



Impact measurement tools and demonstrating outcomes

Trisha Thompson - Head of Grants and Funding

Carers Trust

tthompson@carers.org

Webinar objectives

- Information on some different impact measurement tools
- Importance of measuring, tracking and evidencing changes for young carers and their families.
- Introduction to a bespoke social return on investment tool (Peter Fletcher Associates)

Carers Star

2 The caring role

Skills; understanding; practical caring; legal issues; planning ahead; communicating with professionals



- 5 I mostly have the skills, understanding and information I need and can plan ahead
- 4 I have a good idea about my caring role, but still would like to learn more
- 3 Things are difficult but I'm starting to get to grips with my role
- 2 I'm finding it hard to cope. I get some support but am not confident it'll really help
- 1 It's hard. I don't know if I can carry on as things are or how anyone could help

Development of the Carers Star



Carers Star was developed during 2013 & piloted with 573 carers and 25 Carers Trust Network Partners

Both **carers** and **workers** indicated positive experiences of the star:

- 75% of carers agreed that they enjoyed completing the Carer's Star with their worker.
- 83% of carers agreed that the scales help them to describe where they are
- 77% of carers agreed that the scales helped them to understand what they needed to do next
- 98% of workers thought that the Carer's Star described their service users' position well
- 73% of workers agreed that the scale descriptions helped them to understand where to focus next with their service users

A family of stars (constellation)



for young carers
and their families

Life Star
(Learning Disability)

Young Person's Star

Work Star

Recovery Star
(mental health)

Recovery Star
Secure
(secure mental health services)

Community Star

Shooting Star
(schools)

Older Person's Star

My Star
(for children)

Empowerment Star
(domestic violence)

Music Therapy Star

Carers Star

Youth Star

Spectrum Star
(autism)

Sexual Health Star

Teen Star

Drug and Alcohol Star
(& Alcohol Star)

Well-being Star
(long-term health conditions)

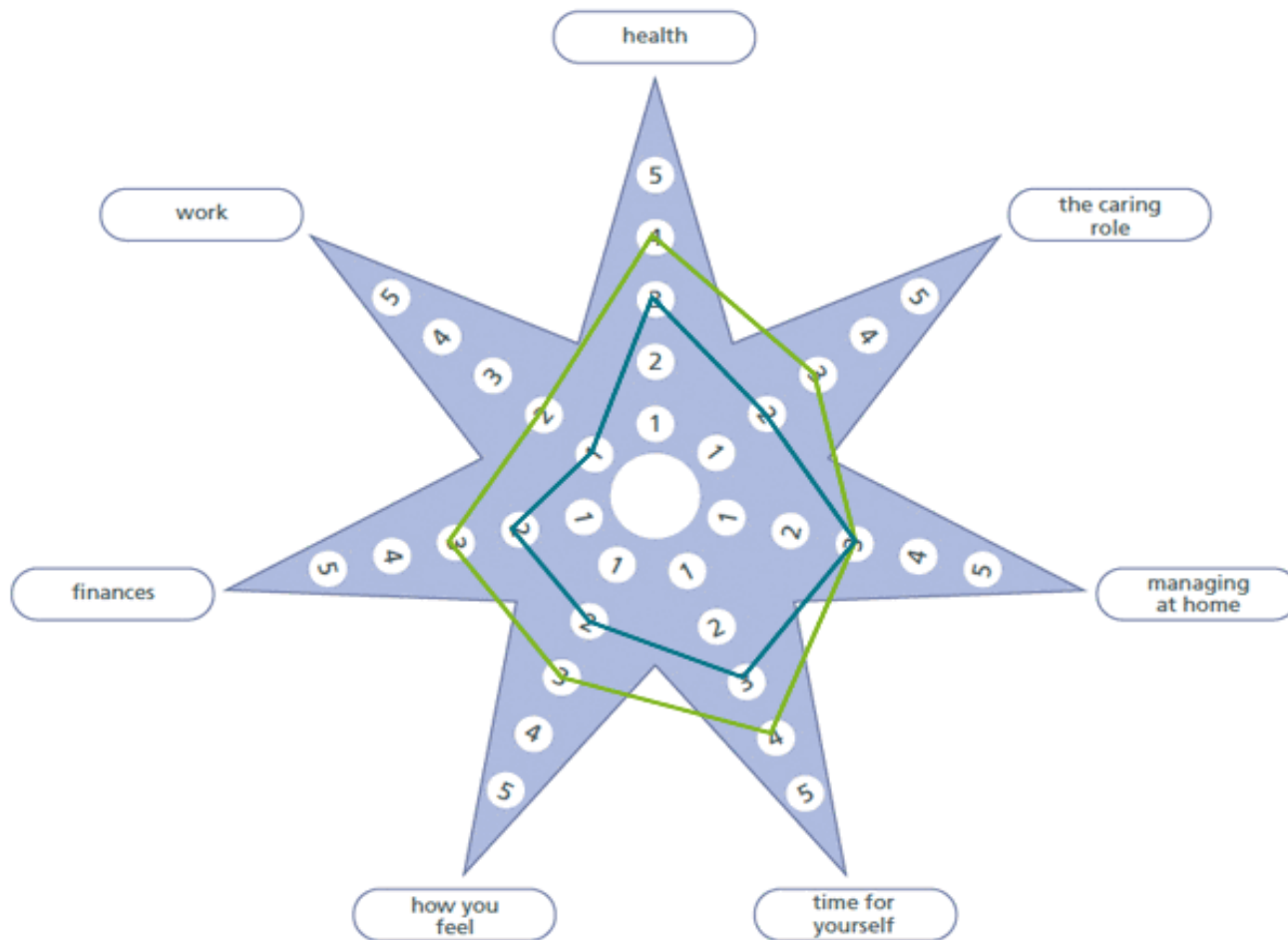
Family Star
(& Family Star Plus)

