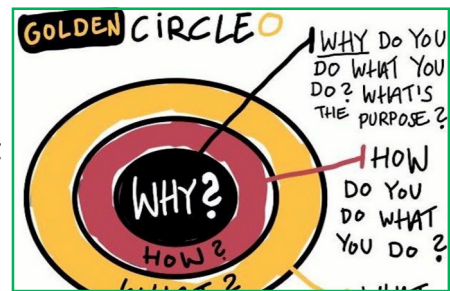


What difference do we want to make?



This question is important because...

Thinking about what difference you want to make will help you set outcomes for your project. Measuring your project's impact against these outcomes will allow you to learn more about what's working well, what isn't, and why. Over time, this will help you develop and improve your work. Being able to explain what will improve for people if they get involved can help you recruit participants and volunteers. Funders and referrers will also be interested to know what you find out.



Research

The University of Strathclyde's report suggests that becoming active can help to improve people's wellbeing more broadly. Whilst some participants expected that activities would help them to feel fitter, and for some help them lose weight, the key reason they decided to get involved was to increase their social contact.

Key messages

- ✓ Work out what difference you hope to make (your project's anticipated outcomes) as early as possible. Having clear outcomes will help you work out what information you need to gather and how to deliver your activities. Ask the people you want to work with what difference they hope to see. Remember to consider the potential non-physical benefits too.
- ✓ Identify who you will need to tell about the difference your project has made to participants. Consider how and when this should be done.
- ✓ Gather some information from participants early on so you can compare it with any changes they report later. Without this baseline information it can be very difficult to know whether or not you have made a difference.
- ✓ Evaluation Support Scotland can help you evaluate your project. There are lots of free resources on their website: www.evaluationsupportscotland.org.uk.