



Developing a measurement framework: a tool for housing charities

Welcome

You have indicated that your work focuses on housing. This tool will help you develop a measurement framework for your work through:

- **Practical activities**—such as selecting your outcomes or indicators.
- **Guidance**—for example on what we mean by different types of data, and why they're important
- **Signposting**—to other parts of this website or to external resources for additional guidance or specific tools

Who is this tool for?

The tool is particularly suitable for charities and social enterprises working to improve the access to housing and the housing outcomes of the people they work with.

The outcomes and tools suggested in this guide make it more suitable to organisations working on **direct service delivery**, rather than advocacy or campaigning. For guidance on measuring the impact of campaigns, please see '[Measuring your Campaigning Impact: An Introduction](#)'.

This tool has been developed with **small to medium organisations** in mind, but it can be used by organisations of any size and with any level of expertise in data collection and analysis.

How to use the tool

It can be used by an individual or by a group of colleagues or stakeholders. We recommend developing a measurement framework as a collaborative process. This means involving people at different levels of the organisations (front line staff, middle and senior managers, trustees) and service users to

identify the outcomes that are most relevant and meaningful to them. Involving people in selecting and/or designing outcomes, tools, and data collection and analysis methods will ensure that everyone feels ownership of the process and the outcome. This makes it more likely that the organisation will use and adapt the measurement framework effectively.

We also recognise that it can be difficult to get different stakeholders together and sometimes it is best for one person, or a small group, to start working on a measurement framework that can then be shared within the organisation.

Developing a measurement framework using this tool could take anything from under an hour to a few days, depending on how many people are involved and in how much detail you choose to read and apply the guidance.

How will this tool help you?

This tool contains practical guidance on measurement and evaluation, and when you complete the activities you will have developed:

- The long list of outcomes you're working towards
- The short list of outcomes you've chosen to measure
- Indicators for each of the outcomes you've chosen to measure
- In some cases, signposting to existing tools you might use to measure your outcomes

This tool is divided into the following sections:

1. [Introduction to the five types of data](#)
2. [Your outcomes](#)
 - a. [Activity: choose your outcomes](#)
 - b. [Guidance on prioritising key outcomes for measurement](#)
 - c. [Activity: select a small number of key outcomes for measurement](#)
3. [Indicators for your outcomes](#)
 - a. [Activity: select indicators to measure your priority outcomes](#)
4. [Measurement tools for your outcomes](#)
 - a. [Guidance on validated tools](#)
 - b. [Guidance on developing bespoke surveys and qualitative interviews](#)

c. [Activity: select measurement tools for your indicators](#)

5. [Overview of impact data](#)

Five types of data: an introduction

Throughout this tool we refer to five types of data that will help you understand what your service is achieving. Not all types of data are equally important. Here are some tips to bear in mind:

- All service-delivery organisations should collect user, engagement and feedback data. Compared to outcomes and impact data, user, engagement and feedback data is relatively easy to collect. It can provide very valuable information about the people using your service and what they think of it.
- Outcome measurement should be proportionate to your service (the [outcomes section](#) in this tool will explain this in more detail).
- It rarely makes sense to try to measure long-term impact: user, engagement and feedback data, as well as outcomes, should give you a good indication of whether you will achieve your long-term impact (the impact section will explain this in more detail).

5 types of data

Type of data	Key questions this data will help you answer
<p>1) User Data</p> <p>The characteristics of the service users you are reaching. This includes both demographic data (eg, ethnicity, sexuality) and non-demographic data (eg, housing status, employment). This will help you understand whether the service is reaching your target group.</p> <p>This information is best collected during the sign-up stage or shortly afterwards.</p>	<p>Reach: Is your service effective at reaching, retaining, and engaging your target audience? How often do people use the service and for how long?</p> <p>User and engagement data is essential for effective impact management, particularly during the early stages of any</p>

