

THEORY OF CHANGE

September 2020

This guide should be used alongside the Theory of Change video, posted on the Towns Fund Delivery Partner website.

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OVERVIEW

What is a theory of change?

Why it matters?

How do I develop a robust theory of change?

How does it support the development of my TIP?

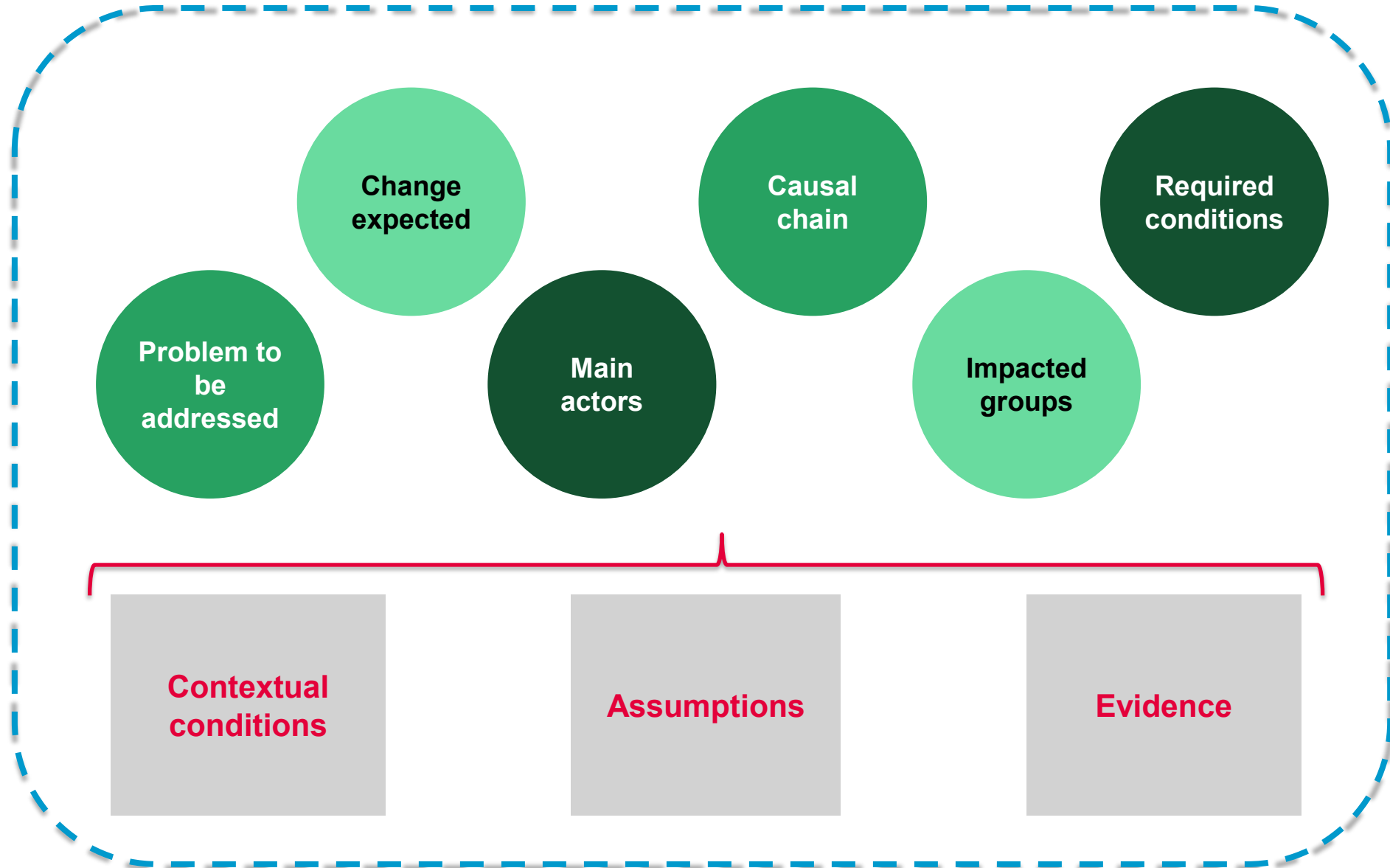
WHAT IS A THEORY OF CHANGE?

