SPORT ENGLAND

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Muslim Women's Sport Foundation

Muslim Women in Sport

Increasing the diversity of women participating in sport from BAME and faith backgrounds

SPORT ENGLAND

Increasing participation and positive perceptions of sport within the female Muslim community

In 2016, the Muslim Women's Sport Foundation were awarded funding by Sport England to deliver projects in Bradford and Ilford that focused on addressing barriers to physical activity within the female Muslim community. This case study shows how the tools and resources in Sport England's Evaluation Framework could have been used to develop and implement a measurement and evaluation approach to provide evidence of the project's impact and useful learnings for the organisations involved in funding, developing and implementing the project.

This case study includes examples and guidance on the following resources:

DESIGN

1 Define intervention purpose and rationale

- Purpose and Rationale Form
- Logic Model

2 Identify measurement and evaluation priorities

- M&E Priorities Form
- Outcome Indicators Hierarchy

3 Decide on level of evaluation

- M&E Level Decision Tree
- Level of Measurement Guidelines

4 Select data collection methods and tools

- M&E Plan
- Sport England Question Bank

IMPLEMENTATION

5 Develop and implement measurement tools

- Process, Roles & Responsibilities

LEARNING

6 Reflect on learning to adapt and improve delivery

- Reflection Meeting Learning Log
- Learning Dissemination Plan

Step 1/ Define intervention purpose & rationale

Purpose and Rationale Form

Overview: The **Purpose & Rationale Form** is designed to help you document the key decisions you make about what your project is aiming to achieve, your intended outcomes and how you plan to deliver them

Defining the purpose of your project is one of the most critical steps in the M&E process – it will act as the foundation for all of the decisions you will make about what you need to measure and how you will measure it.

As shown here, this might include things such as the current levels of participation in physical activity amongst your target group, or particular barriers and challenges that they face.

The outcomes of your project are the observable impacts or changes that you want to bring about as a result of your intervention. They should enable you to answer the question "what difference has it made?".

Outcomes need to be expressed in a way that is more specific than your over-arching objectives. You can see in this example specific references to:

- Who they are trying to impact and…
- The changes in particular attitudes / behaviour they aim to bring about

You don't need to think at this stage about exactly how you will measure each outcome, but try to be as specific as possible.

Tip: Rather than completing this form on your own, work with other people involved in the project to define and agree what you are aiming to achieve and how you expect it to work

Name of programme / project: *Muslim Women in Sport*

STEP 1	Define intervention purpose & rationale

Key Stakeholders: Provide details of the key internal and external stakeholders i.e. the people you need to involve or consult.

The key stakeholders for this project are: local women's and community groups; local activity providers; NGBs for Swimming, Badminton and Running; Sport England (funder).

Programme Purpose: Briefly describe the reason for doing the funding stream or project, who you aim to reach, what you aim to achieve (aims & objectives) and how this links to your strategic priorities.

BME women & girls are under-represented groups in sport and physical activity participation. One of the demographic groups with the lowest participation within this population is Muslim women: 40% less Muslim women are achieving 1 x 30 per week participation compared to the national average. There are a number of challenges behind this, relating to both supply and demand factors, that must be addressed to improve activity levels amongst this audience.

This programme aims to support the local sports industry/sector to understand and address barriers to participation amongst the target audience in order to enhance the physical activity offer for BAME women and increase participation levels amongst this demographic.

Outcomes: Describe the short, medium and long-term outcomes that you are aiming to achieve.

Long-term outcomes: The project's long-term aim is to increase levels of physical activity participation amongst South Asian (Bangladeshi, Pakistani and Indian) Muslim women in two cities with large BAME communities: Bradford and Ilford by improving knowledge and understanding of this audience within the physical activity provision sector.

