



**Web-COSI**

Web Communities for  
Statistics for Social Innovation

INCREASING TRUST IN COLLECTIVELY  
GENERATED STATISTICS

# Data to Evaluate the Social Impact and to Understand the Social Entrepreneurship Phenomenon

Steve Coles

Managing Director, Intentionality CIC

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# Introduction and Contents

- How do social enterprises go about measuring impact?
  - Three complementary elements
  - Six different approaches
  - The ‘Building Blocks’ of impact measurement
- How we go approach impact measurement
  - Well-being led approach
- Why do social entrepreneurs do impact measurement?
- Creating new methods, developing existing methods:
  - Observed principles
  - Future focus

# How Do Social Enterprises Go About Measuring Impact?

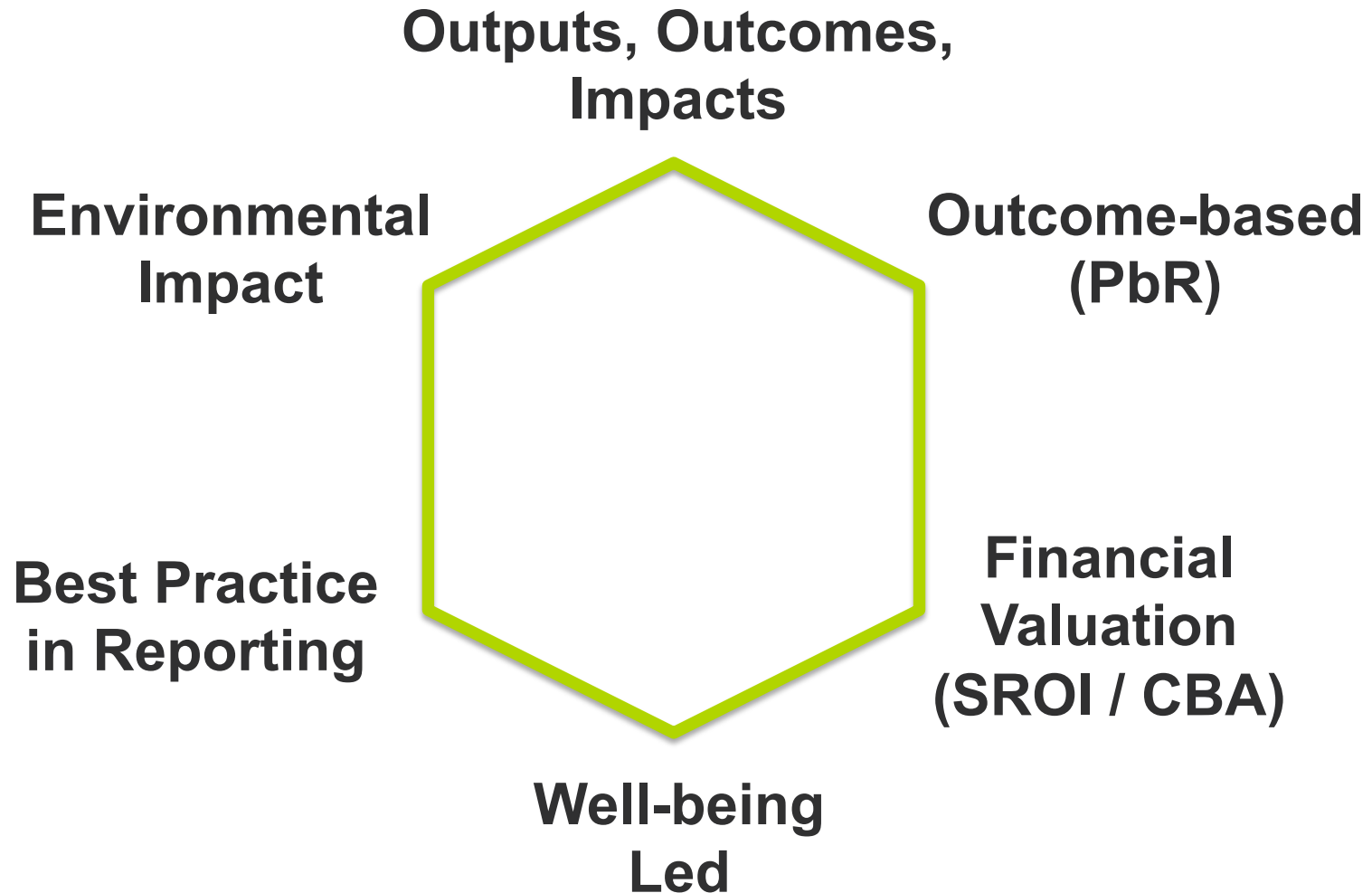
**Stakeholder  
Map**

**Theory of  
Change**

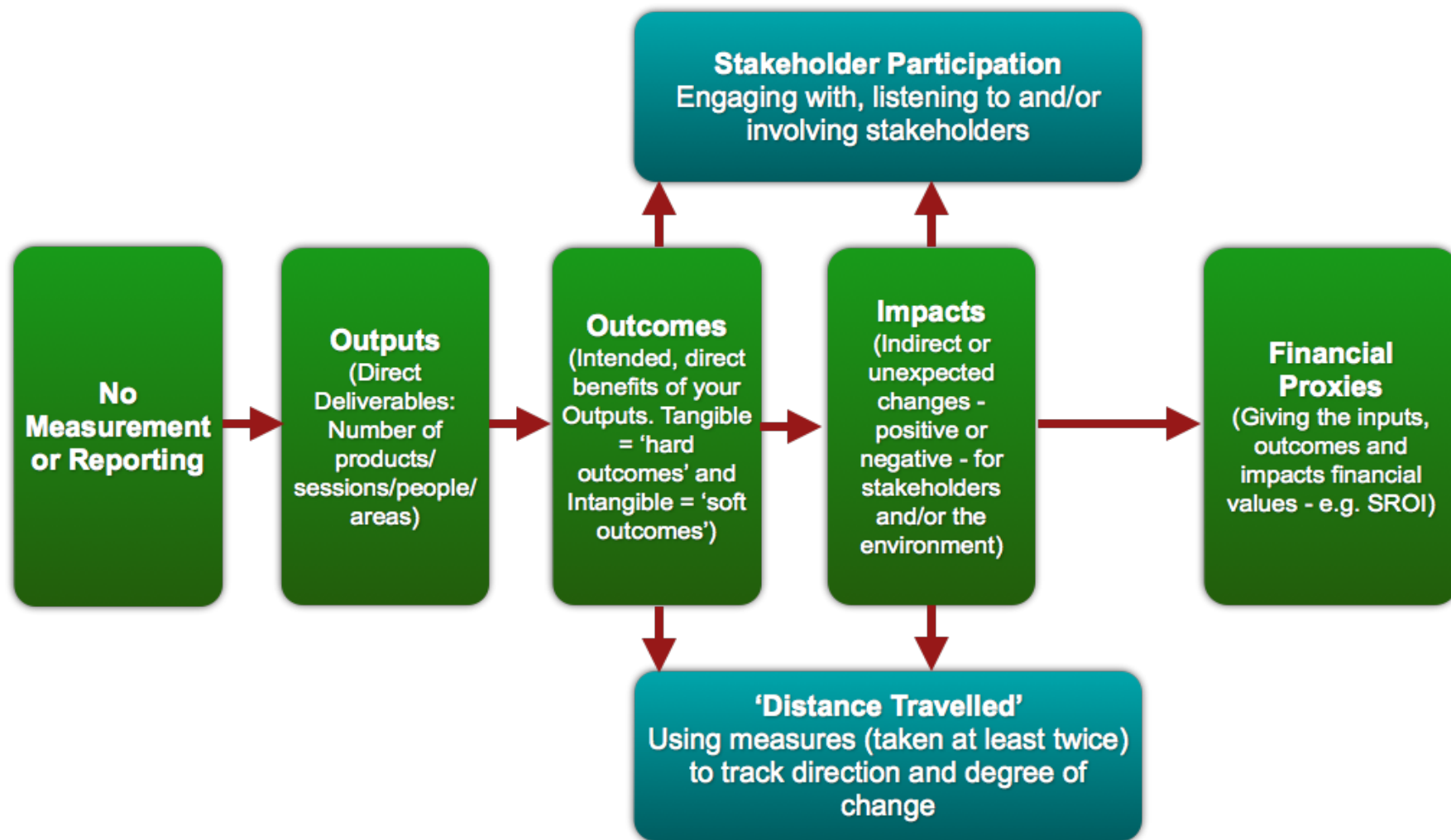


**Building Blocks  
of Impact  
