

# Manor House PACT Year 2 Interim learning report May 2015

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#### 1. Introduction

#### **About Manor House PACT**

The Manor House PACT project aims to empower the community and individuals living in the north west corner of the London Borough of Hackney and the southern portion of the London Borough of Haringey to live more sustainably and to build resilience to the effects of climate change in an urban setting. The project is funded by the Big Lottery Fund's <a href="Communities living sustainably">Communities living sustainably</a> programme and it is delivering activities between February 2013 and January 2016

Manor House Development Trust leads on the PACT project and works in partnership with the following organisations: CAN Invest, Genesis Housing Association, Groundwork London, Green and Castle, London Wildlife Trust, Transition Finsbury Park, London Borough of Haringey, London Borough of Hackney, Homes for Haringey, Hackney Homes Limited and Berkeley Homes.

The project activities are illustrated in the following diagram along with the outcomes they are seeking to achieve.



#### Sustainable action at home and at school

- · Home Energy Visits
- -Closer Neighbours
- •Urban Sustainability schools work
  - · Building conversations

#### Skills & jobs

- Volunteering
- Green Jobs training
   Woodberry Wild Talent
- \*Support for new green
  - businesses

#### **PACT Community**

- PACT Meals
- · Hidden River Festival
- Permaculture Training
- •Creating a Forest Garden
  •Foraging/Wildlife Walks

#### Greener + Cleaner

- New green spaces
- -Gardening clubs
- ·Community litter picks
- ·Bushcraft training

#### Outcome 1

Residents most vulnerable to fuel poverty will have better access to the physical and social resources they need to prepare, adapt & be resilient to climate change.



#### Outcome 2

Residents are inspired and supported to work together to understand, map, prepare and adapt to climate change.

#### Outcome 3

Residents are more able to access the growing employment opportunities in the green economy and social enterprise sectors.

#### Outcome 4

Residents will make better use of their local ouddoor environment to grow healthy food, live sustainably, exercise, gain employment and promote their health and wellbeing.

#### Outcome 5

Two local sites will be identified for public management which residents will be empowered and inspired to take responsibility for and participate in influencing its use.

Figure 1. PACT Activities



#### **About PACT's impact framework**

MHDT commissioned CAN Invest, a leading UK social impact advisor, to help measure the impact that the PACT project delivers for its stakeholders. CAN Invest and MHDT developed a bespoke Impact Measurement Framework and data collection methodology to capture the impact PACT delivers over the 3 year programme for its wide range of beneficiaries.

CAN Invest was commissioned to measure the impact of the PACT project for Years 2 and 3, taking over from a different consultancy which was undertaking work for Year 1. The majority of Year 2 has been spent developing, refining and implementing the impact measurement framework including the indicators to be used to measure intermediate outcomes, in collaboration with MHDT and the other PACT partners.

#### **About this report**

This report outlines the framework used to measure the impact of the PACT Programme run by MHDT, and the interim findings from Year 2 data collection. Please note that data collection is currently underway on a number of project activities and consequently only limited data reporting and analysis is included in this report. Complete discussion around the actual impact created based on data collection and analysis will be provided in the Year 3 report which will be available in early 2016.



#### 2. Summary of Year 2 Results

The following tables presents the top-line summary of insights and evidence of PACT's impact derived from Year 2 data collection, based on limited qualitative and quantitative data collection.

In Year 3, comprehensive quantitative data including pre- and post-activity data will be obtainable across all PACT activities in Year 3. This will be complemented by richer qualitative data through further focus groups as well as 'deep dive' research interviews administered by PACT volunteers following social impact interview training from CAN Invest.

#### **Outputs and participants**

Table 1 below outlines the number of unique participants involved in all PACT activities in Year 2, including those participants who did not complete surveys or monitoring forms.

Code	PACT Activity	Number of unique participants in Year 2
ВС	Building Conversations	63
CE	Community Engagement (incl Hidden River Festival 2014)	2,364
CFG	Creating a Forest Garden	28
CN	Closer Neighbours	15
GSC	Green Skills & Courses (Incl intro to permaculture, Plant Propagation)	104
HEV	Home Energy Visits	363
PM	PACT Meals	710
PW	PACT Walks	262
SW	Schools Work	126
VOL	Volunteering	124
WWT	Woodberry Wild Talent	10
Total		4,169

**Table 1. Number of participants in PACT activities** 

Based on the data provided through surveys and monitoring forms, which is a small sample than the total number of participants we can see PACT project participants were broadly representative of the wider population of Hackney and Haringey, in terms of age profile. However, as outlined in the figures below, PACT participants had:

- Overrepresentation of BAME (Black, Asian, Minority, Ethnic) backgrounds
- Under-representation of employed people
- Over-representation of unemployed people
- Over-representation of females
- Slight under-representation of people with a disability



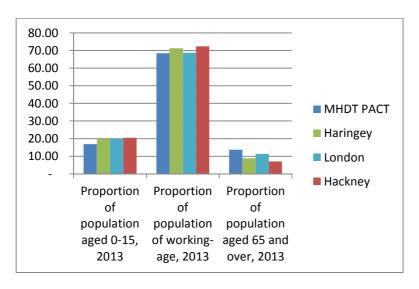


Figure 2. Age comparison of MHDT Pact participants against wider population

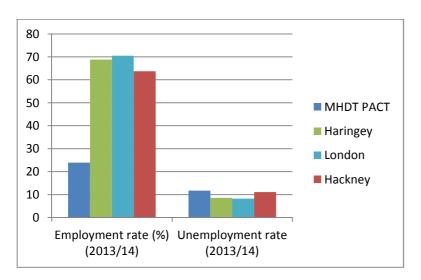


Figure 3. Employment & unemployment comparison of MHDT Pact participants against wider population

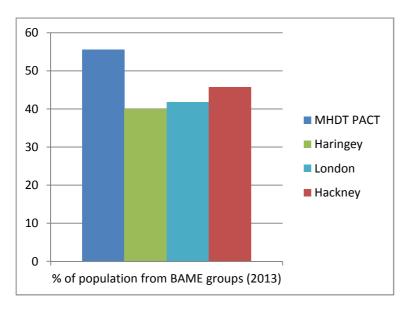


Figure 4. Ethnicity comparison of MHDT Pact participants against wider population



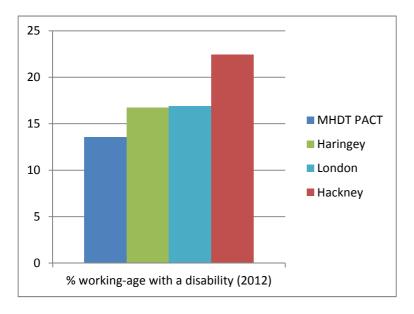


Figure 5. Disability comparison of MHDT Pact participants against wider population

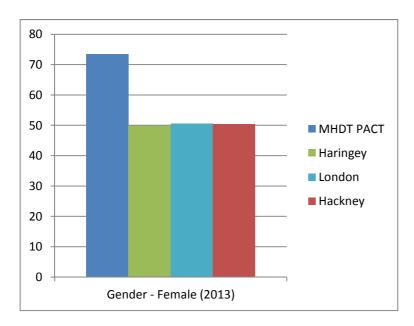


Figure 6. Gender comparison of MHDT Pact participants against wider population



#### <u>Delivery against Big Lottery Fund Outcomes – quantitative data</u>

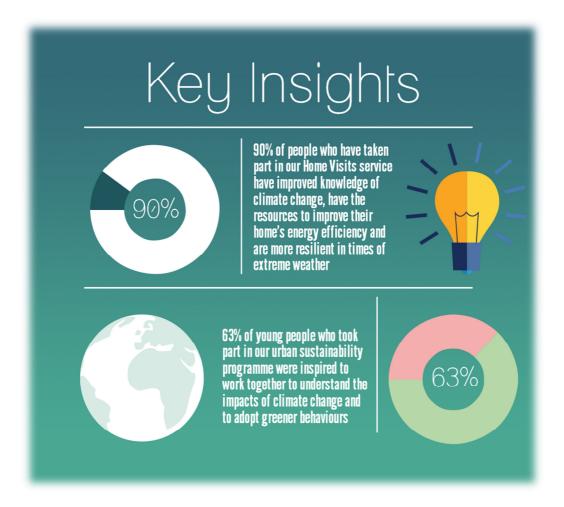


Figure 7. Key Insights from quantitative analysis

This report concludes that PACT activities have helped deliver against all five primary BLF Outcomes agreed as part of the PACT project, and additionally the project is also achieving impact on the four BLF Intermediate outcomes to be reported on.

