

Measuring Outcomes from Citizens Advice

Explaining, measuring and evidencing
the difference our advice makes





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Measuring the Outcomes from Citizens Advice (MOCA) is a partnership programme between Parkhead and other Citizens Advice Bureaux (CAB) and Evaluation Support Scotland (ESS). This programme was funded by Citizens Advice Scotland's (CAS) Development Committee.

What this pack is about

This pack is for people working in bureaux who want to get better at explaining, measuring and proving the outcomes they achieve from advice work. It will be of interest to staff, volunteers and board members.

In this pack we showcase the work of a learning set of workers from six bureaux¹. The group met six times over the course of a year and developed:

- A model that explains the activities and broad outcomes that come from advice work locally.
- Advice specific models.
- A review of the data that is currently being collected by bureaux – the challenges and gaps.
- Suggestions for how different types of outcome might be evaluated and reported on, using existing data or using some simple methods.

MOCA focusses on the outcomes that come from a generic community based advice service. Other complementary pieces of work are noted opposite.

Other work

Citizens Advice in England (CitA) produced an outcome toolkit for English bureaux in 2009 with useful general guidance and sample surveys. This doesn't seem to be well used by bureaux in Scotland. CitA do not have an overall outcomes model for CAB, but focus on advice specific approaches.

The Scottish Legal Aid Board, the Improvement Service and the Scottish Government have published [a framework](#) of good practice principles for funders of advice, which includes consideration of what outcomes funders are seeking from advice services. The framework was developed collaboratively with both funders and providers. Work to implement the framework will continue in 2015.

The Improvement Service is developing a [performance management framework](#) for money advice that is aimed at services funded and directly provided by local authorities.

CAS has been exploring how bureaux can contribute to the achievement of each of the nine health and social care outcomes for the new Integrated Authorities and how they might provide evidence of this.

In addition, CAS is intending to develop a new database to replace the existing CASTLE database.

More formal pieces of research have been collected by a range of organisations. See [Appendix 5](#).

¹ Nairn, Parkhead, Maryhills and Possilpark, East Ayrshire, Easterhouse, Central Borders. Two other bureaux were also involved but withdrew from the programme because of staff changes.

Why bother measuring outcomes?

Measuring outcomes helps us to check that we are making a difference and in what circumstances. It helps us to improve our services and our impact, and to identify social policy issues to raise with others.

It also helps us to sell our work to funders and other potential supporters. This is very important in a context of tightening resources.

Our approach to evaluating outcomes

We start with a group of front line practitioners. Working together, we share knowledge about what CABx do and how they make a difference.



We use this knowledge to build a model of activities and outcomes: short, medium and long term.

Then we use the model to help us think about the data that is being or could be collected around a few key outcomes.

For each outcome we identify indicators that the outcome has been achieved, and given the best source of data for that indicator, decide the best method for collecting data.

We think forward to how the information collected is going to be analysed, used and reported on.

For longer term outcomes we also look for other, more formal evidence that might back up or challenge our logic.

We base our approach on some important principles about what makes for good evaluation. Those are well expressed in the Evaluation Declaration.

The Evaluation Declaration

Developed by the Scotland Funders' Forum. This includes five statements about why evaluation is important and what it should achieve. This suggests that evaluation should be:

Valuable - adds value to the work – helps to improve services, make decisions and plan for the future

Relevant - data should be used, shared and acted upon

Proportionate - should be right for the size and complexity of the work

Supported - organisations and individuals are supported to make evaluation happen

Involve looking from inside and outside - external evaluation should add value to and not replace self-evaluation and learning.

How to use this pack

Bureaux workers can use this pack to:

- Explain to stakeholders the general activities and outcomes from a local CAB and the links to strategic outcomes. See the main model in Section 2, [Appendix 1](#) (link to National Health and Wellbeing Outcomes) and [Appendix 2](#) (example of links to Glasgow single outcome agreement).
- Develop their own models for particular projects or areas of advice. See the advice specific models in [Appendix 3](#) for inspiration and complete the [blank model](#) on page 7.
- Develop methods for collecting information on advice, social policy and community engagement outcomes. See [Section 3](#) and [Section 4](#).
- Access a template for report writing (where the format is not prescribed by a funder). See [Appendix 4](#).
- Get inspiration on how to write more engaging case studies. See [Section 5](#).
- Think about how to get other staff and volunteers on board with evaluation. See [Section 6](#).
- Find some formal evidence of the impact of advice and volunteering. See [Appendix 5](#).

Throughout the pack we link to further support materials on the [Evaluation Support Scotland](#) website.

People who commission or fund advice work

may also be interested in the models, indicators and methods being used by bureaux, as well as some of the research evidence that we have summarised in [Appendix 5](#).



Using logic models to explain and measure our impact

A logic model tells the story of your project or programme in a diagram and a few simple words. It shows a causal connection between the need you have identified, what you do, and how this makes a difference for individuals and communities. You can also show how your work contributes to strategic outcomes at a national or a local level.

We know that in reality the world is more complex and different individuals will experience different outcomes at different times. However a simplified model can help you to:

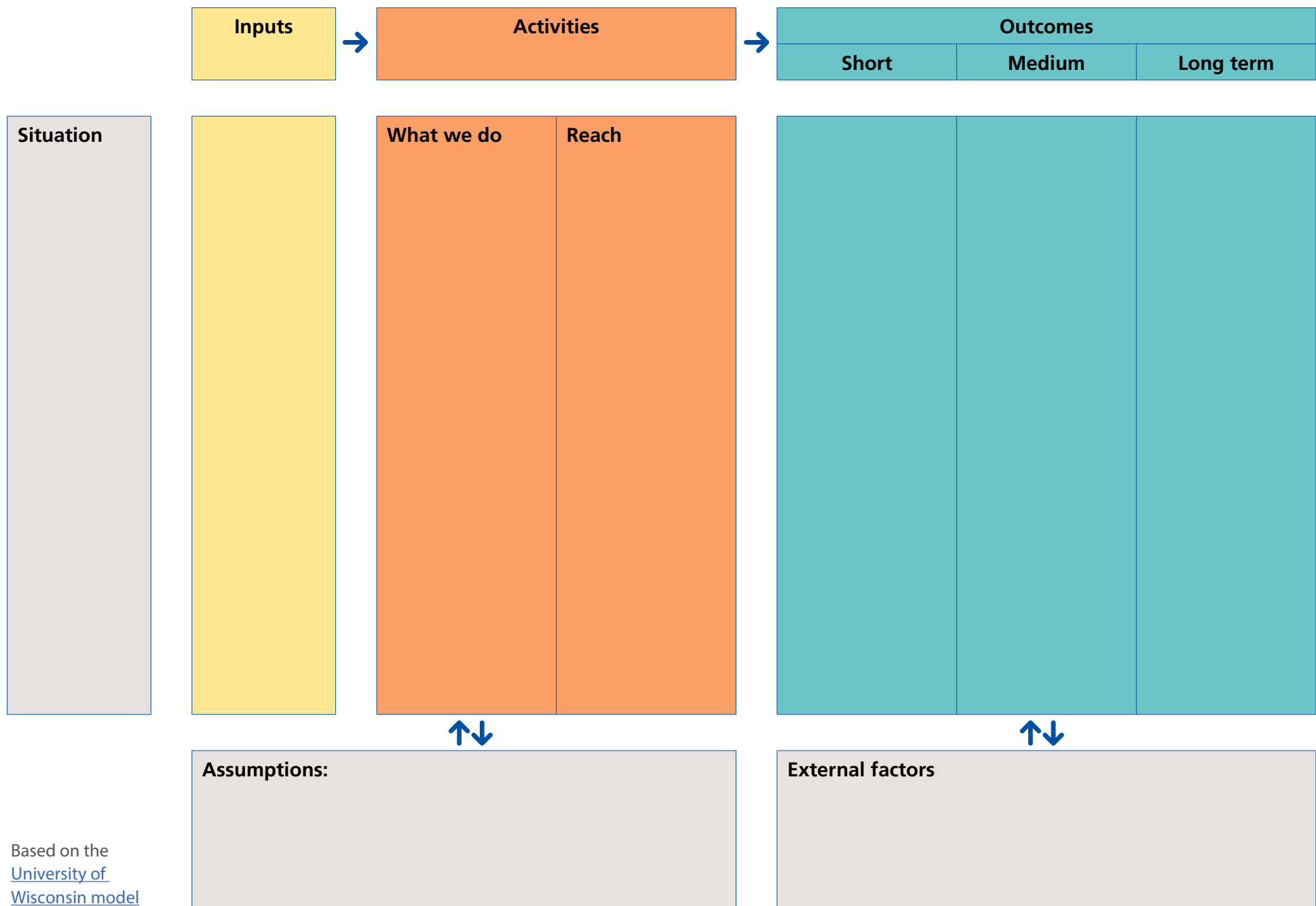
- Explain what you do.
- Plan a new project. In fact logic modelling is really a fancy word for planning. It can help you to think about the need and what you will do, to address that need.
- Develop your evaluation plan. A logic model can help you to identify what you expect to happen, and when. It can therefore provide a pathway or road map for measuring progress.
- Identify project or programme risks and how you might manage them.

You might want to develop a model for your own project or specialist advice area. On the next page we provide a blank logic model.

Some basic terminology	
Situation or need	The issue that you are trying to address through your work
Inputs	The resources you use in your work
Activities	The things you do with and for clients
Participants/ Reach	The people who directly engage with your activities
Outcomes	The change or difference you make
Assumptions	The things we take for granted about the way we do things or how change happens
External Factors	Factors that can influence our outcomes (often outwith our control)

For more information see ESS [Support Guide 1.2: Developing a logic model](#) or go to a short [on-line tutorial](#) produced by ESS and Learning Link Scotland.

The **logic model** opposite has been designed as an **editable** electronic document with **spaces** for you to fill in to **create your own** logic model.





This model is about the outcomes that come from advice work in a local bureau. It shows important links to Citizens Advice Scotland (CAS), both as an essential support/input to bureaux work, and for collating social policy data across bureaux.

The model overall consists of:

- A situation statement
- A diagram of activities and outcomes
- Assumptions that underlie the way we work
- External factors: these are things that can affect outcomes, both positively and negatively.

The situation

We start by looking at the situation or need we are trying to address through our work. We developed a Situation Tree which can be seen on the next page.

The trunk shows the central issue: **that people are unable to claim their rights and fulfil their responsibilities**.

The branches and leaves show some of the consequences of the issue not being addressed. If legal or financial problems are not dealt with, this can lead to a range of bad outcomes including homelessness, poor heating and eating, stress and anxiety (and subsequent ill health), family and relationship problems. This in turn can impact other services such as health and social care, council services, and police. It can also impact on the local economy and community.

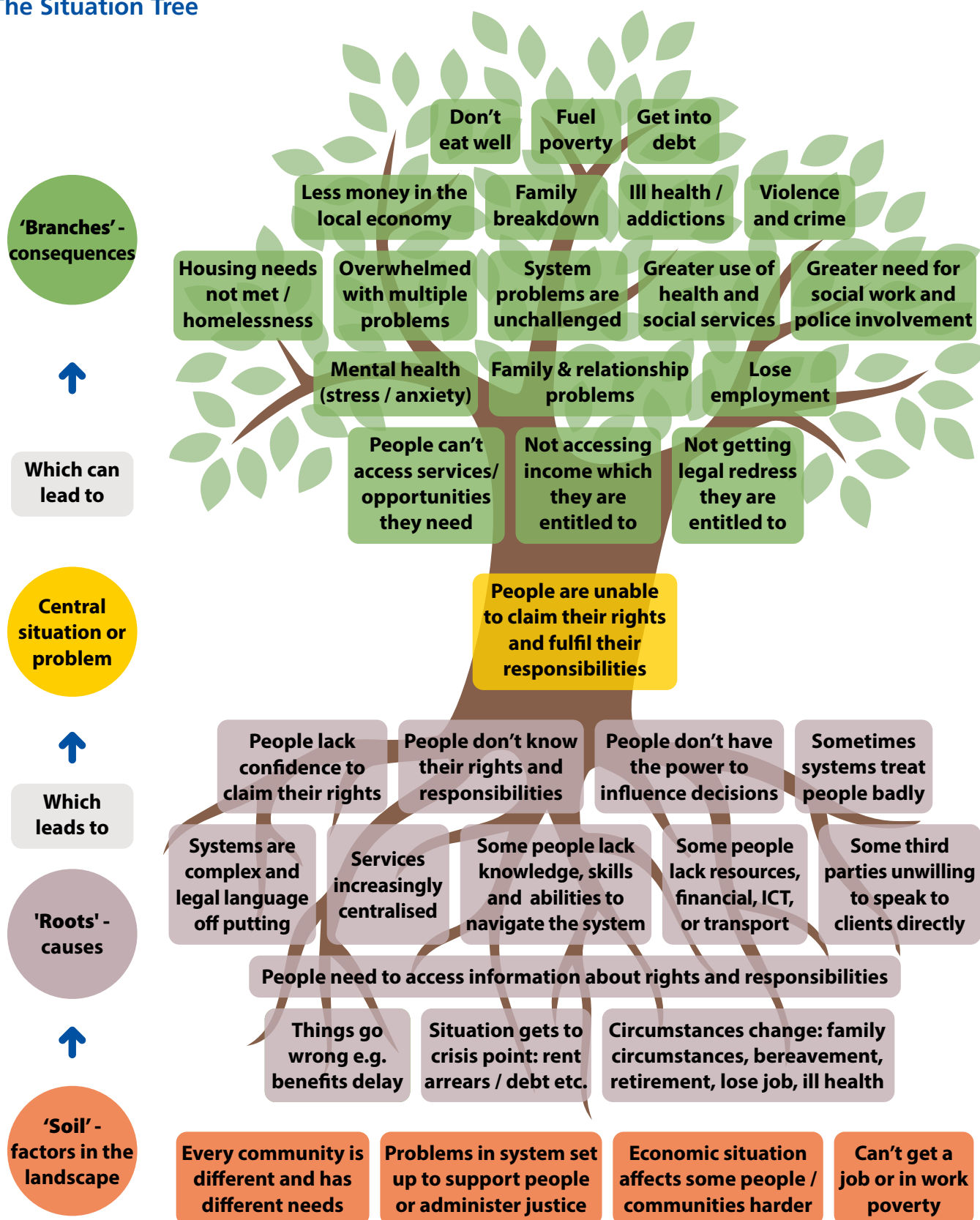
The roots are the barriers to people accessing advice and information. They include not knowing where to look, not having resources or capacity to visit an office or use the phone or internet, agencies using off putting and technical or legal language, expectations of third parties who don't want to deal with people directly, and lack of client confidence or skills to tackle the issue. Often there is more than one related issue or problem, the options are complex and the best strategy to take is not clear. Sometimes legal and administrative systems set up to serve people treat people badly and put barriers in the way of getting help and support.

