

# The difference we make

## *Demonstrating your social impact*

**Gareth Hart**

*Director, Iridescent Ideas CIC*

**IRIDESCENT  
IDEAS™**

Business advice with a different perspective

 **SIMPL**

SOCIAL INVESTMENT MADE SIMPLE

 **SIMPL**  
A PARTNERSHIP BETWEEN

 **Connect  
Fund**

 **South West  
Academic Health  
Science Network**

 **POP+**

 **torbay  
COMMUNITY  
development trust**

 **CoLab**

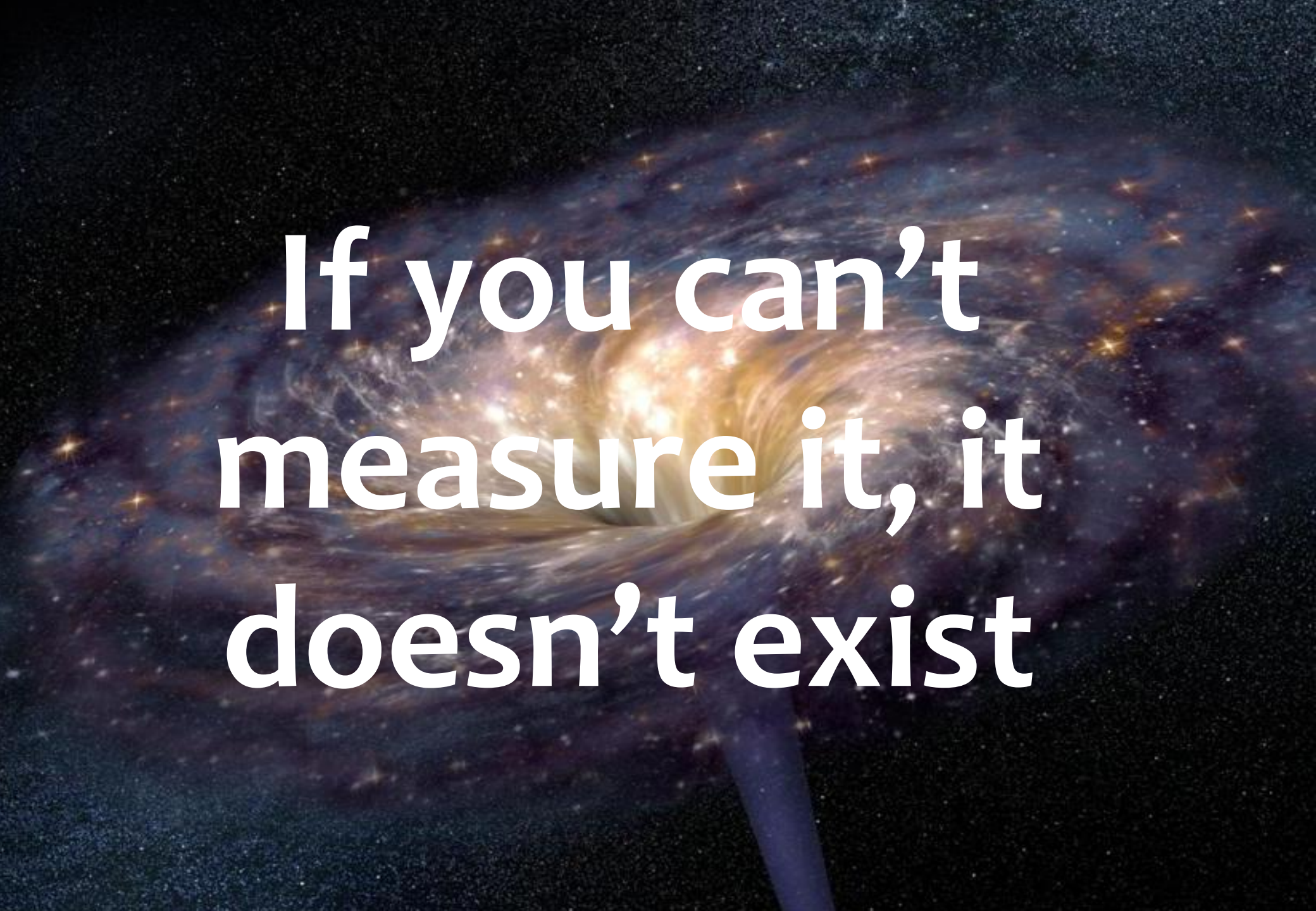
# Introductions and welcome

- About us
- Outcomes today:
  - More confidence about measuring, managing and marketing impact
  - Better understanding of your own impact
  - A simple social impact report
- About you

# What are your questions?

## **In pairs or small groups:**

- \* What sort of social impact work are you doing currently or thinking of doing?
- \* What do you find difficult?
- \* What are your big questions about impact?