A DEFINITION

“Good policy-making necessitates a thorough understanding of the intervention and how it is expected to achieve the expected outcomes”

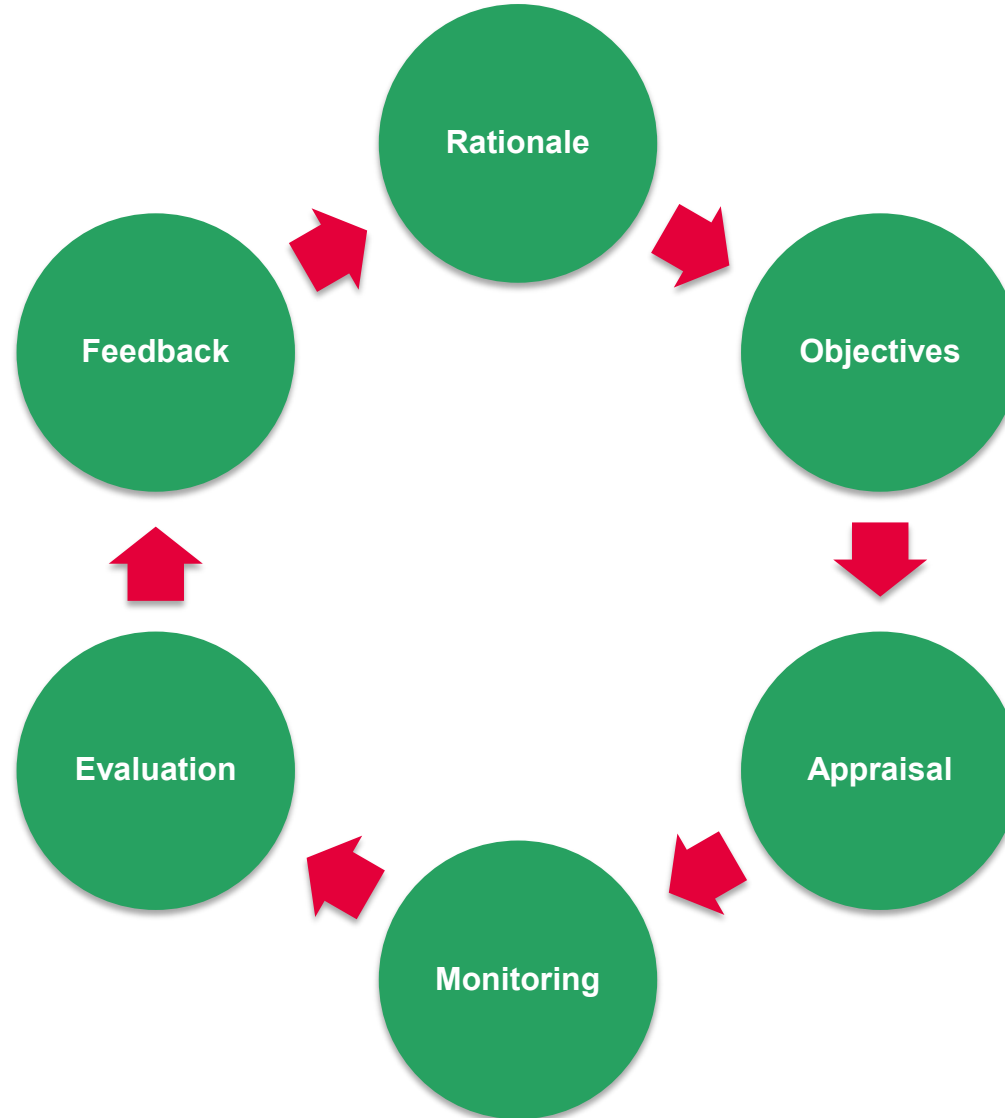
HM Government, Magenta Book

WHAT THIS MEANS IN PRACTICE

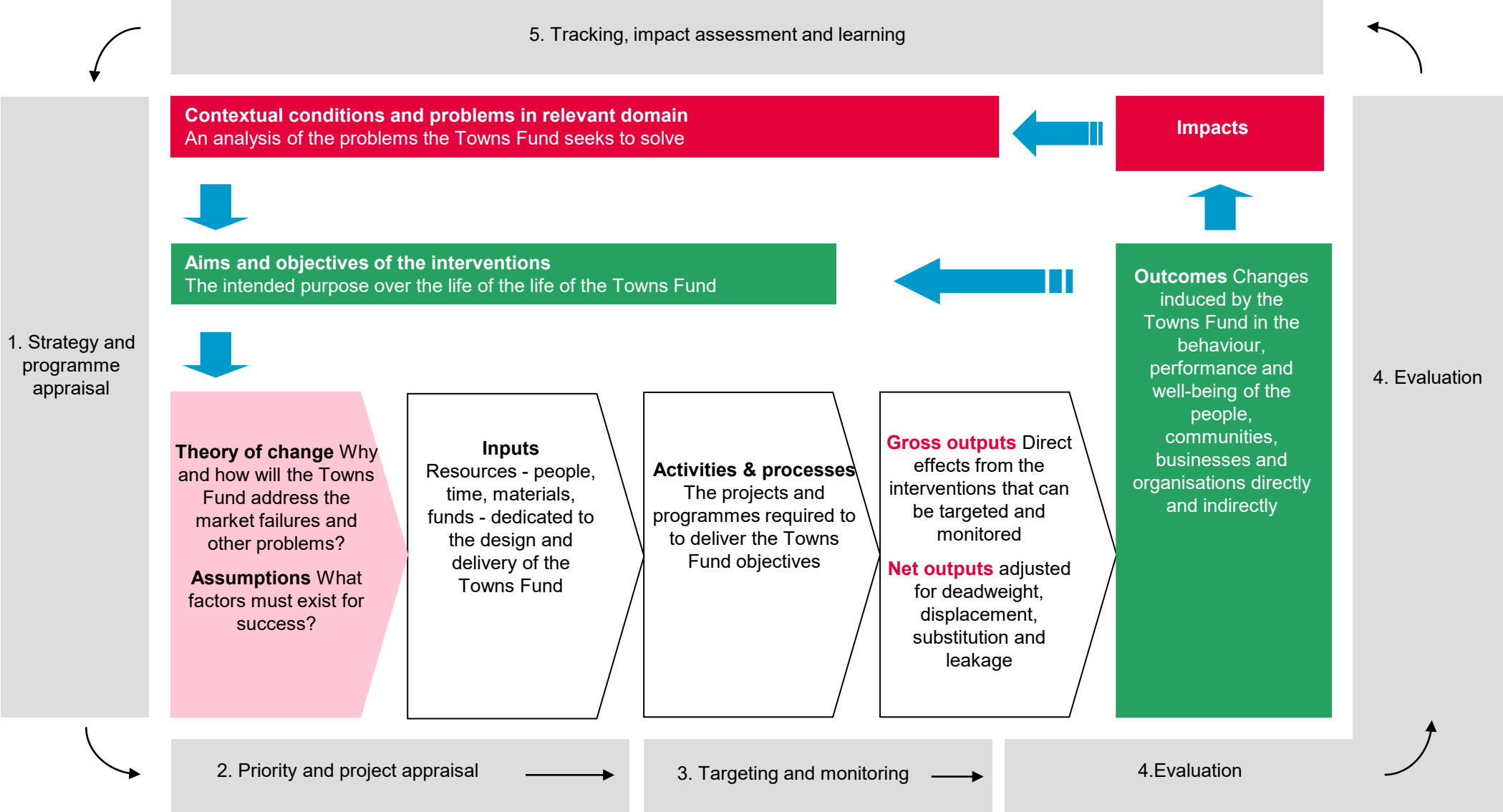


WHY IT MATTERS?

