

Introduction

Module 1

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Sport Unites Evidence and Learning Framework

Introduction & Module 1

MAYOR OF LONDON



Introduction



Introduction

What is this Framework about?

[Sport Unites](#) is the Mayor of London’s flagship community sports programme designed to achieve his long term vision to make London the most active and socially integrated city in the world. Spanning an 8 year period (2018-2026) the programme currently includes around 300 projects ([see Appendix 1](#)), all focused on enabling young Londoners to improve their physical and mental wellbeing, safety, educational and employment outcomes. At the same time, these projects vary enormously in their focus, size and scope; and in the type of evidence and data they collect to show the impact of their work.

Evidencing the change that comes about through opportunities for sport and physical activity is key to the success of Sport Unites and future sport for development opportunities. We know that for large, complex programmes such as Sport Unites, traditional “measures” based on things that are easy to count won’t give the whole picture of change, nor explain how that change has come about. It can therefore be harder for projects to learn “what works, for whom”, or just as importantly, what doesn’t work and why.

As a result, the GLA Civil Society and Sports Team and organisations funded through Sport Unites, have agreed that a consistent impact framework and evidence base is needed, that can speak to the range of projects and diversity of perspectives involved, and provide a rounded picture of change including how it comes about. For this to happen, there also needs to be a shared understanding and approach to evidence and learning, including identifying what different kinds of evidence exist and how to collect them.

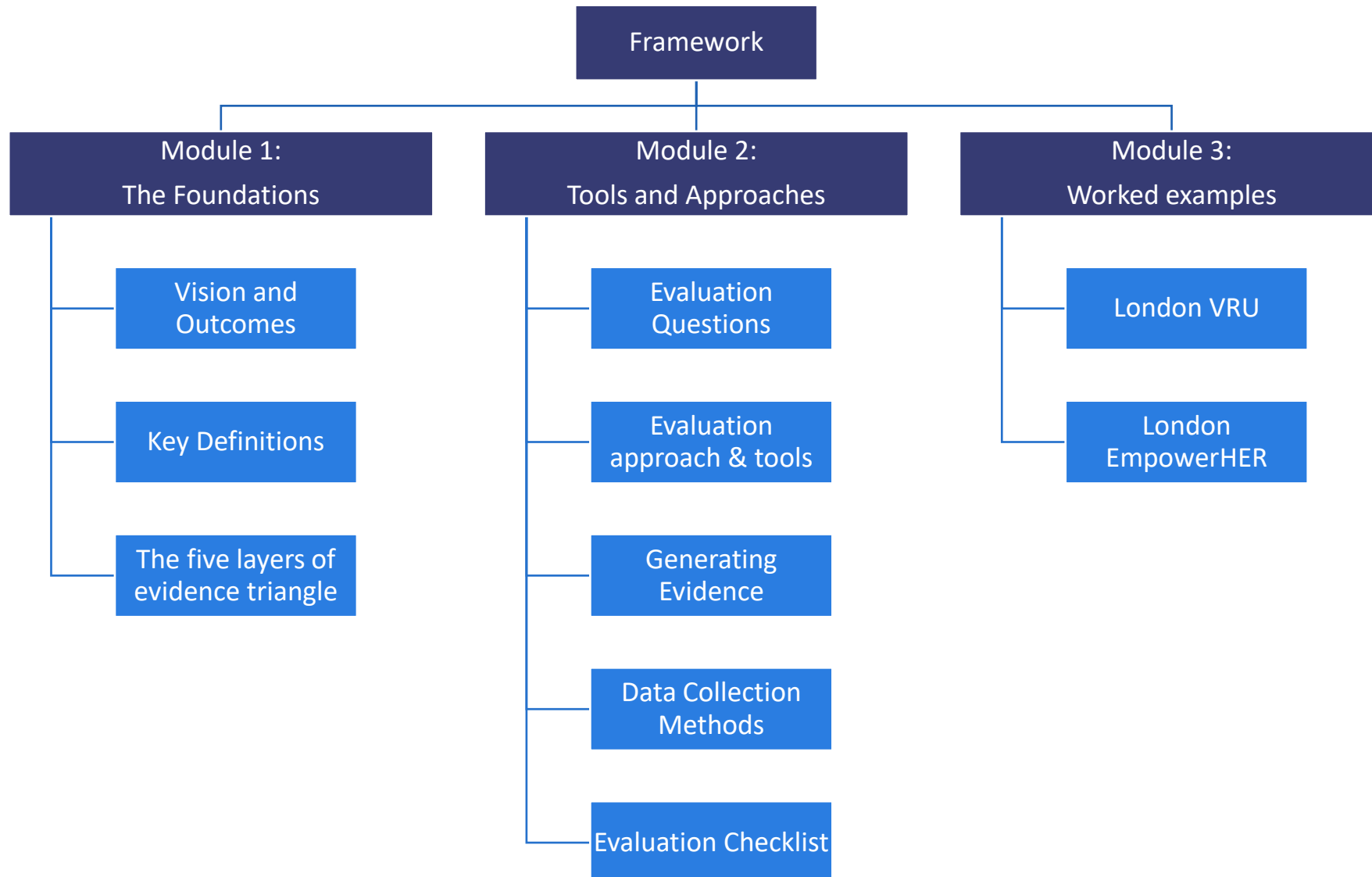
This Evidence and Learning Framework has been drafted by NDTi (Sport Unites’ evaluation and learning partner) to provide this consistency, using an overarching yet flexible structure and guidance on evidencing impact. It has been co-designed with members of the GLA Civil Society and Sports Team and organisations they fund as part of the Sport Unites programme. It is **not** intended to replace what is already in place and working well, e.g. at an organisational or project level.

