



How do I evaluate the impact and measure the outcomes against our social aims?

As a social enterprise it is important that you can demonstrate the impact of what you achieve. Many funding bodies expect this. So, it is worth starting your journey with this in mind. By pulling together your vision and social purpose or mission and data from your marketing and financial plans your Board will need to identify a series of short-, medium- and longer-term outcomes. These outcomes provide measurable results of the impact you are making against the issues and needs you identified that need to be addressed.

- What are your short-term, medium term and longer terms outcomes?
- What activities are required to achieve them?
- What measures can you use to assess the impact?
- How will you collect this information?

It might be a good idea to put this information in a table, and for this to be reviewed regularly to check progress and make sure you are collecting the right data and information.

Here is an example:

Impact intended. e.g.	Short Term Outcomes	Medium Term Outcomes	Longer term Outcomes	Activities Required	Outcome Measures to Assess Impact
To tackle isolation in our community through community cohesion projects in the church hall.	Create an initial launch event inviting 30 isolated individuals.	Attract 800 people a year to our social events in the church hall.	People feel less isolated in our community	Identify interests and set up groups and events. Community survey now and in future	How many people attend the hall. What events seem to attract large numbers. Community surveys conducted – what do people say before and after about isolation



<p>To tackle isolation in our community through well being projects in the church hall.</p>	<p>Community and stakeholders asked about wellbeing and issues that need to be addressed</p>		<p>Identify and run events designed to assist with wellbeing.</p>	<p>Ask wellbeing questions in first community survey</p> <p>Events held e.g. clinics, work with mental health professionals, food providers etc as required</p>	<p>Wellbeing issues identified.</p> <p>Number of events held.</p> <p>Number of people who attend and are assisted.</p>
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Activity



Think about your intended impact. Consider the short, medium and long term outcomes. Once you have these you can then considered the activities required and how you will measure them and the impact. You may need to refine this to ensure you can capture the information you need.

Other related information

There are some excellent resources on the Evaluation Support Scotland website: <https://evaluationsupportscotland.org.uk/>

Need help?

You can contact at us and arrange a call at: sedg@tsdg.co.uk