<p>2) Engagement data</p> <p>The extent to which people use the service. Which types of users engage and which do not.</p> <p>This information is best collected on an ongoing basis - as and when people use the service. You will ideally have computer software that enables staff to record user and engagement data, otherwise you can use Excel spreadsheets.</p>	<p>service. There is no way you can learn about your service if you do not collect this.</p>
<p>3) Feedback data</p> <p>What your service users thought of the service. Including regular users, occasional users and those who drop out.</p> <p>This information is best collected on an ongoing basis using both formal methods (eg, surveys) and informal (eg, social media, conversations, suggestion boxes)</p>	<p>Service effectiveness: This data helps you judge whether your service achieves what you want it do. In particular:</p> <ul style="list-style-type: none"> - Whether people like it? - What they quality is like and whether it can be improved? - Whether people benefit from it? - Whether they make positive the positive changes you intend.
<p>4) Outcome data</p> <p>Short term changes or benefits your users may have got from the service (eg changes in knowledge, attitudes and behaviour)</p> <p>This information is best collected occasionally (but in a structured way, eg through pre-post surveys) by staff / volunteers. You may not need to collect it from everyone.</p>	<p>Feedback and outcome data can be collected from service users, but it can also come from staff, volunteers and any other stakeholder.</p>
<p>5) Impact data</p> <p>The long-term difference on individuals, communities and society that results from your service's outcomes.</p> <p>This only needs to be collected as part of occasional evaluations.</p>	<p>Behaviour change: This data helps you assess whether the change or outcomes your service helps people to achieve leads to your desired long-term impact.</p>

Your outcomes

Outcomes are the capabilities, strengths, assets, knowledge your service users gain as a result of the service. In other words outcomes are the change that takes place as the result of your service. They should be:

- Proportionate to your service
- Specific about the change you want to achieve
- About something you can influence through your work, in the timeframe of the service
- Each outcome should be about one thing only

Outcomes are usually phrased using language that implies change, for example:

Improve

Enable

Maintain

Reduce

Increase

Outcomes are important to achieving long-term, sustained impact

- The collaborative process of agreeing outcomes can help staff, volunteers, trustees and service users to all agree about what change the organisation exists to achieve
- Measuring outcomes can help you understand if you are achieving the desired change. This will allow you to revise your services and strategy if you find you're not achieving your outcomes as you expected. It will also allow you to communicate to funders and others what has been successful, and what you have learnt from both the successful and the less successful elements of your service.
- Ultimately measuring outcomes will allow you to better understand what you're achieving and to improve your services for the users.

How important is it to measure outcomes will vary depending on the type of service

- It is very important to rigorously measure outcomes if your service is taking a new or innovative approach that hasn't been evaluated before. In these cases your approach needs to be tested formally to find out if it works. Measuring outcomes will help you do that. You might also consider commissioning an external evaluation to measure outcomes and including a comparison group in your research.
- It is less important to measure outcomes if you are implementing an approach that has been extensively researched and is known to be effective. If there is lots of research to show that your service leads to the outcomes you want to achieve, you don't need to prove the causal link through your data, as it has already been proven. In these cases do measure a few outcomes, but focus more on user, engagement and feedback data.
- In some cases there is evidence to show the approach works but not specifically in the context in which you're working—for example the approach hasn't been tested with your target users or in a geographical context like the one in which you're working, etc. In these cases focus your outcome measurement on the elements of your service that haven't been researched before.

Shared outcomes and indicators can be useful if you want to compare and collaborate with similar organisations

By selecting outcomes, and measuring them using indicators and tools from a list, you'll be measuring the same outcomes as other organisations working to tackle similar issues as you. Using shared outcomes and measures has the following benefits:

- **Saves time and resources:** by using outcomes, indicators and tools that have already been developed and tested, you don't need to dedicate your own time and resources to developing and testing them;
- **Improves standards of impact measurement:** many organisations using the same measures ensures more transparency in methodology and results. It also leads to a consistent quality of methods and therefore of data;
- **Promotes systems thinking:** it encourages organisations to think about how different services addressing the same issues can work alongside each other to bring about social change;
- **Understanding what works:** if the data is analysed and held in one place, it allows organisations working in the same sector to develop an evidence base of what works in the sector;
- **Stronger voice:** the evidence of what works in the sector can help make the case for funding or policy services.

