



An Introduction to Good Impact Practice





WEBINAR OUTCOMES

By the end of the webinar, participants will have:



A better understanding of what good impact practice is and why it's important



Improved knowledge of where to go and the next steps to learn more to develop their impact measurement skills



IMPACT

EVALUATION

EVIDENCE

OUTCOME

IMPACT PRACTICE

OUTPUT

MONITORING

IMPACT MEASUREMENT

OBJECTIVES

INSIGHT



VOCABULARY

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IMPACT: the broad and/or long-term effects of a project's or organisation's activities, outputs and outcomes

- **Outcomes:** the difference achieved.
The changes, benefits, learning or other effects that result from what the project or organisation makes, offers or provides.
- **Outputs:** the work done
Products, services or facilities that result from an organisation's or project's activities.

Impact practice: all the activities related to your impact.

WHAT'S THE POINT?

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- Raises profile
- Helps secure funding
- Improved services
- Influences the debate on “what works”
- Motivates staff and volunteers
- Saves staff time

PROVE their
impact

IMPROVE:
what works

Your IMPACT is
the reason your
group exists!

CHALLENGES

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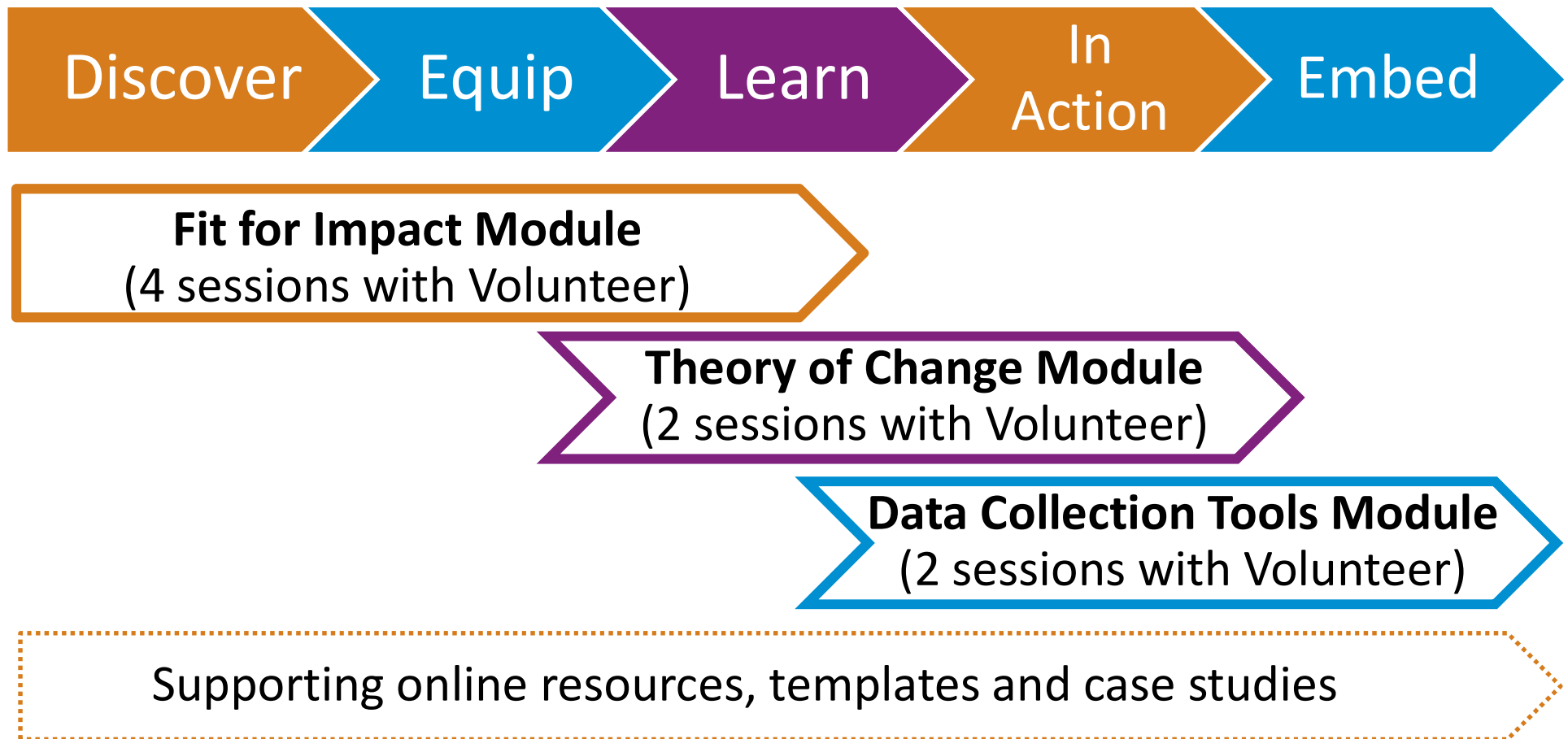