The soil is general factors that influence this situation. We recognise that different communities have different advice needs. Nevertheless some communities and individuals are affected harder by poverty and unemployment. We also identified that sometimes systems that are set up to deliver services and administer justice are not easy to navigate or challenge.

Whilst CABx are for everyone in the community, some people (and some communities) are more vulnerable and find it more difficult to overcome barriers to accessing information, advice and rights. The odds are stacked against them. Some people need help, not only to access information and advice, but also to make sense of that information, to decide best options and to take necessary steps. Our model of service is of particular benefit to people who, for a variety of reasons cannot access or make best use of other sources of advice.

[Appendix 5](#) has some research evidence that shows that some people find it difficult to access and enforce their legal rights.

The Situation Tree



The model of activities and outcomes

The diagram on [page 12/13](#), shows our main inputs, key activities and outcomes, which we link to the [National Performance Framework](#).

Inputs

At a local level key inputs relate to the bureaux itself, volunteers, paid staff, funding, Information and Communications Technology (ICT) and partner organisations.

At a national level, Citizens Advice Scotland provides bureaux with support and resources that enable bureaux to function well. They provide the information system, training, ICT and social policy support. They also play an important role in auditing and supporting CAB to ensure that they meet membership conditions and provide advice to a good standard.

Activities and outcomes

Recruiting, training and supporting volunteers is central to the way we operate. Volunteers are a valuable input (they do most of the work), they ensure our bureaux are representative of the local community. Volunteers themselves gain skills and confidence through their work.

A key activity is giving advice and information to individuals who contact our bureaux. CABx deal with a very wide variety of issues and levels of advice. CABx don't always get the outcomes that clients want, but clients feel listened to, are clearer about their rights and responsibilities and can make informed choices or take action. Where successful this can lead to a range of advice specific outcomes (too many to put in one model). This in turn leads to client wellbeing/quality of life outcomes and outcomes for the local community or society. It can also lead to people being more confident to tackle other financial and legal issues.

Social policy work builds on case record evidence.

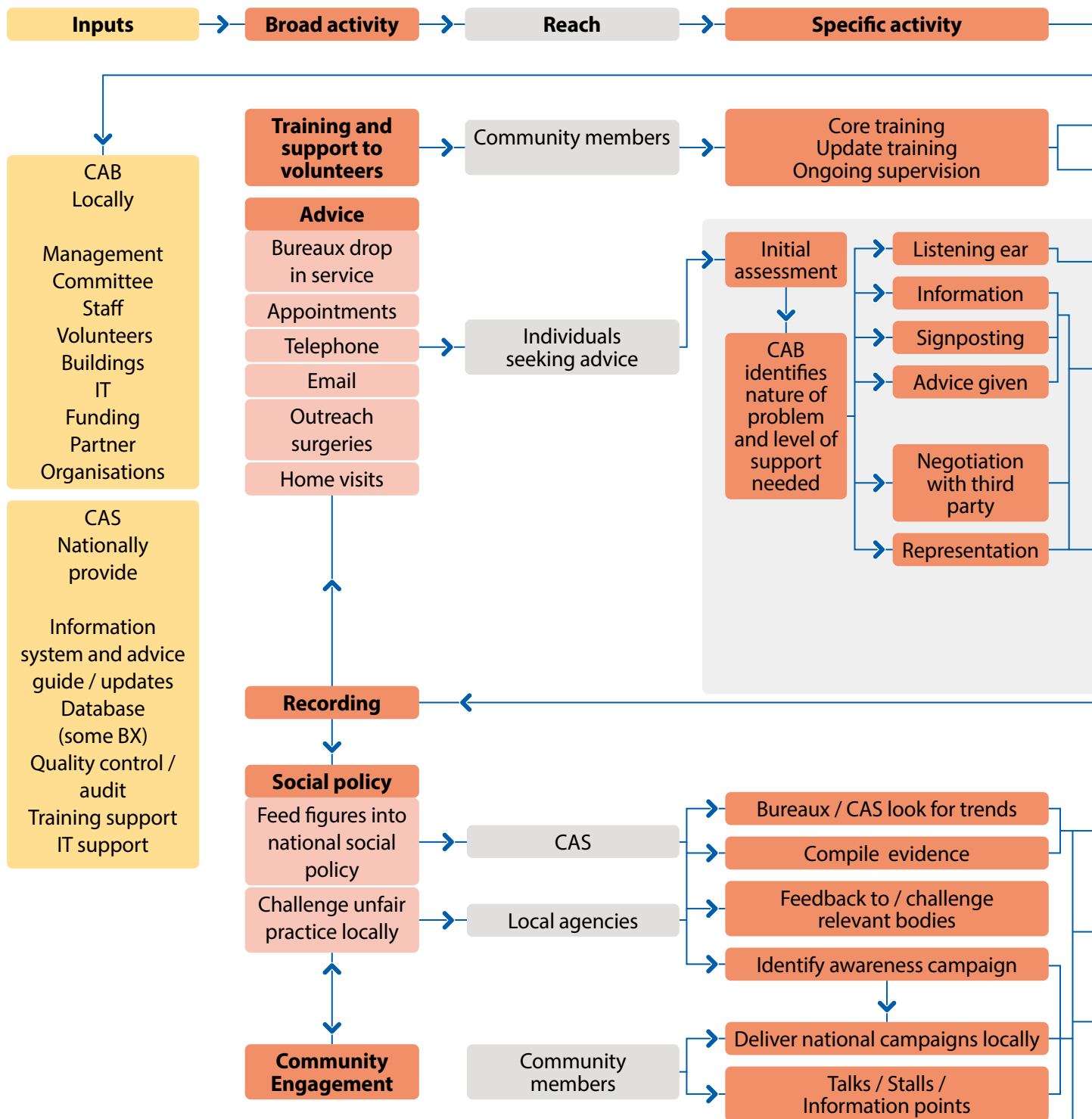
CABx feed data into Citizens Advice Scotland, and also analyse trends locally. This allows action to be taken at a national or local level to feedback problems to relevant agencies. In the long term this can lead to a change in policy, law or the way public and other services operate. In the long term this can benefit a broader range of people, not just those people who contact the bureaux. In turn that broader group of people might have the same range of quality of life outcomes as direct clients. Through social policy work CABx may both identify and help to prevent problems.

CABx also undertake proactive work with local communities to highlight particular issues, rights and responsibilities. They do this through talks, stalls at events and information points.

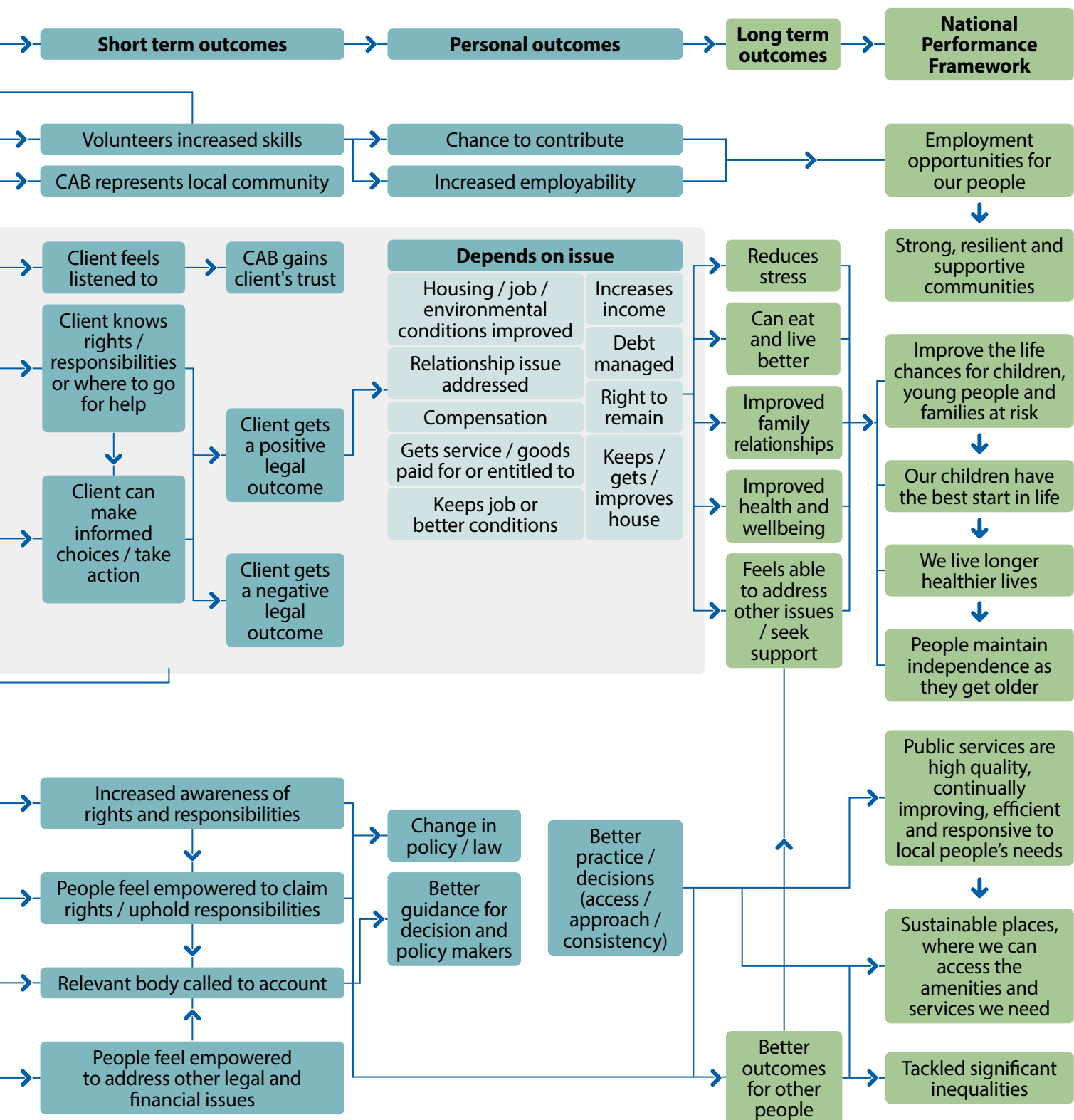


Outcomes from Citizens Advice Bureaux: link to National Outcomes

Situation: see Situation Tree on page 10



Assumptions: see page 14



External Factors: see [page 15](#)

Strategic outcomes – Linked to National Performance Framework

Whilst it could be argued that CABx contribute to most of the national outcomes in the National Performance Framework, we have identified 8 (of 16) where the CABx contribute to a more significant degree than others. These follow the model and are not necessarily in order of importance.

From volunteering:

- We realise our full economic potential with more and better **employment opportunities** for our people.

From advice:

- We have improved the life chances **for children, young people and families at risk**.
- Our **children** have the best start in life and are ready to succeed.
- We live longer, **healthier lives**.
- Our people are able to maintain **their independence as they get older** and are able to access appropriate support when they need it.

Advice work, along with social policy work contributes to:

- We live in well-designed **sustainable places** where we are able to access the amenities and services we need.
- Our **public services** are high quality, continually improving, efficient and responsive to local people's needs.
- We have tackled the **significant inequalities** in Scottish society.

CABx work is often preventative. It stops situations getting worse and supports positive long term outcomes for individuals and families. This can save money for statutory agencies such as social work, health and local authorities. It also identifies problems that affect larger groups of people, preventing others from experiencing difficulties that lead to poor outcomes.

In Appendix 5 there is some more formal evidence from research that shows advice can bring about financial and personal outcomes for clients, outcomes for volunteers and a good return on investment for commissioners.

Link to local Single Outcome Agreements

In [Appendix 2](#) we include the same basic model with links to the Glasgow Single Outcome Agreement. Bureaux can use the model to think about how they contribute to their own local authorities' plans.

We also include a paper by CAS that outlines the ways in which bureaux contribute to health and social care outcomes in [Appendix 1](#).

Go to the [Framework for Public Funding of Advice in Scotland](#), for more examples of how 'advice' helps to meet local outcome agreements.

Assumptions

A number of important assumptions underlie the way we work.

It's not just what we do. It's how we do it.

Everyone needs advice and information at some point in their lives. But not everyone needs or uses their local CAB. People can also find advice/information and help online and through other advice organisations and other sources.

