

# An Introduction to Measuring and Reporting Social Enterprise Impact

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In association with The Social Audit Network

CASE



Social accounting and audit for the community sector

# Introduction to CASE

- Innovative project based in the Duke of York Young Entrepreneur Centre, University of Huddersfield
- Consultancy services to other HEI/FEI/SU's and independent Social Enterprises/Social Entrepreneurs
- Social Return delivered on campus to UoH students/recent graduates providing complimentary advice/support
- Specialising in collection, measurement and dissemination of Social Impact
- Working in Partnership with SAN, Fifth Planet Productions and Wakelet to develop a 'go-to' destination for Social Impact

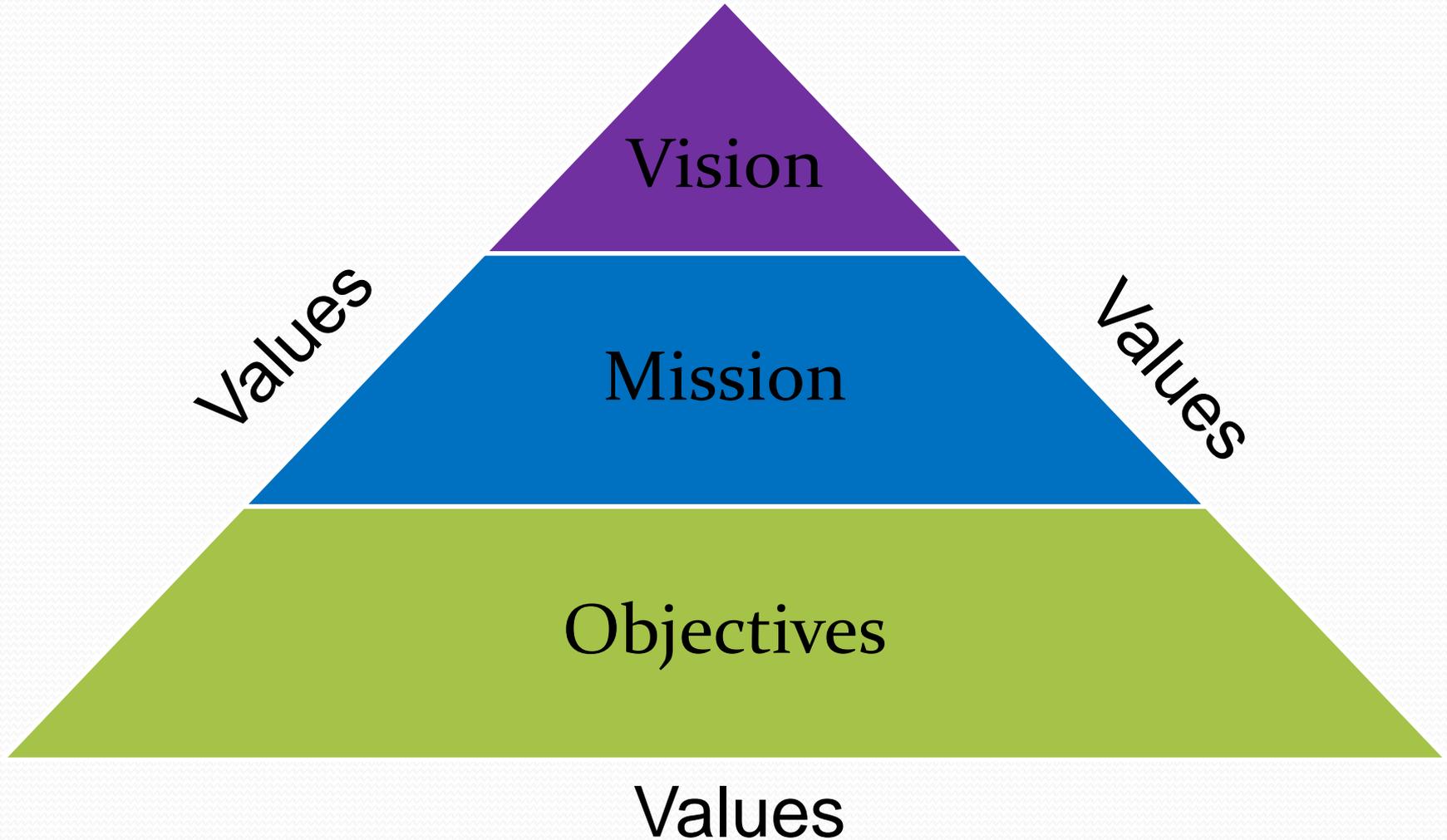


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# Some key terms

- Vision How you would like the future to look
- Mission The reason you exist
- Values The ethos of your organisation
- Objectives What you want to achieve
- Activities Individual tasks or projects
- Outputs Quantitative (e.g. number of workshops)
- Outcomes Qualitative (e.g. Case studies)
- Impact Societal change

