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TNO report

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Evaluation report of the first year of the
IMPALA project.

Interim report

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Summary

The goal of work package 10 (WP10) of the IMPALA project is to evaluate the work of the project, the quality of the deliverables and the effectiveness of the work packages in reaching the goals of the IMPALA project. Evaluation will be based on three indicators: processes (e.g. work routines, meetings), output (deliverables) and outcome (impact). This first interim report focuses on the first two indicators and progress during the first year. Data have been collected using questionnaires to project partners, work package leaders and visitors of the IMPALA website.

In general the work of the IMPALA project is going as planned with the first two work packages (assessment of national policies and national mechanisms) being finished and work on the third (good practice criteria) already started. Project partners as well as project leaders are overall satisfied with the work and results of the project on a national as well as summative European level so far. There has been some delay in finishing the first two work packages but this has not jeopardized the progress of the project. Work package 1 (assessment of national policies) and 2 (assessment of national mechanisms) were finished with the publication of a summative report on the IMPALA project website.

To date the dissemination of the results of the work (Work Package 9) was done through the IMPALA website which shows increasing numbers of visitors every month. Information on the project and results are being downloaded. Although most current visitors have a scientific background, also policymakers and other relevant experts in the field of development of infrastructure in leisure-time physical activity (LTPA) find their way to this information.

Despite the good progress of the IMPALA project, some points of improvement and recommendations have been made such as to improve communication between partners, apply more strict time keeping in meeting deadlines, maintain the high quality of the work in all countries by critical review and revision and increase the commitment of collaborating partners.

Although it was difficult to evaluate the full extent of the impact of the project yet, some recommendations have been made in order to secure and improve dissemination. These include amongst others a pro-active way of distributing IMPALA results in a ready to use format for the intended target groups (e.g. fact sheets for policy makers).

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1 Introduction

In January 2009 the IMPALA project started and runs until December 2010. IMPALA stands for Improving Infrastructure for Leisure-Time Physical Activity. The project is funded by the European Commission (EC). At the start, the IMPALA project group included 12 Associated Partners (AP) from different European countries.

The general objective of the project is to identify, implement and disseminate good practice for planning, financing, building and managing local infrastructure for leisure-time physical activity (LTPA). The project focuses primarily on sports and recreational facilities for LTPA but also looks at other opportunities, such as recreational areas and playgrounds. IMPALA will help to concert efforts for the development of local infrastructure for LTPA in EU member states, helping to reduce inequalities in access to infrastructure for LTPA within and across nations.

The following specific objectives have been identified:

1. Assess national policies for the development of infrastructures for LTPA (Work Package 1, WP1)
2. Assess national mechanisms in the development of infrastructures for LTPA (Work Package 2, WP2)
3. Agree on good practice criteria for policies and mechanisms for the development of infrastructures for LTPA (Work Package 3, WP3)
4. Disseminate and implement good practice recommendations within the EU (Work Package 9, WP9)

To reach these objectives content related WP's (1-3) and organizational WP's (8-10) have been specified:

WP1: Assessment of national policies (Lead Partner: TNO Leiden)

This work package aimed at identifying existing regulatory laws and guidelines for the development of infrastructures for LTPA. For this purpose qualitative interviews with relevant experts (e.g. policy-makers, scientists) were conducted. In addition, a focus group discussion with end-users of infrastructure for LTPA took place.

WP2: Assessment of national mechanisms (Lead Partner: University of Jyväskylä)

In this work package information on existing national mechanisms (i.e. procedures and instruments) used for the development of local infrastructures for LTPA was collected. The collection took place by document analysis and qualitative interviews with policymakers.

WP3: Agreement on good practice criteria (Lead Partner: University of Erlangen-Nuremberg)

Based on the information collected in the previous work packages, WP3 is aimed at developing a set of quality criteria for policies and mechanisms. A meeting of project partners will be aimed at an agreement on good practice criteria. Furthermore, national workshops will take place in all participation countries. Finally existing policies and mechanisms in participating nations will be evaluated against the developed criteria of good practice. Scheduled for December 2009 – September 2010.

WP8: Coordination of the Project (Lead Partner: University of Erlangen-Nuremberg)

This work package is about coordinating the communication with partners and the EC and general project management tasks such as ensuring timely completion of project tasks and providing assistance to WP leaders. Scheduled for January 2009 until December 2010.

WP9: Dissemination of the Project (Lead Partner: University of Vienna)

The dissemination of project results is done by setting up an internet platform (www.impala-eu.org). This work package also entails the organization of an international conference for relevant experts. Scheduled for January 2009 until December 2010.

WP10: Evaluation of the Project (Lead Partner: TNO Leiden)

Original planning: January 2009 – February 2011.

This current report deals with the work of WP10 of the IMPALA project. The goal of WP10 is to evaluate the work of the IMPALA project, the quality of the deliverables and the effectiveness of the WP's in reaching the goals of the IMPALA project. The project evaluation is based on three main indicators:

A. Processes, including the quality and effectiveness of the:

- Project management by the project coordinator
- Work routines used in WP's
- Project meetings
- Final satellite meeting/conference

B. Output, including the quality and effectiveness of the project deliverables:

- D1 Project website (WP9)
- D2 Summative report on national policies (WP1)
- D3 Summative report on national mechanisms (WP2)
- D4 Report on "good practice" (WP3)
- D5 International meeting on good practice (WP9)

C. Outcome, including:

- Impact of deliverables on relevant experts.

The deliverables of WP10 are an interim and final evaluation report. This interim report presents data on the first year of the IMPALA project running from January 2009 to January 2010. It reports on the status and progress of D1 to D3, and the work in the organizational WP8 and WP9. Results on the impact of IMPALA will be presented and discussed in the final evaluation report.

This report is divided into a short introduction to the methods of WP10 (chapter 2), first results on the progress of the different WP's and deliverables (chapter 3) and impact of IMPALA (chapter 4) and finally conclusions and recommendations (chapter 5).

2 Methods of WP10

The three progress indicators per objective of the IMPALA project are specified in Table 1 (derived from the original grant agreement). To measure these indicators several methods were used (see Table 2):

- Document analysis of the status reports delivered by the project coordinator, summative reports¹
- Web based questionnaires for WP leaders, project partners, relevant experts and website visitors
- Review of the website (including number of hits, search engine relevance etc.). This is a continuous process which will be partly done by the webmaster (HiO Norway) and the evaluator (TNO Leiden)
- Interviews with relevant experts.

