

# Evidencing Impact on Outcomes

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# Presentation Summary

- The Government Sport Strategy outcomes
- What we know about how to achieve them
- How they are being tracked nationally
- How you can measure the impact of your project on the outcomes

# What are the Government Sport Strategy outcomes?

## Physical Wellbeing

- Prevention of medical conditions
- Management of medical conditions
- Maintenance of strength, balance and motor skills
- Healthy development in early years
- Improved sleep
- Increased energy levels

## Mental Wellbeing

- Improved subjective wellbeing
- Enjoyment and happiness
- Improved self-esteem
- Reduced anxiety, stress or depression
- Dementia prevention and treatment

## Individual Development

- Increased self-efficacy
- Improved self-confidence and self-esteem
- Development of soft/social skills
- Educational behaviour and attainment
- Impact on employment
- Reductions in ASB

## Social & Community Development

- Promoting social trust
- Reducing isolation
- Bringing people from diverse backgrounds together
- Volunteering and social engagement
- Helping new migrant communities to integrate

## Economic Development

- Increased economic activity
- Savings through prevention of public sector spending
- Health sector savings
- Economic value of crime reduction
- Employment
- Sport tourism

# What we know about achieving the outcomes through engagement in sport and physical activity



## WHAT DO OUTCOMES LOOK LIKE, AND HOW DO WE DESIGN PROJECTS TO GENERATE THEM?

The diagram below shows the outcomes for which evidence was found, and how projects can be designed to increase their likelihood of achieving these outcomes.

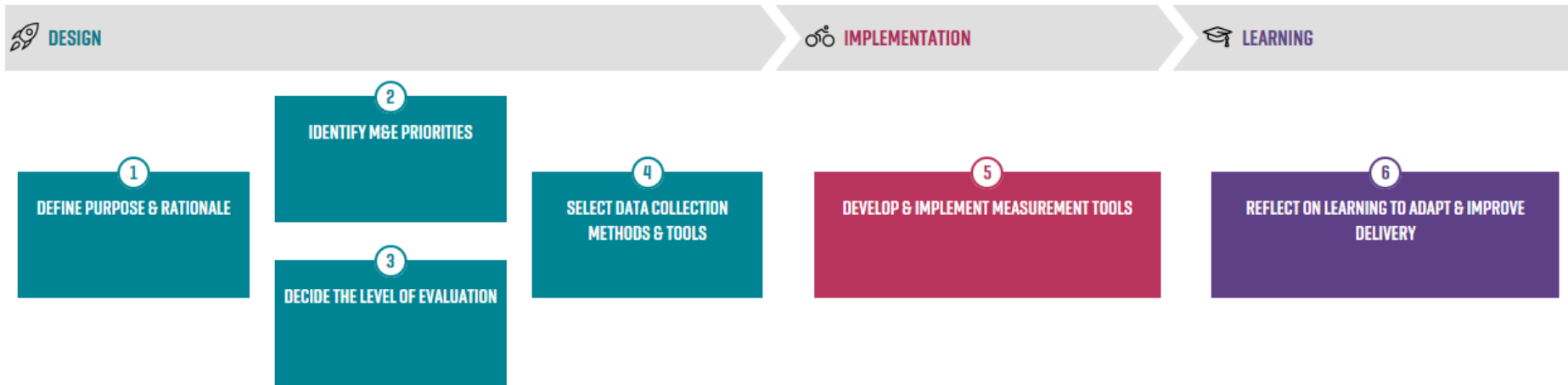


# How the outcomes are currently being tracked nationally

Outcome	Source	High Level Outcome
Physical Wellbeing	Active Lives	Increase in the percentage of the population in England doing at least 150 minutes of moderate intensity activity per week
Physical Wellbeing	Active Lives	Decrease in the percentage of the population in England doing less than 30 minutes of moderate intensity activity per week
Mental Wellbeing	Active Lives	Improved subjective wellbeing  ALS includes the four ONS subjective wellbeing questions: Life satisfaction, happiness, anxiety and how worthwhile people feel things are
Individual Development	Active Lives	Increased levels of perceived self-efficacy  ALS self-efficacy question: To what extent do you agree with the statement 'I can achieve most of the goals I set myself'
Social & Community Development	Active Lives	Increased levels of social trust  ALS social trust question: To what extent do you agree or disagree that most people in your local area can be trusted?
Economic Development	Sport Satellite Accounts	Economic value of sport to the UK economy  Specific measure: Gross Value Added (GVA)

# Measuring your project's contribution to the outcomes

**Sport England Evaluation Framework:** <https://evaluationframework.sportengland.org/>



# The Question Bank

- Self-report questions for collecting information about:
- Demographic characteristics
  - Gender
  - Age
  - Ethnicity
  - Disability
  - Socio-economic status
- Government Outcomes
  - Physical wellbeing – activity level
  - Mental wellbeing – subjective wellbeing
  - Individual development – perceived self-efficacy
  - Social and community development – social trust

# The NESTA Standards of Evidence

## Level 1

You can describe what you do and why it matters, logically, coherently and convincingly

## Level 2

You capture data that shows positive change, but you cannot confirm you caused this

## Level 3

You can demonstrate causality using a control or comparison group

## Level 4

You have one + independent replication evaluations that confirms these conclusions

## Level 5

You have manuals, systems and procedures to ensure consistent replication and positive impact

## Example

You can show you are engaging the right people, in the right way, based on existing evidence of 'what works'

## Example

You carry out pre and post survey evaluation which shows a positive change in outcomes

## Example

You carry out pre and post survey evaluation which shows a more positive change than for a comparison group

## Example

You have a robust independent external evaluation that confirms your findings

## Example

Your delivery model is consistently applied and the impact has been replicated and proven multiple times

# Questions and discussion...