Measurement**

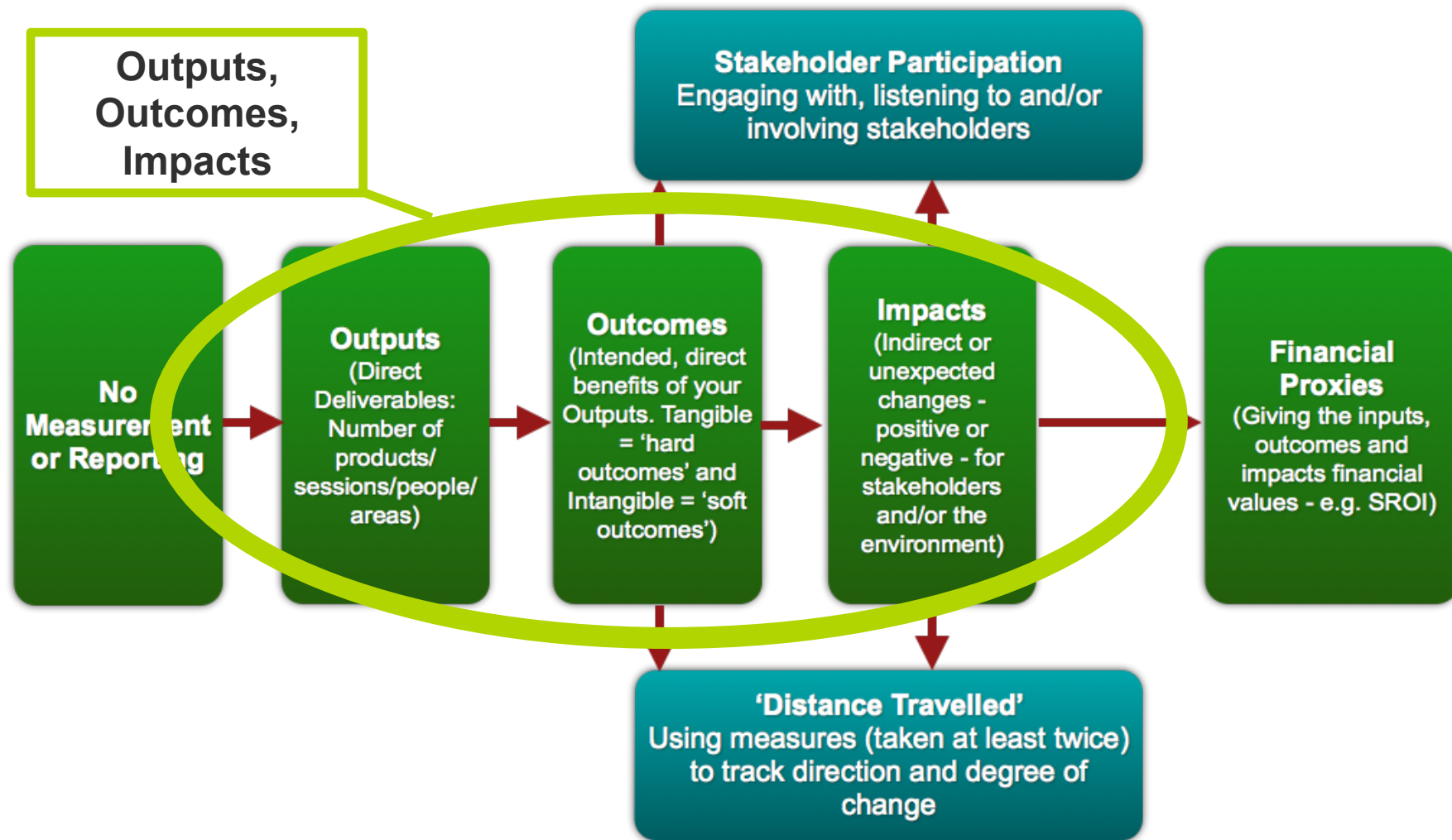
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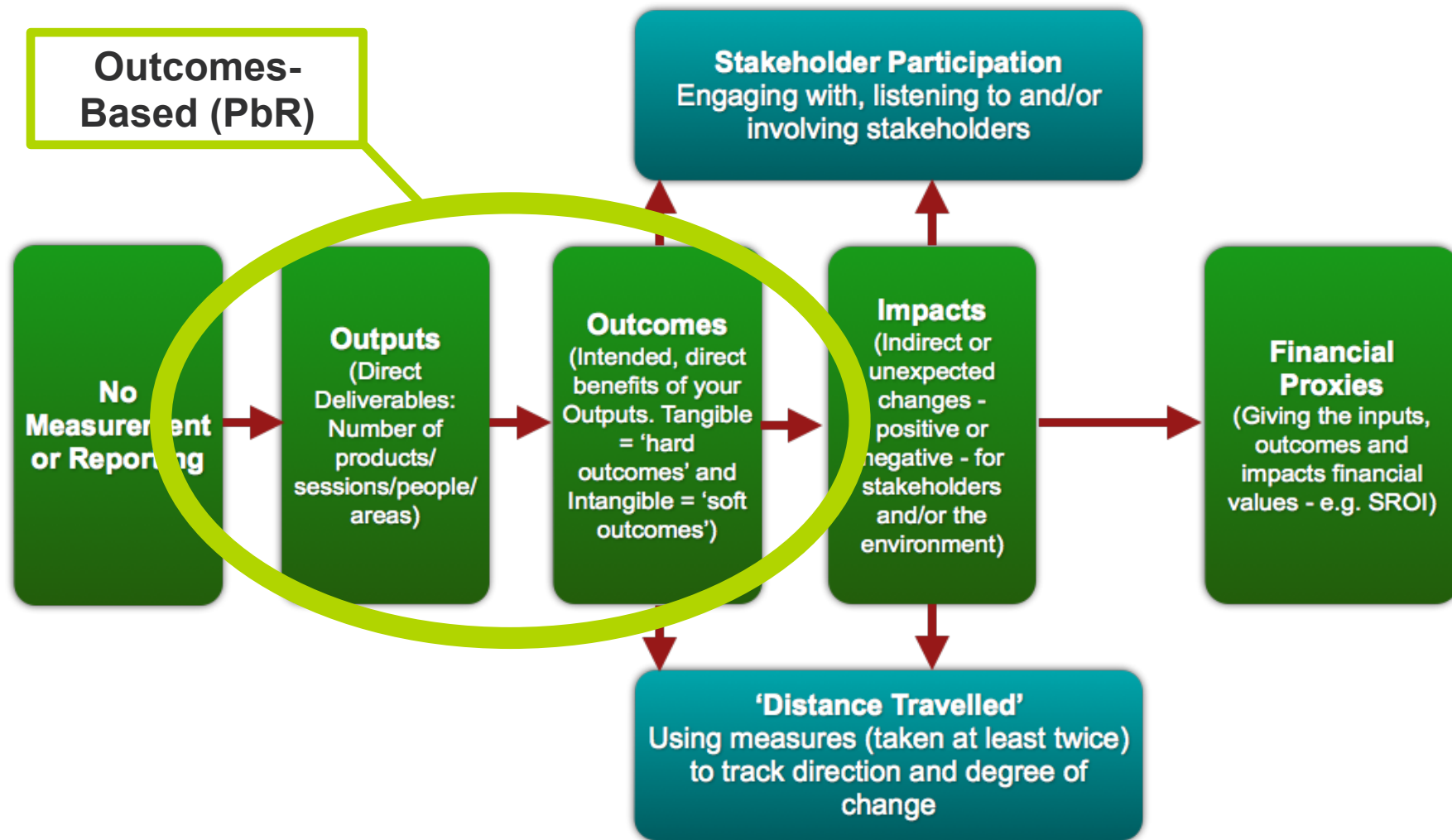
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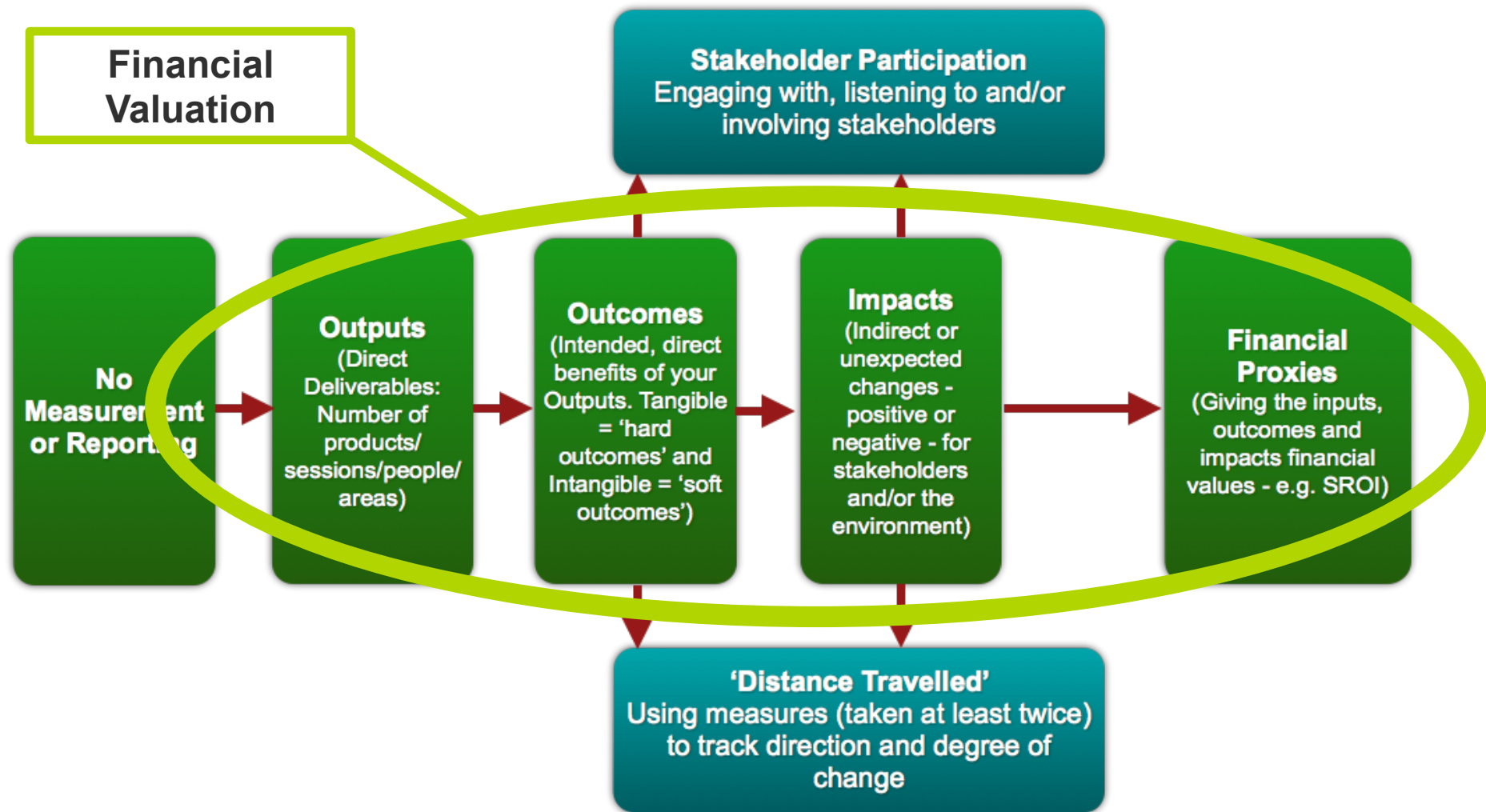


