

# WHY MEASURE IMPACT & EVALUATE

Anne Kazimirski, Head of Measurement & Evaluation, NPC, @AnneKazimirski

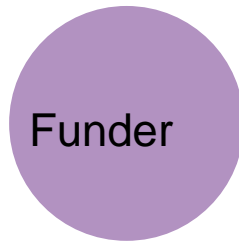
---

One Digital, 7 November 2018

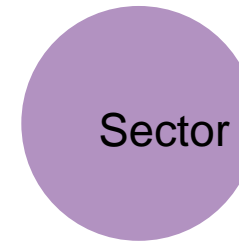
# NPC: TRANSFORMING THE CHARITY SECTOR



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



**Increasing the impact of funders**  
eg, effective commissioning



**Strengthening the partnership**  
Eg, collaboration towards shared goals

**NPC works at the nexus between charities and funders**

Consultancy  
Think tank

## 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?



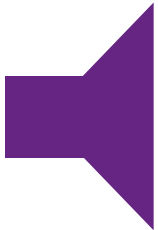
**Better decisions** by learning which charitable interventions likely to be most effective

**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**

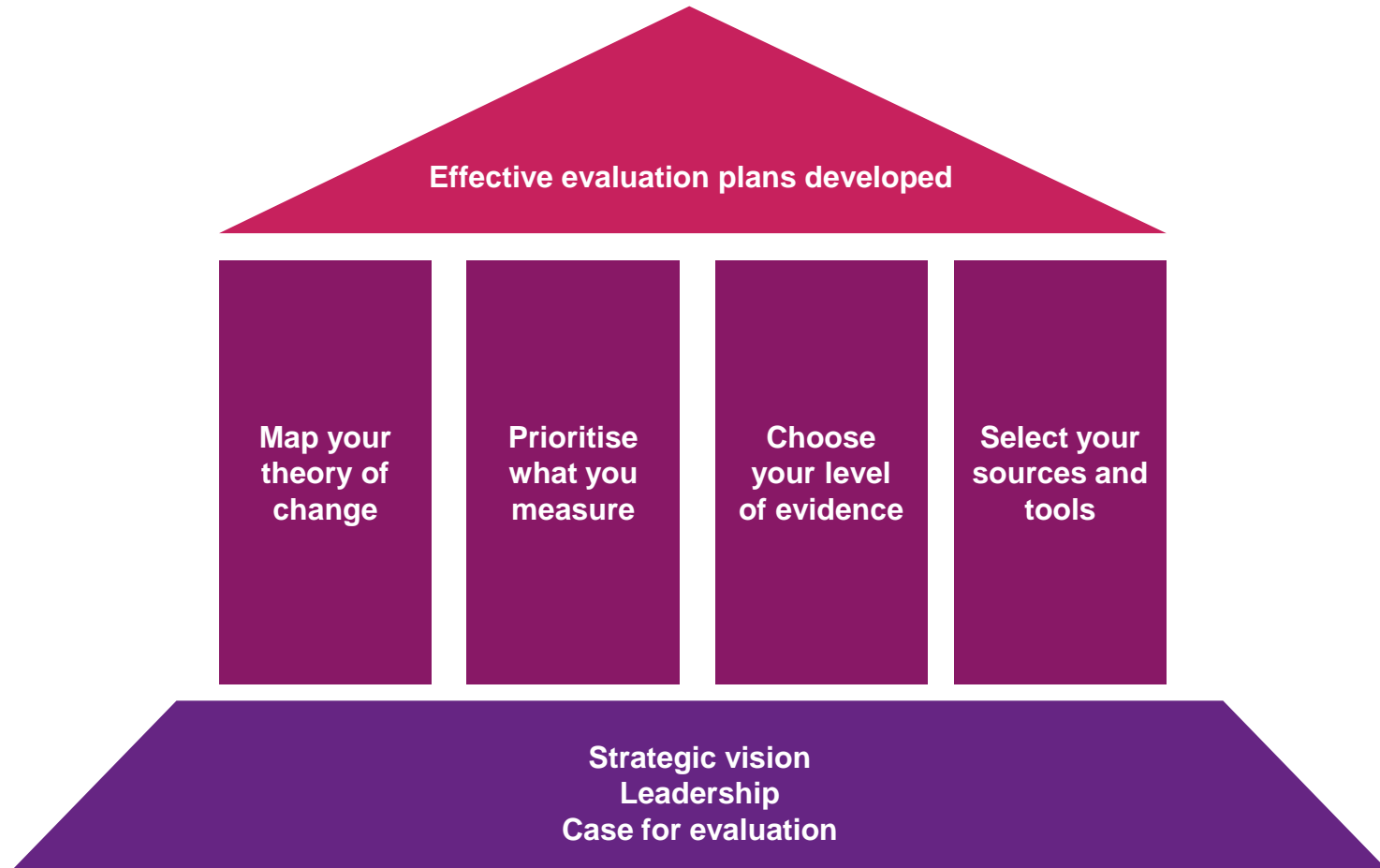


**More open** about what we do, to those we aim to serve, and to those that support our work

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

Frequency?

Routine

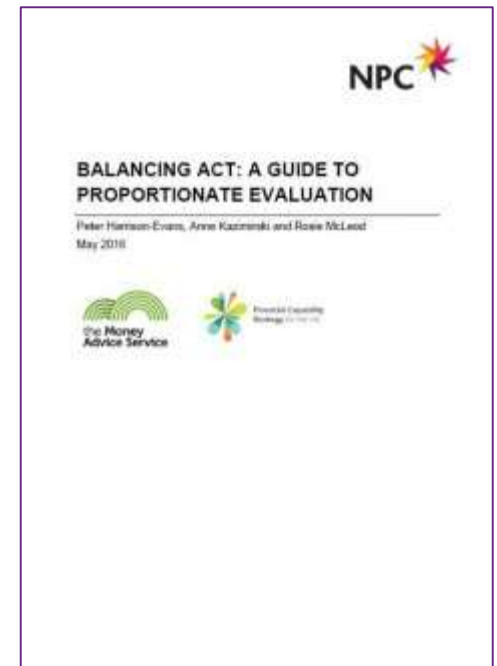
Occasional

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