The primary outcomes sought by BLF and Year 2 estimates of numbers achieving these are detailed in Table 2 below.

Table 3 outlines the estimates of numbers achieving BLF's 4 intermediate outcomes. These estimates are based on 773 unique participants who completed surveys in Year 2 of the PACT project.

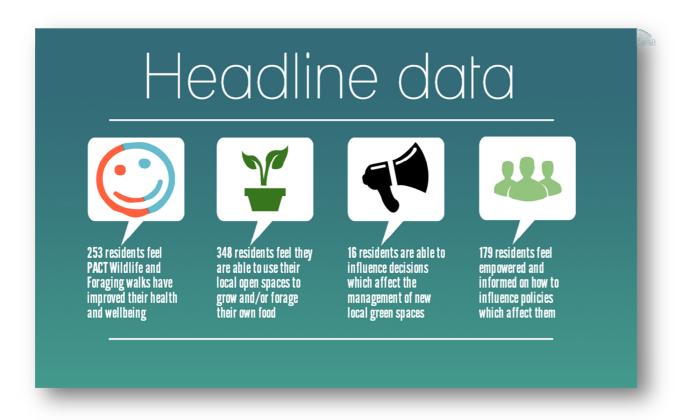
The impact framework includes bespoke surveys to collect quantitative data on each of the main PACT activities. The following acronyms are used throughout this report to identify data for each of the activities: (BC) Building Conversations, (CE) Community Engagement, (CFG) Creating a Forest Garden (CN) Closer Neighbours, (GSC) Green Skills & Courses (HEV) Home Energy Visits (PM) PACT Meals, (PW) PACT Walks, (SW) Schools Work, (VOL) Volunteering, (WWT) Woodberry Wild Talent.



Primary BLF Outcome summary	Detailed Outcome	Basis for estimating outcomes –Numbers involved in quantitative data collection, broken down by PACT activity codes *
P1. Access to physical and social resources	Outcome 1: Residents most vulnerable to fuel poverty will have better access physical and social resources:  • Prepare through participation and improved knowledge of climate change  • Improve their home's energy efficiency  • Adapt their behaviours to be more energy efficient  • Connect better with local services allowing adaptation to climate change in the long-term  • Be resilient in times of extreme weather  • Thrive through greater connectivity, improved resilience to change and improved economic potential	Year 2 data collection: HEV: aggregated statistic - 90% of 249 participants achieve outcome (n=224) Data for Year 3 analysis: SW (current sample n=126 out of N=126 people) HEV (current sample n=249 out of N=363 people) PM (current sample n=266 out of N=710 people) PW (current sample n=115 out of N=262 people) CFG (current sample n=28 out of N=28 people) VOL (current sample n=22 out of N=124 people)
P2. Inspiration & working together	Outcome 2: Residents are inspired and supported to work together to:  • Understand the impacts of climate change and extreme weather on their community  • Adapt by making long-term changes to their behaviours  • Help others to adapt by sharing their knowledge and checking on vulnerable residents  • Understand how they can influence local, regional and national decisions that affect them	Year 2 data collection: SW: aggregated statistic - 63% of 125 participants (n=79) Data for Year 3 analysis: SW (current sample n=126, N=126) HEV (n=0, N=363), PM (n=0, N=710), PW: (n=0, N=262), CFG (n=0, N=28), VOL: (n=0, N=124)
P3. Access to employment opportunities	<b>Outcome 3:</b> Residents are more able to access the growing employment opportunities in the green economy and social enterprise sectors.	Data for Year 3 analysis: CFG (n=0, N=28), VOL (n=0, N=124)
P4. Using the environment	Outcome 4: Residents will make better use of their local outdoor environment to grow healthy food, live sustainably, exercise, gain employment and promote their health and wellbeing.	Data for Year 3 analysis: PW (n=0, N=262)
P5. Local empowerment	Outcome 5: Two local sites will be identified for public management which residents will be empowered and inspired to take responsibility for and participate in influencing its use.	Data for Year 3 analysis: CFG (n=0, N=28), VOL (n=0, N=124)

Table 2. BLF Five Primary Outcomes being sought





**Figure 8. Headline Data from Intermediate Outcomes** 

BLF Primary Outcome	BLF Intermediate Outcomes	Estimated # people achieving intermediate outcome
P1. Access to physical and social resources	None measured in Year 2	N/A in Year 2
P2. Inspiration & working together	Intermediate Outcome 1: Number of residents who feel empowered and informed on how to influence policies which affect them	179
P3. Access to employment opportunities	None measured in Year 2	N/A in Year 2
P4. Using the	Intermediate Outcome 2: Number of residents who feel PACT Wildlife and Foraging walks have improved their health and wellbeing	253
environment	Intermediate Outcome 3: Numbers of residents who feel they are able to use their local open spaces to grow and/or forage their own food	348
P5. Local empowerment	Intermediate Outcome 4: Numbers of residents who feel they are able to influence decisions which affect the management of the two sites	16

Table 3. Summary of quantitative data collection – number of people achieving BLF intermediate outcomes



#### Summary of qualitative data analysis

A series of focus groups were conducted with 29 participants, to gain four key insights into what impact PACT activities had made and how they had helped participants achieve those outcomes. These are summarised in Table 4 below.

Concept	Insights
Energy saving behaviours	This emerged as a key organising concept for participants, bringing together a range of behaviours, including recycling, saving water, and using electric appliances less.
Local Connectedness	Participants' motivations to adopt energy saving behaviours extended well beyond saving money, to include combating climate change, and interestingly, a desire to become active as a member of a local community. Accordingly, seeking and then maintaining a 'sense of community' was revealed as a key driver of participation in activities, and importantly, of adopting green behaviours
Gardening and food growing	Gardening and food growing activities significantly contributed to participants' practical skills in a unique way not available elsewhere, but due to participants' existing high levels of general knowledge, did not impact on understanding of climate change
Employment and Training	Participants in more intensive training activities gained harder, more 'employable' skill-sets such as project management (in addition to practical skills in, for example, gardening) as well as 'softer' aspects such as increased confidence and skills in accessing support. This helped participants start the journey into employment, for example with freelance work

Table 4. Summary of qualitative data collection – four key insights



#### 3. Manor House PACT – Impact Framework Methodology

This section outlines the framework and methodology adopted to measure the impact of Manor House PACT activities. The framework is based on a mixed methods approach and two major components: qualitative and quantitative data collection and analysis.

#### 3.1. Qualitative Data Collection

The indicators and quantitative data, while very useful, cannot provide complete insight into the impact of PACT. As a result, this data was complemented with qualitative data collection. The qualitative component of the PACT Impact Framework is based on a series of focus groups and interviews undertaken by MHDT and CAN staff directly with beneficiaries of different PACT activities.

#### 3.2. Quantitative Data Collection

The quantitative component of the PACT Impact Framework consists of longitudinal data collected against a set of quantified outcome indicators, using paper and online surveys of PACT beneficiaries.

The full set of indicators used to measure the impact of PACT activities is provided in Appendix 2. Detailed Outcome Indicators from page 34.

More detail on the rationale for using these indicators is provided in Appendix 3. Impact Measurement Considerations on page 40.

