



Top Tools for Capturing Impact

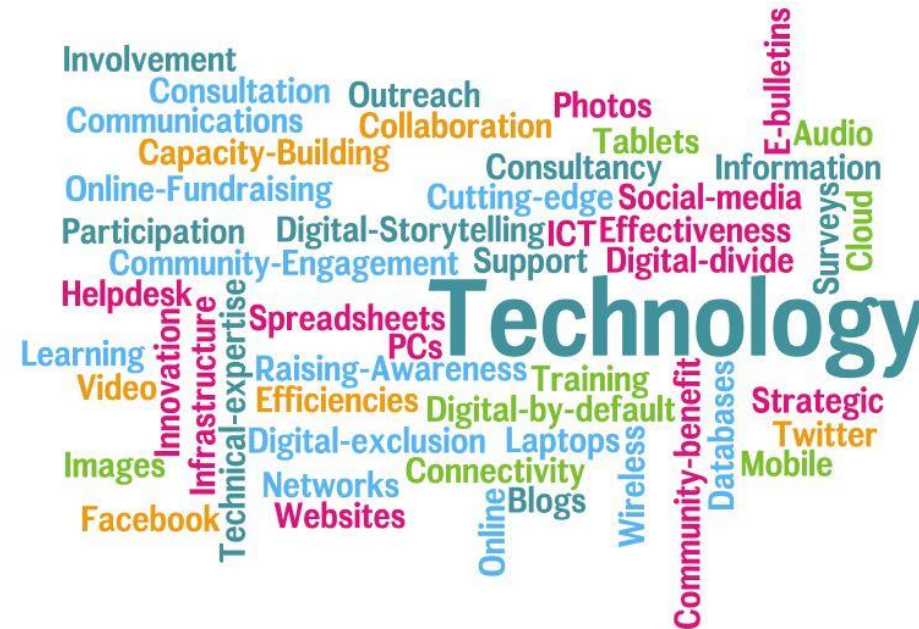


superhighways
harnessing technology for community benefit

about Superhighways....

Providing tech support to small local charities in London for 20 years

- ✓ Support
- ✓ [Training](#)
- ✓ Consultancy
- ✓ Digital inclusion
- ✓ Impact Aloud
- ✓ [Datawise London](#)
- ✓ E-news sign up <https://superhighways.org.uk/e-news/>



Over to you...

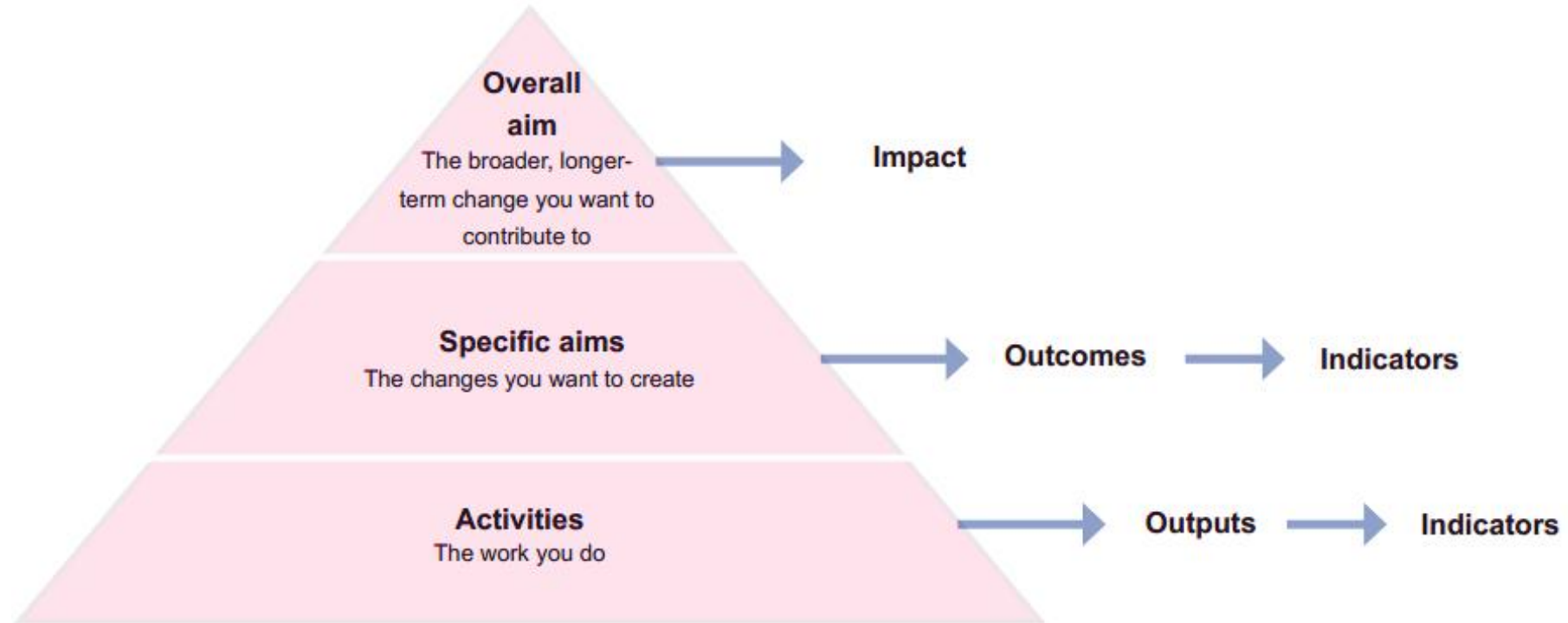


What difference do you make?

