

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:

- *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?*

Identifying the audience for your M&E is critical, as it will shape the type and amount of data you need to collect. If you're not sure, speak to potential users and ask them what they want.

Don't forget to think about yourself, your team or your whole organisation as an audience for your M&E; if done properly, you stand to benefit more than anyone.

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

Completing an 'Outcomes Hierarchy' (download from 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 |
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| | <p>M&E 'Key Questions': Define the key questions that you want your M&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"> - What level of sustained increase in participation amongst can be delivered by offering tailored physical activity opportunities that address specific audience barriers? - Can providing training to local activity providers and co-ordinators improve the physical activity opportunities appropriate for young female participants from Muslim communities and improve the customer experience of this demographic? - What are the most effective methods of increasing awareness of physical activity opportunities and attracting inactive Muslim females to take up physical activity - Can tailored activity opportunities that address specific barriers to physical activity participation improve perceptions of physical activity amongst this target audience? <p>M&E Users: Identify who the main users of your M&E findings will be and how they will use findings:</p> <ul style="list-style-type: none"> - Project delivery team and local activity providers - NGBs for sports involved - Sport England (funder) <p>M&E data will be used throughout the project to refine and improve the design and delivery of the project to ensure the maximum impact is achieved and results from the project evaluation will be used to assess the effectiveness of the approach employed.</p> <p>Reporting Requirements: 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"> - Monthly status reports: registrations, activities, attendance, demographics - Final Evaluation Report: Results from baseline and <u>endline</u> surveys, combined with process evaluation data and feedback from participants to assess overall progress against key project objectives <p>Outcome Indicators: 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"> - An improvement in the supply and delivery of sport and exercise opportunities tailored to, or appropriate for, young Muslim females - Improved awareness of local physical activity opportunities that are appropriate to young Muslim females amongst the target population - Improved perceptions and attitudes of young Muslim females towards physical activity - Increased % of young Muslim women with a sustained physical activity habit (participating for at least 30 mins, at least one day a week) |

PROJECT SUMMARY

- 1) Define intervention purpose & rationale**

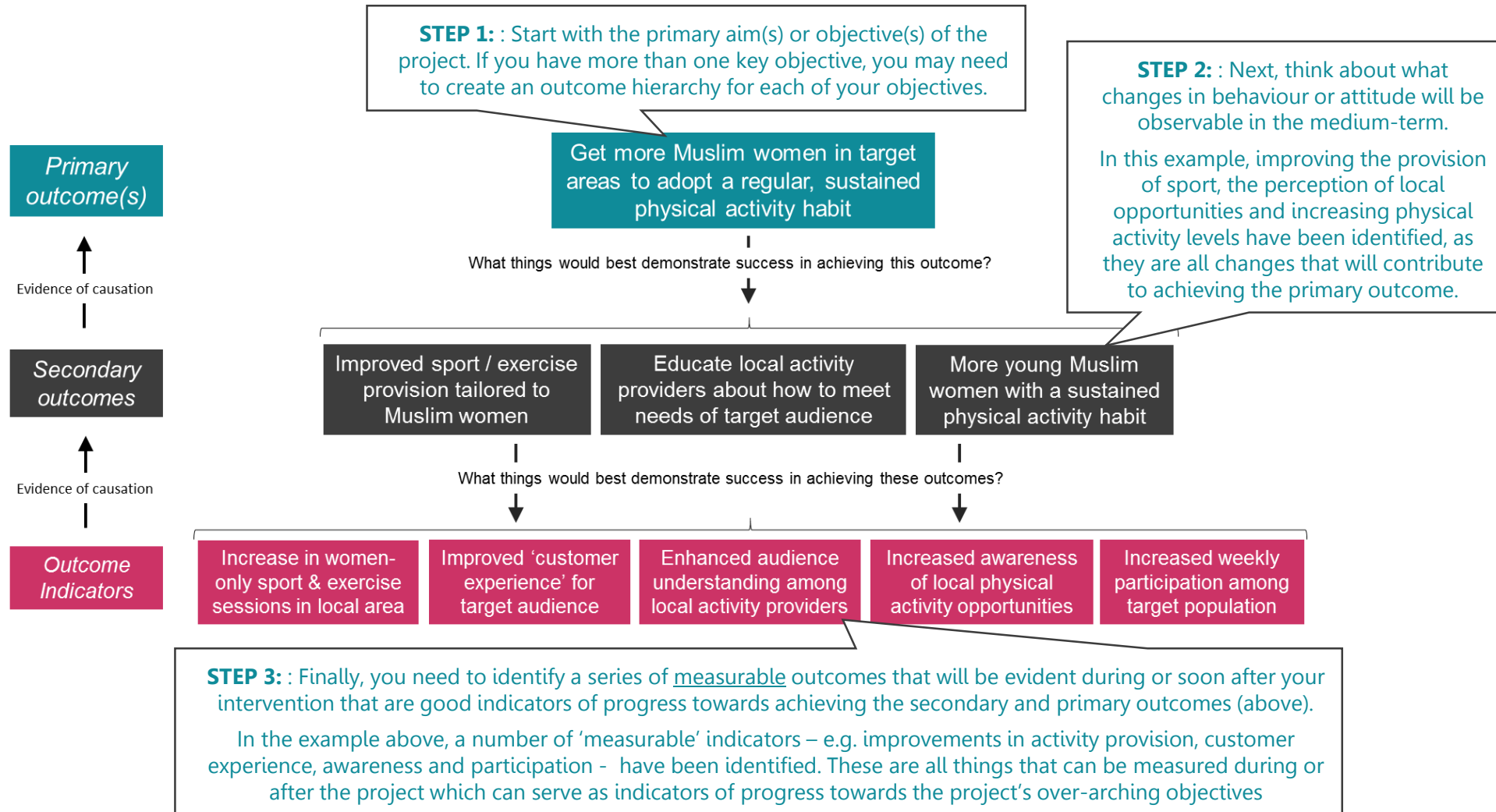
 - **Rationale:** Low physical activity participation amongst Muslim women due to lack of local provision tailored to meet audience's needs
 - **Purpose:** increase local opportunities tailored for BAME women to increase participation levels
 - **Approach:** enhancing understanding of this target audience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

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



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