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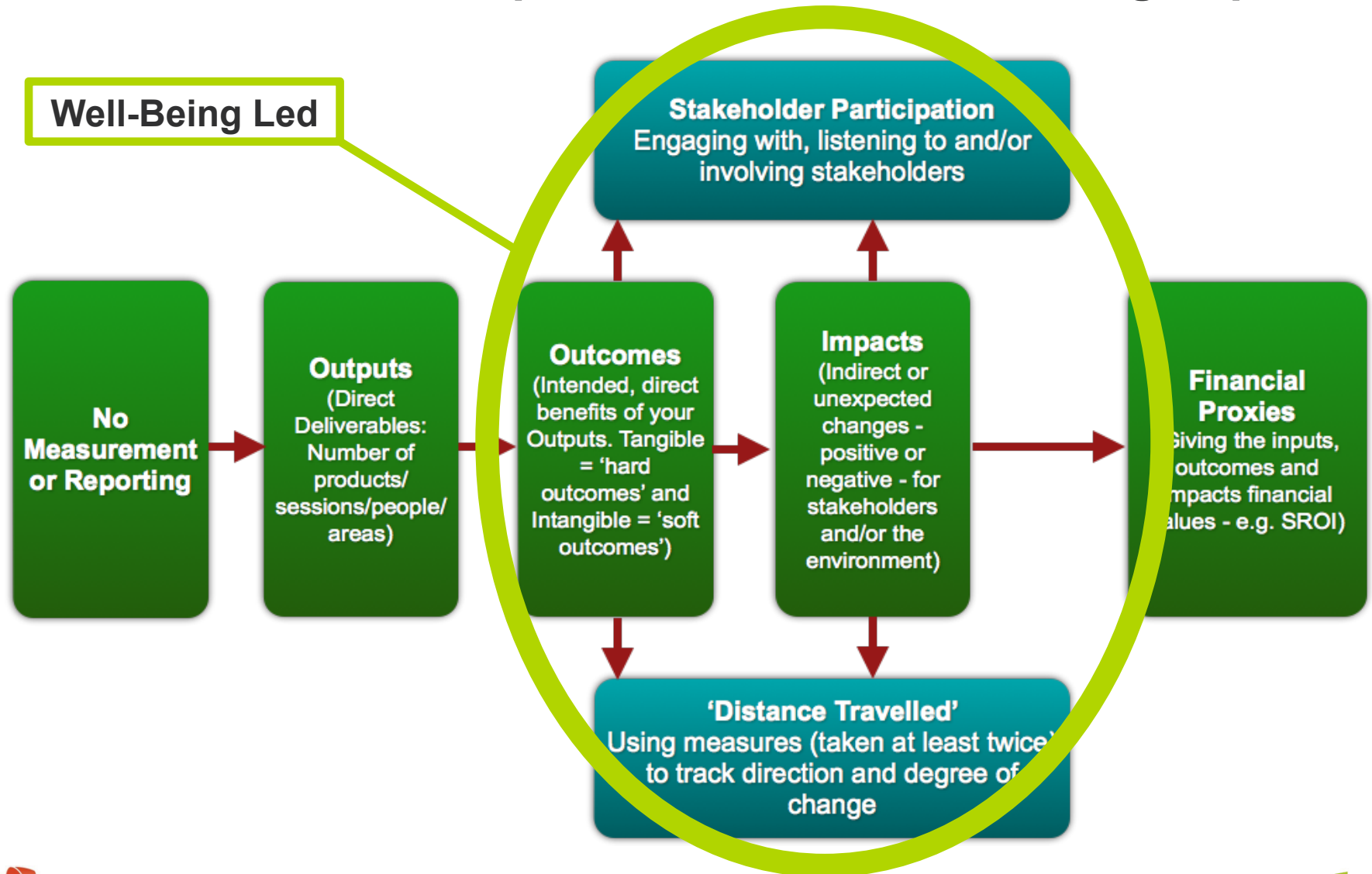


