

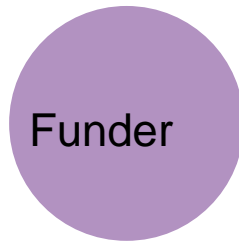
WHY MEASURE IMPACT & EVALUATE

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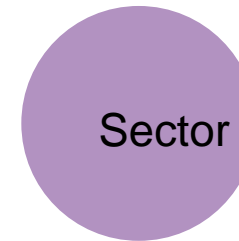
One Digital, 7 November 2018



Increasing the impact of charities
eg, impact-focused theories of change



Increasing the impact of funders
eg, effective commissioning



NPC works at the nexus between charities and funders

Consultancy
Think tank

Strengthening the partnership

Eg, collaboration towards shared goals

WHY EVALUATE?

“The best organisations use data to inform decision-making at every level and are prepared to change in response to what the evidence tells them.”

- Programme design
- Strategic decisions



WHY EVALUATE?



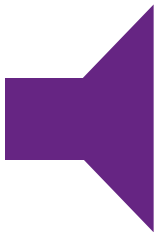
Better decisions by learning which charitable interventions likely to be most effective

Better equipped to deal with complexity of social issues



Improve day-to-day practice, become **more efficient**, get the most from our resources

Learn from our experiences and **improve**

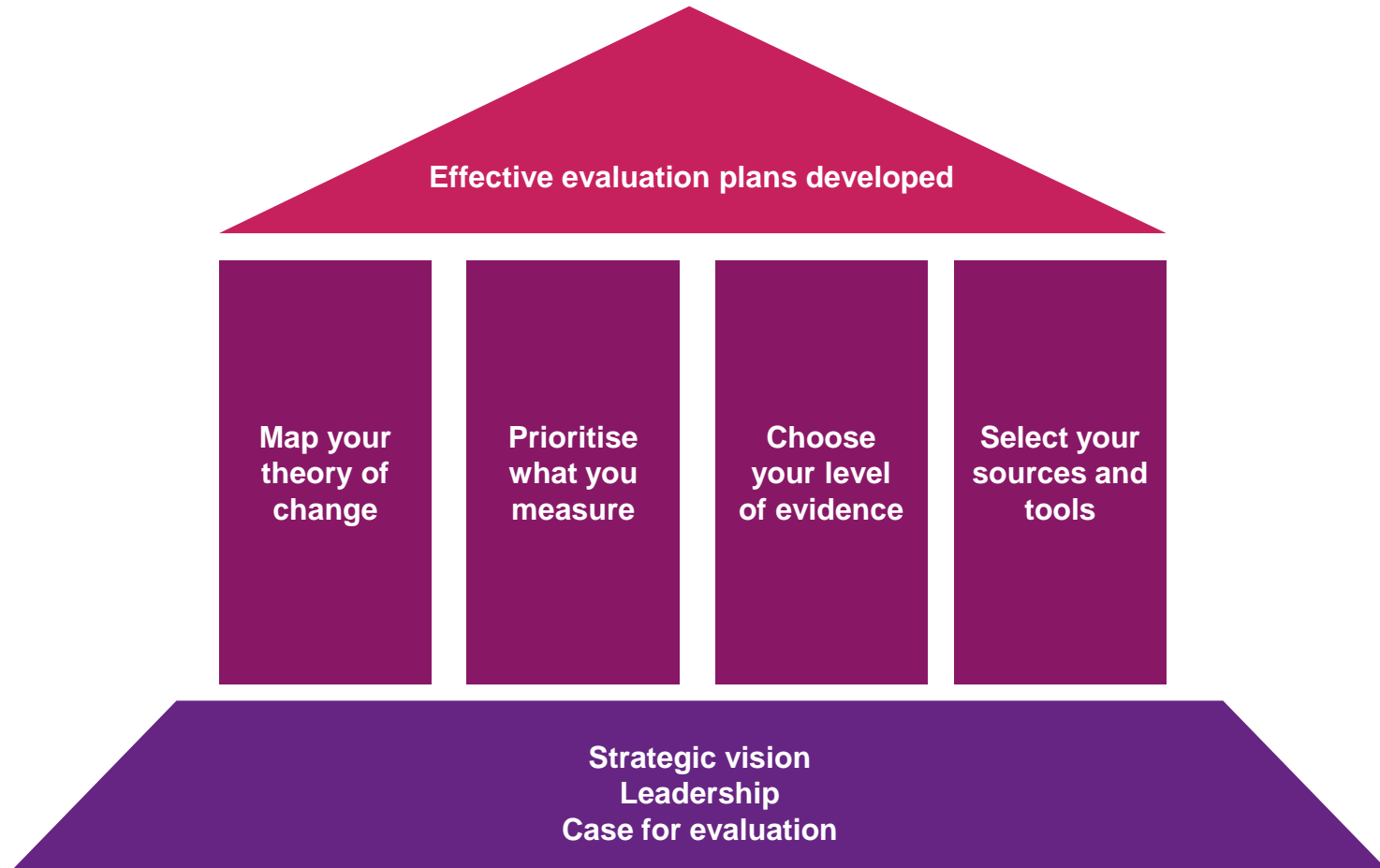


More open about what we do, to those we aim to serve, and to those that support our work

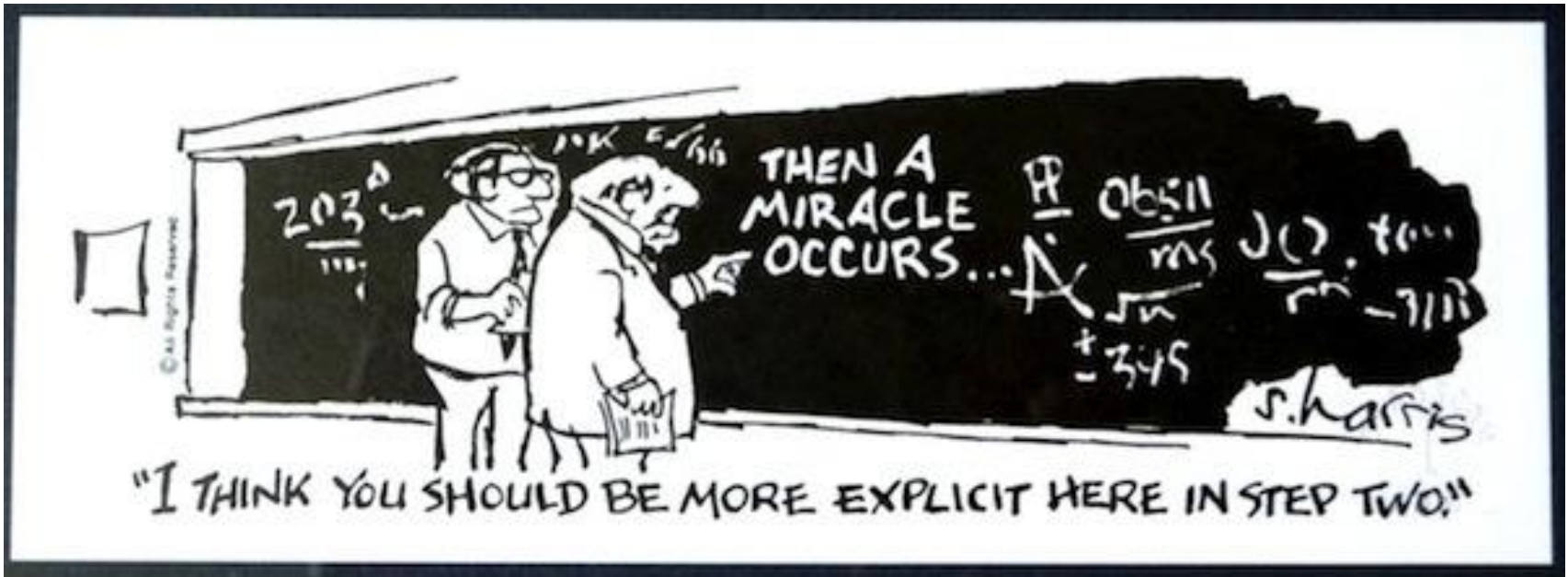
More accountable and credible

All of this leads to better outcomes and improved lives.

