
Sport for Development Coalition Collective Survey Tool

Expression of Interest Process

210329/EOI

Contents

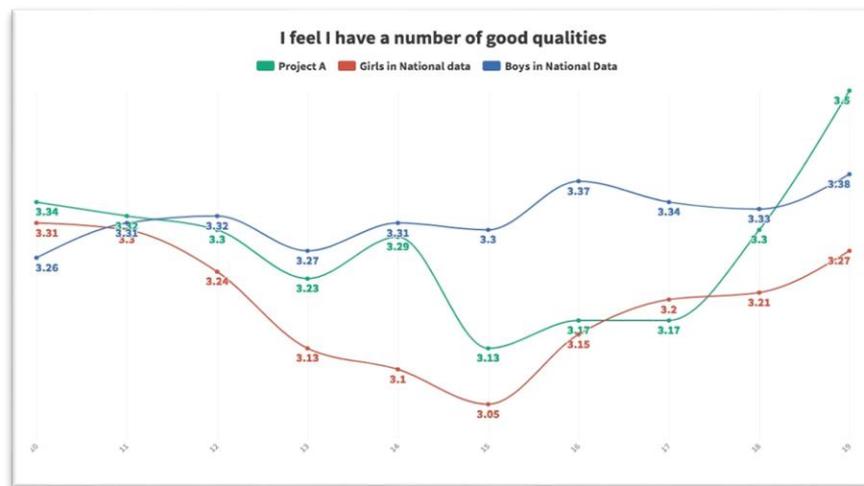
1. Overview	1
2. Introduction to the Sport for Development Coalition	2
3. Background and context	3
4. Further information about the Collective Survey Tool	4
5. Profile of organisations who would benefit from using the tool	5
6. Expression of Interest process	6
7. Questions and further information	6
Appendix 1 Glossary of Terms	7
Appendix 2 Collective Survey Tool Co-creation Group	8

1. Overview

- 1.1 A key objective of the Sport for Development Coalition is to work [collectively](#) to support individual organisations, and the sector as a whole, strengthen measurement, evaluation and understanding of the impact of sport for development.
- 1.2 To support this objective, the Sport for Development Coalition have collaborated with State of Life to produce a Collective Survey Tool and Reporting Dashboard. This tool can be used by sport for development organisations to support their monitoring and evaluation processes. It draws on validated questions from UK population surveys, allows organisations to track how participants responses change based on how long they have been involved with the programme, and compare overall responses to the national data. The tool also includes question that use standard demographic data to enable [disaggregation](#) so as to better understand who is taking part in programmes and the outcomes reported by different groups. Overall, the tool helps organisations understand the difference they make.
- 1.3 Utilising common questions and collecting consistent data as one part of [Monitoring, Evaluation](#) and [Learning](#) (MEL) systems, will help create a large, anonymised and representative sport for development sample that is consistent with and can be compared

against national level data (See Figure 1). This will assist in understanding, learning from and articulating the collective impact of sport for development approaches as well as make the case for supportive policy and funding provision.

Fig 2. Exemplar comparative data generated through the Collective Survey Tool and Reporting Dashboard



- 1.4 Over the next year, a diverse range of organisations from across the Coalition will have the opportunity to utilise the Collective Survey Tool and Reporting Dashboard, to both enhance their organisational M&E system and, through this collective action, contribute to understanding and evidencing the overall impact of the sport for development sector.
- 1.5 Organisations wanting to utilise the tool should review this document and then complete the [Online Expression of Interest Process](#). The intent is to make the Collective Survey Tool accessible to a range of organisations, including those who have less experience in monitoring and evaluation. Therefore, if you require support with this document or the Expression of Interest process please contact the Sport for Development Coalition (e. coalition@sportfordevelopmentcoalition.org).