Medium-term outcomes: To achieve the project's long-term objective, the project aims to:

- enhance local activity provider's knowledge and understanding of BME women to support local sport provision to better meet the needs of this target audience
- improve the supply of appropriate physical activity opportunities in the local area
- increase the number of young Muslim females in the target locality doing physical activity at least once a week

Short-term outcomes: To support in achieving the project's long- and medium-term objectives, the project aims to:

- improve the understanding and confidence of local activity providers in catering for the needs of diverse communities through training workshops
- improve awareness amongst the target population about the opportunities and activities on offer in the local area via a targeted communications campaign
- encourage at least 100 local women to take part in at least one of the subsidised activity sessions; and 80 women to take part regularly, over the 15-week period.

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**
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**

CASE STUDY: Muslim Women in Sport

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1/ Define intervention purpose & rationale

Purpose and Rationale Form

Overview: The **Purpose & Rationale Form** is designed to help you document the key decisions you make about what your project is aiming to achieve, your intended outcomes and how you plan to deliver them

This section should be used to summarize any relevant insight or evidence that already exists that will help you to develop an effective approach to achieving your project's objectives.

There are many resources freely available online that can be found by searching the web. Sport England have also developed resources that contain evidence and insight on physical activity.

In the Programme Approach section you should outline what you plan to do to achieve your objectives. This might include a range of activities such as recruitment, marketing and communication, training, as well as the specific activities you plan to offer your target audience.

In the Rationale section you need to explain why your chosen approach is the right one to achieve your project objectives.

Using the evidence that you summarized above, you should try to explain how the activities and interventions that you are employing will lead to the changes you're aiming to bring about.

Summary of Evidence: Briefly summarise the existing evidence that you will use to inform your approach.

Research into South Asian Muslim women's relationship with physical activity has been conducted by organisations including Sporting Equals, Women in Sport, Muslim Women's Sport Foundation and Sport England. Research supports a localised approach and the involvement of local communities (Sporting Equals, 2014).

The concept of tailoring activities to ensure participants feel comfortable, supported and welcomed is also backed up by research (Sport England, 2015). Material constraints may also be a barrier to the target audience (Women in Sport, 2010) therefore subsidising the cost of some sessions is planned.

Programme Approach: Describe the approach you plan to take to bring about the outcomes you identified. This may include the types of activities you plan to deliver, how they will be delivered and how you plan to reach your target audience.

Due to the complex and varied nature of the challenges and barriers faced by the target audience in relation to physical activity, a highly localised approach has been selected in an effort to engage local community groups and tackle specific, locally identified issues.

This approach will include:

- Training and upskilling local physical activity providers to increase their confidence in working with diverse communities and offering opportunities that meet their needs
- Developing a targeted communications campaign to ensure the target audience is reached through channels that are appropriate and likely to engage them
- Establishing tailored sports sessions that address the barriers to physical activity participation for the target audience, with the aim of becoming self-sustaining after the project is over. Activity sessions will be held weekly for 15 weeks

The project will also engage and work with the National Governing Bodies of the sports / activities chosen to ensure that activities offered are to a high standard and coaching is available to individuals and groups who would like it.

Programme Rationale: Describe the rationale for the approach adopted. Explain why you think this is the best approach to achieve the outcomes and what assumptions it is based on.

This approach is expected to successfully achieve the intended outcome as the methodology is based on best practice and mirrors successful pilots that have been conducted previously.

By focusing both on targeted communication which utilises trusted community members and working with the Muslim female community to design activity offers that appeal to them and adhere to their requirements, it is expected that the target audience will be engaged and participation will be sustainable.

