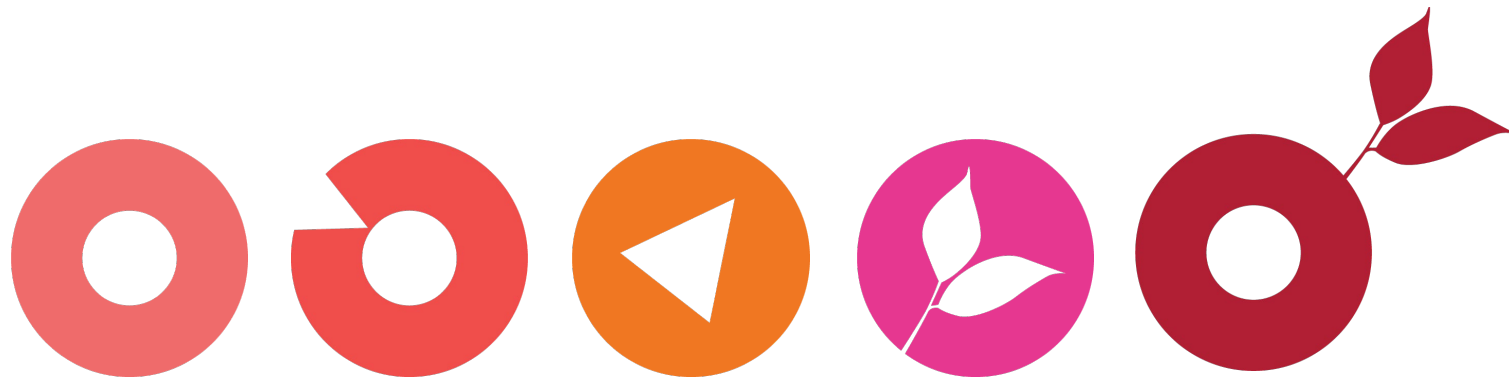


Impact measurement

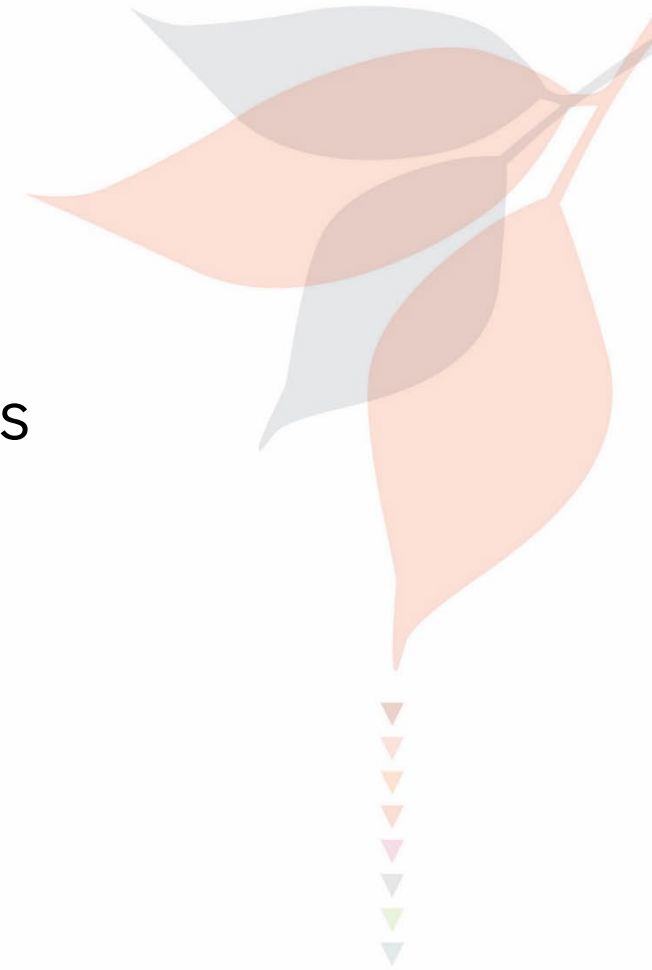
Contact and parent-carer forums
4th December 2024