The figures detailed in Figure 7. Key Insights from quantitative analysis, on page 9above, were calculated as follows The percentage of respondents with positive responses (eg. 'agree' or strongly agree') was calculated for each outcome indicator. An average percentage was then calculated across the outcome indicators relevant to each programme:

- Schools Work: Average percentage responding positively across 4 outcome indicators
- Home Energy Visits: Average percentage responding positively across 3 outcome indicators

Case studies from project beneficiaries are also included in this report at section 5 to show specific examples of the impact of the project for individuals.



#### 4. Results of Year 2 Data Collection and Analysis

This section outlines the process, findings and analysis of the quantitative and qualitative data collected in Year 2.

#### 4.1. Year 2 Quantitative Data Collection

There were two activities for which complete pre and post activity data sets were obtained. A number of other activities have had baseline information and will be analysed in year 3 once follow up information is collected. The two activities we have complete survey data for are Schools Work and Home Energy Visits. Surveys were administered by the PACT delivery partners – MHDT and Transition Finsbury Park for the Schools Work activity and Groundwork for the Home Energy Visits.

We will now outline some of the evidence of impact that was identified as a result of the data collected from these activities.

#### 4.1.1. Schools Work

#### **Background**

Manor House PACT co created a four lesson programme of learning for GCSE students at Our Lady's Covent High School on urban sustainability. This activity was jointly delivered between all PACT partners and the School.



#### Survey participants

A total of 126 people participated in the schools work activity. Of these, 126 completed the preactivity survey, and 113 completed the post-activity survey. In total, 113 people completed both pre- and post-activity surveys, which represents 89% of the total number of people participating in the activity.

The surveys were administered by the delivery partners at schools, at the beginning and end of the programme.

#### Results

Schools Work data primarily feeds in to Outcome 2 and the headline concept of local connectedness. Exploration of the data led to the following six insights.

Insight 1 – Increased understanding of climate change

There was a clear shift from the first three stages of understanding of climate change, where beneficiaries were not aware or didn't fully understand how climate change would affect them and their community, to having a good understanding, and in some cases knowing what they could do about it. This is illustrated in Figure 9 below.



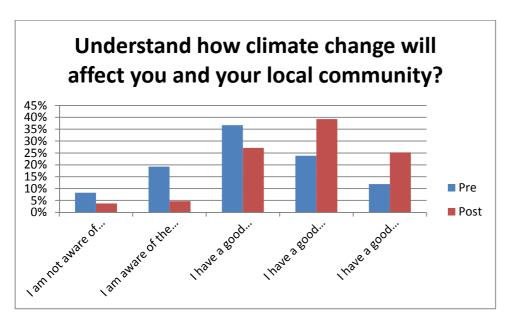


Figure 9. Change in students' understanding of climate change before and after Schools work

Answers are listed in full below:

I am not aware of the key issues surrounding climate change
I am aware of the key issues surrounding climate change, but do not fully understand them
I have a good understanding of the key issues around climate change
I have a good understanding of how key issues regarding climate change will affect me and
my community
Lhave a good understanding of how climate change will affect me and my community and

I have a good understanding of how climate change will affect me and my community and what I can do about it

#### Insight 2 – Increased feeling of being able to influence decisions

The main change here was the increase in those agreeing with the statement that they can influence decisions in their local area. This is compared with noticeably more individuals who did not know or disagreed with the statement before the set of lessons took place.

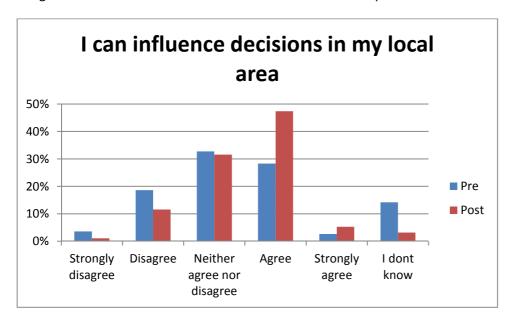


Figure 10. Change in students' sense of individual empowerment



#### Insight 3 – Increased feeling of community working together to influence decisions

Similar to the previous question, the predominant change here was the increase in those agreeing with the statement that they can influence decisions in their local area. The number of individuals that did not know, neither agreed nor disagreed, or disagreed with the statement before the set of lessons took place decreases from pre to post intervention..

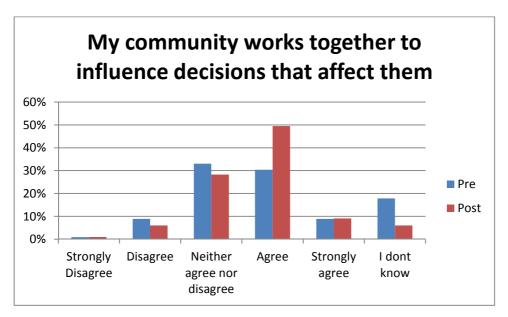


Figure 11. Change in students' sense of community empowerment

#### Insight 4 – Importance of protecting the environment

Whilst there was a clear shift in knowledge of climate change, this did not seem to affect the importance of protecting the environment for the students. Indeed there was a slight decrease in the number of students who perceived this to be of highest importance to them.

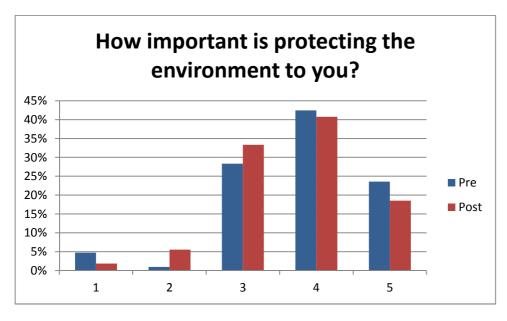


Figure 12. Change in importance of protecting the environment



#### Insight 5 – Changes in various feelings attributed to PACT

The strongest performance across the five questions was for learning new things, which feeds in to some of the other answers above, such as being able to influence. Connectedness performed strongly but this is an area where students are most likely to be ambivalent about the level of impact. The questions for which most students strongly agreed was that PACT has helped them in being able to appreciate the world, which in turn feeds into feelings of well-being. Getting out and about and doing things performed well but was the question that most students disagreed PACT had impacted.

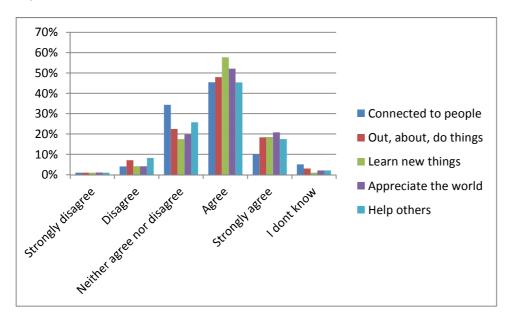


Figure 13. Change in other sub--outcomes

#### Insight 6 – Talking to other about adapting to climate change

The majority of students have not told others in their network about how to adapt to climate change by the end of the lesson programme.

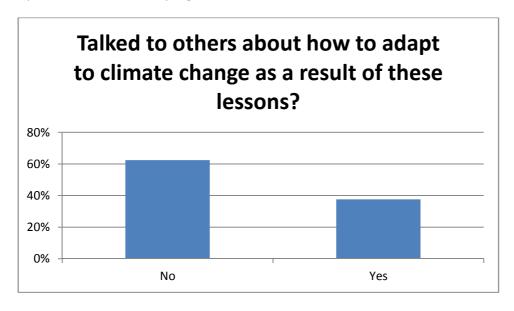
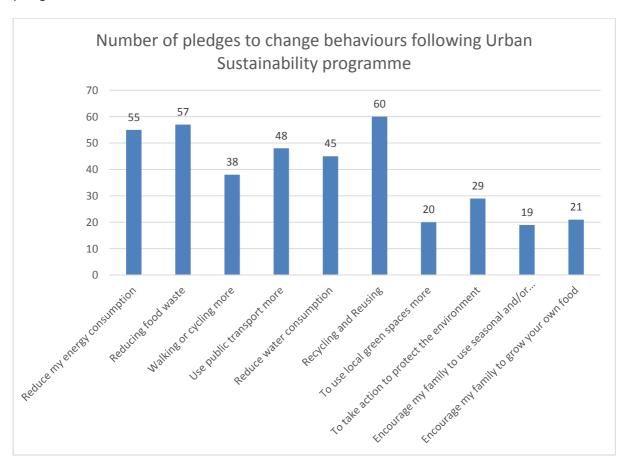


Figure 14. Extent to which students talk to others about adapting to climate change



However many students pledged to take positive action themselves to adapt their behaviours, however influencing other behaviour around food growing and using seasonal or local food were the pledges students felt least able to make.



