

**we  
can  
move**

# **Active Gloucestershire**



Active Communities Covid-19 Recovery Fund Evaluation Brief

September 2021

## 1. Introduction and background

### 1) We can move and Active Gloucestershire

Health inequalities are one of the biggest challenges facing our county and encouraging everyone to be active is a way in which we can all help. We believe our strength is in working together. That way we can influence decision makers, increase our resources and support. So, more people use movement to improve their health and wellbeing

[We can move](#) is the positive message that movement is vital for our physical and mental health. Physical activity can mean many things to many people but is essentially finding your way to move your body. For some people this might include organized events, team sports or running. For others it may mean walking to the shops, cycling to work, playing with your children or dancing in your kitchen.

[Active Gloucestershire](#) is part of a national network of Active Partnerships operating across England. Predominantly funded by Sport England and Gloucestershire Clinical Commissioning Group.

As a trusted organisation, Active Gloucestershire coordinates **we can move**. Inspiring people to unite behind a common vision to increase physical activity. Connecting individuals and organisations to build strong collaborative partnerships. Enabling the growth and impact of **we can move**, through providing a range of resources, training, and support.

### 2) Active Communities Covid-19 Recovery Fund / Tackling Inequalities Fund

Sport England set up the Tackling Inequalities Fund in April 2020 as part of our support package to help reduce the negative impact of coronavirus and the widening of the inequalities in sport and physical activity. It was created with £20 million of National Lottery funding to try and help minimise the negative impact on physical activity levels specifically of people from under-represented groups disproportionately affected by the pandemic, with a specific focus on:

- Lower socio-economic groups
- Culturally diverse communities
- Disabled people
- People with long-term health conditions.

Active Gloucestershire have branded this as the Active Communities Covid-19 Recovery Fund and have supported over 50 organisations via sharing a funding pot of £150,000 across Gloucestershire.

It is anticipated that Sport England are to continue this funding stream and there is potential that this second phase will be over multiple years and of similar size in funding to that received to date. Therefore, we are interested in evaluators including

within the proposal the option for a second phase evaluation to take place during the first 12 months of this fund. We are expecting to hear from Sport England what funding will be provided around October or November 2021.

## **2. Project aims and objectives**

### **Purpose:**

Minimise the impact of the Covid-19 pandemic on the activity levels of people from under-represented groups

### **Expected Outputs** (direct, immediate term results from the funding):

Reduce the negative impact on organisations and their target audience

### **Expected Outcomes** (medium term results, changes, benefits, or other effects from outputs):

Pandemic has minimal impact on organisations, who continue to engage with communities, encouraging them to come together and engage in physical activity

### **Expected Impact** (longer term, larger scale consequences):

Maintain the number of community groups in existence and their levels of engagement with the target groups. Due to the fund being accessible to non-traditional groups, a greater involvement in physical activity and increased amount of changemakers within target groups

## **3. Evaluation aims**

### **Phase 1:**

To assess against the project against its aims and objectives. if Active Gloucestershire's presence was a positive interaction in supporting organisations through the TIF fund and if it successfully minimised the impact of the pandemic on the physical activity levels of people from under-represented groups. Through supporting organisations linked to those audiences throughout the COVID-19 pandemic.

To assess whether the target groups of each organisation engaged with physical activity. Through deep dives with 6 fund recipients, create and share narratives of the impact from the funding. Use the learnings from this phase of the projects and the findings of this evaluation to influence the next phase of this funding.

### **Phase 2:**

Similar aims to phase 1, with the potential for longitudinal study through access to fund recipients prior to and following receiving funding.

#### 4. Evaluation objectives and methodology

There are three key objectives for this evaluation to understand the effectiveness of the project to date. With an overarching aim to use these learnings to influence the next stage of this project:

- Using predominantly quantitative data compiled to date – Did the funds get distributed to the areas of greatest need?
- Using qualitative feedback gathered by Active Gloucestershire staff – Did the funds achieve their purpose for the organisations?
- With a small selection of organisations gain a greater understanding of what happened and what has changed since applying and receiving the funding

##### 1) Did the funds get distributed to the areas of greatest need? Quantitative analysis

Analysis of the quantitative data collected during the funding process

Key questions:

Which priority groups applied for funding?