Do you have an [outcomes framework](#) or [Theory of Change](#)?



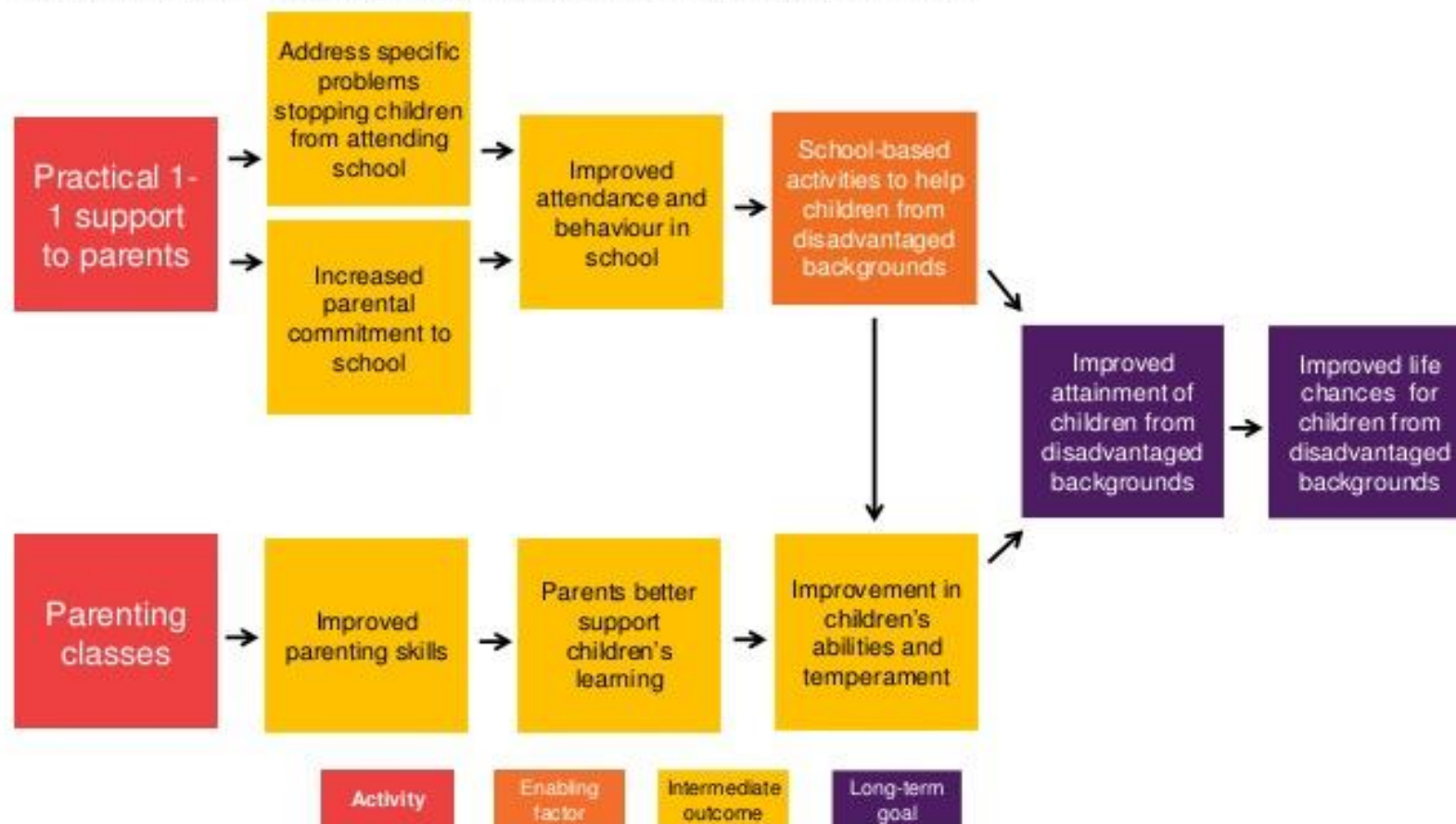
Planning triangle



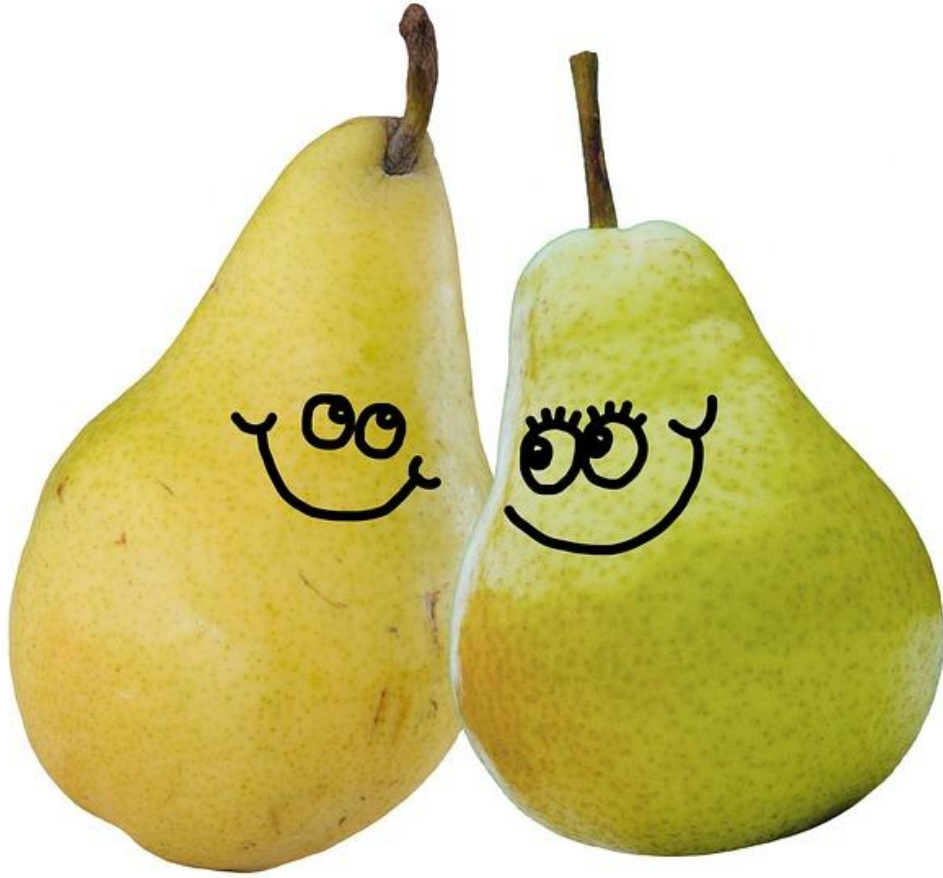
© CES Planning Triangle



THEORY OF CHANGE FOR A PARENTING CHARITY: OUTCOMES CHAIN EXAMPLE



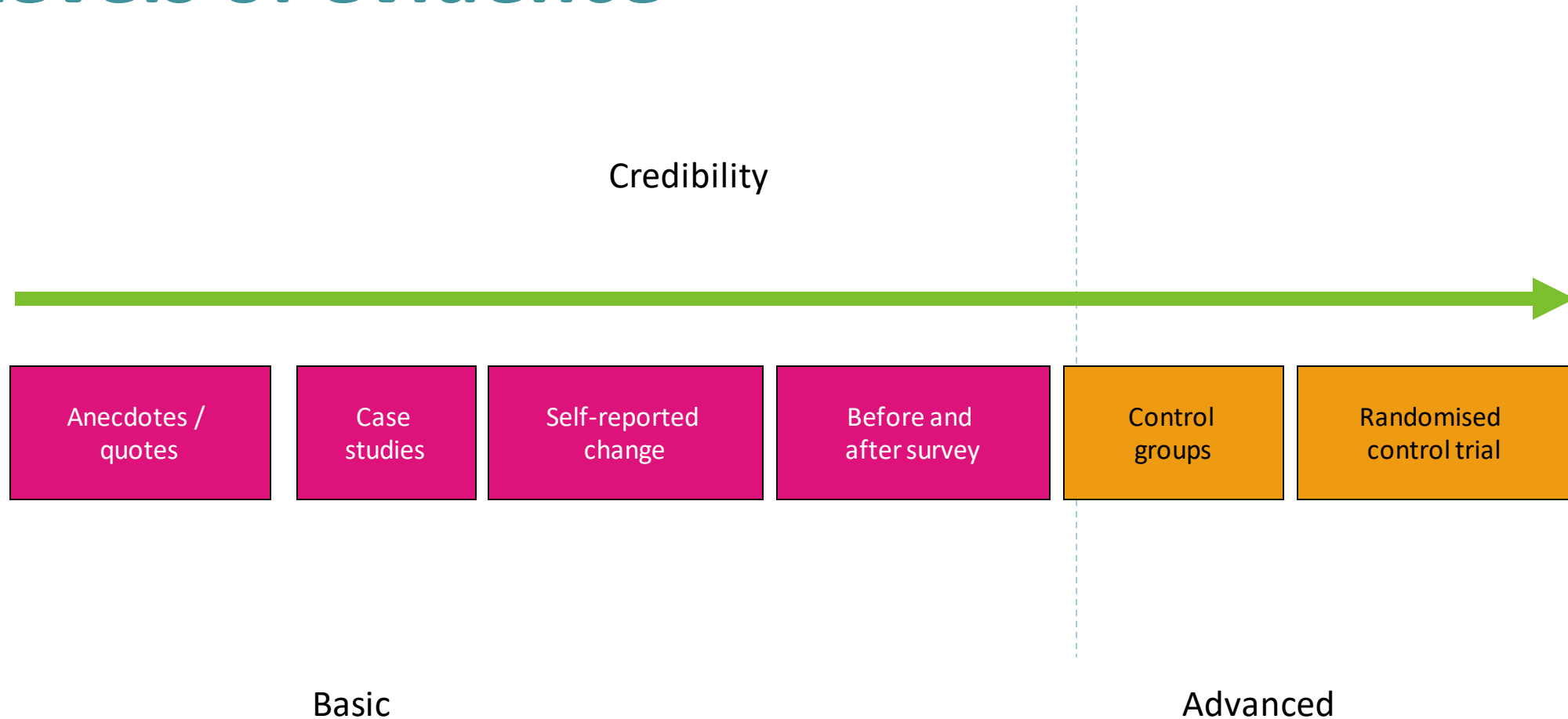
A quick matching exercise!



**Match the word
with its
corresponding
description**



Levels of evidence



INSPIRING IMPACT



USER DATA

Information on the characteristics of the people you are reaching.

[VIEW MORE](#) ▾



ENGAGEMENT DATA

Information on how service users are using your service, and the extent to which they use it.

