



LOTTERY FUNDED

IAP M&E Overview



Relation to Sport England workforce ‘beliefs’

We have developed this M&E framework with the following Sport England workforce ‘beliefs’ in mind:

Tier 1:

- We believe that a more diverse and representative workforce will attract a more diverse range of participants to become and remain active
- We believe that a more diverse and representative workforce will also help to deliver a better, more customer focused experience for the participant
- We believe a workforce that is more representative and is relatable to its participants are more likely to connect to and understand the people in front of them helping them to build a healthy long term sporting habit

Tier 2:

- We believe recruiting and deploying people from targeted communities, who can connect and understand ‘people like them’, will create individual great experiences and attain higher retention rates rather than deploying a professional with just a perceived technical expertise.
- We believe people from diverse communities may find it difficult to break into the sport workforce, but with some extra support they could succeed very well and attract other similar people to participate.
- We believe a workforce that exhibits qualities of great coaching (Person Centred, Empowering, Organised, Positive, Learning & Engaging) are more likely to provide a great experience for participants and see a higher number return the next week.



Relation to Sport England workforce ‘objectives and principles’

We have developed this M&E framework with the following Sport England workforce ‘objectives and principles’ in mind

Objective 1: Create a more diverse and representative workforce

- Understand your workforce: capture demographic information on who your workforce is and understand their motivations
- Getting the right people: capture information on how you recruited your workforce and track if different approaches work better for different groups
- Looking after people: capture information on the satisfaction / experience that your workforce is having and track if satisfaction is different for different groups
- Mobilising people: capture information on the knowledge, skills and behaviours being used by your workforce
- Developing people: capture the support your workforce needs, any skill / knowledge gaps and find out to what extent the needs vary for different groups.

Objective 2: Create a sector where workforce behaviour creates a positive experience for customers

- Understand your customers: capture information on who your customers are and understand their motivations
- Getting the right people: explore how representative the workforce is of the target population and capture how a representative workforce impacts participant experience
- Looking after people: capture information on the satisfaction that your customers are having and find out what the workforce can do to improve customer’s experiences
- Mobilising people: explore how well the knowledge, skills and behaviours of the workforce are matched to the needs of the customer
- Developing people: capture the support your workforce requires to better meet the needs of their customers.



Aims:

- Understand reach and impact of training on IAP delegates and participants reached
- Develop learning and better practice to influence the development of existing and future workforce development investments.
- Use learning to continue to shape delivery over time.

M&E – Target Groups:

- IAP delegates
- End beneficiaries (physical activity session participants / disabled people)
- Stakeholders, registered partners and Programme Leads.



M&E – Points of Focus:

