

Approaches to Measuring Social Impact

One Big Housing
Conference
Sept 2017



@UnitedWelsh



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Background

Measuring Impact..... Social Value Value for
Money

CHC Scoping Study

What Next?

Getting Here.....



- Conversations at Housing Led Regeneration Network
- Are we making a difference on the things that matter?
- Can we prove it?
- Are we using existing resources well?

- Greater awareness
- Partnerships

Community Housing Cymru



- Demonstrating impact not just about regeneration
- Working group established – cross network
- Commissioned scoping exercise –
 - What are members doing?
 - What support is needed?
- Link with Value for Money work - Welsh Gov
Regulatory Board for Wales - Value for Money
Steering Group

The Regulator



- No desire for standardised approach
- But
- Boards need to be confident challenging what associations do

Scoping Study



- Most RSLs doing something
- Linked to business priorities
- Different audiences
- Different approaches and tools
 - Value Wales - Community Benefits Tool
 - HACT
 - SROI
 - Results Based Accountability

Observations



- Wide spectrum
- Confidence
- Mainly for internal use - esp. boards
- Also used for funding bids and PR.

What Next?



- Principles
- Shared understanding of what social impact/value is
- Sector pledge
- Good practice
- Training/awareness
- Information – how to guides - recommendations
what to use/when
- Case study template
- Collaboration
- Workshops/seminars/mentors
- Between RSLs – maybe working on same patch?
- Other sectors – e.g. well being work

HouseMark

data | analysis | intelligence | insight | solutions

Journey to Impact – a whistle stop tour

Stephen Russell – @Steve_HouseMark



Introduction & Background

“For me, the term social impact is concerned with ensuring that we can identify and value all of the benefits that might accrue from our activities.”





Overarching Principles

“An important first step is to not set ourselves up to fail; we need to recognise that we may never meet some of the expectations in this field. But that does not mean we should do nothing.”

“The idea that any drug could come to market or be tried in hospitals without exhaustive proof is difficult to imagine. Social programmes will never be measured with the same level of objectivity – there are simply too many variables – but a future where humanitarian work is rigorously evaluated will unquestionably be a better one.” Barker (2013)

Lost in Translation

- Who is the audience?
- What is the purpose?





Overarching Principles

“If you measure impact to impress people outside of your organisation, all you end up with is some nice marketing.”

(Lumley, 2013)



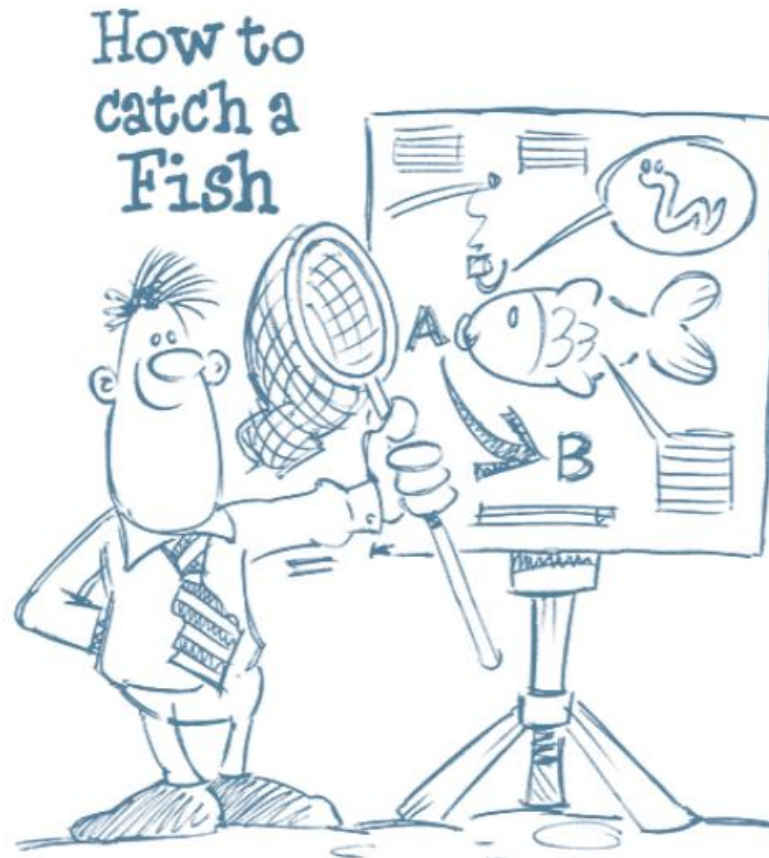
“Value is inherently subjective, so it’s no surprise that project leads, partners and funders all fight over particular measures. Really they’re all just fighting over measuring what they think matters the most.”





