



Level of Measurement Examples

	Level 1 You can describe what you do and why it matters logically, convincingly and coherently	Level 2 You capture data that shows positive change, but you cannot confirm you caused it	Level 3 You can demonstrate causality using a control or comparison group
	Small Grants (2016)	This Girl Can (Phase 1)	Get Healthy Get Active (Rounds 1 and 2)
Description of approach	Basic monitoring	Tracking of: <ul style="list-style-type: none"> Population participation rates (APS) Women's awareness of the campaign, attitudes to sport/exercise and participation (TNS Quant Tracker) Women's exposure, attitudes and behaviours (Future Thinking Qual Study) Media Effectiveness (Comms Agency) 	Individual project evaluations led by external academic/ evaluation teams to improve the evidence base for sports role in tackling inactivity and improving health. Research questions are agreed with Sport England prior to the project commencing. Tracking of the following using validated tools at baseline, 3, 6 and 12 months: <ul style="list-style-type: none"> Physical activity levels; Sport levels Individual projects are also monitoring: <ul style="list-style-type: none"> Mental wellbeing; Quality of life; Health condition specific outcomes
Collection of narrative progress reports	Funding recipients provide one progress report at the end of the funding period	Regular progress updates from agency partners to Sport England	Bi annual reporting from investment recipients. Interim and Full evaluation reports submitted as agreed in the approved evaluation plans.
Measurement of basic intervention and audience characteristics	Organisation, project and participant details captured in online application and reporting	Audience characteristics monitored via TNS Quant Tracker	Screening for inactive participants is completed using the Single Item Measure. Demographic details captured through participant registration forms
Measurement of basic output baselines	Throughput and Participants baselines collected in application	Reach, awareness and engagement baselines measured prior to campaign launch via TNS Quant Tracker	<ul style="list-style-type: none"> Number of people engaged with projects (number of people projects talked to, to find inactive people). Number of inactive people engaged with projects (including demographics).
Measurement of outcome baselines	No direct measurement of outcomes	Population activity level baselines collected via APS and TNS Quant Tracker	Baseline data collected for: <ul style="list-style-type: none"> Physical activity levels; Sport levels Individual projects are also monitoring: <ul style="list-style-type: none"> Mental wellbeing; Quality of life; Health condition specific outcomes
Measurement of basic outputs achieved	Throughput and Participants numbers achieved collected via online reporting	Reach, awareness and engagement tracked via TNS Quant Tracker and media effectiveness analysis	<ul style="list-style-type: none"> Number of inactive people engaged Number of inactive people who get active at 1 x 30 minutes of sport.
Measurement of short term outcomes	No direct measurement of outcomes	Population activity level outcomes collected via APS and TNS Quant Tracker	3 month data collected for: <ul style="list-style-type: none"> Physical activity levels; Sport levels (No of inactive people active at 1 x 30 mins) Individual projects are also monitoring: <ul style="list-style-type: none"> Mental wellbeing; Quality of life; Health condition specific outcomes
Measurement of medium and longer term outcomes	No direct measurement of outcomes	Population activity level outcomes collected via APS and TNS Quant Tracker	6 & 12 month data collected for: <ul style="list-style-type: none"> Physical activity levels; Sport levels (No of inactive people active at 1 x 30 mins) Individual projects are also monitoring: <ul style="list-style-type: none"> Mental wellbeing; Quality of life; Health condition specific outcomes
Tracking of control or comparison groups	No tracking of control or comparison groups	No formal control or comparison groups, but evaluation includes some 'counterfactual' analysis (i.e. analysis to estimate what would have happened without the campaign) e.g. based on monitoring trends over time, and comparing trends among the target group (women) with others (men)	Six of the projects are using control group approaches to determine causality of the outcomes. The approaches being taken include: <ul style="list-style-type: none"> Randomised Control Trial (people randomly assigned to full intervention or control group where no intervention is offered) Usual Care control group (compares physical activity intervention with care options that do not include physical activity) Waiting control group (a group of participants are assigned to a waiting list where data is collected for a set period of time)
Involvement of an independent evaluation supplier	No independent evaluation supplier	Two independent research agencies managed by Sport England, one for quantitative and one for qualitative evaluation (with additional data collection by media/comms agencies)	19 academic/evaluation specialist organisations are evaluating the projects. A list of the research questions being considered by the research team can be accessed in the appendix of the GHGA learning report that was published in October 2016.