



## Community Sport Activation Fund

Investing in local communities to  
build sporting habits for life



## Community Sport Activation Fund

The Community Sport Activation Fund (CSAF) is a funding programme that was launched by Sport England in 2013 aiming to increase and sustain regular sport participation in England. The fund aimed to deliver flexible investment at a local level enabling funding recipients to target local sporting needs. This case study shows how the tools and resources in Sport England's Evaluation Framework could have been used to develop and implement a measurement and evaluation approach to assess the impact of Sport England's investment in CSAF projects.

This case study includes examples and guidance on the following resources:



### DESIGN



### IMPLEMENTATION



### LEARNING

1

#### Define intervention purpose and rationale

- Purpose and Rationale Form
- Logic Model

2

#### Identify measurement and evaluation priorities

- M&E Priorities Form
- Outcome Indicators Hierarchy

3

#### Decide on level of evaluation

- M&E Level Decision Tree
- Level of Measurement Guidelines

4

#### Select data collection methods and tools

- M&E Plan
- Sport England Question Bank

5

#### Develop and implement measurement tools

- Process, Roles & Responsibilities

6

#### Reflect on learning to adapt and improve delivery

- Reflection Meeting Learning Log
- Learning Dissemination Plan

Step 1 / Define intervention  
purpose & rationale  
Purpose and Rationale Form

**Overview:** The **Purpose & Rationale Form** is designed to help you document the key decisions you make about what your project is aiming to achieve, your intended outcomes and how you plan to deliver them

Defining the purpose of your funding stream is one of the most critical steps in the M&E process – it will act as the foundation for all of the decisions you will make about what you need to measure and how you will measure it.

Include in this section any relevant context about how and why the investment programme came about, how it links to your organisation’s strategic objectives and why particular audiences or areas are the focus of the investment.

The outcomes of your funding stream are the observable impacts or changes that you want to bring about as a result of your investment. They should enable you to answer the question “what difference has it made?”.

Outcomes need to be expressed in a way that is more specific than your over-arching objectives. You can see in this example specific references to:

- Increasing regular physical activity participation
- Improving local physical activity delivery networks
- Delivering non-sport outcomes such as improved wellbeing

You don’t need to think at this stage about exactly how you will measure each outcome, but try to be as specific as possible.



**Tip:** Rather than completing this form on your own, work with other people involved in the project to define and agree what you are aiming to achieve and how you expect it to work

Name of programme / project: *Community Sport Activation Fund*

STEP 1 Define intervention purpose & rationale

**Key Stakeholders:** Provide details of the key internal and external stakeholders i.e. the people you need to involve or consult.

**Key stakeholders include:** Sport England’s investment committee; funding recipients; existing local partners (CSPs, local authorities, NGBs); LGRMs, who will liaise with partners at a local level; the Community Sport Directorate, which will manage and oversee the CSAF; and the Sport England Insight Directorate, who will support the evaluation and utilise and share learnings from the implementation of the funding programme.

**Programme Purpose:** Briefly describe the reason for doing the funding stream or project, who you aim to reach, what you aim to achieve (aims & objectives) and how this links to your strategic priorities.

The primary aim of the Community Sport Activation Fund (CSAF) is to sustainably increase the number of people aged 14+ participating in sport at least once a week in England. The fund aims to unlock potential at a local level, enabling local partners to develop bespoke approaches to sport delivery and maximise the impact of Sport England investment.

The CSAF is an important and highly relevant investment programme that has been developed to address the fact that the proportion of the population that do not achieve the physical activity threshold of 30+ minutes per week has remained relatively static over recent years; and that significant variations in regular participation by different demographic groups remain. This has prompted the need for more flexible, localised approaches to increasing participation, which better harness the knowledge and expertise of local partners.

**Outcomes:** Describe the short, medium and long-term outcomes that you are aiming to achieve.

**Long-term outcomes:** The investment programme’s long-term aim is to drive a sustained increase in physical activity participation; specifically, an increase in the number of adults (14+) in England that participate in at least 30 minutes of physical activity each week.

