



creating change by supporting change

# SEUK : Evaluating impact

Monitoring and evaluation / impact assessment / social accounting / social audit / triple bottom line measurement, measuring impact and so on....

**Martin Cooper, Red Ochre**



# What is it?

**Impact:** the difference an organisation makes (or plans to) to people, society, economy or environment

**Evaluating / Measurement:** Anything that helps you to know better the impact your organisation is having

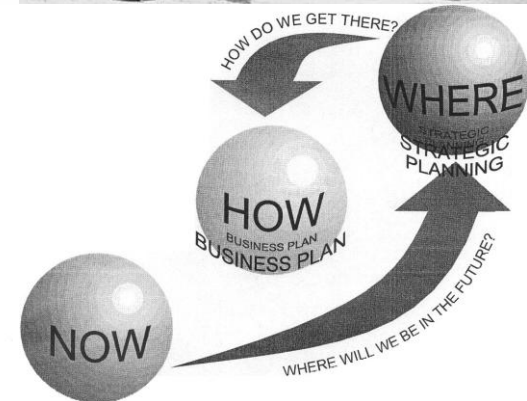


# Why is it important?

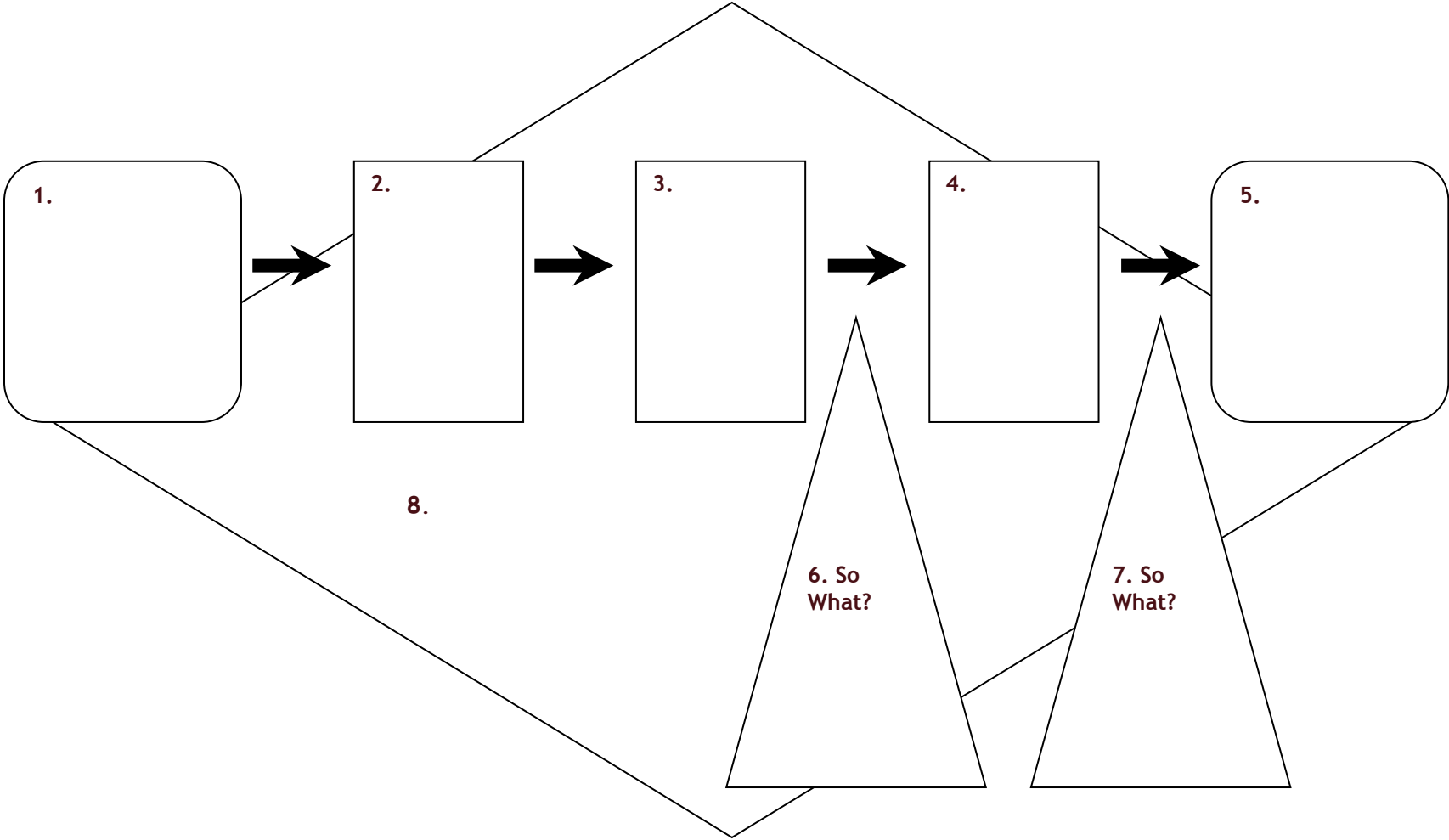
People talk a lot about proving and improving:

