The Price of Everything and the Value of Nothing

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Issues of the day

- Contract culture
- Payment by results
- Shrinking of local government
- Austerity
- Big Society
- Transformation in delivery models of public services
- The Internet
- Social enterprise

What do we mean by 'impact'

- **Impact** – broad or longer term effects of project or organisation's work
- **Outcomes** – intermediary changes contributing to impact
- **Experiences** – how people feel about being involved with services
- **Outputs** – services, projects, activities – <u>not </u>impacts, designed to achieve them
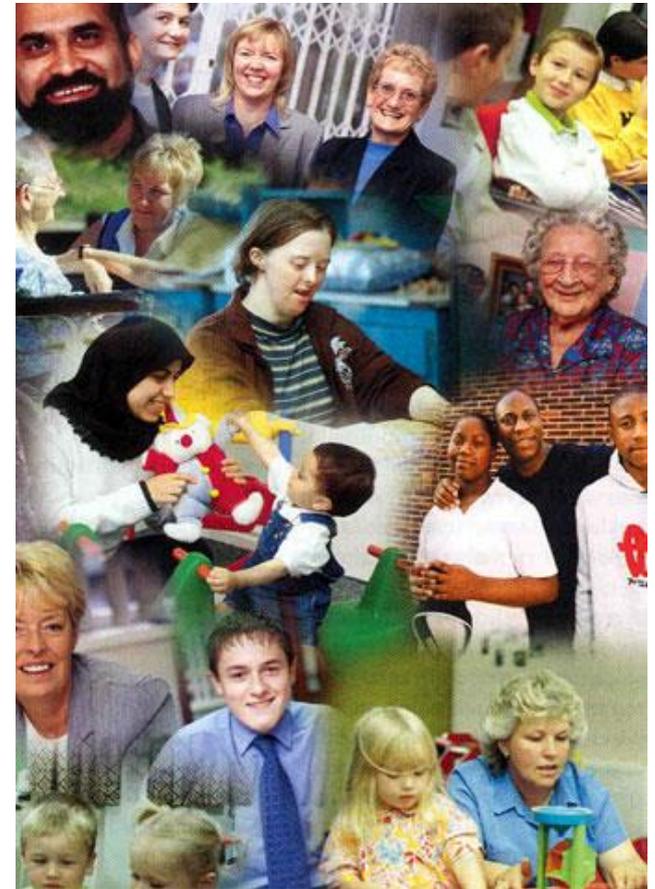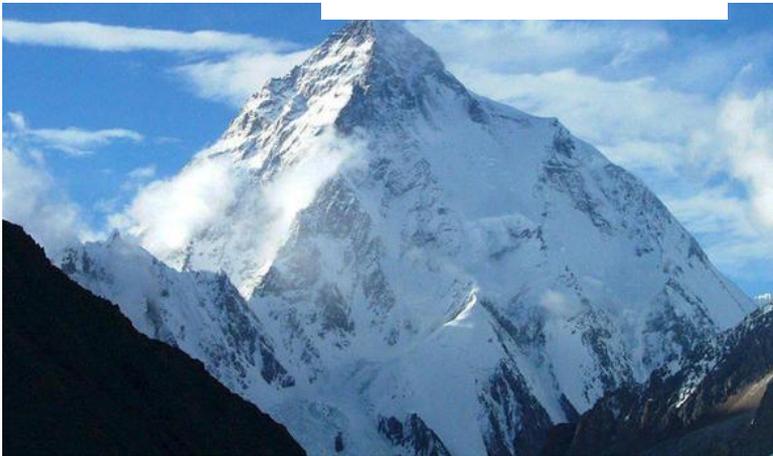
What do we look for?

