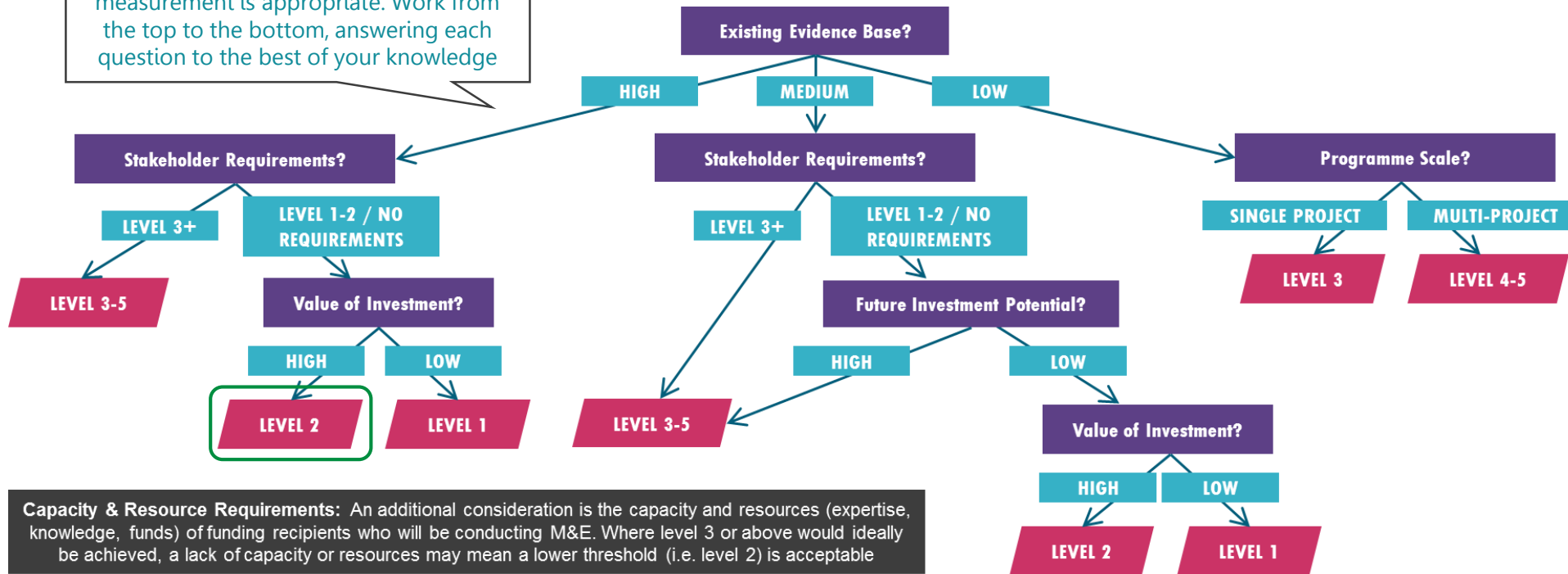


3/ Decide on level of M&E

M&E Level Decision Tree

Overview: Sport England has developed an **M&E level decision tree** to help colleagues and partners to decide on what the most appropriate and proportionate level of measurement is for your funding stream or project.

The decision tree is intended as a guide to help you decide what level of impact measurement is appropriate. Work from the top to the bottom, answering each question to the best of your knowledge



Capacity & Resource Requirements: An additional consideration is the capacity and resources (expertise, knowledge, funds) of funding recipients who will be conducting M&E. Where level 3 or above would ideally be achieved, a lack of capacity or resources may mean a lower threshold (i.e. level 2) is acceptable

In this example, the existing evidence base supporting the approach was high, there were no specific requirements set by the funder, and the value of the investment was relatively high, so level 2 was deemed an appropriate level of impact measurement. See the 'Data Collection Requirements' to find out what this means in terms of what data you need to collect and how you measure the impact of you work.

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**
 - Level of measurement: Level 2
 - Independent supplier required?: Yes (surveys)
 - Resource requirements: Most evaluation to be conducted internally with existing resource
- 4) **Select data collection methods and tools**
- 5) **Develop and implement measurement tools**
- 6) **Reflect on learning to improve delivery**

3/ Decide on level of M&E Data Collection Guidelines

Overview: The **Data Collection Guidelines** have been developed to help you identify the elements of measurement and evaluation that you will need to include in your approach based on the level of measurement you have chosen.

Type of Data Collection	Level 1	Level 2	Level 3-5
Written progress reports from project / delivery teams	Yes	Yes	Yes
Recording basic characteristics of projects and the people involved (e.g. gender, age, disability)	Yes	Yes	Yes
Recording the number of participants and attendance figures at the start of the intervention	Yes	Yes	Yes
Recording outcome measures at the start of an intervention ('baseline') (e.g. activity level, subjective wellbeing)	No	Yes	Yes
Measuring basic outputs achieved (e.g. participants, throughput / total attendances)	Yes	Yes	Yes
Measuring short-term outcomes at the end of an intervention (e.g. sustained activity level, subjective wellbeing)	No	Yes	Yes
Measuring medium and long-term outcomes after the intervention (e.g. self-efficacy, social trust)	No	No	Yes
Tracking one or more control group or setting (a similar group or setting outside of your funding stream or project)	No	No	Yes
Using an independent evaluation supplier	No	Maybe	Yes

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

- **Level of measurement:** Level 2
- **Independent supplier required?:** Yes (surveys)
- **Resource requirements:** Most evaluation to be conducted internally with existing resource

4) Select data collection methods and tools

5) Develop and implement measurement tools

6) Reflect on learning to improve delivery