

## **Performance** measurement and learning

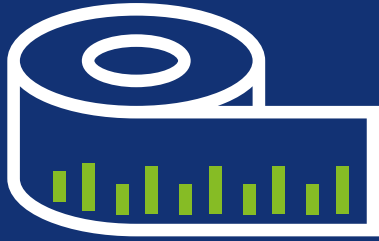
Performance measurement is the process of evaluating how well your project, programme or organisation is doing against your aims, objectives or targets.

This is generally a task for reporting purposes, but it should not stop there. You should always follow good practice performance measurement by implementing learning into current processes, so it can increase future impact.

Getting performance measurement right is important when it comes to working with disabled people. This is because undetected barriers can skew performance results negatively or reduce engagement if your offer is not right. When trying to understand how your offer is meeting the needs of disabled people it is important to understand what and how to measure.

A good place to start is to know your audience as this will inform the direction of both. We have created a number of engagement resources that encourage you to think about the ways you include disabled people. This sheet talks through getting your performance measurement and learning right.





# Measurement indicators

Most organisations measure against defined Key Performance Indicators to highlight what a good project looks like. However, to understand truly what a disabled person’s view is of your offer, it is important to understand what ‘good’ is for them. When designing or evaluating your indicators, consider the below:

**Consultation:** Speak to disabled people, use insight to inform your practice.

There are other engagement factsheets that can help in this area.

- a. What is it that disabled people want?
- b. What is important to them?  
(Try our [Talk to Me 10 principles for more help](#)).
- c. Think about the barriers they may face.

**Co-production:** Work with disabled people.

- a. Gain support from the disabled people you are targeting by giving part or full ownership of the development of the measurements.
- b. Consult with partners, including Disabled People’s Organisations.
- c. Embed disabled people’s values in all parts of the measurement journey.

## Ways to measure

Once you have understood what you want to measure, you need to decide the best way to get hold of this information. Paper-based evaluation, online survey systems and case studies are the most common tools. These are useful but very few have considered disabled people in the past.

When designing your measurement tool(s), ask yourselves the below questions:

- Is the tool accessible? If not, will you get a representative response?
- Are alternatives available? E.g. plain Word versions, ability to complete over the phone, in-person support, etc.
- Is the workforce able to support participants to use the measurement tool if needed? Is that considered in timings and cost?
- Does it allow you to measure what you want to understand? E.g. if wellbeing is key. Is your tool simple enough to be used at differing project stages to monitor this without being time consuming?
- Could your question format be simplified using plain English? Could you make use of emojis (like faces with different expressions) instead of numbers or provide an easy read version?

For more information on inclusive communications and accessible formats, visit [www.activityalliance.org.uk/communications](http://www.activityalliance.org.uk/communications). Also see [Sport England’s Evaluation Framework](#).

## Understand people's views and influence

You should always make sure you are doing your best to get views from disabled people themselves. Considering the measurement tool and its accessibility is an important part of this. However, it is also important to consider supporters' influence (e.g. carers, family, friends) and their opinions. **Four in five supporters** have some role in enabling a disabled person to take part in sport and active recreation. Completing a smaller survey with supporters will allow for more insight on barriers. For example, activity information ahead of the session, venue facilities and the cost.

It may also be necessary to involve supporters and/or the workforce in getting feedback from disabled people. Therefore, consider the time it takes to complete the survey and to ensure an accurate picture at the end.

## Learning from your performance measurement journey

When you set out to understand how well a project or programme is doing, it is crucial to finish the loop. Make sure you are feeding important changes back into your organisation for future practices so that you can become more efficient, effective and better suited to the people you are serving. This is especially crucial when it comes to inclusion as colleagues may not be aware of challenges faced by disabled people.

### Some simple examples

of sustainability include:

- 1 Embedding changes within templates so it becomes second nature.
- 2 Increasing awareness within your organisation of what to be aware of with disabled people in mind.
- 3 Improving perceptions of inclusive practices – do not be afraid!
- 4 Setting strategies that include disabled people in all future activities.



# Top tips

## Tip 1

**Determine what is crucial to measure.** You do not have to measure everything, just the key information that you know you can learn and improve from.

## Tip 2

It should **not be all about the numbers** of disabled people engaged. The quality of your customer experience is also a priority. You can begin to understand this through customer satisfaction surveys, advocacy and testimonials.

## Tip 3

Make sure your measurement links back to your **strategic organisational aims**. These aims should embed inclusion.

## Tip 5

**Do not keep inclusive measures separate** from others. Having a driver is essential but they should not be solely responsible.

## Tip 4

**Benchmark against others** to understand how you should be operating at a minimum. E.g. the National Benchmarking Scheme, Net Promoter Scores, Quest, participation rates compared to local population demographics.

## Tip 6

Think about having **external stakeholders (e.g. partners) to evaluate your practices**. It can highlight aspects not previously thought about.

Find all our research on our website, this sheet is part of our engagement resource.

Read all the sheets here [activityalliance.org.uk/engagement](https://activityalliance.org.uk/engagement)

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