DEVELOP
Knowledge Bank Factsheet

FUNDING:
Outcomes & Impact

DEVELOP

Outcomes & Impact

Outcomes

Outcomes are the changes, benefits, learning or other effects that happen as a result of your work. They can be wanted or unwanted, expected or unexpected.

Focusing on outcomes has many benefits. It can help an organisation to concentrate on its aims, and bring about the changes that will help achieve those aims. It can help groups deliver services more effectively. It can help make services more client-focused and needs led by identifying what works well, and what could be improved. Other benefits can include:

- An improved sense of purpose and shared clarity about what an organisation is trying to achieve
- A structure and focus to client/worker interaction through regular reviews within outcomes areas
- Encouraging staff and clients, through providing evidence of progress
- Increasing success in fundraising or improved relationships with funders.

Outcomes should not be confused with **Outputs,** the products, services or facilities that result from an organisation's or project's activities**.**

Outputs can include the services you offer (e.g, training), products you sell or give away (e.g, newsletters) and facilities you provide (such as a community venue). They are what you 'put out' as a result of your activity. The people you help may use these outputs to achieve the changes, or outcomes, they want for themselves.

Resources:

Charities Evaluation Service has excellent outcomes case studies and templates for a range of organisations. Use their "Outcomes Triangle" to help clarity the aims, outcomes and outputs of your organisation.
http://www.ces-vol.org.uk/tools-and-resources/outcomes-and-outcome-indicators

Big Lottery Fund is an outcomes funder and offers useful guidance:
Aims and outcomes: Showing how your project will make a difference
http://www.biglotteryfund.org.uk/funding/funding-guidance/applying-for-funding/aims-and-outcomes

Outcomes & Impact

Impact

Impact is the broader or longer-term effects of a project or organisation's outputs, outcomes and activities. Often, these are effects on people other than the direct users of a project, or on a broader field such as government policy. For example:

- Training providers help the workforce achieve a high level of skills. This encourages more companies to invest in Newcastle.
- A home visiting service helps older people cope independently on release from hospital. This results in a reduction in unplanned hospital admissions.
- Impacts can be negative as well as positive. For example:
- Installing CCTV cameras reduces the level of drug crime and street prostitution in one borough. Unfortunately, levels of drug crime and street prostitution increase in neighbouring boroughs that do not have CCTV.

Resources:

NCVO developed **The Code of Good Impact Practice** following a sector-wide public consultation and the input of a working group of 17 organisations. It provides broad, agreed guidelines for focusing on impact, a cycle of impact practice and eight high level principles to follow. Each principle includes a brief description of how your impact practice would look if you were applying the principle, an explanation of why it is important and some ideas about how to implement it.
http://inspiringimpact.org/resources/are-you-leading-for-impact/#code

How-to Guides and Practical Resources:
http://www.ncvo.org.uk/practical-support/impact

You may also have heard of:

Social Return on Investment (SROI) is a way to measure and account for the value you create with your work. It measures social, environmental and economic outcomes and uses monetary values to represent them so that they can be added up and compared to the investment. This approach requires considerable resources and is not suitable for all organisations.

Resources
SROI Network has a wealth of information including *A Guide to Social Return on Investment* (Jan 2012) which is free to download http://www.thesroinetwork.org/

Some of the content in this factsheet is adapted from CES and NCVO

About this factsheet

This is one in a series of fact sheets produced by DEVELOP on subjects of interest to Voluntary, Community and Social Enterprise (VCSE) organisations. It is intended for guidance only and is not a comprehensive statement of the law.

Factsheet produced by:

DEVEL**O**P

DEVELOP is the support service for VCSE organisations in Wiltshire. It is also the NCVO accredited volunteer centre for the county.

Contact us

Website: www.wearedevelop.org.uk
Email: hello@wearedevelop.org.uk

Phone: 0845 034 5250