SOCIAL OUTCOMES MATRIX

TABLE OF OUTCOMES & MEASURES

OUTCOME AREA 6 OF 9

FAMILY, FRIENDS AND RELATIONSHIPS

Outcomes Matrix Guidance

Introduction

The outcomes matrix represents a map of need in the UK. It has been designed from a beneficiary perspective and includes nine outcome areas which reflect what a person needs to have a full and happy life. Each outcome area has a set of related measures to assess social impact at the individual level and for community, sector and society.

The outcomes matrix and measures are a tool to help social investment financial intermediaries (SIFI's) and social sector organizations to plan, measure and learn about their social impact. It aims to develop common ground and language regarding social investment and impact assessment in the social sector.

The outcomes and measures are not intended to be prescriptive or exhaustive but should provide a helpful starting point for organisations to measure their social impact.

We assess all proposals for investment to Big Society Capital against the criteria outlined in our Social Impact Tests and Thresholds .

If your organisation already has its own set of outcomes and measures then we want to see how they align with the outcomes included in the Big Society Capital matrix. You will not need to change the way you measure your social impact.

How to use the matrix

Step one: select your outcomes

Outcomes are statements of change that you are trying to achieve. Read through the outcomes matrix and select the main outcomes that reflect the social change that your organisation is trying to achieve. It is likely that the work of your organisation will cover several outcomes areas so it is important to select all of the relevant ones from the matrix. You may also want to consider if there any other additional outcomes that you want to add that are not covered in the matrix.

Step two: select your measures

The measures are sources of data which will help you to gather evidence to demonstrate your social impact. Select all the relevant measures that relate to the outcome areas which you have shortlisted from step one.

You will need to consider how you will gather data for each measure. To do this, each measure needs to be written as an indicator which includes information about what you will measure and how you will measure it.

To turn a measure into an indicator you need to select an appropriate prefix for it such as number of', 'amount of', 'extent of', 'percent of', 'satisfaction with', 'quality if' and so on. For example, for the measure 'is in education', you might add the prefix 'number of' so that the indicator becomes 'number of people in education'.

Step three: collect the data

Once you have agreed on the relevant outcomes, measures and indicators you will need to consider how you will collect the data to measure your social impact. It is up to your organisation to decide on the most appropriate method for collecting data that meets your individual requirements. A list of useful tools and resources to support you with collecting social impact data is included here.

Outcomes Matrix Table

Outcomes	Individuals	Community, Sector & Society
Employment, training and education	The person is in suitable employment, education, training or caring work	Jobs, education and training opportunities are available for everyone
Housing and local facilities	The person has a suitable and secure place to live, affordable utilities and access to local facilities and transport	Investment and availability of different forms of tenure ensure that all housing needs can be met now and in the future
Income and financial inclusion	The person has sufficient income to meet their essential needs and access to suitable financial products and services	Everyone reaches an optimum level of income for health and well-being, and income differentials support social cohesion
Physical health	The person looks after their health as well as possible. The person recovers as quickly as possible, or if recovery is not possible, their health and quality of life are maximised	Good general physical health across the population
Mental health and well-being	The person has a sense of well-being. Those who experience mental illness recover where possible and lead a positive and fulfilling life even if symptoms remain	Good mental well-being and life satisfaction across the population
Family, friends and relationships	**The person has appositive social network that provides love, belonging and emotional practical support**	**A society that supports and encourages families and/or good personal relationships**
Citizenship and community	The person lives in confidence and safety, and free from crime and disorder. The person acts as a responsible and active citizen and feels part of a community	Stronger, active, more engaged communities
Arts, heritage, sport and faith	The person finds meaning, enjoyment, self-expression and affiliation through informed participation in the arts, sport and/or faith	A thriving cultural landscape with high levels of participation and engagement
Conservation of the natural environment	The person has an appreciation of the natural environment and plays their part in protecting it, including reducing their carbon footprint	The natural environment is protected for the benefit of people, plants and animals and habitats, today and in the future

![Individuals icon] **Individuals**

OUTCOMES	MEASURES
Feels and is socially connected	**Develops the level of social intimacy or connection with others that is right for them, and does not feel lonely** - *Amount of social time* - *Has social contact at least once a week* - *Level of social isolation or loneliness* **Feels respected, valued, loved, supported and cared about** **Has a person in times of emergency or need** - *Reports having someone they can contact in times of emergency or need* **Enjoys social activities** - *Has improved involvement in a range of regular fun, sociable activities* - *Keeps in touch with other people through activities* - *Reports feeling more active and less isolated* **Feels comfortable meeting new people and making new relationships** - *Has access to ways to meet new people and the appropriate support* - *Reports feeling improved confidence and ability to meet new people*
Enjoys positive and constructive relationships with others	**Enjoys appropriate and stable relationships with family and partner** - *Has an improved relationship with parents/carers/partner so that there is a reduced risk of family breakdown* - *Has a positive relationship with one or more relatives* - *Is satisfied with the quality of their family relationships* **Improved relationships between parents and children** **Has changed potentially harmful relationships for more positive ones** - *Is free from emotional abuse and violence* - *Is free from negative social influences, peer groups* **Increased satisfaction with own friendships** - *Has one or more friends they feel close to* - *Is satisfied with their relationships with friends* - *Has improved the number, quality and frequency of their friendships* **Improved social networks and involvement** - *Has a broader social network* - *Is active in their social network* - *Number of contacts on social network sites* **Has a positive relationship with carer** - *Has a positive relationship with their carers* - *Carers report having a positive relationship with the person cared for, and are able to manage conflict sensitively2*
Has the skills, strategy and support to maintain and manage relationships	**Improved communication skills** - *Is able to communicate and express themselves appropriately in different social situations* - *Has developed communication skills* **Improved ability to maintain or form a supportive relationship with significant other(s)** - *Is able to maintain their relationships successfully* **Improved support for families, children and young people** - *Has access to childcare* - *Has access to parenting classes* **Improved access to good quality relationship support when needed and is confident that it is there**

