

Impact, Improvement and Involvement – Overview

Introduction

Many voluntary and community groups (VCOs) are committed to ensuring that the services they provide have a real impact that make a difference to quality of life. They are also committed to ensuring that they can provide opportunities for clients to be involved in services. This will ensure that not only are they delivering quality services but that they are delivering the right services and meeting client needs. By being involved this helps to ensure that the aim to improve services is underpinned by the needs and input of clients.

VCO's can also choose to demonstrate the impact of their work and the difference that they are making.

The benefits:

Your Impact – by knowing the impact of your work you can share it, celebrate it, raise your profile and potentially secure more funds.

Improving – support needs change, people's needs change – improvement helps you to meet new needs to become more effective at how you use your resources.

Involvement – by involving people in how your work is designed and delivered you can find out a lot that will ultimately improve what you do and will empower the people you help to be involved and to have stronger independence and choice with their lives.

Detailed below is an outline of a framework intended to ensure to help VCO's to consider and adopt a consistent approach towards Impact, Improvement and Involvement.

To accompany this information sheet we have developed a separate paper that contains a template that you can fill in – this will help you plan your approach.

Key elements:

Diagram 1 Overview of the framework
Diagram 2 How we capture and demonstrate impact
Diagram 3 How we plan for continuous improvement
Table 1 How we support and encourage client involvement
Table 2 How we will demonstrate impact and improvement

Definitions:

- Outputs - The services and facilities we deliver
- Outcomes - All the changes and effects as a result of our work
- Impact - The overall difference that a service has made to quality of life

