Measuring Impact: demonstrate the difference you make

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Social Re:Focus

Social
Re:Focus

Social Benefit
Social Outcomes
Outcomes Based Evaluation
Social Return On Investment
Social Audit
Social Impact Analysis
Social Accounting
Social Impact
Social Metrics
Social Value

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What is social value?

"As a concept, social value is about seeking to maximise the additional benefit that can be created by procuring or commissioning goods and services, above and beyond the benefit of merely the goods and services themselves"

Department for Communities and Local Government

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Or.....................?

- Changing lives
- Improving neighbourhoods
- Growing self reliance
- Opening up opportunities
- Contracting and collaborating
- Learning and innovating
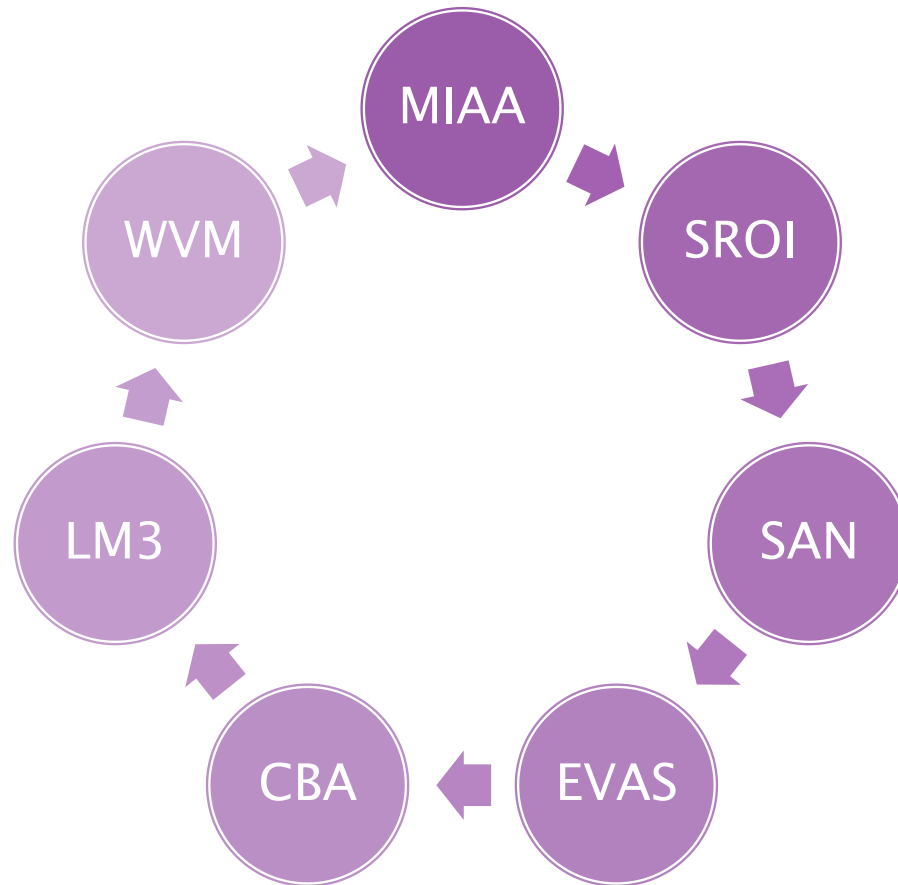- etc etc

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What use is the Social Value Act?

- Services over £170k (ish)
- 'Consider', 'Relevant', 'Proportionate'

  But…………
- Reference for advocates
- New conversations
- Awareness – 68% measuring (SEUK)
- Inspiration   http://navca.org.uk/socialvaluestrategies

  http://socialvaluehub.org.uk/

  http://inspiringimpact.org/

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West Lancashire Council for Voluntary Service

A different language?

Rocket science?

