



Understanding and Measuring Change during Covid-19

Resources Guide

This guide was developed by Coalition for Efficiency and Superhighways as a resource to accompany the “Understanding and measuring change during COVID-19” training delivered to Big Local Areas in May 2020.

Table of Contents

Introduction.....	2
Understanding Change	2
Measuring Change.....	2
Measuring Change (Covid-19 specific resources).....	3
Secondary research and data sources.....	4
Digital Tools.....	5
Covid-19 Measuring Change Action plan.....	9
Storytelling frame	10
Contact.....	11



Introduction

This guide was developed as a resource to accompany the “Understanding and measuring change during COVID-19” training delivered to Big Local Areas in May 2020.

The guide includes a list of resources to help you understand and measure change during the Covid-19 crisis and beyond. There are thousands of guides, templates, digital tools and other resources about measuring, monitoring and evaluating change so we have compiled a list of the ones we think you will find most useful.

There is an action plan template at the end of this guide which can help you think about your approach to measuring change during the current situation.

Remember...

- Make your approach to measuring change flexible. If something isn't working for you, change it!
- Prioritise! Focus on what your Big Local Area needs to know now in order to make good decisions.
- Don't lose sight of the broader, bigger changes you'd like to help bring about in your local area.
- Make sure that any data collection is safe, ethical and logistically possible.
- Feedback, feedback, feedback! Listen to your community and keep interested stakeholders in the loop.
- Storytelling is a powerful tool.

Understanding Change

Theory of Change in Ten Steps, NPC

A guide to creating your theory of change

<https://www.thinknpc.org/resource-hub/ten-steps/>

Understanding Impact, NPC

How to use your theory of change to develop a measurement and evaluation framework

<https://www.thinknpc.org/resource-hub/understanding-impact/>

Jargon Buster, Inspiring Impact

A list of definitions to describe, understand and measure change.

<https://www.inspiringimpact.org/what-is-impact-practice/>

Measuring Change

Monitoring and evaluation: what's the difference?

This blog explores the differences between monitoring and evaluation through a small charity case study and suggests tips for better practice.

<https://datawise.london/resources/evaluate/>

Selecting outcomes and indicators

This interactive tool includes outcomes and measures for nine outcome areas and 15 beneficiary groups.

<https://www.goodfinance.org.uk/impact-matrix>

Understand data levels

Learn about the different levels of data: user, engagement, feedback, outcomes, impact.

<https://www.inspiringimpact.org/learn-to-measure/plan/decide-what-data-to-collect/>

Collecting routine data

This can tell you who your users are, who you're reaching and what they think about the programme (user, engagement and feedback) and will be very useful during times when it is difficult to measure longer-term changes.

<https://www.inspiringimpact.org/learn-to-measure/do/routine-data-collection/>

Measuring wellbeing

Some tried and tested questions about wellbeing to include in a survey.

We recommend looking at part 1 (questions about subjective wellbeing from the ONS) and part 3 (measuring social capital - how people feel about their place in society, how they take part in society, and their relationships)

<https://measure.whatworkswellbeing.org/homepage/recommended-questions/>

Building questionnaires to collect data

A guide developed by a Coalition for Efficiency volunteer.

<https://ianjseath.files.wordpress.com/2009/07/questionnaires-quick-guide.pdf>

Measuring loneliness and social connection

Download a questionnaire for measuring loneliness and social connection here:

<https://whatworkswellbeing.org/resources/brief-guide-to-measuring-loneliness/>

Measuring the Good Learning Labs

Coalition for Efficiency runs and records online sessions for small charities and community groups to improve their measuring change practice.

<https://www.eventbrite.co.uk/o/coalition-for-efficiency-11245345225>

<https://www.youtube.com/channel/UC0GbjQUGxplohMuEbExarrA>

E.g. Learning Lab: how to get the best out of your surveys:

<https://www.youtube.com/watch?v=P3bNGh698Cg>

Measuring the Good Community Digest

News and updates about impact measurement with guidance and practical tools aimed at small charities and community groups. Sign up [with this link](#).

Measuring Change (Covid-19 specific resources)

Evaluating under fire: managing impact during coronavirus

<https://blogs.ncvo.org.uk/2020/04/03/evaluating-under-fire-managing-impact-during-coronavirus/>

Keeping in Touch - Updating Funders on Project Changes and Evaluation Delivery

<https://www.chewgroup.org.uk/post/keeping-in-touch-updating-funders-on-project-changes-and-evaluation-delivery>

Inspiring Impact

Lots of resources & online events to support you with evaluation during the COVID-19 crisis: <https://www.inspiringimpact.org/impact-support-during-covid-19/>

Feedback Labs

Top Tips on collecting and responding to feedback during the pandemic:

1. Build trust to hear unbiased feedback
2. Listen in a way that doesn't burden people during a stressful time.
3. Consider changing your methodology and delivery method to match current community needs.
4. Focus on listening to the most marginalized people within the communities you serve.
5. Be clear about what you can offer and adapt questions to focus on the immediate needs of affected people.
6. Communicate and listen using the language of those you're serving.
7. Close the loop by telling people how you are responding to their feedback.

More here: <https://feedbacklabs.org/covid-19/>

Secondary research and data sources

Coronavirus and the social impacts on the country (regularly updated)

<https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/healthandwellbeing/bulletins/coronavirusandthesocialimpactsongreatbritain/7may2020>

Research on emotional wellbeing impacts of COVID-19

<https://whatworkswellbeing.org/blog/new-research-on-emotional-wellbeing-impacts-of-covid-19/>

Mental Health Foundation Longitudinal Study

<https://www.mentalhealth.org.uk/news/almost-quarter-adults-living-under-lockdown-uk-have-felt-loneliness>

Interactive Covid-19 data for charities and funders, NPC

A dashboard that shows the places that are currently suffering the most from Covid-19, and those that have underlying factors—such as age, health, ethnicity, economic indicators—which may put them at risk.