- Effectiveness
- Efficiency
- Quality
- Value
- Results

But there is also:



# Firstly, what should you measure?



# Three Steps

## Step One: Source your impact

*Who do we talk to and about what?*

*How do we talk to them?*

*What information do we want to collect?*

*How do we collect it?*

## Step Two: Analyse your impact

*What is the key information reflecting my impact?*

*What are we going to do with the information we have?*

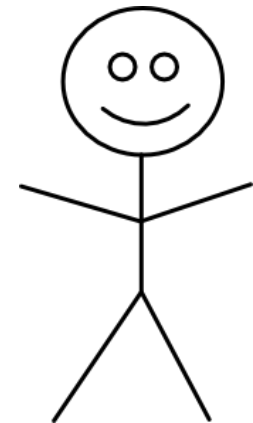
*Which is the most accurate and appropriate way to analyze the data?*

## Step Three: Use and communicate your impact

*What do you want to communicate? All findings / some findings*

*To who and for what purpose?*

*Through which channel? What form do they need to know it?*



# Step 1: Source your impact



# Step 1: Source your impact

## Impact you feel

Ask yourself, 'what needs do we really address?'

Or 'what long term changes are created by our organisation?' and actively listen...

What do you feel or what thoughts arise?

These can be of immediate help and provide the basis for the start of your measuring impact work and keep you on track.

**Tip: Use it as a basis for further measurement.**



# Step 1: Source your impact

## Impact you're told

Ask yourself what data is already out there?

- Internet / academic search
- Existing conversations you have with your stakeholders
- What do you already have? For example, phone call logs or event participant numbers, monitoring data for funders, case study interview transcripts or a mind map you drew in a meeting.

**Tip: Do you already talk to beneficiaries or customers about your service or product? You can add to what you are already doing, by including extra questions.**



# Step 1: Source your impact

## Impact you research



By asking good questions and gathering fuller information, you are getting a more open-ended, clearer picture.

- What question do you want to answer or what is your hypothesis? E.g. what difference does our service make to the lives of our users?
- Who you will need to approach to get the information that you need.?
- What methods will you use?

E.g.

- Interviews – (what sort?)
- Questionnaires / surveys

And...



# Other data collection mechanisms

- Registration forms with profile data
- Attendance record and logs (paper registers, online - eventbrite)
- Feedback forms
- Minutes of meetings
- Postcards
- Questions in pub quizzes
- Idea walls
- External/third party evaluation
- Focus groups
- Camera / photos
- Participant observation
- Thought experiment
- Mood board
- Flip cameras

- Visual journals
- Look back move forward

[www.proveit.org.uk/project\\_reflection.html](http://www.proveit.org.uk/project_reflection.html)

- Outcomes stars

[www.outcomesstar.org.uk](http://www.outcomesstar.org.uk)

- Online survey

E.g. [www.surveymonkey.com](http://www.surveymonkey.com)

