Chance to Chat: Social Impact





Georgina Edwards, Plunkett Foundation

Monday 27th February 2023

With thanks to:



Social Impact



- What is social impact? Why do we need it?
- How community groups can collect the data
- How community groups can report the data
- Examples of how to increase your social impact
- Walx and the Blue Bell Community Pub

What is 'impact'?





What do we mean by impact?

Impact is the difference you make through the work that you do.

Thinking about impact involves a shift in thinking from aims and objectives to long-term achievement of purpose and vision.



https://www.social-impact-navigator.org/

Provided by PHINEO for www.social-impact-navigator.org

What types of impact are there?



Organisational impact

This is the impact of projects or activities on the organisation's skills, reputation, innovation and its financial sustainability.

Social impact

This is the impact of projects or activities on the wider community, including but not limited to project participants and target audience members.

Economic impact

This includes the number of jobs or work experience opportunities created and income generated directly or indirectly from the organisation's work.

Environmental impact

Running an environmentally friendly business helps to reduce the impact on the environment and preserves natural resources. Encouraging good practice and leading by example in how to care for the environment can be shared with key external stakeholders.

Making services financially sustainable...

Improved mental & physical health...

New jobs, training, routes to market...

Reducing plastic waste, improving biodiversity...

Understanding your organisation's social impact can help you to:



- Strengthen applications for funding
- Prepare for social investment by developing a compelling impact case
- Benefit the business through improved morale and productivity, volunteer recruit, performance evaluation...
- Communicate the value of the work you do to a diverse set of stakeholders

And if you share your impact with

Plunkett...

you help us tell the public, journalists, funders, MPs and politicians about the valuable work you do too!

... which helps us secure funding and better policies for community businesses.

How do I understand my impact?

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- **Identify** your beneficiaries
- Research and assess the needs of your beneficiaries (e.g. through consultation)
- **Define the change** for your beneficiaries
- Understand the context of your beneficiaries (including other needs, other service providers)

How do we measure impact?



- Use a mix of quantitative and qualitative methods to get the best picture.
- Quantitative data includes numerical and financial data.
- Qualitative data includes more subjective data like quotes, images, or videos which could be collected using surveys or focus groups.
- And remember a picture is worth a 1000 words!

How do I report my impact?



- Social Impact Reporting is a communication strategy used to convey the change created by an organization or activity, and how that change was created.
- Not just a description of any activities ... what has changed as a result? What has been the impact?
- The format of the communication could take many forms: social media posts, word document report, captioned photos, blogs, local news, films, statistics...

- It's important to be able to measure what kind of changes are happening in your community and how your work has contributed to them.
- Otherwise, how will you know whether your work is helping to improve people's lives?

The Anglers Rest

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Social Impact

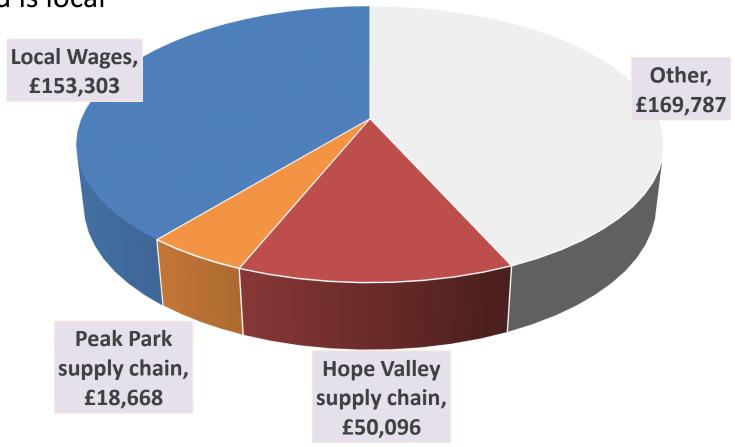
- 80% of members say they have met new people as a result of the community taking on The Anglers.
- 40% of members say they have got to know more than 10 new people.
- 66% of local customers feel more part of the community



Anglers Rest: impact on local economy

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Including wages and purchasing, 57% of the Anglers Rest spend is local



Yarpole Community Shop





Yarpole Community Shop: Volunteering

https://www.youtube.com/watch?v=h8Sx72PHqTc

Social impact: health & wellbeing -

"My husband was diagnosed with terminal cancer... After he died, I went down with severe depression. I came down here one day, and Eileen suggested I sit behind the till.

I can honestly say, it saved my life. You meet people every day... It's certainly improved my maths skills. I love it, I absolutely love it."