[VIEW MORE](#) ▾



FEEDBACK DATA

Information on what people think about the service.

[VIEW MORE](#) ▾



OUTCOMES DATA

Information on the short term changes, benefits or assets people have got from the service.

[VIEW MORE](#) ▾



IMPACT DATA

Information on the long-term difference that have resulted from the service.

[VIEW MORE](#) ▾



INSPIRING IMPACT



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IMPACT DATA

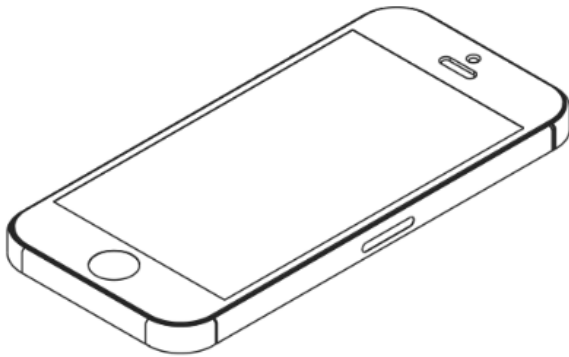
Information on the long-term difference that have resulted from the service.

[VIEW MORE](#) ▾



Go to www.menti.com and use the code

497156



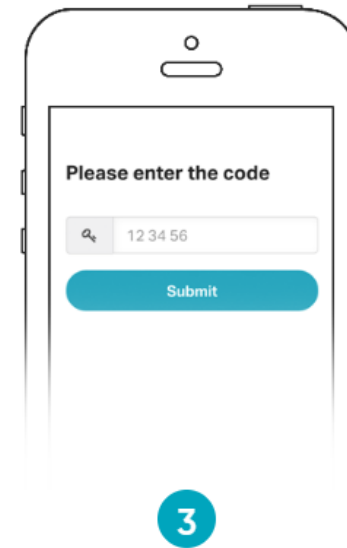
1

Grab your phone

www.menti.com

2

Go to www.menti.com



3

Enter the code 497156 and vote!

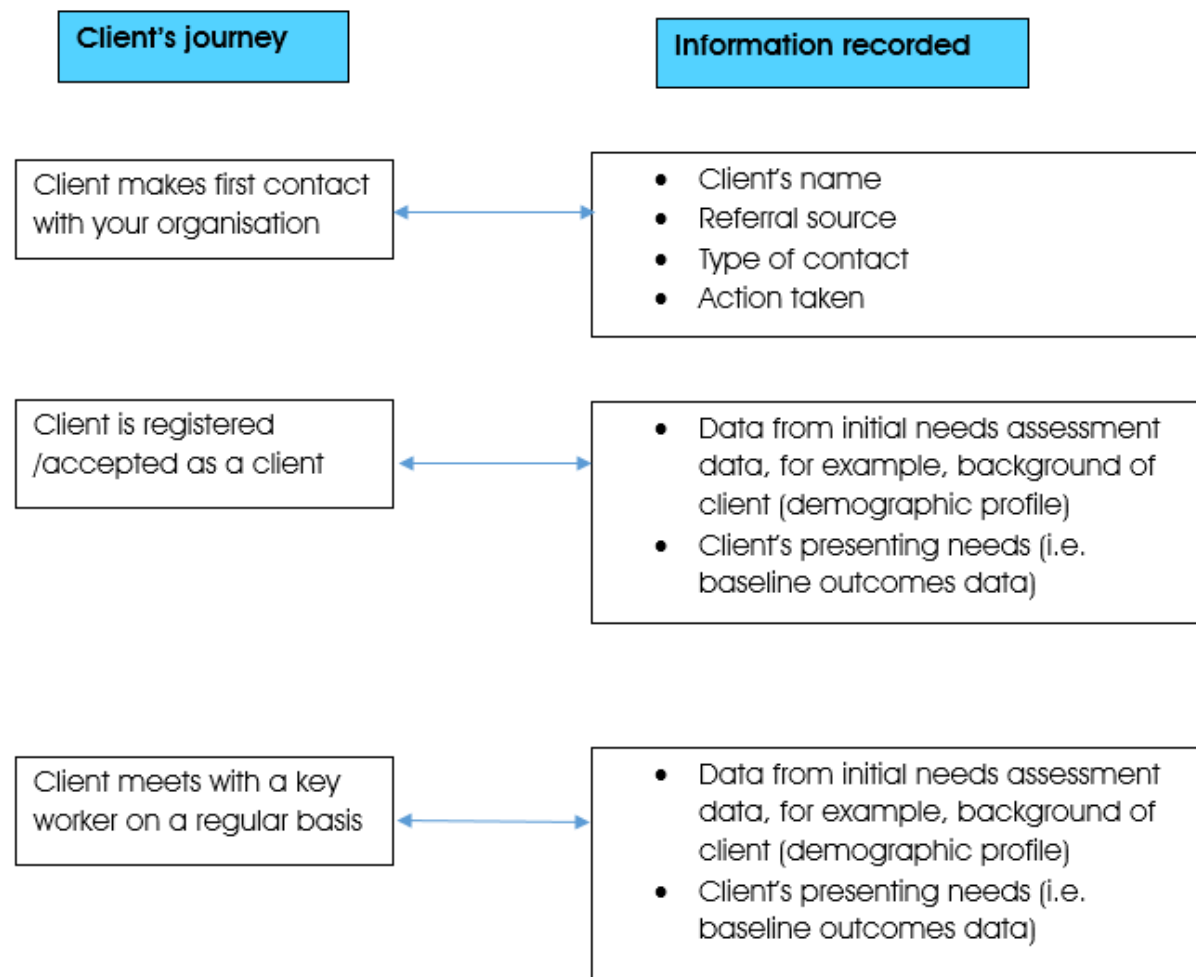




Client journey

Putting outcomes into practice: data gathering opportunities

Tracking a client's journey through your organisation can help you to identify information collection points that should inform the way you develop your system.