Homelessness Star

Carers Star

Making a
step change
Putting it into practice

for young carers
and their families



Organisation's feedback on using Carers Star



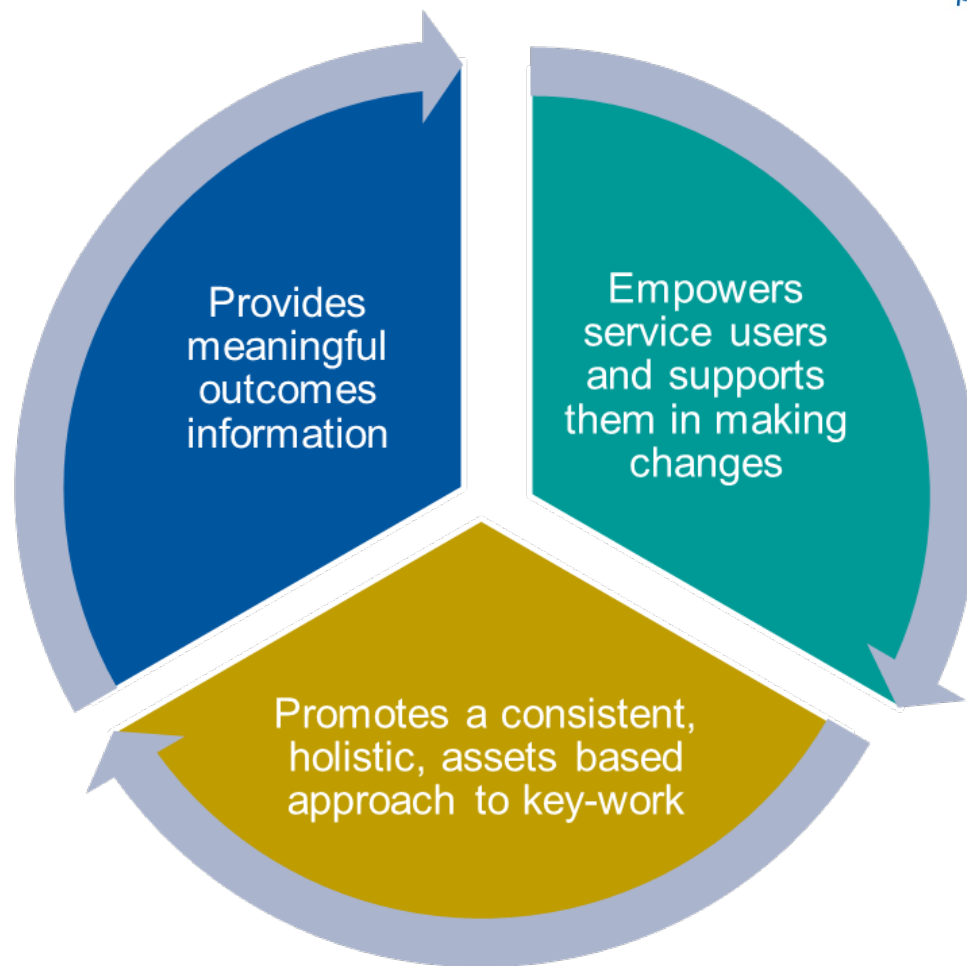
“The Star is a **useful recording tool** particularly for those newly referred and helps to give a baseline of where a young person sees themselves and **assists in the identification of what support** could be put in place. As workers it is a useful platform to support young adult carers in being self-reflective.” – **Northamptonshire Carers**