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CASE STUDY: Muslim Women in Sport

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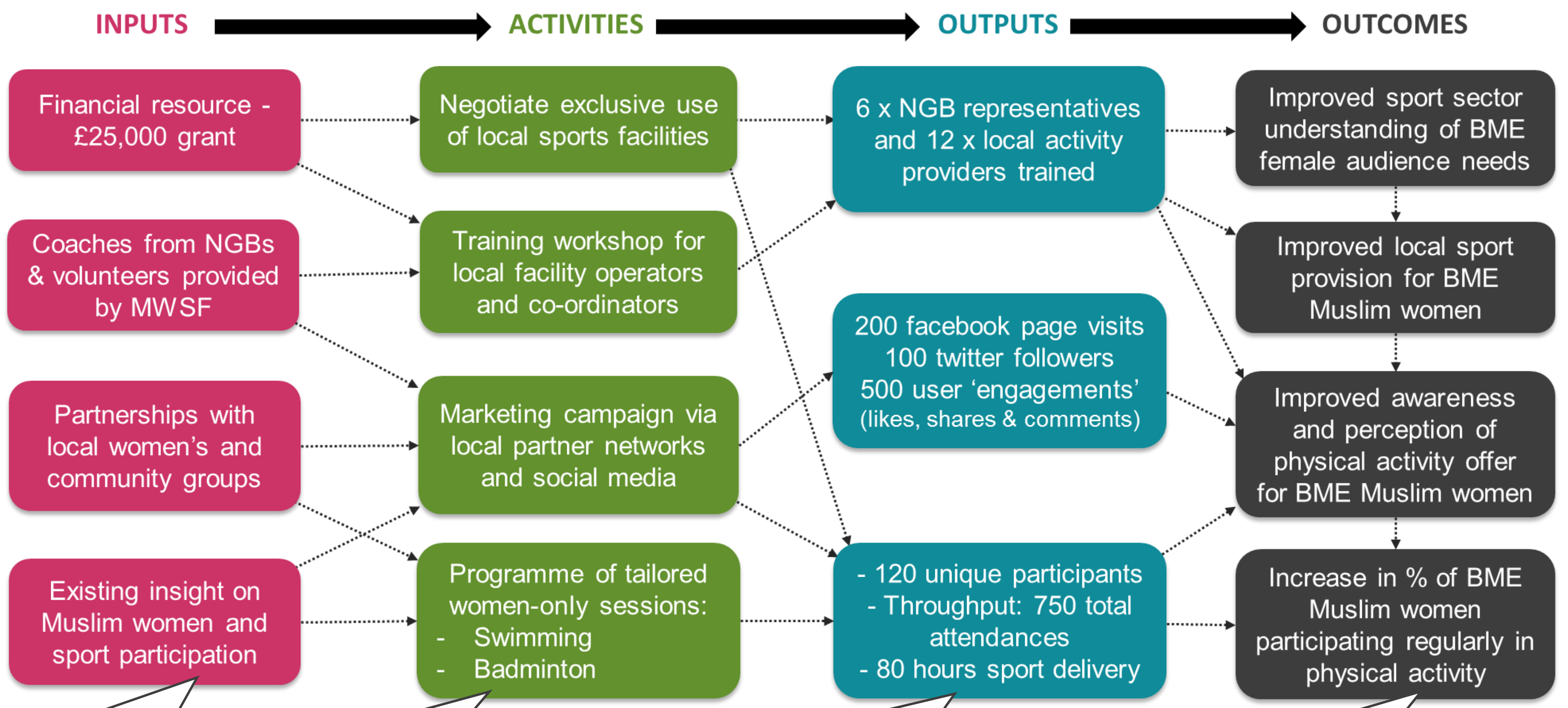
1/ Define intervention purpose & rationale

Logic Model

Overview: A Logic Model is a tool for visually illustrating relationships between a project's inputs, activities, outputs and outcomes. It can be used to help clarify the outcomes and select relevant interventions to reach the target audience



STEP 2: Next, identify the resources available that will enable the delivery of the project – include all financial resources, human resources, and any specific knowledge or insights that will support project delivery

STEP 3: Next, detail all of the activities or interventions you plan to carry out to deliver the targeted outcomes. Make sure activities are realistic and achievable based on the inputs identified at step 2.

