

**Measuring the Success of your project
Outcomes and Outputs
Community Safety Projects Fund**

RDC asks applicants to the Community Safety Projects Fund to list the *outcomes* expected from the project – outcomes are the meaningful results you want to achieve from your project.

The **outcomes are very important to the application process. Applicants need to consider carefully what the desired outcome(s) of a project is/are, and ensure that the outcomes chosen can be measured** (by way of statistics, financial records etc).

When deciding on what outcomes you expect your project to have, do consider carefully how you will **measure** whether the outcomes have been achieved

Some applicants have referred to data they will use to measure the success of the project, but then do not collect that information, or do not talk in advance with the organisation they wish to source the data from to know whether it is possible to obtain it. Be certain that you have access to the information you will need to complete the measurement phase of the project. This may mean talking to other organisations **before** submitting an application. **Applicants who are successful in receiving RDC funds, but who cannot complete the measurement section of the accountability form could find themselves precluded from future grants from the Safety Fund.**

Outcomes are different to **outputs**. Many applicants have confused the two – and listed outputs instead of outcomes in their application.

You'll be aware that inputs are the “things” that go into a project – for example, money, time, paper, printer ink, expertise, petrol, goods and services etc.

Outputs are the “things” that result from the inputs – for example:

- Five hundred pamphlets on safety measures were produced.
- Two new security lights were installed.
- We held two school holiday programmes to keep young people occupied

Outcomes are what we see as the results from the inputs and outputs – for example

- There were five less burglaries in our area in this quarter than in the same quarter last year.
- We've replaced our back window three fewer times in the month after the project than in the month before the project and have saved funds.
- Our organisation is spending 50% less on graffiti removal than before the project.

Talking about outputs helps to tell the story of how funds were used. However, the focus of the Safety Fund is on the community outcome of building a “Safe and Caring Community”, so you need to identify what your project has done towards this.

On the next page are some examples....

Two examples of inputs/outputs/outcomes are below:

<p>Example One: <i>Sue's friend, Sharon, is feeling a bit sad since she missed out on getting a job that she really wanted. Sue wants to cheer Sharon up and knows that she loves chocolate cake, so decides to bake a special one. Sue will ask Sharon how she's feeling after she's delivered the cake and her answer will tell Sue whether her idea has been successful or not....</i></p>			
Inputs	Outputs	Outcome	The outcome was measured by
Flour Baking powder Butter Sugar Cocoa Milk Vanilla essence Heat from an oven	One large chocolate cake	Sharon is feeling happier	Sharon said three times that she was feeling better than before
<p><i>No matter how delicious the cake (or in other words, how good the output is), if it didn't cheer Sharon up this project would not have been successful. So it's that "Sharon said three times she was feeling better than before" that's the important measure of the success of this project, not how tasty the cake was.</i></p>			
<p>Example Two: <i>The local Artistic Juggling Club has had some issues with the windows at the back of the club rooms being smashed by vandals at night time. The window has had to be replaced six times in the last eight months, at a significant cost to the club. Members using the clubrooms at night time have also reported to the club captain that they don't feel as safe as they used to. The Club devise a plan to reduce the amount of times the window is being broken that includes installing a security light and trimming the shrubs and trees back at the rear of the clubrooms.</i></p>			
Inputs	Outputs	Outcome	The outcome was measured by
Funding Club Captain's time to coordinate the project Gardening tools Skills and effort from club members	A security light was purchased and installed at the rear of the building. The bushes and trees were trimmed back to increase visibility into the rear of the building.	The window is broken fewer times. Fewer funds spent on repairs Night time club members are feeling safer now.	Financial records in the six months since the project was completed show a 75% drop in the amount of funds spent on window repairs. Of the night time users of the club rooms who said that they felt unsafe, 95% have indicated they feel safer than before.
<p><i>It seems that this project was successful in both saving the club money, and in helping night time users of the club feel safer.</i></p>			

Applicants can contact Juanita Seymour, Community Safety Projects Officer at the Rotorua District Council if they wish to discuss any of the information in this leaflet. Email: juanita.seymour@rdc.govt.nz