Diagram 1

Impact, Improvement and Involvement - Overview

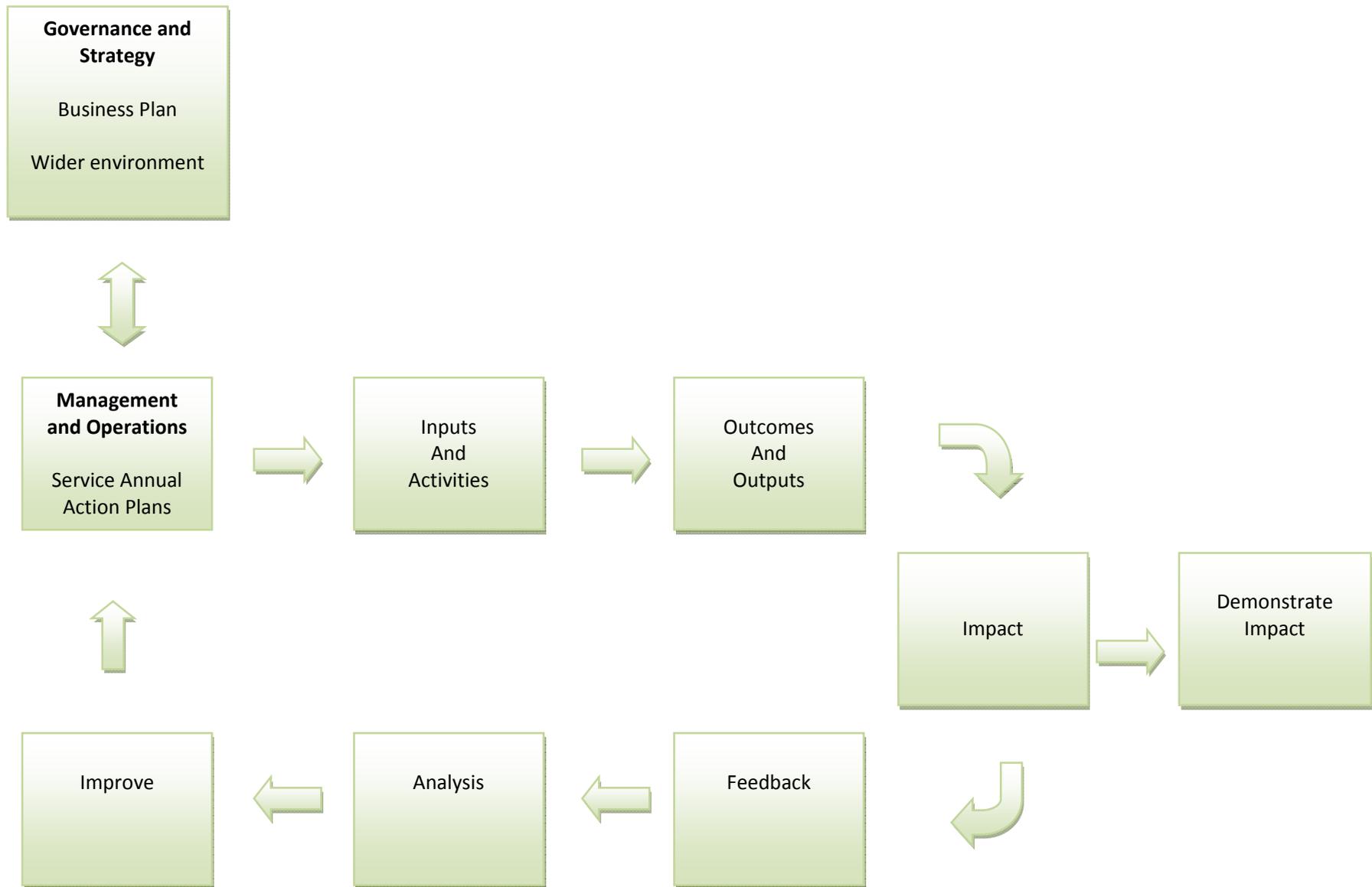
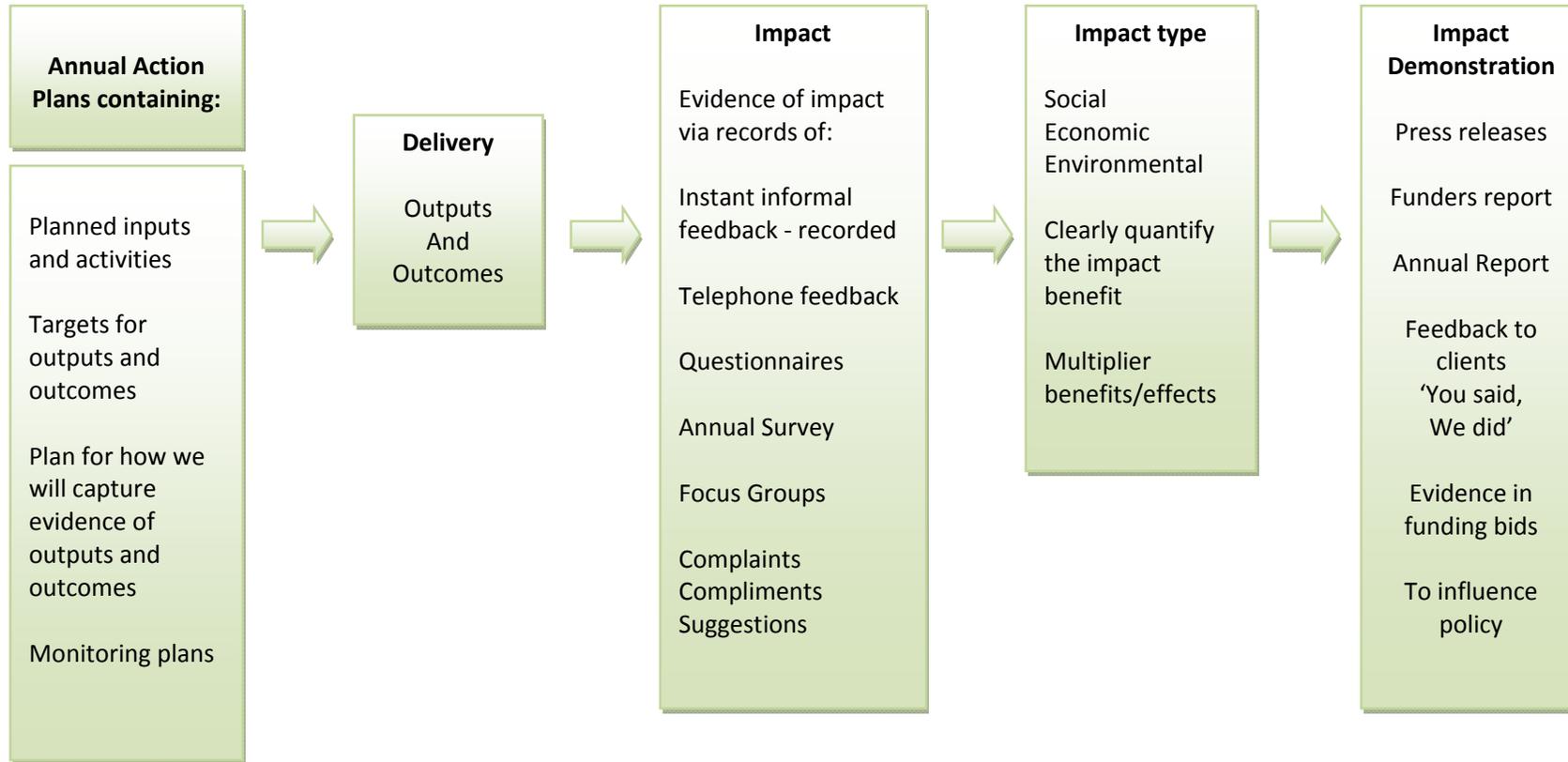


