

Increasing participation and positive perceptions of sport within the female Muslim community

In 2016, the Muslim Women's Sport Foundation were awarded funding by Sport England to deliver projects in Bradford and Ilford that focused on addressing barriers to physical activity within the female Muslim community. 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 provide evidence of the project's impact and useful learnings for the organisations involved in funding, developing and implementing the project.

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

DESIGN

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

IMPLEMENTATION

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

LEARNING

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 project 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.

As shown here, this might include things such as the current levels of participation in physical activity amongst your target group, or particular barriers and challenges that they face.

The outcomes of your project are the observable impacts or changes that you want to bring about as a result of your intervention. 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:

- Who they are trying to impact and...
- The changes in particular attitudes / behaviour they aim to bring about

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: <i>Muslim Women in Sport</i>	
STEP 1	Define intervention purpose & rationale
<p>Key Stakeholders: Provide details of the key internal and external stakeholders i.e. the people you need to involve or consult.</p> <p>The key stakeholders for this project are: local women's and community groups; local activity providers; NGBs for Swimming, Badminton and Running; Sport England (funder).</p> <p>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.</p> <p>BME women & girls are under-represented groups in sport and physical activity participation. One of the demographic groups with the lowest participation within this population is Muslim women: 40% less Muslim women are achieving 1 x 30 per week participation compared to the national average. There are a number of challenges behind this, relating to both supply and demand factors, that must be addressed to improve activity levels amongst this audience.</p> <p>This programme aims to support the local sports industry/sector to understand and address barriers to participation amongst the target audience in order to enhance the physical activity offer for BAME women and increase participation levels amongst this demographic.</p> <p>Outcomes: Describe the short, medium and long-term outcomes that you are aiming to achieve.</p> <p>Long-term outcomes: The project's long-term aim is to increase levels of physical activity participation amongst South Asian (Bangladeshi, Pakistani and Indian) Muslim women in two cities with large BAME communities: Bradford and Ilford by improving knowledge and understanding of this audience within the physical activity provision sector.</p> <p>Medium-term outcomes: To achieve the project's long-term objective, the project aims to:</p> <ul style="list-style-type: none"> - enhance local activity provider's knowledge and understanding of BME women to support local sport provision to better meet the needs of this target audience - improve the supply of appropriate physical activity opportunities in the local area - increase the number of young Muslim females in the target locality doing physical activity at least once a week <p>Short-term outcomes: To support in achieving the project's long- and medium-term objectives, the project aims to:</p> <ul style="list-style-type: none"> - improve the understanding and confidence of local activity providers in catering for the needs of diverse communities through training workshops - improve awareness amongst the target population about the opportunities and activities on offer in the local area via a targeted communications campaign - encourage at least 100 local women to take part in at least one of the subsidised activity sessions; and 80 women to take part regularly, over the 15-week period. 	

PROJECT SUMMARY

1) Define intervention purpose & rationale

- **Rationale:** Low physical activity participation amongst Muslim women due to lack of local provision tailored to meet audience's needs
- **Purpose:** increase local opportunities tailored for BAME women to increase participation levels
- **Approach:** enhancing understanding of this target audience within local sport sector to improve physical activity provision

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

1/ Define intervention purpose & rationale

Purpose and Rationale Form

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This section should be used to summarize 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 have also developed resources that contain evidence and insight on physical activity.

In the Programme Approach section you should outline what you plan to do to achieve your objectives. This might include a range of activities such as recruitment, marketing and communication, training, as well as the specific activities you plan to offer your target audience.

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

Using the evidence that you summarized above, you should try to explain how the activities and interventions 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.

Research into South Asian Muslim women's relationship with physical activity has been conducted by organisations including Sporting Equals, Women in Sport, Muslim Women's Sport Foundation and Sport England. Research supports a localised approach and the involvement of local communities (Sporting Equals, 2014).

The concept of tailoring activities to ensure participants feel comfortable, supported and welcomed is also backed up by research (Sport England, 2015). Material constraints may also be a barrier to the target audience (Women in Sport, 2010) therefore subsidising the cost of some sessions is planned.

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.

Due to the complex and varied nature of the challenges and barriers faced by the target audience in relation to physical activity, a highly localised approach has been selected in an effort to engage local community groups and tackle specific, locally identified issues.

This approach will include:

- Training and upskilling local physical activity providers to increase their confidence in working with diverse communities and offering opportunities that meet their needs
- Developing a targeted communications campaign to ensure the target audience is reached through channels that are appropriate and likely to engage them
- Establishing tailored sports sessions that address the barriers to physical activity participation for the target audience, with the aim of becoming self-sustaining after the project is over. Activity sessions will be held weekly for 15 weeks

The project will also engage and work with the National Governing Bodies of the sports / activities chosen to ensure that activities offered are to a high standard and coaching is available to individuals and groups who would like it.