**If you can't  
measure it, it  
doesn't exist**

# Terminology confusology

**Social value**

**Social objectives**

**Inputs**

**Displacement**

**Social return**

**Outputs**

**Social impact**

**Outcomes**

**Attribution**

**Deadweight**

**Theory of change**



# What is social impact?

“Social impact is the effect of an activity on the social fabric of the community and well-being of individuals and families” (SEUK)

“The change an organization creates through its actions” (UnLtd)

- \* The difference we make
- \* The value we create

# Why care about social impact?

## \* **IT'S OUR REASON FOR BEING!**

- \* Improve your organization's credibility
- \* Prove the need and help define the market for your services
- \* Inspire your staff and volunteers
- \* Communicate the difference your business makes
- \* Provide powerful publicity and marketing materials
- \* Give you the information you need to improve
- \* Help you secure future business
- \* Assist with future funding or investment



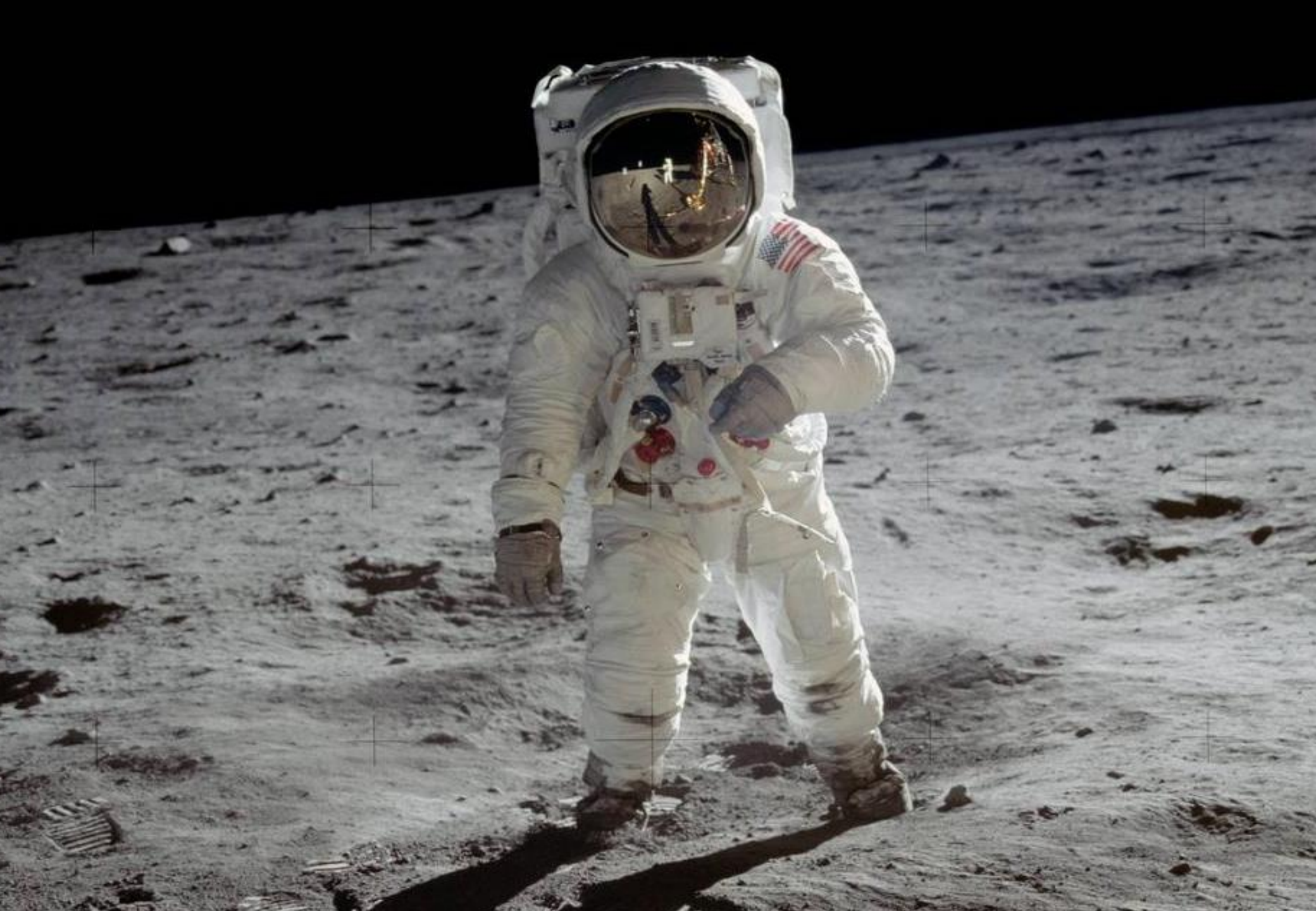
# What should we measure?

