



2.13 Measuring Performance

Describing what your organisation does, and how it does it, are key elements of your project idea. You will need to show the impact and changes your project will make to community sport. It is essential to monitor your progress and evaluate levels of success.

Sport England's vision for sport in England is to **make England an active and successful sporting nation**. This vision is central to everything we do as an organisation and to how we measure the impact of sport. There are various ways you can measure sporting outcomes, and as every project is unique, Sport England will send you a toolkit to help you develop the best approach.

Sport England measures of success

It is important to demonstrate that your project's outcomes will contribute to making England an active sporting nation and to make the strongest possible case for receiving funds.

You will have to show how your project will get people to start and stay in sport.

Start – Increasing participation in sport in order to improve the health of the nation, with a focus on helping priority groups.

Stay – Retaining people in sport and active recreation through an effective network of clubs, sports facilities, coaches, volunteers and competitive opportunities.

Our core measure of success is the number of people participating in sport and active recreation for 30 minutes, three times a week.

In addition to this core measure, Sport England is also keen to increase the number of people:

- + Receiving coaching.
- + Playing or competing in sport, for example club leagues or organised tournaments.
- + Becoming members of sports organisations or signing up to a programme of exercise for a set duration.

Who are the priority groups?

Sport England is particularly interested in investing in these priority groups:

- + people on low incomes
- + people with disabilities
- + women and girls
- + ethnic minority communities
- + 45yrs+ age group
- + young people.

Sport England also hopes to influence a broader social agenda positively through sport:

- + Improving the health and well-being of the population.
- + Achieving economic gains, for example the regeneration of facilities or countryside.
- + Improving community safety, for example reduced rates of crime through better social cohesiveness.
- + Improving educational attainment.

Sporting objectives

It is worth spending some time thinking about how you can help to measure your sporting objectives. How closely do you relate to start-increasing participation and stay-retaining people in sport.

Projects that demonstrate a clear and effective approach to performance measurement will have the best chance of being supported.

Template C *Testing your Assumptions* is available to download from our website www.sportengland.org/funding or by phoning 08458 508 508.



1.03 Your Project | 2.13 Measuring Performance

Template C
Testing Your Assumptions

Having a clear vision of what you want to achieve is vital. Use this template to show how your objectives will be of value to your partners and customers.

Keep your objectives realistic, and involve your team and partners to make sure that everyone agrees the next steps and is committed to achieving your vision.

Testing Your Assumptions	Example
Stakeholder Your organisation	What do they want to achieve from the project?
Your customers
Sport England	To increase participation in sport in order to improve the health of the nation. Retain people in sport and active recreation through an effective network of clubs, sports facilities, coaches, volunteers and competitive opportunities. Increase sports participation to 30 minutes a day across all groups in the community. We aim to have 70% of the population engaging in moderate exercise for 30 minutes a day, five times a week by 2020.



 Funding Support Pack | 1

Taking measurements

There are various ways to measure sporting objectives but we aim to keep them as simple as possible.

We recognise that every project is unique: some outcomes may take months or years to be achieved; others are achieved more rapidly. A Sport England officer will work with you to agree an appropriate approach to performance measurement according to the nature of your project and your own circumstances.

Measuring performance works by taking a measure of your current sporting activities before the project starts (called a **baseline measure**), setting targets and then taking subsequent measures once your project is under way. Successful projects will therefore have to measure current activity levels upon receiving an award offer.



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