

GREATERSPORT

Priority plan:  
Data, insight,  
evaluation and  
learning



# Data, insight, evaluation and learning

## Our shared ambition

Create a learning culture and evidence-led practice, where gathering, understanding and using insight, evaluation and learning are seen as a valued, integral part of everyone's role to enable active lives for all.

# Data, insight, evaluation and learning

## Our contribution

- » Further develop evaluation *ownership, capabilities and confidence* across system layers, spatial layers and sectors to capture, understand and use impact and learning from across the system.
- » Further develop a *culture of evaluation transformation* and critical thinking.
- » Collation and translation of impact and learning over time, aligned with *stories that bring this to life, to inspire and lead to action*, beyond GM and the physical activity sector.

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## Our activities

### Leading

- Establishing advocates across system layers and sectors for whole-systems evaluation and use to create a movement.
- Commissioning of evaluation consortium and adapting or refining the approach based on learning.
- Advocacy of theories or frameworks to help ground approaches to reduce inequalities in physical activity.
- Internal processes for understanding impact and external processes for capturing or understanding learning.
- Translation of key secondary research and processes for collating for future use, in relation to reducing inequalities across people, place and participation.



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## Our activities

### Supporting

- Continued for internal learning processes and develop ownership.
- Implementation of evaluation consortium approach with people, place and participation, with a focus on sustainability beyond March 2025.
- Continue to develop processes for understanding physical activity data in relation to reducing inequalities within people, place and participation.

### Connecting

- To marketing and communications to capture stories that bring the theory to life and link systems to direct beneficiaries.
- To people and leadership to develop evaluation capabilities and confidence across the system.
- Nationally and to other Active Partnerships to develop working relationships and share approaches beyond GM.



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## Indicators of change

- Monthly reflections and collective sensemaking to capture process learning.
- Network, diversity and engagement of research ambassadors.
- Learning and adapting enabler through quarterly counts and measures and the annual stakeholder survey.
- Engagement with insight, research and learning through online content and workshops.

