

4/ Select data collection methods and tools

M&E Plan

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

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.

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.

EVALUATION OF...	PROJECT OBJECTIVES	INDICATOR MEASURES	DATA COLLECTION TOOLS & SOURCES	ASSUMPTIONS & RISKS
Inputs <i>(Process Evaluation)</i>	<ul style="list-style-type: none"> - Provide training to local activity providers. - Provide resources (staff, money) to co-ordinate activities and hire facilities 	<ul style="list-style-type: none"> - % planned training sessions complete - Project actual spend vs. planned spend 	<ul style="list-style-type: none"> - Volunteer logs - Expenditure forms 	<ul style="list-style-type: none"> - Recruitment of volunteers - Reliance on NGBs providing coaching resources
Activities <i>(Process Evaluation)</i>	<ul style="list-style-type: none"> - Marketing campaign to raise awareness. - Delivery of 4 x 15-week programmes of women-only swimming and badminton 	<ul style="list-style-type: none"> - Individuals reached by comms campaign - # of activity sessions delivered - Participant demographics 	<ul style="list-style-type: none"> - Baseline/endline survey - Session registers - Participant registration forms 	Risk: Dependent on suitable venues being found for activities
Outputs <i>(Process Evaluation)</i>	<u>Targets:</u> <ul style="list-style-type: none"> - Average weekly participation = 100 - Total unique participants = 120 - 75% 'likely' or 'very likely' to continue 	<ul style="list-style-type: none"> - # participants per week - Total unique participants - Likelihood to sustain activity 	<ul style="list-style-type: none"> - Participant registration forms - Session registers - Activity feedback forms - Endline survey 	There is demand amongst target audience for these activities (based on recent insight)
Outcomes <i>(Impact/Outcome Evaluation)</i>	<ul style="list-style-type: none"> - Increase in local women-only activities - Improved 'customer experience' - Improved awareness of local offer - Increase in weekly activity participation 	<ul style="list-style-type: none"> - % of target group rating local provision as 'good' or 'very good' - Average customer satisfaction scores - % of target group aware of at least one BAME-tailored physical activity offer - % of target group doing at least 1 session (30 mins) of physical activity per week 	<ul style="list-style-type: none"> - Baseline/endline survey - Activity feedback forms - Active Lives survey (long-term) - Case study interviews 	Risk: Small & localised target population may be too small to see changes in local authority participation data
Economic <i>(Economic Impact Evaluation)</i>	N/A	N/A	N/A	N/A

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

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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.

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

QUESTION BANK - DEMOGRAPHICS		
DEMOGRAPHIC	QUESTION(S)	RESPONSE OPTIONS
Gender	What is your sex?	Male; Female; Other; Prefer not to say
Age	What is your age?	Entered by respondent
Ethnicity	Which one of the following best describes your ethnic group or background? (Please select one option)	White; Mixed; Asian or Asian British; Black or Black British; Other Ethnic Group
Disability	Do you have any physical or mental health conditions or illnesses that have lasted or are expected to last 12 months or more?	Yes; No; Prefer not to say
	Do these physical or mental health conditions or illnesses have substantial effect on your ability to do normal daily activities?	Yes; No; Prefer not to say
	Does this disability or illness affect you in any of the following areas?	Long term pain; Chronic health condition; Mobility; Dexterity; Mental health; Visual; Breathing; Memory; Hearing; Learning; Speech; Behavioural; Other; None of these; Prefer not to say
Religion	What is your religion, even if you are not currently practising?	Christian (including Church of England, Catholic, Protestant and all other Christian denominations); Buddhist; Hindu; Jewish; Muslim; Sikh; Any other religion; No religion; Don't know; Prefer not to say
Identity	Which of the following options best describes how you think of yourself?	Heterosexual or straight; Gay or lesbian; Bisexual; Other; Don't know
Socio-economic status	What is your postcode? <i>*Postcodes can be used to find out the IMD deprivation status of the area where a person lives using this online tool</i>	Entered by respondent

QUESTION BANK - STRATEGIC OUTCOMES		
OUTCOME	QUESTION(S)	RESPONSE OPTIONS
Physical wellbeing (activity level): 1. Single item measure	In the past week, on how many days have you done a total of 30 mins or more of physical activity, which was enough to raise your breathing rate? This may include sport, exercise and brisk walking or cycling for recreation or to get to and from places, but should not include housework or physical activity that is part of your job.	0 days; 1 day; 2 days; 3 days; 4 days; 5 days; 6 days; 7 days
Physical wellbeing (activity level): 2. IPAQ	The 'Individual Physical Activity Questionnaire' (IPAQ) is a more detailed measure of an individual's physical activity over the last 7 days. Click here to open the questionnaire. <i>Note: Sport England is currently reviewing a range of physical activity measures and will provide further guidance on how to collect this information later in 2017</i>	
Mental wellbeing (subjective wellbeing)	On a scale of 0-10, where 0 is not at all satisfied and 10 is completely satisfied, overall, how satisfied are you with your life nowadays?	0 (not at all satisfied); 1; 2; 3; 4; 5; 6; 7; 8; 9; 10 (completely satisfied); Don't know; Prefer not to say
	On a scale of 0-10, where 0 is not at all happy and 10 is completely happy, overall, how happy did you feel yesterday?	0 (not at all happy); 1; 2; 3; 4; 5; 6; 7; 8; 9; 10 (completely happy); Don't know; Prefer not to say
	On a scale of 0-10, where 0 is not at all anxious and 10 is completely anxious, overall, how anxious did you feel yesterday?	0 (not at all anxious); 1; 2; 3; 4; 5; 6; 7; 8; 9; 10 (completely anxious); Don't know; Prefer not to say
	On a scale of 0-10, where 0 is not at all worthwhile and 10 is completely worthwhile, overall, to what extent do you feel the things you do in your life are worthwhile?	0 (not at all worthwhile); 1; 2; 3; 4; 5; 6; 7; 8; 9; 10 (completely worthwhile); Don't know; Prefer not to say
Individual Development (self-efficacy)	To what extent do you agree with the statement 'I can achieve most of the goals I set myself'?	Strongly agree; Agree; Neither agree nor disagree; Disagree; Strongly disagree; Don't know; Prefer not to say
Social & Community Development (social trust)	To what extent do you agree or disagree that most people in your local area can be trusted?	Strongly agree; Agree; Neither agree nor disagree; Disagree; Strongly disagree; Don't know; Prefer not to say
Economic Development	Data required to measure economic development cannot be obtained via individual self-report measures. The best way to measure this outcome would be to commission a specific study to calculate the contribution of a project or intervention to the economy.	

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