# How Do Social Enterprises Go About Measuring Impact?





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# How We Approach Impact Measurement: Well-Being

“Wellbeing is a positive physical, social and mental state; it is not just the absence of pain, discomfort and incapacity. It arises not only from the action of individuals, but from a host of collective goods and relationships with other people. It requires that basic needs are met, that individuals have a sense of **purpose**, and that they feel able to achieve important **personal goals** and **participate in society**. It is enhanced by conditions that include **supportive personal relationships**, involvement in **empowered communities**, **good health**, **financial security**, **rewarding employment**, and a **healthy and attractive environment...**”

UK Government's Whitehall Wellbeing Working Group, 2006

# How We Approach Impact Measurement: Well-Being

## ‘The ONS Four’

Included in the Office for National Statistics (ONS)  
Integrated Household Survey:

- Overall, how satisfied are you with your life nowadays?
- Overall, how happy did you feel yesterday?
- Overall, how anxious did you feel yesterday?
- Overall, to what extent do you feel that the things you do in life are worthwhile?

Each question is answered on a 0-10 scale, where 0 is ‘not at all’ and 10 is ‘completely’.

# Why Do Social Entrepreneurs Do Impact Measurement?

To target an intervention to an area of most need

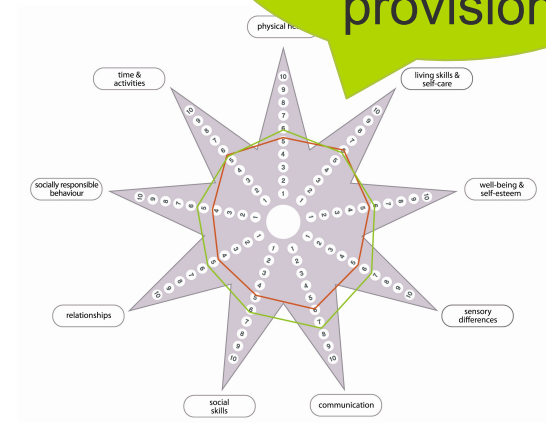
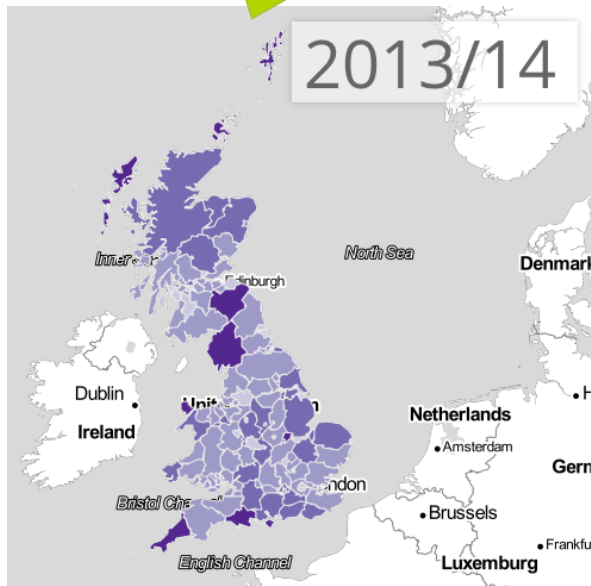
To win contracts?  
(Social Value Act)