#### Conclusion

To summarise the results, the biggest change for students was an increased awareness of climate change and its impacts, whilst the importance placed on it was where least impact was achieved, and in some cases this was negative. There is also a noticeable shift in the sense of individuals or community being able to influence policy.

#### 4.1.2. Home Energy Visits

#### **Background**

Home Energy Visits are a mixture of tailored energy saving advice and provision of practical measures to save energy and water that are delivered directly in the homes of local residents . Two visits in total are provided to the householder, with a 3 month gap between the first and second. Groundwork London lead on





this project.

#### Survey participants

A total of 363 people participated in the Home Visits during year 2. Of these, 273 completed the pre-activity survey, and 259 completed the post-activity survey. In total, 84 people completed both pre- and post-activity surveys, which represents 31% of the total number of people participating in the activity.

The surveys were administered by Groundwork London at participants homes, during the visit.

#### Results

Home Energy Visits primarily feeds in to Outcome 1 and Outcome 2 and headline concepts of 'energy saving behaviour' and 'local connectedness' although pre and post data in year 2 is only available for local connectedness. Exploration of the data led to the following insights:

Insight 1 – Knowledge of where to for information and support

Whilst only 37% knew where to get information and support before the visit, this went up to 87% that agreed or strongly agreed during the second visit.

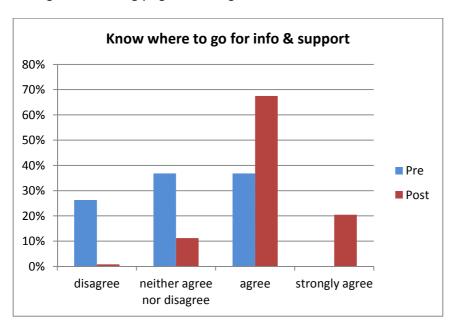


Figure 15. Change in access to information and support

#### Insight 2 – Importance of protecting the environment

There is another notable shift here from around two thirds of participants placing importance on the environment to almost 100% by the time of the second visit



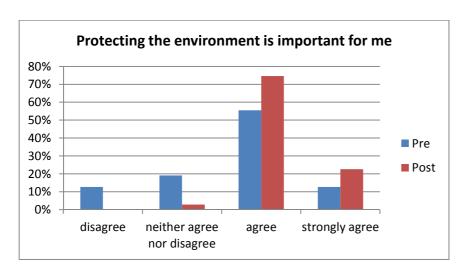


Figure 16. Change in importance of the environment

#### *Insight 3 – Increasing social capital*

This indicator demonstrates the extent to which people have trust with other members in their local community and their inclinations towards doing things for each other. Around a third of participants disagreed with the statement before the home energy visit, which changed to less than 1% after the second home energy visit. Numbers that strongly agreed significantly increased from 3% to 18% and those that agreed with the statement increased too.

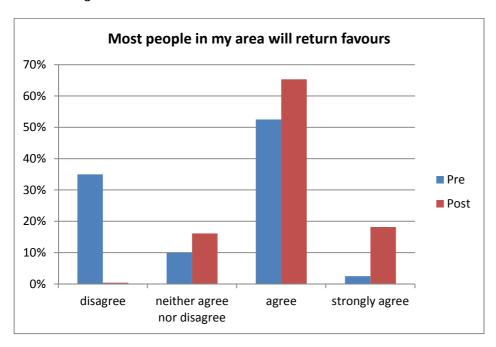


Figure 17. Change in perceptions of reciprocity

#### Insight 4 – Reducing energy costs



Home Energy Visits have included helping residents make savings on their energy bills by switching people's energy provider at the follow-up visit, and from accessing the warm homes discount. Data shows on average householders are saving £179 per household, not including savings assumed from energy saving pledges taken up.



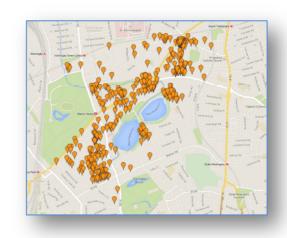
#### Insight 5 – Energy Saving interventions

Home Energy Visits include a mixture of installing practical measures to make homes more energy efficient as well as advice on behaviour change that can make a householder use their home in a more energy efficient way. Listed below are the number of practical measures we installed during year 2 as well as the pledges which householders have agreed to undertake. It is interesting that the pledges which householders are most willing to agree to and which they don't do already is reducing the amount of time they spend in shower to saving on both water and energy costs associated with heating the water as well as reducing the thermostat in a home to the optimum level.

Measure	Total
Units of Draughtproofing - letterbox	247
Units of Draughtproofing - doors	800
Units of Draughtproofing - no. door brushes	271
Units of draught-proofing - Windows (per metre)	3
No. of radiator panels fitted	1677
Light bulbs	566
No. Water saving shower heads	328
No. Water saving tap inserts	1
No. Water saving kitchen swivel tap	32
No. Saver-flush bags	39
No. Shower timers	217

Table 5. Energy Saving Interventions installed for Home Energy Visits

The 600 Home Visits have managed to cover a broad sweep of the target area, focusing largely on the large social housing areas in Brownswood/Woodberry down wards as well as the Frederick Messer Estate in the London borough of Haringey





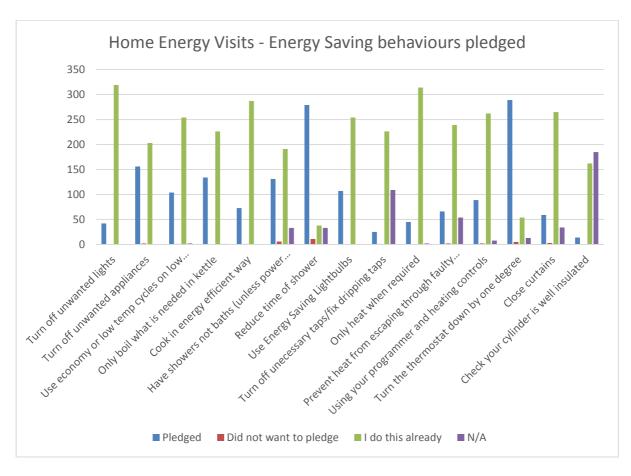


Figure 18. Energy Saving behaviours pledged as part of Home Energy Visits

#### Conclusion

Our data shows that home energy visits, whilst centrally about energy saving are also having a significant impact on local connectedness, as demonstrated by insights 1 and 3 and also wider importance placed on protecting the environment. When we have more complete pre and post data for energy saving behaviours, we will be able to measure more accurately if the pledged changes in behaviour are being sustained in the medium to long term. Objective data on reducing energy costs however does show how residents are being informed on how to take action on energy.



#### 4.2. Year 2 Qualitative Data collection

MHDT and CAN staff led three focus groups in early 2015 at the Redmond Community Centre to collect richer, qualitative data on the impact of various aspects of the PACT project. Through discussions with the delivery partners of the projects, a number of research questions were developed and the focus groups focused on a number of these.

#### **Participants**

25 participants took part in the focus groups lasting 60 minutes each, and were rewarded with a supermarket shopping voucher for doing so. Demographic information of participants is provided in Appendix 4. Demographics of Focus Group Participants on page 43.

#### **Format**

The focus groups were semi-structured with open questions to allow all participants to give their honest and objective feedback and thoughts. Each session was facilitated by CAN staff, and involved whole group discussion, pair work, and completion of a simple survey.