For this interim report the following questionnaires were developed, sent to associated partners of IMPALA and data used for analysis:

1. Evaluation of the first project meeting (Luxembourg): attendance, satisfaction with the meeting (organization, presentation and discussion) and expectations about the project (distributed February 2009)
2. Evaluation of the second project meeting (Erlangen): attendance, satisfaction with the meeting (organization, presentation and discussion) and expectations about the project (distributed December 2009)
3. Evaluation of WP1 for partners: satisfaction with the work and results, and expectations about the project (distributed October 2009)
4. Evaluation of WP2 for partners: presence, satisfaction with the work and results and expectations about the project (distributed January 2010)
5. Evaluation of the first year of IMPALA for partners: results, experiences, satisfaction and problems (distributed January 2010)
6. Evaluation of WP1, WP2, WP8 and WP9 by WP leaders: meeting objectives, delivered work, satisfaction with results and contribution of partners (distributed January 2010)
7. Evaluation of the IMPALA website by visitors: background and satisfaction

Due to the file size of the forms, all questionnaires can be found in a separate appendix (B).

In addition to the questionnaires, the reports of WP1 and WP2, data on use of the IMPALA website and the status report by the project coordinator were analyzed. For the review of the reports a guideline has been made (Appendix C). Data on use of the website were registered by the webmaster. Registration forms for data on the public website and on the private area for partners can be found in Appendix D.

¹ Given the fact that TNO Leiden is the lead in WP10 but also has written the WP1 summative report, external reviewers are to be contacted by the project coordinator to review the report. The WP2 report will be reviewed by TNO Leiden. For both review processes a list of preset criteria will be used, i.e. whether or not objectives are met, general quality of the work, use of relevant methodology, practical use of the collected information and contribution to current knowledge.

Table 1 Indicators per objective

| | Indicators | Output | Outcome |
|---|--|---|--|
| | Process | | |
| 1 | <p>A minimum of 6 qualitative interviews per country with experts and policy-makers + 1 focus group meeting per country</p> | Summative report of qualitative interviews (D2) | Relevant experts are informed about national policies |
| 2 | All countries performed a policy document analysis and (if necessary) additional qualitative interviews with experts and policy-makers | Summative report on national mechanism for developing local infrastructures for leisure-time physical activity (D3) | Relevant experts are informed about national mechanisms |
| 3 | A meeting of the project group to discuss information collected under objectives 1 & 2 | Preliminary checklist on good practice indicators for the development of local infrastructures for leisure-time physical activity | Project partners agree on good practice indicators for the development of local infrastructures for leisure-time physical activity |
| | A ½ day national workshop with experts and policy makers will be organized and results will be included in an updated good practice criteria | Final checklist on good practice indicators for the development of local infrastructures for leisure-time physical activity (D4) | Scientists, policy-makers and other relevant experts agree on good practice indicators for the development of local infrastructures for leisure-time physical activity |
| 4 | Development of the project website | Project website (D1) | Dissemination of project results among experts and policy-makers |
| | Organizing an international meeting on good practice in developing local infrastructures for leisure-time physical activity | International meeting (D5) | Dissemination of project results among experts and policy-makers |

Table 2: Overview of methods used to evaluate IMPALA project indicators

| Method | Indicator | | | | | | | | | |
|--------------------------------|---------------------------|---------------|--------------------|--------------------|-------------------|--|---------|---------------|----------------------|--|
| | Process | | | | | Output | | | Outcome | |
| | Project management | Work routines | Project meetings | Satellite meeting | Reports | Website | Experts | Policy-makers | Scientific community | |
| Document analysis | Bi-monthly status reports | n.a. | n.a. | n.a. | Summative reports | n.a. | n.a. | n.a. | n.a. | |
| | Annual report | n.a. | n.a. | n.a. | n.a. | n.a. | n.a. | n.a. | n.a. | |
| Webbased questionnaires | WP8 leader | Partners | Partners | Partners | n.a. | Partners and visitors | Impact | Impact | Impact | |
| | n.a. | WP leaders | n.a. | n.a. | n.a. | n.a. | n.a. | n.a. | n.a. | |
| Review | n.a. | n.a. | Number of visitors | Number of visitors | n.a. | User statistics (e.g. number of visitors, downloads, posts etc.) | n.a. | n.a. | n.a. | |
| Interview | n.a. | n.a. | n.a. | n.a. | n.a. | | Impact | Impact | Impact | |
| Recommendations | n.a. | n.a. | n.a. | n.a. | Amendments | Amendments | n.a. | n.a. | n.a. | |

Although the impact of IMPALA will mainly be evaluated in detail during the second year of the project, some preliminary results will be presented here. Impact deals with the extent to which the results of the IMPALA project are disseminated and the extent to which relevant experts deal with local infrastructures for LTPA. Within this interim report, some data on derivatives (mainly dealing with dissemination) of impact is collected and analyzed:

1. Number of downloaded information from the IMPALA website
2. Number and background of visitors to the IMPALA website
3. Search engine ranking and results

In the next phase, impact will be further measured in terms of:

1. Knowledge and (intention to) use of the good practice criteria by relevant experts
2. Evaluation of usability of good practice criteria.

A planning for all evaluation activities in WP 10, based on the original time schedule of the IMPALA project, is shown in Appendix A.

3 Results

Data for this interim report were mainly obtained from the questionnaires evaluating the two project meetings and the questionnaire evaluating the first year of the project, all answered by project partners. Also the questionnaires for the work package leaders of WP1, WP2, WP8 and WP9 are used. Topics in the questionnaires include general satisfaction with the project and work package and evaluation of how factors (such as time, budget, support by WP leaders etc.) contribute to reaching the goals of the project.

First general results which relate the whole project are presented. Second, results per work package are presented starting with a general description of the work in each work package followed by an evaluation of its milestones. For some work packages additional outcomes have been described which will be discussed at the end of each paragraph.

3.1 General results

In general the work of the IMPALA project is going as planned. WP1 and WP2 are finished, WP3 has started.

Response level to the questionnaires

Table 3 describes the response levels of the different questionnaires. Although there were more persons present at the second project meeting (due to a lack of research assistants at the first meeting and collaborating partners being present at the second meeting), the response level to the questionnaire concerning the first project meeting was higher, when compared to the second (78% and 50% resp.). For all questionnaires data collection was terminated if at least 1 representative from each associated partner had answered the questionnaire. Although for the second project meeting in Erlangen collaborating partners were also invited, they were only sent a questionnaire when present (3 persons).

Table 3: Response to the IMPALA evaluation questionnaires

| Questionnaire | Response |
|--|--------------------------------|
| 1. First project meeting (Luxembourg) | 21 out of 27 partners attended |
| 2. Second project meeting (Erlangen) | 19 out of 38 partners attended |
| 3. Work package 1 for partners | 20 |
| 4. Work package 2 for partners | 17 |
| 5. First year of IMPALA for partners | 17 |
| 6. Work package leaders of WP1, WP2, WP8 and WP9 | 4 |
| 7. Visitors of the IMPALA website** | 51 |

**Collection closed on February 15th, 2010

Next, overall satisfaction of project partners and WP leaders concerning WP1, WP2 and during the first year of the project, are described. These results were obtained from a combination of the used questionnaires.