KEY PART OF THE POLICY CYCLE



PROVIDES CLARITY AND LOGIC

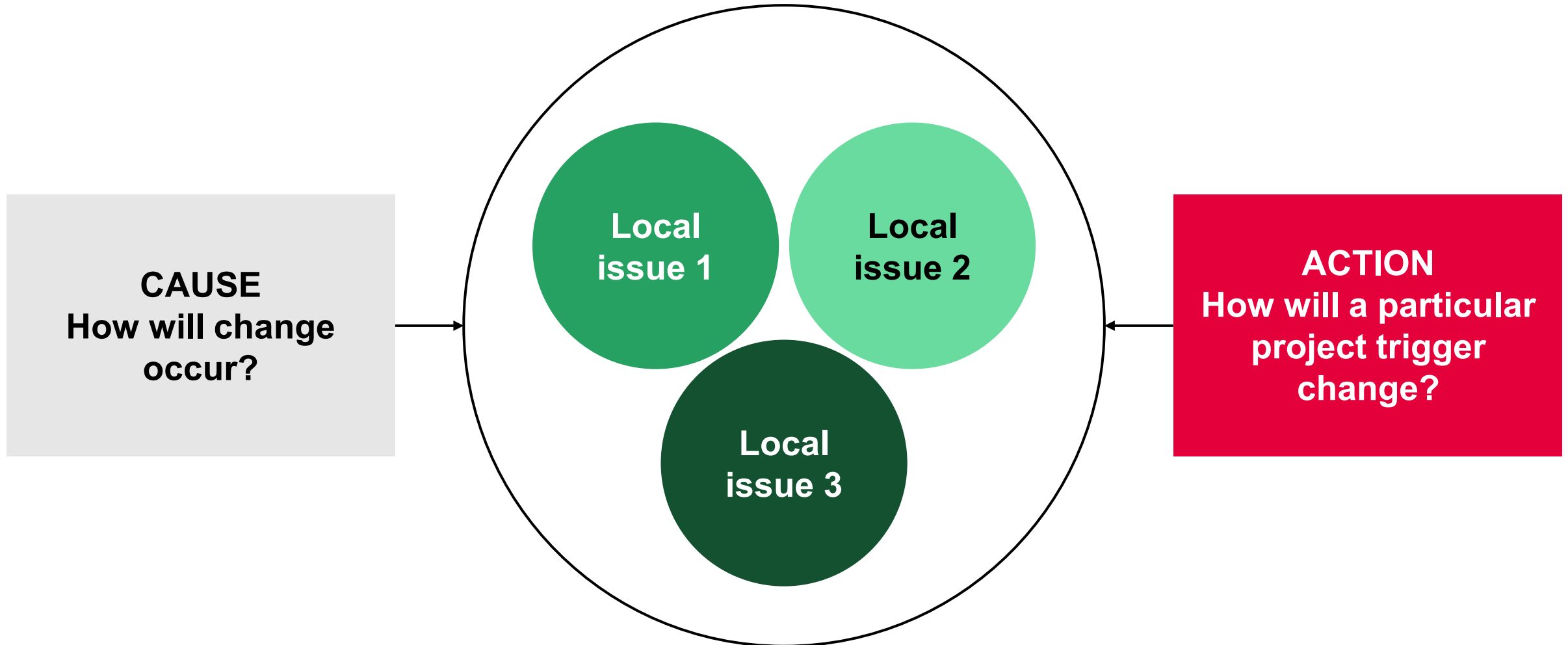


SUPPORTS COMMUNICATION OF THE VISION

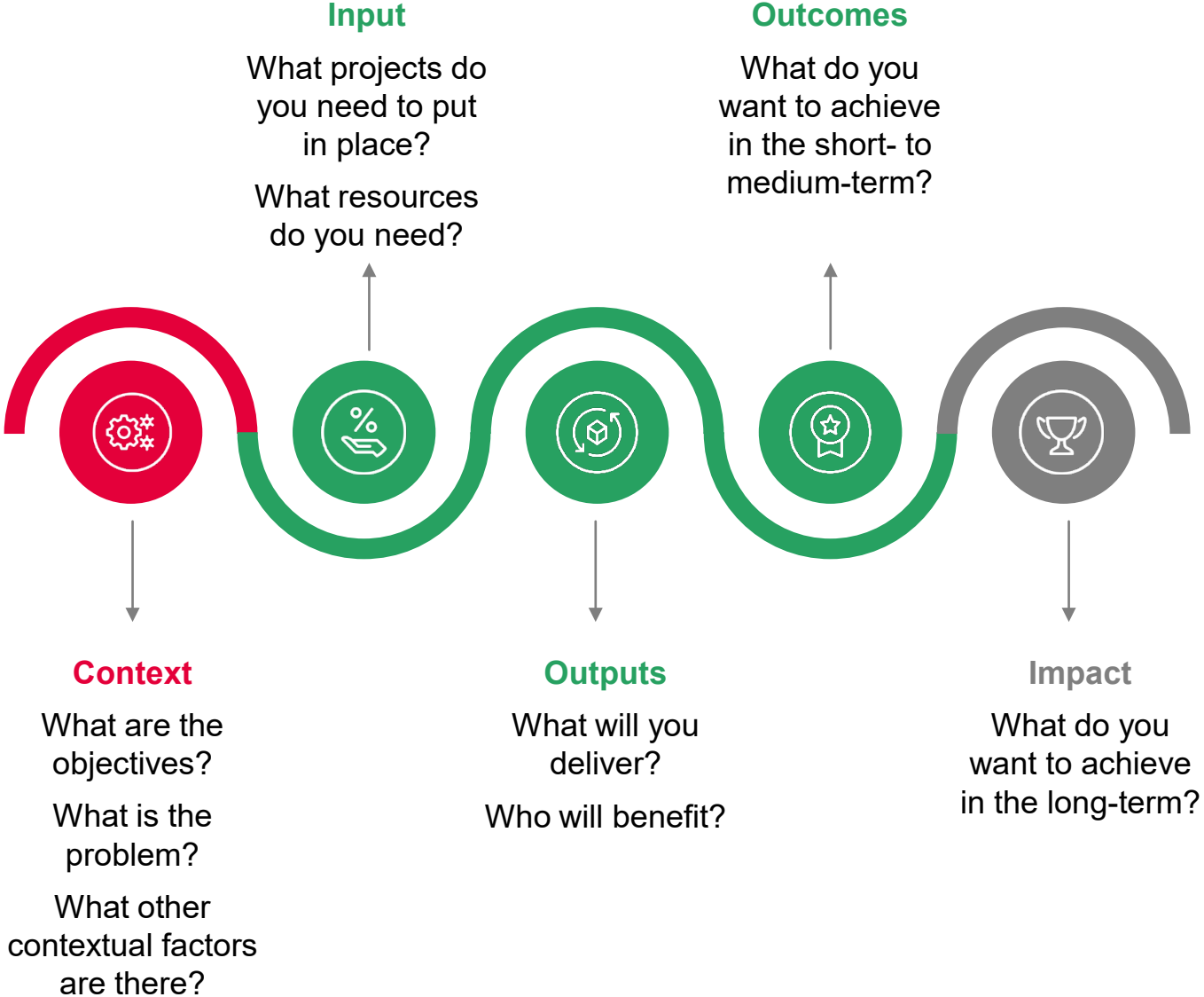


HOW DO I DEVELOP A ROBUST THEORY OF CHANGE?

ARTICULATE YOUR THEORY



BUILD UP THE LOGIC



ENGAGE, QUESTION AND CHALLENGE

Engage ...

- wider stakeholders
- what others are doing
- wider research
- with innovation

Question and challenge?

- 5 Whys
- If...then
- Cause and effect analysis

HOW DOES IT SUPPORT THE DEVELOPMENT OF MY TIP?

DEVELOPING YOUR TIP

- Helps provide the **'golden thread'**
- Facilitates the **identification of projects**
- Underpins **project prioritisation**
- Supports **stakeholder engagement** and communication

Follow up

Please do get in touch with your Town Coordinator for additional assistance.

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