**“Do I look like I
have time for
digital?”**

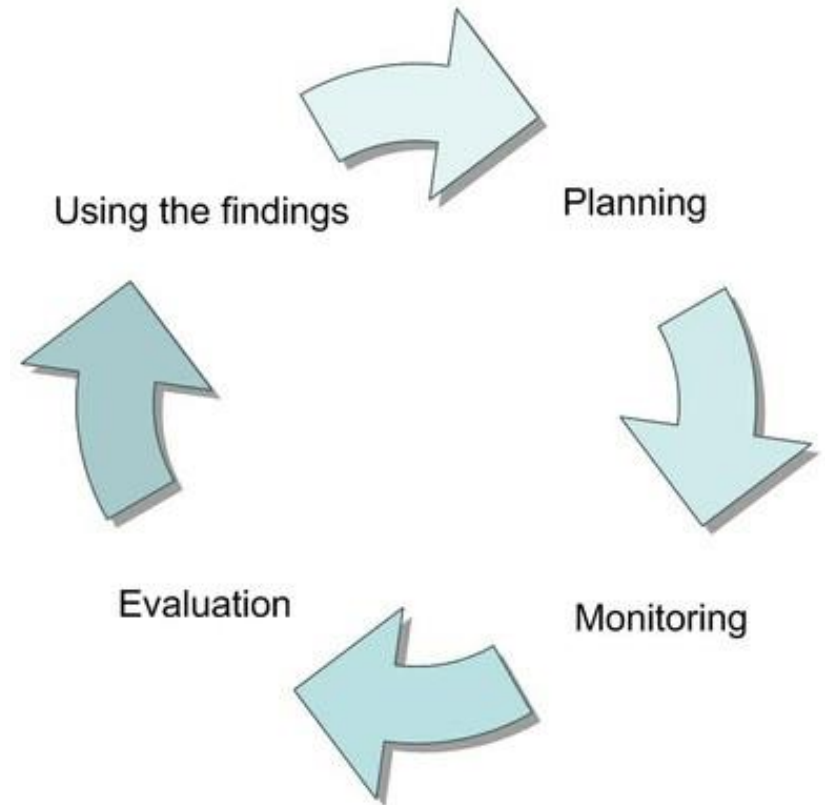
Why digital can help?

Greater efficiency:

- Automating manual processes
- Reducing paperwork
- Reducing staff time

Greater effectiveness:

- Sharing / accessing information
- Analysing data in more sophisticated ways
- Presenting information with greater impact & to a wider variety of audiences
- Engaging your audience in monitoring and evaluation





“Where do I start?”



Typeform |



Grab your phone again!

<http://bit.ly/TheBigOne2019>



Capture your impact – mobile surveys



Capture your impact – SMS surveys



Call us:
01244 752 299

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Sign up

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A hand is holding a smartphone. The screen shows a survey titled 'ORANGE FESTIVAL' with a 'Start Survey' button. The background is a blurred bokeh of lights.

Make smarter decisions with
mobile forms and surveys

Gather feedback and preferences with SMS forms and surveys

Create a survey



But don't forget...

It's all about the questions!!

[Writing better questions, getting better data](#)

[Inspiring Impact website](#)

[And asking them sensitively...](#)



What about benchmarking & scales?

Youth Star™ Quiz

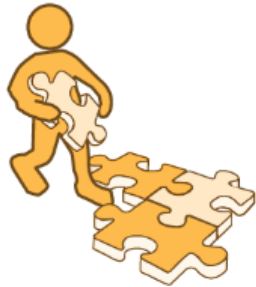
The Outcomes Star for youth work

1 Not interested 2 Considering 3 Having a go 4 Working on it 5 Enjoying and achieving

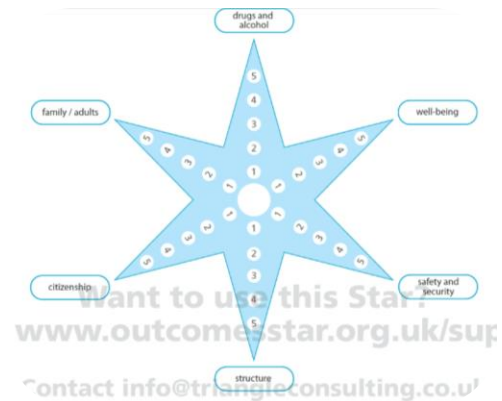
In each of the six questions, circle the description that best fits for you now.

