Measures of Success Project 2021

Executive Summary

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The 'Measures of Success' toolkit ('How to Measure Success') is the result of a two-year project at the Woolf Institute. It has been developed for people involved in interfaith work at the community and grassroots level. In particular, those who have been asked to report on the impact or 'success' of a project. Our hope is that it will be helpful for people who are evaluating for the first time or for those who do not have the resources available to outsource their evaluation to an external company.

The toolkit gives the reader an idea of the basics of evaluation and the knowledge required to be able to carry out their own impact report. Evaluations can range from relatively simple to very complicated. In this guide, we outline a framework that can be applied to any level but the methodology, or the way we suggest doing things, is aimed at the simpler end of the scale.

It can be daunting to talk about things like 'success' or 'impact', let alone try and measure them. So the framework we have developed breaks down these complex ideas into more bite-sized chunks. This not only makes things less complicated but also helps us measure complex things more precisely.

Often, interfaith work is done because there is the belief that it can change more than just the people involved in the project or intervention. It has effects that spill over and lead to changes within and between communities and perhaps even regional or national changes. We split these different types of change into three domains: psychological, community and societal. Individual changes in people's attitudes and beliefs take place in the psychological domain. Positive changes that happen within or between communities takes place in the community domain. And finally, large-scale changes happen in the societal domain. Splitting changes into three different domains means we can be more specific about the type of impact we want to measure.

These domains are all interlinked so changes in one domain can influence changes in the others and vice versa. Each of our domains (psychological, community and societal) are further broken down into 'elements' and within each of these elements sits a set of outcomes. To fill out this last stage of our framework we choose a set of indicators for each outcome. In this toolkit we have suggested some possible indicators that practitioners might find useful to use in their evaluation.

Psychological Domain of Success

Identity and Attachment

Outcome 1:
Increased inclusive identity

Indicator 3: Degree of confidence in religious identity

Please circle on the scale below to what extent you feel secure or insecure in your religious identity

1. Very secure
2. A little secure
3. Neither secure/insecure
4. A little insecure
5. Very insecure

Outcome 2:
An increased knowledge of the 'other'

Indicator 11: Degree of trust

Based on previous encounters, how have interactions with (e.g. someone from a different religious background) made you feel?

1 Very comfortable
2 Comfortable
3 Neither comfortable/uncomfortable
4 Uncomfortable
5 Very uncomfortable

Please indicate on the scale below the extent to which you agree or disagree with the following statement: "I would be happy to sit next to a (e.g. someone from another religion) on public transport"

1. Strongly Agree
2. Agree
3. Neither Agree/Disagree
4. Disagree
5. Strongly Disagree

SUCCESS

PSYCHOLOGICAL   COMMUNITY   SOCIETAL

The Community Domain of Success

Local Integration

Outcome 1:
Increase in degree of engagement in cross-community activities

Indicator 23: Degree of interfaith activity in a specified local area

Number of other interfaith projects over time period x in a specified local area

Number of applications to funding bodies for future interfaith projects from within a specified local area (e.g. a borough, a county etc).

Outcome 2:
Increase in community integration

Indicator 28: Proportion of adults who say most of the people in their neighbourhood can be trusted (social trust)

Please circle on the scale below the number that represents to what extent you agree or disagree with the following statement:
"The people who live in my neighbourhood can be trusted"

1. Strongly Agree
2. Agree
3. Neither Agree/Disagree
4. Disagree
5. Strongly Disagree

LOCAL INTEGRATION

COMMUNITY RESPONSES   COMMUNITY ATTITUDES