

Guidance for applicants on outputs and outcomes

In any campaign, there is normally an overall **goal or objective** that people are working towards, for example, to extend the voting age to include 16 and 17-year-olds.

Campaigners will usually have a range of **inputs** or resources at their disposal, including staff, finance, equipment or other assets. In order to achieve their goal, they may need to conduct various **activities**, such as gathering evidence, building support or advocacy activities.

Outputs are immediate results linked to delivering this activity. For example, this might include the amount and nature of media coverage generated by a campaign or the number of MPs across parties pledging support for a change at an event.

Outcomes are short and medium-term changes achieved. For example, this might involve a new parliamentary inquiry, a government commitment to a policy change, or new legislation or amendments passed into law. Shorter term outcomes achieved might be seen as milestones on the path to achieving long-term objectives.

Impacts are longer term changes that may be achieved over time and may result from an accumulation of outcomes that lead to a more substantial change. Impacts may be positive or negative and can include unintended consequences. They might include a wholesale shift in political attitudes towards an agenda or longer term societal change.

The following table aims to help clarify the key terms by offering general examples and an illustration linked to the goal of achieving a change in the franchise for 16 and 17-year-olds.

Key term	What it means	General examples	Case study on votes for 16 and 17-year-olds
Impact	Positive and negative long-term effects from interventions, achieved directly or indirectly, intended or unintended	Lasting and significant changes in people's lives brought about by interventions e.g. better quality of life for older people receiving care/ reduction in racism	Enfranchised young people develop habit of voting and greater voice in politics; increased turnout; politicians give greater attention to concerns of young people

Outcomes	Short and medium-term effects linked to an intervention's outputs. These may serve as milestones on the path to longer term impact.	Changes such as a new inquiry initiated into issues raised in a report; institutional legislative or policy changes to address problems	Political manifesto commitments to votes at 16; increased campaigning by young people for change; voting pilots; franchise extended to 16 and 17 year-olds in all elections across UK
Outputs	Main deliverables e.g. products, goods or services resulting from an intervention or changes relevant to achieving outcomes	Number of downloads of report, number/nature of participants trained in new skills, number/nature of participants at events, range and nature of media/social media coverage of activities	Pledges by MPs for votes for young people generated through cross-party events; media debate on merits of votes at 16 generated through poll
Activities	Actions taken or work performed	Reports produced, training delivered, events/ meetings held, media briefings given	Parliamentary events to discuss pros/cons of votes at 16, reports setting out the arguments, public awareness raising media campaign, poll of young people's attitudes
Inputs	Financial, human and material resources used for an intervention	Staff time, finance, volunteers, equipment	Staff time e.g. project manager, event organiser, report writer, finance, venue hire/catering for events