- Risk of negative impact on service delivery
- Cost
- Lack of technology
- Lack of skills
- Complexity
- Risk of weak results
- Wary of losing sight of ethos
- Lack of confidence in value of soft outcomes



OVERVIEW OF IMPACT JOURNEY

A step-by-step modular approach:-





THE CYCLE OF IMPACT PRACTICE

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- **Communicate about your impact**
- **Learn from your findings to improve your work**

4
Review

- **Identify your impact and how to deliver it**
- **Understand what to measure; the info you need and how to collect it**

1
Plan

- **Make sense of the impact information**
- **Draw conclusions about your impact and compare against your plan**

3
Assess

- **Deliver the work and impact**
- **Collect the information you need about impact**

2
Do



PRINCIPLES OF IMPACT PRACTICE

- | |
|--|
| 1. Take responsibility for impact and encourage others to do so |
| 2. Focus on purpose |
| 3. Involve others in your impact practice |
| 4. Apply proportionate and appropriate methods and resources |
| 5. Consider the full range of the difference you actually make |
| 6. Be honest and open |
| 7. Be willing to change and act on what you find |
| 8. Actively share your impact plans, methods, findings and learning |



1. Take responsibility for impact and encourage others to do so too

What this means:

- Leaders in the group, at all levels, see defining & delivering Impact as **their responsibility**.
- Impact is **embedded in the culture** of your group with everyone playing a role and it is an **on-going activity**.

Why it's important

- The impact you have is the **reason your group exists**.
- Focusing on impact can **increase motivation** of everyone involved in your group / work
- Everyone **understands their role** in your group's Impact and can work better together to achieve it.

Applying the Principle – plan, do, assess, review



SUPPORT AVAILABLE

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Embed

Fit for Impact Module
(4 sessions with Volunteer)

Theory of Change Module
(2 sessions with Volunteer)

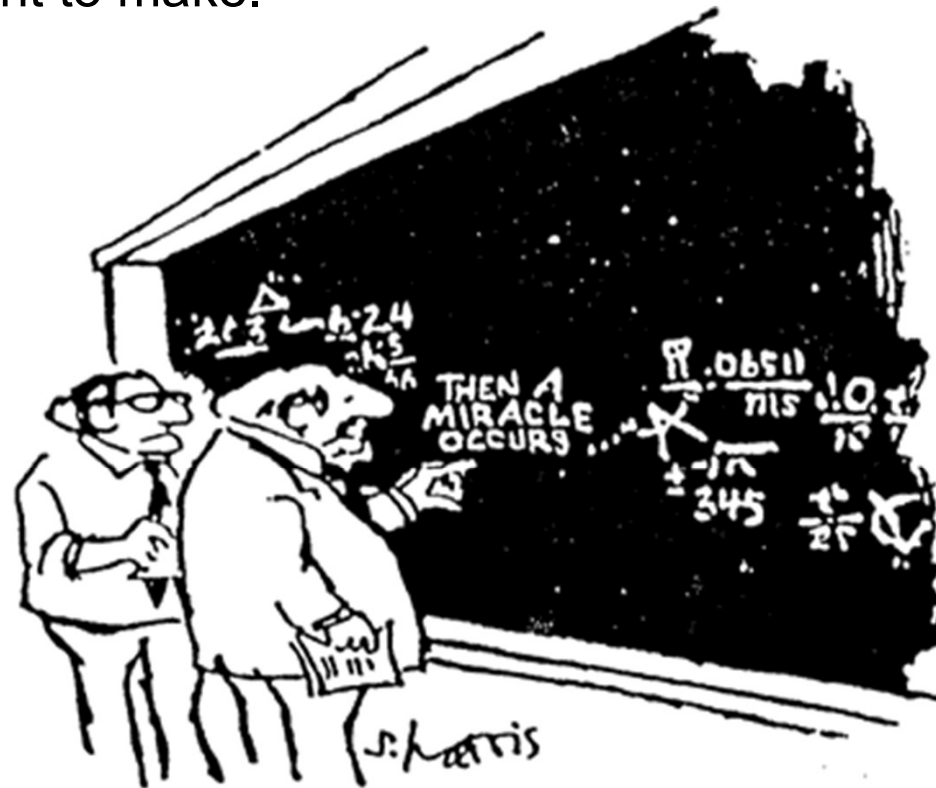
Data Collection Tools Module
(2 sessions with Volunteer)

