

better

better understanding + better opportunities

added value

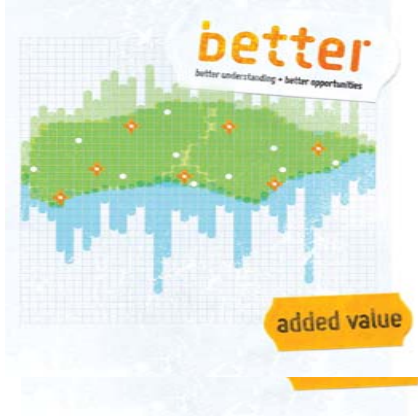
The Better project

Supporting social impact assessment
in Sussex

Barbara Beaton

better

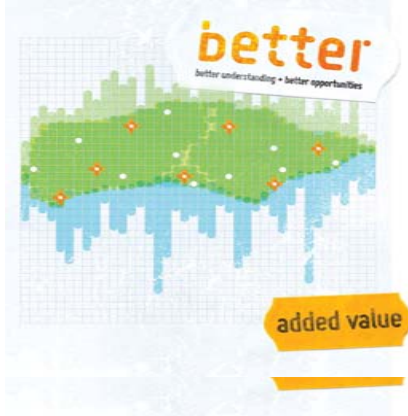
better understanding + better opportunities



What is social impact?

- The positive and negative changes resulting from an organization's activities
- Changes may be social, economic or environmental, individually or in combination [triple bottom line]
- Often achieved in conjunction with or additional to delivery to quality standards, contractual requirements etc





How do we measure social impact ?...

- Many different tools
- New Economics Foundation identifies 25+ tools which can assist in the measurement of social impact
- Rolls Royce or Ford Fiesta ?





Why measure social impact activity ?

- Informs strategic development
- Motivates internal teams
- Evidencing achievement tells the full story
- Builds social capital with clients
- Builds reputation with investors
- A key marketing tool
- Attracts partners and investment



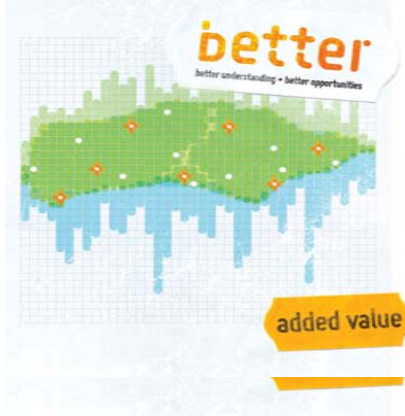


The challenge

How can social enterprises demonstrate

- the full value of what they do
in a way that
- is understood by others
- is properly valued in commissioning and procurement processes





The Better project

- Set up in 2009
- Working across 3 Sussex social enterprise networks
- Brings in national expertise
- Working with 6 Sussex based social enterprises
- Linking regionally and nationally through the Capacity Builders programme





Better Project aims

- To introduce and embed social impact assessment tools into 6 social enterprises
- Raise awareness of social enterprise and 'value' with procurement teams
- Develop understanding amongst advisers and infrastructure organisations

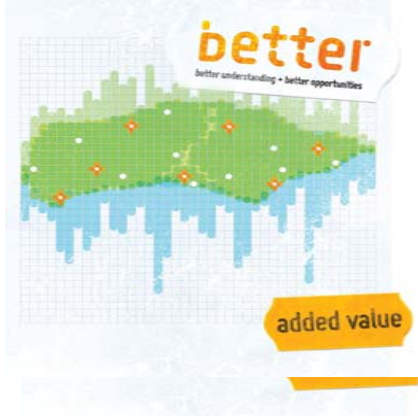




The starting point

- Pockets of knowledge and activity
- Not much happening on the ground
- What would work in practice ?
- Links with procurement and commissioning

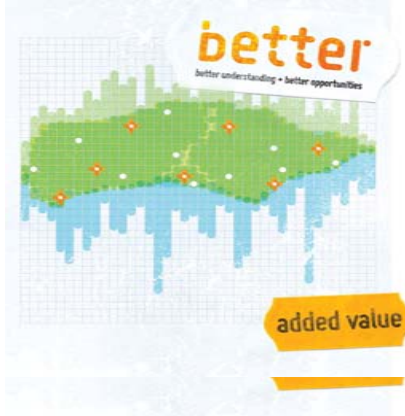




Our approach

- Active collaboration
- Practical approach
 - Ground up
 - See what works in practice
 - Start small and learn from that
- Improve links with procurers and commissioners

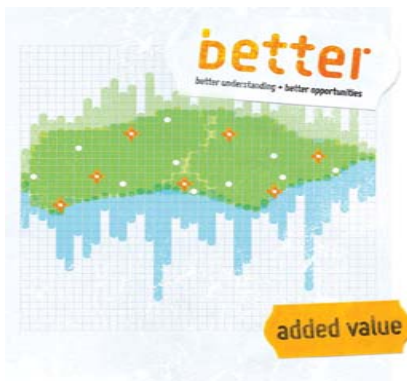




The Social enterprises

- Aldingbourne Trust
- Frame of Mind
- Decoda
- Furniture Now!
- Care Co-operatives
- B&H Federation of Disabled People

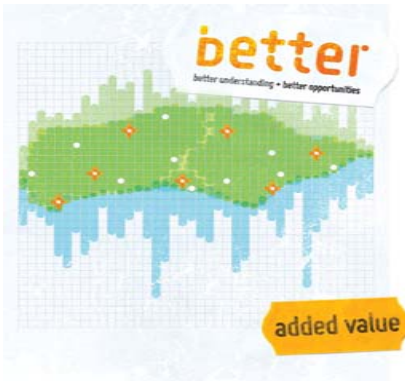




Progress so far

- Workshops and support
- Organisational buy in
- Increasing understanding amongst infrastructure organisations
- Finding a way through the jargon
- Spreading the word
- Work with Milton Keynes

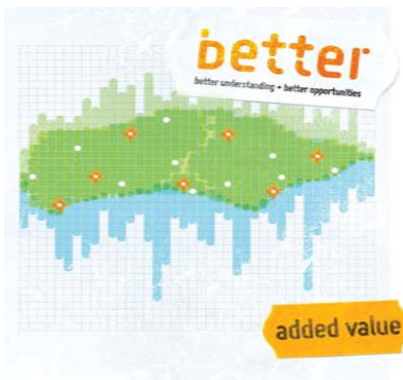




Some learning points

- Variation between organisations in approach and tools used
- Importance of organisational buy-in
- Making it part of the day to day
- Finding the time and resources
- Choosing the tool
- Challenge of the language

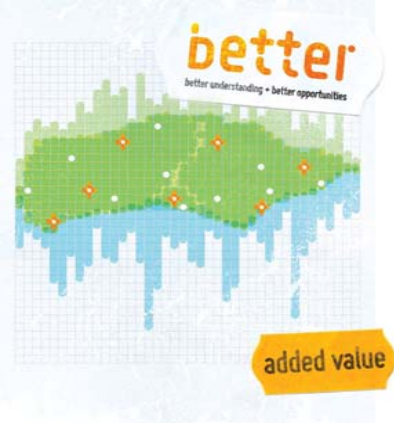




More to do

- Completing production of accounts
- Building links with procurers and commissioners
- Events to disseminate learning
- Development of future support





Contact details:

Business Community Partnership

Natalie Matos Morethanprofit@bhbc.org.uk

01273 770075

WSSSEN

Ana Fajardo ana.fajardo@westsussex.gov.uk

ESSEN

Barbara Beaton Barbara.beaton@ruralsussex.org.uk

 the connectives

FUNDED