1 Making a difference

getting involved helping others community activities

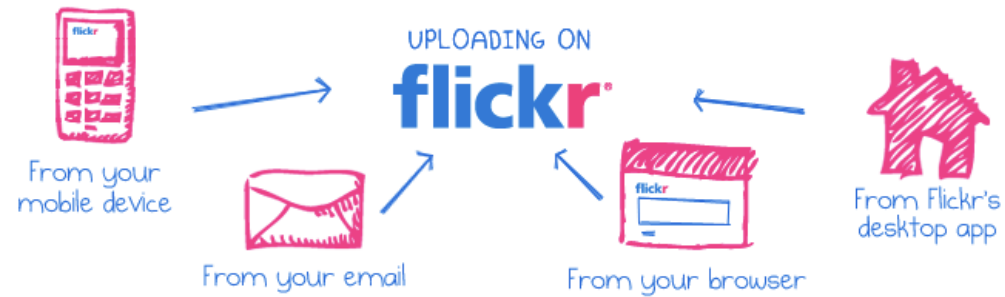


- 5 I really like taking part in things that help others and make a difference. I do as much as I can
- 4 I often get involved and help out but sometimes lose motivation
- 3 I do take part but lose interest easily
- 2 I wouldn't mind helping out a bit but I don't know what to do
- 1 I'm not interested. It has nothing to do with me



Images are part of data capture

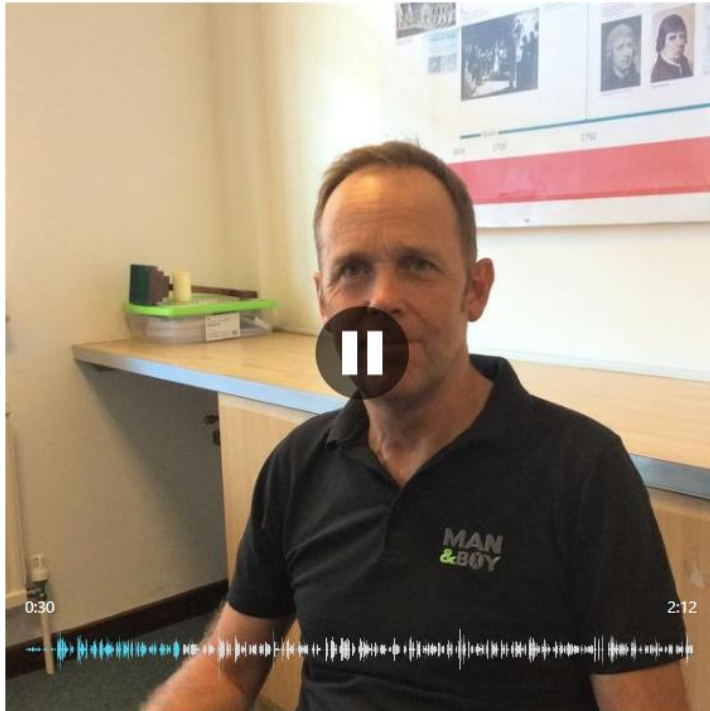
flickrTM



As are audio interviews

Man & Boy: a positive story of impact

Sep 26, 2018, 4:58 PM



+ Playlist </> Embed

Trevor Quy shares a positive story of how Man & Boy can be 'a catalyst for some change' in a boy's life, giving them space to say how they're feeling in a safe environment.'

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Next



Man & Boy: issues and challenges

Top Episodes



Matt Hay Talking about Refugee Action Kingston's Summer Playscheme by Small Charity Impact



Max Hamilton: a young ambassador for Express CIC in Kingston by Small Charity Impact



Hannah Craig on supporting mental health of SEN children by Small Charity Impact

Report this episode

Download audio

QRCode



Over to you...

Get into pairs – an interviewer and an interviewee.

Ask your interviewee to introduce themselves and what the highlight of the last year has been for them.

Then swap!



Capture your impact - diaries



Moodtrack Diary



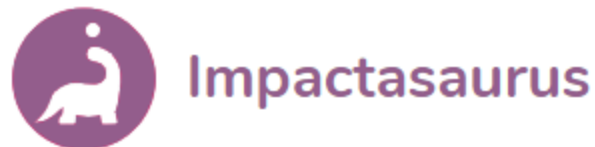
Systematic data collection

- ✓ Digital filing – including online repositories e.g. Huddle, Dropbox, Google Drive, SharePoint etc.
- ✓ Excel
- ✓ Off the shelf affordable online databases

**** BUILD IN TIME TO ANALYSE ****



Affordable off the shelf online databases



A collage of several Bank of England £20 banknotes. The notes are overlapping and feature the portrait of Queen Elizabeth II. The text 'Bank of England' and '£20' are visible on the notes. A large, bold, red text overlay '40 / 60 %' is centered over the image.