The Framework is built upon the [Sport Unites vision and outcomes framework](#), which was coproduced with funded organisations and the GLA team over the summer of 2023 ([see Module 1](#)); a process that was both collaborative and unifying in terms of agreeing a shared, strategic direction and priorities for change (the outcomes) over time.

How should this Framework be used?

The Framework can be used flexibly; people can dip into whichever Module or section they need, in any order. We recommend, though, that everyone is familiar with Module 1, The Foundations, as this describes the broad approach to evidencing impact and clarifies the terms used throughout.

What does it contain?



Who is the Framework for?

This modular Framework is aimed at delivery organisations, directly funded organisations and all the partners involved in making Sport Unites happen, including, of course, young people themselves. It will be most useful for people who are responsible for evaluation and/or data collection within organisations, but will also be relevant to staff delivering activities as it will help them to capture and track the impact they see sport having on young Londoners in a consistent way.

It is also intended to be useful to the GLA, both the Civil Society and Sport Team and across the wider organisation.

Why is it important?

Having a consistent and accessible approach to and guidance on evidencing impact and learning about what works is important for everyone involved in Sport Unites, in particular:

For organisations funded through Sport Unites ...

- Guidance and ideas on evidencing impact in a consistent and relatable way
- Focusing on measuring meaningful progress against agreed outcomes
- Understanding the options for capturing impact
- Being able to make the case for specific activities/opportunities as a result of demonstrating their impact
- Tracking progress and sharing this internally
- Knowing and understanding the bigger picture across London, and feeling part of this change.

And for the GLA ...

- Showcasing the achievements of Sport Unites
- Building a coherent overview of impacts across the Programme
- Ways of collecting and sharing learning
- Helping to shape future priorities, gaps and areas for investment, so GLA teams can make evidence based decisions
- Ensuring data is high quality, robust and validated from the start.

Module 1. The Foundations



Module 1: The Foundations

Module 1 describes the broad approach to evidencing change including key definitions, and introduces some core models and ways of thinking about evidence and learning about what works.

Sport Unites is cross-cutting, complex and ambitious in its purpose and remit– with diverse projects and funded organisations working separately and together to support the diversity of young Londoners in myriad ways.

This cross-cutting remit and desired impacts means a coherent impact framework and evidence base is needed, that can speak to a range of projects and audiences. Having a shared understanding about and approach to evidence and learning across the Sport Unites Programme is key. This includes agreement about approaches for collecting different kinds of evidence and associated data.

The Vision and Outcomes Framework for Sport Unites reflects this broad reach and comprehensive coverage of different its projects and data sources.

Vision and Outcomes for Sport Unites

The Vision and Outcomes Framework below sets out the **shared vision for change** and direction of travel for Sport Unites’ projects and funded organisations. Coproduced by the GLA Sport and Civil Society team and funded organisations involved in Sport Unites, the shared vision statement embodies the long term aims and aspirations for the Programme and all those involved in funding and delivering opportunities for young Londoners to participate in and benefit from sport and physical activity. The vision is underpinned by **5 outcome areas**, short-medium term goals that reflect the key priorities for change which will ensure movement towards these longer term aims. Each outcome area has been “unpacked” to identify the signs of change and sources of evidence that will show whether these things are happening, for whom, and also that they are working well.