2. Introduction to the Sport for Development Coalition

- 2.1 The [Sport for Development Coalition](#) is a growing network of more than 180 organisations that use sport and physical activity to generate positive social outcomes. The Coalition mobilises collective action to measure the impact of sport for development at scale, support the creation of an enabling policy environment, and unlock investment and resources to help realise the potential of community sport and physical activity to contribute to positive social change.
- 2.2 The Coalition is made up of a diverse group of organisations that include sporting bodies, community organisations, social enterprises, charities, and aligned sector networks and

support organisations. The Coalition is supported by [Sport England](#), [Comic Relief](#) and [Laureus Sport for Good](#).

2.3 There are three pillars to the Sport for Development Coalition's collective action work: Advocacy, Investment and Impact. The Collective Survey Tool falls within the impact pillar of the Coalition's strategy and business plan. This pillar focuses on building the case for sport for development and strengthening a culture of iterative learning across the sector, through understanding the outcomes and impact achieved by the sector, identifying knowledge gaps in sector impact measurement and increasing capacity of sector workforce to implement [impact measurement](#) systems and promote an [iterative learning culture](#).

3. Background and context

3.1 The Collective Survey Tool and Reporting Dashboard is an online survey, analysis and reporting tool designed for use with participants & volunteers aged 14+ involved with sport for development interventions. It is designed to help gather and analyse data to measure and understand better the outcome achieved through sport for development through the lens of validated questions and data.

3.2 The Collective Survey Tool does this by providing a tool that supports sport for development integrate into their MEL systems questions from UK population surveys, mainly from outside of the sport sector, that are designed to act as indicators for key social outcomes including better physical health, improved mental health and wellbeing, reduced loneliness and social isolation, social cohesion and building stronger communities and reducing inequality, diversity and inclusion.¹

3.3 The tool was developed by a [co-creation group](#) of organisations from the Sport for Development Coalition network (See Appendix 2). The co-creation group acknowledged that organisations within the Coalition were at various stages in developing their MEL systems and approaches. Some organisations had sophisticated community-led approaches, while others were facing challenges to capture, understand and evidence the impact of their work, beyond purely recording the number of beneficiaries they engage. Other organisations did not have the resources or funding to employ dedicated research and evaluation staff or resources to purchase 'off the shelf' evaluation tools and without in-house expertise. Others were unsure what else they could be doing to demonstrate impact and do not have the tools or resources to do this. Among the collective group organisations, there was recognition that there was limited convergence in terms of approaches to measure outcomes and impact. Making it difficult to articulate and understand sector wide impact.

3.4 The Coalition Co-creation group, facilitated by StreetGames, received funding from Sport England to create a Collective Survey Tool that will provide an impact measurement solution for smaller organisations whilst also helping the Sport for Development sector to [aggregate](#) their [collective impact](#) at a national level. A brief for the work was agreed through

consultation with a group of representatives from different organisations in the Coalition (the Co-creation group). Which was then sent out for tender with Jump (now State of Life) / Impact appointed in 2019.

3.5 State of Life worked with the Co-creation group to develop the Collective Survey Tool over 2020. It has been piloted by organisations from the Co-creation group and is now ready to be rolled out to the wider sector.

4. Further information about the Collective Survey Tool

4.1 For this first iteration, up to 80 organisations and networks within the Coalition will be able to utilise the tool.

4.2 As the Collective Survey Tool utilises validated questions from UK population surveys, organisations can be assured that the questions are tried and tested and that they are recognised 'markers' for key outcomes that can be benchmarked against national data from outside of the sport sector. The questions correlate with the following outcome areas:

- Physical activity levels
- General health
- Subjective wellbeing
- Resilience
- Belonging and trust
- Social cohesion
- Community development (volunteering)

4.3 The current questions were chosen through consultation with the Co-creation group. The questions reflect the outcomes many sport for development programmes and projects aim to support. There is an option for users to adapt the survey, but there is a cost associated with this.

4.4 The Collective Survey tool is quick and relatively easy to complete. It is also system agnostic, meaning it can work with existing MEL software. The survey is deployed through a Progressive Web App (PWA), this means that surveys can be completed on mobile devices without using up phone memory or needing to be downloaded. They can also be sent out as an online survey link or could be done via paper versions and then the data keyed in directly to the system. The survey can be deployed as a baseline/end-line or it can be deployed as a one-off 'snap-shot'.