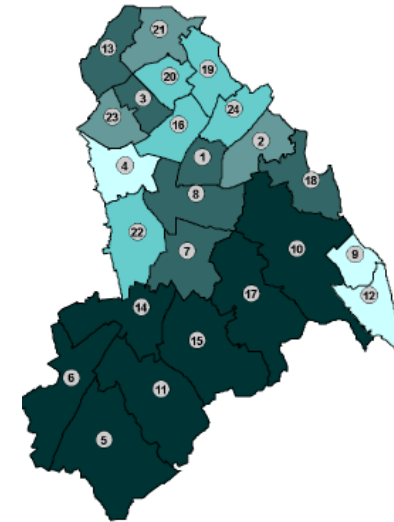
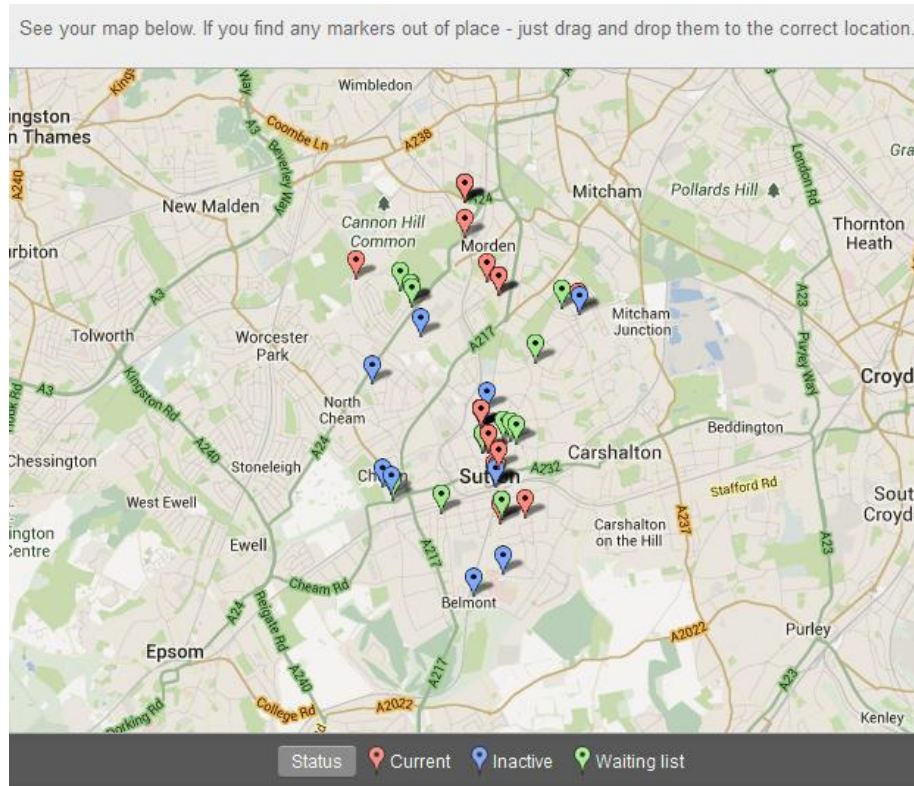
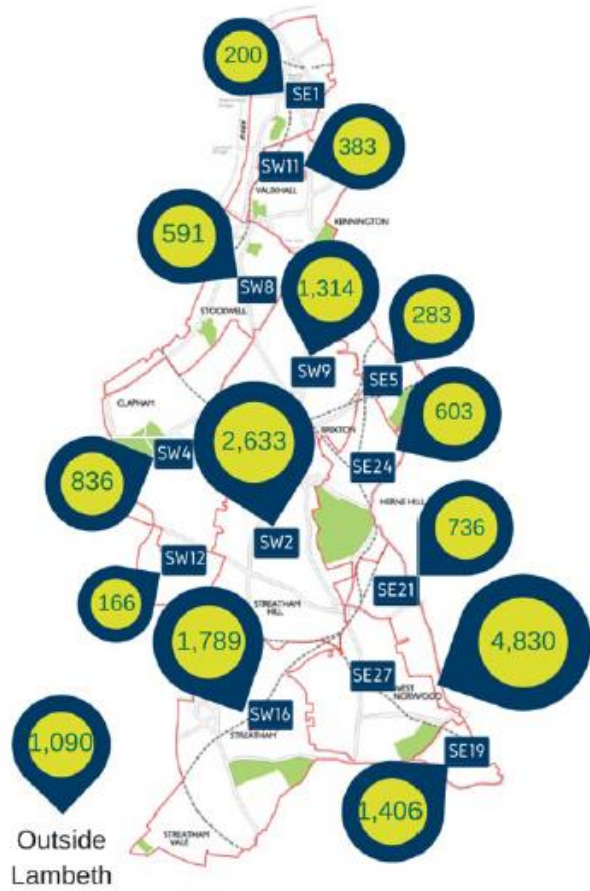
40 / 60 %

Analysing data

- ✓ Spreadsheets – filtering, sorting, formulae & functions, pivot tables etc.
- ✓ Database - queries & reports
- ✓ Exporting as csv files & importing to Excel
- ✓ Data visualisation tools & dashboards



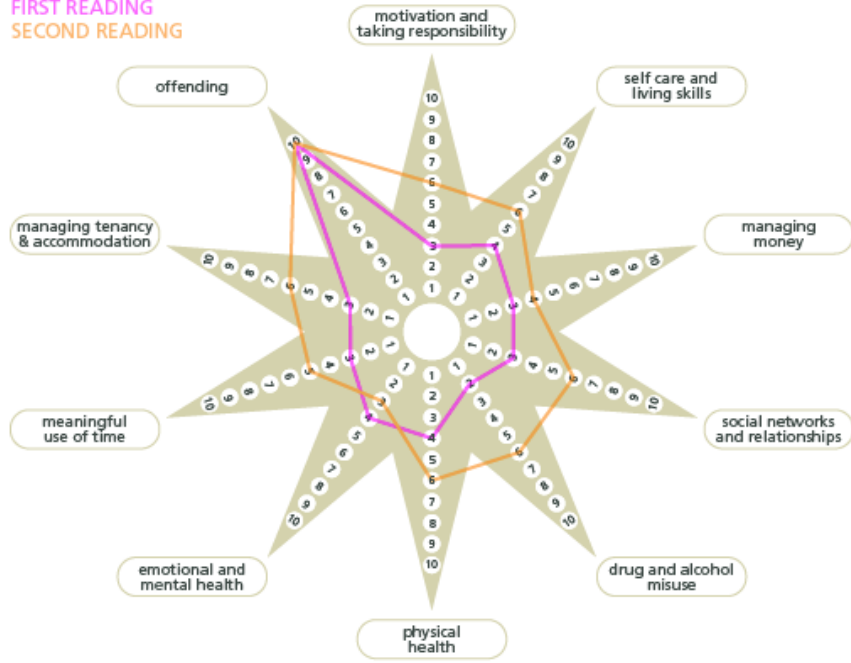
Mapping for evidence, analysis or sharing



