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.
Data, insight, evaluation and learning

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.
Data, insight, evaluation and learning

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.
Data, insight, evaluation and learning

**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.