Activity: choose your outcomes

Below is a list of outcomes relating to people's housing. Think about which outcomes you're working towards by asking yourself "does our organisation aim to achieve change in this area?"

Highlight all the outcomes your organisation is working to achieve – don't worry if you are selecting lots of outcomes, you won't need to measure them all!

Key outcome	Specific outcome
Fewer people are homeless or living in poor quality homes	Fewer people are sleeping rough
	Fewer people are homeless

	Housing standards improve
	Individuals achieve stable accommodation
Vulnerable people are motivated, able and supported to live with greater independence	More people with specific needs are supported to live independently
	Improved feeling of safety and security at home

	Improved access to high-quality supported and sheltered accommodation for those who need it
	More individuals successfully move through emergency and transitional shelter
People have improved skills and access to information needed to maintain a tenancy	More people are able to access information about their rights and entitlements
	More people develop the skills needed to maintain a home
	More people have the economic capacity needed to maintain a home
	Has a choice of who to live with and where
	Has positive relationships with neighbours
	Has access to local shops, transport, facilities and recreation

Attitudes and policy towards people with housing needs are improved	Improved relationships between landlords and tenants
	Improved community attitudes to social housing tenants and homeless people
	Increased investment in housing
	Improved housing policy
Fewer people have unmet basic needs	More people have sufficient and suitable food
	The heating and energy needs of more people are met

Prioritising key outcomes for measurement and deciding what data to collect

It is not practical or useful to measure everything. It would require a huge amount of time and resources, place a burden on service users and staff, and reduce the quality of the data you collect. You don't need to measure everything to understand how you are progressing, so we suggest prioritising outcomes that:

- you directly influence (rather than indirectly support)
- are important / material to your mission
- are financially and practically feasible for your organisation to measure

Remember! Organisations taking an innovative approach that hasn't been tested before need to focus more on their outcome measurement, as they need to test if their activities lead to their desired outcomes.

Organisations using a well-evidenced approach can measure fewer outcomes and use less rigorous evaluation methodologies.

Activity: select a small number of key outcomes for measurement

From the list of outcomes you selected in the previous activity, prioritise **up to 4-5 outcomes** to measure (2-3 for small organisations or if there is already evidence to support your approach).

Indicators for your outcomes

Indicators are **ways to measure to what extent you are achieving your outcomes**. Indicators can be **qualitative** (ie. analysis of people's opinions or experiences) or **quantitative** (ie. numbers or percentages). The indicators suggested below are predominantly quantitative.

Indicators are a key part of any measurement framework as they **allow you to understand the progress you're making towards your outcomes** over the implementation period of your service. Measuring outcomes using the same indicators throughout your service allows you to **compare your data and see how change is happening**.

Activity: select indicators to measure your priority outcomes

Here is a full list of outcomes and suggested indicators to measure the outcomes. Using your list of outcomes that you want to prioritise, find the relevant indicators in the table below. We recommend selecting at least one indicator per outcome. When selecting indicators think about what is most relevant to your service, and what data will be easier to collect.

Key outcome	Specific outcome	Indicator
Fewer people are homeless or living in poor quality homes	Fewer people are sleeping rough	Number of people sleeping rough
		Number of bed nights provided by homeless shelter
		Number of unique beneficiaries
		Number of bed spaces in direct access projects
		Number of bed spaces in second stage projects
	Fewer people are homeless	Number of people accepted as statutory homeless
		Number of people acknowledged as homeless but not in priority need
		Number of people housed in temporary accommodation