Sport Unites Outcomes & Evidence



Vision: Young people in London have better lives, greater opportunities and more hopeful futures through taking part in sport and physical activity.

Sport Unites outcomes in Phase 2: These are the short-medium term changes that will result from Sport Unites activities	Signs of change: How will we know we are being successful, that each of these changes is happening, and working well?	Sources of evidence: What information / data will tell us if these things are happening? What needs to be collected, when, by whom? Do you have it or do we need to generate it?	Notes and questions
1. Young people feel empowered, resilient, in control of their lives and know they have a voice	Young People: can cope with challenges and bounce back when things are tough can talk about their experiences to trusted people are having positive conversations about the future are more confident in speaking out feel their voice is heard and changes are made as a result. have better relationships at home	Engagement in education (schools data) Referrals to other agencies (Ditto) Observation/stories during project.	There's a distinction between 'feeling' in control or 'are' in control. Control itself, how to phrase this?
2. Young people are connected, and have a sense of belonging	Increased and more frequent participation in activity High levels of engagement and retention in projects More time outside house and positive interactions Engagement in other projects because of interactions they've had. Increased levels of trust in community and in authority figures in community.	Project activity info Observations on engagement and interaction Longitudinal and case study insights - what else, so what, what next? Mentoring, pastoral support, baselines	Clarify connected to what and how.
3. Young people feel safe, within their local communities and within London	Young people feeling safe Decreasing serious youth violence More engagement in sports and better choices, Fewer violent incidents Young people have more and safer options at a local level	Data on youth crime and violence Current data that tracks localised delivery within boroughs Young peoples' perceptions	Have to consider capacity for change Safer options include travel, youth spaces, what can GLA do to influence policy and practice.

Sport Unites outcomes in Phase 2: These are the short-medium term changes that will result from Sport Unites activities	Signs of change: How will we know we are being successful, that each of these changes is happening, and working well?	Sources of evidence: What information / data will tell us if these things are happening? What needs to be collected, when, by whom? Do you have it or do we need to generate it?	Notes and questions
	Young people are better informed so are able to make better choices Young people are changing their behaviour because they feel safer Whole system is created with young people's safety in mind		
4. The most inactive and excluded children and young people, and those at risk of inactivity, are becoming more active	More opportunities for being or becoming active, particularly in the areas where young people are at highest risk Greater availability of green spaces and safe places, trusted adults Barriers are being removed for those most at risk	Local evidence at ward and borough level to track reduction of those most at risk, including health inequalities GLA city intelligence unit data. Previous research evidence Views and experiences of families as well as young people	Focus on prevention is key Ensure measuring the change in the system not outputs especially volume measures. How to capture system change?
5. Highly skilled staff are delivering this work in appropriate and accessible spaces, and organisations are working together in a climate that values and promotes sport and physical activity	More people accessing training and reporting this is improving quality of their work There is a suite of development options to help upskill the workforce Organisations in the sector are working collaboratively to provide a wide range of tailored opportunities that draws on the expertise of different organisations and responds to the needs of young people Increased access to facilities for community organisations so they can deliver their activities in appropriate places. Young people feel supported by sport professionals.	Training providers for SU projects data on courses attended and evaluation findings – returning to people that have participated 1 yr post to see if implementing (need to be generated) Number of organisations in SU engaging in a network Number that are working on partnership projects on SU Number of joint bids and projects Reduced number of SU orgs reporting issues of access/cost/barriers to delivery	

Key Definitions and Language

The following provides an explanation of the key phrases and language used throughout this Evidence and Learning Framework, as a way of developing a shared understanding of and language about change across Sport Unites.



Vision – a short statement reflecting the big societal changes that local stakeholders want to achieve; inspirational goals over a 5-10 year period.



Outcomes – the specific, short-medium term changes that partners agree will take them closer to the longer term vision. They usually reflect the key changes that partners commit to working towards over a 1-3 year period.



Signs of change (or indicators) – agreed measures that indicate movement towards the outcomes, usually a mix of things that are easy to measure and those that are more complex and require a range of approaches to capture what is changing and for whom. In our five layers of evidence we talk about objective (more easily measured) and subjective (more complex to measure) outcomes and indicators.