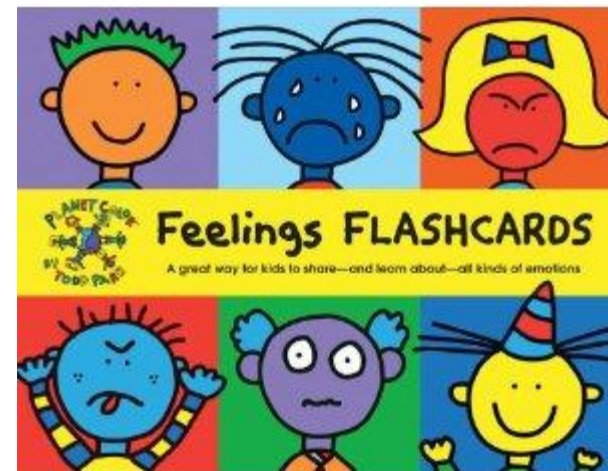
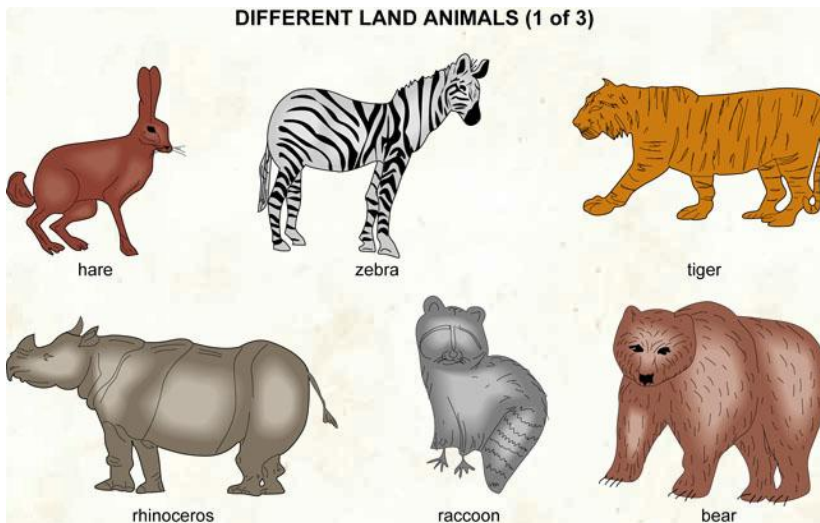
- Online polls
- Online open text box / wiki
- Storytelling
- Dictaphone – record interviews or record

quotes

- Suggestion box / piece of card
- Phone interviews
- Combine – e.g. an event to evaluate, discuss and talk, then capture photos / quotes



# Other data collection for children and young people



# Step 2: Analyse your impact

## A quick process for analysing

- Organise, consider or analyse data for themes or patterns
- Reflect on data
- Theorise or draw conclusions



# Step 2: Analyse your impact

## Organise, consider or analyse data for themes or patterns

- Begin by reviewing the data you've collected for themes and patterns.
- Consider the social and beneficiary impact, environmental impact, financial metrics, and other aspects of your project or organisation.
- Do you have evaluation questions or a question that you are trying to answer in your work?

Periodic Table of Elements

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Wikipedia Properties Orbitals Isotopes Mass Names Electrons Wide

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18

1 H He 896

2 Li Be 9 10

3 Na Mg 23 24

4 K Ca Sc Ti V Cr Mn Fe Co Ni Cu Zn Ga Ge As Se Br Kr

5 Rb Sr Y Zr Nb Mo Tc Ru Rh Pd Ag Cd In Sn Sb Te I Xe

6 Cs Ba La Ce Pr Nd Pm Sm Eu Gd Tb Dy Ho Er Tm Yb Lu

7 Fr Ra Ac Th Pa U Np Pu Am Cm Bk Cf Es Fm Md No Lr

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“Ready? Sure?”

Whatever the situation or secret moment, enjoy everything a lot.  
Feel able to absolutely care. Expect nothing else. Keep making love.

Family and friends matter. The world is life, fun and energy.

Maybe hard. Or easy. Taking exactly enough is best.

Help and talk to others. Change your mind  
and a better mood comes along...”

Meta-horoscope made from most common words in 4,000 star sign predictions

David McCandless - InformationIsBeautiful.net - data: [bit.ly/horoscoped](http://bit.ly/horoscoped)



# Step 2: Analyse your impact

Reflect on data and theorise or draw conclusions.