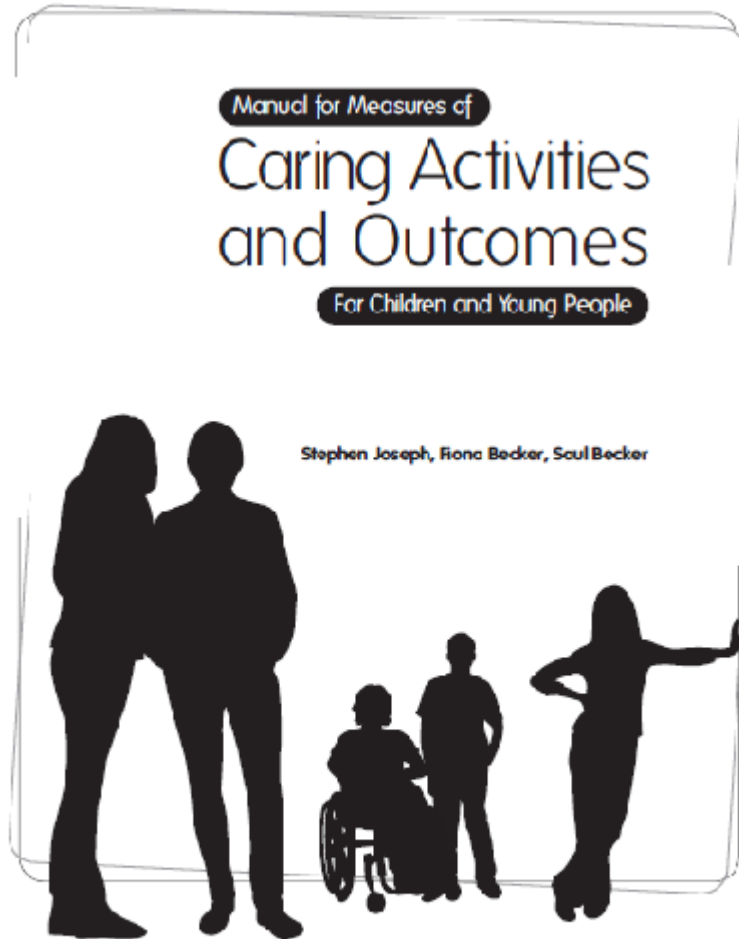
“We used the star for the first time on this project and it was a very **positive experience**. The workers and young adult carers reported a positive experience of the star. Young adult carers have responded that they liked the star and it **helps them to see their progress**. The Young Adult Carer Lead said it was easy and intuitive to use. As a result of our experience we want to use the carers star across the organisation from the start of our new contract and have presented an information session to our commissioner at County Hall.” - **Cornwall Carers Service**

The Outcomes Star™

Making a
step change
Putting it into practice

for young carers
and their families





Manual for Measures

- Developed alongside Young Carers International
- Been used since 2009
- Can be used with young carers aged up to 18
- Young carers tell us that it 'feels' appropriate up to 16

Manual for Measures

MACA-YC18

- 18 item questionnaire
- Used to provide an indication of the **amount** of caring being undertaken by the carer
- 42 item questionnaire also available to examine subscales in more detail

