



# **Proving your impact**

**July 2015**

# What is impact?

The changes which result from the interaction between your organisation and your service users

# Why everyone should measure their impact?

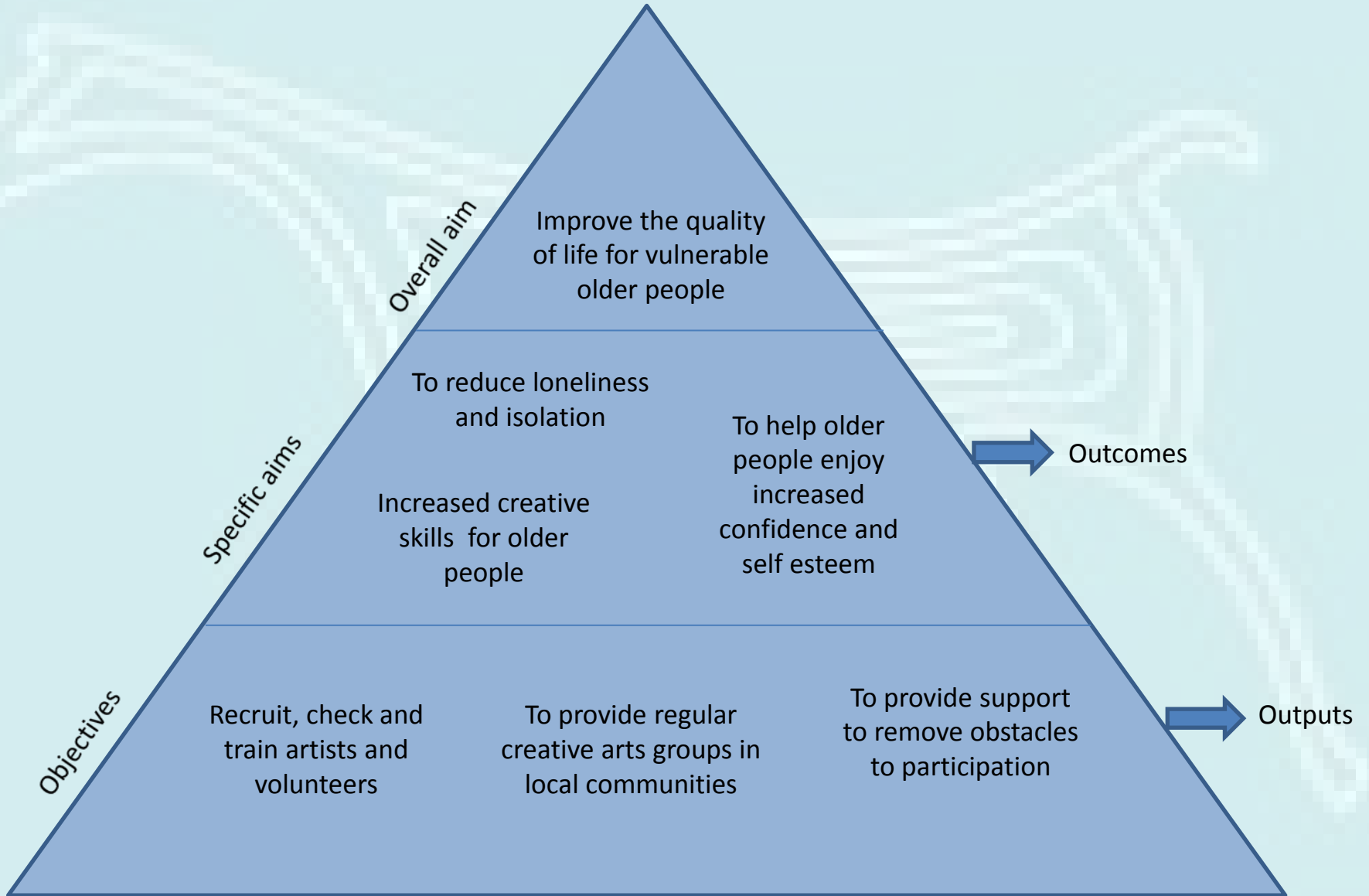
- To know whether what you are doing is working
- To make decisions on whether resources are being best used
- To be able to make the case for investment