FOUR PILLARS APPROACH TO EVALUATION



THE IMPORTANCE OF OUTCOMES



Digital course attendance ----- ? -----> Safe and legal online

THEORY OF CHANGE

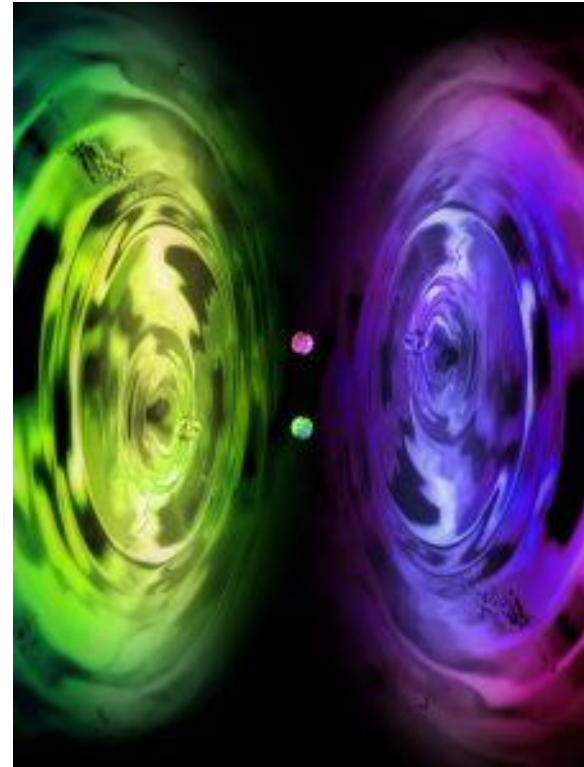
activities → intermediate outcomes → final goals



A conceptual map of how activities lead to outcomes

COUNTERFACTUAL

- Comparing the world with the intervention in it with what the world would be like without it.
- Control group
- Attribution



WHAT INFORMATION IS MOST IMPORTANT TO COLLECT



| 5 types of data | 3 Key questions |
|-------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| User Data: The characteristics of the service users being reached | Reach: Is the intervention effective at reaching, retaining , and engaging the target audience? |
| Engagement data: The extent to which people are engaged. How often and for how long? | |
| Feedback data: What service users thought of the intervention | Programme effectiveness: This data helps judge whether the service achieves what is wanted. In particular <ul style="list-style-type: none"> - Whether people like it? - What the quality is like and whether it can be improved? - Whether people benefit from it? - Whether they make the positive changes intended |
| Outcome data: Short term changes or benefits users may have got from the intervention (eg changes in knowledge, attitudes and behaviour) | |
| Impact data: The long-term difference that has resulted from the intervention | Behaviour change: The difficult question about whether the change or outcomes projects help people achieve leads to long-term impact |

Frequency?

Routine

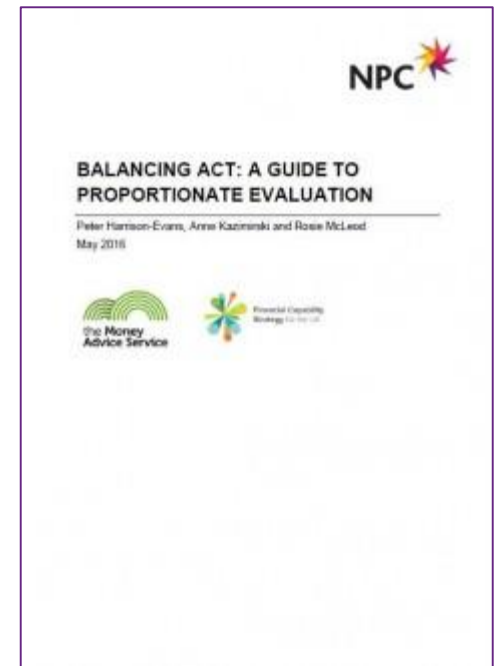
Occasional

Exceptional

DEVELOPING PROPORTIONATE APPROACH



- What is the strength of the evidence already available?
- What are your evidence needs?
 - What do you need to know and who needs to know it?
 - What are your research questions?
- What's feasible given the resources available?
- What's feasible given the nature of the intervention(s)?
- What opportunities are there for working together?



THE IMPACT CYCLE