3.1.1 Project partners

Satisfaction with the work

On three occasions (i.e. meetings at Luxembourg and Erlangen and after the first year of the project) project partners were asked to evaluate their satisfaction with the (presented) work from the different work packages. Figure 1 summarizes these results. As can be seen, the work in most of the work packages was judged as satisfactory (≥ 4), with the exception of WP2 (at both meetings) and WP3 (at meeting 2 and after one year). In general, the results (i.e. European reports) of WP1 and WP2 were judged as good by the project partners. The quality of the work packages will be discussed in more detail in the next paragraphs.

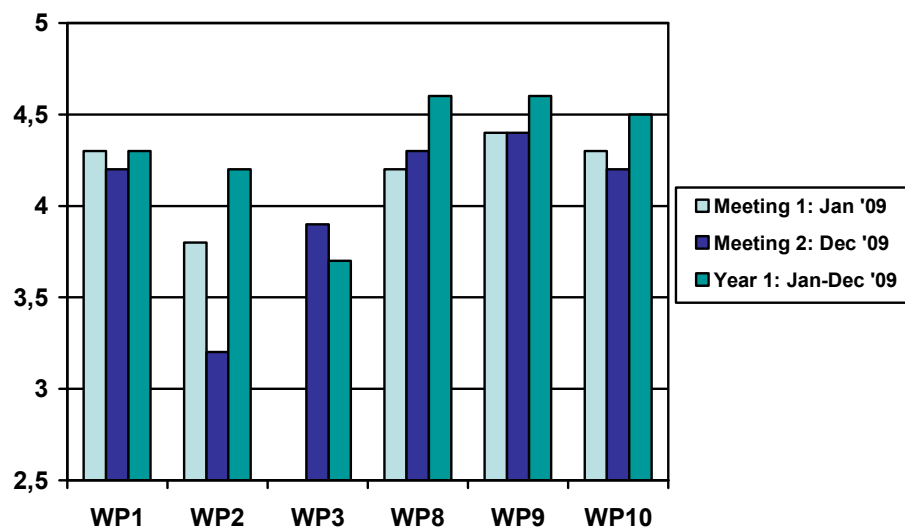


Figure 1. Satisfaction of project partners with presented work of different work packages at three moments: meeting 1, meeting 2 and after the first year of the project (five point scale 1= very unsatisfied, 5= very satisfied)

Contributing factors to achieve IMPALA goals

After one year, project partners were asked to rate to what extent a list of pre-stated factors contributed to achieving the goals of the project. Figure 2 summarizes these results for the total project as well as WP1 and WP2 separately (for some of the factors). Most factors were judged to have a good contribution (≥ 4), especially the amount of support by the project coordinator and website coordinator, the two project meetings and the level of expertise of partners. The amount of project budget, the tight time schedule and communication between partners were judged to be the most critical factors, although all were judged to contribute in at least an adequate way (≥ 3).

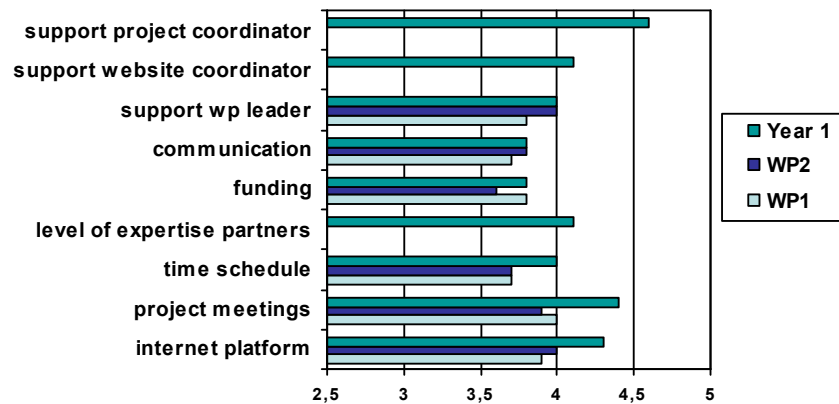


Figure 2. Level of contribution of several factors to achieving the goals of the IMPALA project during the first year and WP1 and WP2 separately (five point scale 1= very poor, 5= excellent).

Feasibility expectations of the project work

At the start of the project most partners (84%) thought the project could be carried out as planned (i.e. on time, within the budget and reaching its objectives).

Three partners expressed concerns about whether time and budget would be sufficient to carry out all the specified tasks. Some comments were made about the dependency on cooperation from relevant experts in order to finish on time. Also the situation in some countries concerning policymaking is different which makes it more difficult to get all the relevant information for some of these countries.

Most concerns (by 25% of partners) were made about WP3, partly related to a discussion about the order of the work in this work package (i.e. criteria of good practice should have been decided before collecting all the information in WP1 and WP2). At the end of the first year about 25% of the partners wondered whether WP3 can be carried out as planned and if the dissemination (WP9) on a European level will be achieved. The majority of the partners (75%) thought that all objectives will be reached at a national and European level.

Hiring a research assistant

About two-third of the associated partners indicated that they succeeded in hiring a research assistant for the project from the start (January 2009). Some indicated that their assistant started later (between March and June, 2009).

Satisfaction with collaborating partner

With the exception of one, all associated partners were (very) satisfied with the role and participation² of their collaborating partner.

3.1.2 WP Leaders

Factors contributing to achieve IMPALA goals

In the questionnaires for the WP leaders it was asked to rate to what extent several factors contributed to achieving the goals of the WP they were leading (Figure 3). It shows that all factors are judged as adequate (=3). The level of expertise is judged as being the most critical by two WP leaders. The internet platform and support by its

² Collaborating partners act as an advisor and help in contacting experts

coordinator is seen as a strong contributor in achieving the goals, with the exception of one WP leader who judges it as just adequate.

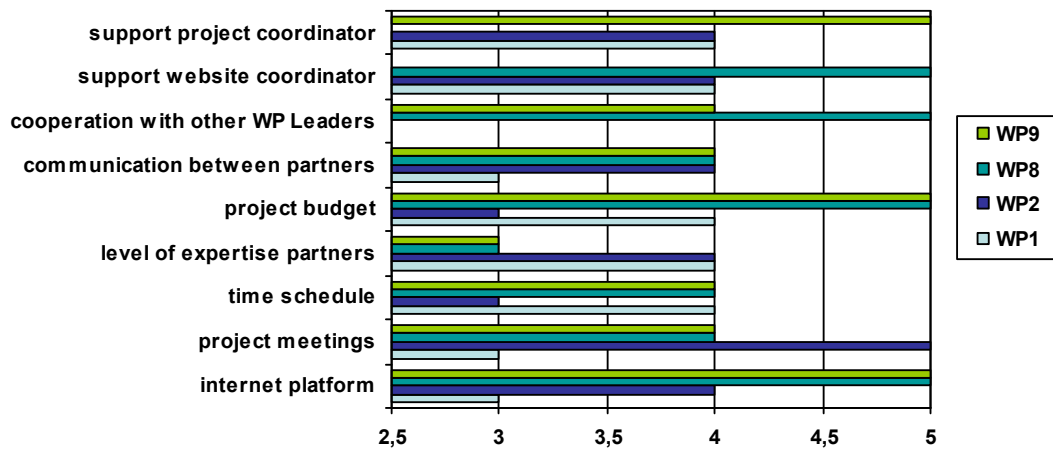


Figure 3. Level of contribution of several factors to achieving the goals of the IMPALA project according to the WP leaders (five point scale 1= very poor, 5= excellent). WP leaders do not judge their own contribution (i.e. WP8 leader misses on ‘support project coordinator’ etc.). Cooperation with other WP leaders was only asked to WP leaders of organizational work packages.