Supporting online resources, templates and case studies

THEORY OF CHANGE

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A **causal framework** of how and why a change process will happen in a particular context - a way of describing **how** your activities will lead to the changes you want to make.

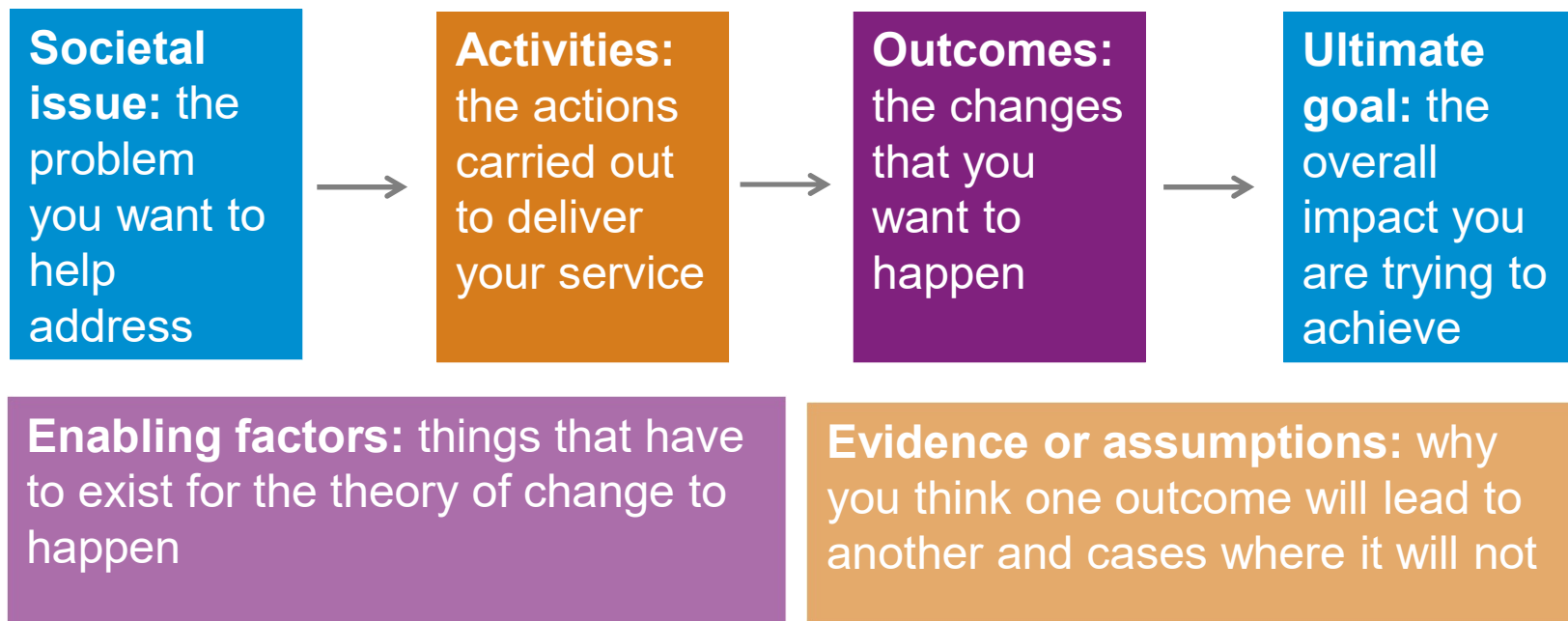


"I think you should be more explicit here in Step Two."



