

# Sported Research: Interim Briefing Note

## Context

sported. is a national charity founded by Sir Keith Mills in 2009 that provides business resources and financial assistance to sport for development organisations that work with young people in disadvantaged areas. Substance has been working with the charity to find ways to help such organisations demonstrate their impact and value.

Our challenge is to find a scalable sector-wide approach that is easy to use for organisations of any size, whilst generating management information of sufficient quality to enable investment decisions to be made with confidence.

## Approach

Substance is a social research co-operative with a specialist interest in the areas of sport, youth development and community regeneration. Rather than conducting research purely for the purposes of knowledge generation, Substance’s approach is to develop tools that enable delivery organisations and their stakeholders to take ownership of the process of monitoring, learning and development. However, in the context of this project, the task also involved the need to understand and generate the ‘value propositions’ that might engage potential investors in the sector.

Whilst we were conscious of research models that might help us assess the impact or otherwise of specific interventions and also aware of social valuing methodologies such as SROI, we quickly established the need for a fresh approach that would enable benchmarking of the cost of achieving variable levels of impact by different projects. The key requirements we identified were for a solution that is:

Scalable	Easy to use	Valid and auditable
Adaptable	Enabling	Sustainable

## Research Activity

Our research and development activity has consisted of various strands including:

1. An extensive review of the related policy and practice literature; interviews with key stakeholders; and a review of the funding environment to identify potential impacts, target outcomes, investment gaps and resource requirements.
2. The development and revision of a 10 theme outcome framework.
3. Identification and review of high quality research evidence of effective interventions relating to the outcome framework.
4. A programme of case study research with 10 projects engaged in sport for development to inform and validate the assessment of effective intervention models in a sector specific context.
5. The piloting of new data collection models amongst sport for development projects to enable ongoing evidence collection, reporting and validation.

### 10 Theme Sported Outcome Framework

Reduced ASB and youth offending

Increased community cohesion

Improved attendance and behaviour at school

Improved educational performance

Reduced misuse of drugs and alcohol

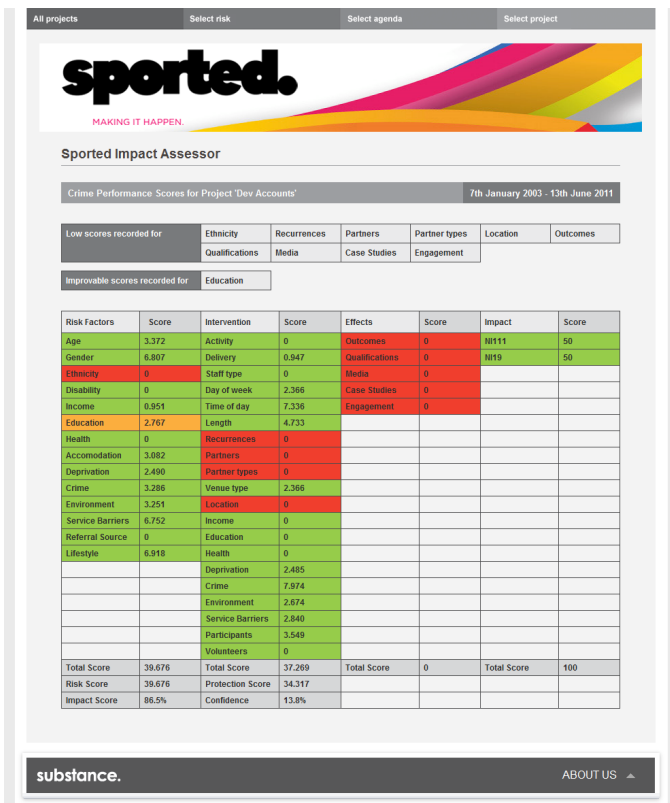
Improved psychological health and well-being

Improved physical fitness/reduced obesity

Increased participation in sport

Increased participation in sport by disabled people

Reduced number of NEET young people



### Next Steps

- We are now keen to test the prototype application and would like to invite organisations involved in sport for development activity to make free use of it by signing up at [www.views.coop/views-market/sported](http://www.views.coop/views-market/sported).
- We will also be testing and refining the assumptions and weightings that underpin and drive the application through our ongoing research.
- The detailed modeling of the application and its implications will also be written up and subjected to peer review before the final application and associated guidance is launched in 2012.

**Resources**

Research project website  
[www.substance.coop/projects/sported-research](http://www.substance.coop/projects/sported-research)

Sported Impact Assessor  
[www.views.coop/views-market/sported](http://www.views.coop/views-market/sported)

Sported website  
[www.sported.org.uk](http://www.sported.org.uk)

### Get in touch

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### Solution

These activities have informed the development of an impact assessment application for the sport for development sector that is designed to predict the likely impact of specific interventions based on:

- Best practice in defining which young people are most at risk of facing a specific social problem (such as involvement in criminal behaviour) and
- Review of existing knowledge and practice about 'what works' in protecting young people from that risk.

On the basis of evidence of the intervention's effects, the application will then compare projected and actual impact and associated costs to enable more informed investment decisions to be made. Further insurance is provided by the assignment of confidence scores, based on the availability and quality of the data used.

Critically, as well as revealing the likely and historic impact on a specific social problem, from the same set of data, the application will generate impact scores across a **range** of social policy themes. It will also reveal which elements of provision are generating low scores, enabling appropriate capacity building and remedial action to be taken.

In order to ensure widespread applicability and adoption, the application has also been designed to ensure projections can be made on the basis of relatively limited data sets through the use of modeling techniques that generate scores from publicly available third party datasets such as the Indices of Deprivation.