

# THE VALUE OF IMPACT REPORTING

Brian Lamb

# The Future?



“The next Conservative Government will attempt to establish a measure of social value that will inform our policy making when in power”

David Cameron

# Why should you be accountable?

- Accountability should be even more important for the voluntary sector - but is it?
- Our rationale and legitimacy comes uniquely from those we represent-but easy to assume that we know best!
- Big Society Agenda-whoever wins more focus on the voluntary sector and therefore our accountability
- Increase in activity across the voluntary sector in the last five years-but evaluation and accountability has not matched this growth

# What impact reporting is not

- A description of your strategy
- A justification of your organisation's existence
- A description of your work
- A cross-sector comparison of performance
- A detailed financial report

“Our evidence is that the general standard of performance against the transparency and accountability framework is not satisfactory.”

John Stoker, Chief Charity Commissioner, 2004

# How to Measure?



*“It doesn't really matter whether you can quantify your results. What matters is that you rigorously assemble evidence-Quantitative or qualitative-to track your progress. If the evidence is primarily Qualitative, think like a trial lawyer assembling the combined body of evidence. If the evidence is primarily quantitative, then think of yourself as a laboratory scientist assembling and assessing the data.”*

Jim Collins Good to Great and the Social Sectors.

# What you are Measuring?

*“My theory is that what you will end up capturing is that 'we helped 72 blind babies gain sight,' as opposed to 'we found a metaling problem with children being born with eye diseases and we were able to figure out that it was related to some environmental toxin because they live in public housing projects that are contaminated by X, and then we were able to deal with the services and then advocate with the city to change the products they use.’”*

Foundation leader

# Different Types of Reporting

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- User perception/engagement
- Distance Travelled
- Outputs and Outcomes
- Organisational Health-Environmental Impact
- Social Return on Investment/Other Models
- Financial Reporting linked to SROI modelling

# Performance against objectives



- Objectives from last year
- Impact achieved against objectives
- Aims for next year



# The six principles of impact reporting

1. Performance against objectives
2. Measurement
3. Consultation with stakeholders
4. Delivering impact through focused planning
5. Keep it simple
6. Where the money goes

# What to Measure?



- Measurement against targets
- Benchmarking by surveying key audiences
- Benchmarking ourselves against others
- Customer satisfaction rates
- Research ratings
- Measures, such as Investors in People Award

# Pitfalls of Open Reporting

- Ensuring sensible targets. Remember Health Service Targets!
- Expense: developing more performance measures does increase costs in some areas
- Integration into the planning system: should not be an add on
- Having to admit to failures: potential damage to public reputation

# How to make the shift: plan



- Start with your planning process
- Review your outputs and outcomes
- Translate this into impact on people's lives and progress towards your vision
- Extract your future aims from your strategic plans
- Produce a separate financial doc that satisfies SORP: about 1% of audience bother to look at financials!

# Future of impact reporting



- Accountability - more integration of supporters, members and beneficiaries views
- Environmental audit and link to impact
- Independent verification
- Web based

# Advantages of Web Based Reporting

- More sophisticated measures - but need to balance with cost of measuring
- Move to web based communication Introduces flexibility
- Content searchable-thematic presentation Integration of video and interactive content
- Updateable through the year
- You can start dialogue over the report directly stakeholders
- Issues with Access?

# RNID-Impact Report

The screenshot shows the RNID website interface. At the top is a browser toolbar with various icons. The RNID logo is on the left, followed by a large pink banner reading 'Our impact in 2009'. Below this banner is a row of six colored boxes: 'Enriching lives' (purple), 'Challenging stigma' (blue), 'Valuing hearing' (teal), 'Working together' (orange), 'Success stories' (pink), and 'What we do' (dark purple). A 'Donate now' button with a play icon is on the left. Below the banner is a row of navigation links: 'Home', 'Financials', 'Next year', 'Get in touch', and 'Partners'. The 'Challenging stigma' link is highlighted in a blue box, with a subtitle below it: 'We want to change society's attitudes towards hearing loss'. The main content area features a video player. To the left of the video is a text block about Stanley and his wife Stella. To the right of the text is a video player showing an older man with glasses sitting in a red chair. Below the video player are controls for watching all videos, video help, a transcript button, and social media share buttons. A sidebar on the right of the video player offers language options: BSL, S, Original, and BSL + S. The bottom of the page shows a taskbar with an 'Internet' icon.