		Number of people on social housing waiting lists	
		Number of social lettings	
		Number of households living in overcrowded conditions	
	Housing standards improve	Number of home adaptations, repairs and maintenance improvements completed	
		Number of adaptations, repairs and maintenance improvements completed within target response time	
		Number of people living in decent homes (ie meeting the statutory minimum standard, providing a reasonable degree of thermal comfort, in reasonable state of repair and with reasonably modern facilities)	
		Number of vacant homes	
	Individuals achieve stable accommodation	Number of people sustaining move-on	
		Number of people moving into safe permanent housing (eg for a minimum of 6 months)	
		Number of possession claims issued (by mortgage lenders and landlords)	
Possession claims leading to an order (by mortgage lenders and landlords)			

Vulnerable people are motivated, able and supported to live with greater independence	More people with specific needs are supported to live independently	Percentage of vulnerable people supported to achieve independent living
		Number of vulnerable people supported to maintain independence through adaptations
	Improved feeling of safety and security at home	Reduction in accidents at home
		Number of people who feel safer and more secure in their home
		Number of people demonstrating greater confidence to live independently
		Number of people demonstrating greater control in living independently

		Number of people demonstrating greater motivation to live independently
	Improved access to high-quality supported and sheltered accommodation for those who need it	Number of social housing supported lettings (by private registered social housing providers (PRPs) and by local authorities.
		Number of sheltered accommodation schemes meeting standards set by external inspectors
	More individuals successfully move through emergency and transitional shelter	Number of clients with planned move on
		Number of clients with unplanned move on
		Number of clients considered ready for move on
	People have improved skills and access to information needed to	More people are able to access information about their rights and entitlements
Number of people receiving benefits they are entitled to in a timely manner (eg housing benefit and fuel allowance)		

maintain a tenancy		Number of people at risk of losing their homes who get advice on preventing homelessness	
		Number of young people returning home	
	More people develop the skills needed to maintain a home		Number of people demonstrating improved cleanliness and upkeep of the home (living skills)
			Number of people demonstrating an improvement in managing money
			Number of people demonstrating an improvement in managing tenancy
	More people have the economic capacity needed to maintain a home		Ratio of house price to income
			Proportion of income spent on housing costs
			Number of people with reduced debt
			Number of weeks of rent arrears
	Has a choice of who to live with and where		Number of people with an appropriate and realistic choice of who to live with and where in relation to e.g. community, school, family, safety issues
			Number of people with an appropriate and realistic choice regarding tenure
	Has positive relationships with neighbours		Number of people reporting positive feelings toward neighbours
			Number of people reporting talking to their neighbours on a regular basis (e.g. in the last month)
			Number of people reporting helping or doing something for a neighbour, or asking a neighbour for help or a favour (e.g. in the last 6 months)
		Number of complaints/disputes/issues relating to problems with neighbours	

	Has access to local shops, transport, facilities and recreation	Improved access to shops selling affordable necessary products and services
		Improved access to good and affordable public transport
		Improved access to culture, sport and recreation
Attitudes and policy towards people with housing needs are improved	Improved relationships between landlords and tenants	Number of: Complaints received during the year Complaints answered during the year Complaints per 1,000 tenancies
	Improved community attitudes to social housing tenants and homeless people	Number of people agreeing that most homeless people have just been unlucky in their lives
		Number of people agreeing that most homeless people could find somewhere to live if they really tried
		Proportion of social rented homes in mixed tenure residential locations
	Increased investment in housing	Number of affordable homes built
	Improved housing policy	Number of policies passed concerning housing strategy
Number of guidance documents published by central government regarding local housing policy		
		Number of foodbanks

Fewer people have unmet basic needs	More people have sufficient and suitable food	Number of people attending foodbanks
		Number of people suffering from malnutrition
		Number of people classed as obese
	The heating and energy needs of more people are met	Proportion of income spent on energy
		Number of people living in houses without insulation
		Gas and electricity consumption per household

Choosing data collection tools

Now that you've developed your measurement framework, you need to choose data collection tools. You have two broad options: validated tools or bespoke tools.