- \* Key is to measure things that matter to:
  - \* You and your business
  - \* Your stakeholders (e.g. funders, commissioners, regulators, beneficiaries)
- \* Make sure it is commensurate with size/complexity of work



# Looking for clues

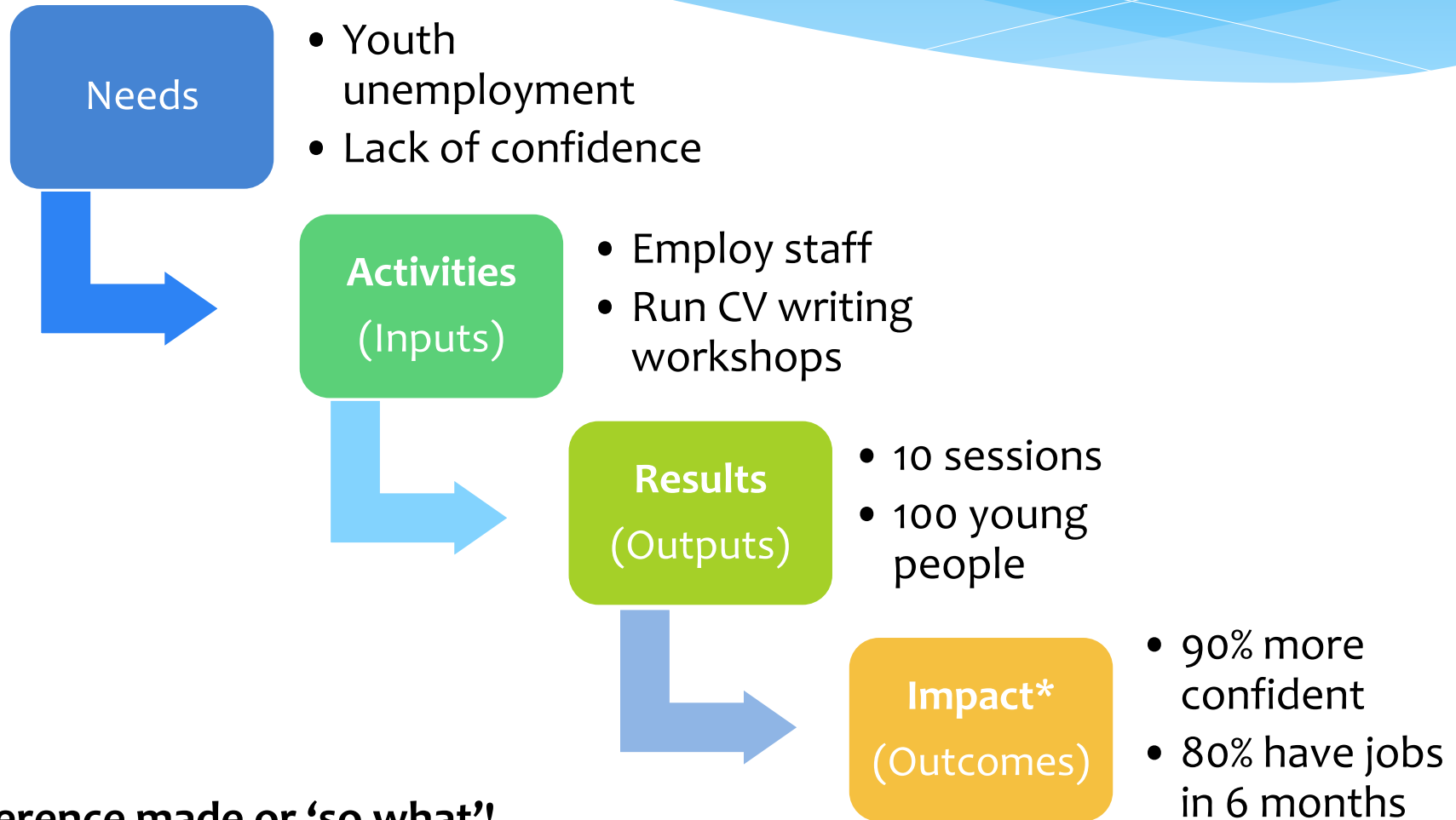
- \* Governing document (e.g. charity deed, CIC36 form, constitution, etc)
- \* Original funding applications
- \* Contract specifications
- \* Beneficiaries/clients themselves
- \* National/local policy