Satisfaction with contribution of partners

WP leaders indicate in general to be satisfied with the contribution (i.e. input, expertise) of the (associated) partners to the project, although in some occasions contributions were made too late or incomplete which lead to postponement of deadlines. In some cases the contribution of partners was judged as poor. Also the level of expertise of partners differed quite a lot according to some WP leaders, but was judged as adequate in achieving the goals.

3.1.3 *Additional outcomes* No additional outcomes to report.

3.2 **WP1: Identifying national policies for the development of local infrastructure for LTPA**

3.2.1 *General description*

The objective of this work package was to assess national policies for developing local infrastructure for LTPA. Work included conducting at least 6 individual interviews, submit transcripts of the individual interviews, write and submit a summative report of the individual interviews and conduct and write a summative report on a focus group meeting of end users. Besides performing the work specified by WP1 the main tasks for the work package leader were:

- Developing a sampling matrix for approaching participants (i.e. experts, civil servants etc.) for the interviews.
- Developing interview guidelines (individual interviews and group discussion).
- Writing the overall conclusion and editing of the contributions of the participating countries for deliverable of WP1.
- Monitoring the progress of the project.

3.2.2 *Evaluation*

Meeting deadlines

The work package was started on time by the WP leader, although more than 40% of the partners had a delay in starting the work. Mentioned reasons for a delayed start were; late hiring of a research assistant, need for extra funding and the late arrival of guidelines to carry out the work. There was confusion about the mandatory nature of the focus group meetings. This was not clear for some partners, which also lead to some delay. In some cases the meeting had to be postponed beyond the deadline in order to allow relevant stakeholders to participate.

Three associated partners did not succeed in delivering the report on time due to lack of a research assistant, late information on guidelines and lack of cooperation from respondents. Additional problems encountered during the work included difficulty with analysing interview data, finding all relevant documentation and fitting results into the report format. This also contributed to the fact that more than half of the partners stated they had to put in more work than anticipated.

Satisfaction with the work

Nevertheless, more than 80% of the partners were satisfied with the results of the work in their own country. According to one partner it “*was interesting, stressful and a great learning experience*”. Those who had some reservations indicated that some of the relevant experts could not be contacted and that the tight time schedule did not permit a more careful and profound study.

Satisfaction with WP leader

Project partners were satisfied with the communication and support by the WP leader, although some comments about late arrival of guidelines were made. Overall the work by the WP1 leader, including presentations at project meetings and the summative report, was judged as good/satisfactory by the project partners.

Satisfaction with partner contributions

According to the WP leader the objective of the work was met as specified, albeit later than planned and with incomplete input from some countries. The postponing of the deadlines was done after consulting the project coordinator. This did not jeopardize the work of WP2 since most relevant information on mechanisms was already collected.

Problems besides meeting deadlines included incomplete materials by some partners as defined in the agreement and WP guidelines. This was counteracted by installing a round of review and revision (when applicable) to the national reports to ensure a high quality of reporting.

3.2.3 *Milestones*

3.2.3.1 *Summative report on national policies*

The report was finished in October 2009 (updated in January 2010). According to the WP leader delay was due to the fact that participating partners did not meet the deadlines for submitting materials, partly due to the summer period. Some partners did not submit materials at all. The summative report was completed nonetheless. The full report has been made available on the website of the IMPALA project.

(http://www.impala-eu.org/fileadmin/user_upload/impala_report_wp1_policies.pdf).

Since publication it has been downloaded 16 times³.

Due to delayed arrival of materials, results from the focus group interviews of five countries (Spain, Lithuania, Italy, Finland, France) are missing from the summative report. A more extensive and systematic review of the summative report by an external reviewer is planned. Results of this external will be provided in the final evaluation report.

3.2.4 *Additional outcomes*

No additional outcomes to report.

3.3 **WP2: Identifying national mechanisms for the development of local infrastructure for LTPA**

3.3.1 *General description*

The objective of WP2 was to complement the information gathered in WP1 by collecting information on existing national mechanisms (e.g. procedures, instruments) for the development of local infrastructures for LTPA. Together with the project coordinator it was decided to propose additional interviews, in addition to the planned document analysis if this was deemed necessary.

3.3.2 *Evaluation*

Summative report

According to the WP leader the objective has been achieved, although later than planned. A preliminary analysis was presented at the second project meeting. The deadline for the summative report was then postponed to February 2010, in coordination with the project coordinator.

According to the WP leader it was difficult to combine the different national reports into a summative report. The strategy used by WP1 (review and revision) was not used in this WP, this omission was also mentioned by some partners (lack of feedback on national report).

Meeting deadlines

Some partners indicated that it was difficult to keep the deadlines due to the amount of information that demanded to be covered and extracted. Although expected problems due summer holiday period was addressed during kick off meeting, half of the partners reported to have started later due to the summer recess. Other reasons that were stated were; still working on WP1 and too late arrival of the guidelines for carrying out the work in WP2. Other problems that were mentioned were the need to adjust to terminology and definitions, finding the relevant documents/experts and lack of response from approached experts.

Satisfaction with the work

Most partners were satisfied with the results on a national level, although some concluded that the regional differences are very large and make it difficult to draw general conclusions. Also the amount of information covered (i.e. analysis of extensive policy documents) demanded more time. One-third of the partners therefore had to spend more time than anticipated.

³ As measured in December 2009

Satisfaction with WP leader

The support and communication by the WP leader was judged as satisfactory by most partners. Some would have preferred receiving the guidelines for the work on WP2 sooner. The presentations on WP2 at the two meetings were judged as adequate. The total work on WP2 was judged as satisfactory.

Satisfaction with partner contribution

The contribution of the different partners was satisfactory according to the WP leader.

3.3.3 *Milestones***3.3.3.1** *Summative report on national mechanisms*

The summative report was completed but later than planned (February 2010 instead of December 2009). Therefore, a document analysis of the report is not performed to date but will be presented in the final evaluation report.