Validated tools

Validated tools (sometimes known as 'standardised' or 'off-the-shelf tools') are **questionnaires that have been statistically tested**—so we know they measure what they are supposed to—and they produce consistent results when used by different people or with different groups of service users.

Typically they have been designed by measurement experts and often include guidelines on data collection and analysis. Someone has invested time, skills and resources to develop, test and pilot them, so the organisations using them don't need to.

Benefits of using validated tools

- Using a validated tool will **save you time and resources** in developing your measurement tools because the time, knowledge and investment needed to develop the tool has already been contributed by someone else, including testing and piloting to improve validity and usability.

- You can **be sure of the quality of the questions** you ask and of the data that you will collect, because validated tools were typically developed by measurement experts.
- Sometimes validated tools allow you to add your data to a database of data from different organisations using the same tool. This allows you to **compare your results** to those of other organisations, share findings and learn from others.
- Off-the-shelf tools **may have more credibility with funders**. They may already be familiar with the tool, so it is easier for them to understand the data you present.
- Some off-the-shelf tools have **guidelines, training packages and/or IT packages** to support them.

Challenges of using validated tools

There are also some challenges to keep in mind when deciding whether or not to incorporate one or more validated tools in your measurement framework. Whether you choose to include one or more of these in your measurement framework, they shouldn't be your only measurement tool. You should complement them with some qualitative data from interviews or focus groups, possibly some bespoke survey questions, and user, engagement and feedback data.

- Some of the questionnaires are lengthy
- Off-the-shelf tools have not been designed with your service in mind, so their content might not be ideally suited to the people you work with or your context.
- Think about your users (or even better ask them how they feel about these tools) before deciding if validated surveys are suitable for you. They are typically administered in paper-based or online form and the user is asked to read and fill out a questionnaire on their own. This makes these surveys unsuitable for people who would struggle with such a task, such as people with learning disabilities or whose level of English is inadequate to understand the questions.
- It may be tempting to pick and choose parts of tools, and add your own questions to adapt them for your services. Using single questions from a tool or adding questions in a different format will invalidate the tool – this means your data won't be comparable to data collected by others using the same tool. Using some questions from a validated tool might still be helpful if you're looking for a well-structured question on a specific issue.
- Using off-the-shelf tools you can miss out on the process of engaging staff and service users to think about how outcomes might be measured.

Developing bespoke measurement tools

Bespoke measurement tools can help you to collect data that validated tools don't cover. Two of the most used bespoke tools are surveys and qualitative interview guides.

Top tips for designing surveys

Surveys focus on quantitative data such as how many and how often. Survey questions are structured in a way that will give you answers that you can easily analyse, using mostly close-ended questions, such as scales or multiple choice answers.

Here are our tips to help you get the best possible data from surveys:

- Be brief: avoid going over 20 words per question, remove unnecessary words.
- Keep the overall length of the survey to a maximum of 15 questions (5 minutes for online surveys, 10 minutes for paper/phone, 15 minutes for face-to-face).
- Use simple language: avoid complicated words, confusing language.
- Be objective: avoid leading questions, eg. 'how satisfied are you with the service?'
- Be specific: avoid words that are open to interpretation, eg. use 'daily' or 'weekly' rather than 'often' or 'usually'.
- Ask one thing at a time, eg. avoid questions such "Did you find the session helpful and interesting?" –ask two separate questions.
- Watch out for double negatives, eg. "Do you agree or disagree that you no longer need support?"
- Phrase sensitive questions in the least objectionable way
- Use your common sense: will the respondent understand the question?
- Pilot the questions with a small group of respondents before rolling out the survey to the wider group. Ask the pilot group how they found the questions and tweak them based on their responses.

Top tips for designing qualitative interview guides

Qualitative research focuses on how, why and in what context changes happen. This is often harder to measure than quantitative surveys, but it is important in understanding what is making an approach or service work or not, how it can improve, and what else may be influencing results. It is also often very compelling for funders. Here are our top tips for designing qualitative interview guides:

- Prepare a topic guide (ie a list of topics you wish to discuss) rather than the specific questions you plan to ask
- Use open questions, eg, how, why, in what way?

