

National Programmes

Social Impact Toolkit

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Analysing your data and writing a report

By using the premade tools, you should be able to capture data to enable you to report on the following:

How many people participated?

How many were new to your institution?

Were there any changes to people's cultural engagement and cultural capital?

Was there any evidence that participants engaged in a learning experience or that you impacted on future learning behaviour?

Did participation contribute to positive health and wellbeing for participants?

Observation

After you have collected your observation data on the grid and in your notes, the next step is to summarise your findings based on how the evidence you have collected demonstrates the impact of your programme. For example, you might write a summary like this:

During our hour-long session, we observed 65 instances of participants smiling and 16 instances of participants laughing, providing evidence that those who attended the session were enjoying themselves and experiencing increased well-being. Participants asked 12 different questions during the Q&A portion of the session, demonstrating their engagement in the session and enthusiasm for learning. One participant said, "I love learning about dinosaurs! I want to be a palaeontologist who works in a museum when I grow up!"

Questionnaire

Analysis of data from questionnaires will depend on the type of questions that you have included. Participant responses to closed-ended questions can usually be summarised numerically, and you may choose to present results in a table or graph, along with a few sentences interpreting the results. For example:

All of the participants reported that they had fun and felt happy during the session, whereas 78% of the participants (7 out of 9) said they learned something new, and 89% (8 out of 9) said they would like to come back to the museum.

	Agree	Neither agree nor disagree	Disagree
I had fun	9	0	0
I felt happy	9	0	0
I learned something new	7	0	2
I would like to come back	8	1	0

To analyse participants' responses to **open-ended questions**, a useful approach is to read through all of the responses and look for common themes. For example, when asked about what their favourite part of the session was, you might notice that multiple participants mention the hands-on parts of the session. Example quotes can then be used to illustrate each theme, for example:

When asked about their favourite part of the session, participants often mentioned that they liked the **hands-on activities**:

“My favourite part was making the dinosaur fossil.”

“My daughter loved mixing the plaster.”

“Painting my fossil blue.”

Other participants said **the film** was their favourite part

“I loved seeing the dinosaur egg fossils in the film!”

“Movie was funny.”

“The film!”

Structure of your report

It is not unusual for people to run excellent programmes, capture evidence of their impact, but not translate this evidence into a clear report highlighting the impact of the programme and the outcomes achieved.

We recommend that a report contains the following:

A description of the project

The need or needs you are addressing and the evidence that exists that your programme could have a certain impact

The key outputs of the programme

The key outcomes and impact of the programme

A breakdown of the evidence of you gathered to demonstrate the impact you had

The next steps

It is important that you distinguish between output and outcomes/impact. An output is what you did; for example, “We ran x number of sessions that reached x number of people.” Impact is the effect that this programme had on people and society. On the next page is an example of an outcome achieved in the Friday Friends programme and a breakdown of the evidence.

It is good to have a summary of the key outcomes of your project clearly visible in your report as well as providing the evidence that you achieved them. You want people glancing quickly to pick up the impact easily.

Example:

Summary of key outcomes	
Programme	Friday Friends, National Museums Scotland
Outcome	The programme impacted positively on participants wellbeing through enjoyment and the expansion of friendships and gaining peer support.
Evidence	All of the participants reported verbally that they enjoyed the sessions and strongly agreed when the facilitator asked if they had made friends. Participants showed signs of happiness and enjoyment during observation of the sessions, and as time went on there was an increase in frequency of these emotions being observed. There were also increases in social interaction between children, and in their observed levels of confidence and engagement across the sessions.
	Parents started a WhatsApp group to keep in touch outside of sessions, which was evidence that they had formed a network of peer support.
	Parents' feedback on post-session surveys included " <i>my child is shy at school it is lovely to see how outgoing and confident he is at these sessions</i> " and " <i>I really appreciate the opportunity to meet with other adults who are going through similar experiences,</i> " demonstrating positive effects on both children's and parents' well-being.

We hope you find this toolkit useful. Please share you experiences with us and other professionals. The more we learn from each other, the better we will all become at recording our impact.