## Level of Measurement Examples

<table>
<thead>
<tr>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>You can describe what you do and why it matters logically, convincingly and coherently</strong></td>
<td><strong>You capture data that shows positive change, but you cannot confirm you caused it</strong></td>
<td><strong>You can demonstrate causality using a control or comparison group</strong></td>
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<tr>
<td>Small Grants (2016)</td>
<td>This Girl Can (Phase 1)</td>
<td>Get Healthy Get Active (Rounds 1 and 2)</td>
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</tbody>
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### Description of approach

- Level 1: Basic monitoring
- Level 2: Tracking of:
  - 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)
- Level 3: 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:
  - Physical activity levels; Sport levels
  - Individual projects are also monitoring:
    - Mental wellbeing; Quality of life; Health condition specific outcomes

### Collection of narrative progress reports

- Level 1: Funding recipients provide one progress report at the end of the funding period
- Level 2: Regular progress updates from agency partners to Sport England
- Level 3: Biannual reporting from investment recipients. Interim and full evaluation reports submitted as agreed in the approved evaluation plans.

### Measurement of basic intervention and audience characteristics

- Level 1: Organisation, project and participant details captured in online application and reporting
- Level 2: Audience characteristics monitored via TNS Quant Tracker
- Level 3: Screening for Inactive participants is completed using the Single Item Measure. Demographic details captured through participant registration forms.

### Measurement of basic output baselines

- Level 1: Throughout and Participants baselines collected in application
- Level 2: Reach, awareness and engagement baselines measured prior to campaign launch via TNS Quant Tracker
- Level 3: Baseline data collected for:
  - Physical activity levels; Sport levels
  - 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

- Level 1: No direct measurement of outcomes
- Level 2: Population activity level baselines collected via APS and TNS Quant Tracker
- Level 3: Throughput and Participants numbers achieved collected via online reporting

### Measurement of basic outputs achieved

- Level 1: Throughout and Participants numbers achieved collected via online reporting
- Level 2: Reach, awareness and engagement tracked via TNS Quant Tracker and media effectiveness analysis
- Level 3: Reach, awareness and engagement baselines measured prior to campaign launch via TNS Quant Tracker

### Measurement of short term outcomes

- Level 1: No direct measurement of outcomes
- Level 2: Population activity level outcomes collected via APS and TNS Quant Tracker
- Level 3: 3 month data collected for:
  - Physical activity levels; Sport levels (No of inactive people active at 1 x 30 mins)
  - Individual projects are also monitoring:
    - Mental wellbeing; Quality of life; Health condition specific outcomes

### Measurement of medium and longer term outcomes

- Level 1: No direct measurement of outcomes
- Level 2: Population activity level outcomes collected via APS and TNS Quant Tracker
- Level 3: 6 & 12 month data collected for:
  - Physical activity levels; Sport levels (No of inactive people active at 1 x 30 mins)
  - Individual projects are also monitoring:
    - Mental wellbeing; Quality of life; Health condition specific outcomes

### Tracking of control or comparison groups

- Level 1: No tracking of control or comparison groups
- Level 2: 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)
- Level 3: Six of the projects are using control group approaches to determine causality of the outcomes. The approaches being taken include:
  - Randomised Control Trial (people randomly assigned to full intervention or control group where no intervention is offered)
  - Usual Care control group (comparing 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

- Level 1: No independent evaluation supplier
- Level 2: Two independent research agencies managed by Sport England, one for quantitative and one for qualitative evaluation (with additional data collection by media/comms agencies)
- Level 3: 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.