



MEASURING YOUR IMPACT

Using SMART outcomes and indicators



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OUTCOMES

An outcome is the change that happens for people during your project. For example: 'older people who are visually impaired will be less socially isolated on their housing estate'.

Well thought out and well developed outcomes can help to make your bid competitive.

Most funders use the SMART method to appraise outcomes and indicators. Your outcomes should say who will benefit, what their issue is and describe the CHANGE you want to make, e.g. 'Increased confidence', 'improved english language skills' or 'more able to make new friends'.

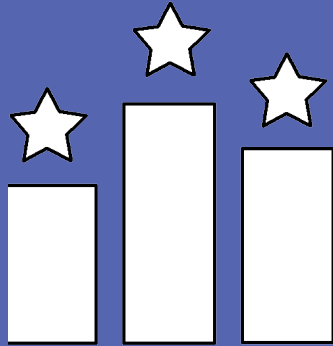
INDICATORS

Indicators tell you something. Think of a car with the right-hand indicator blinking. It tells you the car is about to turn right.

Your outcome indicators will help tell you whether your project outcomes are heading in the right direction.

Putting your outcomes and indicators together: For example, if the outcome is 'older people will be less socially isolated on their housing estate', an indicator might be the % of participants who say they spend more time in the community hall than they used to.





MEASURING YOUR OUTCOMES

Before you write funding bids you should think about how you will monitor and evaluate your outcomes.

If your indicator is the number of socially isolated older people who go out of their flat more than they used to, you'll need to know: how many do not go out more than once a week at the start of your project? Then if they go out two or three times a week by the end of your project you have evidenced that you have achieved your outcome.

Other ways to gather information to measure your outcomes:

- Starters' forms (to gather baseline information).
- Feedback forms during the project.
- Feedback forms at the end of the project.
- Interviews with individuals or groups.
- Film and photographic evidence.
- Case studies.

IMPACT

Examples of impact might be:

- Increased family income to support the single parent family in the longer term.
- Increased self esteem and confidence for the parent.
- Longer term increase in skills to progress in their new job/career path.

Why communicate your impact?

- To profile the achievements of the project.
- To profile the achievements of the people participating in the project.
- To use as a marketing tool /get your group known for the work that you do.
- And, importantly to use project learning to develop new funding relationships or sustain funding from your current funder.



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SMART OUTCOMES

SPECIFIC

Clearly expressed with:

- Target group.
- The issue or barrier they face.
- The change you expect to make.

MEASURABLE

- Processes in place to measure your outcome.
- These might be interviews or evidence from feedback forms.
- Perhaps a case study on participant/s.

ACHIEVABLE

Which of these looks more achievable?:

- 10/10 older people report they have learned how to swim by the end of session 6.
- 5/10 older people report they have learned to swim by the end of session 12.

RELEVANT

Which of these is more relevant?:

- 20% of young offenders recently released from custody will be in employment at the end of six months.
- 20% of young offenders recently released from custody will have learnt to swim at the end of six months.

TIMEBOUND

- 20% of the young offenders recently released from custody will be in employment or engaged in further training by the end of Year 1.
- For 'timebound' use words like 'by the end of six months / by the end of the three year project'.