#### Content

The focus groups tackled four of the main outcomes and specifically the following areas: energy saving behaviour, food growing, employment & training and local connectedness. These focus groups were aiming to explicitly focus on the impact that PACT had been having on beneficiaries, rather than impact resulting from other activities. Insights under each main theme is addressed in turn below.

#### <u>Attribution</u>

20 of the 25 participants were able to attribute changes in their lives to PACT specifically. Example responses include:

- "PACT made me aware of little things that create change. I feel like a better person and pass on knowledge. PACT reinforces my desire to save energy. My mother said that she thought I would never recycle in my life!"
- "I see on the TV and in the paper but PACT approach and helpful and patient attitude to explain and show everyone so they understand. We are all working together as one in Woodberry Down and PACT are part of it."

#### 4.2.1. Qualitative Data Theme 1 – Energy Saving Behaviours

The first key concept that will be discussed is energy saving behaviours. No focus groups focused explicitly on energy saving behaviours, but questions around climate change awareness, changes in behaviour and sustainable living led on to issues around energy saving in focus group one as the majority of participants had received a Home Energy Visit.



Across all three focus groups , 11 participants alluded to the fact that they had been saving energy in the home as a result of activities PACT has provided. In Focus Group 1, participants went in to some of the specific behaviours that they had adopted to save energy. Of the eight attendants, five explicitly referred to having begun recycling, five were saving water in the home, with three of those specifically doing so through shorter showers. Two participants spoke about the fact that they had been using less energy when using the washing machine. For example:

- "I used to hate showers but now I have them and watch the clock to make sure I keep to four minutes!"

Interestingly, of the participants in the focus groups that reported energy saving behaviour only five participants spoke about how these measures had helped them to reduce their energy bills. Six participants spoke about how their energy usage reduction was due to an increased awareness of the consequences of climate change whilst seven spoke about how saving energy was part of a wider sense of feeling like a member of a local community based around the Community Centre and activities that PACT run. For example:

- "You start on small things, but it snowballs.. and we are all supporters of PACT, we are all doing things together."
- "Because of PACT something registered it is such an important place now that I wouldn't like to let go. Anything that helps us learn is an asset."
- "I have learnt I can make a difference... that we can make a difference."

This suggests that whilst saving money and/ combating climate change may be assumed to be the 'hook' that encourages those to save energy, the sense of feeling part of a community that is working together for a shared goal has been the biggest driver of behaviour change for PACT. For example:

- "In terms of my garbage, I: changed my way after learning how recycling can save the planet. I learnt about pollution and started recycling."
- "PACT (HEV and Meals) was important because it made me more aware in of how to build a more sustainable environment."

#### 4.2.2. Qualitative Data Theme 2 – Local Connectedness

"You meet people from all walks of life"

As alluded to in the section above, many participants have developed a sense of community through a common sense of saving energy. Most of these participants were from Focus Group 1 and had received in a Home Energy Visit and/or participated in other events such as PACT Walks.

The majority of participants in Focus Group 3 had completed the Creating a Forest Garden course and the overwhelming sense from all six of the participants was of an increased sense of community that been created following their participation in the course. The course has run a few cohorts and one of the key elements was the creation of an online community for different cohorts to be able to interact and share with other students. This focus group definitely corroborated that point of view



with all participants agreeing that they felt part of an online community as well as a physical one. This differs somewhat to the community referred to in the section above, where was no virtual element identified, suggesting that within the broader PACT community, we may see subcommunities developing. Two participants in the third focus group mentioned that they had met new people and that this was a positive for them:

- "The online community, including Facebook for CFG is really good. It links students between years 1, 2 and 3"
- "I feel part of active community network and this expands my current network."

Two participants in focus group 2 referred to the fact that they were more able to help others thanks to PACT. There was also a sense of community in this focus group, with specific reference to the benefits participants had got from activities including PACT Meals, PACT Walks and Volunteering. For example:

- "I walk more, the community work together more, I know other people and put into practice what I have learnt I give back.
- "I have introduced friends, learnt new things and shared."
- "Firstly I can prepare then I gain a skill, then I share this and grow as a person"
- "PACT brings people together, which is what we need."
- "It helps me with my mental wellbeing, feeling part of a community network."

#### 4.2.3. Qualitative Data Theme 3 – Food Growing

Gardening and food growing were a key focus of some PACT activities. In the third focus group, all seven of the forest gardeners spoke positively of the impact PACT has had on their knowledge and behaviour around gardening. Participants spoke about how the course "built on" or "developed" their knowledge of forest gardening and local plants, for example and also making the link between gardening locally and how that can have a positive impact on climate change. Five of the nine participants in the second focus group have been gardening as a result of their interaction with PACT. One participant has developed the skill of "growing vegetables", which is important because it "keeps me alive!" Others have been able to teach others and share their skills: It's important because I can share the skills I have gained with others".

The participants also mentioned the fact that the Forest Gardening course is one of the only ones in the country and that the fact it was offered, at a subsidised rate, and accredited, enabled them to develop new skills and increase their knowledge to an extent they would have been unlikely to have been able to do so elsewhere.

Others felt that they were already aware of wider issues around climate change and that PACT hadn't had much of an impact there: "I was already aware of climate change stuff through studies and interest so not sure how much PACT made a difference."



#### 4.2.4. Qualitative Data Theme 4 – Employment & Training

Many of the forest gardeners spoke about the fact that the training had helped support their career/job ambitions. Further to that, participants of other activities developed non-gardening skills to help their careers aspirations.

In focus group 2, one of the few volunteers that attended the focus groups alluded to the fact that the experience had been "beneficial for my career development as it helps me understand some of the environmental needs in the community." Also mentioned, was the fact that soft skills such as confidence was married with more concrete skills like project management. Another regular beneficiary of PACT activities such as PACT Meals and Volunteering, came to the community centre looking for a career change. Through the "support, information, partners and ideas" of PACT she has learnt how to "start a business and access funding/support" and since developed a community garden and cooking project.

In the third focus group, all of the forest gardeners developed their skills related to gardening thanks to the training course. For some, this directly linked into a job - "that body of teaching and the network it created facilitate the basis for my current work as well as my ongoing studies.", "Getting freelance gardening work really improved my work situation.", "Getting to come back and be paid to teach on future forest gardening courses is incredibly empowering and it is an honour to pass on to others what I have learnt."

#### 4.2.5. Qualitative Data – Conclusion

The main conclusions that can be drawn from the qualitative analysis relate to the links between the four themes outlined above.

People receiving Home Energy Visits and participants in other activities are by-and-large shifting towards greener, more energy saving behaviours. Whilst reduction in bills and protecting the environment are important factors for this, feeling part of a community that have a common goal around reducing energy consumption may be as important if not more important as a driver of behaviour change.

This raises the theme of 'local connectedness' and the extent to which participants in PACT activities feel part of a community, explored above. While this refers to a physical community with regular interactions, there are other sub-communities that are shooting off of PACT, as exemplified by the third focus group which was largely made up of Forest Gardeners. This community exists not only physically, but virtually as well, interacting regularly via email and social media. We hope to undertake further analysis of this in Year 3 reporting.

The forest gardeners made reference to skills around gardening and food growing as skills developed through PACT that they wouldn't have been able to do so otherwise. This characteristic is shared with other PACT activities, particularly elements of the volunteering programme concerned with food growing, such as edible gardening. The focus groups provided evidence that participants are learning new skills and implementing them outside of and within the PACT community. It would be interesting to map the development of these skills and networks.



Finally, some participants referred to other skills that they had developed through training offered by PACT. For some participants, this has directly linked in to, or supported the career that beneficiaries are now in, be that forest gardening, more office based work or entrepreneurial ventures.



#### 5. Case Studies

Training and employment is a key element of the Manor House PACT project, and primary Outcome 3 seeks to enable residents to be able access employment opportunities arising from the green economy. The following case studies illustrate evidence on our progress towards meeting this outcome.