Madeleine Spinks (Co CEO)
Data Orchard CIC
www.dataorchard.org.uk

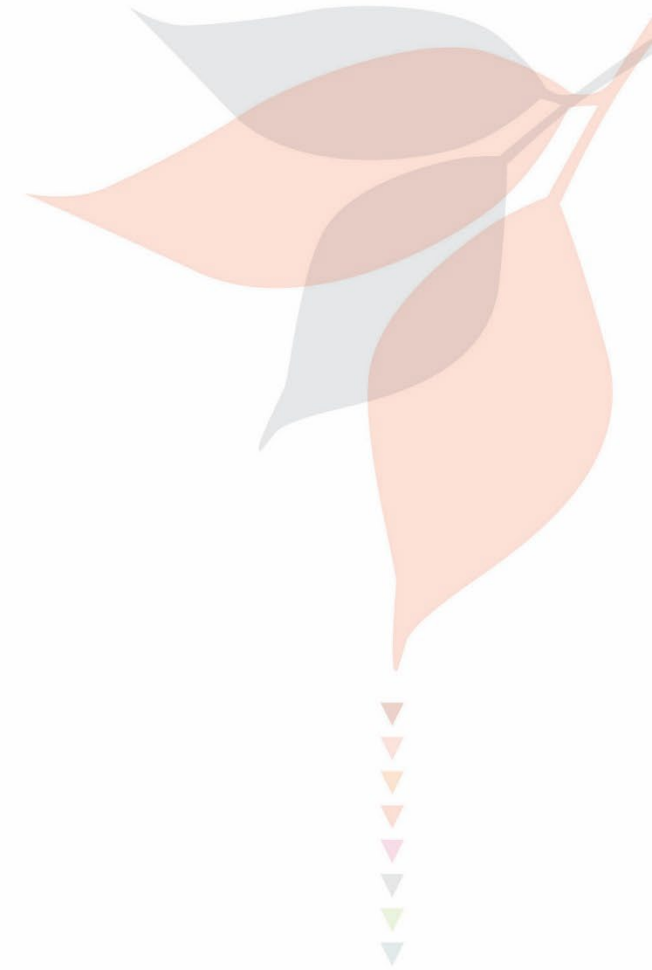
Outline of session

- 🌱 Explanation of impact measurement concepts
- 🌱 Exercise: challenges faced
- 🌱 Short comfort break
- 🌱 Exercise: impact and outcomes
- 🌱 Reflections/questions
- 🌱 Review

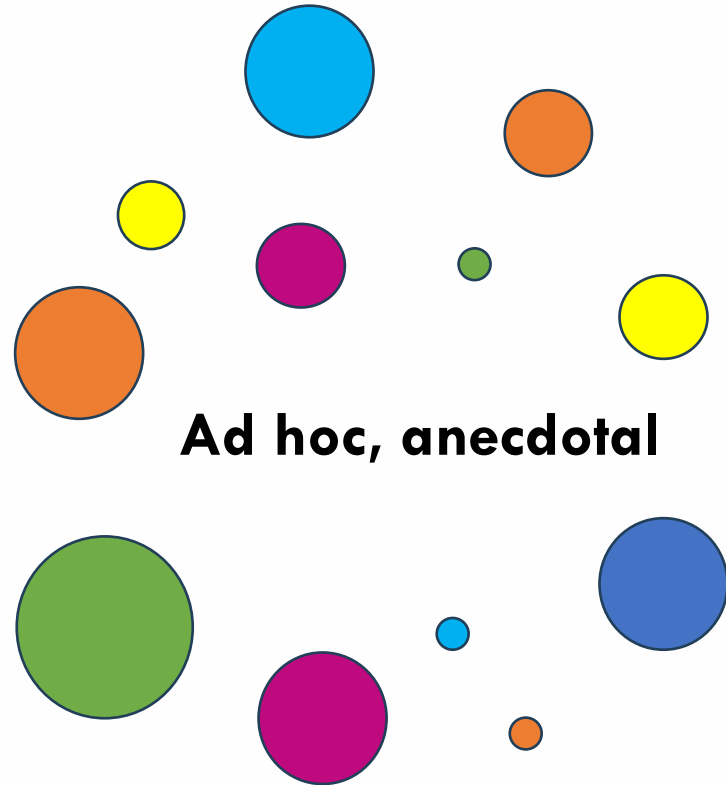


What is impact?

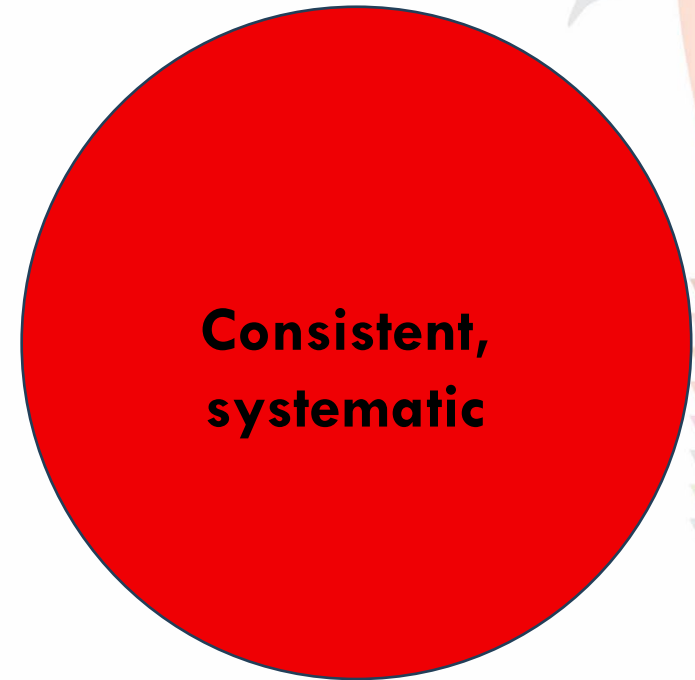
- 🌱 Positive
- 🌱 Meaningful and important
- 🌱 Sustained
- 🌱 Achieved by people themselves