So what's special about CAB?

CAB is for everyone, but we recognise our model of service is of particular benefit to people who, for a variety of reasons cannot access or make best use of other sources of advice.

.....

The following ways of working help us to reach people and help them to make best use of advice and information:

- We are local. Each CAB serves its community and (subject to funding) responds to local needs, with a different range of activities/usual mix of enquiries.
- We are free, independent, confidential and impartial.
- We are open to everyone.
- We take a holistic approach, a one stop shop for multiple areas of advice.
- We have breadth and depth (a generic service, with access to specialist workers/support).
- We value diversity, promote equality and challenge discrimination.
- We manage the needs of everyone whilst dealing with emergencies/urgent cases.

We also try to promote justice and equality in a broader way:

- Where possible we help people to take more control of their lives/feel empowered.
- We use client statistics and experiences to improve the policies and practices that affect people's lives.
- We work in partnership with local groups, councils and other statutory services to ensure joined up ways of working.

External Factors

We don't work in a vacuum. Other factors can affect how advice impacts on the life of our clients. The things that could affect the achievement of the outcomes described in the CAB logic model come from four main areas: people, policies, systems and media.

- Clients that the advisors work with may not take the next steps, staff in other agencies or people withholding rights might refuse to cooperate.
- The policy environment can work against our desired outcomes.
- The systems that advisors work with can be intransigent.
- The media can present negative perceptions of the issues that CAB deal with.

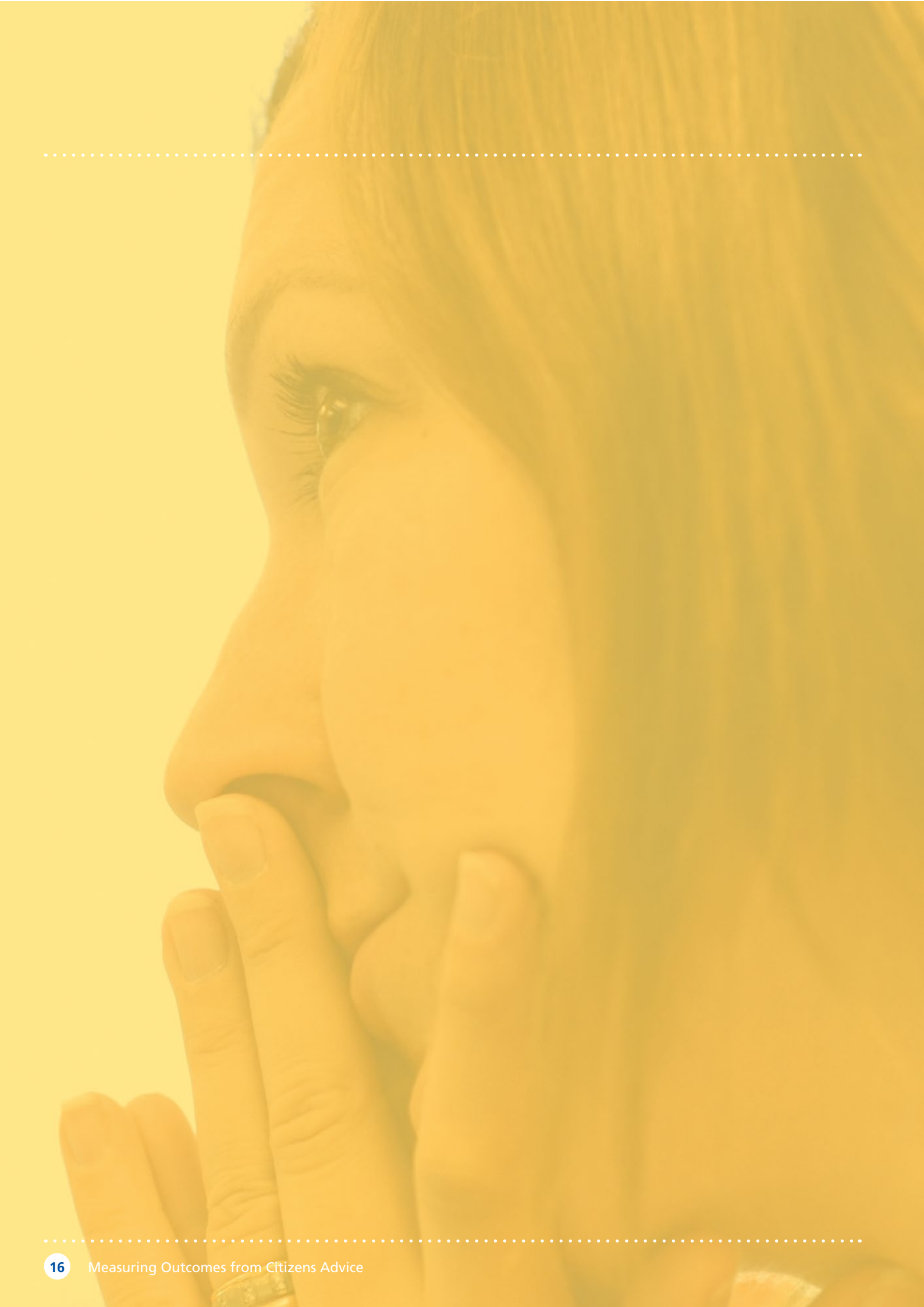
Clients need to be able (and willing) to take the necessary steps to pursue their rights. Additionally, if landlords or employers refuse to cooperate with advisors this can delay or in some cases, prevent positive resolutions to cases.

Government policy particularly on issues such as social housing and immigration can make it hard for the medium to longer term outcomes to be achieved even when bureaux have specialist advisors available. Whose rights are paramount at any given time, can affect outcomes for clients.

The systems of large partner organisations can be frustrating and present significant barriers to the achievement of our outcomes. For example the Department of Work and Pensions (DWP) has moved away from phone support in favour of digital support. This affects how long CABx have to spend to contact agencies and how quickly issues are dealt with. The practice of turning down a large number of applicants (even though many then win cases on review or appeal) can mean some people don't get the support they need. By contrast helpful staff in partner organisations can make a big difference to moving issues forward.

The media can drive a narrative that can be positive or negative to the issues that CAB deal with, and this can have an effect on who accesses our services. For example presenting people on benefits as 'scroungers' can influence people's willingness to claim the income they are entitled to.





In this section we look at:

- the current situation regarding evaluation of outcomes
- indicators, challenges and possible methods for each of the outcomes in the model
- methods explained in more detail.

The current situation for evaluating outcomes

We have identified that:

- Bureaux collect lots of data.
- We are reasonably strong on financial and some legal outcomes.
- We are less strong on softer outcomes.
- Bureaux do not have complete evidence about the impact of our work – individually or collectively.
- This is likely to be limiting our ability to improve services, share learning and influence others and the ability to secure significant funding from outcome-focused funders.
- It also means bureaux don't have alternative reporting systems to offer to funders who are demanding onerous amounts of input and output data.

From analysing current systems for collecting data we have identified the following:

Evaluating reach and activity is good: but we're overdoing it

It is important to ensure that we are reaching a cross section of our local communities and particularly reaching those with greatest needs around understanding and making use of advice. We also need to report to funders the range of type of advice we are giving. However CABx spend a great deal of time evaluating reach and activity, sometimes recording the same case many times. This means there is little time left for evaluating outcomes or using data to improve services.

"We have no time to monitor, yet we are monitoring everything."

Scottish Legal Aid Board (SLAB) and the Improvement Service are exploring how their requirements can be harmonised. We hope this work will feed into that discussion.

Databases are helpful, but also need feeding

Amongst participant bureaux in the learning set, one CAB uses a paper based system, three use a database set up for Glasgow bureaux and two use CASTLE (CAS sponsored database).

A database is a natural place to record a lot of data, particularly if it can also double up as a case recording system and helps you to manage casework. But sometimes it takes a lot of time, and data isn't in a format that is quick and easy to analyse. For example case records might be a rich source of data for some outcomes, but without simple coding, it can be difficult to easily retrieve all the cases where you have evidence of, for example, reduced stress or improved family relationships. None of the existing systems allow outcome information to be recorded easily.

CAS is currently developing a new database and considering what data is essential and optional. This piece of work will feed into that development.

We already measure short term outcomes through the audit process

Audits, to some degree evaluate the process of giving advice and could cover some of the short term outcomes such as clients being clear of options, having a plan etc. It isn't necessarily useful to evaluate short term outcomes for every individual. We can assume that good advice does these things.

It can be hard to evaluate our impact on longer term or strategic outcomes

The longer term the outcome, the more likely it is that the CAB have lost contact with the client. It is also likely that other factors may have influenced the outcome.

Research can provide evidence of later outcomes. For example that greater financial capability leads to reduced stress and greater wellbeing. We have summarised a few key evidence reports in [Appendix 5](#) on page 49. Time has restricted our search and more work could be done to assess the evidence to see if it supports or challenges the claims within the model.

Following up clients is a time consuming process. Sometimes it might be useful to have a national survey as a way to maximise the use of resources. Independent researchers may have the technology to collect and analyse data more efficiently than local bureaux.

Bureaux can and should collect and analyse some data locally

Bureaux need to:

- Take steps to ensure they are reaching people who can benefit from their services
- Assess for local funders and for themselves the impact that they are having on particular issues and on individuals in the community.
- Evaluate how they could improve their service.

We use a table to identify each outcome, suggest indicators (the specific things we could measure), identify methods that might be used and the particular challenges in collecting this kind of data.

Outcomes: indicators, challenges and methods

Advice outcomes			Challenges and possible solutions
Outcome	Outcome indicator	Methods	
Client feels listened to	<ul style="list-style-type: none">● I feel listened to● The adviser understood my problem	Evidence from audit process Cards in a box	These outcomes are implicit. They should happen if the right advice process is followed. Perhaps for this reason current databases don't code these outcomes. A sample of case records could be analysed. However staff and volunteers may not be recording the kind of information that would prove them. Advisers are encouraged not to be judgemental. They can quote what people say but are advised not to comment on peoples' 'behaviour' unless it is relevant to the enquiry. They can agree with the client what the soft outcomes are.
CAB gains clients trust	<ul style="list-style-type: none">● Client opens up● Client comes back for other support	Surveys at end of advice session Hurrah file or appreciation wall	
Client knows rights/responsibilities or where to go for help	<ul style="list-style-type: none">● I can explain my rights and responsibilities● I know what to do next● I have taken steps to address the issue	Analysis of sample of case records	
Client can make more informed choices/take action	<ul style="list-style-type: none">● I know my options● I know what to do next● I feel able to take the next steps● I know who can help me with the next steps		

Advice outcomes			Challenges and possible solutions
Outcome	Outcome indicator	Methods	
Client gets a positive/negative legal outcome	<ul style="list-style-type: none"> ● I got what I wanted/needed ● I am satisfied the outcome is fair ● I am satisfied with the process by which the problem was resolved 	Survey at end of advice process	What counts as a 'positive' or 'negative' outcome can be subjective. It might seem fair within the legal system, but not to the person. Sometimes all people want is an apology. The first set of indicators help to measure this.
<p>Depends on issue:</p> <p>Gets service/ goods paid for or entitled to:</p> <p>Compensation</p> <p>Keeps job or better conditions</p> <p>Right to remain</p> <p>Increases income</p> <p>Debt managed</p> <p>Relationship issue addressed</p> <p>Keeps/gets/ improves house</p> <p>Housing/job/ environmental conditions improved</p>	<ul style="list-style-type: none"> ● Appeal/tribunal decisions ● Client financial gain ● Specific measures: one example from CitA - Health and social care: <p>Able to access /engage in community activities</p> <p>Able to participate in chosen training and/or education</p> <p>Charitable payment</p> <p>Community Care assessment obtained</p> <p>Complaint resolved</p> <p>Discrimination remedy – successful</p> <p>Discrimination remedy – unsuccessful</p> <p>Free or reduced charges/costs</p> <p>Greater choice and/or involvement and/or control of services</p> <p>Health/social care charges reduced or eliminated</p> <p>Home care/aids/adaptations obtained</p> <p>Improved health/capacity to manage</p> <p>Improvement in life skills</p>	<p>Legal returns</p> <p>Client financial gains</p> <p>Feedback: unsolicited or from follow up calls</p> <p>Review cases for closure</p> <p>Survey at end of advice process (for all)</p> <p>Or telephone follow up sample of clients</p>	<p>CAB report legal returns and client financial gains to CAS. But these don't cover every type of legal outcome.</p> <p>CitA have developed outcome indicators that could be adapted for Scotland, but we have not had time to consider this in detail. They may be too in depth.</p> <p>CABx often lose contact with clients so the outcome is not known. It is time consuming to follow up every client, so sampling is needed. Surveys have low response rates.</p> <p>Where feedback is given, it might be done informally, or as part of another enquiry. Workers need to enter that information on any database. This requires a system that is easy to use, staff that have time and are motivated.</p>

Personal outcomes			Challenges and possible solutions
Outcome	Outcome indicator	Methods	
Client has reduced stress/ anxiety	<ul style="list-style-type: none"> ● I am feeling ok ● I can think about, get on with other things ● I have a plan ● I feel relaxed 	Analysis of cases Surveys Cards in a box Focus groups	The longer term the outcome, the more likely it is that the It is also likely that other factors may influence the outcome. See section on External Factors.
Client and their family can live and eat better	<ul style="list-style-type: none"> ● I am using food banks ● I'm not missing meals/going hungry ● I am warm in my house ● I am able to pay my gas and electricity bills ● I can pay my rent ● I can buy clothing essentials ● I can meet friends 		
Has improved family relationships	<ul style="list-style-type: none"> ● I argue with/nag my family ● I talk about the issue with my family ● I am able to have fun with my family ● I am able to spend time with my family 		
Has improved health and well being	See Warwick-Edinburgh Well-being Scale <ul style="list-style-type: none"> ● I've been feeling optimistic about the future ● I've been feeling close to other people ● I've been feeling relaxed ● I've been feeling useful ● I've been dealing with problems well ● I've been feeling good about myself ● I've been feeling physically better Also <ul style="list-style-type: none"> ● I get appropriate treatment ● I have been sleeping better 		
Feels able to address other issues/seek support	<ul style="list-style-type: none"> ● I am thinking more clearly ● I can cope with day to day issues/problems ● I open my mail ● I feel confident to phone people myself ● I will know what to do next time ● I know when to seek support ● I know where to go for help in the future 		

Methods for evaluating advice

The following methods were identified by the learning set. We don't suggest you do them all, choose the best approach for your bureaux.