Making a **step change** for young carers and their families
 Putting it into practice

The caring jobs I do

Below are some jobs that young carers do to help. Tick each box to show how often you do the job. Tick once if you have done the job at least once in the last month. **Thank you!**

Please complete this first:
 VC initials
 VC date of birth
 Today's date
 Name of your caring service

	Never	Some of the time	A lot of the time
1 Clean your own bedroom	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 Clean other rooms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 Wash up dishes and glasses and do the washing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 Do the housework	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5 Take responsibility for shopping for food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6 Help with lifting and carrying heavy things	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7 Help with financial matters such as dealing with bills, banking money, collecting benefits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8 Help your family to bring money in	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9 Interact, sign or use email or communication system for the person you care for	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10 Help the person you care for to dress or undress	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11 Help the person you care for to have a wash	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12 Help the person you care for to have a bath or shower	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13 Help the person you care for with getting on, talking with friends, arranging them, taking to them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14 Organise meals for the person you care for to make sure they are eating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15 Take the person you care for to a place where they can go to see friends or relatives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16 Take the person you care for to school	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17 Look after brothers or sisters or other relatives who do not live for	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18 Look after brothers or sisters or other relatives on your own	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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Multidimensional Assessment of Carers Activities Young Carers (MACA-YC18)

Manual for Measures

PANOC-YC20

- 20 item questionnaire
- Used to provide an indication of the **positive and negative** outcomes of caring
- Can enable conversations about support required and recognition of resilience



How caring affects me

Below are some things young carers like you have said about what it feels like to look after someone. Please read each statement and tick the box to show how often this is true for you. There are no right or wrong answers. We are just interested in what life is like for you because of caring. Thank you.

PANOC-YC20

Please complete this first

YC initials

YC date of birth

Today's date

Name of young carer's service

	Never	Some of the time	A lot of the time
1 Because of caring I feel I am doing something good	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2 Because of caring I feel that I am helping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3 Because of caring I feel closer to my family	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4 Because of caring I feel good about myself	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5 Because of caring I have to do things that make me upset	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6 Because of caring I feel stressed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7 Because of caring I feel that I am learning useful things	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8 Because of caring my parents are proud of the kind of person I am	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9 Because of caring I feel like running away	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10 Because of caring I feel very lonely	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11 Because of caring I feel like I can't cope	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12 Because of caring I can't stop thinking about what I have to do	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13 Because of caring I feel so sad I can hardly stand it	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14 Because of caring I don't think I matter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15 Because of caring I like who I am	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16 Because of caring life doesn't seem worth living	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17 Because of caring I have trouble staying awake	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18 Because of caring I feel I am better able to cope with problems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19 I feel good about helping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20 Because of caring I feel I am useful	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PANOC-YC20
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 Developed by Carers Trust in partnership with the Children's Society, Department of Health and Carers Trust.



Manual for Measures

What I like and dislike about caring

We want to ask you some questions about the hours you spend caring and what caring tasks you like and dislike the most. There are no right or wrong answers to any of the questions. We are just keen to hear what you think. Thank you.

Please complete this (in 1 minute) in case of fire Today's date _____ Name of young carer service _____

Thinking about all the jobs you do in the home, including keeping an eye on people, please tell us how many hours of caring you do on a typical day in the week (Monday to Friday)? _____ hours per weekday


How many hours of caring do you do on a typical day of the weekend (Saturday or Sunday)? _____ hours per day of weekend

At what age did you first start to do caring jobs? _____ age

Which one of your caring jobs do you like the most? Please tell us a little bit about it.