3.3.4 *Additional outcomes*

There are no additional outcomes to report.

3.4 **WP8: Coordination of the project****3.4.1** *General description*

The objective of WP8 was to ensure that the IMPALA project meets its goals in a timely fashion, attains a high quality of work in addressing its objectives and deliverables and succeeds in identifying, disseminating and implementing good practices in the development of local infrastructures for LTPA. In addition, the WP leader aimed at visiting all participating countries to gain insight and knowledge on good practice examples in the different countries.

Since the start of the project, the German coordination group organized the first project meeting in Luxembourg in January 2009 and a second meeting in Erlangen (December 2009).

3.4.2 *Evaluation**Achieving objectives*

According to the WP leader the objectives of this work package was achieved as planned. No problems were encountered although the work package needed more work than was anticipated.

Visiting participating countries

With the exception of the Czech Republic, France and the Netherlands all associated countries (partners) were visited. Results (executive summaries of the visits) will be used for the guidelines of good practice criteria for improving infrastructures for LTPA in the local arena.

Satisfaction with first meetings by WP leaders

Both meetings organized by the German coordination group were judged as very satisfactory by the WP leader.

Executing project work

Most of the partners stated that the remaining work packages were carried out as planned on a national and European level, although some stated that the cultural differences between countries lead to different results.

Satisfaction with coordination group

The coordination group worked closely together with the other WP leaders who judged the support by the coordinator as good to excellent. The project partners rated the work of the project coordinator between satisfied and very satisfied and as playing an important role in achieving the goals of the project.

3.4.3 *Milestones*

3.4.3.1 *Progress report of the project*

There were no problems expected with the finalization of the progress report, with the exception of a short delay due to the delays of the deliverables of WP1 and WP2. The account of expenditures will be due in early 2010. All associated partners were instructed and provided with guidelines and templates in time.

3.4.3.2 *Kick off meeting*

The kick off meeting was attended by representatives from all associated partners that were active in the project, together with the collaborating partner from the WHO and an EACH representative. There was a general satisfaction among the participants with the contents of the meeting. Partners indicated that after the meeting they knew what was to be expected from them in the discussed work packages. One comment was made about the working groups that could have been better prepared, although it was only decided at the meeting to make use of working groups.

3.4.3.3 *Second project meeting*

The second project meeting was attended by representatives from all associated partners. Collaborating partners from all participating countries were invited to this meeting as well but there were only three representatives present (WHO, The Netherlands and Norway). All participants were satisfied with the contents of the program, although there were some comments made about the organisation. Some participants felt that the interaction between and contribution from some partners could be improved. Also the use of different work methods (like smaller discussion groups) should be used. Some participants felt that some issues were still not clear after the meeting (i.e. planning of the workshop and complete consensus on the guidelines for WP3 and the end conference) or felt that the exact content of the good practice criteria were poorly discussed.

3.4.4 *Additional outcomes*

One of the additional duties of the coordinator was to link IMPALA to other projects/networks in the field. This was achieved by:

- Establishing contacts with IPEN (International Physical Activity and the Environment Network);
- Enhancing the satellite conference to an international congress on policies and infrastructures for LTPA;
- Close cooperation with WHO, Rome and Copenhagen offices;
- Exchange with other leading experts in the field (external reviews of work package deliverables, guest speakers etc.);

- Presenting the IMPALA project at international conferences (MOVE Copenhagen 2009) and network/experts meetings (e.g. European Regions).

3.5 **WP9: Dissemination of the results**

3.5.1 *General description*

The objective of WP9 was to disseminate project results among experts and policy-makers who are responsible for the development of LTPA. For this purpose a website was developed as planned, including regular updates for the homepage, a public and a restricted area. Also other media was developed (flyers, presentations etc.) in different languages to distribute the work of IMPALA.

The WP leader also indicated that they sent out an Austrian Newsletter in which they informed interview partners, collaborating partners, contact persons and experts contacted in the first year (around 60 interested persons on the mailing-list) on the project. For instance the WP1 report, presentations, questionnaires etc were distributed. This was done to stay in contact with the experts regarding the national workshop which is part of WP3, and also as pre-announcement for the final international conference. It is unknown whether other countries used the same strategy for disseminating the results.

In December 2009, it was decided by all associated partners to host a separate international conference to disseminate IMPALA results rather than a satellite meeting linked to an existing conference. The international conference “Policies and infrastructures for physical activity: good practice in Europe” is scheduled to take place in Frankfurt/Main, Germany on November 8-9, 2010. The organisational work has started in cooperation with the project coordinator.

3.5.2 *Evaluation*

Executing project work

According to the WP leader there was no problem in carrying out the work as planned, although the amount of work was higher than anticipated. The contribution of the associated partners was judged as adequate; sometimes it was difficult to get all relevant information which was interesting for the website from the partners as most did not send information and news by themselves. Also the level of expertise seemed to be very different between partners.

The WP leader was satisfied with the reach of relevant experts in general, although it seemed to be difficult to reach policy-makers and the general public than contacts of the project. It remains to be seen in what way the disseminated results are being used by these designated relevant experts.

Satisfaction with WP leader by partners

The work of the WP leader was judged as good/satisfactory by the project partners, including their presentations at meetings. Other WP leaders rated their support as good to excellent.

3.5.3 *Milestones*

3.5.3.1 *Project website*

The public project website was launched in March 2009. A restricted area for partners including a forum to communicate was added in August 2009 which also contains relevant documentation, guidelines, report formats etc. to be used during the work. As

can be seen from Figure 4 the number of visitors to the IMPALA website has been rising since its launch in March⁴.

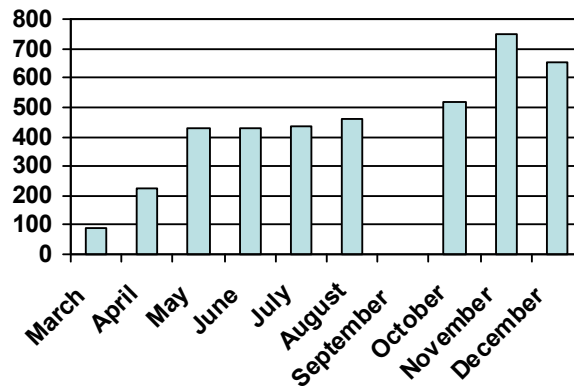


Figure 4. Number of hits on the public website.

To evaluate the quality of the website, project partners and visitors of the website were invited to answer questionnaires. A call to answer a short questionnaire was added to several pages of the website in January 2009 for four consecutive weeks. Also, project partners were asked to forward a call to their contacts (i.e. non-partners: experts, participants in previous work packages etc.) in February 2009. The results of 33 visitors who replied to the questionnaire (excluding project partners) were used for further analysis.

