

Impact Measurement in the Current Crisis - Resources, Tips and Support

Social Value UK are running weekly ideas exchanges to cover a range of issues and topics related to social value and impact management.

The session on Friday 17th focuses on Impact Measurement in the Current Crisis.

This is a document for all attendees to crowdsource resources, tips and support for your impact measurement in the current crisis, and for the future post crisis.

Resources:

- ESS: #IsolationEvaluation method sheet - 'Taking stock in a time of change'. This can help you think about & record the changes you're currently making to your service delivery: <http://evaluationsupportscotland.org.uk/resources/527/>
- This page shares resources and events to support you with evaluation during COVID-19. <https://www.inspiringimpact.org/impact-support-during-covid-19/>
- ANDE Impact Measurement and Management in the Context of Coronavirus: <https://www.andeglobal.org/page/covid-19-imm>
- Inspiring Impact are working with a number of partners, including the Charity Evaluation Working Group (CHEW), SVUK, NCVO and others, to collate resources and materials in one central place: <https://www.inspiringimpact.org/impact-support-during-covid-19/>
- NPC's 5 types of data useful for organisations to think about the types of data they want to focus on at this time and in the medium term as well as thinking about secondary data sources - <https://www.thinknpc.org/blog/5-types-of-data-for-assessing-your-work-an-explainer/>
- Evaluation Implications Of The Coronavirus Emergency - <https://www.socialsciencespace.com/2020/03/evaluation-implications-of-the-coronavirus-emergency/>

Tips:

- NCVO Blog: Evaluating under fire: Managing impact during coronavirus: <https://blogs.ncvo.org.uk/2020/04/03/evaluating-under-fire-managing-impact-during-coronavirus/>
- ESS Blog: Is there a role for evaluation in Virus Lockdown? Read our blog about 'Evaluating at a Distance'. We are physically distant but still here to help! #IsolationEvaluation <http://evaluationsupportscotland.org.uk/news/2020/Apr/07/evaluating-distance-isolationevaluation/>
- CHEW blog: Keeping in touch with your funders: <https://www.chewgroup.org.uk/post/keeping-in-touch-updating-funders-on-project-changes-and-evaluation-delivery>

Support:

- Social Suite are offering a Covid-19 impact monitoring tool for free: <https://socialsuitehq.com/covid-19-assessment/>

- Makerble are offering a free Covid-19 wellbeing survey & dashboard for churches and faith-based groups: <https://about.makeable.com/wellbeingdashboard>
- ReliablyME, in Canada, is developing a text messaging (SMS) and WhatsApp based social-distancing and hand-hygiene behaviour modification, tracking, and recognition system (being released in May).
- The Lens are offering support for organisations to develop and prototype new initiatives in the public and third sectors.

Break out room 1 notes:

- Organisations have moved services online. This creates new opportunities to reach those who previously found travel difficult, and may improve engagement. But, with so many organisations doing it, there is increased competition. Plus, it is difficult to know who you are *not* reaching.
- For some orgs this crisis has showed that they can do things they thought previously impossible. Delegating responsibility, making decisions more quickly, even processing grants and payments more quickly.
- Some organisations felt it has strengthened their relationships with their funders
- Others have experienced pressures, with colleagues keen to drop evaluation as they look to rationalise their work and resources. While this is highly relational, one solution is to secure senior management team buy-in about the importance of evaluation

Break out room 4 notes:

1. impact advisor - challenge of projects either drying up or becoming harder to implement
2. communities priorities are changing - cohesion etc - we need to be more bottom up
3. those needing help least likely to respond to data request
4. challenge for how orgs make decisions with trade offs between financial implications vs impact
5. positive - increased collaboration and willingness to listen and respond more!
6. workload has increased, volunteering etc collaboration
7. wwc wellbeing - focusing on employee wellbeing - helping employers give the right messages

Break out room 5 notes

1. International connections and perspectives are good. We could pull together examples of responses at different stages and in different segments to share with others.

2. Sensitive evaluation is important at the moment but shouldn't it continue to be. Make sure the people you are interacting with benefit from the interaction. It is more important than ever to think about how you collect data and make it part of your service delivery.
3. It is possible, with some effort, to improve digital inclusion (in the UK anyway). E.g. Bethany Christian trust have been creative about how they have done this.
4. Some of us are evaluators working on services serving those with particular challenges such as homelessness or complex needs and disabilities. We could perhaps pool knowledge about who might be missing from initiatives. Who is being missed is crucial and should continue to be so.