STEP 4: Finally, specify the planned outputs from the activities (e.g. attendance, throughput). These should be realistic based on the activities conducted and should represent a logical progression towards the intended outcomes.

STEP 1: Begin by listing your intended outcomes. Focus on the short- and medium-term outcomes as these are likely to be the most observable and measurable.

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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

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:

- **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?**

M&E Users: Identify who the main users of your M&E findings will be and how they will use findings:

- **Project delivery team and local activity providers**
- **NGBs for sports involved**
- **Sport England (funder)**

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.

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.

- **Monthly status reports: registrations, activities, attendance, demographics**
- **Final Evaluation Report: Results from baseline and endline surveys, combined with process evaluation data and feedback from participants to assess overall progress against key project objectives**

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.

- **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)**

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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

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.

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.

Primary outcome(s)

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

Evidence of causation

What things would best demonstrate success in achieving this outcome?

Secondary outcomes

- 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

Evidence of causation

What things would best demonstrate success in achieving these outcomes?

Outcome Indicators

- Increase in women-only sport & exercise sessions in local area
- Improved 'customer experience' for target audience
- Enhanced audience understanding among local activity providers
- Increased awareness of local physical activity opportunities
- Increased weekly participation among target population

STEP 3: : Finally, you need to identify a series of <u>measurable</u> 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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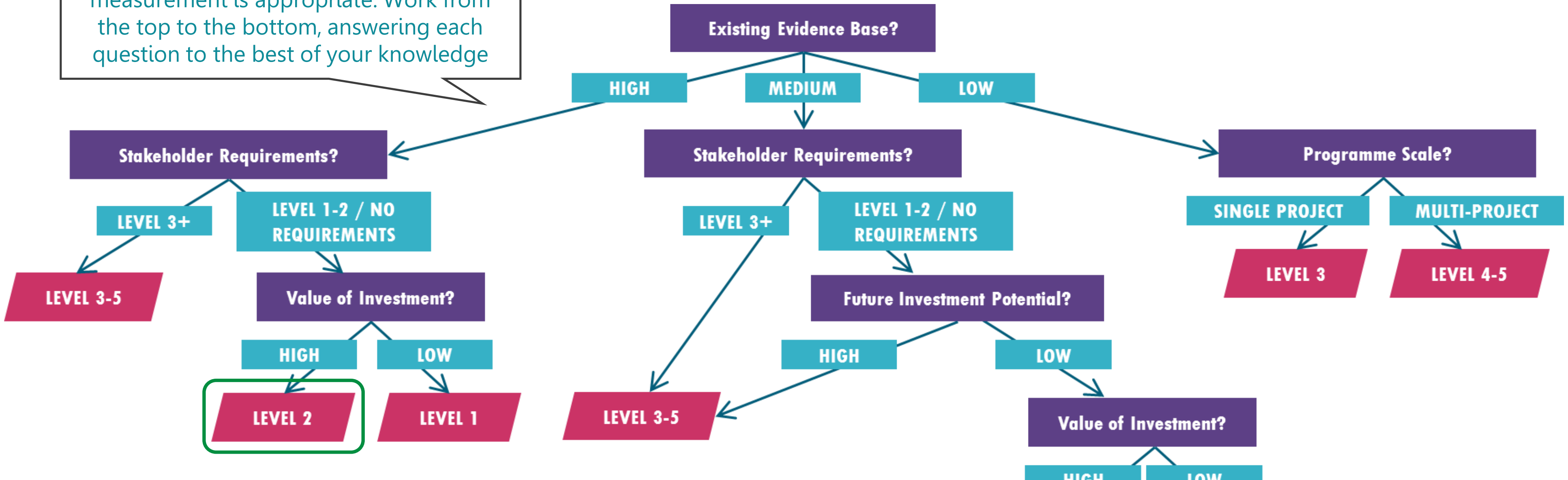
3/ Decide on level of M&E

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 ned to collect and how you measure the impact of you work.