Background of visitors

Most respondents came from Austria (42%) and the Czech Republic (31%). Table 4 shows the background of the visitors. Most visitors to the website were working on the national and/or regional level; mostly in the sports sector (65%) followed by urban planning (35%), tourism/recreation (18%) and education (12%)⁵. About 25% had contributed in some way to the IMPALA project (mainly interviews or group meetings in WP1). Most visitors (75%) were directed to the website via a contact with an IMPALA project partner or colleague (12%). Some visitors visited presentations or read publications on the project which lead them to the website. More than half of the visitors returned at least one time after a first visit. About one-third visited the website only once. Project partners visited the website more frequently than non-partners (33% more than 10 times); although three partners visited the website only once.

Table 4: Background of visitors to the IMPALA website (more answers per respondent possible)

| | Number (%) |
|--|------------|
| Science (university/research institute) | 17 (51%) |
| Policy maker/government (sports, health, urban planning etc.) | 8 (24%) |
| Expert on facilities/infrastructure for sports and physical activity | 3 (8%) |
| NGO related to facilities/infrastructure for sports and physical activity | 2 (6%) |
| Private sector related to facilities/infrastructure for sports and physical activity | 5 (16%) |
| Other (including real estate, architecture) | 4 (12%) |

Downloaded files

⁴ The lack of data in September is caused by incomplete data due to problems with the registration tool

⁵ More answers possible per respondent

Most of the visitors did not download any information from the website (58%). If materials were downloaded this was mostly the IMPALA folder (30%), followed by the WP1 report and preliminary results of WP2 and WP3. Table 5 shows the top 10 of most downloaded information from the website.

Table 5: Top 10 of downloaded files from the IMPALA website (from April to December 2010)

| Rank | Downloaded file | Number |
|------|---------------------------------------|--------|
| 1 | IMPALA folder | 547 |
| 2 | IMPALA folder (Spain) | 291 |
| 3 | IMPALA folder (France) | 270 |
| 4 | Presentation of IMPALA remarks by WHO | 192 |
| 5 | IMPALA folder (Portugal) | 181 |
| | IMPALA folder (Germany) | 181 |
| 6 | IMPALA folder (Austria) | 153 |
| 7 | IMPALA folder (Netherlands) | 136 |
| 8 | Presentation WP9 dissemination | 121 |
| 9 | IMPALA folder (Finland) | 119 |
| 10 | IMPALA folder (Denmark) | 110 |

Figure 5 shows the total number of downloaded files per month. There was a peak at the beginning of the project website, followed by a decrease in the summer. At the end of the year more information was being downloaded again⁶.

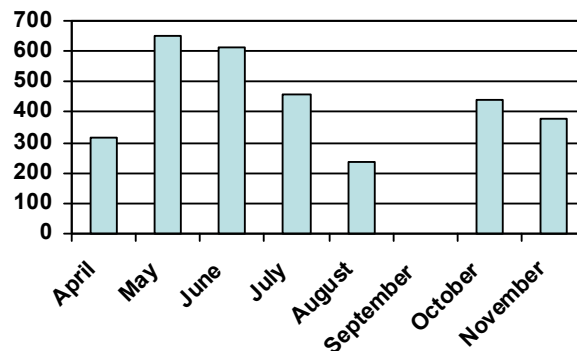


Figure 5. Number of downloads per month from the public website.

Appreciation of the website

Figure 6 shows the appreciation of several aspects of the website, specified for partners and non partners. As can be seen most aspects were judged at least as adequate (≥ 3). Partners had a slightly better appreciation and were all above good (≥ 4). The same goes for the overall judgement: partners awarded the total website a 7.9 (out of possible 10) (visitors: 7.1).

⁶ The lack of data in September is caused by incomplete data due to problems with the registration tool

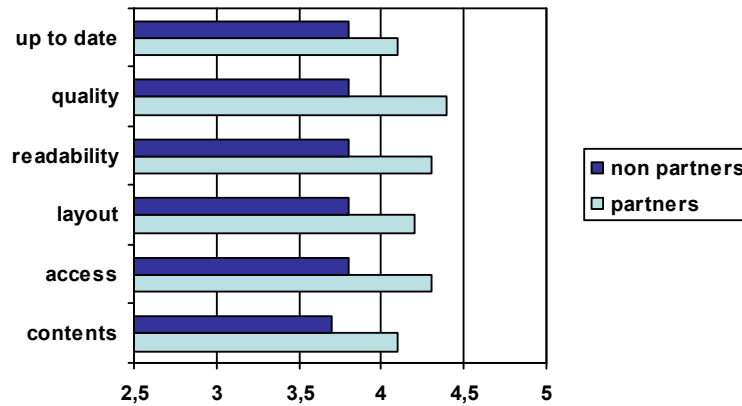


Figure 6. Level of appreciation of different aspects of the IMPALA website by partners and non partners (1= Very poor, 5 = Excellent)

Forum

Project partners used the forum (i.e. leave or reply to a message, upload a document) on average 2-5 times since it was launched. The total number of forum posts (i.e. start a discussion) since it was launched in August, is 13 in 5 months. Most of them were made by the WP9 leader.

3.5.4 Additional outcomes

No additional outcomes to report.

4 The impact of IMPALA

As described earlier, impact deals with the extent into which the results of the IMPALA project are disseminated and used by the target groups of the project: relevant experts (e.g. policy makers, scientists) dealing with local infrastructures for LTPA. In this chapter some results on derivatives of impact (mainly dealing with dissemination) will be presented such as the reach of the target group, number of downloaded information from the IMPALA website and search engine ranking. The full impact evaluation will be performed in second part of 2010; results will be presented in the final evaluation report in terms of:

1. Knowledge and (intention to) use of the good practice criteria by relevant experts.
2. Evaluation of usability of good practice criteria.

4.1 Reaching the target population

The first two work packages dealt with collecting information from experts and documents. These were used to develop criteria and agree upon “good practice” in the development of local infrastructures for LTPA. During this process experts have been contacted in all participating countries for interviews and focus group sessions. For instance, around 100 persons have been interviewed and around 50 organisations have been present at the focus group meetings for WP1. It is not clear to what extent these contacts were continued to be informed about the progress or results of the IMPALA project. There were no guidelines which instructed partners on how to provide feedback to these contacted experts in the fields.

The IMPALA website attracts more new (unique) visitors every month. Results presented in paragraph 3.2 show that the background of visitors up to now is mainly related to the scientific world. Policy makers and experts rank second and third (25% and 8% respectively).

4.2 Number of downloads

The dissemination of results was done by using the website, presentations and other materials (mainly folders). It is not clear whether information from the website was downloaded by the specified target groups or by IMPALA partners themselves. According to a short survey, about one-third of visitors of the website (not related to the project) have downloaded an IMPALA folder. Also, the WP1 European report was downloaded 16 times (as of December 2009). More information is needed to establish the impact of this report.