**RNID** • )))

## Our impact in 2009

[Enriching lives](#) [Challenging stigma](#) [Valuing hearing](#) [Working together](#) [Success stories](#) [What we do](#)

[Donate now](#) ▶

[Home](#) [Financials](#) [Next year](#) [Get in touch](#) [Partners](#)

### Challenging stigma

We want to change society's attitudes towards hearing loss

**Stanley and his wife, Stella, discuss RNID's telephone hearing check and how it motivated him to get hearing aids and continue to enjoy music.**

Watch all videos  
Video help

[View transcript](#) ▶

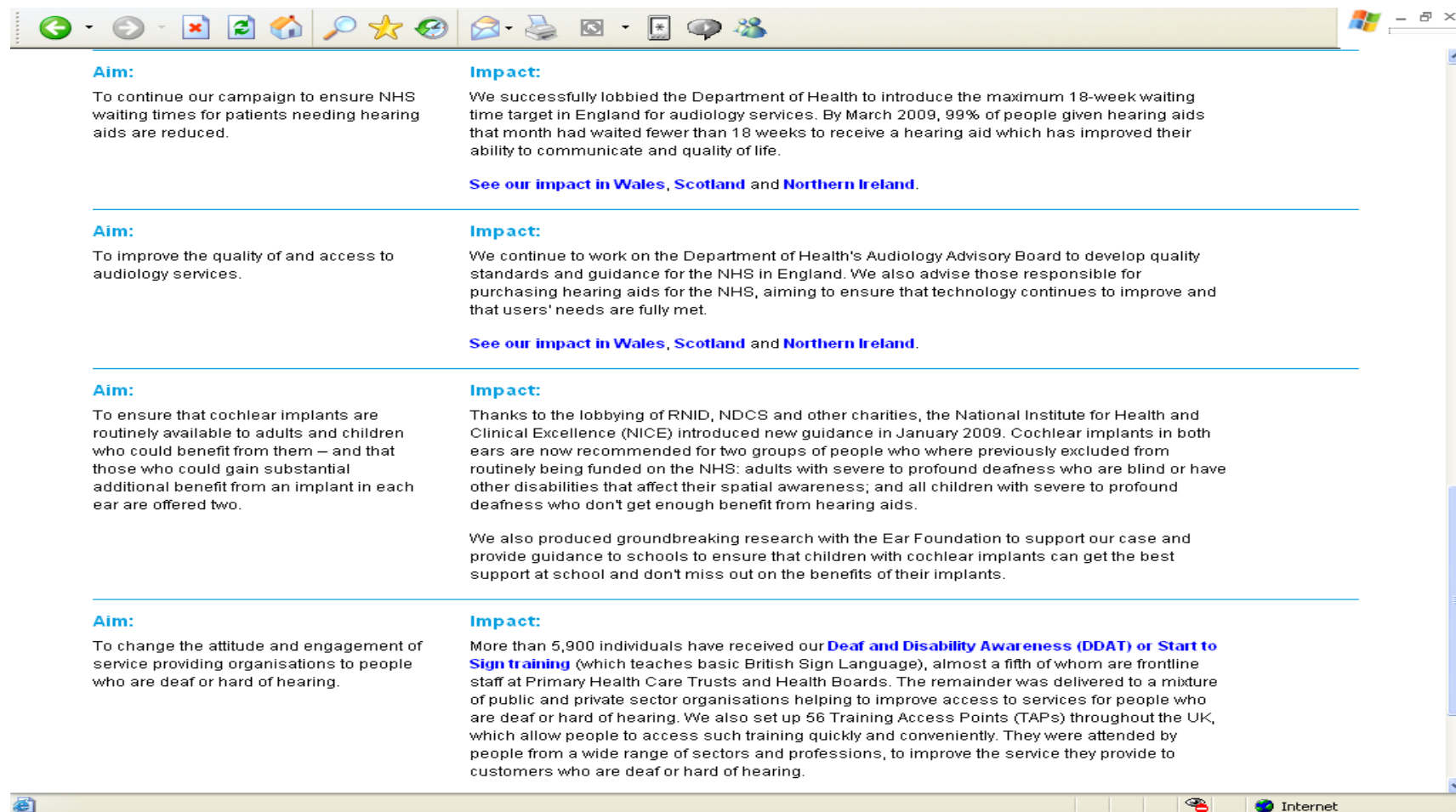
[SHARE](#) [Facebook](#) [Twitter](#) [LinkedIn](#)