THEORY OF CHANGE

Theory of Change also makes it clear **why** you are assuming that the causal links between these exist, explaining your evidence or assumptions.



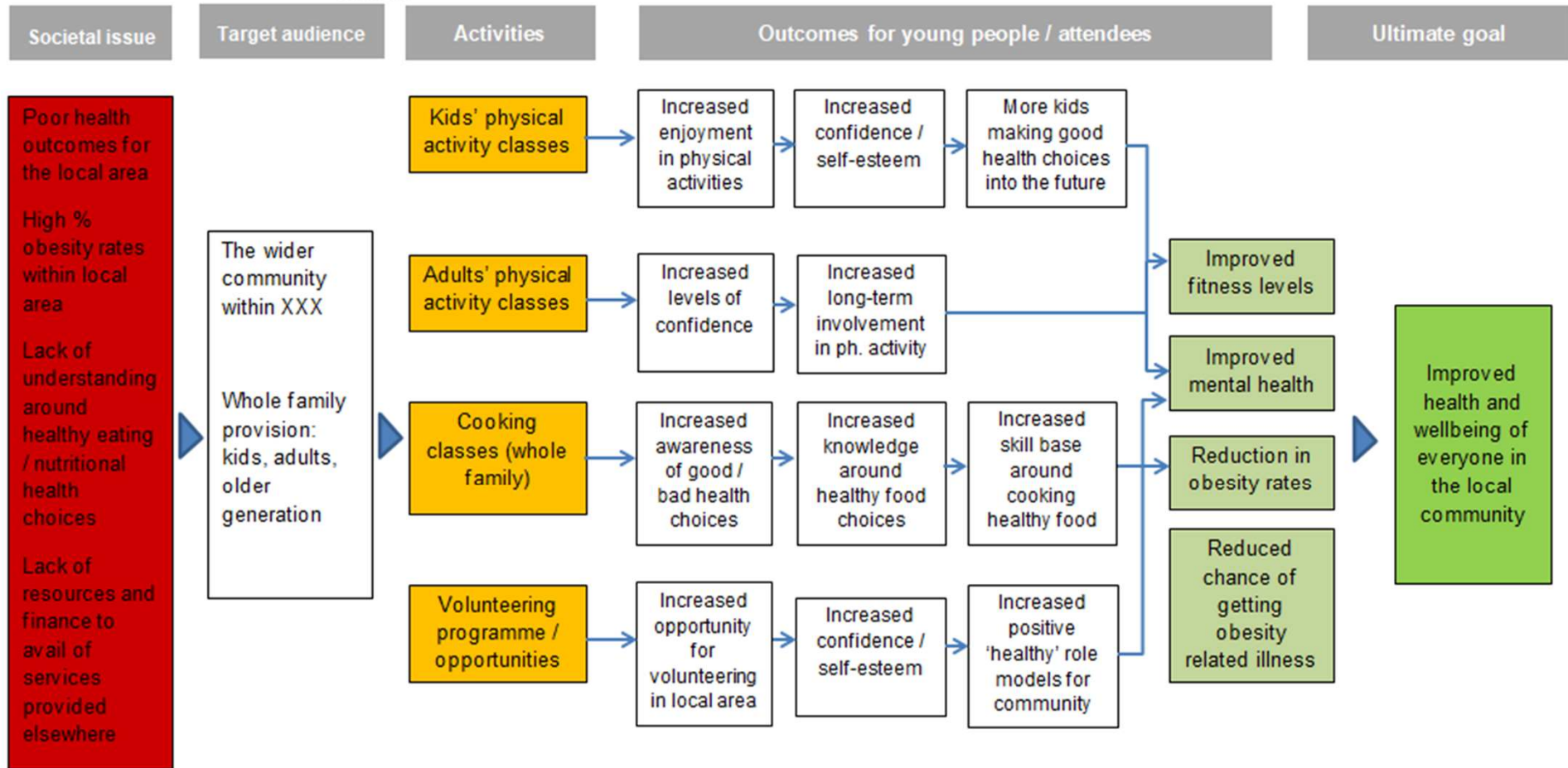
However you represent your theory of change, it should be supported by a written description.

