



# Measuring making an impact

16<sup>th</sup> March 2021

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Board member





# Measuring impact – what does it all mean?

Cost-benefit  
Outcomes

Distance travelled  
Stakeholder Hard

Social impact

Social Return on Investment  
Outputs

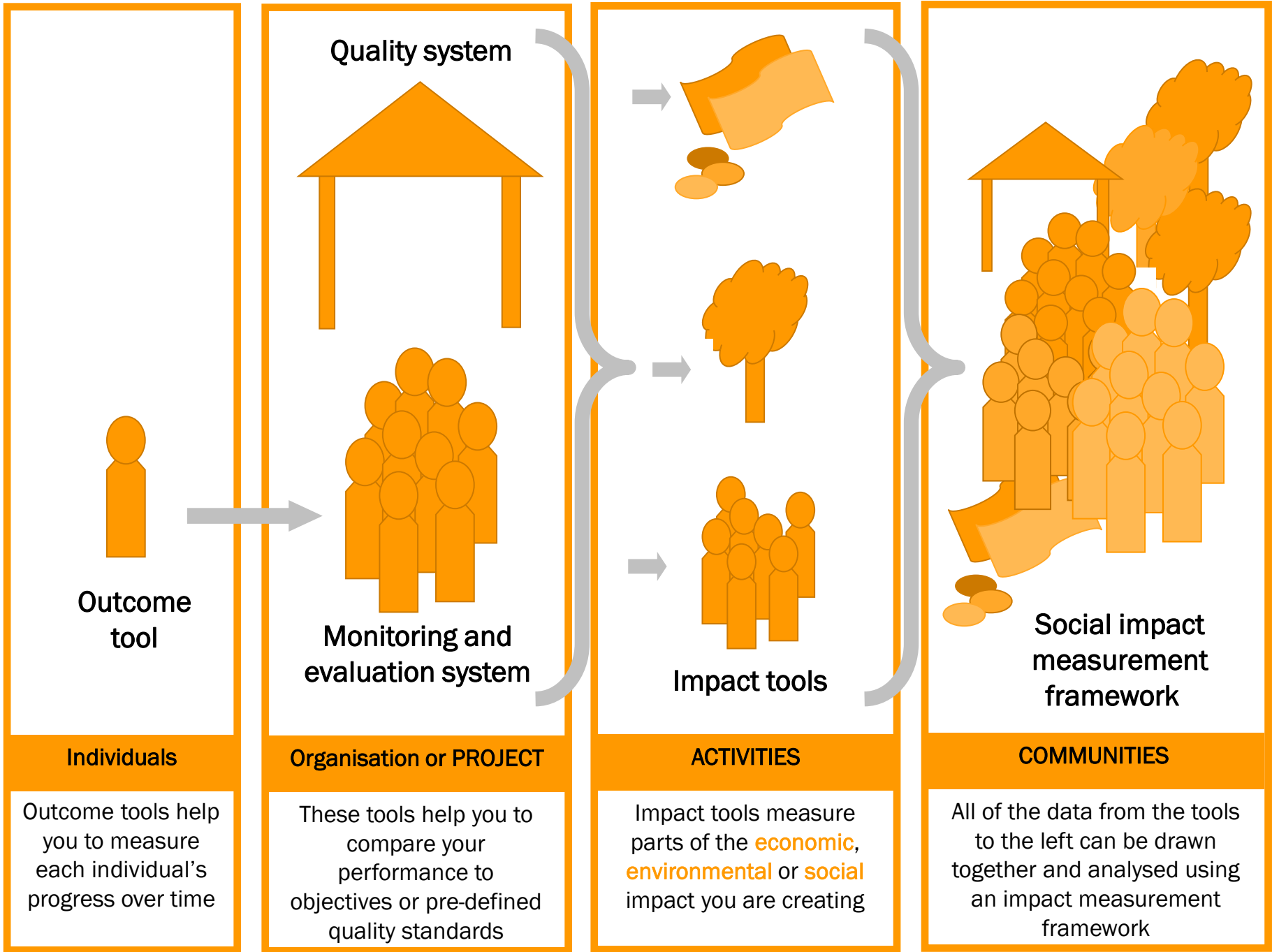
Indicators  
Evidence Soft

Social accounting

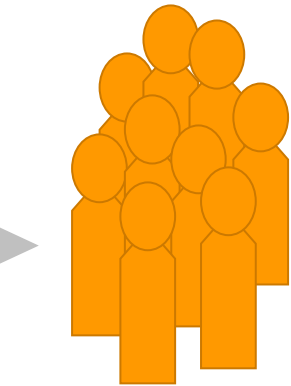
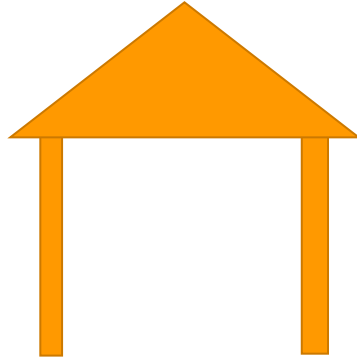