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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

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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 *(Process Evaluation)*	- Provide training to local activity providers. - Provide resources (staff, money) to co-ordinate activities and hire facilities	- % planned training sessions complete - Project actual spend vs. planned spend	- Volunteer logs - Expenditure forms	- Recruitment of volunteers - Reliance on NGBs providing coaching resources
Activities *(Process Evaluation)*	- Marketing campaign to raise awareness. - Delivery of 4 x 15-week programmes of women-only swimming and badminton	- Individuals reached by comms campaign - # of activity sessions delivered - Participant demographics	- Baseline/endline survey - Session registers - Participant registration forms	Risk: Dependent on suitable venues being found for activities
Outputs *(Process Evaluation)*	Targets: - Average weekly participation = 100 - Total unique participants = 120 - 75% 'likely' or 'very likely' to continue	- # participants per week - Total unique participants - Likelihood to sustain activity	- Participant registration forms - Session registers - Activity feedback forms - Endline survey	There is demand amongst target audience for these activities (based on recent insight)
Outcomes *(Impact/Outcome Evaluation)*	- Increase in local women-only activities - Improved 'customer experience' - Improved awareness of local offer - Increase in weekly activity participation	- % 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	- 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 *(Economic Impact Evaluation)*	N/A	N/A	N/A	N/A

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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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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.

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? Do these physical or mental health conditions or illnesses have substantial effect on your ability to do normal daily activities? Does this disability or illness affect you in any of the following areas?	Yes; No; Prefer not to say Yes; No; Prefer not to say 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?* **Postcodes can be used to find out the IMD deprivation status of the area where a person lives using this **online tool***	*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. *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*	
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? 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? 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? 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 satisfied); 1; 2; 3; 4; 5; 6; 7; 8; 9; 10 (completely satisfied); Don't know; Prefer not to say 0 (not at all happy); 1; 2; 3; 4; 5; 6; 7; 8; 9; 10 (completely happy); Don't know; Prefer not to say 0 (not at all anxious); 1; 2; 3; 4; 5; 6; 7; 8; 9; 10 (completely anxious); Don't know; Prefer not to say 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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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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5/ Develop & implement measurement

Process, Roles & Responsibilities

Overview: The **Process, Roles & Responsibilities** template is designed to help you decide and document how and when data collection will be conducted – and who is responsible for managing the process at each stage.

Many funding programmes and projects do not spend enough time planning out the logistics of their data collection and analysis processes – or miss it altogether.

While it may seem a laborious task, it is a really critical step that will ensure your data collection runs smoothly. It may also help you identify potential challenges – such as lack of resources or timing conflicts – that are better dealt with as early as possible so they do not effect the quality of your data collection.

Don't underestimate the time it can take to enter, collate and analyse your data. Interviews, for example, may need to be transcribed, which can take a lot of time. Thinking ahead about who will do these activities and when can help to raise issues allowing you to make any necessary changes to how you collate and analyse data so they don't become major problems later on.