#### **Training which leads to sustainable employment**

Local resident Alessandro Tibaldi took part in a Domestic Energy / Green Deal Assessor course provided by the PACT project in March 2014. After completing his training, Alessandro began volunteering with the PACT project to gain practical experience of providing energy advice on our Home Visits service, supported by Andy Roberts, PACT's Home Energy assessor.



Through the provision of a professional qualification and dedicated post training support from PACT partners with employability skills, brokering job opportunities and supporting him with gaining accreditation with the relevant professional body, Alessandro is now a self-employed contractor with Hackney Homes carrying out up to 30 Energy assessments a month on local properties.

Alessandro says, "I learnt a lot of things I didn't know before that will help me gain sustainable employment. These courses made me feel included in the community, and these certificates look great on my CV. I recommend training at Redmond Community Centre, which is moving me into employment and access to other job opportunities."

#### Supporting the creation of new green businesses

During 2014 PACT partner Manor House Development Trust became a shareholder and member of RetrofitWorks, a 'not for private profit' co-operative, matching homeowners who want to retrofit their properties to make them more energy efficient. MHDT helped to develop the Co-op as a stakeholder and supports its objective to empower local SME companies to create local jobs, by working together with community groups to provide a route for quality assured SME assessors and installers to access work from the housing



retrofit sector. The economies of scale to of working together as a coop also enables SMEs to access work, which would not be possible working in isolation, and to access a wide range of householders through it model of working with community group advocates.

#### Upskilling volunteers to access jobs in the green economy

Hackney resident James Tsang volunteered with the Manor House PACT for six months during 2014, clocking up over 150 hours of volunteering. James came to the project with a keen interest in energy efficiency, so he was matched up with a volunteering placement on our home energy visits so that his placement motivated and engaged him and he was supported throughout his placement by our volunteer coordinator Carolina Aguinaga and





our Home Energy assessor, Andy Roberts.

James' volunteering experience helped him develop his customer service skills and develop expertise in providing energy advice to clients in their home. Over six months James built up a wealth of industry specific experience that played an important role in James successfully applying for full time employment as a Green Doctor with PACT partners Groundwork London.

James Tsang says "I'm so grateful that Volunteering has helped me find a job I really like. My family were really impressed with my evolution as a volunteer over the past 6 months. I spent 1 day a week volunteering as a Home Visits Champion, meaning it doesn't take a lot of commitment and the experience acquired is worth it!"

#### **Engaging our community**

Community activities involving food are universally-appealing and highly effective in attracting a wide range of ethnic groups and ages. They are especially valuable in attracting hard to-reach people who do not normally get involved in community activities. During Year 2 we held PACT Meals three times a month. One in a plant nursery, one in an older citizens dining hall and one in a home less family soup kitchen to reach out to range of demographics. Shown below are the sections of our community we have engaged in year 2. We have also begun weighing the amount of food waste we have saved as a result of the meals and we estimate that over 780kg of food waste has been saved since the PACT meals began.

## 780kg of food waste saved



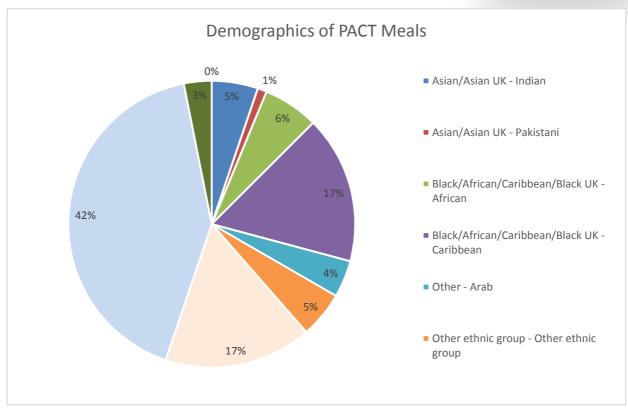


Figure 19. Demographics of participants in PACT Meals



#### <u>Developing a thriving voluntary sector in Manor House</u>

Our Volunteer programme has been expanded and developed in year 2, and is a case study highlight of how our community has invested thousands of hours of social capital into our local area over the last year, including increased partnership working across the local voluntary sector. Critical to his impact being achieved has been the funding of the volunteer cocordinator made possible by the Big Lottery fund through the PACT project. Listed below is some of the data we have collected on how much volunteering has taken place and we will supplement this in our year three report with more information on the impact volunteering has had on individuals, using a mix of qualitative and quantitative evidence on measures such as self confidence and wellbeing.

MAY 2014 - MARCH 2015			
VOLUNTEER PROGRAMME			
Events and One Off Opportunities	Date	No. Volunteers	Total Volunteer Hours
River Clean Up Day	24 May 2014	36	144
Palette Planting	25 May 2014	6	36
Woodberry Down Fun Day	07 June 2014	25	150
Oral History at WD FunDay	07 June 2014	6	36
Well London PB Voting	25 June 2014	6	18
International Cooking Event	22 June 2014	5	25
International Cooking Event Part II	06 July 2014	5	30
Coffee Morning	05 July 2014	10	30
Woodberry Down Wimbledon Finals	06 July 2014	4	16
Well London Open Mic Night	18 July 2014	4	16
Hidden River Festival	21 September '14	22	176
The Challenge Youth Volunteering	28 September '14	54	324
CSV Community Cooking	30 October 2014	8	40
Well London Community Halloween Party	31 October 2014	5	25
PACT Meal at RCC (Accenture)	4 December 2014	12	72
Community Winter Feast	10 December '14	19	152
Genesis & MHDT EET Fair	13 January 2015	8	56
Give and Take	31 January 2015	7	28
Joy of sound	20 March 2015	13	78
Climate Week	23 March 2015	8	40
Total Number of Volunteers and Volunteer Hours	19 Events	263	1492
Training for Volunteers	Date	Number of Vo	olunteers
Oral History Training	06 June 2014		9
Fire Marshall Training	10 June 2014		2
Toe by Toe (Reading Mentoring) training	19 June 2014		10
Food Hygiene	5 November 2014		11
Food Hygiene	21 November '15		9
Befriending Awareness Training	23 January 2015		7
Food Hygiene	20 March 2015		3
Genesis Business Programme	January - March		3



Total	8 Training Courses	Participants	54
Low Touch/One Off Volunteering	No. Volunteer Session or Days		olunteers I in sessions
PACT Meals (ELL + Newton Close)	22		192
PACT Redmond Roots Garden	15		14
PACT Wildlife Gardens	4		25
Garden Nursery for ELL	72		251
Corporate Volunteers	12		46
Well London Café (Well London)	12		42
Wheely Tots Bicycle Support (Well			27
London PB)	90	Makuntaana	507
Total of Volunteer Sessions/Days	227	Volunteers	597
	No. Volunteer	No. V	olunteers
High Touch/Project Volunteering	Session or Days	_	l in sessions
PACT Home Visits	70		5
PACT Admin	56		3
Memory Shop - WDCO/ECH	12		2
Reception Admin	36		2
Training and Employment Admin (WW)	19		3
Luncheon Club (Well London PB)	27		18
Assistant at IT Suite (WW)	8		3
MHDT Cultural Exchange	155		14
PACT Big Energy Saving Network	5		1
Hackney Communications Events and Admin	8		2
MHDT Arts Programme	16		2
Youth Forum	10		16
Total of Volunteer Sessions/Days	422	Volunteers	71
New Volunteer Registration	No. Vol Registered	No. V	ol Placed
May	21		22
June	18		25
July	20		16
August	22		17
September	19		18
October	17		9
November	19		11
December	21		6
January	16		12
February	15		11
March	10		12
Total Number of Volunteers Registered and Placed	198		136
Total Volunteers Registered in our database		648	