Impact measurement



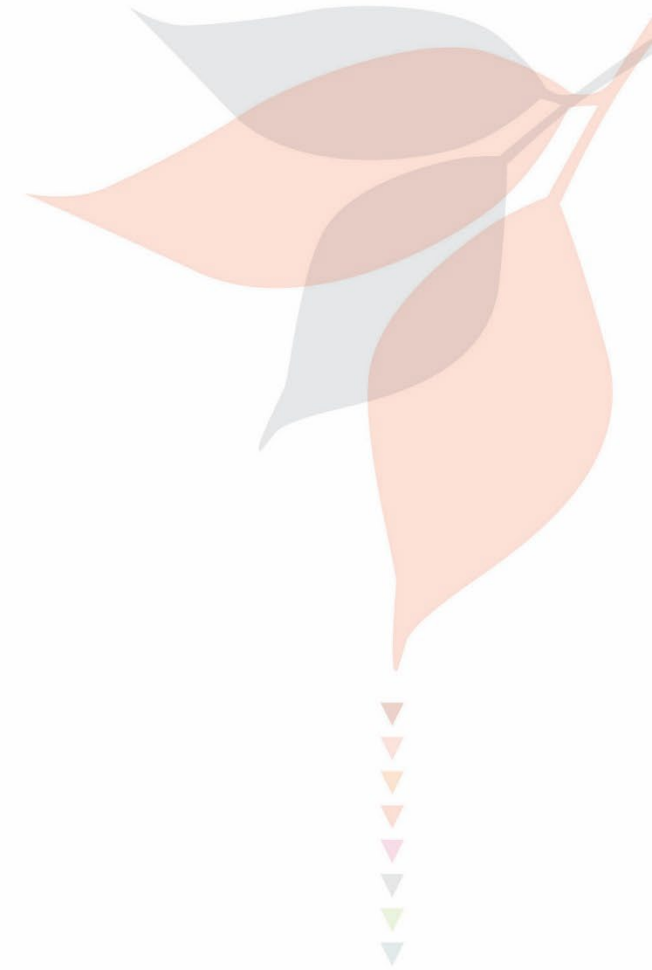
Some impact evidenced for some people
who receive support



Meaningful impact evidenced for all
people who receive support

Theory for Change is...

