain why partners have chosen to deliver a particular type of activity. It should explain why public sector funding is needed, and it should also highlight the efficiency and effectiveness of this approach compared to other ways of achieving the similar objectives.

**Part 2: Aims and Objectives**

This should set out the overall objectives of the project. As a guide, these will often reflect the outcomes projects are hoping to achieve as a result of the investment.

Effort should be made to develop objectives which are S.M.A.R.T: specific, measurable, achievable, relevant, and time-framed.

**Part 4: Project Outputs & Outcomes**

This section sets out the specific output and outcome

measures that you have selected to demonstrate the impact and achievements of your project.

The Good Growth Fund outputs and outcomes guidance should be used as a starting point to select a basket of measures which reflect the specific of your project.

This should include a number of the core Good Growth Fund output and outcome measures which will be used to assess the performance of the programme across London as a whole.

**Part 3: Project Design and Activities**

This part of the logic model sets out how the project has been designed to respond to its context and rationale.

It sets out the financial inputs required to deliver the project (including match funding), the specific activities which will be delivered, and the structures and mechanisms which will be used to deliver and govern the project.

**LOGIC CHAIN**

**Part 1: Context and Rationale**

**Part 2: Aims and Objectives**

**Part 3: Project Design and Activities**

**Part 4: Project Outputs & Outcomes**