Audit

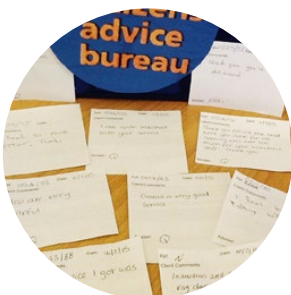
CABx are audited by CAS every three years and periodically by other funders. These audits analyse a sample of cases and ensure that the correct advice is given and clients are clear about the options open to them. A number of staff and volunteers are also interviewed to check that they are adopting an appropriate approach to giving advice.

Ongoing support for volunteers and staff also ensures these outcomes. For example in East Ayrshire Bureau, a support worker checks all case records and uses them to record activity and outcomes.

This is evidence that short term outcomes will then be part and parcel of receiving advice.

Cards in a box

Parkhead CAB has developed a simple system for writing down comments from clients. For example 'I feel so much better now I know what to do' or 'that's a weight off my mind'. Advisers are asked to write this on a card and it is posted in a box. The quotes are considered periodically and used as evidence in reports. Remember to ask for and note negative comments and areas for improvement. See the next method for appreciative questions that can be used.



End of interview survey

A quick optional survey at the end of advice may be able to pick up short term outcomes and satisfaction with the service.

East Ayrshire CAB are going to pilot the following questions:

Please **circle** the most appropriate answer to the statement:

I am able to take any next steps

Not able

A little unclear

Mostly able

Issue resolved

Next appointment booked

Comments:

What worked well for you?

What could we do together to make your experience even better?

The last two questions are based on an appreciative approach. Sometimes gratitude can stop people from giving negative feedback. This approach allows people to give their positive feedback and then focus in on how that could be improved.

Hurrah file

This is a place where you can keep unsolicited feedback or evidence. This might be cards, newspaper clippings, letters of support etc.

East Ayrshire CAB have a 'Wall of appreciation' – a notice board where they put cards.

This is updated periodically. From now on, they will hold onto these cards in a file for a longer period.



Reviewing cases for case closure

Central Borders CAB review ongoing cases every couple of months. They do this in order to close down cases or check if further action is required. This involves contacting clients and checking progress. Some of this information goes onto CASTLE (e.g. financial gains).

One way to capture outcome data might be to use a spread sheet to record the following information:

Client	Date of contact	Got response Yes or No	Advice outcome	Client financial gain	Satisfied with outcome	Impact on health, relationships, stress, ability to tackle other issues	Further action or case closed down

This information can be used as a sample to record the sample size, the response rate and outcomes for the client.

Sample of case records

A sample of cases can be analysed to identify the range of issues or common themes. This may work best if focussed on a particular advice area, e.g. debt cases, immigration issues etc.

How to analyse cases

- Decide what you are looking for, such as:
 - The situation when they come into the bureau
 - The barriers to resolving their problem
 - What you did and what they did
 - What difference advice made to them:
 - Practical: e.g. increased income
 - Emotional: e.g. went from very stressed to relieved
 - System: e.g. better decision or change to process for others
- Take a random number of cases
- Look for themes
- Give themes/subthemes a name (code)
- Analyse:
 - Count – The majority experienced ...
 - Link themes to outcomes – when we did x, we got better outcomes ...
 - Look for relationship to other factors e.g. the distance/cost put people off ...
 - Look for typical journeys or exceptional cases

Existing data collected for CAS

CABx are required to give certain data to CAS through Legal Returns. They collect this data using databases or spreadsheets.

This gives evidence of some, but not all advice outcomes.

Legal returns

- Benefit appeals (adjourned, lost or upheld)
- Representation at employment tribunals – appeal/case upheld
- Referrals to solicitor/legal clinic with reason
- Client financial gain, for example:
 - Benefits
 - Compensation
 - Tax
 - Child maintenance

CitA have developed more specific outcome codes for their database PETRA. Since there are thousands of codes, it might be unrealistic to collect data on all of these areas. However Bureaux could use these codes to prioritise key indicators that they want to measure locally. These might relate to common enquiries locally or areas that particular funders are interested in.

An example of CitA advice outcome codes for one area of work is included in the grid on [page 18](#).

Survey at the end of advice

Surveys can be by phone or by mail. The CitA Outcomes Toolkit explores how surveys can be used to collect information on outcomes and satisfaction.

Response rates for surveys are low, typically a return rate is around 15 per cent. CitA note that a number of factors can make it difficult to get a response including:

- Chaotic lifestyles
- Client avoiding letters and calls
- Unavailable during the day
- Form filling skills
- Finding the right time to follow up
- Low interaction with CAB leads to lower response.

This method may not generate lots of data. However it may be the only method that is feasible for a number of clients. Be aware that sending a request for feedback can lead to requests for more advice.

See the Citizens Advice Outcomes Toolkit for sample surveys, and for tips around using surveys (Client outcomes: Recommended approach and resources, November 2009). This can be found on [CAB Link](#).

Typical types of question for a survey (based on our overall model)

What was the advice or hard outcome? e.g. benefit successfully claimed

or

If the problem was resolved

The clients view of the outcome:

From Very poor through to Great

How important the bureaux was in securing this outcome:

Not important, Fairly important, Very important

How this has impacted on them or their family:

Stress, Relationships with family and friends, Improved physical health, Ability to help themselves

How satisfied they are with the service:

Felt listened to, Advice given was clear, Able to take the next steps, CABx accessibility, Waiting times

Follow up a sample of people

Easterhouse CAB has decided to take a percentage of clients covering different issues over a period, possibly six months.

Clients will be asked when they first approach the bureaux for permission to contact them by telephone maybe three or four months after their issue is resolved. At that point the CAB will try out a scripted telephone call to find out if their situation has improved what has helped and not helped.

This should give them a snapshot of the outcomes and longer term benefit for clients and a better idea of their journey.

See [ESS Support Guide 2.2](#): Using interviews and questionnaires to evaluate your project.

Focus groups

A focus group is a group interview. A group interview is made up of a series of topics or issues that the person running the group wants the participants to discuss. A topic guide is used.

You can organise a group interview specifically as an evaluation activity or more informally as part of an existing group activity. For example, if you deliver a talk to a community group, you could use that opportunity to get feedback on a particular advice issue or on views of the CABx.

See [ESS Support Guide 2.2](#): Using interviews and questionnaires to evaluate your project.





Section 4

Evaluating social policy and community engagement outcomes

Social policy work takes time, and changes in practice and policy may not be evident for years. In their Outcomes Toolkit, CitA suggest that you break down the process and suggest you can collect evidence along the way. This might mean collecting activity information to show involvement and contribution to policy change:

- Identify issues
- Compile evidence
- Analysis and recommendations
- Raising awareness
- Engage in consultation
- Affecting legislation and administration practice

In the Outcomes Toolkit there is a useful grid which highlights activity measures at each of these stages. This can be found on [CAB Link](#).

We identified a number of broad outcomes that come from social policy and community engagement work. We looked at one social policy campaign around unfair parking fines to see if there was any data that bureaux could collect locally. We produced a table with indicators and methods which can be seen overleaf.

We identified that for each social policy campaign it is useful to identify:

- What specific good and bad practice looks like?
- What steps people might take to assert their rights?
- What organisations might do to change their practice?



These would be indicators of change. For example for unfair parking fines, a change in signage in a private car park is great evidence that the campaign has had an impact. A photograph before and after would be a visual way of showing that impact.

The key issue here is around reporting. Who needs to know? For national campaigns CAS ask for feedback so that they can assess the success of the campaign and collate evidence for future work.

Locally CAB might want to highlight their work in an annual report, on their website or in a newsletter. It is unlikely that we would produce a full and detailed report. Below is an example a simple short reporting format with headline highlights.

Social policy report: Unfair parking fines

- Purpose of campaign
- What we did – number of events/number of people/posters distributed etc.
- Evidence of outcomes - Any evidence of increased awareness, leading to increased numbers challenging unfair parking fines, the results of challenging. Any changes in practice.
- Any learning – e.g. working together with trading standards

Social policy and community engagement outcomes and indicators		
Outcome	Outcome indicator	Methods
Increased awareness of rights and responsibilities	Number of people attending events/ accessing information AvPress and news coverage Related enquiries (up or down) Enquiries taken by another agency e.g. trading standards (up or down) People tell you they now know ...	Records of events/ attendance Hurrah file Analysis of bureaux statistics Ask other agency Feedback from groups (e.g. Quiz, thumbs up/ scaled assessment/post it note exercise)
Better able to claim rights/uphold responsibilities	People challenge unfair practice: <ul style="list-style-type: none"> ● Write letters ● Make claims ● Challenge decisions Number of enquiries	Web hits of pages seen and letters downloaded Web survey Analysis of bureaux statistics
Relevant body called to account	As above box, plus Any collective action taken by CAB and others, e.g. presenting local evidence to local providers	Papers or reports produced
Change in policy or practice	Policy wording changes Bad practice stops: list e.g. for unfair parking <ul style="list-style-type: none"> ● poor signage ● quoting English law ● cost of fine too high ● won't accept good reason Start good practice: list Opposite of above <ul style="list-style-type: none"> ● clear signposting ● quote Scottish law ● fines same as Local Authority ● accept good reason 	Photos before and after Paperwork issued by company Examples of conversations with company
Better guidance for decision and policy makers	Guidance wording changes Regulation introduced National association or similar recommended practice	Look for change
Better practice/decisions	Immediate result for client More people get appropriate decisions/service Estimated numbers of people affected	Record outcomes for individuals Make informed guess at potential impact




Methods for evaluating community engagement and social policy

Here are just a few simple exercises that can be used during or at the end of a community engagement event. Be creative, invent your own.

See [ESS Support Guide 2.3: Using Visual Approaches to Evaluate your Project](#).

Thumbs up, thumbs down

This is a quick and easy exercise that can be used at the end of a talk/training session. You make a statement and ask people to give you:

-  Thumbs up if they agree
-  Thumbs down, if they don't agree
-  Thumbs sideways – if they are not certain or have a mixed view

For example, you might ask: Do you know what to do if ...

You can count the number of thumbs. You can ask those with thumbs down or sideways to tell you a bit more about their response.

Post-it note exercise

You can ask people to put answers to questions on a flipchart. This can be good for an end of session evaluation.

For example:

- One thing you learnt
- One thing you liked
- One thing we could improve

Quick quiz

After your talk, you could ask people to give answers to a quick quiz to check that they have the knowledge that you hoped for.

For example:

On what grounds can you question a parking fine on private land?

- a. No grounds, you just have to pay it
- b. If the charges were not clearly signposted
- c. You never have to pay a fine

Scaled assessment

You can develop a very simple evaluation sheet asking people to show their outcomes on a scale.

For example 1 to 5, with 1 being I don't know this, and 5 being I am completely confident:

When I can challenge a private car parking fine

How to challenge a private car parking fine

Add a comments box so that people can give you qualitative feedback.



Often funders provide their own template for reporting. Where they don't ESS provides a simple template for developing your own report. See [Appendix 4](#).

See [ESS Support Guide 3.3: Report writing](#).

Focus on Case Studies

Funders commonly ask CABx for case studies to illustrate their impact. In the learning set we explored how best to develop and present a case study.

Different types of case study have a different tone and feel. The key to writing a good case study is being clear about:

- The audience
- The purpose
- The focus and
- The message.

See [ESS Support Guide 3.2: Writing case studies](#)

We looked at some CAB example case studies and identified they could be improved if the case studies:

- Did not just focus on the legal outcome, but also said something about the impact on the client personally and their family.
- Stated clearly 'this case study is for ... and shows ...' or used headings/headlines e.g. challenges/successes.
- Had bigger type and better layout.
- Avoided technical language.
- Used a more creative approach for example used pictures, photographs and diagrams.

Key learning

In selecting your case study, you don't have to start with the case example, you can start with the message and then choose the case.

It helps to be clear how typical the case is.

Case studies don't have to be your best cases.

Case studies don't have to be long and you don't need all the back story or follow a precise chronological order.