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.

This approach is expected to successfully achieve the intended outcome as the methodology is based on best practice and mirrors successful pilots that have been conducted previously.

By focusing both on targeted communication which utilises trusted community members and working with the Muslim female community to design activity offers that appeal to them and adhere to their requirements, it is expected that the target audience will be engaged and participation will be sustainable.

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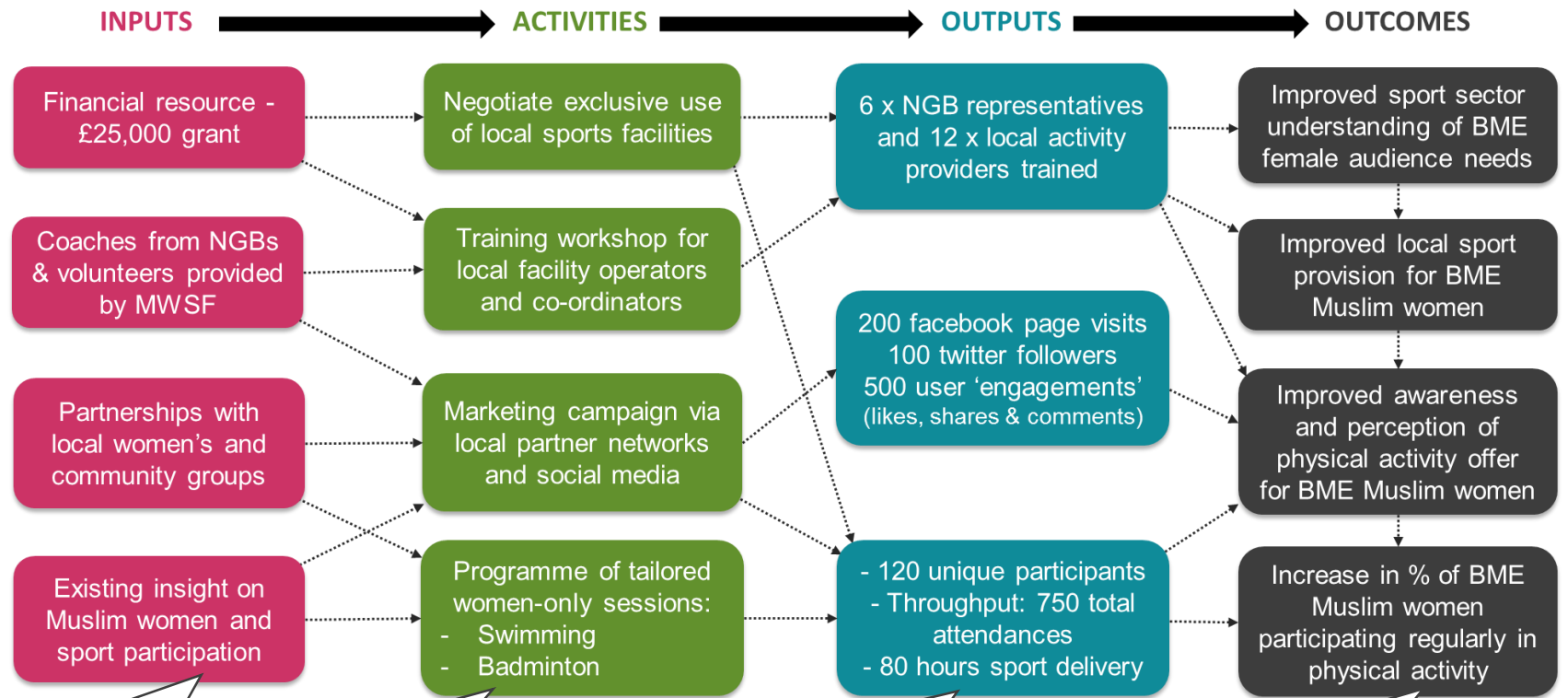
5) Develop and implement measurement tools

6) Reflect on learning to improve delivery

1/ Define intervention purpose & rationale

Logic Model

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



STEP 2: Next, identify the resources available that will enable the delivery of the project – include all financial resources, human resources, and any specific knowledge or insights that will support project delivery

STEP 3: Next, detail all of the activities or interventions you plan to carry out to deliver the targeted outcomes. Make sure activities are realistic and achievable based on the inputs identified at step 2.

STEP 4: Finally, specify the planned outputs from the activities (e.g. attendance, throughput). These should be realistic based on the activities conducted and should represent a logical progression towards the intended outcomes.

STEP 1: Begin by listing your intended outcomes. Focus on the short- and medium-term outcomes as these are likely to be the most observable and measurable.

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- 4) **Select data collection methods and tools**
- 5) **Develop and implement measurement tools**
- 6) **Reflect on learning to improve delivery**