PROCESS STEPS / DATA COLLECTION METHOD	DEVELOP DATA COLLECTION TOOLS	COLLECT M&E DATA	COLLATE / ENTER M&E DATA	ANALYSE & REPORT M&E DATA
Participant registration forms	***Who:*** M&E assistant to develop online & paper registration forms ***When:*** By opening date for registrations (Aug 24th)	***Who:*** Activity co-ordinators to ensure all participants have registered ***When:*** Registrations to remain open throughout project	***Who:*** Online forms = automated. Paper forms entered by M&E assistant ***When:*** Within 1 week of receipt	***Who:*** M&E assistant responsible for analysing & reporting on demographics ***When:*** Weekly reports to project team from opening date (Aug 24th)
Session registers	***Who:*** Standard form, available via intranet ***When:*** N/A	***Who:*** Activity co-ordinators to complete attendance forms ***When:*** At every activity session	***Who:*** M&E assistant enters session attendance data onto system ***When:*** Ongoing	***Who:*** M&E assistant responsible for analysis and reporting ***When:*** Reports produced every 4 weeks
Activity feedback survey	***Who:*** M&E assistant to develop feedback survey ***When:*** Prior to first round of feedback collection (Sep 15th)	***Who:*** Activity co-ordinator hands out and collects feedback surveys ***When:*** After 1st session, half-way point and upon completion of programme	***Who:*** M&E assistant to collect forms and enter response data ***When:*** Complete within 1 week of receiving feedback forms	***Who:*** M&E assistant to analyse and develop activity feedback reports ***When:*** Reports produced every 4 weeks
Baseline / Endline Survey (Behaviours & Attitudes)	***Who:*** M&E assistant to work with research agency to develop survey ***When:*** Prior to commencing baseline survey – planned 1st August	***Who:*** Research agency to recruit sample of participants and collect data ***When:*** Baseline: Aug 15th. Endline: Jan 28th	***Who:*** Research agency will manage data entry process ***When:*** Baseline: Aug 22nd. Endline: Feb 5th	***Who:*** Project manager and M&E assistant to analyse and develop reports ***When:*** Baseline: Aug 29th. Endline: Feb 15th
Case study interviews: (participants & activity coordinators)	***Who:*** M&E assistant to develop interview/focus group questions ***When:*** *By end of December*	***Who:*** Research agency to run interviews and focus groups ***When:*** Between Jan 5th and Jan 20th	***Who:*** Research agency to transcribe ***When:*** By end of January	***Who:*** Research agency and delivery team to analyse interview transcripts ***When:*** Workshop – Feb 10th

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

Process step	Accountability
Develop tools	M&E assistant
Collect data	Co-ordinators & M&E assist.
Collate data	M&E assistant & agency
Analyse & report	Project manager & agency

6) Reflect on learning to improve delivery

6/ Reflect on learning to improved delivery

Reflection Meeting Learning Log

Overview: The **Reflection Meeting Learning Log** is a guide to help you structure the reflection meetings that you conduct during and after the project to discuss and share learning. The template can be used to document discussion points from your meetings.

It is worth conducting regular reflection and learning meetings or workshops while your project is underway. A final meeting after the project has finished can then be used to pull together and document all of the learnings you have identified during the project.

It is up to you how you structure and co-ordinate your reflection workshops, but asking the questions outlined below for each of the topics in the table rows will help you to tease out learnings on a range of topics – and ensure you don't miss anything important.

REFLECTION AND LEARNING LOG	WHAT WENT WELL? AND WHY?	WHAT DIDN'T GO WELL?	WHAT COULD HAVE BEEN IMPROVED? HOW?	HOW CAN THIS LEARNING BE APPLIED?
PURPOSE, RATIONALE & SCOPE *Were the outcomes well defined? Was the scope clearly defined?*	• Clear, achievable outcomes were identified at the outset • Approach selected was appropriate and backed up by sufficient evidence	• *Nothing identified*	• *Nothing identified*	• *N/A*
GATHERING INSIGHT *Did we gather the insight required to successfully design & deliver the project?*	• Good insight was gathered to support approach and project design, which was fundamental in achieving outcomes	• *Nothing identified*	• *Nothing identified*	• *N/A*
PROJECT PLANNING & DESIGN *Did we select the right approach? Was enough time & resource dedicated to planning?*	• The localised, customer-centric approach proved to be very effective	• *Nothing identified*	• *Nothing identified*	• *N/A*
PROJECT DELIVERY *Did implementation go to plan? What challenges were encountered?*	• General feedback from participants was very positive about all the activities	• Some activities had challenges with venues and had to move location during the course of the programme	• Venues could have been assessed to ensure they met requirements prior to selecting them to host activities	• Future projects should build in lead times for thorough checking of potential activity venues
PROJECT OUTCOMES *Did we achieve the intended outcomes? What challenges were encountered?*	• Many outcomes were achieved with significant improvements in awareness and perception	• Concerns that some local providers may cease activities after support / supervision of MWSF is withdrawn	• More focus on sustainability could improve chances of activity providers sustaining an enhanced activity offer	• All future projects to include a sustainability plan that sets out how improvements will be maintained
MEASUREMENT & EVALUATION *Was the M&E approach fit for purpose? Did the data collection methods produce the data required?*	• Baseline & endline survey managed well • Registration forms helped understand who was participating (demographics)	• *Nothing identified*	• *Nothing identified*	• *N/A*
COMMUNICATION *Was communication between deliverers and stakeholders effective?*	• Fortnightly stakeholder meetings were a good forum for discussing project progress and resolving issues	• Some NGB representatives were less engaged / involved than others	• More work up front to involve NGBs in the project may have improved their engagement	• Continue ongoing relationship building with key NGBs such as swimming and badminton

