

FUNDAMENTALS OF IMPACT MEASUREMENT SESSION

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OPERATIONALISING YOUR STRATEGY







Purpose

Outcomes Tracked

How can we communicate the purpose to various members within your organisation?

Measurable Impact

WHOSE IMPACT? WHOSE **NALUES**

- Recognition of various stakeholders
- Generation of value for stakeholders other than the investor.
 - Who are the other stakeholders in your organisation?
 - Whose "values" do we need to consider?
- What values are important for these different stakeholders?

SOME TERMINOLOGY DIFFERENCES

Example: Total cost of particular project or activity (intervention by an organisation).

This includes staff costs, cost of sales, relevant expenses.

OUTPUTS

These are the things generally tracked by the organisation. A tangible product or service provided by a product, e.g. number of IT training courses, number of beneficiaries assisted in a project.

OUTCOMES

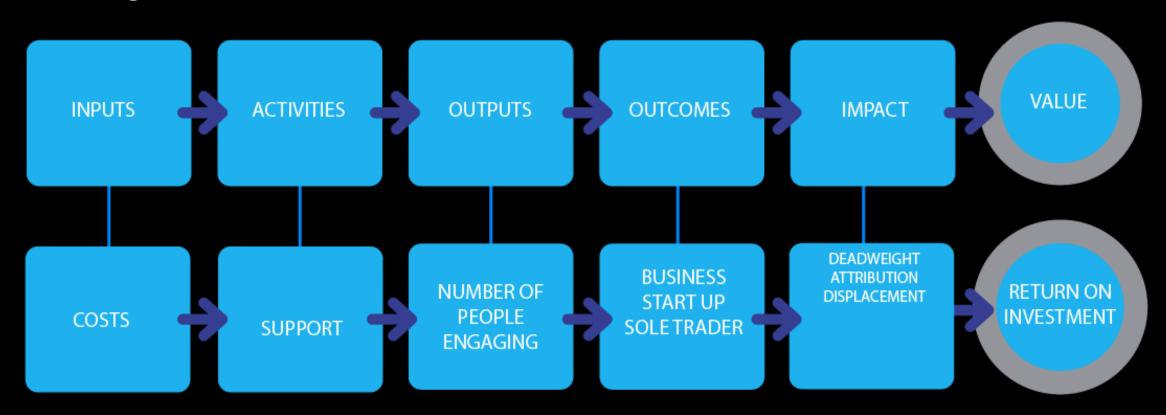
Relevant outcomes aligned with various services or products provided.

An outcome, in contrast to output, is the wider change ("distance travelled") that results from the output, such as an ability to write a letter using a word processing package, or securing employment

The outcomes are translated into financial terms using social value calculations.

occount items such as fiscal savings to the government, value of benefit to the individual.

Social Value Logic Model / Theory of Change



Service Output Impact Examples 71,559 individuals contacted improved overall health and us for support well-being 5,994 counselling sessions delivered improved feeling of self-worth 38 critical incident site visits reduced threat of made homelessness 785 hardship grants awarded. to individuals feel in control of life able to manage money fiscal savings to NHS

WORKSHOP

MAPPING OUTCOMES

Intervention	Fiscal Benefits	Economic Benefits	Social Benefits
Working with young people who are NEET, have no employability skills, no qualifications or experience.	Reduction in benefit payments as individuals gain employment. Reduction in crime costs. Savings in long term health costs.	Increased Economic Output and support for local economic growth. Increased income of individuals gaining employment. Reduced wage scar in later life.	Improved health and mental wellbeing. Increased life expectancy of individual. Improved family relationships and networks.
Working with Long Term Unemployed, Physical and Mental Health Problems, BAME.	Reduction in benefit payments as individuals gain employment. Reduction in health costs.	Increased income of individuals gaining employment. More volunteering opportunities. Reduce the skills gap.	Improved confidence and self-esteem. Reduced isolation of individual. Increased employability and transferable skills.
Providing employment opportunities for exoffenders.	Reduction in re- offending. Reduction in police, CJS, housing and local authority time spent responding to incidents.	Reduction in theft, burglary, shoplifting, deception, fraud etc. Reduction in the loss of economic output due to being a victim of crime (time off work, injury, sickness).	Reduced fear of crime of residents. Improved community and family relationships. Active citizenship.

TAKE NOTE...

- On Accuracy: Working with the best available information.
 - Not sacrificing "real impact" for recording impact.
 - On deadweight and attribution
 - <u>Deadweight</u>: what would have happened anyway
 - Attribution: how much of the impact is from your intervention
 - <u>Displacement</u>: how much of the outcome displaced other outcomes
 - The above are estimated percentages. The information from the data you collect can be used as basis and as evidence for these.