

# IMPACT MASTER CLASS

QUANTITATIVE & QUALITATIVE DATA  
WHAT IS IT?  
WHY DOES IT MATTER?  
AND HOW CAN I DO IT?

# OBJECTIVES

- To understand the basics of two kinds of impact measure.
- To understand why impact measurement is important for funders, end-users, and organisations.
- To feel empowered to re-vamp your own impact system.

# TELL ME WHAT YOU KNOW

- What do you already know about measuring impact?
- What do you want to know?
- Have you done qualitative, quantitative or SROI reports before?



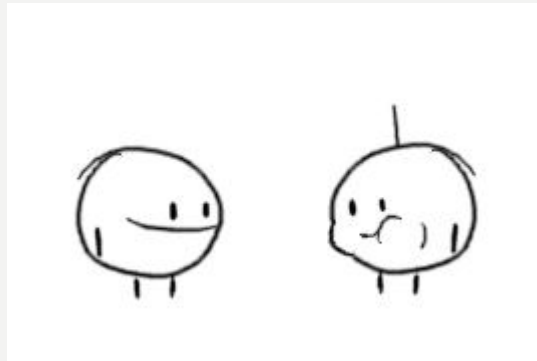
# WHAT MAKES A GOOD BUBBLE?



# WHAT MAKES A GOOD BUBBLE?

criteria	3 superior	2 acceptable	1 hot acceptable
Size of bubble	Bubble as big as 50p or bigger	Bubble as big as 10p	Smaller than 10p
Length of time inflated	Stays inflated for more than 8 seconds	Stays inflated for between 4-8 seconds	Stays inflated for 3 or less seconds
Shape of bubble	Completely Rounded even shape	Partially rounded	Not at all rounded

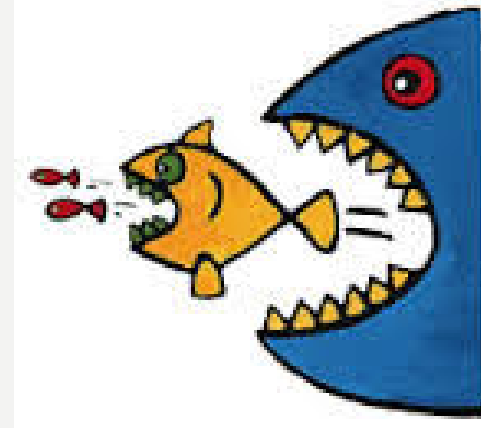
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# WHY DOES IMPACT MATTER

## To Funders

- They have to be accountable too.



- No one wants to throw money away.

# WHY DOES IMPACT MATTER

To your 'end users'

- It's their service!
  - Quality control.Influence.



- Cost-effective does not always equal good value.
  - Human cost? Environmental cost?



# WHY DOES IMPACT MATTER

To YOU!

- Where to direct your efforts
- Where/how to improve
- Social Value Act



*"Ask yourself, 'Does it make me a better clown?'"*



# WHAT CAN I DO ?

## WHAT KIND OF IMPACT IS RIGHT FOR ME?

- Social Impact Measure (non-financial)

Pros	Cons
A personal story	Resource – intensive
Visual	Not easily comparable
Can be individual-focused	Difficult to communicate and understand

- Financial Impact Measure (SROI)

Pros	Cons
Easily expressed	Challenging to visualize
Easily comparable	Resource – intensive
	The individual gets lost

# WHAT'S THE END GAME? GAME

- Sainsco, a large supermarket, has just released a glossy, beautiful SROI report for distribution to their “stakeholders”.
- It shows a 15:1 return on their £60,000 project, comprised of 5 different activities.
- To get this figure, they conducted 1 focus group, surveyed 60 people (of their 500 users), who had attended a “range” of activities.
- The report was compiled over 1 month, by a full-time staff member.

# HOW DO I DO THIS?

## DEFINE YOUR SCOPE

Decide what you want to measure.

– Scope

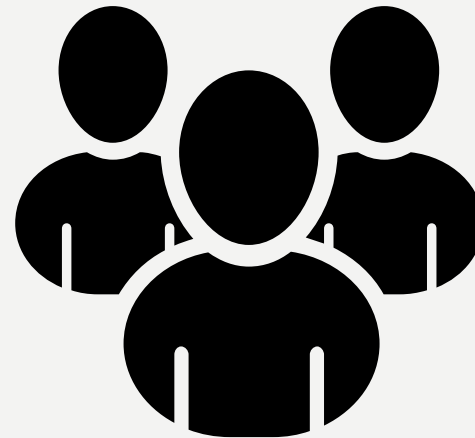
- What is your priority?
  - Some things will go unmeasured!
- What are you able to measure?
  - Resource limitations!
  - Consider a forecast
  - Listen to your stakeholders



# STAKEHOLDER ENGAGEMENT: WHY, WHEN AND HOW?

- Why?
- When?
  - Early and Often
- How?
  - Build a dialogue
  - Use language your stakeholders understand

Develop your framework!



# How not to engage your stakeholders...



<https://www.youtube.com/watch?v=Urrc95jrQcU>



The Apprentice UK Series 7 - Episode 05 - Part 2 of 6-1.mp4

# IS THIS MEASURING YOUR IMPACT?

- Focus group of 8 people on a 200 person activity
- Registration forms
- Emails or phone calls to partners
- Structured but informal conversations with all participants of a 60-person activity

# EMBEDDING – NOW WHAT?

COMMUNICATE your findings to your staff and your stakeholders in appropriate language.



# EMBEDDING – NOW WHAT?

- Conduct a gap analysis to improve your work



- Set or re-shape your vision and business objectives
- Where to direct your funding and resources in future?



# CASE STUDY: HOW SHOULD YOU MEASURE?

- You are a housing association that hosts an annual “resident fun day.” Measureable behaviour change is unlikely but the event is a clear, physical expression of the community building that your organisation has worked so hard for.
- You are a local authority facing severe budget cuts from central government. Your pilot project needs to prove that it delivers value for money to receive funding again.
- You updated your charity’s mission statement and goals 5 years ago. You want to know if you have accomplished those goals. If so, how and where to go next?