

## 2/ Identify M&E priorities

### M&E Priorities Form

**Overview:** The **M&E Priorities Form** is designed to help guide and develop your M&E approach by identifying what questions you are aiming to answer, who will use the outputs and what your key measures of success (outcome indicators) will be

A useful way of defining your M&E priorities is to ask a series of questions that you would like to answer. These are likely to include questions about the impact of your work, such as:

- *Have we delivered the changes we intended to?*
- *How much progress have we made against our outcomes?*

You should also include questions about the things you want to learn about the effectiveness of your approach or intervention:

- *Was the approach we chose the most effective?*
- *How could we improve the impact of our investment in future?*

Identifying the audience for your M&E is critical, as it will shape the data collection and reporting requirements. If you're unsure what is required, speak to the M&E audience (e.g. the investment committee) to find out what they want.

Don't forget to think about yourself or your team as an audience; if done properly, you stand to benefit as much as anyone.

Outcome indicators are things that can be measured which show progress towards your planned outcomes. They are usually quantifiable i.e. expressed as a number or percentage.

Completing an 'Outcomes Hierarchy' (see Step 2) is a good way to define indicators for your funding stream or project.



**Tip:** Work hard with stakeholders to identify and agree the key priorities - it's better to answer a few key M&E questions well than to try and measure too much and end up doing it badly

STEP 2	Identify measurement and evaluation priorities
	<p><b>M&amp;E 'Key Questions':</b> Define the key questions that you want your M&amp;E to help you answer. Think about what you need to know to help you learn and improve, as well as what you need to know to show the impact of your project:</p> <ul style="list-style-type: none"> <li>- What is the impact of CSAF funding on regular (1 x 30) participation in sport?</li> <li>- What is the impact of CSAF funding on a range of non-sporting local outcomes?</li> <li>- What approaches, activities and methods are most effective at achieving the key CSAF participation outcomes, and additional locally defined outcomes, in what context, for whom and how can these be replicated?</li> </ul> <p><b>M&amp;E Users:</b> Identify who the main users of your M&amp;E findings will be and how they will use findings:</p> <ul style="list-style-type: none"> <li>- Local project delivery teams and local activity providers</li> <li>- Sport England Community Sport Team</li> <li>- Sport England Insight Team</li> <li>- Sport England Investment Committee</li> </ul> <p>Local level participant and throughput data will be used to monitor the progress of individual CSAF funded projects against their targets, so issues can be identified and addressed as early as possible and necessary action taken (e.g. change to intervention design). Local data should also be used by project co-ordinators to make improvements to their own projects</p> <p>National-level M&amp;E findings will be used by Sport England to assess the effectiveness of the CSAF fund and to develop evidence and learning that will inform future investment programmes and locally delivered sport development projects.</p> <p><b>Reporting Requirements:</b> Define any specific or mandatory outputs or reporting requirements, including details on the format of the report and when/how often it is required.</p> <ul style="list-style-type: none"> <li>- Every 6 months, projects receiving CSAF funding must submit a standardised report on participants and throughput, reporting on progress against locally defined participant and throughput targets</li> </ul> <p><b>Outcome Indicators:</b> Define the critical things that you plan to measure to show whether the funding stream or project has successfully achieved its intended outcomes.</p> <ul style="list-style-type: none"> <li>- A sustained increase in physical activity (1 x 30 min per week) rates in local intervention areas funded by the CSAF</li> <li>- A reduction in the number of 'inactive' people in intervention areas</li> <li>- An increase in regular participation amongst 'target groups' (e.g. lower social groups)</li> <li>- An improvement in physical &amp; mental wellbeing of project participants (where specified as a local outcome)</li> <li>- An increase in social cohesion in local intervention areas (where specified as a local outcome)</li> </ul>

