



Guidance Information on Setting Outcomes and Indicators.

What is an outcome?

Outcomes are the changes or differences that you hope to make through your activity. It can be helpful sometimes to ask yourself the question, 'What is the problem we are trying to solve?' and then based on that problem, you can start to think about the outcomes you hope to work towards, so what solutions might you be hoping to work towards to address that problem. We recommend having outcomes so that you can measure the difference that you are making, not only so that you can prove the value of your work maybe to funders or to an external audience but also so you can improve your activity/service as well.

How to write an outcome

Because outcomes are about change, they should always contain a change word and by that we mean a word like increase, decrease, reduce, improve. They should describe the 'who', 'what' and 'how' of change. So, for example, if we had an outcome that was 'older people will feel less isolated', the 'who' is older people, 'what we are hoping to change' is how isolated they feel, and how do we hope that will change is the 'less'. So, the 'how' refers to the direction of change rather than how will we change it. The direction of change is the increase, decrease, more, less. So, if an outcome is about change and describes the 'who', 'what' and 'how' of change then it's a well written outcome.

What is an indicator?

Once you know what changes or differences you're trying to make. That's your outcomes. The next step is for each of your outcomes to set some indicators. Indicators are the things that you measure to tell you whether or not you're achieving your outcomes. Indicators will tell you what questions you need answers to and they'll tell you where you can get evidence about those changes happening. Indicators are especially useful when you are trying to measure softer outcomes – so things that are more subjective. An example might be an increase in confidence. Indicators will tell you what you need to measure to see if you're achieving that outcome of something like increased confidence.

For a simple video explanation of the above information please visit the link below:

<http://www.evaluationsupportscotland.org.uk/evaluation/stage-1-getting-started>

Guidance for answering question ? on the small grants application form.

NNS Priority Outcomes

The overarching outcomes for NNS have already been determined by Birmingham City Council. These are:

Social Participation
Healthier Lifestyles
Maximised Income
Housing which supports Independence
Carers feel more supported

For example, if you select Healthier Lifestyle and Social Participation for your proposal you need to demonstrate how your activity will achieve this. We recommend you have no more than 3 or 4 project outcomes for each NNS outcome selected.



To help you, we have prepared a worked example for a healthy eating cookery project.

NNS Outcome	Project Outcome	Outcome Indicators
<p>Healthier Lifestyles</p>	<ul style="list-style-type: none"> • Improved understanding of the importance of healthy nutritional meals. • Increased knowledge of being able to cook healthy nutritional meals on a budget. • Improved general health and wellbeing. 	<p>State number of people attending the activity.</p> <p>State number or the percentage (%) of people attending reporting improved cookery skills and knowledge</p> <p>State number or the percentage (%) of people reporting being able to cook healthy on a budget.</p> <p>State number or the percentage (%) of people reporting an improvement in their general health and well being.</p> <p><i>Use quizzes, surveys, questionnaires, case studies, pictures, videos, etc. to gather evidence.</i></p>
<p>Social Participation</p>	<ul style="list-style-type: none"> • People have reduced levels of isolation. • People have reduced levels of loneliness. • People feel more connected to their local community. 	<p>State number of people attending the activity.</p> <p>State number or the percentage (%) of people who feel less separated from social contact.</p> <p>State number or the percentage (%) of people who feel less feel isolated.</p> <p>State number or the percentage (%) of people participating in volunteering activities.</p> <p><i>Use quizzes, surveys, questionnaires, case studies, pictures or videos, etc. to gather evidence.</i></p>