4.5 The Reporting Dashboard is where organisations' collected data is stored and where live results can be accessed, analysed and compared to national data (See Figure 2 for example data).

Fig 2. Data visualisations generated through the Collective Survey Tool Reporting Dashboard



4.6 Organisations using the tool will need to agree to adhere to a comprehensive [data processing agreement](#). The data processing agreement states the rights and obligations of each party concerning the protection of personal data and supports compliance with GDPR regulations and data protection laws.

4.7 Within the framework of the data processing agreement organisations may be placed into cluster groups where small clusters of organisations will have the opportunity to share anonymised data and form smaller learning groups.

4.8 Organisations using the tool will receive ongoing support from the Coalition team which will include three sessions (totalling 5.5 hours) which focus on collective capacity building, evaluation of the tool and establishing a '[community of practice](#)' of organisations using the tool. These sessions will be structured as follows:

- i. 3-hour forum focused on data collection quality and ethics.
- ii. A 1.5-hour community of practice session. This session would be an opportunity for organisations to share learning and collectively respond to any challenges or issues they have come across once they have started collecting data.
- iii. A final 1-hour session which is an evaluation with organisations on how the data collection process went and how it could be improved in future.

5. Profile of organisations who would benefit from using the tool

5.1 The Sport for Development Coalition Impact Working Group and back-end team will identify organisations to use the tool based on the following principles and organisation profiles. The objective is to engage a diverse range of organisations that:

- i. Demonstrate a commitment to learning, sharing and collective action in understanding the impact of sport for development.

- ii. Bring unique experience, expertise and strengths to the community of practice group using the Collective Survey Tool (community reach, expertise, organisation type).
 - iii. Have a diversity of experience of monitoring and evaluation.
 - iv. Add to the diversity of the aggregated data set by ensuring organisations with national, regional and working in a specific community or place are engaged.
- 5.2 All organisations using the tool will need to adhere to a data processing agreement (that is compliant with general data protection regulations) and be prepared to engage in the community of practice sessions and evaluation process.

6. Expression of interest process

- 6.1 For this first iteration the Collective Survey Tool, there is an opportunity for a range of organisation from across the Coalition to utilise the tool. It is envisaged the group of organisations using the tool will be diverse by programme/project outcomes they are working towards, regions of delivery, organisation size and organisational experience of MEL.
- 6.2 One of the aims of this Collective Survey Tool is to contribute to democratising and demystify measuring social impact to make it more accessible, affordable and practical for small groups, while also integrating the use of common questions and data points into more developed M&E systems to allow for better cross sector aggregation. Therefore, organisations with all levels of M&E experience are encouraged to engage.
- 6.3 To submit an expression of interest to utilise the tool please complete the [Online Expression of Interest Process](#). Organisations wanting to utilise the tool as part of the second round of users should and complete the expression of interest process by **5pm Friday 14th May 2021**. If you require support in completing the expression of interest form, or wish to access it in alternative forms, please contact the Sport for Development Coalition.
- 6.4 All organisations will be contacted with the outcome of their submission. The tool will be ready for use in May 2021.

7. Questions and Further information

- 7.1 Please submit questions or enquires related to this brief via email to the Sport for Development Coalition (e. ksmith@sportfordevelopmentcoalition.org)