Attribution	Who else helped?
Deadweight	How much would have happened anyway?
Displacement	How much of the problem moved somewhere else?
Distance travelled	How far have your users come?
Drop off	How much does the effect wear off?
Monetise	What's it worth in pounds, shillings and pence?
Payback period	How long does it take to get your money's worth?
Proxy	What's it like?
Sensitivity analysis	What happens if something changes?
Stakeholders	Who do you affect?

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Why bother?

- Telling your whole story and building a reputation
- Having a competitive edge – spotting opportunities and gaps
- Planning for the future by learning from the past
- Credibility – understanding need (in a way your commissioners and funders possibly don't)
- Motivating trustees, staff and volunteers

What to measure?

- What changes?
- Why did it change?
- How much does it change?
- What did this change feel like?
- What happened next?

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How do we do that?

- Clear statement of purpose – why do you exist?
- Identify your stakeholders and what's important to them (ask)
- Understand need and context – users, public policy, private demand (ask)
- Be clear what you do, and could do, for them – what success looks like (they may not know)

How do we do that?

▸ Describe how you do this in ways that mean something to them – capture the passion

▸ Decide how you will prove it – benchmarks and verification (matrices)

▸ Show you are a well run ship – confidence levels (ask), awards, accreditation, efficiency and efficacy

▸ Describing what you've learned on behalf of us all, especially about people they find hard to reach

When do we do it?

▸ Early = easy
▸ Creating order………………………………
▸ Before and after
▸ Part of the day to day (for everyone)
▸ Never ending story
▸ User(s) timeline(s)

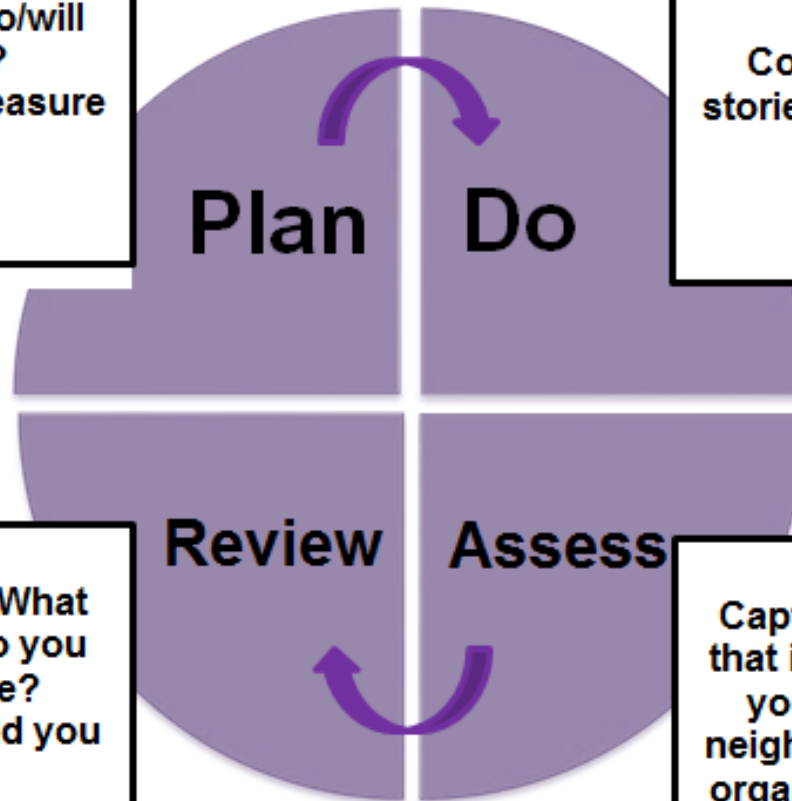# Done that, now what?

- Act!
- PR isn't just for corporates – celebrate
- Conversation, conversation, conversation
- Offer to help – treat commissioners as customers
- Maintenance

Social Re:Focus

What impact do/will you make?
How will you measure it?

Collect data and stories as you deliver

Plan Do

Review Assess

Is it working? What adjustments do you need to make?
What more could you achieve?
Share and celebrate

Capture the change that is happening for your users, your neighbourhood, your organisation and the world!