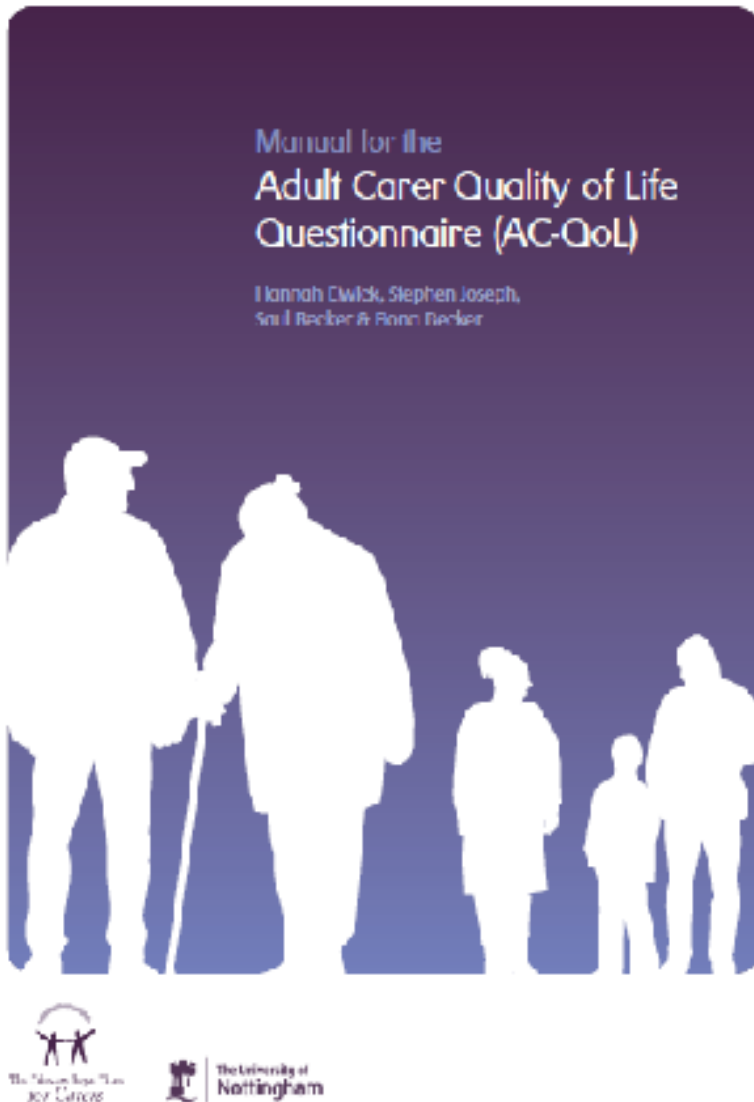
Please say why you like this caring job.

What I like and dislike about caring



Capture of qualitative information

- What I like and dislike about caring
 - Capture of baseline data
 - Useful tool in introducing talking about caring
- Post Intervention Self Assessment (PISA)
 - Young carers evaluation of impact of service/project support



Adult Carer Quality of Life (AC-QoL)

- Statistical tool developed alongside University of Nottingham
- 40 item questionnaire in eight subscales
 - Support for caring; caring choice; caring stress; money matters; personal growth; sense of value; ability to care; carer satisfaction
- Can be used with carers aged 18+

Cost Benefit Analysis



Method of understanding how effectively money is spent on social outcomes

Cost-benefit Analysis
of UK Wide Young Adult
Carers Services 2015



$$\text{ROI} = \frac{\text{[Value of outcomes]}}{\text{[Investment]}}$$

Model considers total benefits or savings the State receives alongside total investments

Cost Benefit Analysis



- Social Cost Benefit Analysis is a way of understanding how effectively money is spent on social outcomes

$$\text{ROI} = \frac{[\text{Value of outcomes}]}{[\text{Investment}]}$$

- It considers total benefits or savings the State receives alongside total investments