- A process
- An output

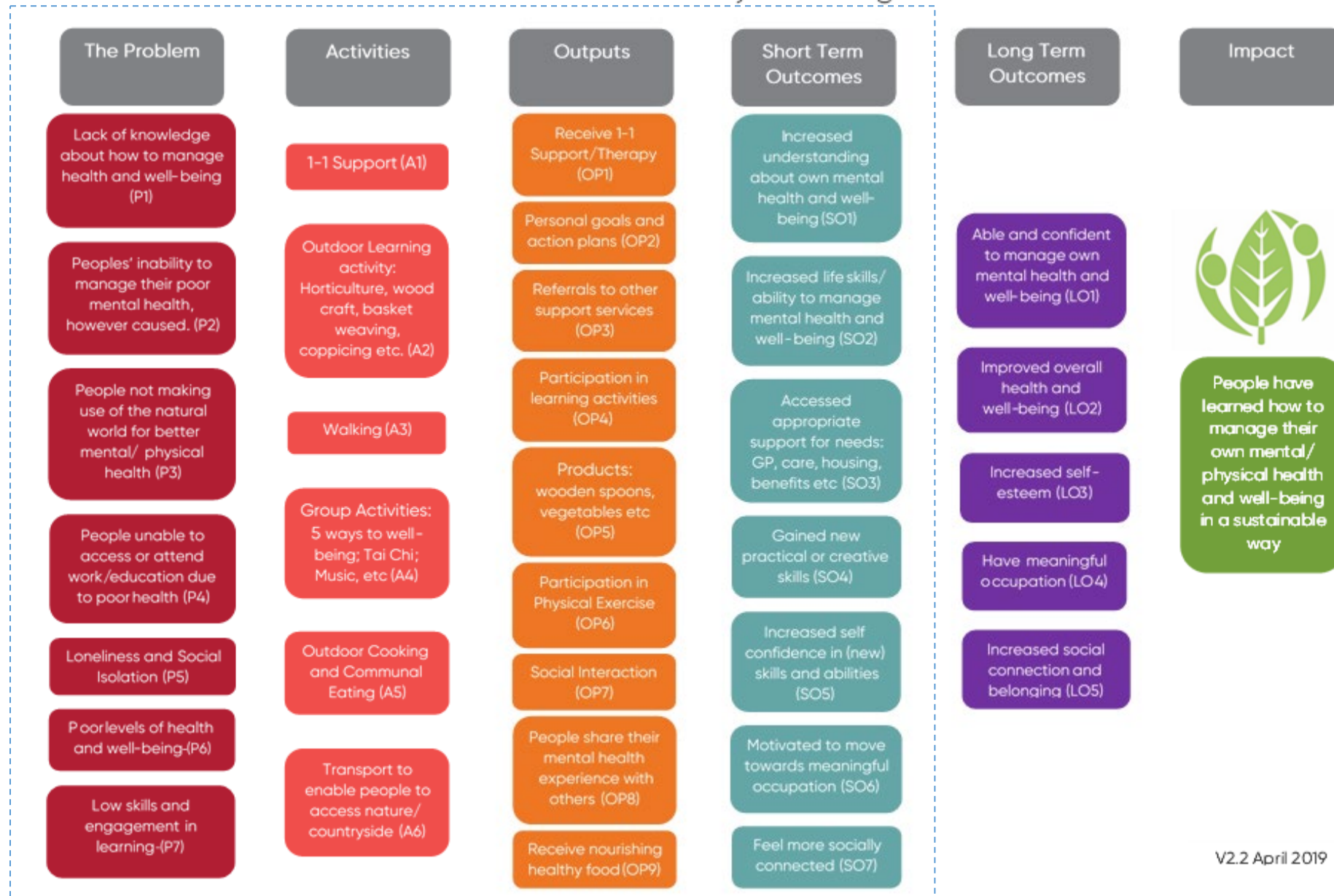


Challenges, Activities, Outputs, Outcomes, and Impact

- **Challenge:** The issue or challenge your work aims to tackle
- **Activities:** What you offer/do
- **Outputs:** Products, services or facilities that result from activities
- **Outcomes:** Changes in attitudes, behaviours, skills or knowledge
- **Impact:** The sustained change you want to see in your target group



The Cart Shed Theory of Change





Data Orchard's Theory of Change Data Maturity Assessment



We want to make better use of data and improve our systems but don't know where to start

We don't have a way of framing the problem with data for leaders and colleagues

We don't know how well we are doing compared to others in the sector

People with these problems

- Advanced analysis and raw data
- Comparison to sector benchmark
- Data Maturity Report



- Shared understanding of the problem and the journey for leaders and other colleagues
- Objective view of where we are, where we could be and where to focus to get there
- Raised aspirations and increased motivation to improve

Provides immediate benefits

- Develop data strategy/ improvement plan
- Secure leadership support for change and improvement
- Seek external expert advice on data strategy
- Seek funding or resources to implement improvements
- Which enables people to...

- Implementation of data strategy/ improvement plans
- Securing funding or resources
- Investment in people (existing/new roles and responsibilities), tools, advice and training.
- Which results in

Our strategic planning and decision making improved.

Our services and products improved, delivering greater impact and efficiency with increased income.

Our credibility and influence in the sector improved and this increased collaboration and data sharing.

