

**KNOWING
THE WHAT
EXPLORING
THE SO WHAT**

A QUICK GUIDE TO IMPACT MEASUREMENT

KEY TERMS AND DEFINITIONS

OUTCOMES: The changes, benefits, learning or other effects that happen as a result of services and activities provided by an organisation

INPUTS: Resources put into an organisation to carry out an activity. Inputs may be human, material, financial or expressed as time

OUTPUTS: The activities, services and products provided by an organisation

INTERMEDIATE OUTCOMES: Also called interim outcomes, steps along the way to end outcomes. They are smaller changes that need to happen before the final, desired outcomes can be reached

MONITORING: The routine, systematic collection and recording of information about a project mainly for the purpose of checking its progress against its plans

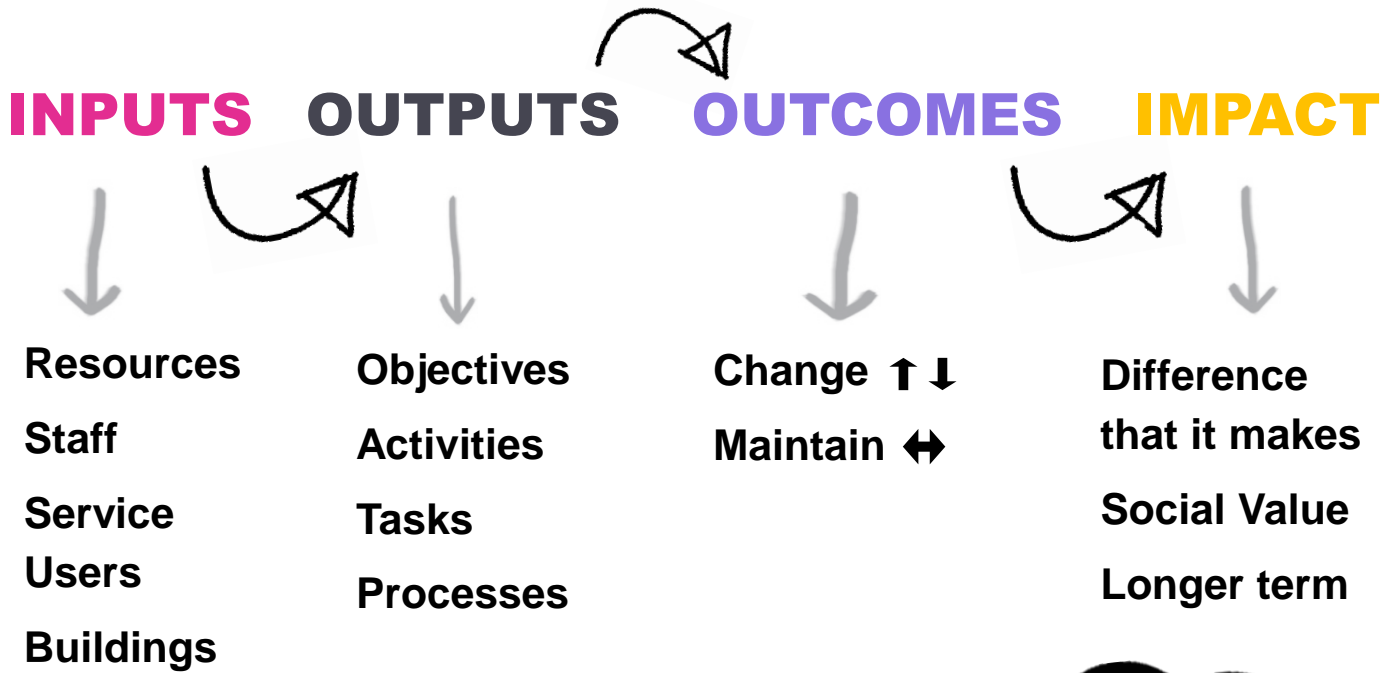
EVALUATION: Involves using monitoring and other information to make judgements on how an organisation, project or programme is doing. Evaluation can be done externally or internally

IMPACT: The change, effect or benefit that results from the services or activities on a wider society than its direct users. It is often long term, broad and sustainable and can include affecting policy decisions at government level

QUALITATIVE EVALUATION: An approach to evaluation or part of an evaluation that is primarily descriptive and interpretative

QUANTITATIVE EVALUATION: An evaluation approach involving the use and analysis of numerical data and measurement

THE IMPACT PROCESS



REMEMBER...

By describing the link between:

the work that you do (your outputs) and

the changes that it creates for individuals (your outcomes) and

for society more widely (your impact)

you are setting out how and why your organisation plans to make a difference through your work.



THE CYCLE OF IMPACT

The Cycle of Impact works in four stages and it doesn't matter where you enter into the cycle as it simply keeps repeating. Each stage informs the next. There is no particular time limit or expectation on how long these will take, sometimes it will be brief and fast or sometimes it will take quite a long time. Do what is best for how you work and the activities that you deliver.

Once you have completed the loop, you return to the start. If you are starting for the first time. Begin at PLAN and work round. The handy rhyme, PLAN DO ASSESS REVIEW helps you remember the stages.

PLAN

- Identify your desired impact and how to deliver it
- Understand what to measure about your impact, identify the information you need and how to collect it

DO

- Deliver the work and impact
- Collect the information you need about impact

ASSESS

- Make sense of the information you've collected about impact
- Draw conclusions about the impact you've had and compare findings

REVIEW

- Communicate information about your impact
- Learn from your findings and use them to improve your work



AT A WORKSHOP WE ASKED REPRESENTATIVES FROM GROUPS TO JOT DOWN TWO SEPARATE REASONS FOR / BENEFITS OF MEASURING IMPACT

To see how individuals / communities progress

Improve Health and Wellbeing

Project has achieved its outcomes

Puts the service user at the heart of all decision making (feedback, evaluation)

It helps us tell our story

Cost of service reflects benefits to customer

Involves service users in development

Improve delivery of activities / service

To highlight the value and difference that it has made

Ensure we are getting value for money from suppliers

Drives Improvement

To showcase the benefits to further promote engagement

Review cost effectiveness

We can review how to get better

Justify my job role

To give feedback to volunteers, service users etc.

Reassurance for staff that their contribution matters

See what difference is made

To shape service delivery

Help with gaining funding

Improved services – delivery, availability, costs

To pull together a personal story / case study there needs to be an underlying structure that helps to build the story. Think about the following.....

BACKGROUND

What encouraged you to get involved?
How did you get involved?

INVOLVEMENT

What have you been doing here?
Has it changed since you started?
What did you hope to get out of your involvement?

IMPACT

What has been the effect on you for being involved?
What impact had this had on your family and community?
What do you feel you have gained?

FUTURE

Where do you see your involvement now going?
What are you considering to do next?

Information resourced and adapted from text and training from the following organisations:

- **CES - Charities Evaluation Service**
- **Know How Non-Profit**
- **NPC – National Philanthropy Capital**
- **NVCO - National Council for Voluntary Organisations**
- **GMCVO - Greater Manchester Centre for Voluntary Organisation**
- **Inspiring Impact**