

Include to Improve Evaluation Brief January 2025



Background

Activity Alliance and Sport for Confidence are working together to deliver the Include to Improve programme, funded by Sport England (Recover and Reinvent fund). We are seeking an evaluation partner to assess the impact and outcomes of this collaborative programme, ensuring its effectiveness and informing future development and improvements across the sector.

Activity Alliance

Activity Alliance is a national charity and the leading voice for disabled people in sport and activity. We work with disabled people and an alliance of committed partners to build a future where all disabled people feel they belong in sports and activities.

We work towards this vision by:

- Providing high-quality insight to educate and inform decision-making, influencing, and campaigning.
- Working with disabled people and an alliance to represent (and advocating the value of) diverse voices and lived experience in sport and activity.

We work closely with colleagues across our organisation to maximise our collective knowledge and skills. As an Alliance, it is crucial we engage with disabled people, and key stakeholders and audiences throughout our work. This includes National Governing Bodies, National Disability Sports Organisations, Disabled People's Organisations, as well as teams and clubs, national programmes, and community organisations.

Sport for Confidence

Sport for Confidence centres and prioritises the needs of people and communities furthest away from physical activity and sport, because everyone has a right to experience physical activity and sport, which can empower, provide meaningful choice and a sense of belonging.

We work locally and nationally in spaces and places making use of the expertise of participants, occupational therapists and sports coaches. This combined skill set is ideally suited to address barriers to accessing physical activity and sport, tackling inequalities and providing the best possible experiences for people and communities to take part in a way that is relevant and meaningful to people's lives.

We recognise and value the unique contributions of people, their environments, occupation and participation when using physical activity to promote good health and prevent ill health. We work together to ensure systems and services can meet the needs of everyone in our community.

Activity Alliance is the operating name for the English Federation of Disability Sport. Registered Charity No. 1075180.

About the Programme

From our insight, we know disabled people face significant challenges in participating, volunteering, and working in sports due to financial, physical, psychological, and structural barriers. The pandemic and cost-of-living crisis have exacerbated these challenges, leading to reduced activity levels and social interaction among disabled individuals. The Include to Improve programme aims to create systemic change by amplifying the voices of disabled people and addressing the barriers they face.

Include to Improve is a two-year programme aimed at increasing the inclusion of disabled people in employment, volunteering, and participation in the sports and physical activity sector. The Sport England funded programme will specifically focus on **lived experiences of disabled people** and how these insights can be used to inform strategic improvements, upskilling the sector and programme delivery.

The goal is to ensure the programme is delivering effective, inclusive, and sustainable outcomes that support disabled people to have equal opportunities within the sport and activity sector.

Evaluation Objectives and Research Questions

- **Assess the impact of the programme** in increasing disabled people's involvement in sports and activity, focusing on employment, volunteering, and participation.
 1. To what extent has the Recover and Reinvent programme increased disabled people's participation in sport and physical activity?
 2. How has the programme influenced disabled people's access to employment and volunteering opportunities within the sport and physical activity sector?
 3. Which interventions have made the most impact on participation, wellbeing, and social value?
- **Track progress and examine the programme's success** in achieving its aims throughout the two-year period, identifying key milestones and challenges.
 1. Has the programme had an impact on improved skill acquisition and social capital for disabled people, contributing to broader educational and employment outcomes?
 2. What evidence is there of systemic change, such as policies, practices and increased representation of disabled people in decision-making roles, driven by the project's delivery?
 3. What barriers to participation remain, and how effectively have these been addressed by the programme?
- **Ensure data collection methods are inclusive, accessible and representative** of the lived experience of disabled people, capturing diverse perspectives and voices.

1. How do disabled participants perceive the inclusivity of the activities offered?
 2. How can data collection approaches successfully capture the lived experiences of disabled people and ensure collaboration?
- **Deliver actionable insights and recommendations** to refine the programme for greater impact, using evaluation findings to inform future development and improvements.
 1. How can the findings from this project be used to sustain and scale up inclusive practices beyond the programme's duration?
 2. What lessons from the programme can inform future policy and practice to further promote disabled people's involvement in the sport and activity sector?
 3. How can data and insights from this evaluation be used to refine strategies for greater future impact?

Methodology

We invite researchers to propose a methodology that best meets our needs, guided by the following key methodological considerations:

- Focus on both quantitative and qualitative research methods. Consideration must be given to inclusive, accessible research methods which will gather insight from disabled participants, volunteers, and employees.
- Work collaboratively with disabled participants, strategic partners, employees, and volunteers to gather feedback and insights, ensuring their voices shape the evaluation.
- Collect baseline and periodic data to track progress, integrating disabled people's perspectives and lived experiences throughout the whole process.
- We will act as a gatekeeper to participant contact details and make these available to the successful researcher, and any additional data/information to support the evaluation.

Evaluation Deliverables

The following deliverables are required from this research project:

1. Track and report on the delivery of programme activities and identify areas where adjustments might be needed.
2. Provide regular updates to programme stakeholders, using accessible formats.

3. Produce an interim evaluation report at the end of the first year to review progress, identify challenges, and adjust strategies where necessary.
4. At the end of the second year, provide a final evaluation report that outlines the impact of the programme, with recommendations for future actions.
5. At the end of the second year, highlight key learnings and best practices that can be scaled or replicated in other contexts.

Evaluation Timescales

Key dates for the project are detailed in the following table, with some flexibility allowed within these timings depending on the methodology, though not excessively. Further guidance on milestones will be given to the successful organisation at the inception meeting.

Milestone	Date
Inception meeting	W/c 24 February 2025
Monthly progress updates	Regular updates on progress and any challenges in the evaluation
Interim evaluation report and presentation	February 2026
Final evaluation report and presentation	February 2027
Key learning and best practice output	February 2027
Data files	February 2027

Evaluation Budget

The total budget for this project is **£30,000** (inclusive of VAT, if applicable, and expenses). We have separate funding for accessible formats of the outputs and coproduction support to work alongside a lived experience network.

Considerations

Proposals will be assessed on the following criteria:

- Understanding of the brief
- Approach
- Team experience
- Value for money
- Ability to deliver in the timeframe

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Other desirable considerations include:

- Demonstrated understanding of the sector and relevant issues
- Alignment with both organisation's values and mission
- Understanding of inclusive research and evaluation methods

Key Contacts

The evaluation will be co-managed by Annabel Storer-Carter, Research and Insight Manager, Emma McKenna, Strategic Lead for Include to Improve and Aimee Nuttall, Strategic Lead at Sport for Confidence.

Any questions you have about the evaluation brief that will help support the development of your proposal should be emailed to research@activityalliance.org.uk or you can call 08081 756991 to speak to a member of the research or Include to Improve team.

Proposal Requirements

You are invited to submit an accessible document outlining your proposal – in Word, PDF, or PowerPoint.

The following elements should be included in your proposal:

- Details of the proposed methodology.
- A brief overview of your experience and details of the individuals who will be working on the evaluation.
- Timetable for delivering the evaluation.
- Breakdown of the costs for undertaking the evaluation.

Your final proposal should be emailed to research@activityalliance.org.uk and received no later than the end of day on **Friday 7 February 2025**.

activity alliance

disability
inclusion
sport



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activityalliance.org.uk



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