

Social Value and Impact

The changing face of society requires organisations to constantly change to ensure that any charity, social enterprise or private business can understand what stakeholders and customers want, what they will buy and how they will react to your organisational change.

The strength of understanding individual stakeholder groups values can be the difference between success or failure when undergoing organisation change, rebrand, product and service development or new marketing approach.

The research and evaluation of **key value statements** for your customers and stakeholder groups, helps you understand the value they place on different aspects of their lives, their actions and your organisation and provides the knowledge to help you develop to meet these values.

Our research can produce a defined list of key value statements which provides the foundations for all future marketing, change and development of the organisation.

All charities, social enterprise and private business create impact and in turn this impact creates value, when an organisations aims, objectives or motives consist of social actions or beliefs, the impact and value turns into **social value** and **social impact**.

Organisations that have social motives or social outcomes can often be at a disadvantage as profit may not be the sole object as with non socially motivated organisations. Therefore unless the organisation is able to effectively report, promote and market the true social impact and social value that it creates (rather than just a response to a contract or agreed outcome in place with a funder, commissioner or business) it may not be able to compete in a comparative market place.

Being able to market your social value through evidence based impact can **generate income**, provide a sustainable relationship with your customers and provide your organisation with a point of difference; these are all foundations for a sustainable business.

Our team of specialists can:-

- Carry out research and evaluate individual stakeholders values
- Create key value statements to support marketing and promotion
- Report your social value through appropriate media
- Support the marketing of your value
- Develop robust systems for the ongoing collection and evaluate of data
- Carry out an SROI, LM3, Wellbeing SAA audits

Social Impact and Value Audits

At Make it Happen, we use the following frameworks to assess your social value:

Local Multiplier Effect (LM3)

LM3 tracks how income received from a customer or stakeholder is spent by the receiving organisation and how the organisations income and expenditure affects the local economy. Many local authorities are increasing their own local spend as part of their efforts to stimulate the local economy.

Could you benefit from understanding how much you are re investing into the local and region's economy or how much your staff are contributing to a sustainable local community?

Wellbeing

Health and Wellbeing measures the value and impact that products and services have on the lives of individuals and how an organisation internally affects its staff and volunteers.

Stakeholder Dialogue

Stakeholder dialogue measures how an organisation engages with stakeholders and how strong an organisations social contract is with its stakeholders. This is important when you consider that ethical decision making increased by 89% last year and 2 out of 5 purchases are based on the personal values of the consumer. Stakeholder engagement, through mapping and dialogue is essential to understand what effects your products or services have had on its stakeholders.

Valuing Change

We understand the importance of measuring an organisations value and also understand that all organisations are different. Therefore using a standard approach may not always be right for all charities, social enterprises and private businesses. Therefore we have created a social impact tool that blends the recognised social impact tools together and using our knowledge and experience of our social impact team, developed a framework for measuring change and effect.

We work closely with our clients to transfer our knowledge, provide new skills and generate a high quality tailored report closely defining the change created by the organisation on its stakeholders.

Make it Happen are specialists in accounting for social value and impact and have expert knowledge and experience in:-

- Reviewing and evaluating the economic impact on the local community, post code, area or region
- Demonstrating the social value of your organisation through qualitative and quantitative methods
- Researching, reviewing and evaluating the health, education, crime, employment, environmental impacts that you make and the strength of your social contract
- Creating reports for key stakeholders for external communication and promotion

SROI – Social Return on Investment

SROI is one of the most common tools to measure social impact and is currently the chosen method within public sector procurement departments as it can provide an economic return on investment calculation.

This increased pressure from the public sector, coupled with increased awareness from society and grant giving bodies has created a greater need to prove your value and impact centred on the economic, health, education, crime, employment, environmental and society. The ‘Social Values Bill’ within the House of Lords will add to this as it will require all those who wish to engage with public sector in the future to demonstrate how their charity, social enterprise or private business is creating and demonstrating its impact. ***Is your organisation ready?*** If not, [contact us](#) for a free consultation.

SROI (Social Return on Investment) could be the right tool for you, as it is a tool that can be used by an organisation to measure social impact and convert the impact into a monetary benefit to society. For example; for every £1 spent a further £4 is created in social value through the reduction of GP visits.

It reviews the effects of your organisation products and services and through primary and secondary research, is able to successfully demonstrate the social value and impact your organisation is creating, either directly or indirectly.

Make it Happen has a number of trained SROI specialists capable of supporting any size organisation. We are able to provide SROI workshops, mentoring and coaching of key individuals or carry out a full SROI assessment which can be tailored to your organisations needs. As with all of our services, we work in partnership with our clients to ensure the outcomes are aligned with your requirements. We can:

- Carry out stakeholder engagement events and data collection techniques
- Carry out research and evaluation of data
- Calculate the social impact
- Create case studies and journeys of impact
- Create a tailor made report for your organisation or individual project
- Create a launch event to promote your social value and impact

Find out how we conduct a tailor made SROI for your organisation, [contact us](#)