Overarching Principles

“Give a man a fish, and you feed him for a day; show him how to catch fish, and you feed him for a lifetime.”





Main approaches and methods

“Methodologies are like iphones, always a newer greater version that is a must-have, but fundamentally all the same.”

(Kevin Robbie @Social_Ventures via Twitter)





Main approaches and methods

Maintain control at all times



What's this burger worth?



- Cashable savings
- Opportunity cost savings
- Social Value (wellbeing)



Main approaches and methods

Maintain control at all times



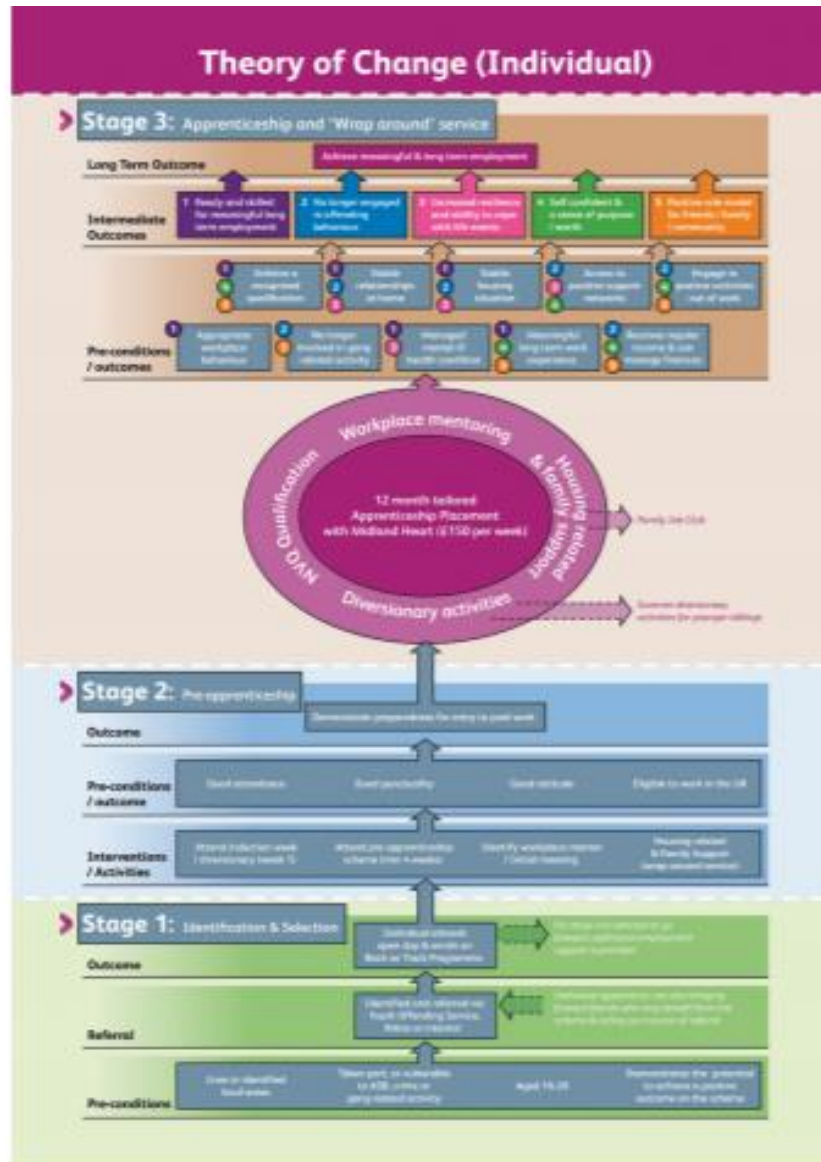
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Main approaches and methods





In Conclusion

- Social value as what you 'save' your tenants?