Questions to investigate typically include:

- What went well? Why?
- What could have been done better?
  - Why was this not as good as expected?
  - What can you do to make sure this is done better next time?
- Are there any unexpected consequences of our activities (positive and negative)?
- What would have happened anyway? (Deadweight)
- How can we be sure that these changes were caused by our project or programme (Attribution / contribution)
- Were there any negative effects of our activities or have they be achieved at the expense of others? (Displacement)
- What does this mean for society / economy / environment? E.g. savings to the treasuring, impact on local economy, carbon reduction.



# Step 3: Use and communicate your impact

## Proving and improving, sharing and learning

- What you have achieved – your impacts.
- How you did it.
- What you have learnt / challenges / what went wrong.
- Internally and externally
- Learn and take action on the things that matter.

### Tip:

#### Serious evaluation report checklist

- Vision / mission
- Problem or need – context.
- Overview and activities
- Outputs
- Outcomes / impact
- Performance: summing up achievements / overall evaluation



# Reporting – communicating your impact to appropriate stakeholders

- Annual reports,
- Social impact reports
- Social / environmental accounts
- An annual stakeholders' meeting
- Staff and trustees meeting
- Funding reports
- Marketing materials
- Fundraising materials

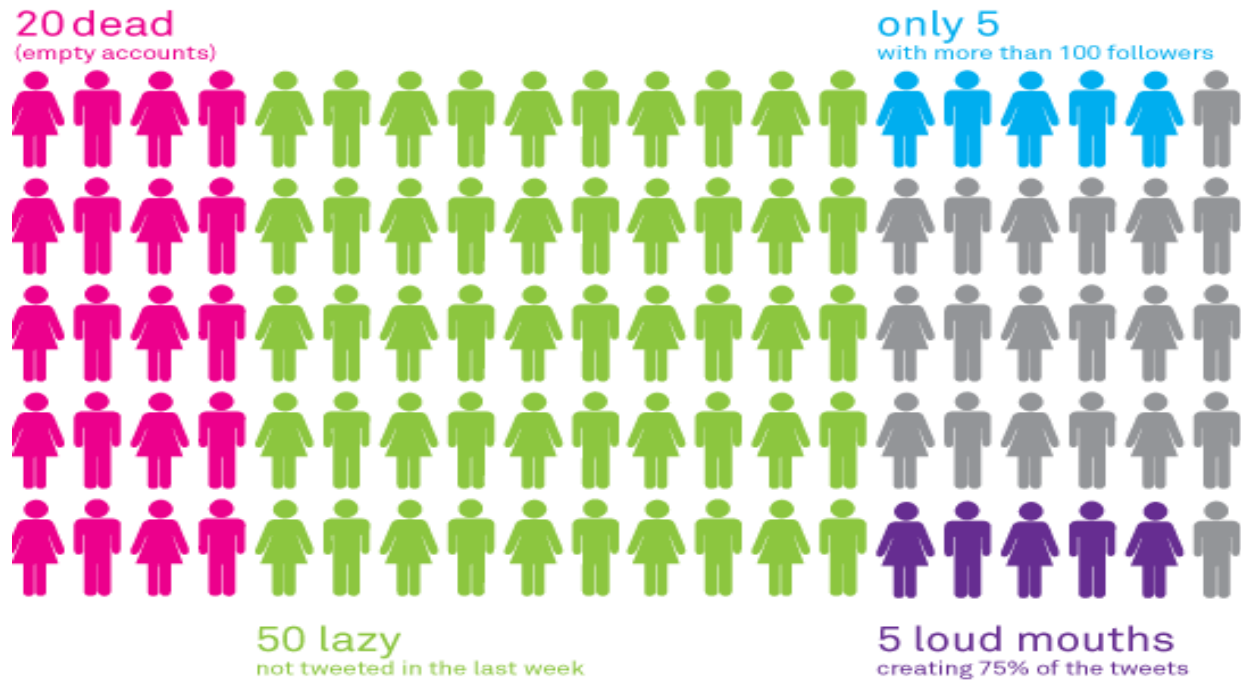


**Tip:** Whatever the 'form' communications should be targeted, purposeful, audience-focused. Information can be beautiful!