- Follow what the participant says, while subtly keeping them on track
- Approach sensitive topics carefully, taking into account the impact of the question on the interviewee
- Audio record the interview if the interviewee agrees. Remember to ask for permission to record before starting the interview. If you can't record it, take notes
- Avoid suggesting answers or biasing responses
- Design the interview topic guide to help explain some of the findings from the survey. If possible carry out the survey first and the interviews later, so that you can ask questions to explore issues addressed in the survey in greater depth, or try to explain any unexpected answers.
- Select a small sample of people with whom to carry out qualitative interviews. Given that gathering qualitative data and the subsequent analysis is quite resource-intensive, carry out interviews with 4-5 service users. If possible, identify individuals who reflect a range of characteristics, for example duration or intensity of engagement with your service, age, gender,
- Try to maintain anonymity and neutrality. Interviews can be carried out by a trained staff member, but to ensure more honest responses it would be best to commission an external evaluator or use trained volunteers. A neutral researcher will not bias the respondent or be biased in their interpretation of what is said. This is a risk where the interviewer has a vested interest in seeing 'positive' change. Respondents are also more likely to give honest answers if they don't know the interviewer.
- Analysing qualitative interviews: While qualitative research is useful to illustrate people's experience and provide quotes or case studies, it should not be used only for that purpose. It's helpful to identify and analyse the themes emerging in the interviews.

Activity: Selecting tools for measurement

We discussed the pros and cons of validated tools. For all the indicators below, we have provided a list of validated tools, existing data sources and/ or suggested bespoke questions that you could use to collect quantitative data. It is up to you what you decide to use.

Validated tools will have a hyperlink enabling you to access them directly. All the validated tools in the list are available online for free. In some cases you may be required to reference the source.

Outcome: Fewer people are homeless or living in poor quality homes

Specific outcome	Indicator		Notes

Fewer people are sleeping rough	Number of people sleeping rough	Provider street counts / Rough sleeping statistics, Department for Communities and Local Government	
	Number of bed nights provided by homeless shelter	Counts based on service providers' records of clients	There are initiatives to collate information across services: CHAIN (Combined Homeless and Information Network) and Homeless Link Critical Mass project .
	Number of unique beneficiaries		
	Number of bed spaces in direct access projects	Service providers records of provision	
	Number of bed spaces in second stage projects		
Fewer people are homeless	Number of people accepted as statutory homeless	Records of decisions taken by local authorities: statutory acceptances, households found to be homeless and not in priority need; households in temporary accommodation.	Figures published quarterly as part of the statutory homelessness statistical release, Department for Communities and Local Government
	Number of people acknowledged as homeless but not in priority need		
	Number of people housed in temporary accommodation		
	Number of people on social housing waiting lists	Service providers records. External data on waiting lists.	Data can be found in Communities and Local Government Live tables on rents, lettings and tenancies or in the English Housing Survey, Department for Communities and Local Government

	Number of social lettings	Number of social housing providers (local authority and registered provider); Number of lettings (local authority and registered provider).	Data is available from Social Housing Lettings & Sales in England: Continuous Recording (CORE) Data, Department for Communities
	Number of households living in overcrowded conditions	Bedroom Standard: The difference between the number of bedrooms needed and the number of bedrooms available in the house.	The English Housing Survey, Department for Communities and Local Government includes data on this.
Housing standards improve	Number of home adaptations, repairs and maintenance improvements completed Number of adaptations, repairs and maintenance improvements completed within target response time	- Counts of maintenance visits with repairs completed - Number of days between repair registered and repair completed (compared to target).	Outcomes from the Measuring the Scottish social housing charter outcomes (toolkit) helps to assess these
	Number of people living in decent homes (ie meeting the statutory minimum standard, providing a reasonable degree of thermal comfort, in reasonable state of repair and with reasonably modern facilities)	English Housing Survey, Department for Communities and Local Government	
	Number of vacant homes	English Housing Survey, Department for Communities and Local Government, based on	