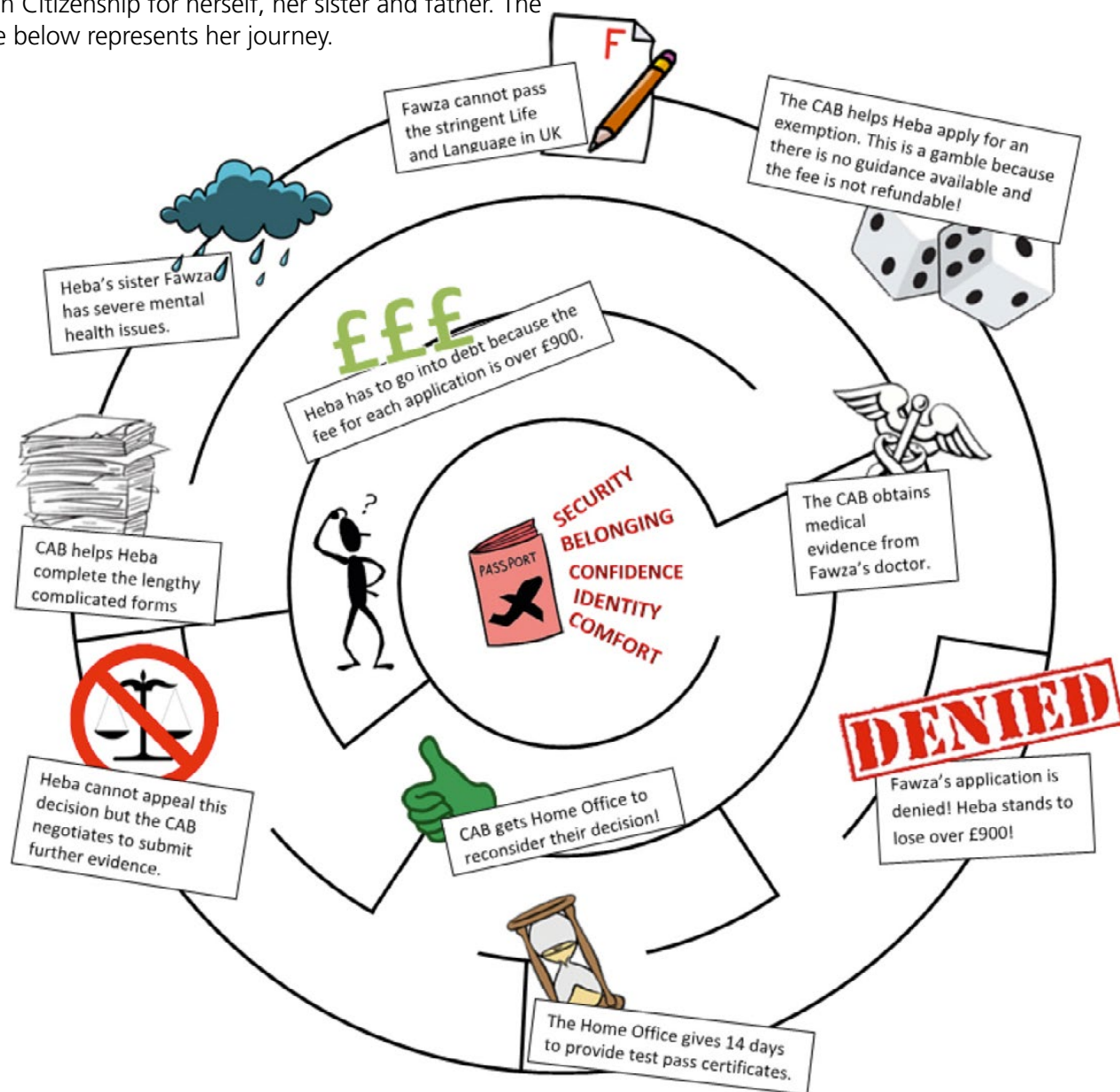
On the following pages we present some examples of case studies prepared by members of the learning set.



Example Case Studies

The Immigration Maze

Heba is an Iraqi refugee and she wants to apply for British Citizenship for herself, her sister and father. The maze below represents her journey.



"I would like to thank the CAB for all the support they gave me. It was not easy for me and my family to fill in an application form where each simple mistake could cause a big delay on the one hand and maybe losing fees on the other. Many thanks for you."

Homelessness averted

Angie (pseudonym) is a lone parent of a one year old child and had been suffering with depression since the breakdown of her marriage. After getting into financial difficulties her landlord told her that she had to leave her house at the end of the week.

She approached the bureau for assistance and was very distressed as she had no-where to go and thought she was going to lose her child as she was going to be homeless. We assisted Angie by lodging a minute of recall at court which was served on the landlord and stopped the impending eviction. The case was due to be heard four weeks later. In that time, we found that Angie had accrued rent arrears because she hadn't answered letters asking her for further information about her housing benefit application.

We completed the housing benefit process, got it backdated and arranged for the remaining arrears to be collected by direct deductions from Angie's benefits. Angie retained her home after we provided lay representation at the Sheriff court and the case was closed. Angie is much happier now and is also experiencing less stress as she completed a financial statement which is enabling her to manage her money better. Her doctor has now stopped her medication for depression as she is coping well.



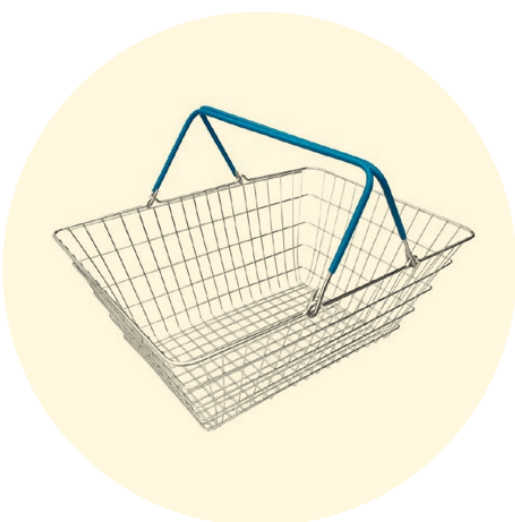
In work poverty

Hi my name is George. I am aged 24, single and I am employed full time on the minimum wage. Other than my 25 per cent single occupancy discount I have no entitlement to any benefits.

I couldn't make ends meet and got myself into a bit of bother financially and approached CAB.

They have helped me to look at my budget to ensure I make all essential payments (including work travel costs). They have helped me to set up repayments to my rent and Council Tax arrears and agree token payments of £1 per month to each of my three non-priority creditors. I pay child maintenance and have my child to stay two nights per week.

This is what I have left to pay for everything else £29.97 per week (for food, clothes, presents, toiletries).



My Shopping List for this week

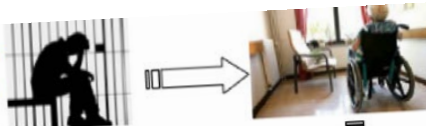
	Individual Price	Running TOTAL
Mince/Beef/Chicken, 3 for £10 (special offer – last week)	£10.00	£10.00
24x Toilet Rolls (special offer – last week)	£8.00	£18.00
Razor (normally £7.99)	£3.99	£21.99
4pk blades	£6.50	£28.49
Porridge Oats 2kg	£2.19	£20.19
Potatoes	£1.00	£21.19
Rice	£1.98	£23.17
6 x Value Tin Beans (24p each)	£1.44	£24.61
Bread	£1.00	£25.61
Cold Meat (for packed lunches)	£3.00	£28.61
Butter	£0.79	£29.40
Value birthday card £1 + 53p postage	£1.53	£30.93
Milk	£0.79	£30.19

Studies have shown that low income households are far more likely to be financially excluded and consistently pay more for financial products and services.

New Philanthropy Capital (2008), 'Short Changed: Financial Exclusion, a guide for donors and funders'.

Working in partnership to achieve the right outcome

Retired gentleman (age 74) found himself in prison aged 71. On his release from prison he was placed in a care home.



He did not want to be in the care home and strived to get his independence back. He was eventually awarded a local authority house. He found himself living in a town where he had never lived before and his only possessions being his wheelchair and the clothes he was wearing.



The gentleman visited his local Citizens Advice Bureau to get help with reinstating his benefits. It transpired that he was a veteran who had served in the army. At this point he was referred to the ASAP worker who was able to help him to reinstate his Disability Living Allowance and get Pension Credit in place. Help was given to contact the Soldiers, Sailors, Airmen and Family Association (SSAFA) and complete a Community Care Grant form.



He has now managed to get white goods for his kitchen and is in the position of having funds to set up home properly. His DLA award has been reinstated along with quite a substantial backdated payment. The local social work department visited recently and have been able to provide a number of aids and pieces of equipment to help with his mobility issues around the house.



"I feel less alone and much more optimistic for my future in my new home."



This Cabopoly game has been designed by Motherwell and Wishaw CAB².

2 If you wish to discuss using this board game, please contact Kinga Kosakowska, Executive Manager via email: kingakosakowska@motherwellcab.casonline.org.uk or phone: 01698265349.

Section 6

Getting staff and volunteers on board with evaluation

Here are some tips the learning set came up with to get people in the bureau on board with evaluation.

Create a sense of ownership

In a team session/or other event

Ask people to think about why evaluation is important, for whom and what gets in the way.

Ask the group for ideas for how they could collect more or better information about outcomes.

Start small and simple

Try collecting information from a small sample or using a simple method.

Feedback quickly and ask “how was it for you?”

Use this pack to share the ideas for collecting information.

Show how you have used outcome evidence in reporting.

Share with your peers

Ask another CAB how they have collected or used outcome evidence.

Run a short **training** session for staff and volunteers.

Fit evaluation into every day work e.g. if you are reviewing cases, find a simple way to record outcome information (See [page 22](#)).

Make it into **a game**. See example of game on [page 36](#).

Be imaginative in how you present your statistics.

Have an appreciation or **feedback wall**.

Recruit volunteers with a specific interest in evaluation.

Use the evidence you collect:

- in a report
- on the website.

Ask people what the results mean

Ask what that evidence is telling you and what action you need to take if any (report to someone, improve the way you do things etc...).

Keep it short

Use an existing event to introduce evaluation briefly: e.g. social evening for volunteers.

Create a subgroup of people to look at the issue.



Appendix 1 National Health and Wellbeing Outcomes

The National Health and Wellbeing Outcomes are high-level statements of what health and social care partners are attempting to achieve through integration, and ultimately through the pursuit of quality improvement across health and social care.

They are important to CABx in Scotland because these outcomes are likely to be included as part of performance measurement frameworks for contracts or service level agreements with bureaux:

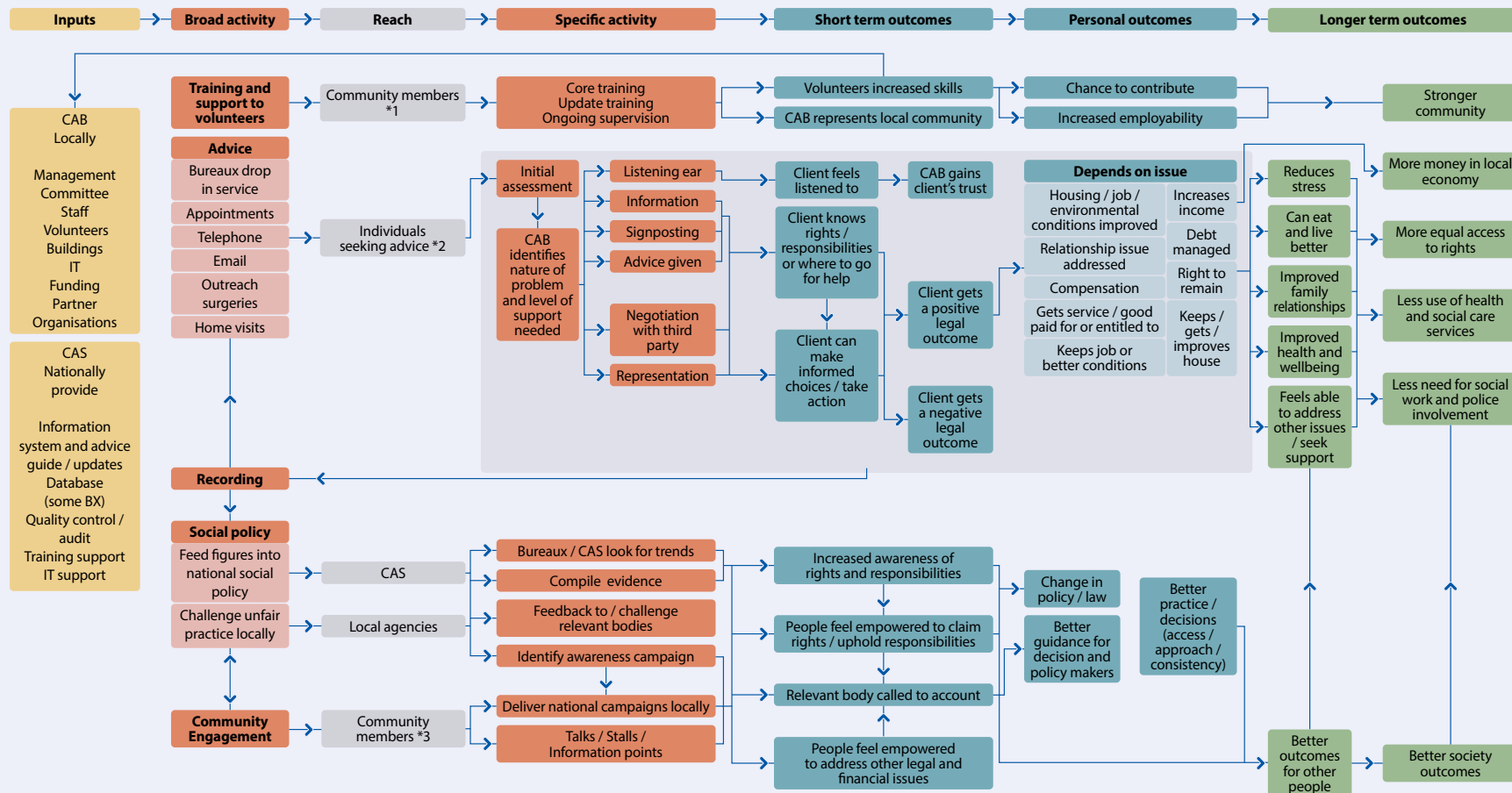
- To deliver advice services in health and social care settings
- For services funded by the NHS
- For services procured through joint commissioning between the NHS and local authorities.