Location of our volunteers (by Postcode)				
14 260				
E5 61 52				
E9	70			
N1	55			
N16	72			
Other Postcodes	78			
Total	648			
Programme Partners	Volunteering Routes			
	Garden Nursery			
Edible Landscapes London	PACT Meals			
	Corporate Volunteers			
	East Res Volunteering Days			
London Wildlife Trust	River Clean Up			
	Wildlife Gardening			
Vouna Hocknoy	Youth Forum			
Young Hackney	Peer mentoring			
WD Children's Centre	Programme Support (referrals)			
Groundwork	Home Visits			
Mamany Chan ECH	Admin Support			
Memory Shop – ECH	Events Support			
HAGA	Reception Support (referrals)			
ПАЗА	Programme Support (referrals)			
HAVCO	Programme Support (referrals)			
Joy of Sound	Event Support			
Hackney Homes (Comms)	Events Support			
	Programme Support (referrals)			
Genesis HA	Befriending Programme			
	EET Job Fair & Other Events			
Wheely Tots	Bicycle Assistant			
The Castle Garden's	Gardening Days			
Green and Castle	Building Conversations Project Support			
Hackney Learning Trust  Tea and Buiscuits Pro				
Made in Hackney	Programme Support (referrals)			
Totality (Berkeley Homes) WD Events				
CSV Hackney	Young Volunteering Events			
•	Programme Support (referrals)			
The Challenge UK	Young Volunteering Events			
ELBA - East London Business Associatio	'			
TOTAL Number of External Oppo	rtunities 30			



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#### 7. Appendix 2. Detailed Outcome Indicators

Table 3 on page 11 outlines the four BLF Intermediary outcomes that are measured by the PACT Impact Framework. Each BLF Intermediate outcome is measured using a series of outcome indicators. Each indicator may be used to measure outcomes delivered by a number of different PACT activities. For brevity, activities are referred to by summary codes, which are defined in Table 1 on page 6.

### 7.1. Outcome 1 – Residents vulnerable to fuel poverty have better access to physical and social resources

	Indicator
1	I know where to get information and support in my local area
2	Protecting the environment is important to me
3	I feel that most people in my area will return favours that I have given them in the past

Table 6. PACT Impact Indicators for Outcome 1

#### 7.2. Outcome 2 – Residents are inspired to work together to adapt to climate change

	Indicator
1	How would you rate your understanding
	of how climate change will affect you and
	your local community?
2	I can influence decisions in my local area
3	My community works together to
	influence decisions that affect them
4	Protecting the environment is important
	to me

Table 7. PACT Impact Indicators for Outcome 2

#### 7.3. Intermediate Outcome 1 – Empowered to influence policies

Six indicators were used to measure the intermediate outcome, "Number of residents who feel empowered and informed on how to influence policies which affect them." These are outlined in the table below. The number of PACT participants that achieved this outcome in Year 2 was 179.

Indicator	Activities	Collection	Included
	measured	type	in Year 2?
	against		



	Indicator	Activities measured against	Collection type	Included in Year 2?
1	I can influence decisions in my local area	SW, CN	Pre/post survey	Υ
2	My community works together to influence decisions that affect them	SW, CN, VOL	Pre/post survey	Υ
3	I know where to get information and support in my local area	VOL, CN, CFG, WWT, GSC	Pre/post survey	Υ
4	As a result of attending the activity today, I can influence decisions in my local area	BC, CE	Single Survey	N
5	As a result of attending the activity today, I know where to get information and support in my local area	BC, CE	Single Survey	N
6	As a result of attending the activity today, I believe my community works together to influence decisions that affect them	BC, CE	Single Survey	Y

Table 8. PACT Impact Indicators for Intermediate Outcome 1

Indicators 1 and 4 focus explicitly on the perceptions individuals have about being able to influence decisions in their area, whilst indicators 2 and 5 ask beneficiaries more broadly about their perception of the how their community works together to influence decisions. These four indicators combined help us to understand the "Number of residents who feel informed on how to influence policies which affect them". Indicator 2 and 5 focus on information and support and these two indicators help us to understand the "Number of residents who feel informed on how to influence policies which affect them". The final point to mention here is on attribution – indicators 4-6 above attribute impact to the specific PACT activity that the beneficiary attended. Indicators 1-3 do not as we will look for a *change* in response over time and attribute that to the activity. Further qualitative evaluation will dive in to whether any other external factors can be attributed to any change in response to indicators 1-3.

#### 7.4. Intermediate Outcome 2 – Health and wellbeing

Eight indicators were used to measure the intermediate outcome, "Number of residents who feel PACT Wildlife and Foraging walks have improved their health and wellbeing" These are outlined in the table below. The number of PACT participants that achieved this outcome in Year 2 was 253.



	Indicator	Activities measured against	Collection type	Included in Year 2?
1	During the last 7 days, on how many days did you walk for a mile or more?	PW	Single/post survey	N
2	Attending the PACT Walk today has improved how able I am to get out and about and do things	PW	Single/post survey	Υ
3	Attending the PACT Walk today has improved how able I am to appreciate the world	PW	Single/post survey	Υ
4	Attending the PACT Walk today has motivated me to go walking/ foraging more often	PW	Single/post survey	Υ
5	As a result of today's activities I pledge to: Walk or cycle more	PW	Single Survey	N
6	As a result of attending the PACT Walk(s) I have been exercising more	PW	Post Survey	N
7	Since you have been attending PACT, have you adopted any of the following behaviours? (by adopted, we mean doing it for the first time or increasing the amount you do it): Walking or cycling more	PW	Post Survey	N
8	To what extent do you think PACT is responsible for helping you adopt/change these behaviours?	PW	Post Survey	N

Table 9. PACT Impact Indicators for Intermediate Outcome 2

Indicators 1-4 look to measure the 'distance travelled' for certain aspects of health and wellbeing. Indicator 1 is a simple indicator to measure change in number of walks over a certain distance since attending PACT Walks. This is deliberately not attributed to a specific PACT activity, but through considering responses to indicators 2 and 4, we can triangulate the impact PACT is having on participants' levels of exercise and resultant health and wellbeing. Indicator 3 focuses more on the wellbeing aspect of the intermediate outcome – if the participant is able to 'appreciate the world' more, then this is likely to have a positive effect on general wellbeing. Indicators 1-4 are collected as part of a single evaluation and a post evaluation. This means that we can gather information from participants at their first PACT Walk to understand whether the initial activity creates impact, but also collect data on a quarterly basis from participants to measure whether attending a number of PACT Walks over a period has an impact on participants' feelings and intentions.



Indicator 5 is a pledge – a question type adopted by a number of PACT activities – which aims to crystallise a participant's intention to make a positive change in behaviour. If a participant pledges to walk or cycle more then it is more likely that they will actually undertake the action than. In addition to that, this helps us to attribute intended behaviour change to PACT. Indicator 7 actually allows us to measure whether the participant followed through with the intended behaviour change. Indicator 6 considers a more general change in behaviour and Indicator 8 again attributes these changes to PACT specifically. As a result, indicators 5-8 enable us to understand whether PACT actually has improved participants health and wellbeing based on actual behaviour change.

#### 7.5. Intermediate Outcome 3 – Use local open spaces to grow and/or forage food

Nine indicators were used to measure the intermediate outcome, "Numbers of residents who feel they are able to use their local open spaces to grow and/or forage their own food" These are outlined in the table below. The number of PACT participants that achieved this outcome in Year 2 was 348.

