Overview: The M&E Plan helps you to summarize your M&E approach and define how you will measure the success of your project. You will need to consider how and from where you will obtain the data you need to measure progress towards your outcomes.

It is important to select the right data collection tools or data sources that will provide you with the data that will enable you to monitor your indicator measures. We have developed a data collection guide that will help you to choose the right methods and tools—these can be found on the ‘Tools & Resources’ page of the website.

**CASE STUDY: Community Sport Activation Fund (CSAF)**

**PROJECT SUMMARY**

1) Define intervention purpose & rationale
- **Rationale:** There is untapped 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
- **Data collection methods:** Online surveys, interviews and case studies
- **Data collection tools:** Participant registration forms, attendance registers, baseline/endline online survey, interview guide

5) Develop and implement measurement tools

6) Reflect on learning to improve delivery
Overview: Sport England has developed this Question Bank in an attempt to develop consistency in how data is collected on participant demographics and for the measurement of some common physical activity-related outcomes.

Most interventions and projects will need to collect some demographic information, as this helps you tailor activities to meet the needs of your participants and enables you to check that you are reaching the people you aimed to reach. Use the relevant questions from this question bank in your surveys or registration forms to ensure you are collecting the data you need to answer the ‘M&E questions’ you set out in Step 2.

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If any of the outcomes you are trying to achieve match the strategic outcomes that have been set out in the government’s sport strategy (physical wellbeing; mental wellbeing; individual development; community development; economic development), Sport England recommend using the measurement tools defined here to monitor the impact of your project.