# Vision/Mission

- \* Complete the vision/mission handout

# Logical steps



**\*Difference made or 'so what'!**

# Example SMART outcome

- \* People with poor mental health will have improved well-being and reduced debt stress

Or

- \* In 6 months, 100 people will have reduced stress about their debts

# Another SMART outcome

- \* Establishing service level agreements will lead to improved standards in housing, policing, environment and public services

Or

- \* In 3 years, residents will report a increase of 10% in satisfaction with policing

# Moving to impact management

- \* Integrating impact into strategy and performance
- \* Regularly analysing and responding to data
- \* Measurement v management?
  - \* Focus on tracking v focus on service adaption
- \* Impact strategy – technical stuff - culture



# Communicating social impact

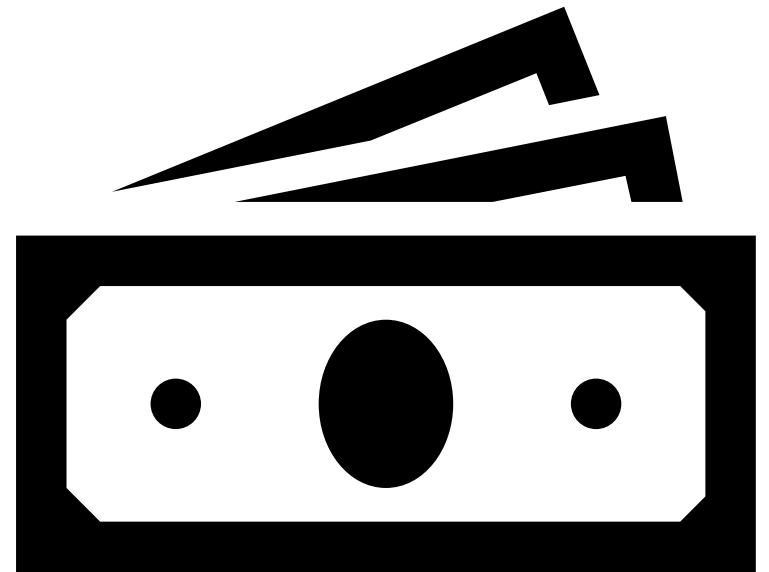
- \* Good presentation
- \* Key facts in context
- \* Storytelling
- \* Case studies (use with caution and concision)
- \* Report writing
- \* Infographics (e.g. Piktochart)
- \* Plan your campaign

# Clear, concise, concrete

- \* Write a 10 word description of your social enterprise's impact
- \* Write a 50 word description of your impact
- \* Write a 100 word description of your impact

# Marketing and social impact

- \* Understand your outcomes
- \* Who will pay:
  - \* Individuals (donations or fees?)
  - \* Grant funders
  - \* Public sector
  - \* Commercial sponsors



# Some funding sources

- Trusts and foundations
- Lottery
- Crowdfunding
- Community shares
- Landfill tax credits
- Section 106
- Councillor's local budgets
- Police and Crime Commissioner
- Housing Associations
- Parish Councils
- Commercial sponsorship

# Grant funding resources

- Funding Central - [www.fundingcentral.org.uk](http://www.fundingcentral.org.uk)
- GRIN – [www.grin.coop](http://www.grin.coop)
- Directory of Social Change –  
Directory of Grant Making Trusts - <http://www.dsc.org.uk>

