

Measurement, Evaluation and Impact: Achieving Outcomes for Children



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Measurement, Evaluation and Impact: Achieving Outcomes for Children

This essential one-day conference on Wednesday 5th December will provide a wealth of ideas, tools and actionable insights to support your endeavours in improving outcomes for children, young people and families.

Robust measurement and evaluation processes are increasingly critical to ensure services and interventions have a positive impact for people's lives.

CYP Now is bringing together a range of experts and leading practitioners to address the pressing challenges organisations face, and put forward proven approaches and solutions to help maximise impact.

This conference will enable you to:

- Understand how to enable a culture of evidence-informed practice and impact measurement
- Recognise the role children and families should play in impact measurement and evaluation
- Gain an overview of the various measurement tools and resources available across children and young people's services
- Make data work for you with some key steps to overcome the challenges of data measurement
- Hear how to implement a "theory of change" to shape an organisation's development
- Discover creative ways to measure and evaluate 'soft' outcomes
- Identify practical solutions to overcome the challenges of involving young people
- Understand the types of data, evaluation, learning and feedback processes required to scale up and replicate services
- Consider whether impact measurement contributes towards a narrowing of what counts as good practice
- Gain an overview of the CRM choices for children's and youth services, and top tips to avoid common pitfalls

This day is designed for:

- Directors, heads and managers of services for children, young people and families
- Charity chiefs and senior staff
- Service commissioners
- Heads of strategy
- Quality assurance and performance managers
- Heads of evaluation and evidence
- Researchers

8.45 Registration, refreshments and exhibitor viewing

9.30 Welcome and introduction

CHAIR Ravi Chandiramani, Editor-in-chief, *Children & Young People Now*

9.35 The impact agenda – why evidence is everyone's business

- What are the challenges and critique of the impact measurement agenda, and how can these be addressed?
- What enables a culture of evidence-informed practice and impact measurement, and what pitfalls need to be avoided?
- What role should children and families play in impact measurement and evaluation?

SPEAKER Dez Holmes, Director, Research in Practice

10.10 Practice Seminar 1

1A Avoiding the 'rush to measurement:' taking the first steps towards impact assessment

With a push towards a culture of evidence, it can be overwhelming knowing where to start. This session will examine what an organisation needs to think about before collecting evidence and measuring impact.

SPEAKER Kirsten Asmussen, Head of What Works, Child Development, Early Intervention Foundation

1B Choosing, using and reviewing feedback and outcome tools

With an abundance of free resources available, this session will show where to find them, provide guidance on choosing and using these tools, and consider whether they are robust and sufficiently standardised.

SPEAKER Laura Blazey, Head of Learning, London Youth

1C Are we measuring the immeasurable? Measuring 'soft' outcomes in children and young people's services

Extrinsic outcomes such as qualifications and employment are generally easier to substantiate to commissioners than intrinsic outcomes such as communication and confidence. This session will outline some creative ways in which we can measure and evaluate these 'softer' outcomes that move away from the basic evaluation form.

SPEAKER Lucy Maynard, Head of Research, Brathay Trust

11.10 Refreshments and exhibitor viewing

11.30 Practice seminar 2

2A Theory of Change: the role of impact assessment on organisational development

Award-winning youth charity Leap will share its Theory of Change journey, which includes:

- Designing an organisation-wide Theory of Change (ToC)
- Identifying opportunities to partner with other organisations to create holistic change
- Implementing the ToC by making strategic and operational decisions informed by the data collected.

SPEAKER Claudia Cheung, Data and Impact Manager, Leap Confronting Conflict

2B Replicating and scaling up services for children & young people

Replicating and expanding a service can take many forms including franchising, partnership or open-sourcing. This session will focus on the types of data, evaluation, learning and feedback processes required to effectively scale up and replicate services. It will include a focus on the



development of The Confidence Framework, a tool developed out of the Big Lottery Realising Ambition programme to help guide improvement efforts and increase confidence in impact.

SPEAKER **Tim Hobbs**, Head of Analytics, Dartington Service Design Lab

2C Quality matters: how can we understand, assess and improve the quality of our work through evaluation?

The Youth Programme Quality Intervention offers a systematic approach to measuring the quality of provision based on peer-to-peer observation and group reflection. The approach has been applied for almost 20 years in the US and has been found to increase quality and outcomes for young people. This session will reflect on the experience of piloting the approach in England in 2017/18 and discuss plans for further pilots across the UK.

SPEAKER **Matthew Hill**, Head of Research and Learning, Centre for Youth Impact

12.30 Making data work for you: tools for understanding and using data

Overcoming the challenges of data measurement with the five types of data framework.

SPEAKER **James Noble**, Head of Impact, New Philanthropy Capital

Rapid cycle testing and improvement approaches

SPEAKER **Tim Hobbs**, Head of Analytics, Dartington Service Design Lab

13.10 Lunch, networking and exhibitor viewing

14.10 Practice seminar 3

3A Rethinking impact, evaluation and accountability in youth work

A new study at King's College London aims to uncover how the 'impact agenda' affects children and young people as well as practitioners and providers. This session will examine and discuss whether impact measurement contributes towards a narrowing of what counts as good practice, particularly in today's political and economic context.

SPEAKER **Dr Tania de St Croix**, Lecturer in the Sociology of Youth and Childhood, King's College London

3B Demystifying CRM systems

Platforms and packages, suppliers and data protection are among the many things to get right when choosing the right system. This session will provide an overview of the CRM choices for children's and youth service providers and a collection of top tips for how to avoid the common pitfalls.

SPEAKER **Iain Pritchard**, Partner, Adapta Consulting

3C Service user involvement: 'doing with, not to'

This session, co-facilitated by young people, will provide practical solutions to fix youth involvement challenges that are easy to implement. Come prepared with your own challenging cases which Participation People will help you solve.

SPEAKER **Antonia Dixey**, Founder and Chief Executive, Participation People

15.10 Refreshments and exhibitor viewing

15.30 What can we do with what we've got? A collaborative approach to impact measurement

What can different organisations contribute to the impact agenda and how does evidence synthesis actually work in practice?

SPEAKER **TBC**

16.00 Sum-up and conclusions

16.15 Close of conference

Promotional opportunities

Exhibiting at the Measurement, Evaluation and Impact: Achieving Outcomes for Children conference provides an excellent opportunity to engage with key decision makers in services for children, young people and families

To discuss how your organisation can be involved, contact George Hogg on 020 7501 6699 or george.hogg@markallengroup.com

Speaker confirmation and changes

Any speaker updates and further details are on the website www.outcomesconference.com

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Measurement, Evaluation and Impact: Achieving Outcomes for Children

5th December 2018, Hallam Conference Centre, 44 Hallam St, London W1W 6JJ

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How did you hear about the conference?

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 Children & Young People Now website
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The Venue

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