

## Measuring Impact

| Outputs   | Outcomes   |
|---|--|
| What you expect to produce  | The change that will have occurred due to the project  |
| <p>390 people will have attended an event or production</p> <p><b>Evidence -</b></p> <ul style="list-style-type: none"> <li>● tickets</li> <li>● registration info</li> <li>● clicker count every 30 minutes</li> <li>● photo of event</li> </ul>                           | <p>Community Volunteers will report increased confidence, motivation and skills</p> <p><b>Evidence -</b></p> <ul style="list-style-type: none"> <li>● focus group (notes from meeting)</li> <li>● individual participants feedback - written/filmed</li> </ul> |
| <p>2 Community partners have effectively engaged</p> <p><b>Evidence -</b></p> <ul style="list-style-type: none"> <li>● 12 agreements signed</li> <li>● weekly register</li> <li>● written/filmed feedback from participants</li> <li>● 12 legacy projects funded</li> </ul> | <p>5 people continue to volunteer on other Helix Arts projects</p> <p><b>Evidence -</b></p> <ul style="list-style-type: none"> <li>● interviews 3, 6, 9 months with volunteers (notes)</li> <li>● volunteer hours logged on spreadsheet</li> </ul>             |

## Method for monitoring projects (with examples)

| <p style="text-align: center;"><b>Quantitative</b></p> <p style="text-align: center;">An amount produced during a certain time</p> | <p style="text-align: center;"><b>Qualitative</b></p> <p style="text-align: center;">A final product or end result following an action<br/>(not always at the end of a project, sometimes a milestone)</p>  |
|--|---|
| workshop register / sign ups (measuring attendance)  | artist workshop diaries (vision review/effectiveness/change)  |
| artwork/films/products produced – if relevant (creative outcomes)  | artist reflection meeting agenda/notes (milestone met/change)   |
| social media data - likes/shares/new followers (impressions/reach)   | before and after impact questionnaires<br>(baseline, journey travelled or impact on skills)   |
| audience figures – clicker counter or tickets sold (nos of people/reach)   | audience figures – clicker counter or tickets sold (trends/types of people/background/postcodes)<br><br>nb: a postal code is an example of a qualitative. Although a postal code is in its numerical form, it is still considered as a qualitative. |
| mapping – gender, age (no. within group)   | social media – comments (enjoyment)   |
| amount of support – volunteers time / engagement (time given)  | case studies - interviews – audio, recorded, group, vox pops, x-factor style booths (journey travelled, review)   |