4.3 Search engine ranking

When the search term “Impala project” was entered in Google it showed the project ranking at fourth place, and made it therefore easy to find. More importantly when more general terms such as “local infrastructures physical activity” were entered in Google, the IMPALA project ranked first⁷.

⁷ The same goes for other combinations which define the work of IMPALA such as “good practices leisure time physical activity”

5 Conclusions and recommendations

WP1 and WP2 have been carried out successfully and the specified objectives were achieved. This allowed the work on the third and final work package to start as planned. Although no document analysis of the reports of these work packages has been carried out yet⁸, most project partners are satisfied with the results of their own country as well as the European summative reports of WP1 and WP2.

Most partners think that the third objective (agree on good practices) will also be achieved as planned, although this is slightly lower than at the start of the project (84% vs. 75% of the partners). Also there seems to be some dissatisfaction and confusion about the start of WP3 and how the work should be done.

It is too early to draw conclusions concerning the fourth objective, dissemination and implementation of good practice recommendations. There was some impact of the IMPALA project already in terms of reach and dissemination, although the intended target groups (relevant experts) are not easily reached. Some additional action is needed here, although the organisation of national workshops and an international conference should contribute the impact.

Despite the good progress in the IMPALA project some points of improvement and recommendations can be made:

1. Communication between partners could be improved. The low level of interaction at meetings as well as in general was judged as an obstacle to reach the project goals. The use of the forum on the restricted area of the website is also very low. Also a clear summary of discussed and decided points at meetings should improve the knowledge on what is expected from every partner⁹, these summaries are currently lacking.
2. Both WP1 and WP2 suffered from problems in meeting preset deadlines. Several reasons were mentioned:
 - a. Most delays occur when WP leaders or partners have to wait for contribution of others, more strict time keeping should be used by WP leaders and partners.
 - b. Late circulation of guidelines on how to carry out the work causes delays in the work and leads to time pressure further on the line.
 - c. Delayed start of the work (holiday seasons, personnel or budget problems) can be prevented by better preparation and planning. Although anticipated problems due to holidays were assessed during the kick off meeting.
3. Although the level of expertise according to project partners is good, some WP leaders indicate difference in the (quality of the) work between partners. In order to maintain a high quality of the work, national reports should be reviewed by the WP leader and sent for revision if not complete or not meeting quality standards (as was done in WP1).
4. The role of collaborating partners is judged as satisfactory although only very few joined the second project meeting. Given the low impact it should be tried to increase their commitment and presence in the project, for instance by reducing barriers to participate (i.e. reimbursement of travel expenses).

⁸ WP1 report has to be evaluated by an external reviewer which has not yet been appointed and WP2 report has just been finished

⁹ There was some confusion about the mandatory status of the focus groups interviews in WP1 and the order of work in WP3

Since dissemination is a key part of the second year of the project, this point will be discussed in more detail. The website is the most important instrument and seems to attract more and more visitors, most of whom visit the website more than once. Although there are no full background data on these visitors, a short questionnaire revealed that most of them are scientists, and about one quarter is policymakers. Since this last group is part of the target group of the project, more effort should be made to attract this group, certainly with national and international meetings coming up. The distribution of the results (reports, flyers) through the website seems to be going according to plan, although it is unknown in what way these results are used by the end-users. Nevertheless, a lot of the dissemination work has already been done during the execution of the work of WP1 and WP2, when contacting national experts to participate in IMPALA. Although the IMPALA project ranks high in a search engines, most visitors still find the website through contacts with IMPALA partners.

In order to secure and improve the dissemination the following recommendations are made:

1. Make use of other (proactive) ways to disseminate the IMPALA project, i.e. sending out flyers, give presentations, provide links on other websites, and distribute a newsletter to national and international contacts on a regular basis¹⁰. The WP9 leader should provide a protocol (i.e. communication plan) and formats for project partners for this purpose.
2. Put extra effort into the distribution of the key deliverables of the project (i.e. reports, fact sheets) nationally and internationally.
3. Provide 'ready to use' information (i.e. summaries) for specific target groups in stead of only (scientific) reports/deliverables.
4. Stimulate partners to provide more (up to date) information for the website, also for specific use in their own country.
5. Develop a concrete, proactive dissemination plan on how to disseminate the results of WP1-WP3 which also specifies more clearly the intended target groups and how to reach them.
6. Evaluate the reach and dissemination activities (i.e. ask for feedback, background details); use this information to improve reach and dissemination.

¹⁰ According to our information this is now only regularly done in Austria

A IMPALA Evaluation plan (WP10)

1. Goal & deliverables according to the description in the agreement

The goal of WP10 is to evaluate the work of the IMPALA project, the quality of the deliverables and the effectiveness in reaching its goals.

Deliverables are an interim and final evaluation report, due in month 14 (February 2010) and month 26 (February 2011).

2. Main indicators

Project evaluation will be based on three main indicators:

A. Processes including

- Project management by coordinator
- Work routines used in wp's
- Project meetings
- Final satellite meeting/conference

B. Output including

- Project deliverables
- D1 Project website
- D2 Summative report on national policies
- D3 Summative report on national mechanisms
- D4 Report on "good practice"
- D5 International meeting on good practice

C. Outcome including

- Impact of deliverables on
 - a. experts
 - b. policy-makers
 - c. scientific community

3. Methods

The following methods will be used to evaluate the project:

- document analysis of
 - o bi-monthly progress reports by the coordinator
 - o annual report by the coordinator
 - o deliverables
- written questionnaires sent to attendees of project meetings
- external interviews with experts to assess the impact of IMPALA
- recommendations and amendments to the deliverables and website to project coordinator and work package leaders

Table 1 presents an overview of specific methods used to evaluate IMPALA project indicators.

Table 1: Overview of methods used to evaluate IMPALA project indicators

| Method ↓ | Indicator | | | | | | | | | | |
|--------------------------------|---------------------------|---------------|--------------------|--------------------|-----------------------|-------------------|---------|---------------|----------------------|--|--|
| | Processes | | | | Output | | | Outcome | | | |
| | Project management | Work routines | Project meetings | Satellite meeting | Reports | Website | Experts | Policy-makers | Scientific community | | |
| Document analysis | Bi-monthly status reports | | | | Summative reports**** | | | | | | |
| | Annual report | | | | | | | | | | |
| Webbased questionnaires | WP8 leader | For partners | For partners | For visitors | | Partners Visitors | Impact | Impact | Impact | | |
| | | WP leader | | | | | | | | | |
| Review | | | Number of visitors | Number of visitors | | User statistics** | | | | | |
| Interview*** | | | | | | | Impact | Impact | Impact | | |
| Recommendations | | | | | Amendments | Amendments | | | | | |

* includes number of visitors

** includes number of hits, search engine relevance

*** not definitive yet

**** by external reviewers

4. Planning of evaluation activities

Based on the original time schedule of the IMPALA project a planning for all evaluation activities is developed. This is presented in table 2 on the next page.

