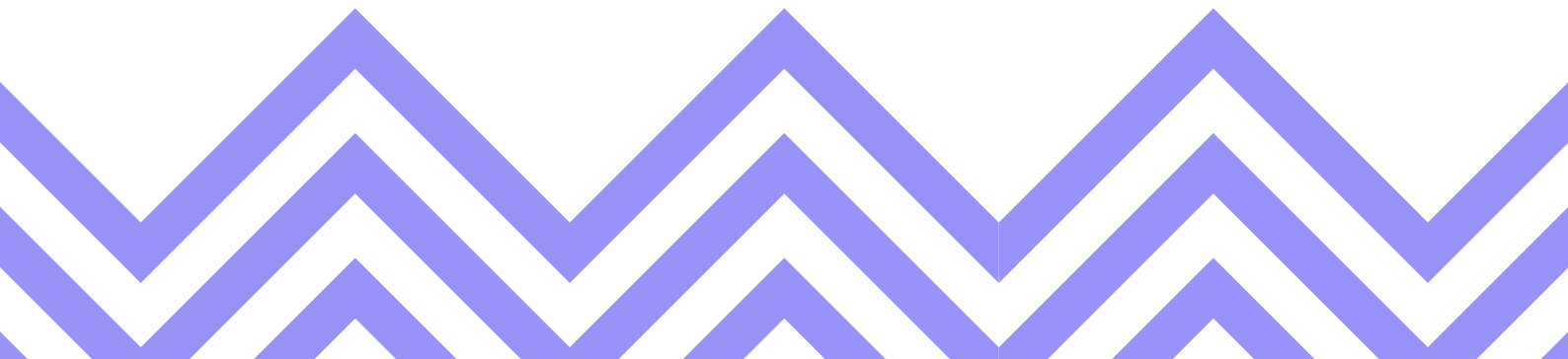
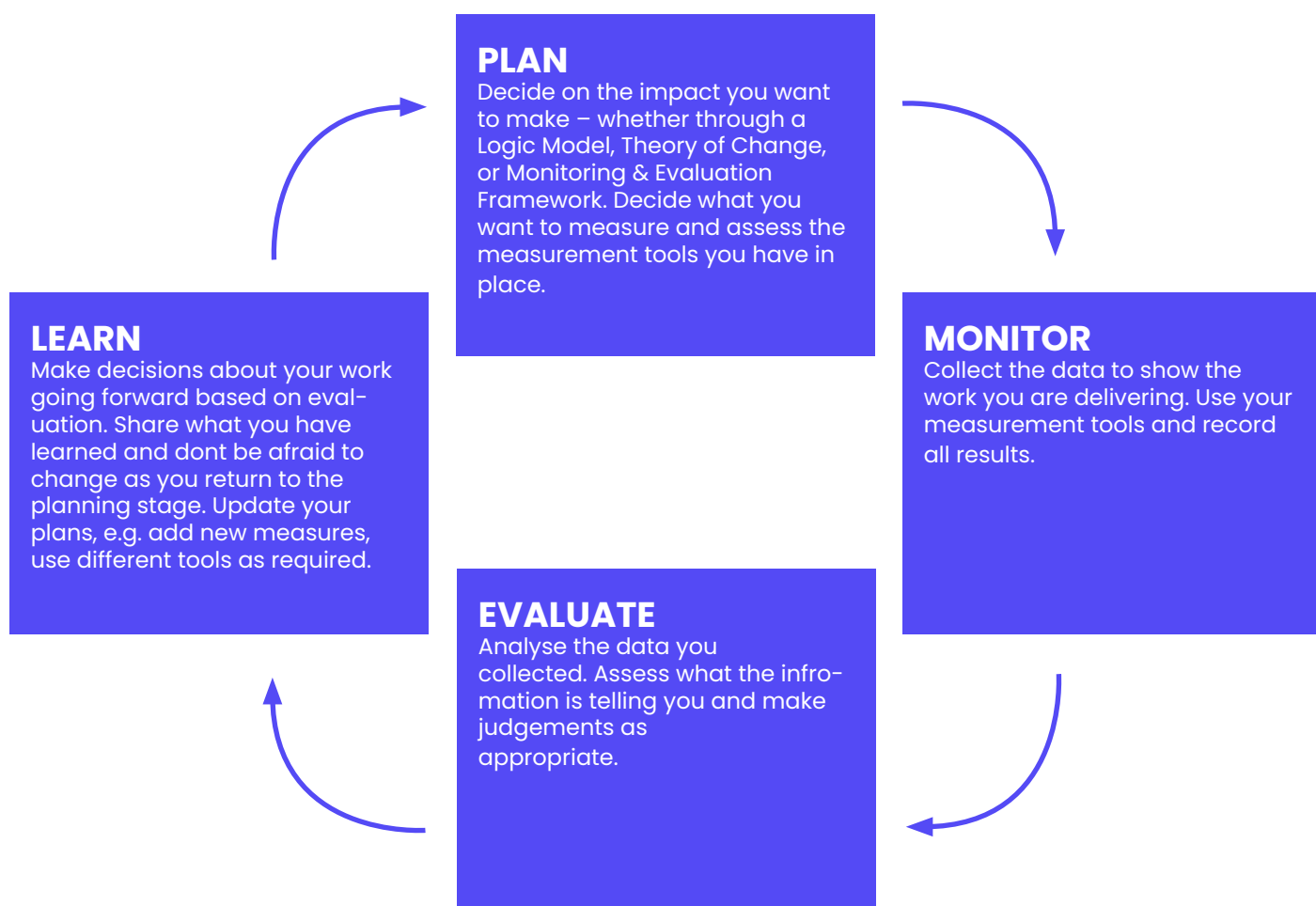