# Information can be beautiful: [www.informationisbeautiful.net](http://www.informationisbeautiful.net)

Let's Not Get Too Excited...  
if the Twitter community was 100 people...



by Loudmouth David McCandless @mccandlish // [informationisbeautiful.net](http://informationisbeautiful.net) // @infobeautiful // v1.4 Aug 09  
source: [sysomos.com/insidetwitter/](http://sysomos.com/insidetwitter/) [via [rohitbhargava.typepad.com](http://rohitbhargava.typepad.com)]



# Information can be beautiful: VCW Youth Volunteering Project

“We asked our partner organisations how they support volunteers. Here’s what they said”:



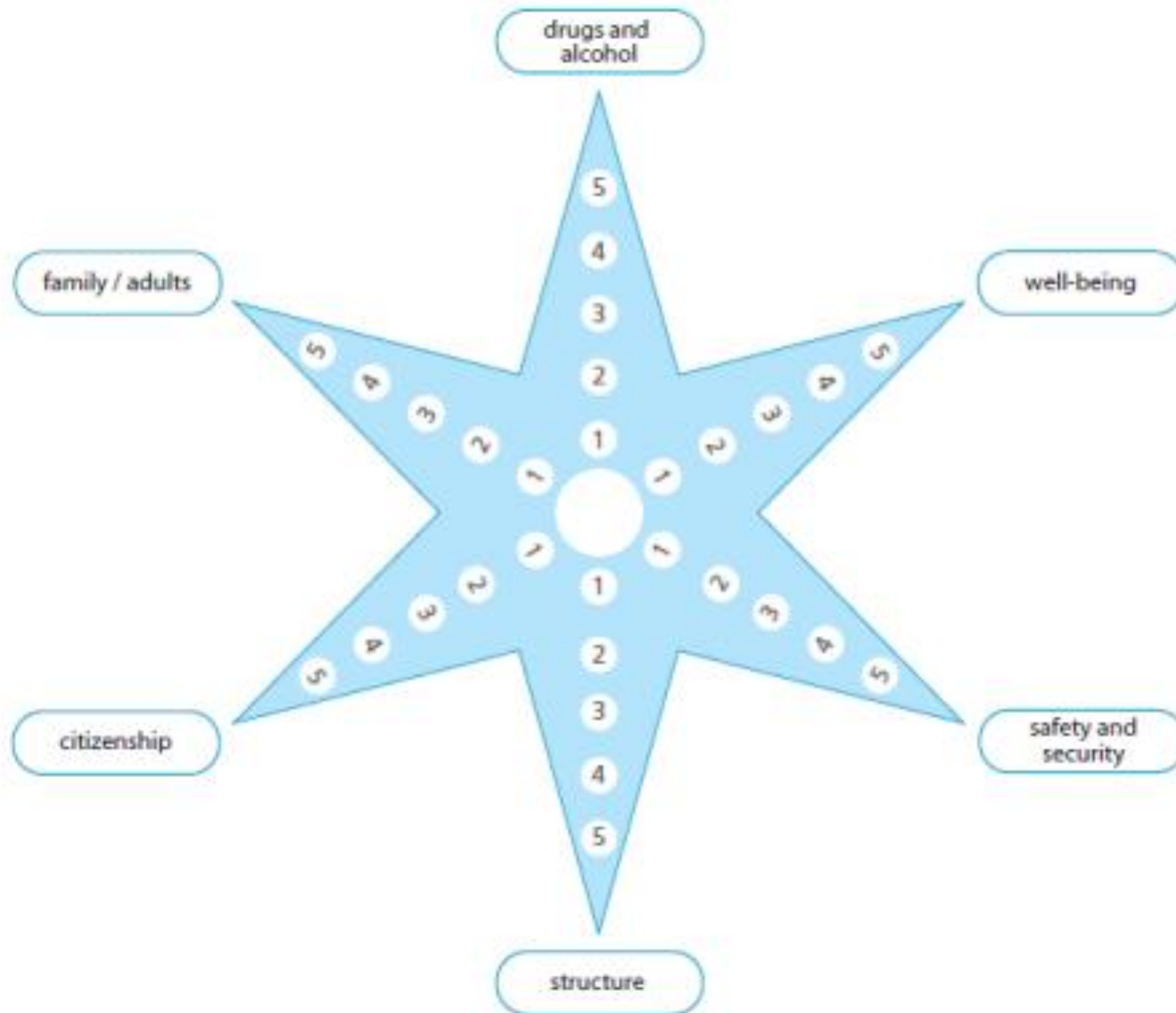


# Some other things that may be relevant to youth and children organisations

- Seeking prior parental consent
- Pilot documentation with young people
- Make it easy for them – time, place, format
- Explain why and what will happen as a result



# Other tools and approaches: Teen Outcomes Star



# Other tools and approaches

METHOD <small>[M1]</small>	WHAT IS IT?	WHAT DOES IT DO?	MORE INFORMATION
Outcomes Stars	The Outcomes Star™ measures progress for service users receiving support in order to maximise independence or achieve other goals. There are different versions of the Star for different sectors (e.g. homelessness, substance misuse, mental health and young people).	Using the mental health tool as an example, outcome areas include trust, hope, identity and self-esteem; which could be seen as being more difficult to measure. The process is repeated at regular intervals, depending on the project's requirements.	<a href="http://www.outcomesstar.org.uk">www.outcomesstar.org.uk</a>
New Philanthropy Capital Wellbeing Questionnaire	NPC have developed a questionnaire which has been developed to measure levels of wellbeing. The questionnaire has been created in parallel with the Children's society and is being piloted with five other charities.	Use of the questionnaire involves observing children's levels of wellbeing and how it changes over time. Additionally, the tool allows for exploration of how intervention can affect different aspects of a child's wellbeing. It is stated on the website that it has been developed for the third sector to use for small cost.	<a href="http://www.philanthropycapital.org">www.philanthropycapital.org</a>