**Medium-term outcomes:** In the medium-term, the CSAF aims to achieve the following:

- Meet participant and throughput targets set by each local project funded by the CSAF
- Improve local working supported by effective local partnerships and delivery networks
- Deliver additional ‘non-sport’ outcomes and added value to local communities - such as positive impacts on health, wellbeing and community cohesion

**Short-term outcomes:** In the short-term, the CSAF aims to achieve the following objectives:

- Identify unmet demand or stimulate new demand for sport at a local level
- Engage and develop appropriate sporting opportunities for people who are currently inactive, or participating in less than 30 minutes of physical activity per week
- Engage and develop appropriate sporting opportunities for ‘hard to reach’ demographic groups, such as lower socio-economic groups

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

3) Decide level of measurement & evaluation

4) Select data collection methods and tools

5) Develop and implement measurement tools

6) Reflect on learning to improve delivery



## Step 1/ Define intervention purpose & rationale

### Purpose and Rationale Form

**Overview:** The **Purpose & Rationale Form** is designed to help you document the key decisions you make about what your project is aiming to achieve, your intended outcomes and how you plan to deliver them

This section should be used to summarise any relevant insight or evidence that already exists that will help you to develop an effective approach to achieving your project's objectives.

There are many resources freely available online that can be found by searching the web. Sport England has also developed resources that contain evidence and insight on physical activity.

In the Programme Approach section you will need to outline your investment approach. Here you should summarise the decisions you have made about who is eligible for funding, how many awards are being offered and what the funding range is for each individual award.

In the Rationale section you need to explain why your chosen approach is the right one to achieve your objectives.

Using the evidence that you summarised above, you should try to explain how the investment approach that you are employing will lead to the changes you're aiming to bring about.

**Summary of evidence:** Briefly summarise the existing evidence that you will use to inform your approach.

There is significant evidence that shows projects with a clear understanding of their local area and target audience, designed in a way that addresses local needs, are more likely to be effective than 'one size fits all' approaches [BHF (2013), Varney et al. (2014), Baxter et al. (2016) Griffiths & Armour (2012)]. Evidence suggests that the following characteristics of a localised approach are the ones most likely to achieve sustainable increases in participation:

- A focus on a clearly defined geographical area and community
- A clear understanding of sporting needs; and the needs and wants of potential participants
- A tailored approach to addressing locally identified challenges
- A range of local partners that work together to deliver the project

**Programme Approach:** Describe the approach you plan to take to bring about the outcomes you identified. This may include the types of activities you plan to deliver, how they will be delivered and how you plan to reach your target audience.

The Community Sport Activation Fund is designed to unlock local potential and resources. This means Sport England will not prescribe what projects should be done or how they should be delivered. The fund will invest over £40 million over 5 years in local projects that we believe will work effectively in the geographical areas where they operate. A variety of different organisations, approaches and interventions will be funded in an effort to offer an appropriate range of activities delivered in the right way, in the right place and at the right time to get as many people as possible physically active.

Oversight and support will be provided by Sport England and funding recipients will have access to our insight, in addition to local expertise and support (via Sport England LGRM).

Funding awards will range from £50,000–£250,000 and will be distributed across five rounds.

**Programme Rationale:** Describe the rationale for the approach adopted. Explain why you think this is the best approach to achieve the outcomes and what assumptions it is based on.

The principle that underpins the CSAF is that there is un-tapped potential in combining the funding, insight and expertise of Sport England with the knowledge of local sport delivery partners. This will enable the development of tailored participation programmes that address local challenges to effectively drive sustainable increases in regular physical activity participation.

Based on existing evidence of effective approaches to driving sustainable improvements in participation, giving local networks of organisations freedom to approach local participation challenges in their own way will allow them to target specific groups who are inactive within their communities. This will facilitate the design and development of a range of activities and opportunities that address specific barriers to participation faced by these groups.