There are nine outcomes in total and this paper seeks to describe in broad terms how bureaux can contribute to the achievement of each and how they might provide evidence of this.

NATIONAL OUTCOME	CAB CONTRIBUTION	EVIDENCE
<p>Outcome 1.</p> <p>People are able to look after and improve their own health and wellbeing and live in good health for longer.</p>	<p>Provision of information about health services and social care services and how to access them. Referrals to community and third sector organisations which can provide support in relation to particular conditions or effects of conditions such as loneliness. Provision of advice and support services that maximise people's incomes; reduce stress and anxiety; help people to get adaptations in their homes; reduce family tensions and breakdowns; enable people to avoid evictions and homelessness; amongst other things. Enabling people to access reliable and trustworthy sources of information and advice about health and particular conditions.</p>	<p>Statistics for advice services, client financial gains, referrals made and received.</p> <p>Surveys of clients based on health related outcomes.</p> <p>Surveys of external organisations and partners about the difference that the CAB service makes to patient/user outcomes.</p> <p>External, independent evaluations of projects and services.</p>
<p>Outcome 2.</p> <p>People, including those with disabilities or long term conditions, or who are frail, are able to live, as far as reasonably practicable, independently and at home or in a homely setting in their community.</p>	<p>Provision of advice, support and representation services to enable people to claim the welfare benefits to which they are entitled, to manage their money, to access the services that they require to support them (NHS and Council), to get adaptations to their home, to access support services delivered by the third sector and to exercise their rights.</p>	<p>Statistics for advice and representation services. Client testimonials and surveys.</p> <p>Surveys of external agencies concerning patient/user outcomes.</p> <p>Project or service evaluation reports.</p>
<p>Outcome 3.</p> <p>People who use health and social care services have positive experiences of those services and have their dignity respected.</p>	<p>Patient Advice and Support Service (PASS) provides feedback, comments, concerns and complaints information to enable services to improve and respond to people's needs. People can exercise their rights and challenge inappropriate behaviours.</p>	<p>PASS statistical reports and case studies.</p> <p>Patient surveys.</p> <p>Evidence of service improvements contained in NHS performance reports.</p> <p>Discussions at local and national PASS advisory group meetings.</p>

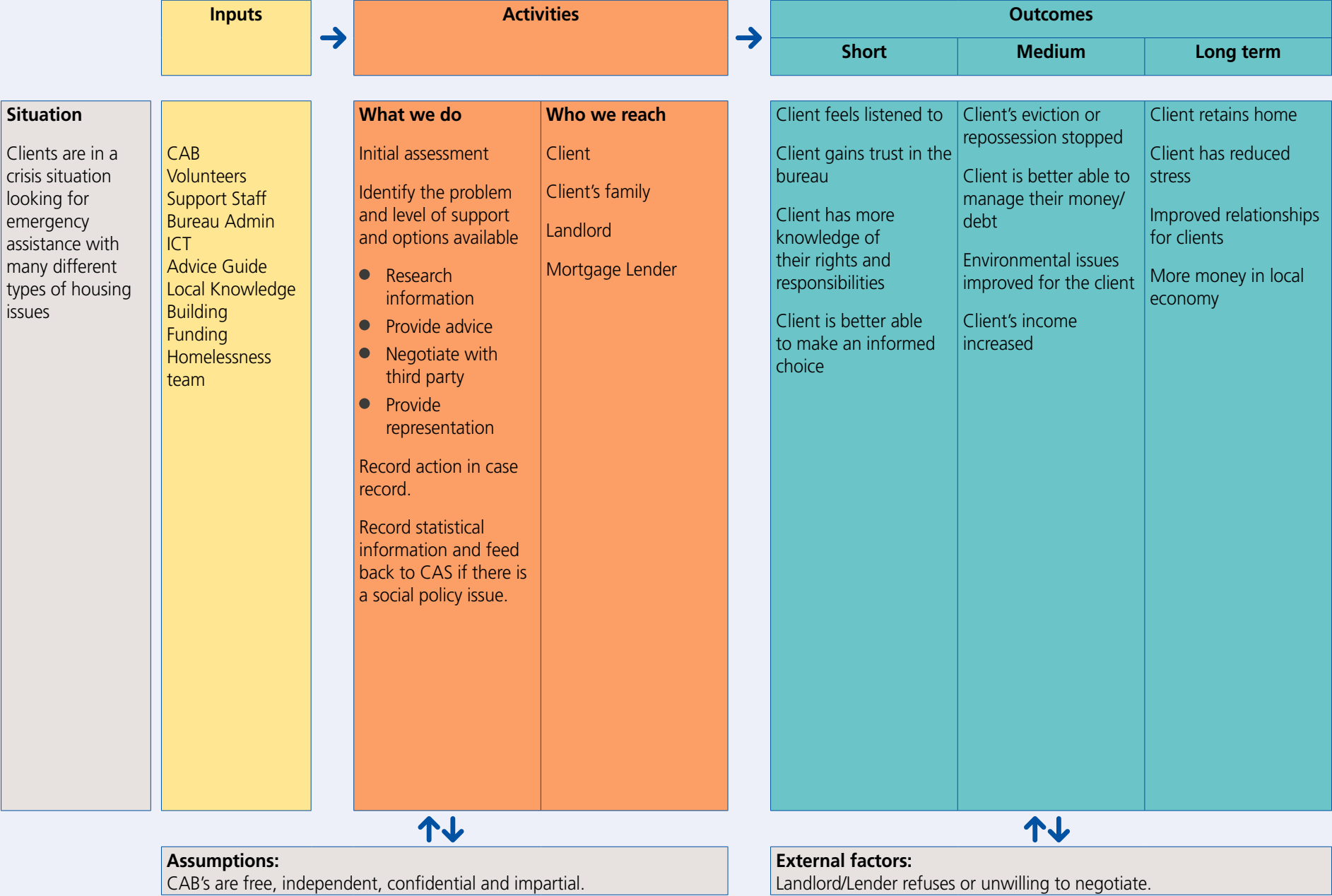
NATIONAL OUTCOME	CAB CONTRIBUTION	EVIDENCE
<p>Outcome 4.</p> <p>Health and social care services are centred on helping to maintain or improve the quality of life of people who use those services.</p>	<p>CABx provide services to which health and social care professionals can refer their users for a holistic service that is person centred and which improves people's incomes, reduces stress and anxiety and builds confidence and self-esteem, helps people to manage their money and to remain in their homes, reduces family stress and relationship breakdown and so on.</p> <p>PASS helps to provide feedback on the extent to which people feel that their quality of life has improved.</p>	<p>Statistical reports.</p> <p>Client survey.</p> <p>External agency surveys.</p> <p>PASS reports.</p>
<p>Outcome 5.</p> <p>Health and social care services contribute to reducing health inequalities.</p>	<p>Provision of social policy information both nationally and locally about the impacts of particular policies and practices.</p>	<p>Social policy reports, lobbying, campaigns and other activities.</p>
<p>Outcome 6.</p> <p>People who provide unpaid care are supported to look after their own health and wellbeing, including to reduce any negative impact of their caring role on their own health and wellbeing.</p>	<p>Provision of advice and information to carers to enable them to access welfare benefits, manage their finances, remain in employment and access the support services to which they are entitled. Information about local support services, including respite. Provision of access to reliable information about health and social care services and about particular health conditions.</p>	<p>Statistics.</p> <p>Outcomes based client surveys.</p> <p>Outcomes based external agency surveys.</p> <p>Client testimonials.</p>
<p>Outcome 7.</p> <p>People who use health and social care services are safe from harm.</p>	<p>PASS provides feedback and raises issues directly with providers of health and social care and also with regulatory and professional bodies as required.</p>	<p>PASS statistical reports, case studies and client testimonials.</p> <p>NHS performance reports showing changes made as a result of PASS interventions.</p>
<p>Outcome 8.</p> <p>People who work in health and social care services feel engaged with the work they do and are supported to continuously improve the information, support, care and treatment they provide.</p>	<p>Provision of information, advice, support and representation services to which health and social care professionals can refer patients/ users so that they can concentrate of patient/ user care at the same time as ensuring that that patient/user gets the full range of support and assistance that they need to improve and maintain their health and wellbeing.</p>	<p>Health and social care professional surveys.</p>
<p>Outcome 9.</p> <p>Resources are used effectively and efficiently in the provision of health and social care services.</p>	<p>PASS provides feedback about the efficacy of services that is used to improve those services.</p>	<p>PASS statistics, client testimonials, case studies, NHS performance reports.</p>

Situation: Glasgow SOA prioritises three issues: Alcohol, Youth employment, Vulnerable people. It emphasises the need for an intensive neighbourhood approach to tackle inequalities. It identifies underlying principles around prevention, equality and sustainable change.

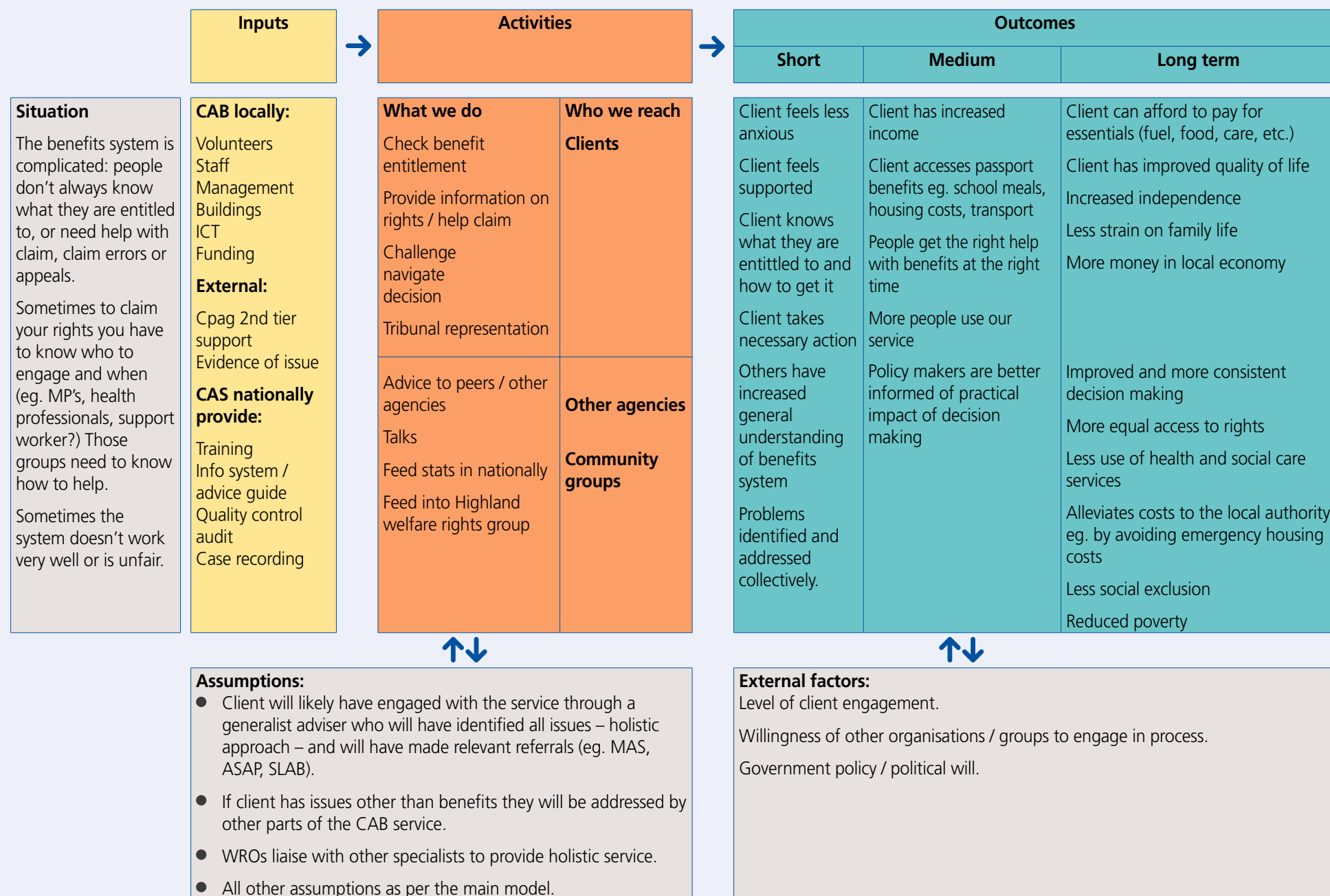


- *1 We provide volunteer opportunities for all groups.
- *2 The CAB sees a large number of people from SIMD areas. Key areas of advice are around benefits (in work poverty, sick, retired and unemployed people), debt and housing (for those in poor housing or at risk of homelessness). We tackle inequality by helping people to access the services and support they need.
- *3 CAB undertake proactive work. We contribute to prevention by encouraging people to access advice early on. We highlight problems which might affect other people, thus preventing problems from arising.