Social Accounting and Audit	Social accounting is the process of collecting information about the activities an organisation carries out which affect its stakeholders. These activities may be intended 'outputs' or just the day to day internal operations.	Social accounting has been developed with an external, quality-assured audit process so that an organisation's claims can be credible (proved) and used to demonstrate organisational development (improvement).	<a href="http://www.socialauditnetwork.org.uk">www.socialauditnetwork.org.uk</a>
Look Back Move Forward (LBMF)	Look Back Move Forward (LBMF) is a simple participative project evaluation and learning tool. The tool guides a two-hour self-facilitated workshop that focuses on an interactive poster.	LBMF gives participants the opportunity to reflect on a project they have worked on together from a number of different perspectives, as well as to compare and learn from each other's experiences. The finished poster provides a visual record of the participant's views on the project, which can be used for discussion and learning.	<a href="http://www.lm3online.org">www.lm3online.org</a> <a href="http://www.nef-consulting.co.uk/en/page_149.html">www.nef-consulting.co.uk/en/page_149.html</a>
Social Return on Investment (SROI)	SROI is an approach to understanding and managing the impacts of a project, organisation or policy. It is based on stakeholders and puts financial value on the important impacts identified by stakeholders that do not have market values.	SROI seeks to include the values of people that are often excluded from markets in the same terms as used in markets, that is money, in order to give people a voice in resource allocation decisions. SROI is a framework to structure thinking and understanding.	<a href="http://www.thesroinetwork.org">www.thesroinetwork.org</a>



# Some useful links

- [www.redochre.org.uk](http://www.redochre.org.uk)
- <http://www.ncvo-vol.org.uk/policy-research-analysis/research/measuring-impact>
- [www.proveandimprove.org](http://www.proveandimprove.org) (old but still good)
- [www.philanthropycapital.org](http://www.philanthropycapital.org) (for useful reports)
- [www.sroiproject.org.uk](http://www.sroiproject.org.uk) (for indicators bank)
- [www.blondon.com/SocialEnterprise/Monitoringandevaluation](http://www.blondon.com/SocialEnterprise/Monitoringandevaluation)

**THANK YOU AND KEEP IN TOUCH.**

**If you have any questions feel free to email me and I will try and help.**

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