## Why it matters

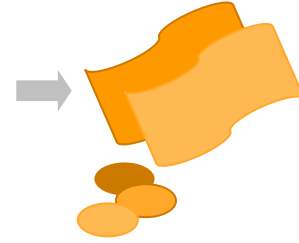
- If we are claiming to provide social value – how do we prove it?
- Who decides what gets valued and measured?
- Large social enterprises – and some commercial businesses are already doing it
- People who buy from us increasingly want to know what impact they are spending their money on



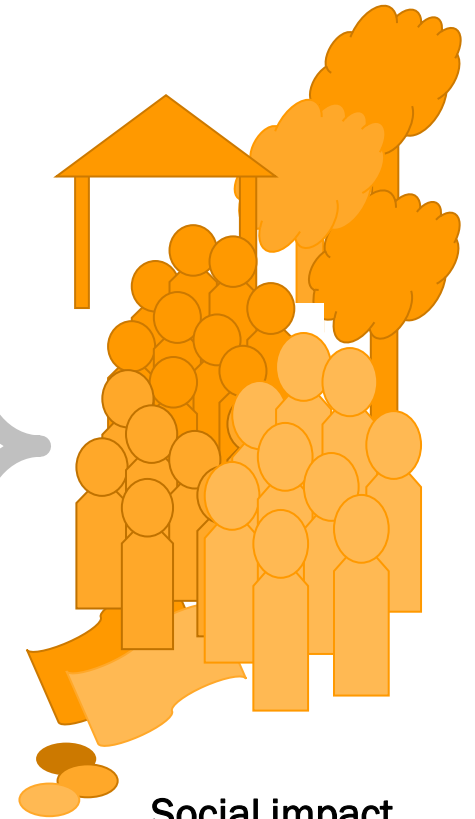
Quality system



Monitoring and evaluation system



Impact tools



Social impact measurement framework

Outcome tool

Individuals

Outcome tools help you to measure each individual's progress over time

Organisation or PROJECT

These tools help you to compare your performance to objectives or pre-defined quality standards

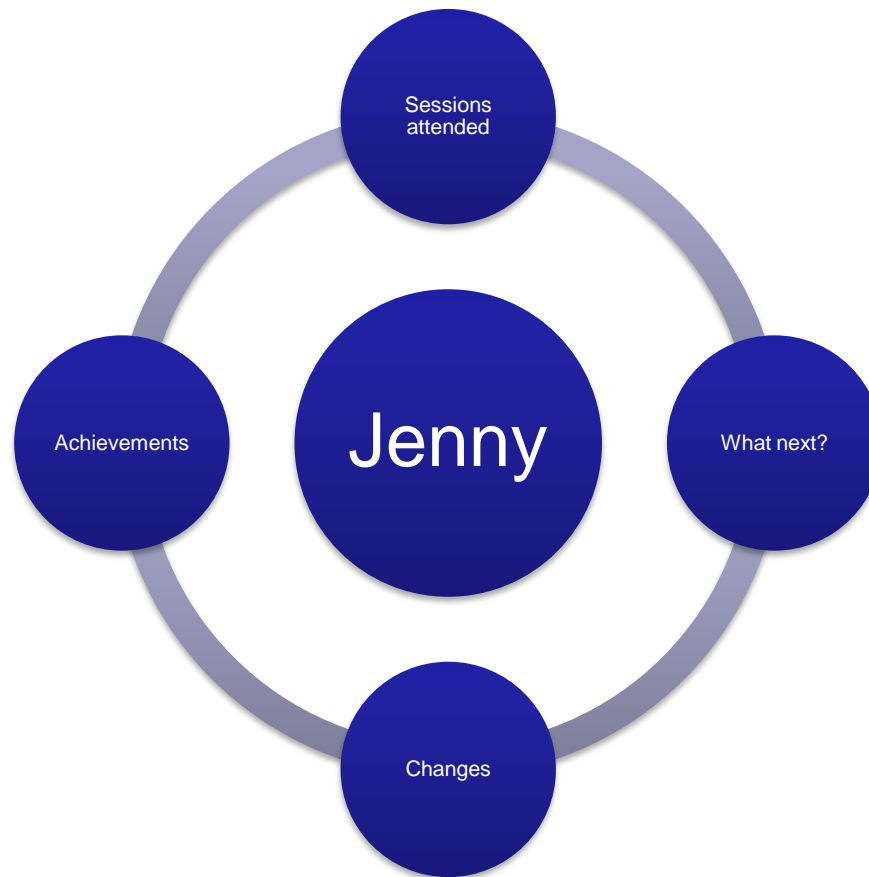
ACTIVITIES

Impact tools measure parts of the **economic**, **environmental** or **social** impact you are creating