# Your report

- \* Page 1 – Cover – logo, picture, title
- \* Page 2a – About us
- \* Page 2b – Quote/pic/case study

# Your report

- \* Page 3a – Our impact in numbers
- \* Page 3b – Our impact in words
- \* Page 4a – Awards
- \* Page 4b – Plans for the future
- \* Page 4c – Contact details





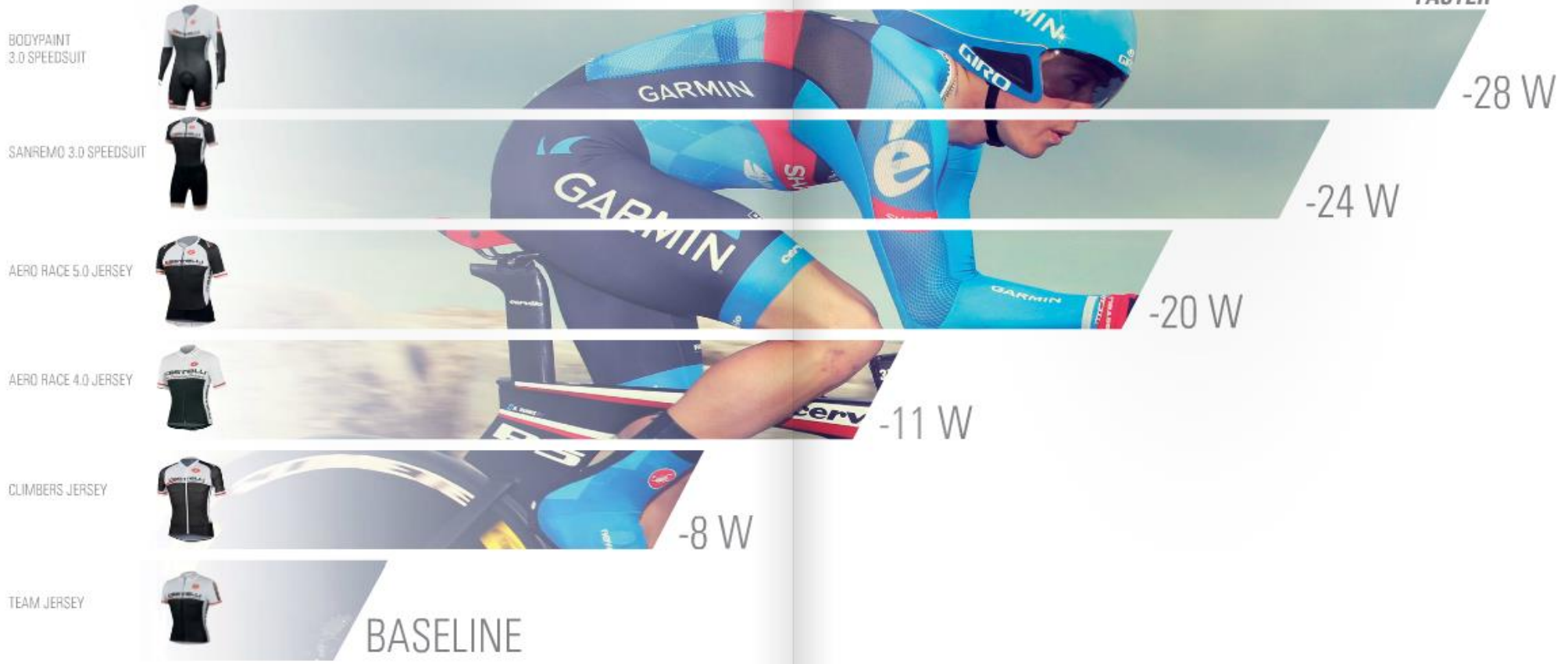
# Resources

- \* Global Value Exchange: [www.globalvalueexchange.org](http://www.globalvalueexchange.org)
- \* Charities Evaluation Services: [www.ces-vol.org.uk](http://www.ces-vol.org.uk)
- \* National Outcomes: [www.goodfinance.org.uk/impact-matrix](http://www.goodfinance.org.uk/impact-matrix)
- \* Social Impact Tracker: [www.socialimpacttracker.org](http://www.socialimpacttracker.org)
- \* Social Value Hub: [www.socialvaluehub.org.uk](http://www.socialvaluehub.org.uk)
- \* Outcomes Star: [www.outcomesstar.org.uk](http://www.outcomesstar.org.uk)
- \* Piktochart: [www.piktochart.com](http://www.piktochart.com)