## 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

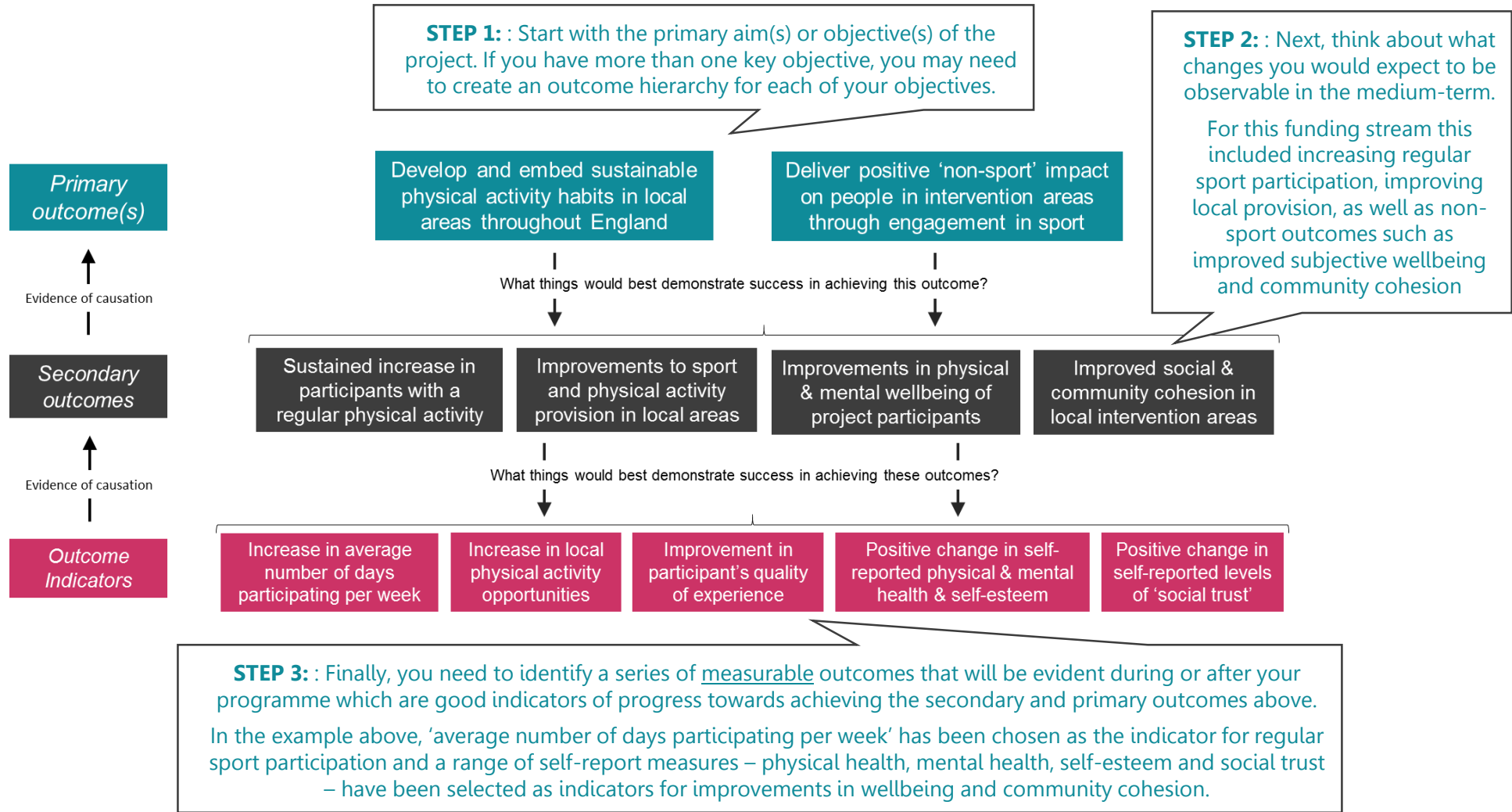
### 4) Select data collection methods and tools

### 5) Develop and implement measurement tools

### 6) Reflect on learning to improve delivery

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**Outcomes Hierarchy**

**Overview:** An **outcomes hierarchy** helps you to define a set of ‘indicators’ that are appropriate for measuring the impact of your project. Indicators are things we can measure to assess whether a project’s outcomes have been achieved.



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