

5/ Develop & implement measurement

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.

Process, Roles & Responsibilities

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

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