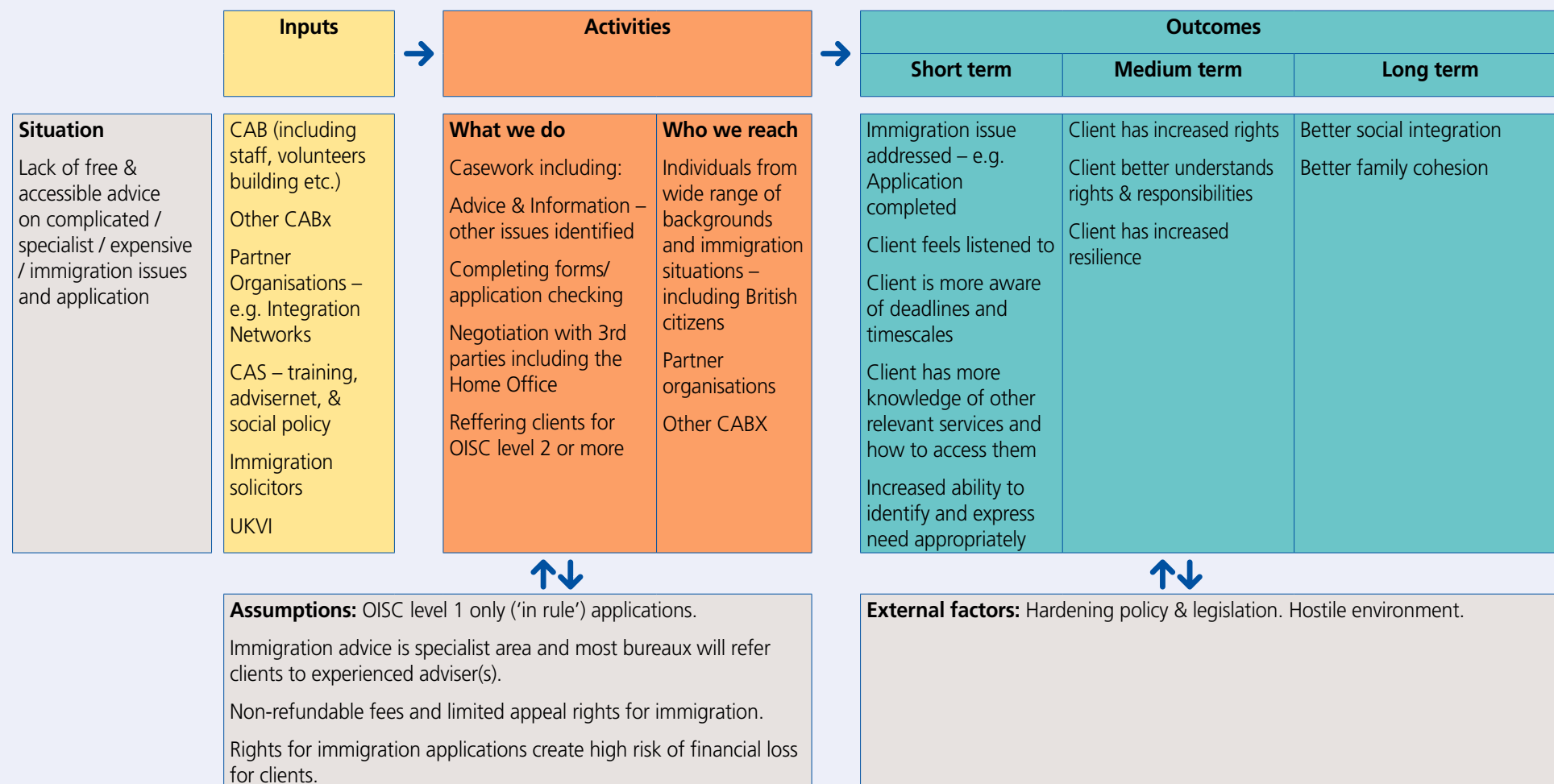
Housing Advice



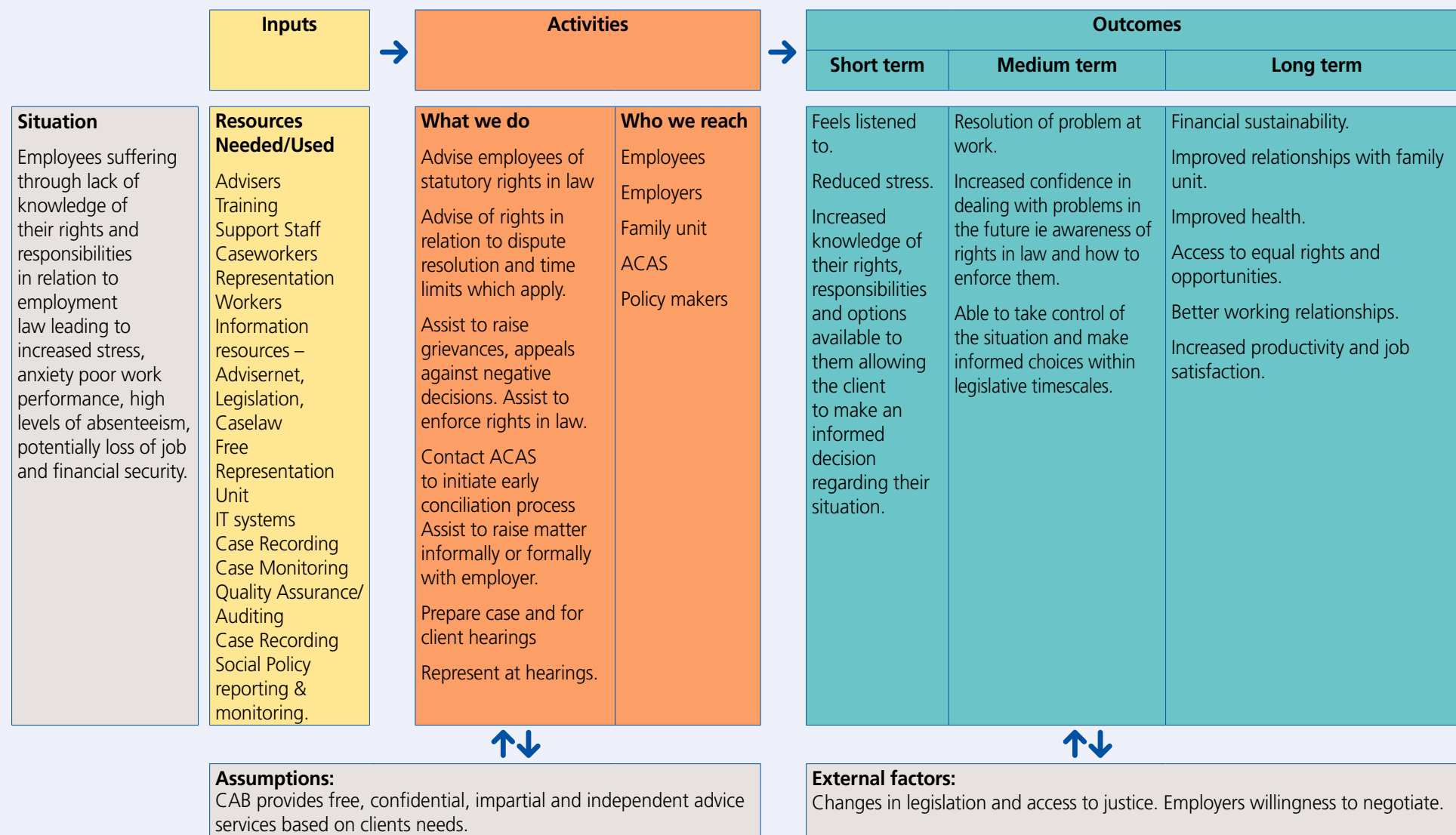
Welfare benefits



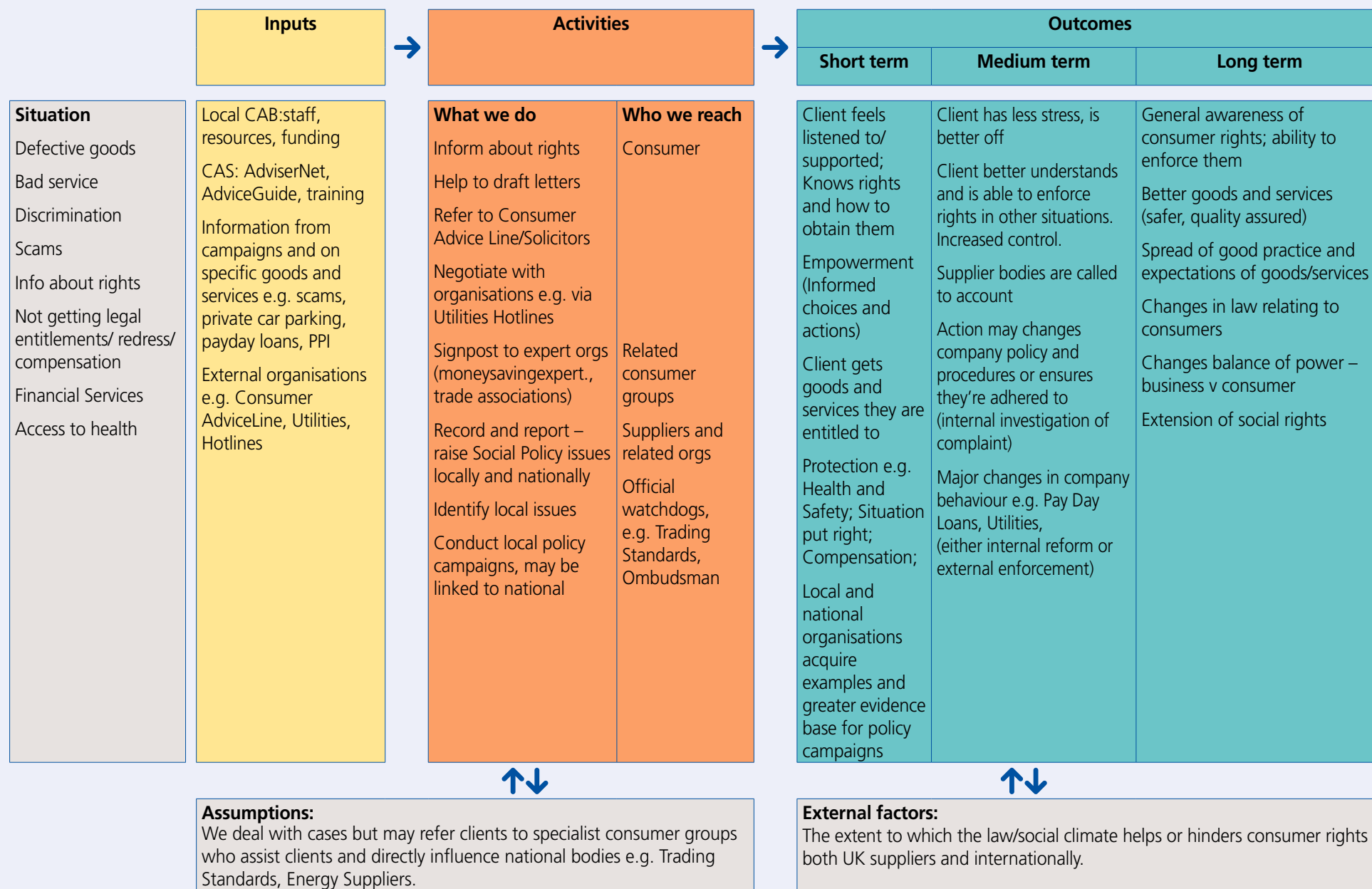
Immigration Advice



Employment



Consumer



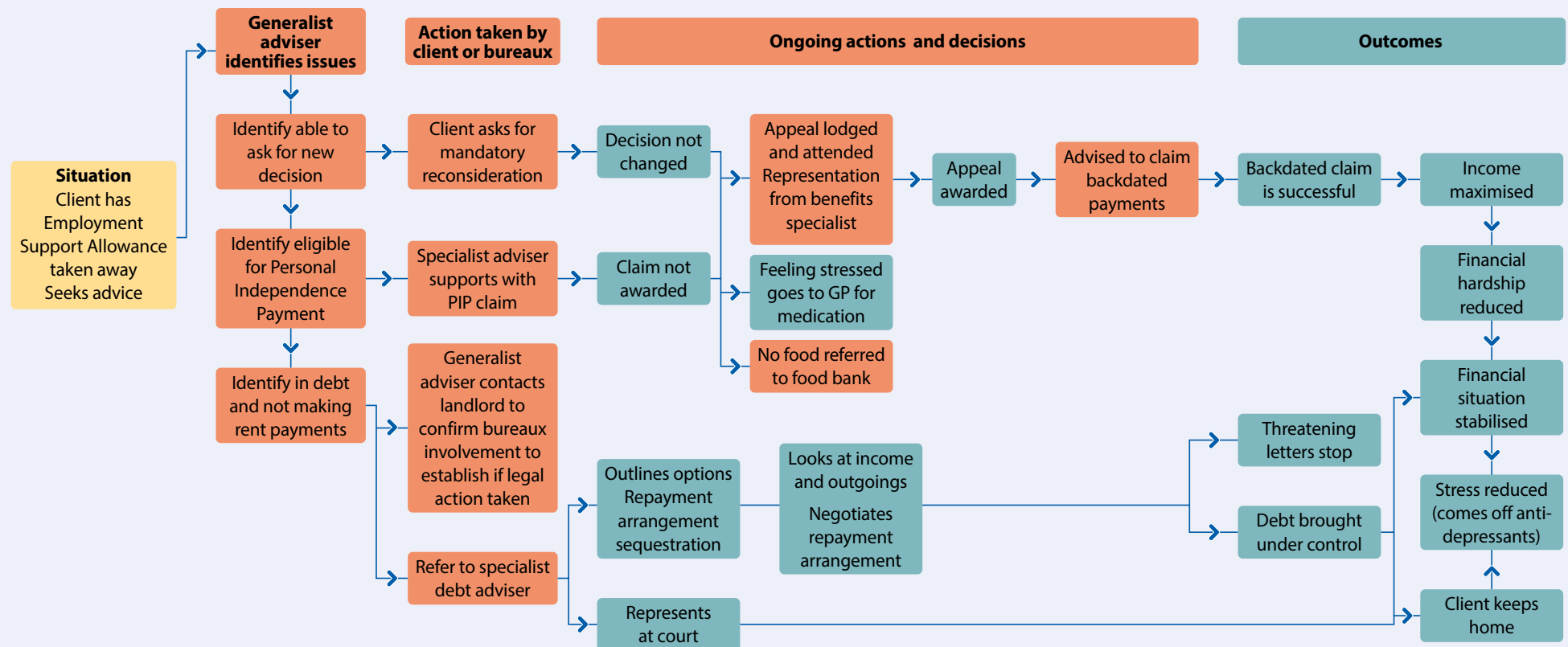
A typical case where someone has more than one issue

It shows how generalist and specialist advisors in the bureaux work together to support the client.