COMMUNITIES

All of the data from the tools to the left can be drawn together and analysed using an impact measurement framework

# What happened for Jenny?





## 20 people attended our programme

18

- Attended all the sessions

15

- Gained confidence
- Learned a new skill

12

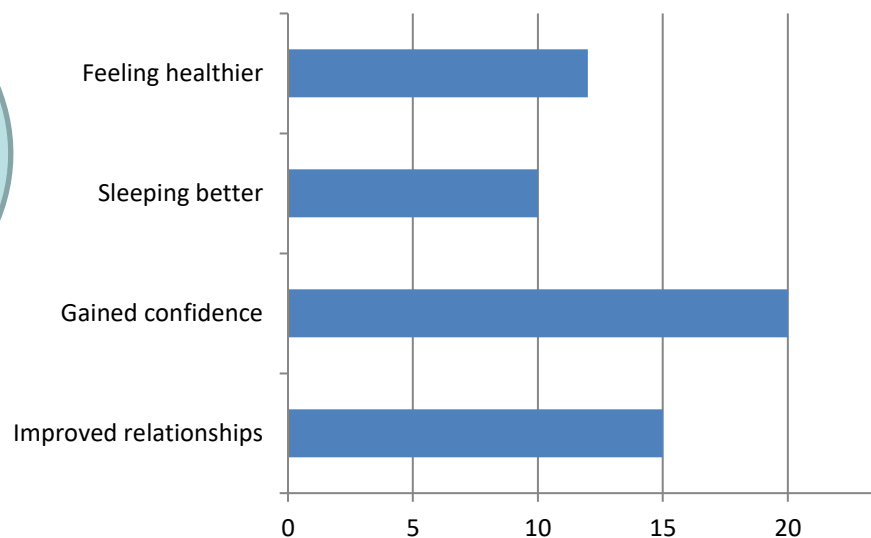
- Went to college
- Obtained a qualification

# Collecting evidence

## What changed?

People tell their stories and describe what changed

## What was the extent of the change?



# Common misunderstandings

This is social  
research

There will always  
be subjective  
interpretations

It is not hard  
empirical data







## Common misunderstandings

Benefits of saving costs are the not the same as social benefits



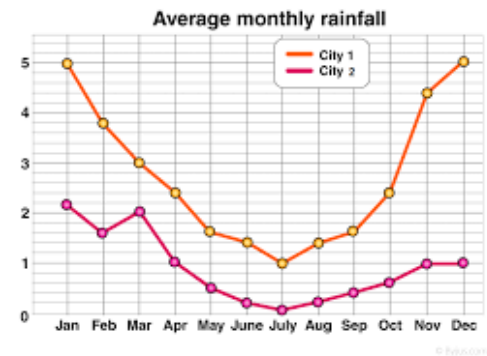
There is a difference between a one off interventions that create permanent change and ongoing needs





We don't measure  
social value

We measure  
outcomes and  
then place a  
value on them –  
value is  
subjective





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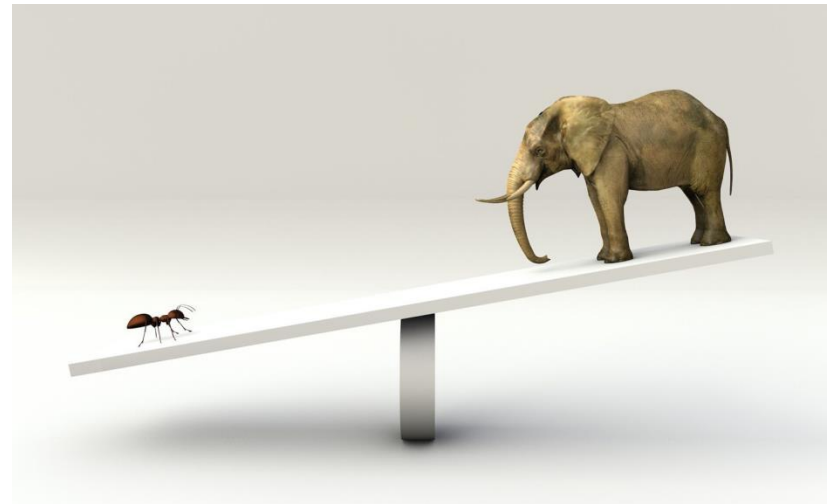


Social  
Enterprise  
East of  
England

# SOCIAL IMPACT MEASUREMENT TOOLBOX

## Remember

- Proportionality
- Transparency
- Integrity





## CONTACT DETAILS

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