

Measuring your impact

high

trees

Purpose of this tool:

Use this tool to finalise how you will measure the impact of your partnership. By the end of this session, you should have a clear idea of what indicators you will use to measure whether you are achieving the change you wish to and whether you are reaching your intended target audience. You should also have decided how you will collect data on indicators (e.g., through surveys, focus groups, interviews) and who will be responsible for data collection.

1. Who is your target audience and how will we measure if we are reaching them?

By developing a Theory of Change for your collaboration, you should have identified whether there are specific audiences you wish to engage with and support through your partnership. The next step is to think about what data you need to collect to measure whether you are reaching your intended audience.

First write a list of demographic information you will collect to measure whether you are reaching your target group.

Consider whether you want to collect information on:

- Disability / long-term conditions.
- Age.
- Ethnicity.
- Sex.
- Previous education level.
- Income level / benefits status .
- Employment status.
- Ward or Borough (often generated through postcode data).

Please note that funders often have specific reporting requirements. As a partnership, you will need to consider whether you wish to collect any additional data beyond funder requirements.

All partners will need to keep in mind relevant legislation – the 2018 Data Protection Act and the 2010 Equality Act - to ensure it is lawful to collect the information they wish to, and that they are complying with their duties under the legislation.

2. Developing indicators to measure outcomes

Secondly, create a table or spreadsheet for each outcome/change you are trying to achieve through the work of the partnership. You should have these identified in your Theory of Change.

- For each outcome, agree an indicator e.g., number of individuals who gain an E3 functional skills qualification in maths.
- For each outcome, agree a target - 75% individuals taking a maths course will gain an E3 qualification.
- For each outcome, agree how indicator will be collected (data collection tool). You may wish to consider an online platform to collect data such as Views, Upshot, Lamplight or Charity Log. If you do wish to use an online platform such as this, you will need to factor in the costs to your partnership budget and time for staff training. For smaller organisations and partnerships, a spreadsheet may be sufficient.

Outcome (change we want to see)	Indicator	Target	Data collection method (e.g., survey, focus groups)	Who is responsible for data collection?	Frequency of data collection

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After the session:

- Circulate the final agreed Monitoring and Evaluation Plan for partners to sign off.
- Depending on the nature of your partnership, you may wish to create a spreadsheet for partners to fill in for regular reporting purposes.
- You will need to review your progress against indicators as part of your annual review of partnership and when conducting a final partnership review.



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