- Popular appeal
- What works
- Evidence of results
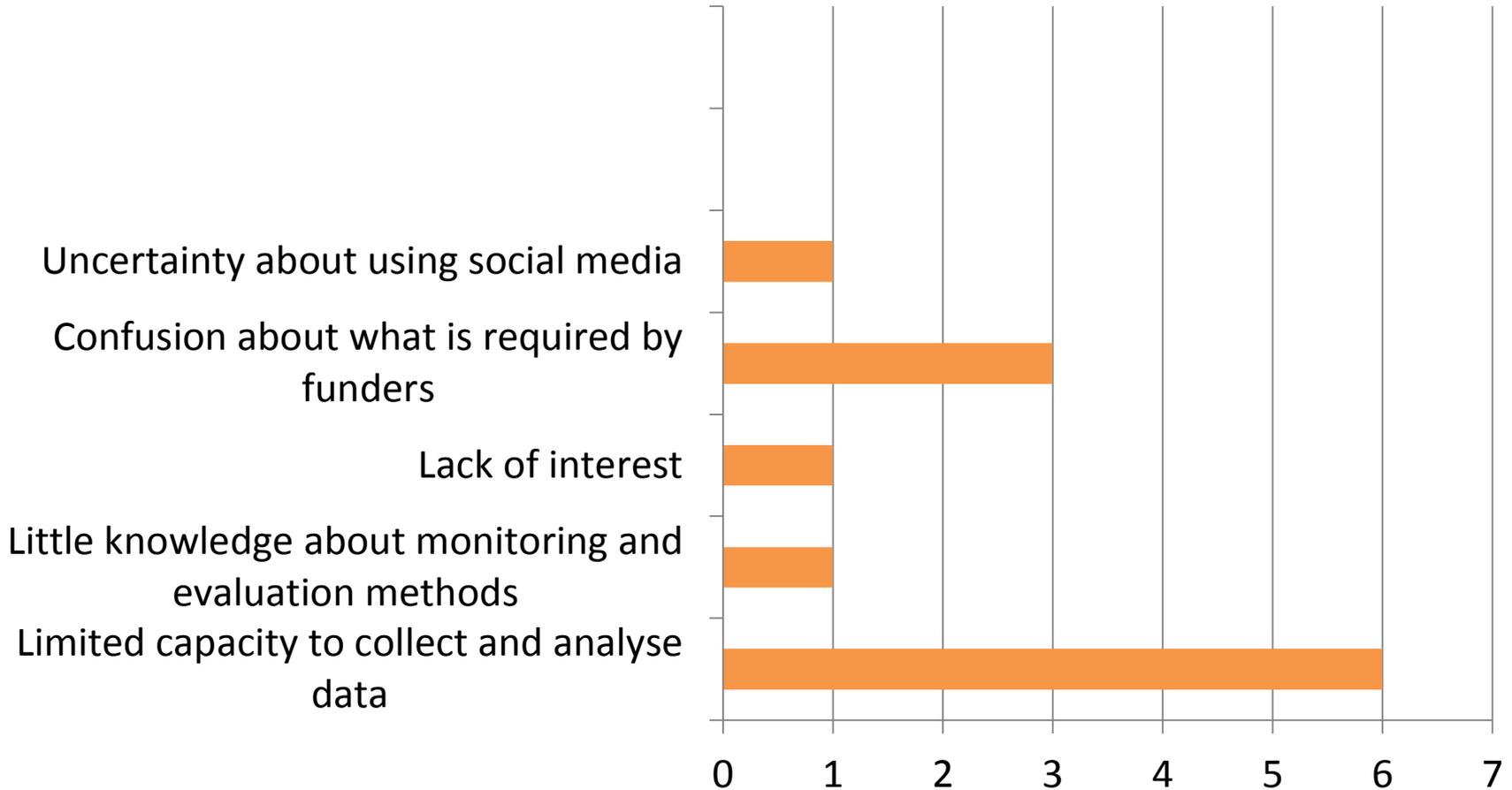- Stories
- Engagement

Survey Results

What's important about demonstrating impact?

- Showing distance travelled - progress
- Showing results – reduced admission, less offending etc
- Evidence that outcomes for client achieved
- Communicating and telling stories
- To secure funding
- To ensure funding is spent effectively
- To ensure funding makes a difference

