

WEB BROWSER KEY WORD SEARCH TERMS SHOWN IN THIS COLOUR

EARLY STEPS

- ✦ Identify the **specific** difference **your** work makes—its **outcomes**
- ✦ Articulate them clearly and succinctly
- ✦ Have evidence (**statistics, stories, visuals**) available
- ✦ Use the **7 Principles of Social Value** as a guideline for getting ethics and credibility right
- ✦ Use the outcomes, stories, statistics, principles and evidence to help improve the quality and efficiency of your work, and prioritise in decision making



LARGER STRIDES

- ✦ Build a **theory of change** diagram and description to show how your resources and activity create outcomes, and ultimately, have a more significant **impact**

Theory of Change Toolkits...

- [NPC Create Your Theory of Change](#)
- [NESTA Theory of Change](#)



DEMONSTRATING SOCIAL VALUE

- ✦ Develop a crystal clear understanding of the resources it takes to achieve your **impact**
- ✦ And the **value** (cash and other measurements) your impact is worth
- ✦ How long your value lasts
- ✦ The evidence of your value being **additional** to what would have happened anyway



SOME VALUE METHODS, MODELS & RESOURCES

- [Cost Benefit Analysis](#)
- [The Happy Museum](#)
- [Measuring the Value of Arts & Culture](#)
- [SROI Social Value UK](#)
- [Understanding the Value of Arts & Culture](#)



P.T.O. FOR OUTCOMES RESOURCES

FURTHER RESOURCES

OUTCOMES INSPIRATION

Some established resources to identify the outcomes you might be creating...

GENERIC LEARNING OUTCOMES Arts / Heritage / Other participation

GENERIC SOCIAL OUTCOMES Arts / Heritage / Other participation

BIG SOCIETY CAPITAL Arts / Heritage / Wellbeing / Environment / Community + more

HERITAGE LOTTERY FUND OUTCOMES People / Heritage / Communities

ARTS COUNCIL ENGLAND QUALITY METRICS Arts / Heritage / Media (audiences)

ARTS COUNCIL ENGLAND PARTICIPATION METRICS Arts / Heritage / Media (participants)

WEMWBS Wellbeing

NEF WELLBEING GUIDE FOR PRACTITIONERS Wellbeing

UCL MUSEUM WELLBEING MEASURES Wellbeing / Arts / Heritage / Other participation

DEMENTIA QUALITY OUTCOMES Dementia

YOUR PROJECT AND ITS OUTCOMES Social / Independence / Families / Behaviour / Skills

FUTHER RESOURCES FOR IMPACT

- ★ CREATIVE & CREDIBLE
- ★ INSPIRING IMPACT
- ★ NEW PHILANTHROPY CAPITAL
- ★ NEW ECONOMICS FOUNDATION
- ★ NVCO CULTURAL COMMISSIONING
- ★ SOCIAL VALUE UK

IMPACT HEALTH CHECK TOOLS

- ★ Big Society Capital Social Impact Tests
- ★ Resilient Heritage Strength Checker
- ★ NESTA Standards of Evidence
- ★ Social Value Self Assessment Tools

ALWAYS ...

- ★ Involve stakeholders in the process
- ★ Be honest about negative outcomes and impact
- ★ Keep monitoring, evaluating, reviewing and improving
- ★ Share learning with the wider sector(s)
- ★ Apply **Safeguarding practices** with children, young people, vulnerable adults
- ★ Follow **Data Protection Act responsibilities** collecting and using data
- ★ Enable **Equalities Act requirements** by evaluating in accessible, inclusive ways