In addition to this overview the following comments can be made:

- if possible, questionnaires will be combined to reduce burden (i.e. questionnaire evaluating project meetings and the project)
- the review of the website is a continuous process which will be partly done by the webmaster (number of visitors etc.). The qualitative analysis of the website will be done by the evaluator.
- the contents of the evaluation (and the method) of the impact with experts, policy-makers and the scientific community will be worked out later when the precise content of deliverables and dissemination strategies are known.

The specific questionnaires, review sheets, review guidelines etc. can be found in the (interim) reports

| M | Date | WP | | | | | | | | | Indicator | Method | Topics | Contents |
|----|----------------|--------|---|---|---|---|--|--|--|--------|----------------------------|------------------------------------|---------------------------------|---|
| | | 1 | 2 | 3 | 8 | 9 | | | | | | | | |
| 1 | January 2009 | | | | | | | | | | Process/project meetings | Web based questionnaire partners | 1 st project meeting | Presence, satisfaction |
| | | | | | | | | | | | Process/work routines | Web based questionnaire partners | Project | Expectations |
| 2 | February 2009 | | | | | | | | | | | | | |
| 3 | March 2009 | | | | | | | | | | | | | |
| 4 | April 2009 | | | | | | | | | D 1 | Output/website | Review* | Website and forum | Number of visitors, downloads |
| 5 | May 2009 | | | | | | | | | | | | | |
| 6 | June 2009 | D 2 | | | | | | | | | | | | |
| 7 | July 2009 | | | | | | | | | | | | | |
| 8 | August 2009 | | | | | | | | | | | | | |
| 9 | September 2009 | | | | | | | | | | | | | |
| 10 | October 2009 | | | | | | | | | | Process/work routines | Web based questionnaire partners | WP1 | Delivered work, meeting objectives, problems, satisfaction |
| | | | | | | | | | | | Process/work routines | Web based questionnaire WP1 leader | WP1 | Meeting objectives, delivered work, satisfaction with contribution of partners and result |
| | | | | | | | | | | | Output/reports | Document analysis | Summative report WP1 | Meeting of objectives and agreement |
| 11 | November 2009 | | | | | | | | | | | | | |
| 12 | December 2009 | D 3 | | | | | | | | | Processes/project meetings | Web based questionnaire partners | 2 nd project meeting | Presence, satisfaction |

| M | WP | | | | | Topics | Contents |
|---|--|---|---|---|----------------------------|---|---|
| | 1 | 2 | 3 | 8 | 9 | | |
| | | | | | management | | |
| | | | | | Process/project management | Web based questionnaire WP8 leader | Meeting objectives, delivered work, satisfaction with contribution of partners and result |
| | | | | | Process/project management | Web based questionnaire WP9 leader | Meeting objectives, delivered work, satisfaction with contribution of partners and result |
| | | | | | Process/work routines | Web based questionnaires partners | Results, experiences, problems, satisfaction |
| | | | | | Output/website | Web based questionnaire partners and visitors | Satisfaction, background visitors |
| | Deliverable D8: Final evaluation report | | | | | | |

* continues monitoring

B Questionnaires

Questionnaires of participating countries are in separate pdf file

C Guideline for review of IMPALA deliverables

Please use the criteria below to review the report of WP 1.

Topics

1. Introduction

- a. Is the objective of the work package and of the report clearly stated?
 - i. Work package
 - ii. Report

2. Methodology

- a. Relevant use of methodology for achieving the objectives of the work package
 - i. Selection of experts
 - ii. Data collection methods (if relevant)
 1. Questionnaires
 2. Interview
 3. Focus group meetings
- b. Were the appropriate methods for analysis applied (if relevant)
 - Per country
 - Overall (wp leader)

3. Results

- a. Are results comprehensible regarding
 - i. National level (results per country)
 - ii. European level (summary)
- b. Are results relevant/ and do they contribute to current knowledge in the field of the development of infrastructures for leisure time physical activity and public health (PA promotion).

4. Discussion/conclusion

- a. Are the drawn conclusions a good reflection of the findings (are the key issues addressed?)
- b. Do the findings/conclusions contribute to the objectives of IMPALA.
 - i. development of good practice criteria
 - ii. European knowledge exchange

5. Dissemination/implementation

- a. Relevance and usability of the report in the field of development of infrastructures for LTPA
- b. Is the current report easy accessible
 - i. Practical (easy to find)
 - ii. Readable (easy to read, find relevant conclusions)

- c. Can the results of WP 1 (easily) be used by the intended target groups in the field of LTPA? (if necessary)
 - i. By Scientists?
 - ii. By other experts?
 - iii. By Policy makers?

 - 6. Summative judgment of the report
 - a. General quality
 - i. Total report
 - ii. introduction
 - iii. Methodology
 - iv. Results
 - v. Conclusions
 - b. (writing) Style of the report
 - c. Major strength
- Major weakness

D Registration of website data

Registration form for data on public website IMPALA project (www.impala-eu.org)

| Indicator | 2009 | | | | | | 2010 | | | | | | | | | |
|-----------------------|------|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul |
| # hits public website | | | | | | | | | | | | | | | | |
| # unique visitors | | | | | | | | | | | | | | | | |
| # downloads | | | | | | | | | | | | | | | | |
| Name download | | | | | | | | | | | | | | | | |
| Name download | | | | | | | | | | | | | | | | |
| Name download | | | | | | | | | | | | | | | | |
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| Name download | | | | | | | | | | | | | | | | |
| Name download | | | | | | | | | | | | | | | | |
| Name download | | | | | | | | | | | | | | | | |

Explanation:

- please indicate the number of visitors to the website as the number of hits total and the number of unique visitors (people that visit the website more than once per month);
- any detail on the visitors is welcome (e.g. country, time spent on the website etc.) but not necessary
- concerning the downloads: please indicate, if possible, whether files from the website are downloaded and how many times

Registration form for data on [private area for partners on website IMPALA project \(www.impala-eu.org\)](http://www.impala-eu.org)

| Indicator | 2009 | | | | | | 2010 | | | | | | | |
|-----------------------|------|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|
| | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul |
| # hits public website | | | | | | | | | | | | | | |
| # unique visitors | | | | | | | | | | | | | | |
| # downloads | | | | | | | | | | | | | | |
| Forum | | | | | | | | | | | | | | |
| # visitors | | | | | | | | | | | | | | |
| # posted messages | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | |

Explanation:

- please indicate the number of visitors to the private area as the number of hits total and the number of unique visitors (people that visit the website more than once per month);
- any detail on the visitors is welcome (e.g. country, time spent on the website etc.) but not necessary
- concerning the downloads: please indicate how much downloads have been done from the site
- for the forum please state the number of visitors and the number of messages posted since the start (August 2009)