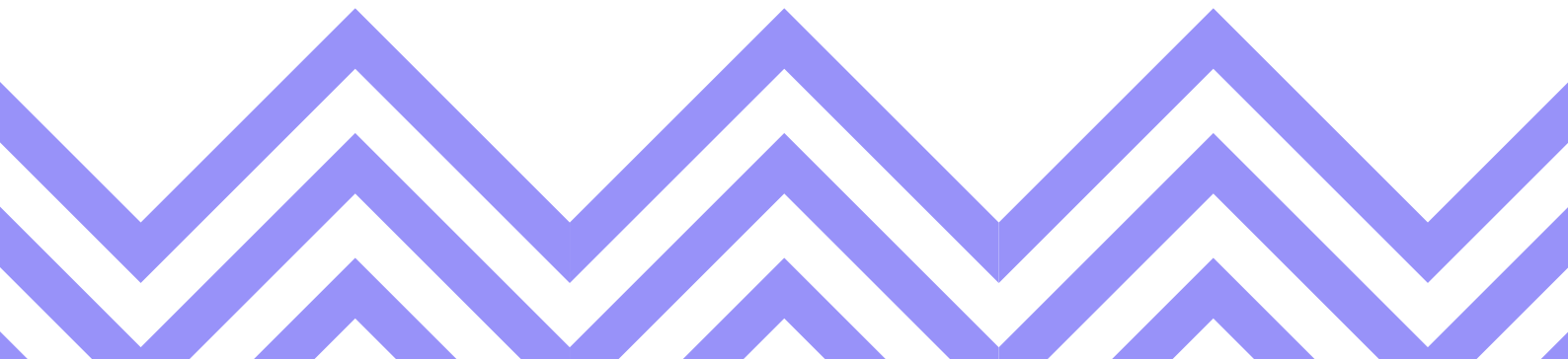
# GOOD DATA, BETTER DECISIONS - TURNING INSIGHT INTO ACTION

## THE CYCLE OF MEL (MONITORING, EVALUATION AND LEARNING)



## PLANNING YOUR DATA COLLECTION

QUESTION	OUTPUT	EXAMPLES
What are we working towards?	Outcomes	Increase diversity Decrease social isolation Increase participation
What are we delivering?	Activities	Workshops Mentoring Events
What we need to achieve?	Indicators + Targets	80 female participations in 6 months 50 sessions delivered in 12 months 1000 attendances in a year
How are we collection data?	Tools	Registers Head counts Surveys
Who is collecting the data?	Collectors	Staff member Volunteer Session Leader Mentor
How are we going to see the data?	Reports	Attendance report (how many) People report (who) Notes (case study)



## DIFFERENT TYPES OF DATA TO PROVE IMPACT

### PARTICIPANT DATA

The **demographics** of your participants.

It's important to know if you are reaching who you aim to reach

### ATTENDANCE DATA

The attendance or **engagement** of your services and activities.