Outputs, inputs and processes – these terms refer to important ways of making change happen. They cover the resources invested and initiatives developed or introduced to help achieve outcomes (inputs and processes); and some of the short term deliverables that may be required (e.g. by funders) to know that these investments are being used effectively and efficiently (outputs).

Inputs and outputs are often confused with outcomes, and often form the heart of many monitoring and evaluation activities. They are important, but do not constitute the change themselves. A robust evaluation framework needs to combine all of these elements and achieve a balance that is fit for purpose, i.e. that reflects the aims and ethos of the programme or project(s) being evaluated.

The diagram below helps to summarise the difference between these key terms, and to demonstrate the importance of keeping a focus on outcomes, the change that is happening and being experienced as a result of the developments taking place.





Evidence – a range of sources of information and data that can tell us whether the above indicators (or signs of change) are happening or not, and if so to what extent. We know that just one source of evidence is never enough to give a complete picture of what is happening and changing for people, hence the development of the five layers of evidence triangle to guide local developments and evaluations.

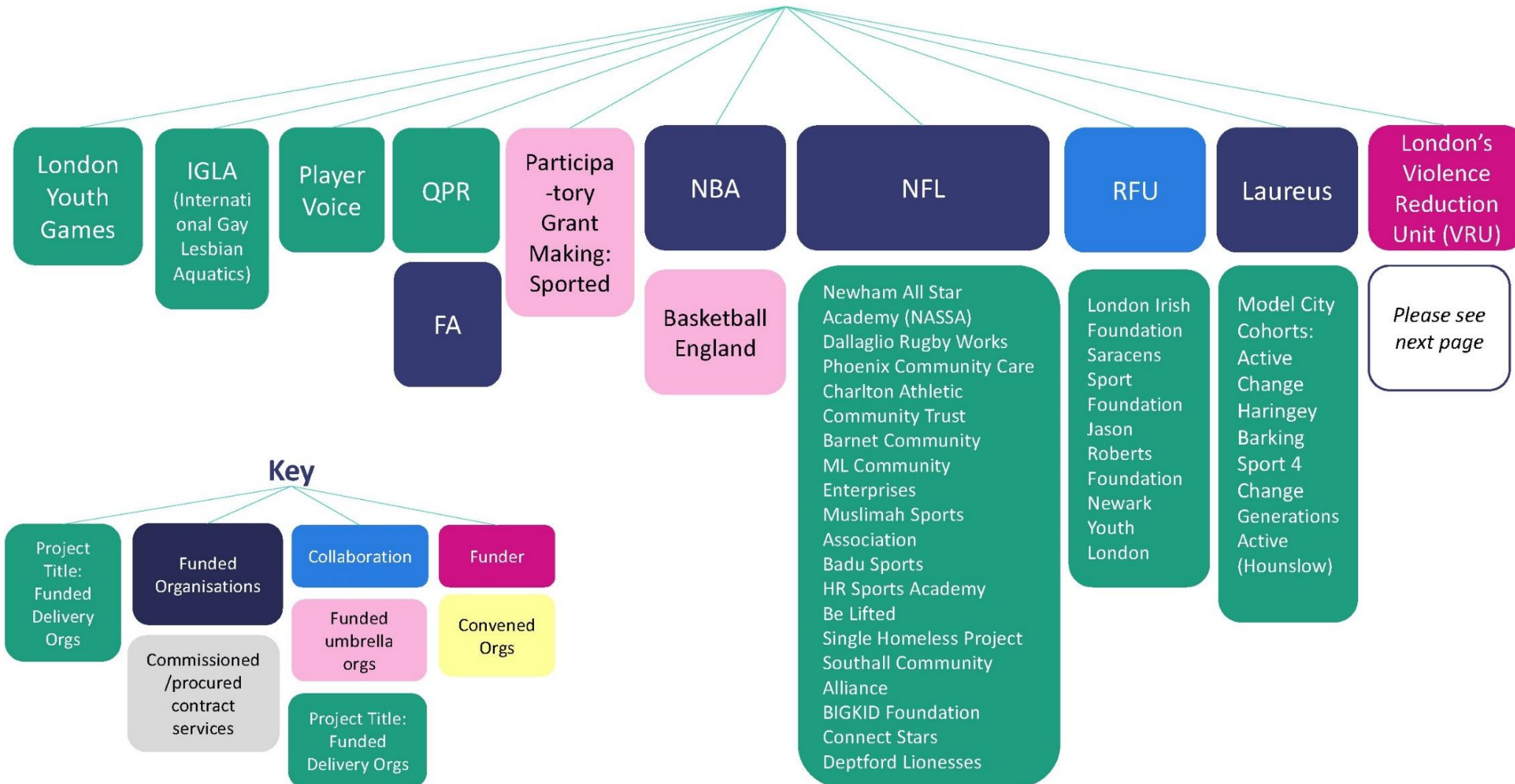
Five Layers of Evidence

The five layers of evidence triangle is a tool that can be used alongside the Vision and Outcomes Framework to think about different sources of evidence that will give a comprehensive picture of change for individual projects as well as the programme overall. The triangle is below and we describe how it works in greater detail in [Module 2](#).



