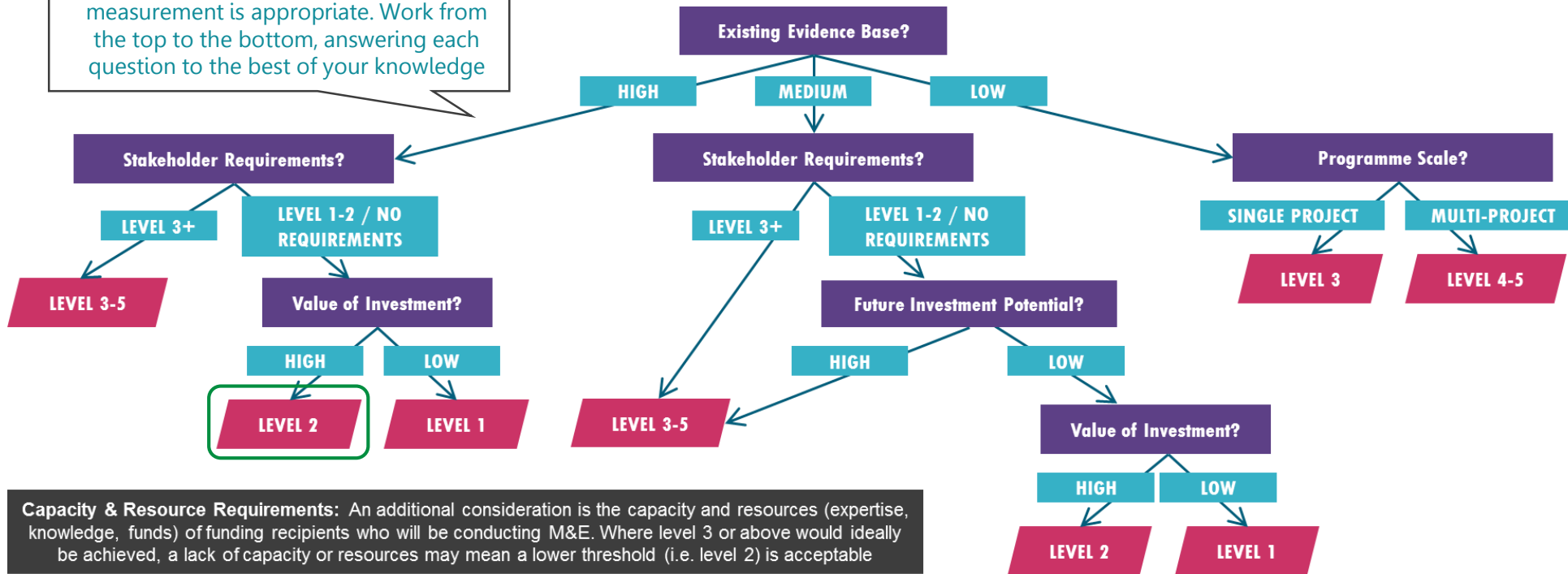


### 3/ Decide on level of M&E

#### M&E Level Decision Tree

**Overview:** Sport England has developed a **M&E level decision tree** to help colleagues and partners to decide on what the most appropriate and proportionate level of measurement is for your project.

The decision tree is intended as a guide to help you decide what level of impact measurement is appropriate. Work from the top to the bottom, answering each question to the best of your knowledge



In this example, the existing evidence base supporting the approach was high and the value of the investment was high, so level 2 was deemed an appropriate level of impact measurement for the funding programme. See the 'Data Collection Requirements' to find out what this means in terms of what data you need to collect and how you measure the impact of you work.

#### PROJECT SUMMARY

- 1) Define intervention purpose & rationale**
  - Rationale:** There is un-tapped potential in local delivery networks for tailored sport development interventions to improve physical activity levels
  - Purpose:** To drive sustainable increases in rates of sport participation amongst 14+ population
  - Approach:** Funding recipients will have flexibility to develop projects that target local needs
- 2) Identify measurement & evaluation priorities**
  - M&E audience:** Local providers, Sport England
  - Key outcomes:** Increase in regular sport participation; reduction in inactivity; improved mental and physical wellbeing of participants;
  - Learning priorities:** To evaluate the viability and effectiveness of increasing participation through local partnership working
- 3) Decide level of measurement & evaluation**
  - Level of measurement:** Level 2
  - Independent supplier required?:** Yes (CFE)
  - Resource requirements:** Sport England will pay for an impact evaluation for the funding stream
- 4) Select data collection methods and tools**
- 5) Develop and implement measurement tools**
- 6) Reflect on learning to improve delivery**

### 3/ Decide on level of M&E Data Collection Guidelines

**Overview:** The **Data Collection Guidelines** have been developed to help you identify the elements of measurement and evaluation that you will need to include in your approach based on the level of measurement you have chosen.

Type of Data Collection	Level 1	Level 2	Level 3-5
Written progress reports from project / delivery teams	Yes	Yes	Yes
Recording basic characteristics of projects and the people involved (e.g. gender, age, disability)	Yes	Yes	Yes
Recording the number of participants and attendance figures at the start of the intervention	Yes	Yes	Yes
Recording outcome measures at the start of an intervention ('baseline') (e.g. activity level, subjective wellbeing)	No	Yes	Yes
Measuring basic outputs achieved (e.g. participants, throughput / total attendances)	Yes	Yes	Yes
Measuring short-term outcomes at the end of an intervention (e.g. sustained activity level, subjective wellbeing)	No	Yes	Yes
Measuring medium and long-term outcomes after the intervention (e.g. self-efficacy, social trust)	No	No	Yes
Tracking one or more control group or setting (a similar group or setting outside of your funding stream or project)	No	No	Yes
Using an independent evaluation supplier	No	Maybe	Yes

#### PROJECT SUMMARY

##### 1) Define intervention purpose & rationale

- Rationale: There is un-tapped potential in local delivery networks for tailored sport development interventions to improve physical activity levels
- Purpose: To drive sustainable increases in rates of sport participation amongst 14+ population
- Approach: Funding recipients will have flexibility to develop projects that target local needs

##### 2) Identify measurement & evaluation priorities

- M&E audience: Local providers, Sport England
- Key outcomes: Increase in regular sport participation; reduction in inactivity; improved mental and physical wellbeing of participants;
- Learning priorities: To evaluate the viability and effectiveness of increasing participation through local partnership working

##### 3) Decide level of measurement & evaluation

- Level of measurement: Level 2
- Independent supplier required?: Yes (CFE)
- Resource requirements: Sport England will pay for an impact evaluation for the funding stream

##### 4) Select data collection methods and tools

##### 5) Develop and implement measurement tools

##### 6) Reflect on learning to improve delivery