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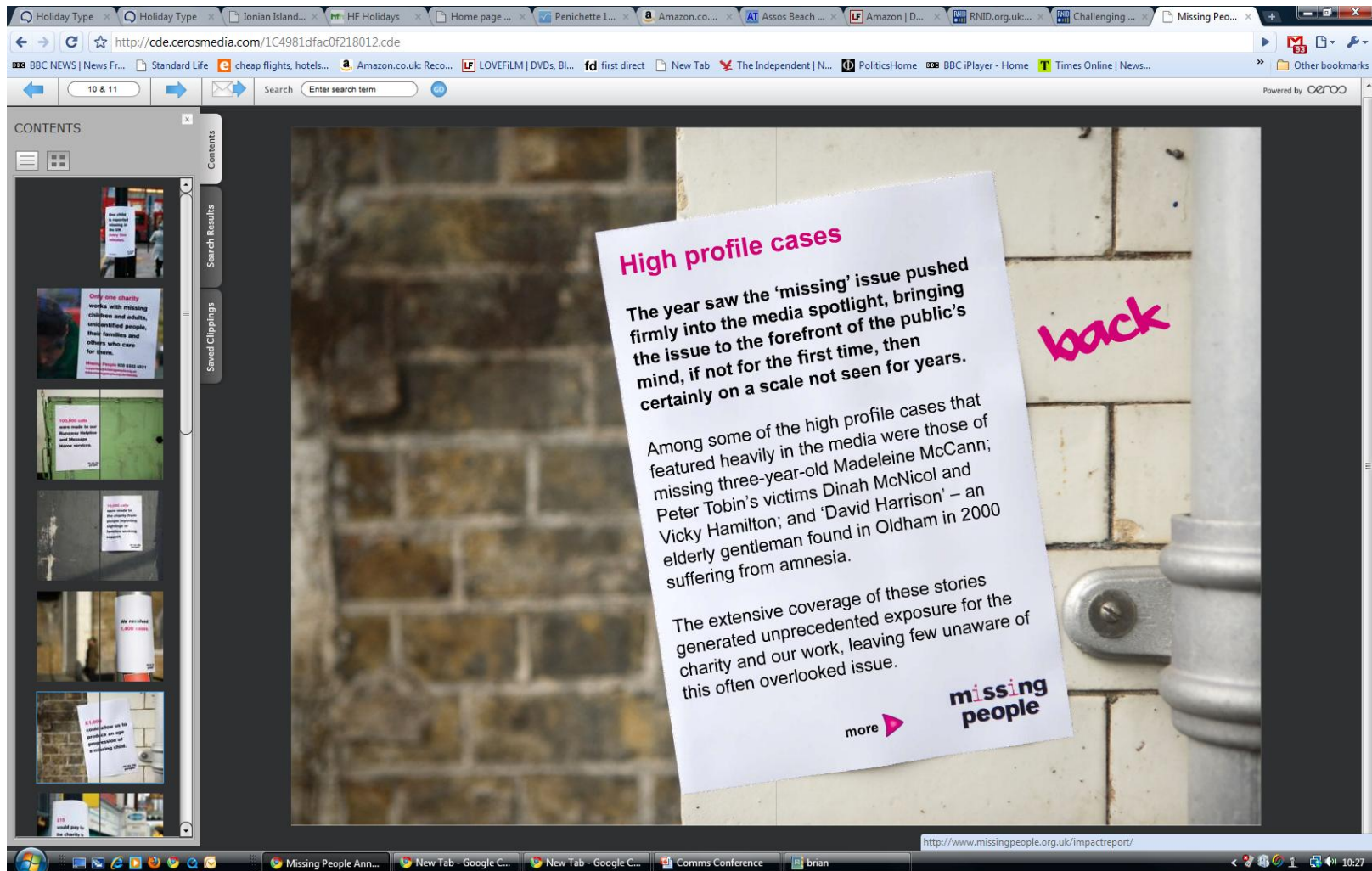
Internet

# RNID Impact Report





# Missing People



**High profile cases**

The year saw the 'missing' issue pushed firmly into the media spotlight, bringing the issue to the forefront of the public's mind, if not for the first time, then certainly on a scale not seen for years.

Among some of the high profile cases that featured heavily in the media were those of missing three-year-old Madeleine McCann; Peter Tobin's victims Dinah McNicol and Vicky Hamilton; and 'David Harrison' – an elderly gentleman found in Oldham in 2000 suffering from amnesia.

The extensive coverage of these stories generated unprecedented exposure for the charity and our work, leaving few unaware of this often overlooked issue.

[more](#) **missing people**

**back**

<http://www.missingpeople.org.uk/impactreport/>

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Search Results

Saved Clippings

10 & 11

Search Enter search term

Powered by CEROO

Missing People Ann... New Tab - Google C... New Tab - Google C... Comms Conference brian

10:27



# Missing People

The screenshot shows a web browser window with multiple tabs open. The active tab displays a video player from Ceros Media. The video content features a poster on a street pole with the following text:

**77%**  
**of the cases**  
**Missing People**  
**publicised**  
**were resolved.**

Below the main text, handwritten text reads: "A CASE OF MISSING IDENTITY" with a red arrow pointing to the "missing people" logo at the bottom right of the poster.

The browser's address bar shows the URL: <http://cde.cerosmedia.com/1C4981dfac0f218012.cde>. The left sidebar contains a "CONTENTS" menu with a list of video thumbnails. The bottom status bar shows the URL: <http://www.missingpeople.org.uk/impactreport/>.

# To conclude



- “Not everything that can be counted counts and not everything that counts can be counted.”

Albert Einstein