		the English Housing Survey 'dwelling sample' .	
Individuals achieve stable accommodation	Number of people sustaining move-on	Accommodation providers counts of individuals leaving temporary, second stage accommodation and maintaining move on situation for six months.	
	Number of people moving into safe permanent housing (eg for a minimum of 6 months)	Counts of individuals who maintain accommodation; Counts of individuals who secure/obtain settled accommodation.	
	Number of possession claims issued (by mortgage lenders and landlords)	Statistics produced by the Ministry of Justice, based on County Court records	Shelter collates this data for its annual eviction risk monitor research
	Possession claims leading to an order (by mortgage lenders and landlords)		

Outcome: Vulnerable people are motivated, able and supported to live with greater independence

Specific outcome	Indicator	Source of data
More people with specific needs are supported to	Percentage of vulnerable people supported to achieve independent living	Number of service users who have moved on from supported accommodation in a planned way, as a percentage of total service users who have left the service.

live independently	Number of vulnerable people supported to maintain independence through adaptations	Counts of individuals who maintain independence through the help of assisted technology, aids and adaptations.
Improved feeling of safety and security at home	Reduction in accidents at home	Provider counts
	Number of people who feel safer and more secure in their home	Bespoke survey questions to service users on feelings of safety and security
	Number of people demonstrating greater confidence to live independently	P3 outcomes tool (p.37)
	Number of people demonstrating greater control in living independently	ASCOT (Adult Social Care Outcomes Toolkit)

	Number of people demonstrating greater motivation to live independently	ERoSH (Essential Role of Sheltered Housing)
Improved access to high-quality supported and sheltered accommodation for those who need it	Number of social housing supported lettings (by private registered social housing providers (PRPs) and by local authorities.	Measured via Social Housing Lettings & Sales in England: Continuous Recording (CORE) Data, Department for Communities
	Number of sheltered accommodation schemes meeting standards set by external inspectors	Care Quality Commission standards of care
More individuals successfully move through emergency and transitional shelter	Number of clients with planned move on	Providers counts of individuals within their services who have planned or unplanned move on, or are considered ready for move on.
	Number of clients with unplanned move on	
	Number of clients considered ready for move on	

Outcome: People have improved skills and access to information needed to maintain a tenancy

Specific outcome	Indicator	Source of data	Notes
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More people are able to access information about their rights and entitlements	Number of people receiving advice on benefits and entitlements	Counts of individuals who maximise income, including receipt of correct benefits	
	Number of people receiving benefits they are entitled to in a timely manner (eg housing benefit and fuel allowance)	Providers may identify the number of individuals claiming housing and other benefits from within their target population, rather than exclusively using statutory data	Based on data collected by the Department for Work and Pensions: Housing Benefit and Council Tax Benefit caseload
	Number of people at risk of losing their homes who get advice on preventing homelessness	Based on Measuring the Scottish Social Housing Charter Outcomes (toolkit), calculated using provider records of work undertaken with beneficiaries	
	Number of young people returning home	Provider counts of young people who have chosen not to leave home following advice	
More people develop the skills needed to maintain a home	Number of people demonstrating improved cleanliness and upkeep of the home (living skills)	Homelessness Outcomes Star	
	Number of people demonstrating an improvement in managing money		