To enhance one-to-one service provision

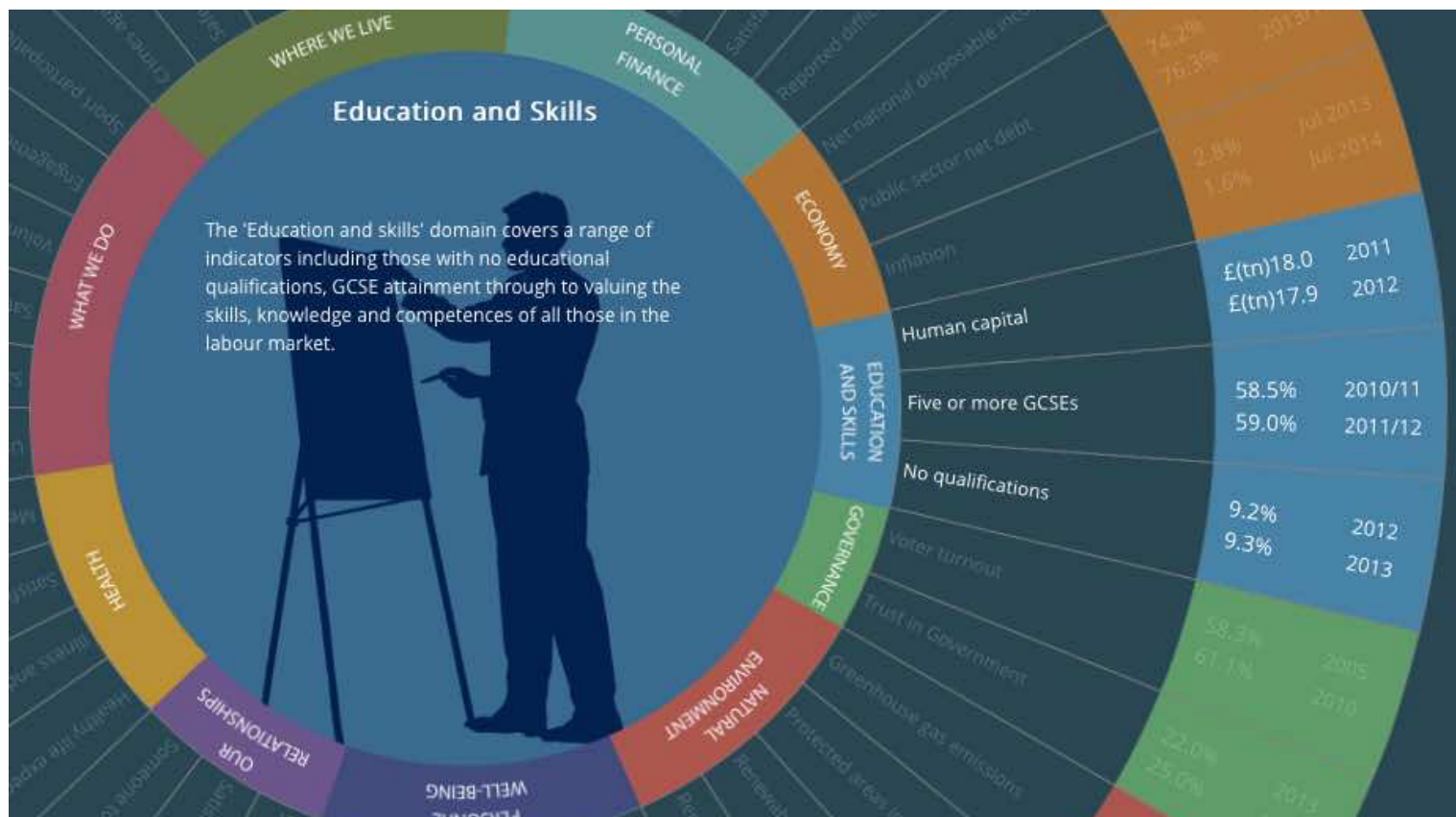
For internal / external reporting

To drive learning and improvement

To attract investment / funding



# The Importance of Public Data



Office for National Statistics (UK) – ‘Wheel of Well-Being’  
<http://bit.ly/16WR4Ts>

# Creating New Methods, Developing Existing Methods... Observed Principles

- Start with aims and objectives
  - Echo the language
- Think about stakeholders (try to identify 15)
- Make and keep it simple
- Align it with existing rhythms and processes
- Create rewards and rituals to celebrate positive impact
- Don't reinvent the wheel (use existing measures)
- 'Begin with the end in mind' (think about your impact *report* and align it with best practice)

# Creating New Methods, Developing Existing Methods... Future Focus

- The role of existing and active public/government datasets is essential as most social enterprises cannot (should not?) use or access control groups
- The role of cross-cutting measures is essential to identify a common understanding of impact and to base that on what matters most to people and communities. That's where well-being measures and data come in.
- The role of technology is essential in allowing impact measurement to be understandable, intuitive, unintrusive, simple, quick, safe, interesting...
- And, what haven't we thought of yet?



# Many Thanks

**Steve Coles**

**Intentionality CIC**

**Mob: +44 (0)7791 868597**

**Web: [www.intentionality.co.uk](http://www.intentionality.co.uk)**

**Email: [steve@intentionality.co.uk](mailto:steve@intentionality.co.uk)**

**Twitter: steve\_coles**

**Twitter: Intentionality\_**