Improved Data maturity of our organisation

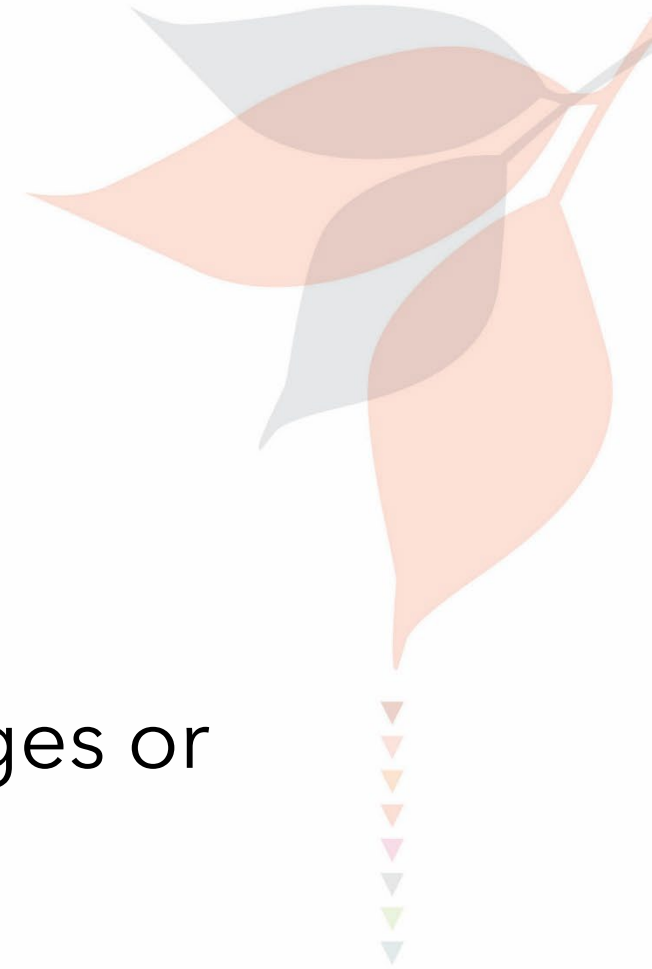


... have these challenges



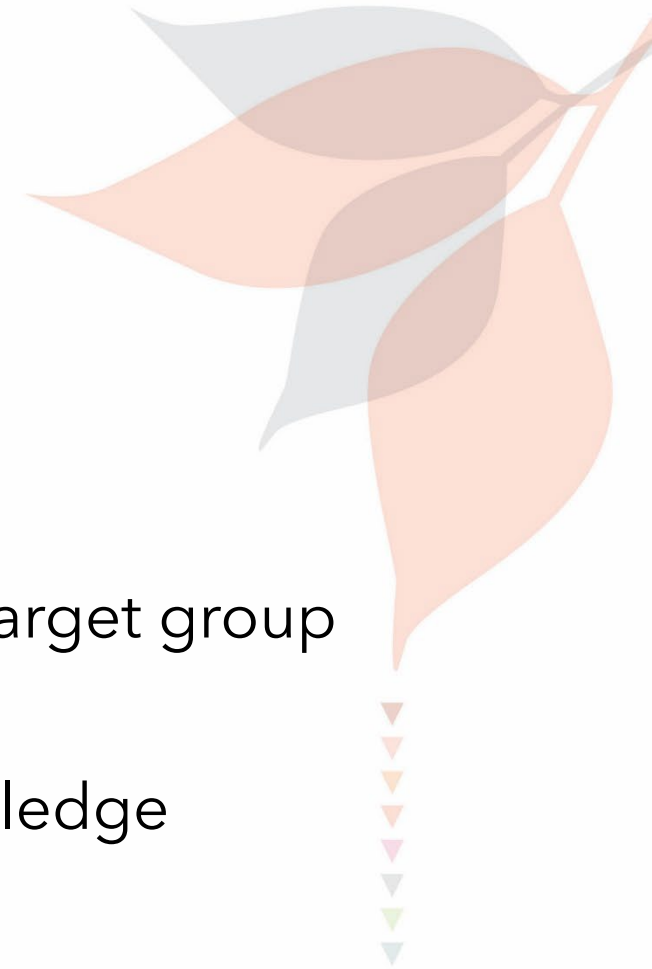
Exercise 1

Write down what you think are the challenges or problems faced and by whom



Recap: Impact and Outcomes

- **Impact:** The sustained change you want to see in your target group
- **Outcomes:** Changes in attitudes, behaviours, skills or knowledge



Example Impact Statements

People have learned how to manage their own mental/physical health and wellbeing in a sustainable way (The Cart Shed)

People no longer die prematurely or suffer from cardiovascular disease. (The British Heart Foundation)

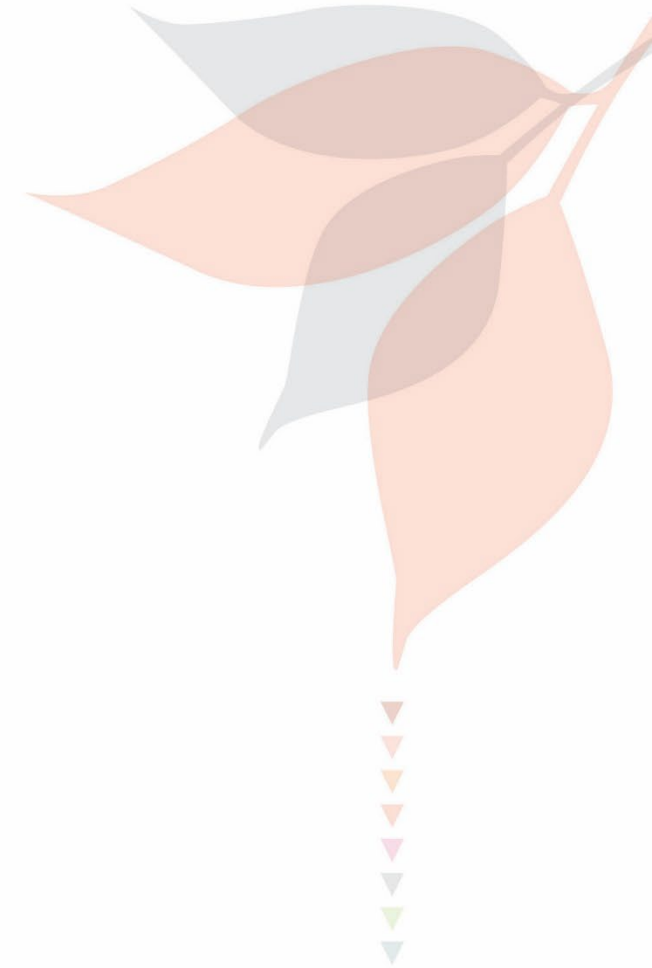
Youth homelessness no longer exists. (Centrepoint)

A world where every woman's right to equality and freedom from violence is unquestioned. (Women's Aid)

A market for high tech solar lamps has eradicated kerosene lamps in Africa and reduced poverty and climate change (SolarAid)

People are emotionally resilient, thriving, and feel they belong in their communities. (YSS)

Healthy people in healthy communities (The Family Centre)