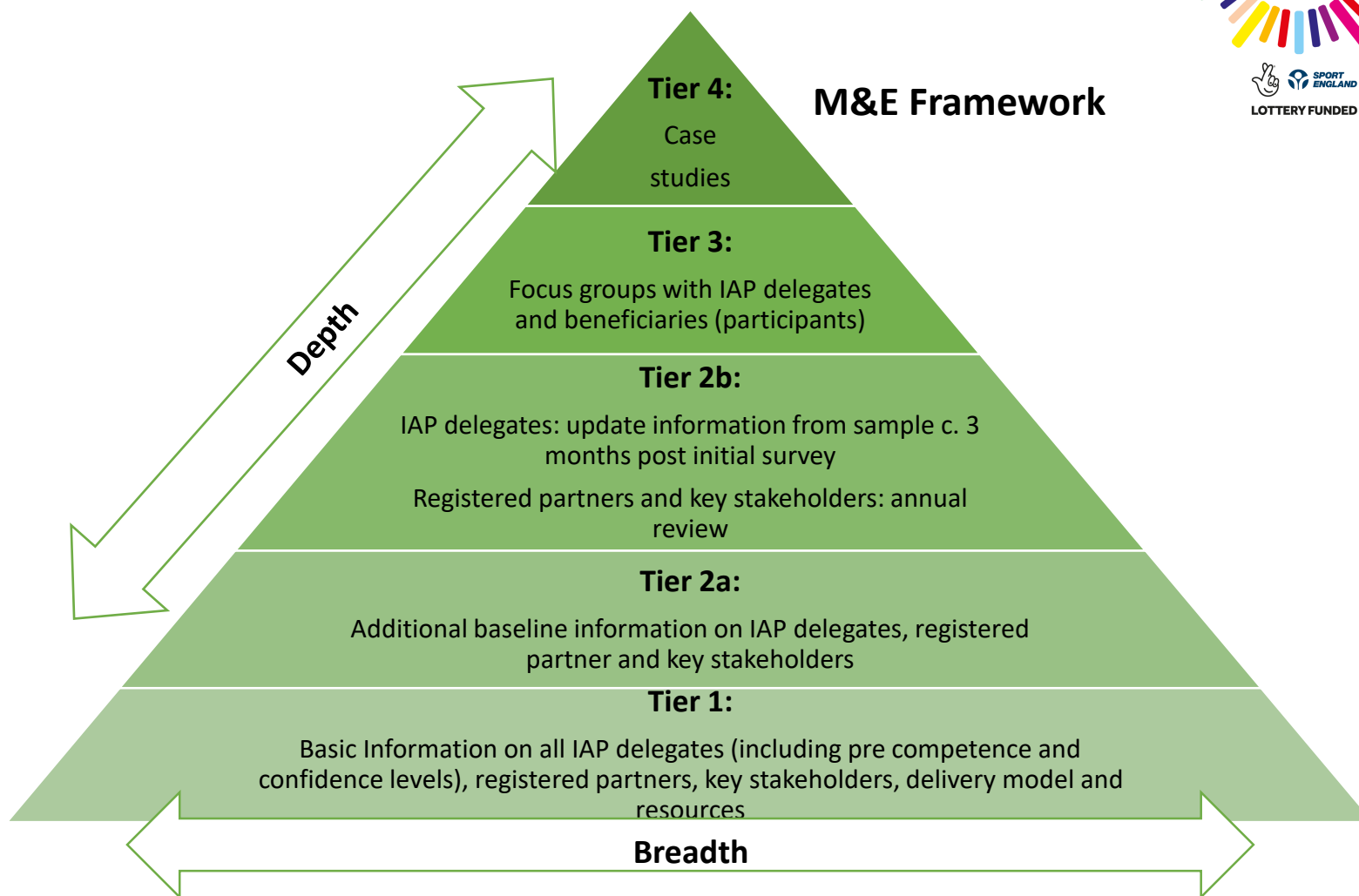
The programme evaluation will focus on;

1. **reach** of IAP
2. **impact** of IAP on delegates and organisations learning
3. **conversion** of learning to practice for IAP graduates
4. **transfer and sharing** of learning with other practitioners (communities of practice)
5. **quality participation** based on engagement of IAP delegates with end beneficiaries (participants)
6. **engagement** of registered partners and key stakeholders to maximise impact of IAP on our workforce

M&E Context – Programme Targets:

- 3 years delivery
- Reach to 8,500 programme participants (coaching family, health sector and community sector)
- Delivery of 607 face to face workshops
- Support a longitudinal approach to skill development for IAP participants
- Embed inclusive practice into existing workforce development opportunities





Tier 1

- Who are we reaching through the IAP initiative? Are we identifying and supporting delegates from targeted communities to engage with IAP? Are we connecting to a more diverse workforce?
- What partners are (a) engaged and bought in to the concept of diversifying workforce to extend reach to those least active? and increasing knowledge and understanding of inclusive practice?

Tier 2a

- What's the existing awareness and exposure of the IAP delegates to delivering inclusively and reaching inactive disabled and non-disabled people?
- How confident and competent are the IAP delegates in effectively delivering inclusive activity pre and immediately post IAP engagement?
- Are we delivering a quality product that meets the needs of the participants engaged?
- What does the IAP registered partners and key stakeholders current profile of workforce look like?
- How are the IAP registered partners and key stakeholders advocating, promoting and supporting a diverse workforce that has the ability to deliver inclusively?

Tier 2b

- How has IAP impacted on delegates learning and understanding of delivering inclusively?
- How has the learning from IAP been implemented into practice? What have been both the expected and unexpected outcomes?
- Who are IAP delegates reaching with the training? Activity levels of their participants (and any changes) / types of activity delivered?
- How have registered partners and key stakeholders used IAP? How has this built their capacity to diversify their workforce and increase reach to those least active disabled and non-disabled people? What have been both the expected and unexpected outcomes?

Tier 3

- What have been the benefits for the IAP workforce for being engaged in the programme?
- How has a longitudinal approach to building skills and knowledge affected ability to transfer learning into practice?
- How has a longitudinal approach to IAP supported delegates to transfer learning to upskill/support colleagues, other deliverers, volunteers?
- How has IAP contributed to the quality of experience for end beneficiaries (participants)?
- Can the end beneficiaries (participants) relate to the importance of the key principles covered in IAP?