Barriers

Other barriers

- Agreeing a methodology for measuring impact that's recognised by funders
- Time and lack of awareness of importance of showing commissioners the impacts
- Impact not always immediately measurable
- Difficult to show impact of 'soft' skills
- In a small town, we have to be careful individuals can't be identified
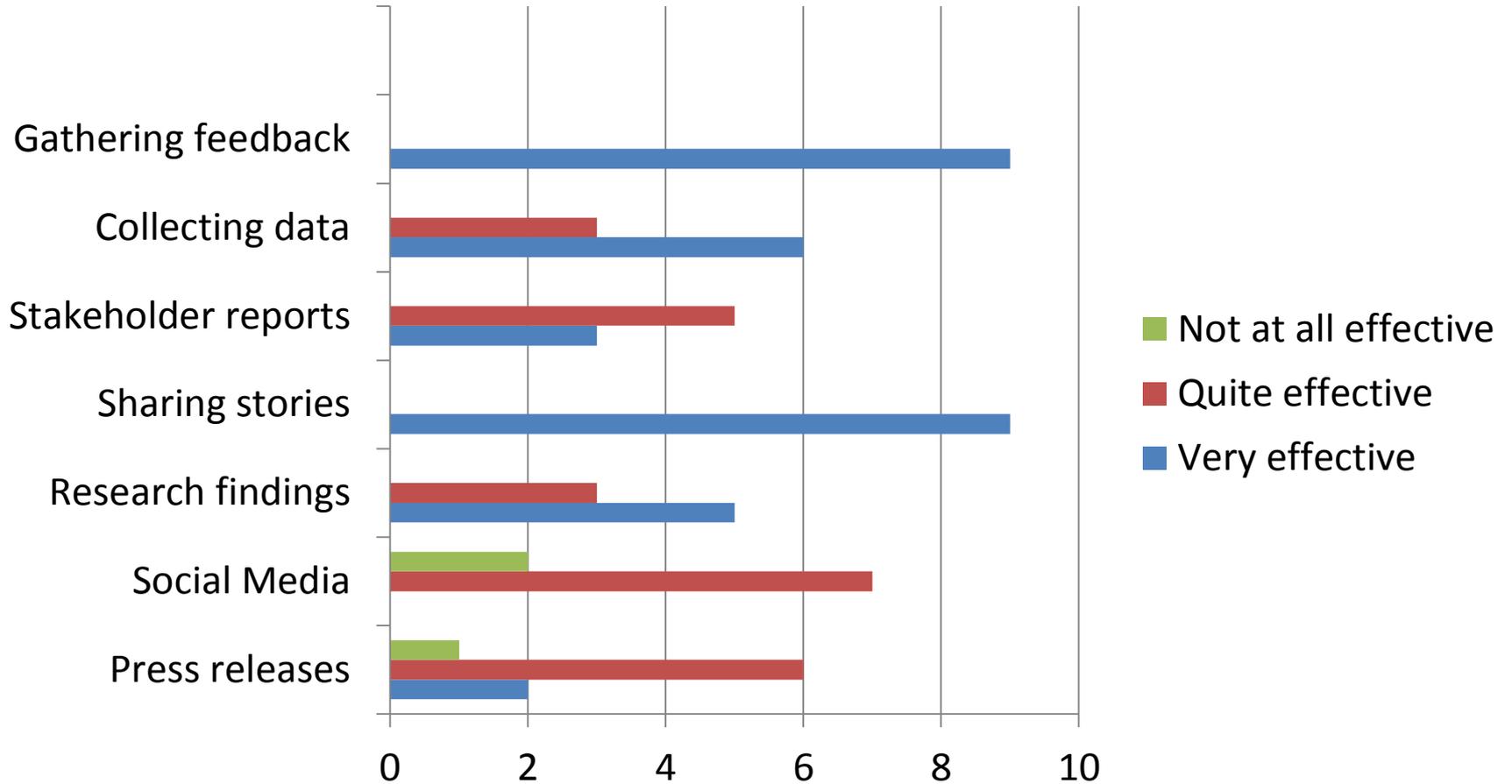
Examples of impact

- Case study on volunteer who radically changed behaviour
- An annual report based on data from 11000 clients
- Quarterly newsletter – telling stories about how young people's lives have changed
- A move to independent living
- Video of service users participating and giving feedback
- Evaluation framework and reports
- Annual review for local CCG about volunteer car scheme
- Change of local crime statistics
- Reputation of service

Examples of impact

- Peace of Mind clinic – data shows prevention of admission and enabling discharge
- Using Facebook to build up following and share information about our social enterprise, Bicycle Recycling
- Waste used
- Involvement of service users in recruitment of staff, designing new services, acting as peer mentors
- Evaluation of deaf awareness educational service
- Workshop based on service user's journey
- Statistics relating to client rated goals
- Outcome data from floating support services
- Effective Annual Impact reports

Examples of impact

- Numbers learning to cook
- Service users becoming involved in their community
- Evaluation of YouTube videos, using social media to promote survey
- Film footage of service users talking about the difference service has made to their lives and ability to maintain independence

What support would help?

- Standard baseline measure or system – a list of what works with examples
- Less valued by funders as crisis services have become priority
- How to get the right balance between 'in your face' media and 'just getting on with it' ...
- Standardised tool eg. Supporting People Quality Assessment Framework
- Marketing expertise
- Free seminars for professionals to discuss impact
- Avoiding identification is important for services operating in small rural communities where numbers are not high – support in how to do this and promote impact at the same time would be helpful.

What next?

- Key to the future is engagement

- Will this be marketing driven?
- Or led through participation and collaboration?

- Price or Value?

Any questions?