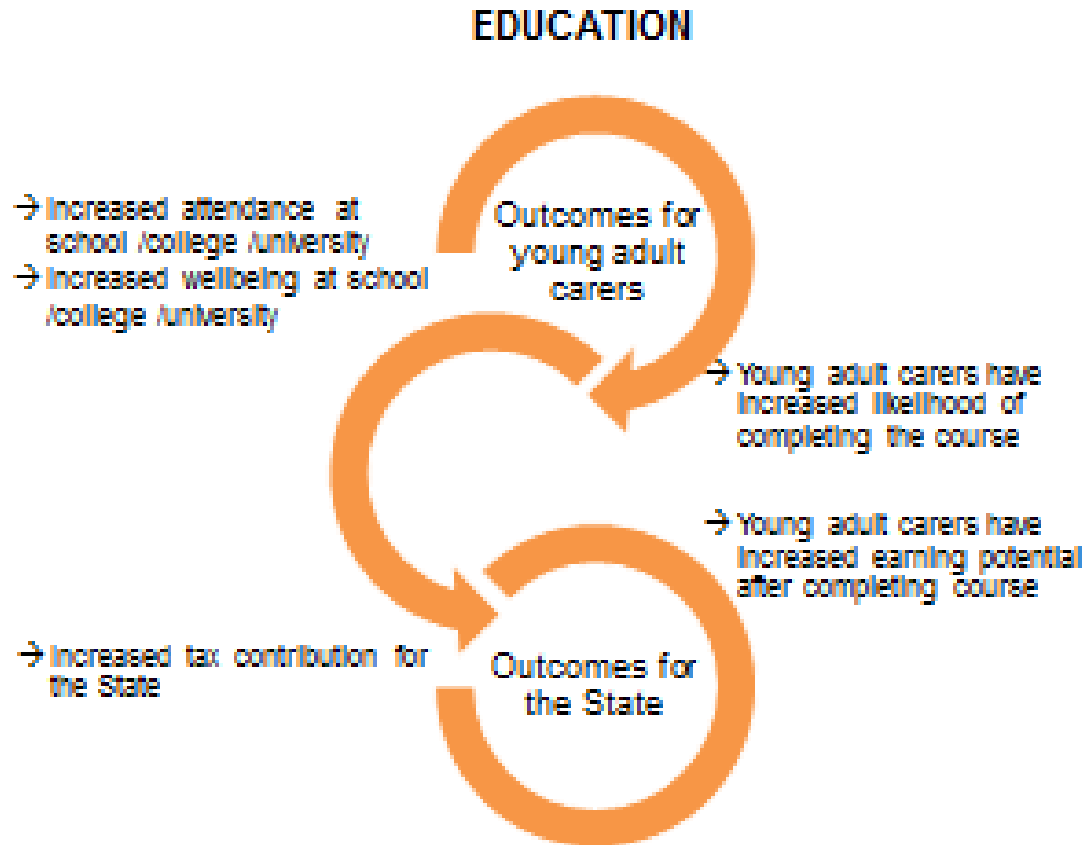
Cost Benefit Analysis



- Completed by Nef consulting
- Worked with the 21 carers organisations funded to develop holistic young adult carer support services for young adult carers in 2015
- Undertook an outcomes based approach
- Based findings on responses from 168 young adult carers and 11 project staff from across the UK

Cost Benefit Analysis

- Developed a Theory of Change relating to outcomes experienced for young adult carers



Cost Benefit Analysis



- For every £1 invested in Young adult carer support, a **saving of £1.77** to the state is created
- **Key message:** investing in young adult carer support **WILL** save the state money
- **Key message:** If similar support was funded and available to all young adult carers, this saving would equate to **£141 million per annum**
 - Equivalent to 17% of the total government education spend for 2015

Cost Benefit Analysis



- Tool will support carers organisations to articulate the financial impact of young adult carer support
- Tool provides:
 - Monetary value attached to social outcomes
 - Potential cost savings for local authorities and commissioners
 - Flexible approach to presentation and comparison (national and local)

Social Return on Investment



- This toolkit has been developed over the course of 2 funding streams provided by Carers Trust to partnerships providing whole family support to young carers
- Peter Fletcher Associates (PFA) was commissioned by Carers Trust to evaluate the work of the ‘partnership sites’ undertaking an SROI
- PFA produced a series of SROI Training and Resource Packs to guide the partnerships through the SROI process step by step.
- This toolkit has been designed to be picked up by people who have no previous experience of SROI

Social Return on Investment



- SROI is an approach to understanding and managing the value of the social, economic and environmental outcomes created by an activity or an organisation.
- There are 2 types of SROI: evaluative and forecast.
- The type of SROI that this toolkit supports is an EVALUATIVE SROI, that is, it is based upon evidence of change that *has been achieved* for stakeholders.