Which priority groups had funding approved?

- BAME
- Low Socio Economic
- Long Term Health Condition
- Disability
- Women
- Children
- Young People Adults

Which type of support was approved?

- Hardship
- New Initiative
- Advice and Support
- Connectivity

How has the funding been distributed across the county?

- Per District
- Per Ward
- Can this be mapped over areas with high priority groups?

- 2) **Did the funds get distributed** Did the funds achieve their purpose for the organisations – Quantitative or Qualitative Data (mixed methods – application form plus phone calls?)

Through qualitative data gathered by Active Gloucestershire staff capturing feedback from each organisation who received funding:

- What did each organisation spend the funding on? Are they still going?
- What was the objective/aim of this?
- Which priority group are they targeting?
- Is there a way the organisation can measure the outcome of this?
- What timeline is appropriate? Pre/Post/6-Month/12-Month?

- 3) **What happened and what has changed since applying and receiving the funding? Qualitative Data and/or Mapping**

Identify 6 organisations to carry out deep dive analysis with to create a narrative for comms through a variety of formats, including imagery, video and

Identify organisations with successful outcomes

Identify organisations with key learning points including

- Organisations who haven't seen successful outcomes
- Organisations with unintended outcomes
- Organisations with no measurable outcomes
- Identify what didn't work and should be done differently

Identify people within organisations who have members become changemakers for **we can move**

## **Methodology**

Whilst the above give an outline to what we are trying to achieve, we are open to suggestions on the methodology you may feel appropriate for this evaluation.

For some context to evaluation carried out to date, we have just completed a two-year evaluation project with ARC West (University of Bristol) and the report can be found here <https://wecanmove.net/blog/evaluating-the-growth-impact>

This details the range of methodologies used, including System Mapping and Ripple Effects Mapping. As well as key findings of our work with stakeholders and community groups to date.

## 5. Evaluation outputs

The following outputs will be required for phase 1:

- Final summary report of the key findings from the three key pieces of evaluation listed in section 4.
  - Visually engaging – not text heavy
  - Include imagery and stories from our network
  - Highlight key successes and learnings
- Easy read version of summary report
- 6 in depth stories from across our network and demographics we work with. Output can be a mix including imagery, video, presentations, reports.

Outputs for phase 2:

- Regular short update reports, discussions or presentations on learnings
- Final summary report
- Easy read version of summary report
- 8 to 12 in depth stories from across our network and demographics we work in

## Accessibility

All outputs must be accessible to ensure they can be used by as many people as possible, including those with impaired vision, motor difficulties, cognitive impairments or learning disabilities or deafness or impaired hearing. At a minimum, this can be done through using Microsoft's Accessibility checker and subtitles on videos.

## 6. Timings

- September-October: Active Gloucestershire staff to collate qualitative data from fund recipients
- 30<sup>th</sup> September: Closing date for evaluation proposals
- 8<sup>th</sup> October 2021: Successful evaluation partner confirmed
- October to December 2021: Phase 1 of evaluation
- November 2021: Confirmation of funding situation – discussions to commence around phase 2 evaluation
- January 2022: Phase 1 outputs sent to Active Gloucestershire
- January 2022: If funding agreed, commence phase 2 of evaluation.

## 7. Budget

The budget for phase 1 of this evaluation is up to £12,000

The budget for the optional phase 2 is currently unknown, subject to confirmation of the funding from Sport England

## 8. Further questions

For more information or further discussion on this brief please contact Alan Inman-Ward (Head of Insight and Intelligence) on 01452 393605, [alaninman-ward@activegloucestershire.org](mailto:alaninman-ward@activegloucestershire.org), or book a meeting with Alan via <http://www.calendly.com/alaninman-ward>