



Leisure factsheet 10

Impact and outcomes

**activity
alliance**

disability
inclusion
sport

Monitoring, evaluation, and learning are powerful organisational tools.

Measuring impact and outcomes helps you to shape future services. It also ensures you are providing welcoming environments and high quality services for disabled people and people with long-term health conditions.



What makes your impact and outcomes inclusive?

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Inclusive organisations use performance measurement to develop and deliver effective programmes, support, and services. They successfully embed the following key principles:



Fully embedded and inclusive measurement systems across the organisation.



Clear focus on measuring individual, organisation, and community outcomes which are informed by local activity, demographics, and behaviours.



Evaluation approaches that are co-produced with and accessible to disabled people and people with long-term health conditions.



Disabled people's experiences are accurately captured, understood, and responded to using a mix of evaluation approaches.



Time and energy are invested into data collection to give meaningful results.



Data systems embraced and consistently implemented by your workforce.



Impact analysis and outcome measures inform change and drive more inclusive and effective practices.



Consider your existing approaches to measuring impact and outcomes and ask yourself:

- Can you demonstrate the impact you have made in getting more disabled people and people with long-term health conditions active?
- Are your data collection methods inclusive and accessible?
- Do you collect reliable evidence to shape your future practice and investment?

Developing inclusive impact and outcomes

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To deliver high quality services to disabled people and people with long-term health conditions it is vital to effectively measure impact and outcomes. Consider the following:

Plan and support your approach

Your organisation's strategy should set out clear inclusion aims and outcomes. Make sure your impact measures link back to these. Remember to consider all areas of your business, from staff recruitment to training, marketing, and programme delivery.

You will also need to identify and allocate appropriate resources for evaluation. Try to minimise the burden by making your evaluation activities proportionate to the intensity of engagement. Support your workforce to know why they are collecting information so they can relay this to customers.



Top tip: Establish core evaluation principles. Check out these resources for ideas and guidance:

- [Get Out Get Active resource: A rigorous project management approach.](#)
- [Sport England's Evaluation Framework.](#)



Define what success looks like

Determine what is crucial to measure. You do not have to measure everything, just the key information that you know you can learn and improve from. Avoid collecting data for data's sake!

The quality of your customer experience should be a priority. Define success by engagement and outcomes, rather than just numbers and head counts. Look at [Activity Alliance's effective engagement factsheets](#) titled **Engagement through research and insight** and **Performance measurement and learning** for advice.



Top tip: It is important to understand how disabled people and people with long-term conditions view your offer. What is important to them? Co-produce and deliver your evaluation approaches with people with lived experience.

Think broadly about impact measures

To truly capture disabled people's experiences and the effectiveness of your organisation requires a mix of indicators. Ask yourself:

- Do you monitor new customer and retention rates for disabled people and people with long-term health conditions? Can you evidence their customer satisfaction?
- What about increased physical activity levels or the wider social and wellbeing benefits your programmes have on their lives?
- What impact can you show at a facility level? For example, workforce diversity, scaling up of successful activities, number of new enquiries, or staff training opportunities.
- Are you successfully demonstrating your community impact through new partnerships, local strategic priorities, or funding and investment?



Top tip: Our [Get Out Get Active - measuring our impact resource](#) is full of great examples for programme monitoring.

Accessible data collection

Feedback from disabled people and people with long-term health conditions will help you understand what you are doing well and areas where you could improve. Maximise response rates and data quality by providing different options to capture information. Think about:

- Can you provide Easy Read versions of surveys or the ability to complete them in-person or over the telephone?
- Is your workforce able to support participants to use your evaluation tools if needed?
- Have you factored different formats into your timings and costs?

You can find information about accessible communication formats in

[Activity Alliance's inclusive communication resources](#) and [Sport England's Evaluation Framework](#).



Top tip: Build your information over time, after building trust with your customers. Explain why their information is important and how it will be used.

Baseline and benchmarking

Collect and use baseline data from which you can then measure improvements. Think about how you can monitor general usage, specific groups, and activities. How do your participation rates by disabled people and people with long-term health conditions compare with local population demographics?

Where possible benchmark externally against others. Industry tools like [Moving Communities](#), [Quest](#), and [Net Promoter Scores](#) may be useful.

Invite disabled people and people with long-term health conditions to evaluate your practices. Mystery visits, customer satisfaction surveys, and focus groups are all great ways to engage effectively and give customers a voice in how your site runs.



Top tip: Remember to regularly use your impact and learning to strengthen your delivery practices and future impact.

Useful resources

Activity Alliance has a suite of resources and services that can support you to effectively measure your impact and outcomes.

- Our [effective engagement factsheets](#) are a good starting point, especially **factsheet 1: Know your audience** and **factsheet 10: Performance measurement and learning**.
- Our [Get Out Get Active programme learning resources](#) offer great advice on measuring programme impact and evaluation.
- Comprehensive guidance can also be found in [Sport England's Evaluation Framework](#) and [mapping disability resource](#).



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This factsheet is part of our leisure resource.

View the full resource on our website:

activityalliance.org.uk/resources

 activityalliance.org.uk

 **01509 227750**

 info@activityalliance.org.uk



This document is available in Word format. Please contact us if you need support. Activity Alliance is the operating name for the English Federation of Disability Sport. Registered Charity no. 1075180.