Social Return on Investment

An SROI analysis involves six stages:



- **Stage 1: Establishing scope and identifying key stakeholders.**
Clear boundaries about what your SROI analysis will cover, who will be involved in the process and how
- **Stage 2: Mapping outcomes.**
Develop an impact map, or theory of change, which shows the relationship between inputs, outputs and outcomes
- **Stage 3: Evidencing outcomes and giving them a value.**
Finding data to show whether outcomes have happened and then valuing them.
- **Stage 4: Establishing impact.**
Eliminating aspects of change that would have happened anyway or are a result of other factors from consideration.
- **Stage 5: Calculating the SROI.**
- **Stage 6: Reporting, using and embedding**

Social Return on Investment



Carers Trust Integrated Interventions Programme included the following outcomes:

For young carers:

- Reduction in level of caring being undertaken,
- Improvement in mental health and wellbeing,
- Improvement in school attendance,
- Improvement in school attainment,
- Improvement in family relationships,
- Reduction in social isolation.

For family members:

- Reduction in substance misuse,
- Improvement in mental health and wellbeing,
- Improvement in financial situation,
- Improvement in home environment,
- Improvement in parenting skills.

Social Return on Investment: Theory of change

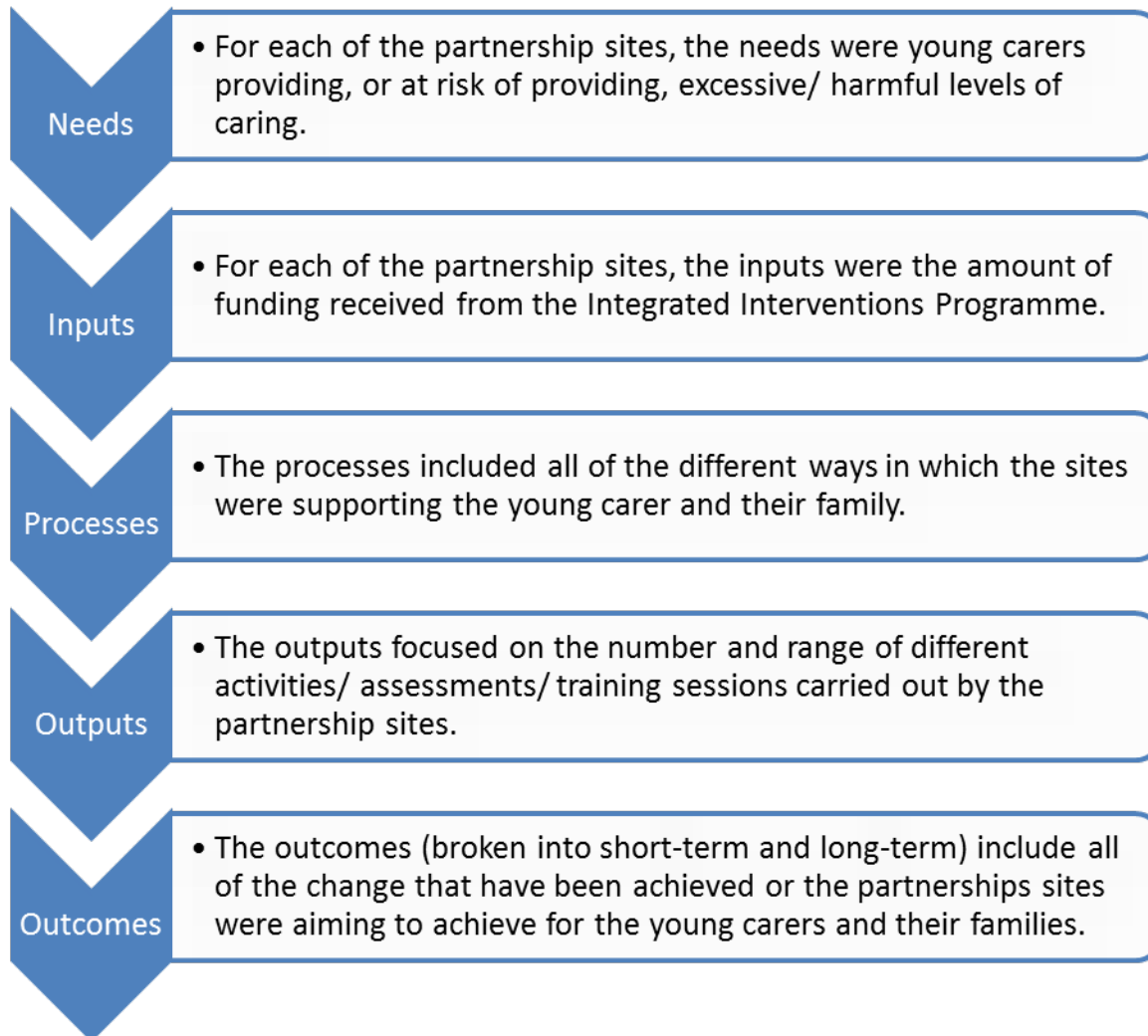


- The purpose of putting together a theory of change is to help you, and the audience of your SROI report, to contextualise your service.
- The theory of change identifies what goes into the service, how the service works with stakeholders, and the outcomes that the service is aiming to achieve for stakeholders.
- The theory of change dictates the scope of the SROI, i.e. which outcomes are going to become the focus of the analysis, helping you to stay on course throughout the SROI process.

Social Return on Investment: Example of Theory of Change

Making a
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Putting it into practice

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Social Return on Investment: Evidencing the outcomes



- Effective method for gathering evidence from stakeholders is a simple survey to ask about the outcomes that have been achieved and the level of impact your service has had on this achievement.
- Surveys should be short to make them easy to complete and so as not to deter stakeholders from completing them.
- There should be 1 or 2 questions to capture evidence for each of the outcomes your SROI is focussing on

Social Return on Investment: Giving outcomes a value



- Financial proxies allow the value of an outcome that has been achieved to be recognised.
- Add financial value to a positive change in someone's life, a change that may not have an identifiable 'cost' or 'saving' in financial terms.
- Every £1 identified in a financial proxy is £1 of **social value** generated for the stakeholders.
