Outcome Based Reporting

6th August 2015
Results Based Accountability is made up of two parts:

**Population Accountability**
about the well-being of **WHOLE POPULATIONS**
for wards - neighbourhoods — cities – regions

**Performance Accountability**
About the well-being of **CLIENT POPULATIONS**
for projects – agencies – service providers
OUTCOMES
“A condition of well-being for children, adults, families or communities”

PERFORMANCE MEASURES
“A measure to evaluate how well a programme, agency or service system is working”

INDICATORS
“A measure which helps quantify the achievement of an outcome”

Performance measures tell us how well service providers are working as opposed to the impact on whole populations (i.e. outcomes)

Three questions:
• How much did we do? (quantity)
• How well did we do it? (quality)
• Is anyone better off as a result? (quantity and quality of effect or customer/client outcomes)
### Performance Accountability

#### Smoking Cessation Programme

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>QUALITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>How much did we do?</td>
<td>How well did we do it?</td>
</tr>
<tr>
<td>• Number of clients enrolled</td>
<td>• % clients completing programme</td>
</tr>
<tr>
<td>• Number of courses</td>
<td>• % counsellors trained to professional standard</td>
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<tr>
<td>• Number of nicotine patches issued</td>
<td>• % clients saying they were treated well</td>
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</tbody>
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<table>
<thead>
<tr>
<th>EFFECT</th>
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<tbody>
<tr>
<td>Is anyone better off?</td>
</tr>
<tr>
<td>• Number/Percentage smoke free</td>
</tr>
<tr>
<td>• At exit of programme</td>
</tr>
<tr>
<td>• After 12 months</td>
</tr>
<tr>
<td>• Number/Percentage clients saying they were helped to quit smoking</td>
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</tbody>
</table>
Outcome based commissioning and Contract Monitoring

- Used for Families First and Communities First
- Outcomes based on Need Assessment and What Matters / WG National Outcomes
- Quarterly monitoring meetings – 2 way process to evolve and amend indicators
- Reviews financial expenditure alongside performance
- Monitors on a ward basis (CF) and Neighbourhood basis
- Individual data on participants held for further analysis if required
Benefits of RBA approach

- Challenges provision and demand e.g. Parenting Services
- Identified duplication of services e.g. Healthy lifestyles
- Encouraging joint working to maximise resources
- Comparative performance (areas and time trends)
- Identified under performance which led to remodelling services / decommissioning of services / reallocations of £
- Challenges delivery models eg who is the best provider?
- Anonymised data looks at who is accessing services (language needs / where do they live etc?)
- Enables prioritisation of services if budgets reductions required
- Questions value for money of some services
- Has made actual costs of provision more transparent – including reduced back office/management costs
Contributions towards What Matters...

Granularity of data facilitates extra discussions on how to allocate money going forward which will be critical for evidencing need

National Evaluation of Families First, Year 3 Initial Feedback, Ipsos MORI Ecorys on behalf of Welsh Government

1. Working age people in low income families gain, and progress within, employment

- 440 parents and carers in low income families received intensive mentoring support from Sova to improve their skills and get into employment.
- Of these, 89 managed to find employment as a result – four times the success rate in the previous year – and over 60% of the parents who completed work with the Sustainable Employment project.

2. Children, young people and families, in or at risk of poverty, achieve their potential

- 194 young people at risk of being NEET [not in education, employment or training] took advantage of bespoke education provision and 87% progressed into education, employment or training as a result.
- 124 parents with 132 children from minority ethnic communities accessed Cardiff and Vale College’s Families Learning Together programme – 93% of parents noted a more positive relationship with their children’s schools and 100% of children had improved language skills as a result.

3. Children, young people and families are healthy, safe and enjoy well-being

- Over 230 families benefited from support from Home Start with 90% saying they have noticed an improvement in their children’s wellbeing.
- 225 families with a disabled child and 88 individual disabled young people received support from Diverse Cymru to review their welfare benefits leading to £575,952 in additional income as a result.
- Over 200 young people experiencing housing problems received support from the mediation service at the Basement@33 - of the 136 who completed, 54% felt able to return or remain at home while the remaining 46% found alternative accommodation.
- Over 1,200 pupils in schools received sex and relationships education as part of the Healthy Lifestyles project – 93% said that they now felt more confident about accessing sexual health services as a result.
- 56 children and 62 parents took part in the MEND [Mind, Exercise, Nutrition, Do It!] programme, with 96% reporting that it had changed their attitude towards healthy eating and physical activity; 79% of the children taking part had a reduced BMI [Body Mass Index] at the end of the project.

4. Families are confident, nurturing, and resilient

- 283 families completed a JAFF [Joint Assessment Family Framework] and developed a family plan. Of these, 158 were families with complex needs who needed support from the full TAF process - 85% of these families felt that working with the Team Around the Family team had been beneficial to their family and 68% reported an improvement in their emotional wellbeing.
- Over 1,000 families received intensive support to improve their parenting skills through generic and specialist parenting programmes and support – on average, 80-90% parents reported an increase in their confidence and self-esteem as a result.
Personal Data

- Largest number of referrals was for young people aged 12-16 years with the second largest group 8-11 year olds.
- In total Families First delivered services to families with around 60 home languages and from over 80 different ethnicities.
- Out of 7,672 service users who recorded a home language, 85.9% (6,587 service users) classified their home language as English. The next three most common home languages were Czech (2.6% or 200 service users), Arabic (1.7% or 131 service users) and Welsh (1.6% or 122 service users).
- Out of 9,452 referrals, the largest number came from Schools and other education services (26.9% / 2,603 referrals). This represented referrals from nearly 200 schools and education services across Cardiff.

Figure 4 - Monthly distribution of all package referrals
Issues for consideration

- Preparation of annual reports revealed that services/projects are not routinely capturing outcomes.
- There is still a gap between “the partnership” and “core organisation” performance management.
- The evidence base and value for money data gives significant scope to inform budget decisions going forward.
- There needs to be ‘refresher’ training on RBA with a focus on performance accountability as opposed to a historic focus on population outcomes.
- To work effectively it needs ‘contract management’ skills within organisations – do we have these?
- Could we look at some service areas for pilots?