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Approaches to monitor project impact, measuring/monitoring policy change

Daniel Gilmour

Abertay University

- Outline
- Conceptual approaches to monitoring and measuring project impact
  - What is impact
  - Approaches for measuring impact or policy change
  - Ways to achieve impact
- Approaches we will use in InForCare to measuring impact or policy change
- Proposed approach we could use to collect the data required for the Project Result Indicators

Impact

Examples of impact
- Economic prosperity
- Public Policy
- Public Services
- Quality of life

Impact

Examples of impact

- Economic prosperity
  - Business performance measures, for example, sales, turnover, profits or employment associated with new or improved products, processes or services.
  - Licences awarded and brought to market
  - Jobs created or protected
  - Investment funding raised for start-up businesses and new activities of existing businesses
  - Evidence of critical impact on particular projects, products and processes
  - Priority shifts in expenditure profiles or quantifiable reallocation of corporate, non-profit or public budgets

Impact

Examples of impact

- Public Policy
    - Documented evidence of policy debate (e.g. in Parliament, the media, material produced by NGOs)
    - Documented evidence of changes to public policy/legislation/regulations/guidelines
    - Measures of improved public services
    - Documented evidence of changes to international development policies

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<u>Examples</u> of impact

- Public Services
  - Measures of improved international welfare or inclusion
  - Effect on the quality, accessibility, cost-effectiveness or efficiency of services
  - Impact on democratic participation
  - Influencing the work of NGOs or commercial organisations
  - Improved public understanding of social issues

Examples of impact

- Quality of life
    - Measures of improved patient outcomes, public health or health services
    - Public health and well-being has improved
    - Animal health and welfare has been enhanced by research
    - Care and educational practices have changed
    - Clinical, dietary or healthcare guidelines have changed
    - Healthcare training guidelines have changed
    - Decisions by a health service or regulatory authority have been informed by research
    - Public awareness of a health risk or benefit has been raised
    - Public engagement/involvement in research has improved
    - Public behaviour has changed
    - The user experience has improved
    - Documented changes to clinical guidelines
    - Evidence of take-up and use of new or improved products and processes that improve quality of life in developing countries
    - Traceable impacts on particular projects or processes which bring environmental benefits
    - Evidence of generic environmental impact across a sector, confirmed by independent authoritative evidence
    - Documented case-specific improvements to environment-related issues

- Frame the case study in line with the scale you can evidence impacts

  – Don't use international framing for sub-national impact

  – Explain why sub-national impacts address a need at that scale

  – Don't overplay limited international reach, keep a sub-national framing

  – Look for additional beneficiaries

  – Identify groups with similar problems that might benefit

Impact NOT pathway to impact

- Ensure you are describing actual impacts
  - What was the benefit?
  - Why was it important?
  - Ask the beneficiaries
  - Describe the benefits not the process

- Remember dissemination is NOT impact
  - No proof that it changed anything
  - What happened next?
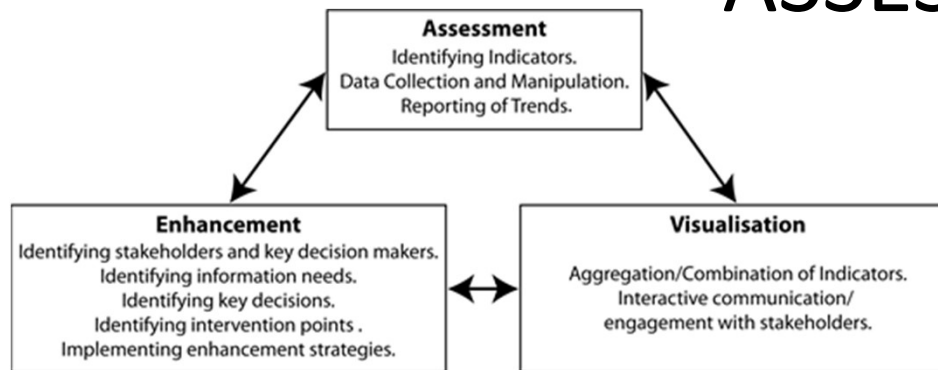 - Tell a story of change

Examples of Application

- Dundee Waterfront Development

Dundee Waterfront –Vision

SAVE Concept

ASSESSMENT

Assessment
Identifying Indicators.
Data Collection and Manipulation.
Reporting of Trends.

Enhancement
Identifying stakeholders and key decision makers.
Identifying information needs.
Identifying key decisions.
Identifying intervention points .
Implementing enhancement strategies.

Visualisation
Aggregation/Combination of Indicators.
Interactive communication/
engagement with stakeholders.

