Overview: The M&E Plan helps you to summarize your M&E approach and define how you will measure the success of your project. You will need to consider how and from where you will obtain the data you need to measure progress towards your outcomes.

It is important to select the right data collection tools or data sources that will provide you with the data that will enable you to monitor your indicator measures. We have developed a data collection guide that will help you to choose the right methods and tools – these can be found on the ‘Tools & Resources’ section of the website.

### CASE STUDY: Muslim Women in Sport

#### 4/ Select data collection methods and tools

**M&E Plan**

Refer back to the objectives and outcomes you identified in step 1, and the outcome indicators you identified in step 2 to complete this column.

While most of your project objectives will apply to your planned outcomes, it is also useful to set objectives or targets for your inputs, activities and outputs so you can track progress along the way.

#### EVALUATION OF... | PROJECT OBJECTIVES | INDICATOR MEASURES | DATA COLLECTION TOOLS & SOURCES | ASSUMPTIONS & RISKS
---|---|---|---|---
**Inputs** (Process Evaluation) | - Provide training to local activity providers. | - % planned training sessions complete | - Volunteer logs | Recruitment of volunteers
| - Provide resources (staff, money) to coordinate activities and hire facilities | - Project actual spend vs. planned spend | - Expenditure forms | - Resource requirements: Most evaluation to be conducted internally with existing resource
**Activities** (Process Evaluation) | - Marketing campaign to raise awareness. | - Individuals reached by comms campaign | - Baseline/endline survey | Risk: Dependent on suitable venues being found for activities
| - Delivery of 4 x 15-week programmes of women-only swimming and badminton | - # of activity sessions delivered | - Session registers | - Resource requirements: Most evaluation to be conducted internally with existing resource
| - Participant demographics | - Participant registration forms | - Activity feedback forms | - Learning priorities: test effectiveness of localised approach and involvement of community leaders
**Outputs** (Process Evaluation) | Targets: | - % participants per week | - Participant registration forms | - Learning priorities: test effectiveness of localised approach and involvement of community leaders
| - Average weekly participation = 100 | - Total unique participants = 120 | - Session registers | - Resource requirements: Most evaluation to be conducted internally with existing resource
| - 75% likely or ‘very likely’ to continue | - Likelihood to sustain activity | - Activity feedback forms | - Resource requirements: Most evaluation to be conducted internally with existing resource
**Outcomes** (Impact/Outcome Evaluation) | | - % of target group rating local provision as ‘good’ or ‘very good’ | - Baseline/endline survey | Risk: Small & localised target population may be too small to see changes in local authority participation data
| | - Average customer satisfaction scores | - Activity feedback forms | - Resource requirements: Most evaluation to be conducted internally with existing resource
| | - % of target group aware of at least one BAME-tailored physical activity offer | - Active Lives survey (long-term) | - Resource requirements: Most evaluation to be conducted internally with existing resource
| | - % of target group doing at least 1 session (30 mins) of physical activity per week | - Case study interviews | - Resource requirements: Most evaluation to be conducted internally with existing resource
**Economic** (Economic Impact Evaluation) | N/A | N/A | N/A | N/A
**Overview:** Sport England has developed this Question Bank in an attempt to develop consistency in how data is collected on participant demographics and for the measurement of some common physical activity-related outcomes.

**CASE STUDY: Muslim Women in Sport**

**4/ Select data collection methods and tools**

**Sport England Question Bank**

Most interventions and projects will need to collect some demographic information. This data will help you tailor activities to meet the needs of your participants and enable you to check that you are reaching the people you aimed to reach.

Use the relevant questions from the question bank in your surveys or registration forms to ensure you are collecting the data you need to answer the ‘M&E questions’ you set out in Step 2.

If any of the outcomes you are trying to achieve match the strategic outcomes that have been set out in the government’s sport strategy (physical wellbeing; mental wellbeing; individual development; community development; economic development), Sport England recommend using the measurement tools defined here to monitor the impact of your project.

**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
   - **Data collection methods:** Surveys & interviews
   - **Data collection tools:** Volunteer logs, baseline & end-line behaviour/attitude survey, registration forms, attendance forms, case study interviews

5) Develop and implement measurement tools

6) Reflect on learning to improve delivery