# Outputs

- These are the things that you will do to meet your objectives – the detailed services and activities which your organisation provides
- Usually they are quantitative and can be used to set targets for performance and measure progress

# Outcomes / Impact

- The changes, benefits, learning and other effects that actually occur as a result of your activities
- They can be
  - short term, achieved within the project timeframe
  - intermediate, achieved at the end, beyond the timeframe
  - long term, achieved after programme timeframe, outside of direct programme control
  - Soft outcomes / hard outcomes



# Output indicators

Objective	Outputs	Indicators
To provide regular creative arts groups in local communities	Art groups	<ul style="list-style-type: none"><li>• Number of art groups</li><li>• Different type of activities offered</li><li>• Number of older people attending</li><li>• Profile of older people attending</li></ul>
To provide support to remove obstacles to participation	Transport Care Package	<ul style="list-style-type: none"><li>• How many journeys arranged</li><li>• Number of carer hours</li><li>• Number of referrals made to other agencies</li></ul>

# Outcome indicators

Specific aim	Outcomes	Indicators
To help older people enjoy increased confidence and self esteem	<ul style="list-style-type: none"><li>• Increased ability to communicate</li><li>• Increased level of engagement in activities</li><li>• Increased levels of participation with others</li></ul>	<ul style="list-style-type: none"><li>• Participation in services</li><li>• Interaction with other users generally</li><li>• Better communication with staff and volunteers</li><li>• More communication with other users</li></ul>
Increased creative skills for older people	<ul style="list-style-type: none"><li>• Increased participation in activities offered</li><li>• Participants offer each other support</li><li>• Ability to engage with more challenging activities</li></ul>	<ul style="list-style-type: none"><li>• Reduction in the level of requests to staff and volunteers</li><li>• Increased confidence to share knowledge / skills</li><li>• Requests to tackle more challenging projects</li></ul>



# Outcome indicators

Specific aim	Outcomes	Indicators	Data collection methods
To help older people enjoy increased confidence and self esteem	<ul style="list-style-type: none"><li>• Increased ability to communicate</li><li>• Increased level of engagement in activities</li><li>• Increased levels of participation with others</li></ul>	<ul style="list-style-type: none"><li>• Participation in services</li><li>• Interaction with other users generally</li><li>• Better communication with staff and volunteers</li><li>• More communication with other users</li></ul>	<ul style="list-style-type: none"><li>• Observations of staff / volunteers</li><li>• Feedback from service users</li><li>• End of session recording form</li><li>• Personal records</li></ul>

# Methods of collection

- Self assessment by service users themselves
- Observations – staff, volunteers
- Record keeping
- Interviews

# Tools for collecting data

- Questionnaires / online surveys
- Focus groups
- Participatory tools
- Diaries
- Pictures, video

There are many, many more

# Which methods to use

- Tools that will give you the depth of information you need
- Ease of use and analysis
- Appropriateness to your service users

# Issues with assessing impact

- Establishing a baseline
- Collecting information will take time
- Some available tools can be expensive
- May take longer than the life of your project
- It is often impossible to prove that the impact was caused by your service / project
- Demonstrating preventative work can be hard

# Available resources

- Inspiring Impact : [www.inspiringimpact.org](http://www.inspiringimpact.org)
- Big Society Capital : [www.bigsocietycapital.com](http://www.bigsocietycapital.com)
- Big Lottery Fund : [www.biglotteryfund.org.uk](http://www.biglotteryfund.org.uk)
- New Philanthropy Capital : [www.thinknpc.org](http://www.thinknpc.org)
- Outcomes Star : [www.outcomesstar.org.uk](http://www.outcomesstar.org.uk)
- Learning Disabilities Foundation :  
[www.learningdisabilities.org.uk](http://www.learningdisabilities.org.uk)
- Dartington Hall Social Research Unit :  
[www.dartington.org.uk](http://www.dartington.org.uk)



**Thank you**