**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.

### M&E Priorities Form

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:

- 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 effective?
- What could we have done differently or better?

### CASE STUDY: Muslim Women in Sport

#### 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
- **M&E audience:** delivery team, local partners, NGBs, funder (Sport England), Bradford council
- **Key outcomes:** improved customer experience; increased awareness of local offer; increased awareness of local offer; improved confidence; increased 1 x 30 participation
- **Learning priorities:** test effectiveness of localised approach and involvement of community leaders

#### 3) Decide level of measurement & evaluation

**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.

## Project Summary

1. **Define intervention purpose & rationale**
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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**

### 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.
CASE STUDY: Muslim Women in Sport

2/ Identify M&E priorities

Outcomes Hierarchy

Overview: An Outcomes Hierarchy helps you to define a set of ‘indicators’ that are suitable for measuring the impact of your project. Indicators are things we can measure that provide us with a way of assessing if, and to what extent, a project’s outcomes have been achieved.

STEP 1: Start with the primary aim(s) or objective(s) of the project. If you have more than one key objective, you may need to create an outcome hierarchy for each of your objectives.

Get more Muslim women in target areas to adopt a regular, sustained physical activity habit

What things would best demonstrate success in achieving this outcome?

Improved sport / exercise provision tailored to Muslim women
Educate local activity providers about how to meet needs of target audience
More young Muslim women with a sustained physical activity habit

STEP 2: Next, think about what changes in behaviour or attitude will be observable in the medium-term.

In this example, improving the provision of sport, the perception of local opportunities and increasing physical activity levels have been identified, as they are all changes that will contribute to achieving the primary outcome.

STEP 3: Finally, you need to identify a series of measurable outcomes that will be evident during or soon after your intervention that are good indicators of progress towards achieving the secondary and primary outcomes (above).

In the example above, a number of ‘measurable’ indicators – e.g. improvements in activity provision, customer experience, awareness and participation – have been identified. These are all things that can be measured during or after the project which can serve as indicators of progress towards the project’s over-arching objectives.

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