It also shows that multiple actions are required over a period of time.

It is very common for people to be awarded benefit after appeal. The process is time consuming and stressful for clients.

Where we are successful, we help people to maximise income, reduce hardship and stress, and prevent homelessness.



Appendix 4 Reporting Template

What we expected to do
What goes here? A summary of what the organisation or project said they'd do (for example in an application form or at the start of the reporting period) including: <ul style="list-style-type: none">● Planned differences or changes that you want to make for the people you work with (outcomes).● The main activities or services you provide to deliver your outcomes. [This section could also include a reminder of the overall aim of the organisation or project to set the context.]
What we actually did
What goes here? The main facts and figures about actual activities, for example the number of people the organisation or project worked with and the main things they did.
What difference we actually made
What goes here? Overall information about the outcomes achieved. Could also include examples of how individual participants or service users experienced the projects (such as case studies or quotes).
Challenges and changes
What goes here? Any problems you encountered that slowed progress, stopped the outcomes happening or things that were changed.
Learning for the future:
What goes here? Unexpected outcomes (positive or negative). Key learning points. Anything they will do differently in the future.
Other
For example – budget details.

From:
[Harmonising Reporting \(Scotland Funders' Forum/ESS\)](#)

Appendix 5 Some evidence you might find useful

Report	Evidence	Shows
Assessing the health benefits of advice services: using research evidence and logic model methods to explore complex pathways, Peter Allmark et al, June 2012	<p>In this multi-agency piece of work a team of researchers looked at evidence from 87 documents around the impact of advice. They found:</p> <ul style="list-style-type: none"> • Financial benefits were common (unclaimed benefits and debt), material benefits (e.g. free prescriptions, dental treatment, council tax exemptions, respite care, meals on wheels, disabled parking permits, aids and adaptations, help with energy use and community alarms). • A strong association between 'financial capability' and psychological wellbeing. Greater incapability is associated with stress and mental health problems. • Some evidence that people spend increased income on items that would improve health e.g. food, increased mobility, essential household items e.g. fridges, presents for family. • Insufficient studies directly evidencing clear health gain. They suggest that there is an absence of evidence, rather than evidence that these outcomes are not achieved. 	Personal and long term outcomes
The financial benefits of advice provision – the example of Citizens Advice Service in Scotland, Fraser of Allander Institute, November 2014	<p>A publication into the financial benefits of advice provision has conservatively estimated that Scottish Citizens Advice Bureaux contribute £168.7million to the common good in Scotland. The Scottish CAB service in 2013/14 had funding of £23.8million. Therefore the return on investment for every £1 spent on the CAB service is over £7 in benefit to Scotland.</p> <p>(They examined five advice areas - benefits, debt, employment, housing and relationships – which accounted for 79.6% of all new issues, the report concludes how CAB advice in 2013/14 benefits Scottish society as a whole).</p>	Return on investment
Older Persons' Advice Project (OPAP) Social Return on Investment (SROI) Analysis: an evaluation of social added value for the older person's Advice Project, Sheila Maxwell, December 2009	<p>Based on a period from July 2008 to March 2009, the work suggests a return on investment of £27.53 for every pound spent. The work involved a proactive approach to reach older housing associations tenants and included advice and support on benefits, fuel poverty and energy suppliers, bereavement, care and repair, and aids and adaptations (in some cases through referral to others).</p>	Return on investment

Report	Evidence	Shows
Maximising the incomes of older people in Glasgow, Parkhead CAB, August 2013	<p>The research involved:</p> <ul style="list-style-type: none"> • A literature review. • Questionnaires sent to eight Glasgow bureaux and six other advice agencies to map existing services and gaps. • Qualitative interviews with a sample of older people visited at home. • Additional research by email and phone with a small number of other organisations. <p>They found formal evidence that older people regularly do not access all of the financial support they are entitled to. Whilst older people are not a homogeneous group, there are three primary barriers that prevent older people from claiming Pension Credit. These are:</p> <ul style="list-style-type: none"> • A belief that they are not eligible. • A concern about how the receipt of Pension Credit would interact with other benefits they are currently receiving. • A lack of awareness of Pension Credit. <p>There are a number of secondary barriers that worked to reinforce the decision not to apply. These centre on the application process and included such things as an unwillingness to disclose financial information and a complicated application process. The UK Government's move to a 'digital by default' approach to welfare benefits and other services could exclude some of the most vulnerable and marginalised members of society from accessing the services they rely on.</p> <p>They concluded from their own research that:</p> <ul style="list-style-type: none"> • Older CAB clients in Glasgow were better off by at least £1million in the previous year as a result of advice. • 94% of client's reported a difference in one or more of the following: feeling less worried, improved confidence, greater ability to cope and personal health and comfort increased. 83% said they were spending more on their heating, around 50% were spending more on their diet and/or looking after their health. • Older people make a significant contribution and benefit by volunteering for their local CAB. 	<p>Barriers to claiming benefits</p> <p>Financial outcomes</p> <p>Long term outcomes</p> <p>Outcomes from volunteering</p>

Report	Evidence	Shows
<p>MAXIMISING OPPORTUNITIES: final evaluation report of the Healthier, Wealthier Children (HWC) project, Lynn Naven et al Glasgow Centre for Population Health July 2012</p>	<p>This report presents the evaluation findings from the Healthier, Wealthier Children (HWC) project. The project involved developing new approaches to providing money and welfare advice to pregnant women and families with children at risk of, or experiencing, child poverty across NHS Greater Glasgow and Clyde (NHS GGC).</p> <p>The project created information and referral pathways between the NHS early years workforce and money/welfare advice services with the aim of staff, such as midwives and health visitors, identifying the need for advice among pregnant women and families. Key findings were:</p> <ul style="list-style-type: none"> • Of the 2,516 referrals, 1,347 (54%) accessed some type of advice. Almost one in two (663) people receiving advice were entitled to some type of financial gain, with an average annual client gain of £3,404. • Other gains from accessing advice included help with childcare and housing, support with charitable applications, advocacy, switching to cheaper utility options and an increased uptake of Healthy Start vouchers. One in twenty people receiving some type of gain were awarded Healthy Start vouchers to exchange for milk and vitamins for children. • Eight percent (110) of people accessing advice were referred onwards for additional help. The four most frequent reasons were other financial support, immigration issues, social work support and accessing voluntary organisations. • Follow-up interviews with clients accessing advice revealed that a number reported reduced stress, improved mood and increased sense of self-worth and security. Some also saw an improvement in relationships with families and friends. • The gains (financial and non-financial) achieved for pregnant women and families with children are important determinants of health that can contribute to improving overall family wellbeing. 	<p>Increased reach to those in need</p> <p>Personal outcomes</p> <p>Long term outcomes</p>
<p>Financial Skills for life, Citizens Advice, 2013</p>	<p>This project helps people across England and Wales to gain skills, knowledge and confidence to manage their money through providing training and group sessions to clients or frontline workers. They found:</p> <ul style="list-style-type: none"> • 85% of bureaux offered financial skills sessions. • A recent independent evaluation showed that on average each learner that attended a CAB session was £10 better off. • Learners also reported (detailed evidence not presented): <ul style="list-style-type: none"> Confident about managing money better Understanding financial products In control of money Less stressed Improved health and wellbeing. 	<p>Financial outcomes</p> <p>Increased capability and long term outcomes</p>
<p>Ipsos Mori survey (2009)</p>	<p>One in 5 members of the public had used CAB in the previous 3 years. 98% of a sample of 500 said they felt able to trust the confidential service and were satisfied with the way they had been treated by CAB service staff.</p>	<p>Satisfaction with service/ short term outcomes</p>

Report	Evidence	Shows
Outcomes Map: financial and legal matters, John Copps, NPC, February 2013	<p>This document quotes evidence of the impact of the economic downturn, which has affected some individuals and areas badly, with high unemployment, rising food and fuel prices, an increase in doorstep lenders.</p> <p>They suggest that financial difficulties feed legal difficulties. Reports show increasing number of people declaring themselves bankrupt, historically high rates of house repossessions, and strain on family relationships.</p> <p>Referring to a previous publication* they note that studies have shown that low income households are far more likely to be financially excluded and consistently pay more for financial products and services. They are also more likely to experience legal issues relating to changes in benefit legislation.</p> <p>* NPC (2008) Short changed: Financial exclusion, a guide for donors and funders</p>	Need for service
Welfare Benefits Advice through General Practices: A Business Case, London Health Inequalities Network: March 2013	<p>This paper explores the business case for welfare benefits advice through or in General Practices. In doing so, it brings together evidence from a number of sources. It concludes that there is a need for advice because:</p> <ul style="list-style-type: none"> • Welfare benefits are complex and potential beneficiaries may face a range of barriers for example age, health, transport access, literacy or cognitive abilities. • Changes in the welfare system bring another level of complexity and many do not have another adult to assist them. • The economic downturn and rising living costs are likely to push families on low income towards poverty. • Demand for welfare benefit advice is increasing. • Advice helps to address health inequalities and reduce poverty. • GP surgeries come into contact with many vulnerable people, for example people with long term conditions, some of whom would not use mainstream services. • Advice can save GP time and budget, with fewer visits, fewer prescriptions, less recourse to mental health services. • It can also save on future expenditure e.g. housing and homelessness. 	<p>Need for service</p> <p>Outcomes for health service</p>

Report	Evidence	Shows
The value of CAB volunteering to individuals, community and society, Citizens Advice Impact team report, 2014	<p>Based on primary research with nearly 1,500 volunteers, Citizens Advice report across England and Wales 22,000 volunteers donated nearly 7 million hours to our service.</p> <p>The average cost of training and recruiting a volunteer is £2,800 with an ongoing annual cost of £1,700.</p> <p>To provide a staff run service for the equivalent provided in the previous year would cost £109 million of delivery hours, plus overhead costs.</p> <p>97% of volunteers would recommend volunteering at CAB.</p> <p>9 in 10 volunteers consider their bureaux to be a constructive environment to develop themselves and their skills.</p> <p>22% of volunteers are 25 or under.</p> <p>21% are black, Asian and minority ethnic.</p> <p><i>Skill development</i></p> <p>9 in 10 gain more than one practical skill through volunteering.</p> <p>4 in 5 working volunteers believe their employability has increased.</p> <p>8 in 10 unemployed volunteers believe they are overcoming barriers to gaining employment.</p> <p>3 in 5 say volunteering has made them less stressed.</p> <p>Soft skills and resilience</p> <p>4 in 5 gained confidence through volunteering.</p> <p>9 in 10 have increased sense of purpose and self-esteem.</p> <p>These latter two benefits are particularly crucial for retired individuals. All of whom believe it keeps them mentally active. Over half saying they feel less at risk of social isolation.</p> <p><i>Health and wellbeing</i></p> <p>3 in 4 who identified as having a mental health condition felt better able to manage their conditions.</p> <p>4 in 5 believe volunteering had a positive effect on their physical or mental health.</p> <p><i>Community cohesion and engagement</i></p> <p>9 in 10 volunteers gained knowledge of local issues and felt more engaged with their community.</p> <p>4 in 5 feel better able to volunteer in other capacities within their communities.</p> <p>9 in 10 feel better equipped and empowered to deal with issues in their lives, with 4 in 5 also helping family and friends.</p>	<p>Additional value added by volunteering</p> <p>Outcomes for volunteers</p>



Citizens Advice Bureaux in Scotland

Citizens Advice Bureaux are local, independent charities that provide free and confidential advice and information whoever you are and whatever your problem.

There is a Citizens Advice Bureau in almost every community in Scotland, across more than 250 locations, helping more than 250,000 people each year.

CABx aims

- To ensure that individuals do not suffer through lack of knowledge of their rights and responsibilities, or of the services available to them, or through an inability to express their need effectively and, equally
- to exercise a responsible influence on the development of social policies and services, both locally and nationally.

The Scottish Citizens Advice Bureau Service is guided by 12 principles:

1. **A free service**
2. **Confidentiality**
3. **Impartiality**
4. **Independence**
5. **Accessibility**
6. **Effectiveness**
7. **Community accountability**
8. **Client's right to decide**
9. **A voluntary service**
10. **Empowerment**
11. **Information retrieval**
12. **A generalist service**

For more information about our service go to www.cas.org.uk/about-us/citizens-advice-bureaux



Evaluation Support Scotland (ESS) works with third sector organisations and funders so that they can measure and report on their impact.

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