

Glossary

Aims: Description of the aims and objectives of an organisation and the difference it would like to make.

Attribution: A means of demonstrating that changes are due to another project or initiative, rather than coincidental.

Audience: The audience is the people with whom you are trying to engage.

Audit: An independent review of a project/evidence

Baseline: The initial conditions at the commencement of a project from which and changes/improvement can be measured.

Causality: The relation between an event or events (cause or causes) and a second event or events (effect or effects), where it is understood the second is a consequence of the first.

Counterfactual: An estimate of what would have happened in the absence of the intervention, service, or organisation.

Charting: A method for analysing qualitative research data.

Coding: A method of demonstrating the overall picture of the responses received from quantitative questionnaires by applying a number or letter (code) to each answer given. Coding means that the responses can be quantified.

Commissioners: Those who decide what services will be funded and monitor the use of this.

Commissioning: Commissioning is the process of finding out about public needs, then designing and putting in place services that address those needs.

Cost Benefit Analysis: A systematic process for calculating and comparing benefits and costs of a project, to provide an understanding if the project is a good investment in comparison to the returns

Data: Information collated and monitored throughout the life of a project which can then be reported on and evaluated.

Deadweight: Changes that have happened during the project process that would have occurred with or without the project.

Displacement: A problem that may have moved elsewhere rather than being solved.

Evaluation: Evaluation determines whether or not objectives of the project have been achieved and identifies ways to improve. It demonstrates that change is actually taking place.

Evaluation strategy: The plan which determines whether or not the objectives of the project have been achieved.

Exit survey: A survey taken of people leaving an event/training managed by an interviewer.

Face-to-face interviews: A term used in market and social research to mean structured quantitative surveys conducted face-to-face.

Focus group: A research method that involves a small group of people who are guided into discussing a particular topic.

Funders: The funders are the people who provide the resources that allow the project to be undertaken. These are from a variety of sources such as Local Authority, Clinical Commissioning Group, Philanthropists or funders such as the Big Lottery.

Impacts: The changes that have occurred, negative or positive, intended or not, of activities undertaken on the projects.

Inputs: The resources put into an organisation or project to carry out an activity such as funding, facilities, volunteer's time and equipment.

In-depth interview: An interview conducted by a researcher using a topic guide rather than a survey which will give the respondents the opportunity to express themselves in more details.

Indicator: An indicator is a piece of information that can be measured and used to "indicate" or evaluate what has changed or happened as a result of the project.

Interviewer: A person who conducts interviews following a predetermined questionnaire.

Key Performance Indicators (or 'KPIs'): Measures of progress towards an objective. It is likely that these will be equivalent to outputs, or short term outcomes.

Milestones: Milestones are interim measures that allow the monitoring of whether the project is on track and the objectives are being met.

Monetise: The process of demonstrating outcomes in financial terms. For example, if a service user gains employment and no longer claims benefits there will be a saving to the public purse.

Monitoring: The collection and recording of information in order to ensure the project is on track.

Observation: Planned watching, recording or analysing of the behaviour of people interacting with the project.

Objectives: Objectives are the measurable achievements set at the beginning of the project against which the project will be evaluated to achieve the overall aim.

Outcomes: Outcomes are measures of change. They may be those expected when objectives were set ('intended') or not what was anticipated ('unintended'). Outcomes tend to be more project-specific than impacts.

Outcomes tools: A standardised manner or recording service user change.

Outputs: Outputs are the specific and demonstrable results that you produce as part of an activity such as leaflets, website, the amount of people attending training.

Pre Qualification Questionnaire (PQQ): Usually the initial part of the tendering process, this is an opportunity to provide the basic details of your organisation and details on how you plan to deliver the service you are tendering for.

Procurement: Public procurement is the process whereby public sector organisations acquire goods, services and works from third parties.

Project management: Project management related to the different procedures that are undertaken in order to deliver a project.

Proxy: A financial representation of an outcome which may be difficult to directly measure in monetary terms. This means all outcomes can be given a financial value. Proxies also allow a financial substitute to be applied to volunteer time.

Qualitative research: Qualitative research helps to understand why people feel as they do or think as they think. With this technique the information is descriptive and is presented in words. This method responds to questions of how, when, who, where and which.

Quantitative research: Quantitative research is used to measure what number of people feel, think or act in a certain way in number format, normally through closed questioning.

Quality Standards: Provide a fixed mark against which comparisons can be made.

Questionnaire: A structured set of questions calling for a precise response that allows answers from all those who complete it to be added together for analysis.

Quota sampling: A quota sample is one which has been selected to reflect the population of interest to the project.

SMART objectives: All objectives should be:

SMART:

- Specific
- Measurable
- Achievable
- Relevant
- Time-bound

Or **SMARTER**

- Specific
- Measurable
- Achievable
- Relevant
- Time-bound
- Evaluate
- Re- do

Social capital: Social capital describes the pattern and intensity of networks among people and the shared values which arise from those networks. Greater interaction between people generates a greater sense of community spirit. Definitions of social capital vary, but the main aspects include citizenship, 'neighbourliness', social networks and civic participation. The definition used by the Office for National Statistics (ONS), taken from the Office for Economic Co-operation and Development (OECD), is 'networks together with shared norms, values and understandings that facilitate co-operation within or among groups'.



Social Return on Investment: SROI is a framework for measuring and valuing the social, economic and environmental impact of services, programmes and policies.

Stakeholders: Those who have a legitimate interest in the project, e.g. audiences, funders and commissioners. Those who affect or are affected by the project.

Sub-contractors: Sub-contractors are people or organisations employed by the project manager to deliver specifically defined products or services.

Summative evaluation: End evaluation to determine if the objectives of the project have been met.

Topic guide: A list of questions and issues a researcher wants to cover during an in-depth interview or focus group. It enables the interview to retain relevance to the projects objectives.

User (or Service User/End User): A person who engages with a project.