<https://www.thinknpc.org/resource-hub/update-interactive-covid-19-data-for-charities-and-funders/>

COVID-19 data resources for the charity sector

A list of data resources covering vulnerable groups, demographics, organisational and social inequalities with a short description to help you decide which resources are useful for you. Focus on London data sets.

<https://londonplus.org/guides/covid-19-data-resources-for-londons-charity-sector>

Local Insight datasets

A list of useful datasets within Local Insight which can be used to help inform responses to COVID-19 including at risk groups, groups requiring additional support and economic factors. (N.B. Local Trust can offer all areas access to Local Insight so contact Lindsay.street@localtrust.org.uk if you want access).

<https://ocsi.uk/2020/04/01/covid-19-vulnerability-index-and-data-download/>

British Red Cross COVID-19 Vulnerability Index

Scroll down on this GitHub page for direct links to e.g. maps at Neighbourhood, Ward, or Local Authority level.

<https://github.com/britishredcrosssociety/covid-19-vulnerability>

Digital Tools

Data Collection



Create and publish free surveys online in minutes with [Google Forms](#). View results graphically and in real time.



With [Microsoft Office 365 forms](#) you can easily create quizzes & surveys and see the results as they come in.



Create and publish online surveys with [SurveyMonkey](#). Basic free account does not allow export of data to Excel.



Create a QuickTap survey online and collect offline responses using a tablet. Starts at \$41/month for one device.



[Typeform](#) has a nice interface, offering a free plan with 10 questions and 100 responses. But £28 per month thereafter!



[Mentimeter](#) is our favourite interactive data collection software. Great for large and small events, sharing results to social media and more.



[Impactasaurus](#) is great for tracking your impact with peer- reviewed questionnaires, individual and group tracking and easy reporting and visualisations.



Send texts to multiple people via online SMS bulk sender [TextLocal](#) to gather responses to the questions you have.

Mapping data



Use [Batchgeo](#) to easily create maps by copying and pasting postcodes from Excel. Add other data and map pins will be colour code accordingly.



[Google MyMaps](#) allows you to plot pin data but also add up to 10 layers including shape files e.g. Borough / Ward outlines.



Input a postcode, and [MapIt](#) returns the constituency, council area & ward and more. You can also download area shape files.



[Doogal](#) is useful for batch post code look ups and downloading top level post code shape files

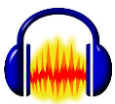
Audio



[audioBoom](#) lets you record, collate and share audio content online. Monthly cost \$9.99.



An alternative to audioBoom, [SoundCloud](#) also allows private storage. Publish up to 3 hours of recordings for free.



[Audacity](#) desktop software is free to download and allows you to edit your audio interviews.



Convert your audio to text automatically or record straight into [Otter.ai](#). 600 minutes per month free transcription time.

Infographics



Create infographics, social media posts, flyers and more for web or print with [Canva](#). Charities can upgrade to [Canva for Work](#) for free.



Choose from a range of [Piktochart](#) templates and icons to visually present your data. Charity discount available.



[Infogram](#) lets you create infographics and interactive online charts. Basic free account available.

Video



[Splice](#) allows you create a fully customised video: trim, crop, titles, animations, music and more. iOS only. Use [Quik](#) if you have an android phone or tablet.



[Adobe Spark Video](#) is a free online and app based video creator with templates and tips to create well-structured stories.



[FilmoraGo](#) is the free app version of the [Filmora9](#) video editing software. Available for Apple and Android.

Don't forget what else you have to hand...



Microsoft Teams, Google Meet, Zoom, Jitsi and more are ways to record people's stories and create videos to share.

Images



Free desktop editor [Ribbet](#) easily helps you edit, touch up, design and make collages with images and photos.



[Pixlr](#) is a free online photo editor for use in your browser. Basic editing tools with some overlays and stickers.



[Pixabay](#) - gives you access to over 1 million+ free high quality stock images and videos. No copyright issues here!

Curated Stories



[Wakelet](#) lets you curate social media and other content from multiple platforms to tell the story of your work.



An Office 365 App - use [Sway](#) to create online reports or

presentations with a range of multimedia and interactivity.



Drag and drop blocks of images, video, sound, maps, embedded data & more to create a simple website story with [Adobe Spark](#).



[Readymag](#) is an online design tool to create webpages and presentations. 10 pages per project for your free.



Create attractive free shareable boards, documents and webpages with [Padlet](#).

Covid-19 Measuring Change Action plan

Understand the context	Target audience	Short-term change	Change	Actions	Collecting data	Collecting data?	Tools and methods	Frequency	Learning, sharing & improving
What is happening in your Big Local area? How is Covid-19 affecting the community?	Who needs your help the most?	What immediate change can you help to bring about?	Is there any long-term change you can contribute to?	Which actions are you focusing on to support your Big Local Area?	What data are you already collecting (and is helpful to you right now)? E.g. routine, user, feedback	What new data would be useful to collect?	What is the best way to collect it? Which tools can you use?	Who will collect it and how often?	What will you do with the information?

Storytelling frame

Key message	Who is the story intended for?	What is the purpose of the story?	What do I want viewers to do as a result of seeing it?	What media will I use to create it?	Where will I share it?	How will I measure the impact?	What next?

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