OUTCOMES	MEASURES
	- *Knows where to go for relationship support* - *Is receiving communication or relationship support as appropriate* - *Reports feeling they have they have successfully improved their communication skills and ability to manage their relationships as a result of their support* **Improved access to and use of key communication technologies** - *Has access to key communication technologies (telephone, email, internet)* - *Knows how to use the internet, email, and social networking sites (if desired)* - *Level of use of key communication technologies*
Family, partners, friends and carers of those with specific needs are supported	**Improved support for family members, partners, primary carers, and friends of those with specific needs** - *Family members, partners, carers and friends of those with specific needs have access to and use as appropriate specialist advice, counselling and support* - *Family members, partners, carers, and friends of those with specific needs are satisfied with the support provided* **Family members, partners and carers feel better supported and more able to live and enjoy their own lives** - *Family members, partners and carers report feel able to live their own lives*

Community, Sector & Society

OUTCOMES	MEASURES
A resilient society with meaningful connections	**Reduction in levels of isolation/loneliness** - *National/local levels of isolation/loneliness* **Improved relationships with family and friends** - *Rates of divorce* - *Rates of domestic violence* - *Rates of weekly contact with family or friends* - *Number of children who are able to live safely in their family or family network* - *Number of children who are identified as being "at risk" or assessed as needing safe guarding by social services* - *Rates of children taken into care* - *Successful levels of adoption and fostering* **Improved resilience and support networks** - *Proportion of people who feel like they have a support network* - *Availability of social infrastructure for social networking* **Improved digital infrastructure for social contact** - *Proportion of people with access to high-speed internet* - *Proportion of people with basic internet skills*
Good quality services for family, friends and relationships	**Improved availability of services for families** - *Availability of childcare* - *Availability of parenting classes* - *Availability of support services for single parents* **Improved availability of services for relationships** - *Availability of relationship advice* - *Availability of counselling on matters relating to personal relationships (family breakdown, grievance, family disputes)* - *Availability and use of services that provide social activities and help build social relationships* - *Number of people receiving services who feel they have successfully improved their relationships as a result of support provided* **Improved support services for families of those with needs** - *Availability of support and advice for family members and primary care-givers* - *Number of days of respite provided for family members and primary care-givers*
Strong public awareness of the value of families, friends and relationships, and good sectoral understanding of how to build them	**Improved public awareness and engagement** - *General availability of information* - *Level of media exposure (e.g. number of articles published on the subject in mainstream media; exposure on tv, radio; internet traffic)* - *Level of public awareness about the value of relationships, and the causes and consequences of family and relationship breakdown* - *Public events, rallying and campaigning* - *Public donations to related charities* - *Public volunteering on projects and initiatives related to strengthening families and social bonds* - *Change in public perception and improvements to any prejudice or stigma* **Improved stakeholder participation with decision making and with issues** - *Institutional and organisational engagement with stakeholders* - *Levels of stakeholder choice of services and service providers* - *Levels of stakeholder involvement in the provision service design and delivery* **Improved sectoral understanding of how to build good relationships among families, partners and friends** - *Research and evidence relating to the problem of relationship breakdown and isolation, and interventions that deal with it (e.g. papers published)*

OUTCOMES	MEASURES
	- *Innovation of new ideas, technologies and approaches* - *Uptake of new ideas by other organisations or government* - *Retirement of previous methods shown by research to be ineffective* - *Funding for research* - *Support for the sector through quality umbrella bodies*
Public and corporate policy and expenditure that supports families, friends and relationships	**Improvements in policy and legislation** - *Changes in policy and legislation that support improvements to family, friends and relationships* - *Changes to regulation* - *Level of relevant parliamentary activity (e.g. white papers published, committees formed, consultations or reviews conducted, citations made)* **Improved investment, expenditure and procurement** - *Government investment in families, friends and relationships* - *Government expenditure/funding for programmes* - *Procurement practices and public sector contracts that are designed to improve social outcomes (e.g. contracts that enable social enterprises and smaller SMEs to bid, outcomes-aligned contracts)* - *Corporate investment and expenditure (giving) on supporting families*