	Number of people demonstrating an improvement in managing tenancy		
More people have the economic capacity needed to maintain a home	Ratio of house price to income	Shelter Housing Databank (based on statutory data)	
	Proportion of income spent on housing costs		
	Number of people with reduced debt	Supporting People economic well-being outcomes	
	Number of weeks of rent arrears	Practitioner records	
Has a choice of who to live with and where	Number of people with an appropriate and realistic choice of who to live with and where in relation to e.g. community, school, family, safety issues	Bespoke survey questions to service users Practitioner data	
	Number of people with an appropriate and realistic choice regarding tenure		
Has positive relationships with neighbours	Number of people reporting positive feelings toward neighbours	Bespoke survey questions to service users on feelings towards neighbours	
	Number of people reporting talking to their neighbours on a regular	Bespoke survey questions to service users on relationship with neighbours	

	basis (e.g. in the last month)		
	Number of people reporting helping or doing something for a neighbour, or asking a neighbour for help or a favour (e.g. in the last 6 months)		
	Number of complaints/disputes/issues relating to problems with neighbours	Records on complaints and disputes	
Has access to local shops, transport, facilities and recreation	Improved access to shops selling affordable necessary products and services	Bespoke survey questions for service users Provider observations	
	Improved access to good and affordable public transport		
	Improved access to culture, sport and recreation		

Outcome: Attitudes and policy towards people with housing needs are improved

Specific outcome	Indicator	Source of data	Notes
Improved relationships	Number of: Complaints	Measuring the Scottish Social Housing Charter Outcomes (toolkit) based on provider records of	

between landlords and tenants	received during the year Complaints answered during the year Complaints per 1,000 tenancies	the number of complaints received from tenants, how these were dealt with, and the total number of tenancies	
Improved community attitudes to social housing tenants and homeless people	Number of people agreeing that most homeless people have just been unlucky in their lives	Questions taken from survey in Shelter's Public attitudes to homelessness report	
	Number of people agreeing that most homeless people could find somewhere to live if they really tried		
	Proportion of social rented homes in mixed tenure residential locations	Tenure mix index created using Royal Mail Postcode Address File (PAF) data and Census data	Data from 2013-14
Increased investment in housing	Number of affordable homes built	Data from House building statistics, Department for Communities and Local Government	Also available through the Shelter Housing Databank

Improved housing policy	Number of policies passed concerning housing strategy	Policy monitoring	
	Number of guidance documents published by central government regarding local housing policy		

Outcome: Fewer people have unmet basic needs

Specific outcome	Indicator	Source of data	Notes
More people have sufficient and suitable food	Number of foodbanks	Data collected by providers	
	Number of people attending foodbanks		
	Number of people suffering from malnutrition	The Medical Nutrition International Industry (MNI) ONS Dossier - Oral Nutritional Supplements to Tackle Malnutrition	
	Number of people classed as obese	The Health and Social Care Information Centre, Statistics on obesity, physical activity and diet: England 2017	

The heating and energy needs of more people are met	Proportion of income spent on energy	Annual report on fuel poverty (more than 10% of income spent on heating) statistics	
	Number of people living in houses without insulation	Department for Energy and Climate Change Estimates of home insulation levels in Great Britain based on classification of houses as: Insulated; Meets equivalent standard; Uncertainty; Limited potential; Not insulated.	The most recent data seems to be from 2013
	Gas and electricity consumption per household	Survey question	

Impact

Impact is the long-term difference on individuals, communities and society that your service has contributed to. It results from your service's outcomes.

Why is it difficult to measure and attribute?

To measure the long-term impact of your service you need to be able to survey your users a few years after the end of your service, and ask them the same questions you asked them during the service. This is logistically very difficult (even if you have people's contact details it would be difficult to get a high enough response rate to make survey data meaningful) and costly. Additionally, in the years between your service and your follow-up impact data collection, people will have had lots of experiences influencing their situation. This makes it difficult to attribute long-term change to your service. For these reasons, many charities don't attempt to measure long-term impact.

For most charities, outcomes are a good enough predictor of impact. If there is lots of evidence to suggest that your approach works, you don't need to measure long-term impact. The existing research will show that people who achieve the outcomes that your service is aiming for, typically also experience the long-term impact you're working towards.

If you have access to statutory data (eg from schools, the NHS or the criminal justice system) and can easily compare data from your service users over time, then measuring impact is easier and might be worthwhile even for smaller charities.