Key	Ward name	Indices of Deprivation
9	Fieldway	56
12	New Addington	116
4	Broad Green	143
16	Selhurst	156
19	South Norwood	214
20	Thornton Heath	231
22	Waddon	232
24	Woodside	242
21	Upper Norwood	282
23	West Thornton	310
2	Ashburton	349
8	Fairfield	357
3	Bensham Manor	359
1	Addiscombe	374
13	Norbury	384
7	Croham	442
18	Shirley	444
10	Heathfield	454
14	Purley	462
11	Kenley	466
5	Coulsdon East	518
6	Coulsdon West	532
15	Sanderstead	533
17	Selsdon and	600



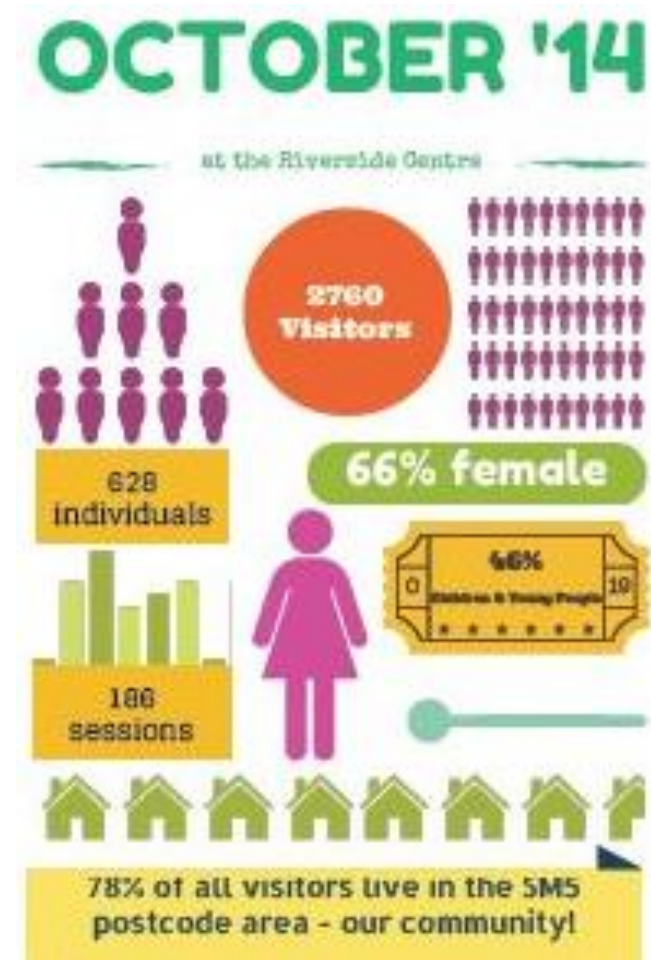
FIRST READING
SECOND READING



The Outcomes Star - Homelessness version



Infographics



1906

young people started programmes with us over the past 12 months.

STARTS

England

Scotland

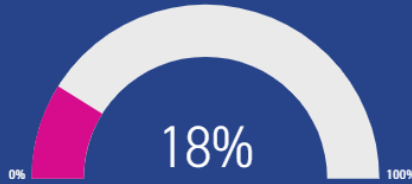
Female

Male

16-17

18-24

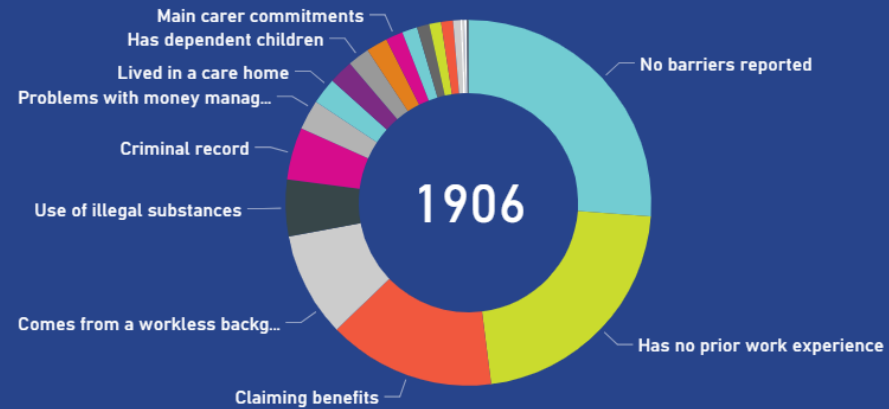
BAME PARTICIPATION RATE



FEMALE PARTICIPATION RATE



REPORTED BARRIERS



 Power BI



Best practice issues

- ✓ Do you need to be registered with the information commissioner?
www.ico.org.uk
- ✓ Do you have a data protection & privacy policy and explain why you collect data and what it will be used for? *New GDPR was enforceable from May 25 2018*
- ✓ Do you get consent to use photos / videos?
- ✓ Is your client data secure i.e. password protected, backed up, safeguarded with anti virus software and a firewall? [Infographic](#)





Final
thought...



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