Tier 4

- What are the examples of better practice from IAP delegates, end beneficiaries (participants), Registered Partners and stakeholders



* Stakeholders refer to any organisation engaged to support, promote and embed IAP in addition to registered partners



Tier 1:

Basic Information on all IAP delegates (including pre competence and confidence levels), registered partners, key stakeholders, delivery model and resources

Target audience	Methodology / tools	Responsibility
IAP delegates	Delegate reg part 1 – contact details managed by UK Coaching only shared to Activity Alliance for research where permission given Delegate reg part 2 – anonymous demograohic details and pre confidence and competence questions End goal – online with paper back up if needed	Project team design, UK Coaching to collate data, where permission given share contact details with Activity Alliance for further evaluation monthly, all other data shared with Activity Alliance on an agreed quarterly basis.
Registered partners	Registered partner application	Activity Alliance and UK Coaching to design, Activity Alliance to administer and record information
Stakeholders*	Stakeholder partner registered interest / agreement	Activity Alliance
Programme offer details	Project planning tools, product mapping and internal reports	Activity Alliance UK Coaching

Tier 2a:

Additional baseline information on IAP delegates, registered partner and key stakeholders

Target audience	Methodology / tools	Responsibility
IAP delegates	Immediate post evaluation to be completed online, distributed to delegates by UK Coaching immediately after the workshop	Project team design, UK Coaching to distribute and collate data to be shared with Activity Alliance for analysis
Registered partner	Initial stakeholder survey	Activity Alliance to design, distribute and collate
Stakeholders	Initial stakeholder survey	Activity Alliance to design, distribute and collate

Tier 2b:

IAP delegates: update information from sample c. 3 months post initial survey

Registered partners and key stakeholders: annual review

Target audience	Methodology / tools	Responsibility
IAP delegates	Follow up evaluation Online – survey monkey	Project team design, Activity Alliance to distribute to those that have provided permission to be engaged with for evaluation purposes
Registered partner	Repeat of stakeholder survey every year (or as otherwise appropriate) Online – survey monkey	Activity Alliance to design, distribute and collate
Stakeholders	Repeat of stakeholder survey every year (or as otherwise appropriate) Online – survey monkey	Activity Alliance to design, distribute and collate

Tier 3:
Focus groups with IAP delegates and beneficiaries (participants)

Target audience	Methodology / tools	Responsibility
IAP delegates	Focus groups – identified via on-going evaluation process / work with registered partners hosting the training	External evaluation agency (relationship managed by Activity Alliance) possibility of engaging registered partner to host with additional resources
Beneficiaries (participants)		



Tier 4:

Case
studies

Target audience	Methodology / tools	Responsibility
All	<p>Discussion guides Face to face interviews Telephone interviews Use of existing data from all sources</p> <p>To focus on: reach, impact, conversion, transfer and sharing of learning, quality participation opportunities, engagement of registered partners and sustaining 'better practice'</p>	<p>External evaluation agency (relationship managed by Activity Alliance) possibility of engaging registered partner to host with additional resources</p>

Outputs:

Through the programme we intend to provide the following to supplement quarterly narrative reports to Sport England:

- Annual learning report (produced internally, enhanced narrative report, on project anniversary)
- Final impact report (produced externally, focussed on collating practice and sharing learning)
- 6 case studies reflecting 6 points of M&E focus (to be produced during the project time frame)



Reporting:

Activity Alliance to Sport England:

Report	Frequency
Narrative and data dashboard	Every quarter (2 nd week at start of every financial quarter) Enhanced with annual report in Q2 of each financial year
Finance	Every other quarter alongside narrative report
Meeting	Touch point every quarter, every other quarter in person

UK Coaching to Activity Alliance:

Report	Frequency
Workshop booking report	Monthly (to be received by the 5 th)
Delegate contact details (evaluation)	Monthly (to be received by the 5 th ?)
Delegate demographics and pre workshop evaluation question data	Quarterly (to be received by 5 th of that month?)
Delegate immediate post evaluation data	Quarterly (to be received by 5 th of that month?)
Finance report	Every other quarter (to be received by 5 th of that month?)
Meeting	Touch point every quarter, every other quarter in person






Inclusive Activity Programme



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