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
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- Data collection methods: Surveys & interviews
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5) Develop and implement measurement tools

Process step	Accountability
Develop tools	M&E assistant
Collect data	Co-ordinators & M&E assist.
Collate data	M&E assistant
Analyse & report	Project manager

6) Reflect on learning to improve delivery
- Key learnings:
  - Assess venues properly to ensure suitability
  - Develop sustainability plans outlining how to maintain and measure long-term outcomes
  - Families are key to female Muslim engagement

SPORT ENGLAND

6/ Reflect on learning to improve delivery

Learning Dissemination Plan

Overview: The **Learning Dissemination Plan** is a template to help you identify any organisations, partners and internal colleagues who will benefit from the project's findings/learnings, so you can create a plan for how you will share relevant information

If you don't document and share what you learn, no-one will benefit from the valuable information and enhanced understanding that every project can provide. Most importantly, your own colleagues and partners will not be able to benefit from what you have learnt.

Ensure you put time aside to consider who these learnings need to be shared with and the best way of doing this. This may include workshops, training activities or distributing reports and presentations.

KEY LEARNING 1	KEY LEARNING 2	KEY LEARNING 3	KEY LEARNING 4	KEY LEARNING 5
Build in sufficient lead time to find and assess local venues to ensure they can deliver on hosting requirements	Projects with long-term aims require a sustainability plan outlining how to track and maintain longer term outcomes	Support of families - especially parents - is critical to driving Muslim female participation		

	NATIONAL FUNDING AND COMMISSIONING BODIES	LOCAL COMMISSIONING AND DELIVERY NETWORKS	PROJECT DELIVERY TEAMS
Who could benefit from these learnings?	**Funder (Sport England)**	**- Bradford/Redbridge council - Local leisure trusts and activity providers**	**- Project delivery team (MWSF) - Local community groups**
Which key learnings are relevant?	Learnings 1 & 3	Learnings 1-3	Learnings 1 & 3
How will they be communicated?	Detailed learnings will be included within the evaluation report submitted	Lessons learnt workshop: present learnings and discuss how future projects can utilise findings	Post-project briefing and 1-to-1 reflection sessions (project team) to focus on learnings and their potential application
Who is responsible for communicating?	M&E Assistant will draft evaluation report. Final report to be sent by Project Manager	Project Manager to lead facilitation of workshop - support from M&E assistant	Briefing and meetings will be led by Project Manager
When should you deliver communication?	Deadline for completing Evaluation Report is Feb 20th	Workshop scheduled for early March	Throughout March

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
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5) Develop and implement measurement tools

Process step	Accountability
Develop tools	M&E assistant
Collect data	Co-ordinators & M&E assist.
Collate data	M&E assistant
Analyse & report	Project manager

6) Reflect on learning to improve delivery

- Key learnings:
  - Assess venues properly to ensure suitability
  - Develop sustainability plans outlining how to maintain and measure long-term outcomes
  - Families are key to female Muslim engagement