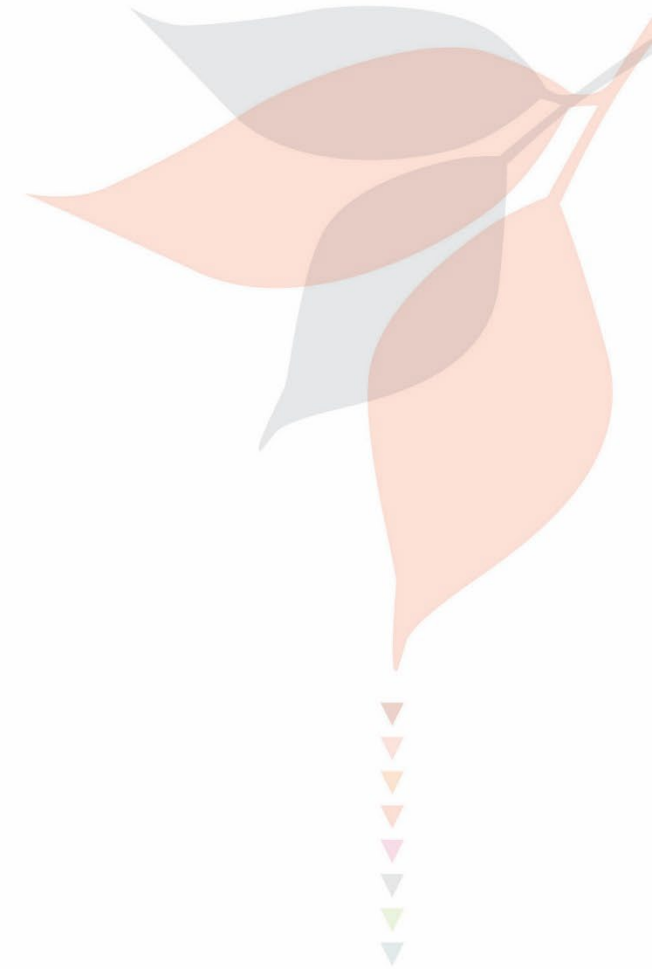


What is the ultimate impact you are aiming for?

What will it be like?

How will it have changed or be different?

For whom?



Exercise 2a

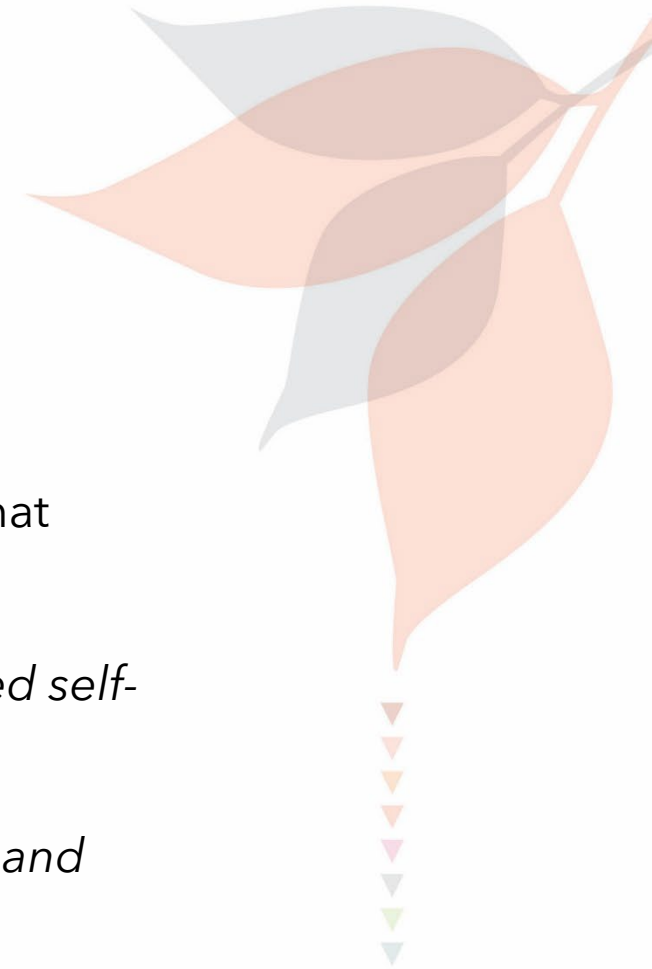
Write down your ideas for an impact statement



