

Activity Alliance

Monitoring and Evaluation

Monitoring and evaluation is a process which enables you to gather information from your members to better understand your club and the impact that your activities are having.

Data collected can be used to improve provision within the club as well as being used when applying for funding to support your application So what is monitoring and evaluation?:-

Monitoring is the systematic and routine collection of information. It enables you to:

- Learn from experiences that will improve practices and activities in the future
- Have internal and external accountability of the policies, programs, activities and resources used in your club
- Take informed decisions on the future
- Promote empowerment of members of the club

The purpose of monitoring is to check progress against your development plans. The data obtained through your monitoring is used for evaluation.

Evaluation is assessing your policies, programs, activities and resources as objectively as possible. Evaluations enable you to look at the data and information you have collected and make an informed decision on improvements for the future. Evaluations should help to draw conclusions.

Monitoring and evaluation should be an embedded concept as part of your clubs improvements.

Suggestions

Most clubs do some form of monitoring and evaluation. It is simply a case of ensuring that you collect the most useful information using membership forms or other methods but most importantly collate and use the data appropriately.

Potential data to collect that may be useful for your club

- Number of members, volunteers and paid staff at the club
- Annual assessment of new and sustained membership
- Demographics of members: age, gender, disability (and impairment)
- New to sport, returning to sport

Moved from different club

Data can be collected in a variety of ways, including:

- Membership forms
- Feedback forms
- Face to face feedback sessions (focus groups or one on one question sessions)

For more information on the Activity Alliance visit our website

<http://www.activityalliance.org.uk/>