EXAMPLES

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The Fitzone Foundation – providing the community with the tools to live happier and healthier lives.





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INDICATORS

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*Base your measurement on your **theory of change**.*

Setting indicators will help you know whether a change has taken place, and to help you gauge success.

For your outcomes & outputs, think about:

- How will you know you have achieved what you set out to do?
- What will change look like?
- What are the signs that things are changing?

Examples: Levels of self-efficacy; responses to semi-structured interview; number of days missed per term at school; feedback by parents.



WHAT EVIDENCE DO YOU NEED?

- What do your target stakeholders (funders?) think?
- What do your staff need when thinking about service improvements?
- What is possible, given the nature of your service?
- What is plausible, given resources etc.?

Who?

Which beneficiaries?

Other stakeholders?

Everyone or sample?

What?

Quantitative and/or qualitative?

When?

Before and after?

How frequently?

DATA COLLECTION TOOLS

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Analysing Impact data, in order to 'PROVE' and IMPROVE

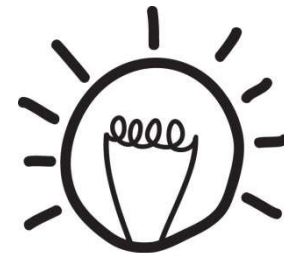
Based on the outcomes & indicators identified in your Theory of Change.

- Appropriate to your beneficiaries
- Proportional to your capacity

Participant Number	Date Joined	Name	DOB	Gender	Residential Postcode	Disability	Date Collected	Football	Table Tennis	Darts	Cricket
P1	04/04/2017	Jimmy Johnson	01/03/1987	Male	G40 1DA	Physical	12/03/2017	yes	no	yes	yes
P2	09/09/2016	Tyler Morningside	24/07/2000	Male	de11	Sensory	15/05/2016	yes	yes	no	no
P3	24/07/2016	Penny Madangama	04/04/2001	Male	AB1 8E2	None	15/02/2017	yes	yes	no	yes
P4	14/07/2016	Shara Madangama	02/01/1988	Female	EH12 0AA	None	14/02/2015	yes	no	no	yes
P5	12/04/2016	Hurley Spurling	04/02/2003	Male	G65	None	15/04/2014	yes	yes	no	no
P6	12/11/2016	Frank 'Snuffles' Camargo	24/03/2005	Male	IV10	Learning	15/07/2016	yes	yes	no	no
P7	12/12/2016	Heiga Phamngan	14/12/2000	Female	866	Physical	15/03/2017	no	yes	no	no
P8	11/04/2016	Sarah Chalagan	12/04/2003	Female	498 8pg	None	12/02/2016	yes	no	no	yes
P9	19/02/2014	Jenny Piddington	29/06/1996	Male	AB5 7QB	Physical	12/03/2017	yes	yes	no	no
P10	03/10/2006	Nick Valentine	02/10/1996	Male	AB4 5JT	Physical	01/01/2017	yes	yes	no	no
P11	12/02/1985	Andy Nicol	01/07/1995	Male	PA1	None	01/01/2017	yes	yes	no	no
P12											
P13											
P14											

UPSHOT[®]
MANAGE | MONITOR | EVIDENCE

views



**INSPIRING
IMPACT**



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IMPACT JOURNEY – CASE STUDIES

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It has given our committee a better understanding on how to measure the impact of any initiative we are involved in and whether or not to continue or progress/push on with certain growth initiatives – **is there a "so what?" at the end.** Are we actually hitting or missing our aims or objectives?

(Jidel Judo 93)

Working with Sported and other partners, we have been able to collate all the best practice... to help shape the best methods of collecting information and showcase our impact. We are very proud of where we are now compared to previous years, but we are always looking to improve as a team. *(Street Soccer Scotland)*



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<https://www.surveymonkey.co.uk/r/introtoimpact>