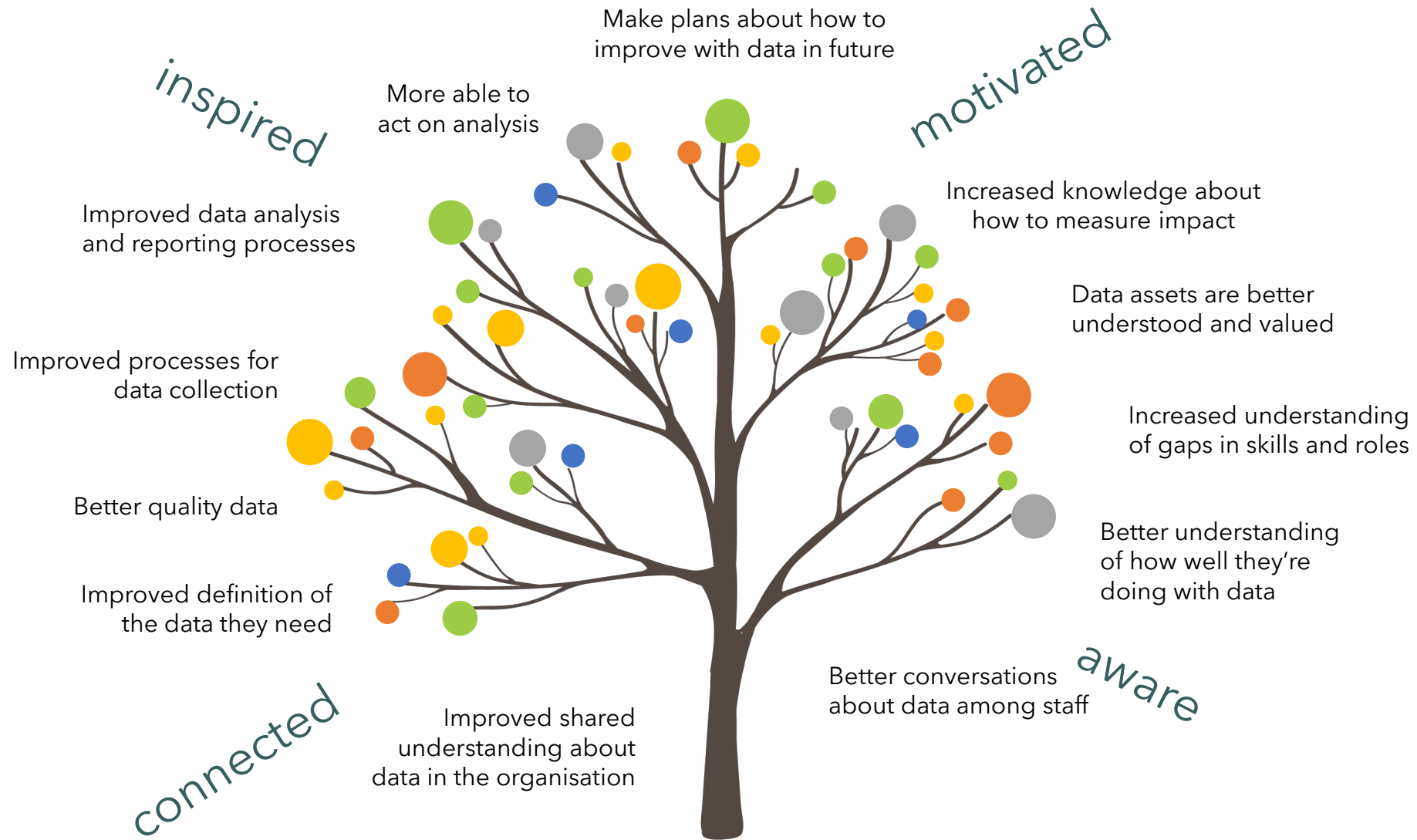
Outcomes – hot tips

Changes in attitudes, behaviours, skills or knowledge

- Use words like 'increased', 'improved' 'reduced' or 'decreased' to convey that *change* is taking place.
- Use the past tense to avoid confusing outcomes with activities i.e. '*increased self-esteem*' instead of '*increasing self-esteem*'.
- Define a single change, not many, so that '*increased resilience, confidence and self-esteem*' describes three outcomes, not one.
- Specific enough to be meaningful and measurable; '*increased knowledge*', for example, is neither.



...that create these immediate changes

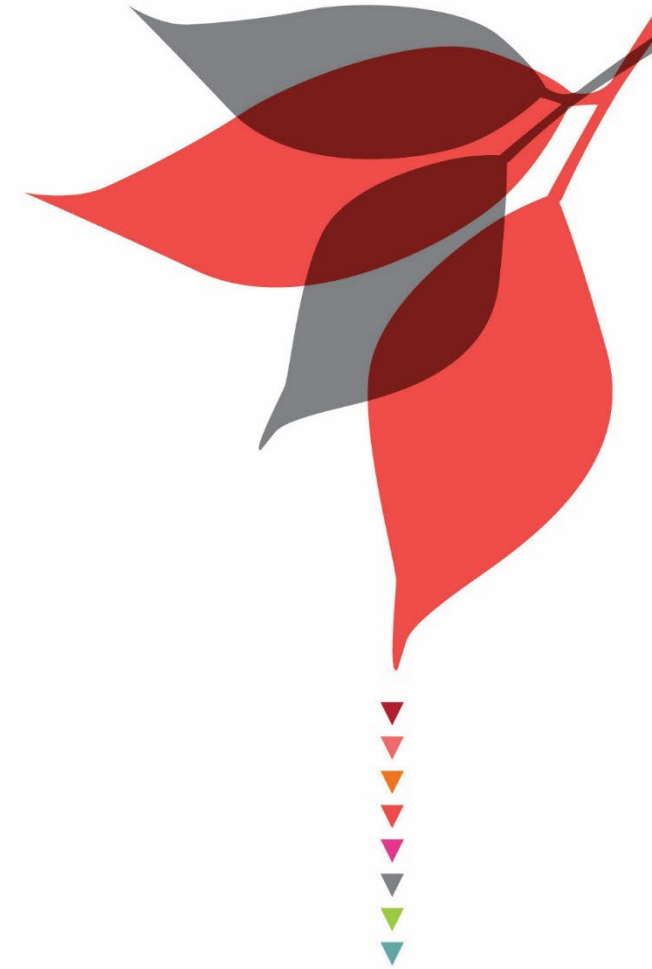
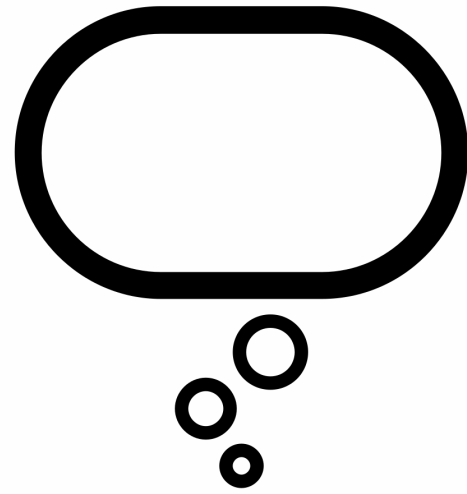


