

Collaborative Growth Programme

Toolkit:
Capturing Outcomes
and Impacts



Benefits from collaboration

When carrying out your Scoping Study it is important to capture the outcomes/impacts arising from your collaboration as you will be required to report on these in your Final Report; these will also be critical in helping you to shape a Phase Two application should you wish to continue your Phase Two Collaborative Growth Programme project. We've provided some guidance below on the type of outcomes and/or impacts you should seek to report on, together with a blank template you should populate and **include with your Final Report**.

Please note that an **outcome** is a direct or immediate change that occurs as a result of undertaking a particular activity; whereas an **impact** is a broader change that occurs at a wider level within an organisation, community or society as a result of the activity outcomes. So, as an example – a Network focused on addressing skills gaps works with a local college to devise a new apprenticeship scheme. This is the **outcome**. As a result of the apprenticeship scheme Network member companies are able to draw from a pool of 30 newly trained potential employees. This, in turn, enables them to fill a number of current vacancies and thus improve their productivity. **This is the impact**.



Human Capital

- Increase employment
- Safeguard jobs
- Share staff
- Develop your employees skills and abilities
- Increase staff motivation



Market Capital

- Identify potential new customers
- Identify potential new suppliers
- Develop new products / services
- Increase your company knowledge of the marketplace
- Enter new geographical markets
- Enter new sectoral markets
- Increase your company's reputation within the marketplace
- Support the branding of some goods or services
- Compete more effectively within the global marketplace



Social Capital

- Establish and maintain business contacts
- Jointly manage a supply chain
- Increase the scale of your operations through the creation of economies of scale
- Contribute to greater industrial cohesion and identity
- Improve confidence levels within industry
- Improve the image of the industry



Financial Services



- Increase domestic sales and export sales
- Jointly tender to win larger contracts
- Reduce costs e.g. through bulk processing, purchasing



Wider Benefits

- University linkages with industry;
 - Skills development;
 - Knowledge transfers;
 - Encouraging Foreign Direct Investment;
 - Entrepreneurship.
 - No. of local/regional jobs indirectly dependent on the project;
 - Degree of higher management being injected;
 - Degree of R&D being injected;
 - Innovative nature of the project;
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Please populate the table below with details of the specific outcomes and impact to date as a result of your Scoping Study. Feel free to remove those categories that are not relevant to your project and replace them with those that are.'

Key Benefits	Outcomes	Impact
Financial benefits (money) 		
Human capital (people) 		
Market capital (global positioning) 		
Social capital (growth of networks/partnership), 		
Potential Wider and regional benefits 		
Best practice /learnings identified		
Any further action		