## PROJECT SUMMARY

### 1) Define intervention purpose & rationale

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- **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

### 3) Decide level of measurement & evaluation

### 4) Select data collection methods and tools

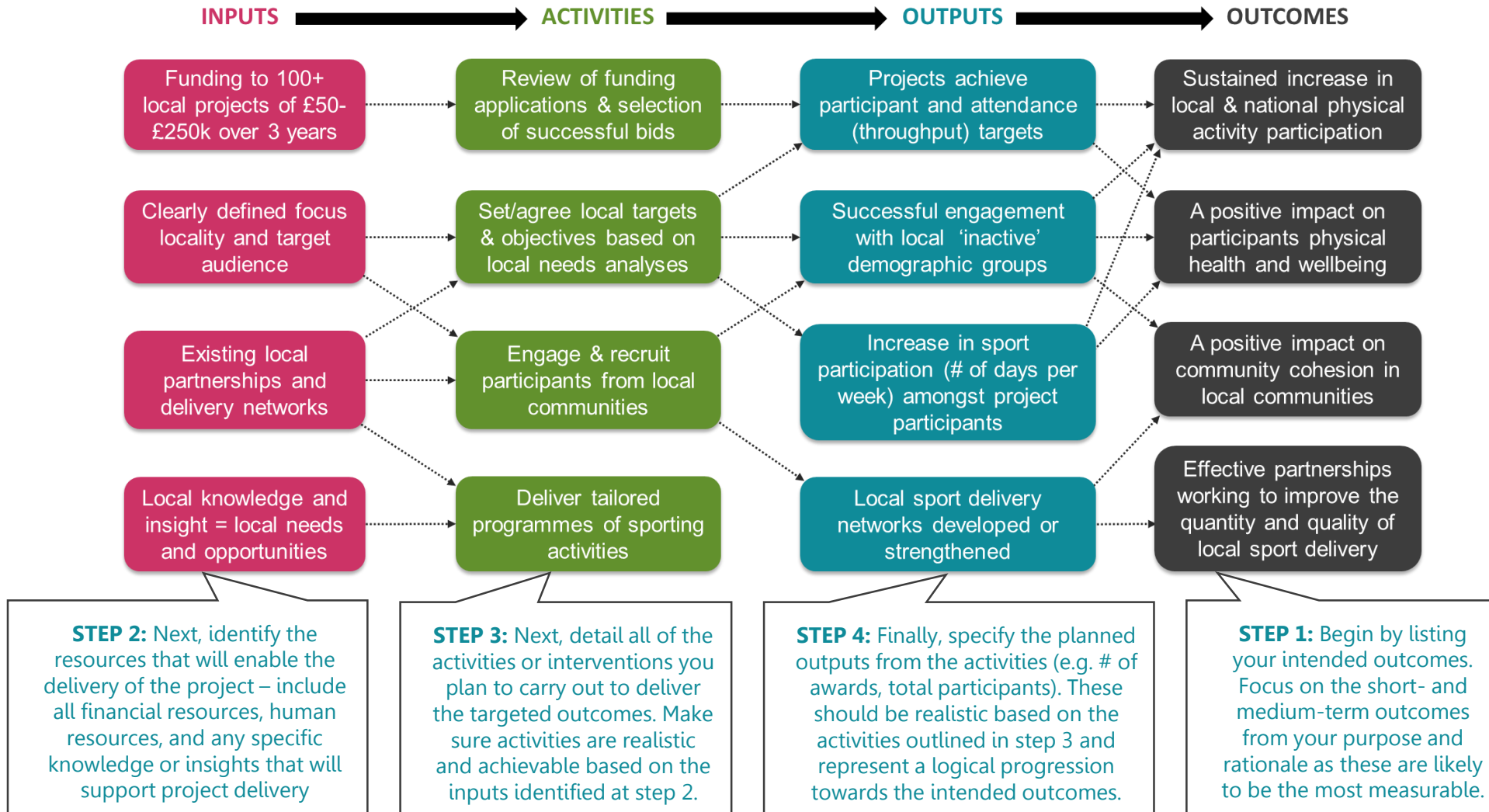
### 5) Develop and implement measurement tools

### 6) Reflect on learning to improve delivery

## Step 1/ Define intervention purpose & rationale

### Logic Model

**Overview: A Logic Model** is a tool for visually illustrating relationships between a funding programme's inputs, activities, outputs and outcomes. It can be used to help clarify outcomes and select relevant activities to reach the target audience



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