

Data Collection Recommendations

Demographic Information

Name & Contact Details (Phone, email, address)

This will support with ease of correspondence.

Address details (postcode) will also allow mapping of the participants' proximity to the referring surgery, and to determine the levels of deprivation for the participants. This can be mapped against the Indices of Multiple Deprivation map, which can be found at <http://dclgapps.communities.gov.uk/imd/idmap.html>

Gender, Age, Ethnicity

This will help with demonstrating the people engaging in your service, and is usually information that funders wish to know.

Understanding your audience's background will also support with how to engage best with them. Using tools such as Sport England's Market Segmentation (available at <http://segments.sportengland.org/>) can provide you with insight as to what the communication preferences are for certain segments, supporting you to reach more participants.

Long-Term Conditions

This will allow you to identify individuals for whom their conditions would be a contraindication to physical activity, thus reducing the risk of any serious health incident within your project.

This data also allows you to understand the health profile of the participants within your project. This can be useful to attract funding when supporting people with certain long term conditions, particularly if this falls in line with the funders' strategic priorities.

Participant Feedback

This allows you to quality-assure your service, and identify any elements that are not performing optimally, or to implement any service improvement suggestions. This can be done quantitatively or qualitatively.

Participant Feedback Questionnaires

These are useful to gather feedback from large quantities of participants, however can lack in detail. It is advisable to include a 'comments' box so that people have an opportunity to provide feedback that is not covered in the questions.

Participant Focus Groups / Interviews

Focus Groups allow you to gather in-depth information about your project which is not easily achievable through participant feedback questionnaires. They can provide a platform for participants to share ideas and for you to ask open-ended questions which can provide you with insight that you did not expect to find out about. Focus Groups can, however, be difficult to facilitate, and can also be time-consuming to undertake.