Diagram 2 Capturing and Demonstrating Impact



June 2015



4

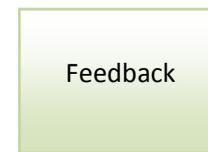


Diagram 3 Planning for Continuous Improvement

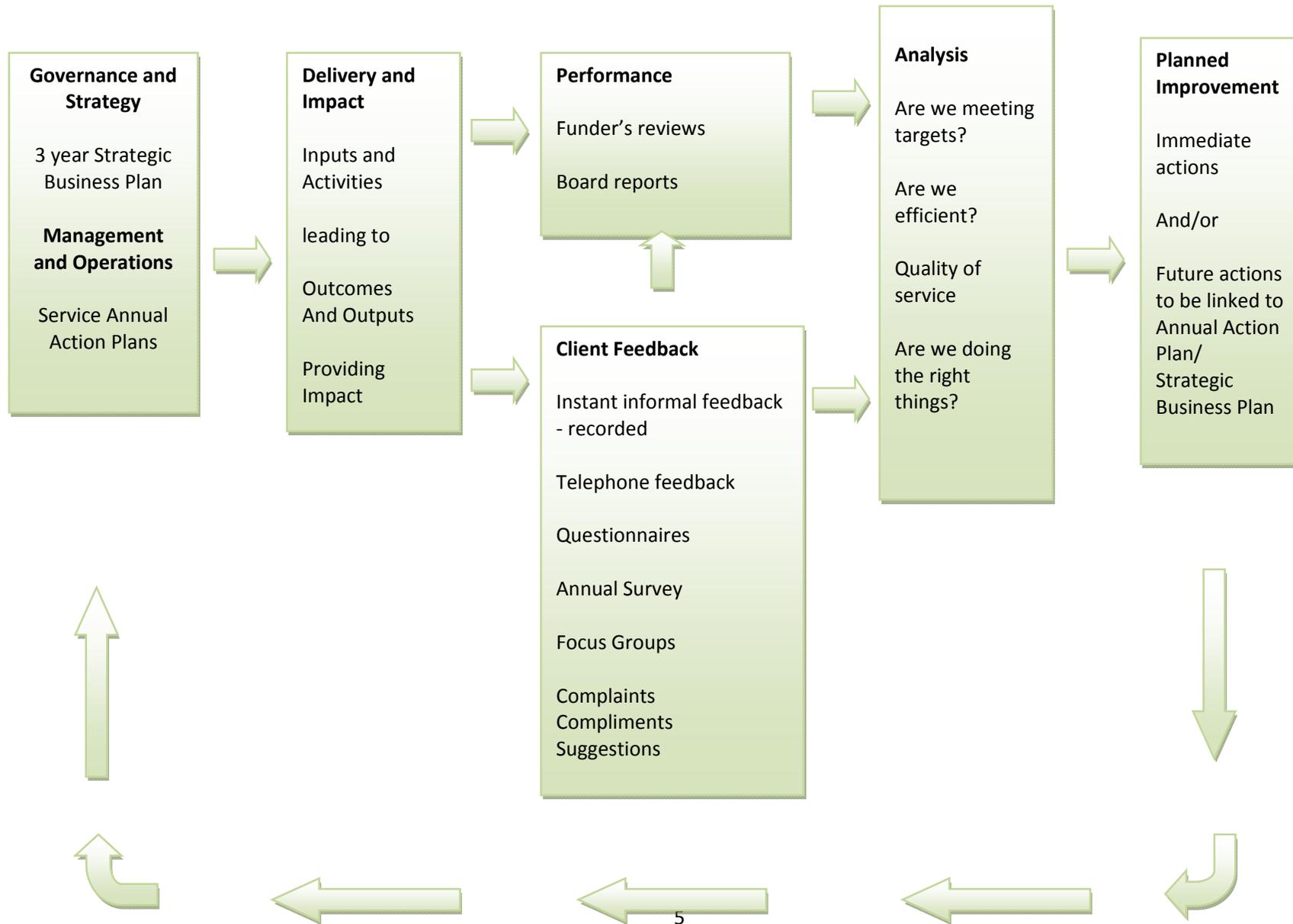


Table 1
Client Involvement

Area	How clients are involved
Strategy	<p>Client involvement is via</p> <ul style="list-style-type: none"> - The data that proves there is a clear and evidenced need – much of this data is based on clients demonstrating a need - Ongoing feedback via service performance, monitoring and reviews - Client complaints, compliments and suggestions <p>Critically, all service activities relate to our charitable purposes are focused on meeting the needs of a range of vulnerable client groups</p>
Annual Action Plans	<p>These set out plans to meet our strategic aims, they include different types of feedback data from clients that will inform and influence the Plans</p>
Performance monitoring Analysis Planned improvement	<p>Funder’s reports and reviews: Contain details on complaints, compliments and suggestions. These provide the opportunity to analyse and take into account feedback from clients.</p> <p>Support and Supervision for all manager’s: Encompasses input on service issues and developments – with input on client’s feedback</p> <p>Team meetings: Encompass client feedback, provides the opportunity to discuss issues and areas for development.</p>
Feedback and Involvement	<p>Utilises a range of methods to support and encourage client feedback and involvement:</p>

Area	How clients are involved
	<p>Leaflet for Complaints, Compliments, Suggestions</p> <p>Instant informal feedback – recorded</p> <p>Telephone feedback – here we pro-actively contact specific clients or a sample of clients</p> <p>Questionnaires – handed directly to or sent to clients following an activity</p> <p>Annual Survey / Website / Press Releases / Focus Groups</p>

Table 2
Demonstrating Impact and Improvement

Reports to funders
<p>We will adopt a common standard in reporting our impact. The aim here is to ensure that reports to funders encompass key areas that demonstrate impact. Funders may set out the structure for reports. Where this occurs we will meet that requirement and will also ensure that reports encompass:</p> <ul style="list-style-type: none"> - Aim of the service: this will be a short summary that states in clear terms the primary aim of the service - Achievements: these will be set out as - <ul style="list-style-type: none"> outputs - the services and facilities we deliver. For example the number of people supported, the number of training courses and type delivered, the level of funds raised etc. It is highly likely that most reports to funders will focus on outputs. We will also aim to demonstrate economic benefits of our work. For example are there cost

efficiency savings to the NHS, to local public sector partners etc? And any multiplier effects of your work.

outcomes - all the changes and effects as a result of our work. We will aim to use at least 2 case studies in each report that demonstrates the qualitative impact of our work – here we are aiming to demonstrate the impact on people and quality of life

- **Client Involvement:** this will show compliments, complaints, suggestions and other areas of client involvement
- **Developments/Improvements:** to share any planned developments for the service area, or improvements in service delivery/design
- **Added Value :** to demonstrate any added value that has been delivered at no additional cost to the funder

Press releases

A planned programme for all services to contribute to the promotion and publicizing achievements. This will include relevant and timely use of information that demonstrates the impact of our work.

Annual Report

Produce an Annual Report that complies with the Statement of Recommended Practice (Charity Commission) and will demonstrate the public benefit delivered by our services. This will encompass demonstrating impact and plans for the future.

Feedback to clients

Examples of how we will feedback to clients that we are meeting needs and improving services include:

Press releases
Annual Report
Service specific methods – e.g. client newsletter (you said..... we did.....)
Annual General Meetings
Focus Groups

To influence policy and service design

In our role we will seek to influence policy and service design that meets evidenced local needs and helps to reduce duplication.

Many of our activities enable us to gather local intelligence of local needs and gaps in service provision. We will ensure that this intelligence is utilised to help inform the development of local services.

Use in funding bids / tenders

The information that we accumulate in demonstrating impact will support our aim to sustain and develop services via funding bids/tenders.

This will also help demonstrate our ability to deliver quality services that make a difference to quality of life.