Appendix 1: The Programme Projects Overview

Sport Unites 2023-2026



Sport Unites 2023-2026

London's Violence Reduction Unit (VRU)

Internships:
 GB
 Snowsport England
 Cricket Board (ECB)
 Table Tennis England (TTE)
 Rugby Football Union (RFU)
 Women in Sport England
 Netball Benchmark
 Lawn Tennis Association (LTA)

YPAV Pilots:
 AFC Wimbledon Found. in partner with Raising Stars SMSC in the Community in partner with Unique Talent

Young People Affected by Violence Steering Group (YPAV):
 community regeneration
 community collective

Early Years Research:
 Loughborough University

TBD

Skyway	Project Zero
Youth Unity	West Ham
Volunteering Matters	United Change
Lifeline	Foundation
Palace for Life	London Youth
Foundation	Football
Newham Council	Beyond Borders

Future Ready Fund:
 Grantees
 Badu
 Community CIC
 Capital Kids
 Cricket CHIPS
 Corams Fields
 Fight for Peace
 HR Sports Academy
 Laburnum Boat Club
 Mentivity CIC
 SkyWay
 Streetz Ahead
 Urban Yogis CIC
 WeMove Dance CIC
 Youth Unity

Sports Leadership Academy:
 London Youth /Streetgames/ League Leaders

Featherstone Sports Centre
 The youth excellence academy
 Sport at the Heart
 HR Sports Academy
 St. Matthew's Project
 Reaching Higher
 Zest of Mind
 Metro Judo Club
 London Tigers
 Bigkid foundation
 Carney's Community
 Dynamic Coaching CIC
 Project Zero WF cic
 Pro Touch SA CIC
 North Paddington Youth Club

Workforce Upskilling:
 Mentivity

After School/Holiday Provision: London Youth

Advice Support Knowledge Information
 BIGKID Foundation
 CASPA
 Chaverim Youth Organisation
 Dost Centre for Young Refugees and Migrants
 Play Place Innov8 CIC
 Positive Role Models CIC
 Project Zero WF cic
 Salaam Peace

Sports Fun 4 All
 Springfield Motor Racings Club for Young People
 St. Matthew's Project
 Theatre Peckham
 Urban Yogis UK
 Wac Arts
 Westminster House Youth Club
 Start Easy
 Axis Educational Trust
 Bubblesqueakeat CIC

Community Sports Management Network
 Frenford Clubs
 London Basketball Association
 Mary's Youth Club
 MTV Youth Hampton
 Muscle Basin Gym
 Sporting Inspirations CIC
 TAG Youth Club for Disabled Young People

The Avenues Youth Project
 Urban Partnership Group (Masbro Youth Club)
 Barking and Dagenham Youth Dance Ltd (BDYD)
 Bloomsbury Football Foundation
 Metro Judo Club
 Ocean Youth Connexions
 Wapping Youth FC
 YMCA St Paul's Group

Bromley Children and Families VSF
 Clube dos Brasileirinhos
 Cray Wanderers (Dynamic Coaching)
 Ekota Academy (GAM Exension 2 only)
 North London Sports Academy
 Revo Seccus Ltd
 Sport at the Heart
 The Wickers Charity
 Zest Of Mind
 Acheinu LTD T/A The Boys Clubhouse

Code 7 Ltd
 Communities First
 Edmonton Community Partnership
 Featherstone Sports Centre
 Future Youth Zone
 Ham Youth Centre (Achieving for Children)
 High Trees Community Development Trust
 North Paddington Youth Club
 QCCA
 SYCT

Key

Project Title: Funded Delivery Orgs	Funded Organisations	Collaboration	Funder
Commissioned/p rocured contract services	Funded umbrella orgs	Convened Orgs	
Project Title: Funded Delivery Orgs			