...the promises we can make and can measure

Exercise 2b

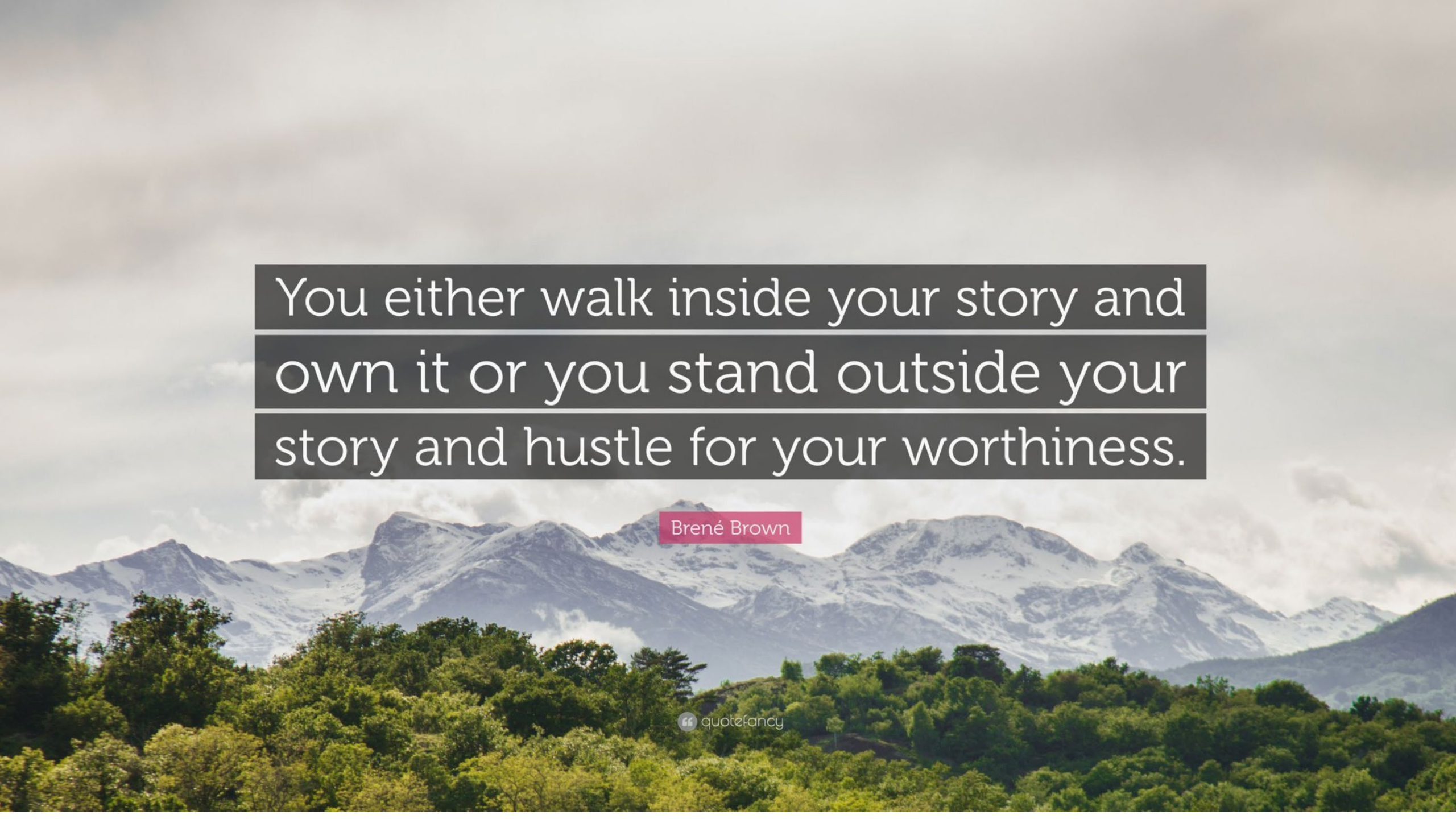
Write down at least 3 outcomes





Reflections and Review





You either walk inside your story and own it or you stand outside your story and hustle for your worthiness.

Brené Brown