It's important to know who is turning up, when, what they're attending and how many times.

### FEEDBACK DATA

The **quality** and perception of the services and activities you are delivering.

It's important to know what stakeholders, including participants think of your delivery.

### OUTCOMES DATA

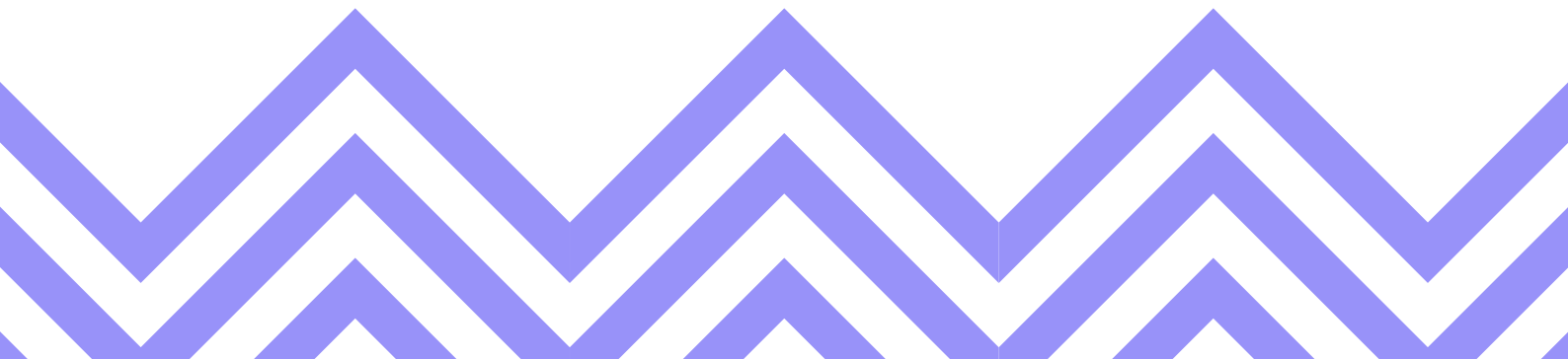
The **difference** that is being made through your services and activities to participants' lives.

It's important to know what changes are happening to participants because of your delivery.

### IMPACT DATA

The **difference** that has been made in the long-term.

It's important to know whether services have made a long-term difference to the participants, families or wider communities they are there to serve.



## TYPES OF OUTCOMES

### TARGETED OUTCOMES

**Positive changes you hoped for.**

They need to be achievable, measurable and specific to the context you are working in. Ensure your tools and methods enable you to capture to what extent you achieved the outcomes you desired.

How do your findings match against the outcomes you have targeted to achieve your longer-term impact?

### UNINTENDED OUTCOMES

**Changes you did not foresee (positive or negative).**

By asking open-ended questions to beneficiaries and those around them you can gain insight into what changes have happened in their lives and how much of that change resulted from your services.

Make sure you give space for information from your staff and volunteers too. How are you collecting this?

### NEGATIVE OUTCOMES

**Undesirable changes that happened.**

We must accept that it is possible for organisations to cause adverse effects as well as improvements. Make sure you are open to all feedback and make the expression of complaints and concerns accessible to all.

Be brave and ask beneficiaries directly if anything has got worse for them because of your work – embrace the chance to learn and improve collecting this?

## SEVEN PRINCIPLES OF EFFECTIVE IMPACT PRACTICE

### 1. SPREAD THE WORD

Impact is the effect of what we do – take responsibility for it and support others to throughout the organisation by sharing methods, results and learning widely.

### 2. START WITH THE END IN MIND

First agree what do we want to know, what will tell us this and how can we effectively collect the data we need.

### 3. MAKE IT EASY

Support those who gather your data with time and appropriate tools to understand the end goal.

### 4. KEEP IT IN PERSPECTIVE

Use resources in proportion to the importance of the impact you want to show. Also, no need to collect everything at once.

### 5. WIDEN THE FOCUS

What other areas of the organisation and their actions may make a difference to the impact we make?

### 6. DON'T FEAR THE F-WORD

Be as enthusiastic about being able to know about failure as about success – it's all about learning.  
Fail = First Attempt In Learning

### 7. LEARN AND CHANGE

Be prepared to change and act on your findings – if not, don't be surprised if you keep getting the same results!