



Reporting Impact in your Club or Programme

Guidance - 2025

Impact:

'the strong effect or influence that something has on a situation or person'

Reviewing and sharing the impact of your Special Olympics GB activity is vital – it helps showcase not only the amazing things that your club or programme does in **changing lives through the power of sport**, but also helps with reviewing and reflecting on best practice and opportunities to grow or improve what you do.

Using data and insights to inform decision-making is important in making sure that processes are driven by outcomes and people-centered processes, and helps to evidence the 'why' behind what your club is doing. This can help with things like:

- Fundraising applications
- Awareness of recruitment campaigns
- Strategic/ development planning
- Risk mitigation strategies

There are a number of ways your club can review its impact internally on a local or regional level. As an athlete-led organisation, we strongly recommend that **athlete voice sits at the heart of this process** - below are some ways this can be achieved:

- Appoint a data and insights officer in your club committee
- Explore ways of collecting and monitoring data in line with GDPR and your club data protection policy
- Look at creative ways of building capacity and capability in your club to attribute to data and insights, such as working with local colleges or universities to engage with potential projects
- Engage with SOGB directly to provide support in collecting and monitoring data to support with decision-making. This has been successful in areas such as: local sport prioritisation and growth, regional committee framework and governance, competition coordination.
- Set up a specific working group or committee sub-group for this area – see example templates [HERE](#) on the website resources page.

There are resources and training available through various organisations in the sporting sector to help upskill your club in this space:

- NCVO training – [Outcomes and Impact Measurement](#) (1 day)
- NCVO training – [tools and methods for measuring outcomes](#) (1 day)
- NCVO training – [better impact reporting](#) (0.5 days)
- Buddle Guidance – [measuring impact](#)
- Street Games – [Monitoring & Evaluation toolkit](#)



Practical Tools Helpful Sector Research

Across Special Olympics GB on a local level through to a national or even international level, we have undertaken highly important consultation processes to help us learn more about our organisation and our impact, and inform decision-making for the future.

We have been fortunate enough across the organisation to have amazing athletes, volunteers, families and partnerships to help us with these processes which will naturally look slightly different depending on the topic or theme of research and insights.

If you are interested in undertaking any kind of consultation within your club, programme or region, get in touch with us on membership@soqb.org.uk to help with things like forms, polls, and even templates for small-scale interviews, focus groups or questionnaires.

There is already some practical guidance in the sector to help you get started:

- **sportscotland** Monitoring and Evaluation Tools and Techniques guide – [HERE](#)
- Sport England Evaluation framework tool - [HERE](#)

Please see our [website resources page](#) where you can find our data and insights suite:

- [Special Olympics International Reach Reports](#)
- [Activity Alliance \(England\) Annual Disability and Activity Surveys](#)
- [Scottish Disability Sport National Survey](#)
- [Disability Sport Wales Insights and Resources](#)
- [Special Olympics GB Consolidated Network Insights 2023-25](#)
- [Special Olympics GB Two Circles Member Consultation 2023](#)
- [Special Olympics GB Coaching Barriers Insights 2022](#)
- Other **bespoke project specific research and insights/ information** in Special Olympics GB – including the Active Norfolk partnership project with a piece on Social Wellbeing Value, and Scotland membership and participation insights by Trudie Walters from NZ Lincoln University.

Some common themes for insight gathering in the sector currently include:

- **Social Value** Return on investment – see [HERE](#) and [HERE](#) for more information from Sport England on this
- **Barriers** to accessing sport and physical activity:
 - See [HERE](#) for Access Sport's breaking barriers toolkit
 - See [HERE](#) for Activity Alliance Reports and Highlights on this topic
 - See [HERE](#) for Government insights and reports regarding health barriers for girls and women in sport
- **Impact to life** from Sport participation – see [HERE](#) for information about Sport England's Active Lives online tool