# Vision, Mission, Values



# Learning outcomes

1. **Knowing what social impact means and the importance of defining, capturing and measuring**
2. An understanding of what can *and should* be measured
3. What are the barriers to, and benefits of, measuring social impact?
4. Ability to support your social entrepreneurs to embed social impact measurement from early stages

# What is social impact?

Social Impact considers more than just the financial and easily quantifiable measures. It can include:

- Happiness
- Confidence
- Mental Health/Wellbeing
- Inclusion
- Empowerment
- Community Cohesion

# The Double/Triple Bottom Line

- **Social**
- **Financial**
- **Environmental**

# Why is measuring social impact important?

- Values Walking the Talk.
- Outcomes The change
- Evidence The story, testimony, proof

Additionally Social Impact will demonstrate;

- Improvement & innovation
- Added value
- Value for money

*Increasingly being asked to report and prove social impact in a robust, reliable manner e.g. Social Impact Bonds; Social Value Act; etc*

# Learning outcomes

1. Knowing what social impact means and the importance of defining, capturing and measuring
2. **An understanding of what sort of things can and should be measured and how**
3. What are the barriers to, and benefits of, measuring social impact?
4. Be able to support your social entrepreneur clients to embed social impact measurement from early stages

# What do we want to measure and report?

- Positive, negative and no change situations
- Extent of change – how much difference?
- Experience of change – what did it feel like?
- Benefits achieved – social, economic and environmental differences and impacts

# Social accounting and audit is...

...a logical and flexible framework which enables an organisation (and its partners) to build on existing documentation and reporting systems and develop a process in order to...

...**Prove!** - account fully for and report on social, environmental and economic performance and impact...

...**Improve!** – provide the information essential for planning future actions and improving performance; and

...**Account!** – be accountable to all those they work with and work for...

# Learning outcomes

1. Knowing what social impact means and the importance of defining, capturing and measuring
2. An understanding of what sort of things can and should be measured
3. **What are the barriers to, and benefits of, measuring social impact?**
4. Ability to support your social entrepreneurs to embed social impact measurement from early stages

# Exercise 1

**What are the general barriers to, and benefits of, measuring social impact?**

- If your groups paper has red dot – discuss the BARRIERS
- If your groups paper has green dot – discuss the BENEFITS
- Discuss in your groups for 5 minutes and write down 3 – 5 barriers or benefits
- Feedback

# Measuring social impact

## BARRIERS

- Time and cost involved
- Difficult to 'measure' social impact
- Benchmarking – comparing like with like is not easy
- Lack of dedicated resources
- 'Too many other things to do..'

# Measuring social impact

## BENEFITS

- Can prove that you are achieving your social mission
- Provides information for marketing/funding/CSR
- Makes tendering easier and more likely to succeed
- Allows you to demonstrate innovation and values
- Reassures funders /stakeholders that you are accountable
- Motivational for staff – sharing success
- Managing performance – living the values
- See the ‘whole picture’...

# Learning outcomes

1. Knowing what social impact means and the importance of defining, capturing and measuring
2. An understanding of what sort of things can and should be measured
3. What are the barriers to, and benefits of, measuring social impact?
4. **Ability to support your social entrepreneurs to embed social impact measurement from early stages**

# Consider these 3 social mission statements

1. To grow a successful global farmer-owned chocolate company using the amazing power of chocolate to delight and engage, and bring people together to create dignified trading relations, thereby empowering producers and consumers.
2. To create one of London's finest restaurants and on the other hand, to use the magic of cooking to give young people who've faced enormous challenges in their lives, the opportunity to unlock their true talent, through great training and mentoring
3. To connect vendors with the vital support and personal solutions that enable them to rebuild their lives; to determine their own pathways to a better future.

# Practical Exercise

## How do we measure?

- Each table will be given one of these Social Enterprises to discuss
- On your table discuss and make brief notes on how you might measure or account for this social impact
- We will ask each table to feedback
- 10 minutes to complete

# Embedding Social Impact Measurement

- How will you plan your organisation's Social Impact measurement to do effectively what you believe you can do?
- Ensure your S A/O are clearly defined and communicated
- What information will it be *important* to capture to prove you are achieving your S A/O
- What information and views can you *realistically collect*, given your organisation's resources?
- '*Only measure what matters*'
- Consider how you will demonstrate achieving your S A/O

# Where to start?

- What do we do already?
- Impact mapping

(Source - Prove, Improve, Account – the Guide to Social Accounting and Audit)

Any Questions?



# How to contact CASE & SAN

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