Creating access to services

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More reasons to shop local

The cost of driving to the local supermarket and back from Grampound based at 35 mph, fuel cost £1.30 a litre

-14 miles = £2.35

TESCO

-17 miles = £2.83

SAINSBURYS -20 miles = £4.16



Improving Health and Wellbeing





Great Bromley Cross, Summer ramble



Resuscitation training at the Abingdon Arms



Hudswell Community Pub Limited (George and Dragon) has established 10 community allotments and a community orchard within the land at the rear of the pub.

Social Activities and Community Space



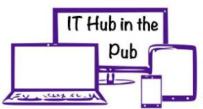
Book
Corner at
the George
and
Dragon,
Hudswell

Want to make better use of your tablet or PC?

Need help with email attachments?

Not sure what to do with a smartphone?

New tablet/computer and need help getting started?



We'll try to help! Visit us in the Cross Keys, 3rd Thursday of each month 3:30 - 4:30pm Tea, Coffee & Cake £ 3.50

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Ye Olde Cross, Ryton

Building Business





Business Plan Workshop – Get Involved! Bring your ideas along and share them, tell us what the Newnham Community needs! Many useful ideas came out of our members' meeting earlier this month which we now need to gather together into a revised Business Plan. To g

Many useful ideas came out of our members' meeting earlier this month which we now need to gather together into a revised Business Plan. To get the ball rolling, we'll be holding a special Business Plan Workshop downstairs at the Armoury, on **Tuesday 26 November** at 7.00pm. Please keep this date free – more details to follow.



Environment

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Cwmni Cymunedol Cletwr in Powys installed the first rapid electric vehicle charger in Mid-Wales in September 2018

Kindlewoods CIC

Woodland Management

As part of the Kindling Community Project KindleWoods ran conservation volunteer sessions each week initially in York and then in Thirsk between December and March. In York we supported thinning the woods, using hand tools to fell small trees which were then added to the dead hedge at the back of the site. We also laid two hedgerows in North Yorkshire totalling 400 metres, planted 600 trees (100 by volunteers), and coppiced ¼ of an acre of hazel.



Thinning trees in the woods at Rawcliffe Country Park, York as part of the Kindling Community Project, Dec





Planting 600 hedgerow trees in bare gaps, Nov 2021



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ourgreenshop Our Green Shop s making sustainability simple for the people of Bridgnorth.

So far our customers have reused over 600 plastic bottles, 700 polyethylene bags and more than 150 shopping bags. People have also been reusing existing packaging, keeping it out of landfill or needing to be recycled.

By buying locally from local producers you are reducing your carbon footprint, and with forty of our products sourced from 12 local businesses such as Daniel's Mill, Green Woman in Ludlow and Alison's Bee Class in Telford being green and supporting your local community is easy.

Partnerships





Cofiwch am ein gegin teulu nos Lun y 27ain 5-7 😅 Croeso cynnes i bawb alw am bryd o fwyd poeth, gyda'ch pres yn mynd at fanciau bwyd lleol!

Remember our Family Kitchen on Monday the 27th 5-7 😅 A warm welcome to all for a hot meal, with your money going towards local food banks!

Galwch draw / Come join us 🧝

See translation

Gegin teulu family kitchen





Llun olaf y mis Last Mon of the month 5.00-7.00yh/pm

> £3 i oedolyn a £1 i blant £3 for adults and £1 per child

pryd rhesymol o fwyd poeth ac elw tuag at Fanciau Bwyd Lleol a hot meal with proceeds towards local food banks

-croeso i bawb-welcome to all-

Food at The Bank: Fighting food poverty with food waste

The food poverty in Chopwell is severe and we are now getting referrals to our pay what you feel community market from the GP surgeries, Chopwell Primary School and Chopwell Community Centre.

The food we provide is surplus food from supermarkets through FareShare as well as food waste from Chopwell Co-op and other local supermarkets. We are part of a food sharing network in Newcastle-Gateshead with the Magic Hat Café, People's Kitchen and Pickle Palace to share surplus supplies and make sure they get used up.

We have introduced a pay it forward scheme where you can buy a meal for someone else when you buy your own and put a voucher on a board that someone can use. This is extremely popular with over 100 meals a month being bought for others.





What's your story?



- The 5 W's Who, What, When, Where and Why
- Don't forget the 'how' too!

Build your story arc:

- What's the problem or conflict?
- What's the resolution or solution?
- What's the call to action?







Examples of improving impact...

Want more ideas and tips?



Check out Plunkett's case studies and research reports

https://plunkett.co.uk/case-studies/

https://plunkett.co.uk/reports/

Other tools/resources:

- https://www.social-impact-navigator.org/
- https://www.ncvo.org.uk/help-and-guidance/strategy-andimpact/#/