	Indicator	Activities measured against	Collection type	Included in Year 2?
1	Attending the PACT Walk today has motivated me to go walking/ foraging more often	PW	Single/post survey	Υ
2	As a result of PACT, I can access open spaces in my area to grow and/or forage for food	PW, CFG	Single/post survey	Υ
3	As a result of PACT, I am confident about foraging for food to use in meals at home	PW, CFG	Single/post survey	Υ
4	As a result of today's activities I pledge to: Use local green spaces more	PW	Single survey	N
5	Since attending a PACT event, have you used open spaces in your area to grow and/or forage for food?	PW, VOL	Post Survey	Y
6	Since you have been attending PACT, have you adopted any of the following behaviours? (by adopted, we mean doing it for the first time or increasing the amount you do it): Foraging for food	PW	Post Survey	N
7	Since you have been attending PACT, have you adopted any of the following behaviours? (by adopted, we mean doing it for the first time or increasing the amount you do it): Growing my own food	PW, CN, CFG, WWT, GSC, VOL	Post Survey	N



	Indicator	Activities measured against	Collection type	Included in Year 2?
8	Since you have been attending PACT, have you adopted any of the following behaviours? (by adopted, we mean doing it for the first time or increasing the amount you do it): Using local green spaces	PW, CN, CFG, WWT, GSC, VOL	Post Survey	N
9	To what extent do you think PACT is responsible for helping you adopt/ change these behaviours?	PW, CN, CFG, WWT, GSC, VOL	Post Survey	N

Table 10. PACT Impact Indicators for Intermediate Outcome 3

Indicator 1 is the same as Indicator 4 above and again allows us to understand whether participants intend to walk or forage more as a direct result of PACT. Indicators 2 and 3 consider whether the participant feels equipped to grow and/or forage for food – these were identified as important pre-conditions for the intermediate outcome to be achieved. These three indicators were collected similarly to indicators 1-4 above to enable us to measure single and multiple-attendance impact.

Indicator 4 is a pledge to change behaviour that specifically feeds in to the intermediate outcome. Indicator 8 measures whether the intended behaviour change in indicator 4 has happened. One other thing to note, is that we can analyse whether participants that may not intend to change behaviour based on their response to indicator 4, may in fact do so (indicator 8). Indicators 5-7 enable us to analyse the specific behaviour change e.g. foraging or growing, that has happened in local open spaces. Indicator 5 enables us to measure whether participants have been food growing or foraging since they attended a PACT activity and indicators 6-7 mean that we can zone in on the level of change in behaviour a participant has made since attending PACT activities. Indicator 9 attributes these potential behavioural changes to PACT specifically.

#### 7.6. Intermediate Outcome 4 – Influencing Local Decisions

One indicator was used to measure the intermediate outcome, "Numbers of residents who feel they are able to influence decisions which affect the management of the two sites"

These are outlined in the table below. The number of PACT participants that achieved this outcome in Year 2 was 16.

	Indicator	Activities measured against	Collection type	Included in Year 2?
1	I have a say in how the community spaces	CFG, VOL	Pre/post	N



ı	ndicator	Activities measured against	Collection type	Included in Year 2?
ŗ	provided by PACT are run		survey	

Table 11. PACT Impact Indicators for Intermediate Outcome 4

This intermediate outcome is specifically focused on one PACT activity and the indicator used will give information on whether participants feel able to contribute to the management of two new community spaces that have been created as part of PACT. Data will be collected at the start and end of this multi-week urban gardening course.



#### 8. Appendix 3. Impact Measurement Considerations

A significant range of activities are undertaken as part of the PACT project. This requires a robust system to ensure impact measurement is appropriate.

#### Generic vs. Unique indicators

To ensure efficiency of the impact measurement system, there are some projects that all use the same indicator for impact. This is because there are various similarities and differences within the suite of PACT activities and some indicators will be common to numerous activities whilst other activities are focused on quite unique outcomes. These are outlined below.

#### Baseline and follow-up data collection

Pre/post measurement: To ensure the impact measurement system can account for the 'progress' or 'distance travelled' that participants may make on certain outcomes, data is collected at multiple time points. For practical considerations, data for each participant is often collected for the first time when they engage with PACT and again when they stop to engage with a particular activity. For example – a survey may be filled in before and after a 12-week urban gardening course. This type of measurement would be termed 'pre/post' and helps us to understand the level of change in behaviour or feelings that a beneficiary achieves or experiences for a particular indicator and intermediate outcome during, and as a result of, the particular PACT activity.

Post measurement: Some other indicators are only measured against *after* an activity (and not before). This type of measurement is termed 'post' and generally speaking applies to a specific piece of behaviour and helps us to understand whether a beneficiary adopts a specific piece of behaviour as a result of PACT, such as exercising more or gardening.

Single measurement: Finally, some indicators are measured either once or multiple times, for activities that have no pre-defined start or end date, such as weekly foraging walks. This type of measurement is termed 'single measurement' and helps us to ensure we capture any changes in feelings or intentions to change behaviour as a result of attending a specific activity. These participants may only attend activities once so it is important to capture data every time they attend. This also enables us to measure 'distance travelled' as per pre/post' above and in some cases a 'post' or 'follow-up' survey will be administered at set intervals to measure the change in feelings and/or behaviour since they took a 'single' survey.

#### Method of data collection

Based on discussions with the project partners, the majority of data will be collected through paper surveys, as this suits the majority of the PACT activities which tend to be practical in nature and often take place outside. However, some surveys are being



undertaken online, via Survey Monkey as these beneficiaries have access to computers as part of their interaction with PACT and/or we want to capture data from beneficiaries that no longer participate in PACT for whom we have email addresses. The slightly more 'anonymous' nature of online surveys enables us to ask a question around sexuality, for example, for which a number of beneficiaries were not comfortable answering in person on paper. We are now able to collect information on this aspect in a non-intrusive way.

#### High touch and low touch activities

The PACT project encompasses a range of activities, of varying intensity. Therefore a range of different outcomes may be achieved across these different activities. To be able to delineate the questions that are applicable to certain activities, we set up two types of activity in terms of impact measurement; low touch and high touch.

#### Low touch activities are activities that:

- Do not have a set start or end date e.g. are continuous/ongoing
- Participants may only come along once or a few times; and/or
- Participants are not expected to achieve outcomes that will have a fundamental impact on their lives, such as getting a job; and/or

#### High touch activities, by contrast, are activities that:

- Have a pre-defined start and end date; and/or
- Participants will attend numerous times; and/or
- Participants hope to achieve outcomes that will have a fundamental impact on their lives e.g. getting a job

Through stakeholder engagement with the various project deliverers, we were able to define each activity as low or high touch and assign a range of indicators appropriately.

#### Cross-referencing across projects

With PACT offering a host of activities for a range of beneficiaries covering a number of issues, many beneficiaries participate in more than one activity. This means that we need to cater for this with a robust and flexible impact measurement framework. The framework we have created enables us to map and track beneficiaries as they transfer between activities, potentially participating in both low and high touch events, and to be able to understand the impact that moving between activities can create when compared to single-activity beneficiaries.

#### PACT Volunteers and their support



PACT is able to call upon an enthusiastic group of volunteers who can support a range of their interventions. As part of this impact project, we developed a simple-to-use impact measurement framework where volunteers could be utilised to input data, enabling them to gather an understanding of how impact measurement works on a practical level. Further to that, additional volunteers have been sought that have a specific interest in understanding impact measurement in a more thorough manner.

CAN Invest will be holding an 'Introduction to Impact Measurement' workshop with these volunteers in 2015, as well as inviting them to participate in and facilitate focus groups. They will then go on to undertake social impact interviews, enabling us to collect more rich, qualitative data from beneficiaries, whilst also building capacity within the volunteer group at MHDT.



#### 9. Appendix 4. Demographics of Focus Group Participants

A breakdown of participants in the 3 focus groups is provided as follows:

Type of Activity	FG1	FG2	FG3	Grand Total
High-touch (intensive) activities	9	7	5	21
Low-touch (non-intensive) activities	2		3	5
Grand Total	11	7	8	26

Ethnicity	FG1	FG2	FG3	Grand Total
Any other White background	1			1
Black/African/Caribbean/Black UK - African	1	1		2
Black/African/Caribbean/Black UK - Caribbean	4	1		5
Black/African/Caribbean/Black UK - Unknown	2	1		3
Other - Arab	1			1
White - English/Scottish/Welsh/Northern Irish/UK	2	1	1	4
White - Unknown		1		1
Grand Total	11	5	1	17

Age	FG1	FG2	FG3	Grand Total
16-24		1		1
25-34	1	1	4	6
35-44		1	1	2
45-54	2			2
55-64	1	3	1	5
65 or over	3	1		4
Grand Total	7	7	6	20

Gender	FG1	FG2	FG3	Grand Total
Female	10	5	4	19
Male	1	2	3	6
Grand Total	11	7	7	25