- When thinking about financial proxies, think of them from the perspective of the stakeholder and on the positivity that a particular outcome may have created in their lives.

Social Return on Investment: Example of financial proxy



Improved family relationships have obvious benefits for all family members. How is this benefit valued?

The financial proxy could be the cost of regular family outings, which would also have a positive impact on family relationships.

Reduction in social isolation could also be valued by the cost of social outings, including trips to the local bowling alley or a meal with friends.

Social Return on Investment: Establishing impact



In this SROI, impact is established via the use of 3 measurements, which are described below:

- **Deadweight**

Measure of the amount of change that would have happened even if the activity had not taken place

- **Attribution**

an assessment of how much of the outcome was caused by the contribution of other organisations or people.

- **Drop-off**

accounts for the length of time it is believed that the outcome (change created for the stakeholder) will last for

Social Return on Investment: Calculating the SROI



- The SROI is calculated using a spreadsheet provided by the Cabinet Office. This spreadsheet can be accessed via the Social Value UK website (www.socialvalueuk.org).

Search for 'Blank Impact/ Value Map' to locate the download.

- The Cabinet Office spreadsheet will automatically produce an impact figure, which is calculated from all of the percentages that are entered

Social Return on Investment: Reporting



Your SROI report needs to include the following elements:

- An introduction and overview of the key findings
- The methodology – how has your SROI been carried out, how you collected your evidence, what is the purpose of your SROI?
- The SROI calculation – what were the results of the analysis and how was the SROI ratio calculated?
- The SROI Outcomes and Evidence – this section would include your theory of change, the list of outcomes that you analysed along with an explanation of why these were selected, and the list of financial proxies that you used along with an explanation of why they were chosen.
- SROI Impact – deadweight, attribution and drop-off values
- Appendices – a copy of the stakeholder questionnaires should be included in the appendix to show the audience how your evidence was collected. An example case study or two of the SROI calculation for individual stakeholders could also be included in an appendix.

Accessing resources



- **Carers Star:** <http://www.outcomesstar.org.uk/carers-star/>
 - Training available from Carers Trust: star@carers.org
- **Manual for Measures**
- **Adult Quality of Life questionnaire**
 - Available on: <https://professionals.carers.org/>
- **Cost benefit analysis**
- **Social return on investment toolkit**
 - Will be available from April 2016



Thank you

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