Appendix 1 Glossary of Terms

Aggregation	Refers to data which is collected from multiple sources and/or multiple measures which is then compiled into data summaries and reports for the purpose of sector wide reporting ² .
Collective Action	Actions taken by a collection or group of people, acting based on a collective decision ³ . For example, the Sport for Development Coalition is a group of 180 organisations which are acting on a collective decision to enable sport for development to achieve its full potential.
Collective impact	Describes an intentional way of working together and sharing information for the purpose of solving a complex problem ⁴
Community of practice	A community of practice is a group of people who share a common concern, a set of problems, or an interest in a topic and who come together to fulfil both individual and group goals ⁵
Culture of iterative learning	An environment whereby there is an emphasis on learning through continuous practice and steps.
Data processing agreement	A legally binding document to be entered into between the data controller and the data processor. It regulates the scope and purpose of data processing ⁶ .
Disaggregation	Data that has been divided down by detailed sub-categories, for example by ethnicity, gender, age, disability or postcode ⁷ .
Evaluation	Process of assessing, as systematically and objectively as possible, a completed project or programme (or a phase of an ongoing project or programme that has been completed). Evaluations enable organisations to inform strategic decisions, thus improving the project or programme in the future ⁸ .
Impact measurement	In general terms Impact refers to the effect or results of your project. Impact measurement therefore is the systematic process of the collection of specific information to track the effect or results of your project ⁹ .
Learning	The knowledge gained from monitoring and evaluation which can then be used change or improve a programme ¹⁰ .
Monitoring	The systematic and routine collection of information from projects and programmes ¹¹ .

Appendix 2 Collective Survey Tool Co-creation Group

Organisations involved in the Co-Creation Group
StreetGames
Sport England
Active Partnerships Network
Sported
Dame Kelly Holmes Trust
Greenhouse Sports
Access Sport
Tennis for Free
Denis Law Legacy Trust
Active Lancashire
Active Surrey
Dallaglio RugbyWorks

Notes

- ¹ Office of National Statistics. (2021). *Personal well-being in the UK: April 2019 to March 2020*. <https://www.ons.gov.uk/peoplepopulationandcommunity/wellbeing/bulletins/measuringnationalwellbeing/april2019tomarch2020>; HM Government (2020) *Community Life Survey 2019/20*. <https://www.gov.uk/government/statistics/community-life-survey-201920>; Sport England. (2021). *Active Lives Survey*. <https://www.sportengland.org/know-your-audience/data/active-lives?section=overview>;
- ² The Glossary of Education Reform. (2021). *Aggregate Data*. <https://www.edglossary.org/aggregate-data/>
- ³ Stanford Social Innovation Review. (2021). *Collective Impact*. https://ssir.org/articles/entry/collective_impact
- ⁴ National Council of Non-Profits. (2021). *Collective Impact*. <https://www.councilofnonprofits.org/tools-resources/collective-impact>
- ⁵ Community of Practice. (2021). *What is a Community of Practice?* [http://www.communityofpractice.ca/background/what-is-a-community-of-practice/#:~:text=A%20community%20of%20practice%20\(CoP,both%20individual%20and%20group%20goals](http://www.communityofpractice.ca/background/what-is-a-community-of-practice/#:~:text=A%20community%20of%20practice%20(CoP,both%20individual%20and%20group%20goals).
- ⁶ GDPR Register. (2021). *Data Processing Agreement (DPA)*. [https://www.gdprregister.eu/gdpr/data-processing-agreement-dpa/#:~:text=A%20Data%20Processing%20Agreement%20\(DPA,the%20controller%20and%20the%20processor](https://www.gdprregister.eu/gdpr/data-processing-agreement-dpa/#:~:text=A%20Data%20Processing%20Agreement%20(DPA,the%20controller%20and%20the%20processor).
- ⁷ The Glossary of Education Reform. (2021). *Aggregate Data*. <https://www.edglossary.org/aggregate-data/>
- ⁸ SportandDev. (2021). *What is Monitoring and Evaluation*. <https://www.sportanddev.org/en/toolkit/monitoring-and-evaluation/what-monitoring-and-evaluation-me>
- ⁹ NPC. (2017). *What does 'impact measurement' really mean?*. <https://www.thinknpc.org/blog/what-does-impact-measurement-really-mean/>
- ¹⁰ Good Push. (2021). *Monitoring, Evaluation and Learning (MEL)*. <https://www.goodpush.org/behind-the-scenes/MEL>
- ¹¹ SportandDev. (2021). *What is Monitoring and Evaluation*. <https://www.sportanddev.org/en/toolkit/monitoring-and-evaluation/what-monitoring-and-evaluation-me>