

Social impact measurement bulletin

Welcome to issue 3 of The Guild's social impact measurement bulletin. The bulletin is an opportunity to share experience and find out the latest opportunities relating to tools and techniques in social impact measurement.

If you requested our *Getting started in social impact measurement* guide (and over 600 people have) or attended one of our workshops, you'll be on our mailing list. If you'd like to continue receiving social impact measurement bulletins – do nothing! If you'd prefer not to receive bulletins, simply send an email headed 'unsubscribe SIM bulletin' to services@the-guild.co.uk and we'll take you off the list.

Latest news from The Guild

- 'Exploring your impact' tool almost ready for the Making Local Food Work programme – can you help in the final test phase?
- The International Social Innovation Research Conference (ISIRC) hears about The Guild's work with Middlesex University – 'From theory to practice'
- The Guild provided a key note speaker and workshop for Big Lottery Fund conference on measuring impact in Leicester

What's new in social impact measurement?

- The Guild provided a key note speaker and workshop for Big Lottery Fund conference on measuring impact in Leicester
- The Office for National Statistics (ONS) Measuring National Well-being (MNW) programme asks for your views on how the nation should measure well-being
- The ImpACT Coalition (supported by ACEVO) publishes a manifesto and toolkit to 'improve transparency and accountability and preserve public trust in the charitable sector'
- West Sussex County Council launches detailed SIM handbook
- The Outcomes Star system goes online and they launch a star for domestic violence services

See following pages for content



Issue no. 3
Nov 2011

Address:

St John's House
25 St John
Maddermarket
Norwich
NR2 1DN

Telephone:

01603 615200

Fax:

01603 613500

Email:

services@the-guild.co.uk

Website:

www.the-guild.co.uk

If you would like to be added to the SIM bulletin mailing list, simply email services@the-guild.co.uk with your contact details.

We also have a general mailing list, if you would also like to be added to that, note it on your email.

Latest news from The Guild

‘Exploring your impact’ tool almost ready for the Making Local Food Work programme – can you help in the final test phase?

If you read the last bulletin, you’ll know that we’ve been working alongside Middlesex University to prepare a tool and website for Making Local Food Work. It’s called ‘Exploring your impact’ and we’re in the final stages of development. We’re all getting quite excited now because the designer has been at work on the PDF booklets and the website is under construction.

It’s almost there but we still need your help! If you would like to be one of the three final organisations to get a sneak preview of the tool and receive e-mail / telephone back-up from us at The Guild while you use it, let us know. We need the testers to be from Community Food Initiatives and you’ll have to be able to commit at the very least a couple of hours to looking at the tool and carrying out some actions. In return we’ll be on hand to respond to any queries and also give you the opportunity to be a case study on the website – raising the profile of your organisation within the sector once the website goes live.

If you’re interested, contact Helen, our researcher on Helen@the-guild.co.uk

The International Social Innovation Research Conference (ISIRC) hears about The Guild’s work with Middlesex University – ‘From theory to practice’

Nicky Stevenson of The Guild delivered a paper at the ISIRC in September, informing the assembled academics and sector representatives of our journey ‘from theory to practice’.

Her presentation talked about the way our own research project with Middlesex University, funded by EEDA in the spring of 2010, led to the production of the popular ‘Getting started...’ guide and then our SIM workshops and effective half day diagnostics. Throughout this process we worked from robust research to provide practical tools and opportunities for organisations on the ground. To download a copy of the report click [here](#).

If you’d like to know more about the ‘pick and mix’ menu of SIM services that we developed on this journey from theory to practice, with options appropriate for small, medium and large organisations, contact Ann on ann@the-guild.co.uk

The Guild provided a key note speaker and workshop for Big Lottery Fund conference on measuring impact in Leicester

On Tuesday 22nd November 2011, Nicky Stevenson was in Leicester giving a key note speech and workshop at the Big Lottery Fund conference on measuring impact. Drawing on our experiences with many training and diagnostic clients, she helped those who have not yet started to look at their impact to consider their very first starting steps.

She used our ever popular 'Different tools do different things for different reasons' game to help people within her workshop understand when various tools or framework approaches are appropriate.

What's new in social impact measurement?

The Office for National Statistics (ONS) Measuring National Well-being (MNW) programme asks for your views on how the nation should measure well-being

Through this bulletin we've tried to keep you updated on what the Government is doing around measuring well-being. The Measuring National Well-being (MNW) programme is all about developing an 'accepted and trusted set of National Statistics to understand and monitor well-being', according to their website.

The latest stage of this development is a consultation on the measures they intend to use to look at the nation's well-being. If you'd like to see what they've chosen and / or respond to their choices, go to:

<http://www.ons.gov.uk/ons/about-ons/consultations/open-consultations/measuring-national-well-being/index.html>

The ImpACT Coalition (supported by ACEVO) publishes a manifesto and toolkit to 'improve transparency and accountability and preserve public trust in the charitable sector'

As part of our work with organisations around social impact measurement and evaluation in general, we always advocate appropriate, transparent and meaningful research work. Participants in our workshops have learned that the fifth of our 'Five Foundations' of impact measurement is 'Knowing what you can and can't tell from your evidence'. Yet we know that, often due to a few unfortunate examples where organisations have 'over-egged' their impact value, people don't always accept what evaluations tell them.

That makes this development from the ImpACT Coalition very interesting – where they ask organisations to sign up to a transparency manifesto and audit their own levels of transparency and accountability. If you'd like to know more, visit:

<http://www.acevo.org.uk/page.aspx?pid=2013>

West Sussex County Council launches detailed SIM handbook

There are a lot of people developing social impact measurement guidance at the moment, but this handbook from West Sussex County Council suggests it may be the first that has been 'co-created with Commissioners'. Although a few sections at the start refer to the situation in West Sussex, most of this handbook could be of general use to social enterprises and VCS organisations.

If you'd like to take a look, click on the following link to the online version of their guide:

<http://edition.pagesuite-professional.co.uk/launch.aspx?referral=other&pnum=&refresh=2c1Sx0K90M8o&EID=df564171-28c2-49e4-93e1-f18a72d41df8&skip>

The Outcomes Star system goes online and they launch a star for domestic violence services

The Outcomes Star system online started to run free 30 day trials earlier in the year and these are still on offer. It's an opportunity to see the system at work and decide whether it's something you'd like to explore further. The Guild's researcher had a 30 day trial and found it gave good insight into the ways people might analyse and report on distance-travelled data.

You can visit their website at:

<http://www.outcomesstar.org.uk/the-outcomes-star-online/>

It's always interesting to see how many stars have been developed and one of the most recent 'The Empowerment Star' has been designed for use in domestic violence services. See the full range at:

<http://www.outcomesstar.org.uk/star-versions/>