From: Blackwood D.J., Gilmour, D.J., Isaacs, J., Kurka T and Falconer, R.E. (2014) Sustainable Urban Development in Practice: The SAVE Concept. Journal of Environment and Planning B: Planning and Design. Volume 41, pages 885 – 906

Dundee Waterfront S.D. Indicators

Economic		Environmental		Social	
Demographics		Green space/public space		Housing provision	
(City Wide)	✔	(Direct)	…	(Direct)	✔
Retention of skills base		Waste		Health & Well being	
(City Wide)	✔	(Direct)	✔	(City Wide)	✔
Knowledge based employment		Air		Community	
(City Wide)	×	(Direct)	✔	(City Wide)	×
Employment		Water		Social Inclusion	
(City Wide)	~	(Direct)	…	(City Wide)	✔
Capacity to stimulate investment		Noise		Participation and responsibility	
(Direct)	✔	(Direct)	~		
				(Direct)	✔
Tourism numbers		Energy		Active community participation	
(City Wide)	✔	(Direct)	…	(City Wide)	✔
Tourism		Travel		Acceptability	
(City Wide)	✔	(City Wide)	✔	(Direct)	…
Regeneration				Confidence	
(Direct)	~			(City Wide)	✔
Job creation				Amenity value	
(Direct)	✔				
Economic output				(City Wide)	…
(City Wide)	~				

Key
- Indicator moving in desired direction ✔
- Indicator showing no significant change ~
- Indicator moving against desired direction ×
- Not sufficient information …

Dundee Waterfront S.D. Indicators

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Regeneration				Confidence	
(Direct)	~			(City Wide)	✔
Job creation				Amenity value	
(Direct)	✔			(City Wide)	…
Economic output					
(City Wide)	~				

Key
- Indicator moving in desired direction ✔
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A **relational** approach to **'the 3i's'**
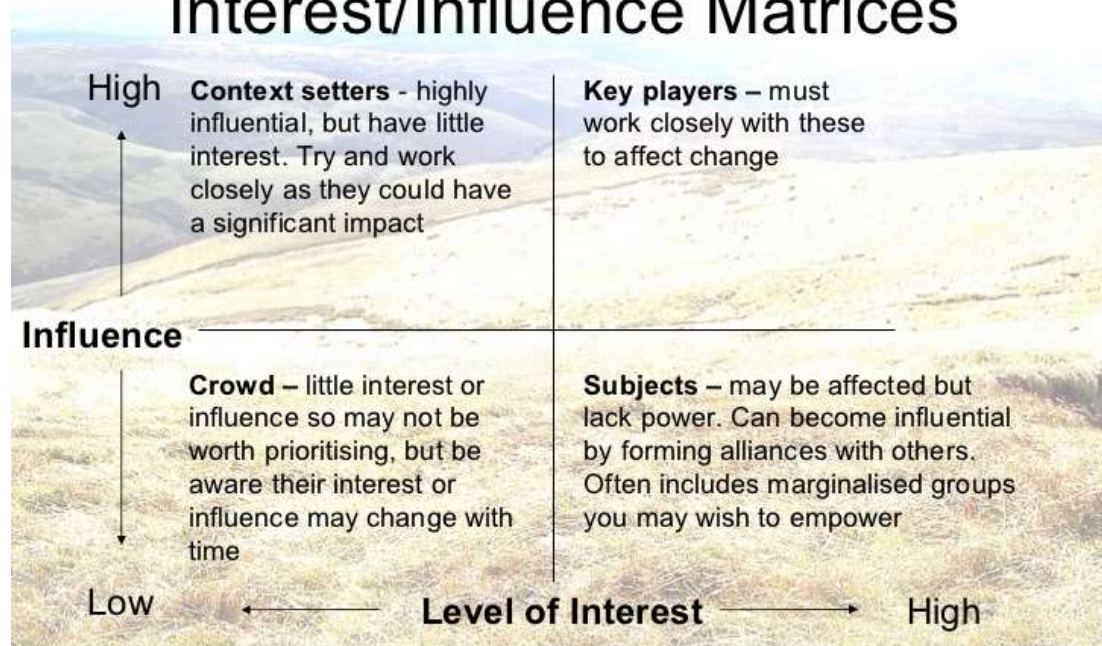
- Identify

- Involve

- Influence

Identify

- Who do we want to influence and involve, and why?

- General public and audiences – one to many

- Specific people and organisations – two-way street

- Shared or overlapping interests?

- Stakeholder analysis – influence and interest (see Mark Reed, 2016)

Involve

- How to strategically engage stakeholders?

- Relationships – initiate and maintain partnerships over time

- Access – early approach work, based on dialogue, empathy and trust

- Gatekeepers – *Quid pro quo*, time economies, obstructions

- Intensity and frequency of involvement – thin or thick contact?

- Scoping meetings, formal events and workshops

Influence

- How to make a difference?

- Relevance - translate academic research into stakeholder language

- Medium of communication – face to face, social media – amplify the message

- Type of influence – incremental or radical?

- Politics and ethics – negotiate conflict with a sense of propriety

Project Result Indicators:

- 1. SME turnover.

- 2. Effectiveness of delivery.

- 3. Efficiency of delivery.

How we might measure

- 1. SME turnover.
- Measurement: turnover they can allocate to new service or innovation.
- How to collect the data: seek opinion, using survey after the project has worked with SME. - You invite the SME to identify an increase in turnover.

- 2. Effectiveness of delivery. Measurement: User satisfaction in % . How to collect data: seek opinion, using survey after they have used new service vs previous service

- 3. Efficiency of delivery. Measurement: Cost of operating service. How to collect data: seek opinion, using survey after the project has worked with them to identify cost savings associated with change in practice/innovation/collaboration.

- Abertay Contact:

Daniel Gilmour

d.gilmour@abertay.ac.uk