**There's loads more!**

# AERODYNAMIC SAVINGS IN WATTS

DATA NORMALIZED AT 40 KM/H



# Measuring Social Impact Systems (1/4)

## **SROI – Social Return on Investment**

SROI is an approach to understanding and managing the value of the social, economic and environmental outcomes created by an activity or an organisation. It is based on a set of principles that are applied within a framework. <http://www.thesroinetwork.org/>

## **Social Audit Network**

Social accounting and audit is a logical and flexible framework which enables your organisation to build on existing documentation and reporting systems and develop a process so that you can:

- \* Prove - account fully for and report on your organisation's social, environmental and economic performance and impact.
- \* Improve - provide the information essential for planning future actions and improving performance.
- \* Account - be accountable to all those you work with and work for through social accounting and audit you will understand the impact your organisation has on people, the planet and the way you use resources. It will also help you manage your organisation and improve your effectiveness.  
<http://www.socialauditnetwork.org.uk/>

# Measuring Social Impact Systems (2/4)

## **Outcomes Star**

The Outcomes Star™ is a unique suite of tools for supporting and measuring change when working with people. The Outcomes Star™ both measures and supports progress for service users towards self-reliance or other goals. The Stars are designed to be completed collaboratively as an integral part of keywork.  
<http://www.outcomesstar.org.uk/>

## **Local Impact Measurement Tool**

The Local Impact Measurement Tool allows all businesses, charities and social enterprises - no matter how small - to show that you contribute to local strategic priorities.  
<http://aspiren.net/LIM/>

## **Social Impact Tracker**

Social Impact Tracker Online is a secure, web-based database application that allows you to capture and report your outputs, outcomes and your social impact. Social Impact Tracker is easy to use, affordable and allows you to keep 'everything in one place'. It is an efficient method of providing supporting documentation to funders, management and other key stakeholders. <http://www.socialimpacttracker.org/>

# Measuring Social Impact Systems (3/4)

## Lamplight

Lamplight is an online database system designed to be scalable and flexible. You set the fields you need. You choose the modules that will suit you best, and you can scale the system up or down as your organisations grows or your needs change. The system has all the basics that a small to medium-sized organisation need to get started with their database. You can then build up your perfect system by adding any one or more [modules](#). This way, you don't get distracting options you never use, and you only pay for what you need.

<http://www.lamplightdb.co.uk/>

## The Rickter Scale

The Rickter Scale is a unique motivational, multi-sensory assessment and action planning process, designed specifically to measure soft indicators and distance travelled. The process is very empowering for the individual, encouraging them to see the 'bigger picture' and realise how different aspects of their life impact on each other. Through further dialogue with the interviewer, the individual can explore possibilities, make informed choices, take responsibility for their own goals and set a realistic action plan.

<http://www.rickterscale.com/>

# Measuring Social Impact Systems (4/4)

## ECCO

The directors of Ecco Solutions all have backgrounds in service provision in the Third Sector. They realised that there were few (if any!) software applications that addressed the needs of providers in the sector: software that was client-focussed and would provide key information on a daily basis – a dashboard of stats.

Only with such knowledge can an organisation begin to strengthen weak areas, or excel in others. Of course, the need for such information goes beyond the organisation itself and having the ability to provide that information at a click of a button (to evidence the work being done) can place the service provider in a much stronger position to retain, or acquire, any contracts. <http://www.eccosolutions.co.uk/>

## The Questant Process

The Questant Process is a unique, affordable analysis tool which helps social enterprises and other third sector organisations answer that vital question “Are we providing a positive return in financial terms for our funders?”

The Questant Process analyses your organisation’s service in terms of its value for money and return to the public purse. It helps you know the return on investment in your organisation, whether through hard or soft capital. It can be used to measure the impact of most types of organisation including social enterprises, support projects, community projects and more. <http://www.questant.co.uk/the-questant-process>



# Contact us

- \* Gareth Hart
- \* Director, Iridescent Ideas CIC
- \* 07786 863206
- \* [gareth@iridescentideas.com](mailto:gareth@iridescentideas.com)
- \* [www.iridescentideas.com](http://www.iridescentideas.com)