



## **SOCIAL OUTCOMES MATRIX**

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### **TABLE OF OUTCOMES & MEASURES**

#### **OUTCOME AREA 7 OF 9**

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### **CITIZENSHIP AND COMMUNITY**



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# 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

<u>OUTCOMES</u>	<u>INDIVIDUALS</u>	<u>COMMUNITY, SECTOR &amp; SOCIETY</u>
<i>Employment, training and education</i>	<i>The person is in suitable employment, education, training or caring work</i>	<i>Jobs, education and training opportunities are available for everyone</i>
<i>Housing and local facilities</i>	<i>The person has a suitable and secure place to live, affordable utilities and access to local facilities and transport</i>	<i>Investment and availability of different forms of tenure ensure that all housing needs can be met now and in the future</i>
<i>Income and financial inclusion</i>	<i>The person has sufficient income to meet their essential needs and access to suitable financial products and services</i>	<i>Everyone reaches an optimum level of income for health and well-being, and income differentials support social cohesion</i>
<i>Physical health</i>	<i>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</i>	<i>Good general physical health across the population</i>
<i>Mental health and well-being</i>	<i>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</i>	<i>Good mental well-being and life satisfaction across the population</i>
<i>Family, friends and relationships</i>	<i>The person has apposite social network that provides love, belonging and emotional practical support</i>	<i>A society that supports and encourages families and/or good personal relationships</i>
<b><i>Citizenship and community</i></b>	<b><i>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</i></b>	<b><i>Stronger, active, more engaged communities</i></b>
<i>Arts, heritage, sport and faith</i>	<i>The person finds meaning, enjoyment, self-expression and affiliation through informed participation in the arts, sport and/or faith</i>	<i>A thriving cultural landscape with high levels of participation and engagement</i>
<i>Conservation of the natural environment</i>	<i>The person has an appreciation of the natural environment and plays their part in protecting it, including reducing their carbon footprint</i>	<i>The natural environment is protected for the benefit of people, plants and animals and habitats, today and in the future</i>



# Individuals

OUTCOMES	MEASURES
Stays within the law and has addressed any offending behaviour	<p><b>Improved respect for authority, rules, law</b></p> <ul style="list-style-type: none"> <li>- <i>Knows and understands the law</i></li> <li>- <i>Has an improved respect for the law (and rules and authority more generally)</i></li> </ul> <p><b>Refrains from committing any offense, crime or violence, and is not arrested or incarcerated</b></p> <ul style="list-style-type: none"> <li>- <i>Is not arrested (for appropriate periods of time, e.g. 6 months, 1 year, 2 years)</i></li> <li>- <i>Is not convicted or in prison</i></li> </ul>
Does not discriminate against others, and is not discriminated against, on grounds of ethnicity, religion, gender, sexual orientation or disability	<p><b>Improved attitude towards others from different backgrounds</b></p> <ul style="list-style-type: none"> <li>- <i>Has a positive attitude to those from different backgrounds, and with different views and experiences</i></li> </ul> <p><b>Reduced experience of discrimination</b></p> <ul style="list-style-type: none"> <li>- <i>Has not been discriminated against in the last 12 months</i></li> </ul>
Understands their rights and responsibilities as a citizen	<p><b>Increased knowledge of legal matters and rights</b></p> <ul style="list-style-type: none"> <li>- <i>Knows and understands their legal rights and responsibilities</i></li> <li>- <i>Feels empowered to demand their rights</i></li> </ul> <p><b>Improved access to legal products and services</b></p> <ul style="list-style-type: none"> <li>- <i>Has access to legal services</i></li> <li>- <i>Has received advice as appropriate on legal matters</i></li> </ul> <p><b>Makes use of their vote</b></p>
Feels they have a stake in their community and society at large, and makes a conscious contribution	<p><b>Improved feelings of having a stake in their own community and in society</b></p> <p><b>Becomes a more active member of their community</b></p> <ul style="list-style-type: none"> <li>- <i>Amount of time committed to volunteering or unpaid help or work for any type of local, national or international organisation or charity</i></li> <li>- <i>Participates in community decision making</i></li> <li>- <i>Has increased interaction with local campaigns</i></li> </ul> <p><b>Improved access to community infrastructure and resources</b></p> <ul style="list-style-type: none"> <li>- <i>Has access to and uses community facilities</i></li> </ul>
Has a positive perception of local community and area	<p><b>Improved overall/general perceptions of local area</b></p> <ul style="list-style-type: none"> <li>- <i>Is satisfied with where they live</i></li> <li>- <i>Feels proud about where they live</i></li> </ul> <p><b>Improved perceptions of community and neighbourhood</b></p> <ul style="list-style-type: none"> <li>- <i>Is satisfied with the community and neighbourhood where they live, and the quality of the opportunities it offers</i></li> </ul> <p><b>Improved perception and feeling of safety in local area</b></p> <ul style="list-style-type: none"> <li>- <i>Feels safe in their local area</i></li> <li>- <i>Feels free to go out after dark in their local area without fear of abuse or crime</i></li> </ul>

See the next page for more outcomes and measures





OUTCOMES	MEASURES
<p>Strong and safe communities</p>	<p><b>Reduction in levels of crime, harassment and disorder</b></p> <ul style="list-style-type: none"> <li>- <i>National/local rates of crime</i></li> <li>- <i>Number of severe crimes committed</i></li> <li>- <i>Rate of reoffending</i></li> <li>- <i>Rate of harassment, stalking or bullying (on the grounds of e.g. race, sex, disability, sexual orientation, age)</i></li> <li>- <i>Level of anti-social behaviour in communities</i></li> <li>- <i>Levels of gang prevalence, gang activity</i></li> <li>- <i>Number of NEETs in gangs</i></li> </ul> <p><b>Improved public experience of safety</b></p> <ul style="list-style-type: none"> <li>- <i>Reported confidence in the safety of the local community</i></li> <li>- <i>Self-reported levels of worry about being a victim of crime (including burglary, car crime, violent crime, terrorism)</i></li> <li>- <i>Presence of Neighbourhood Watch Schemes</i></li> <li>- <i>Availability and use of training on self-defence</i></li> <li>- <i>Availability and use of training to combat extremism</i></li> </ul> <p><b>Increased public support for the tolerance of difference</b></p> <ul style="list-style-type: none"> <li>- <i>Support of differences (including nationality, socio-economic status, sexuality, religion, political views)</i></li> <li>- <i>Change in levels of discrimination of stigma in society toward people on any grounds</i></li> <li>- <i>Rates of hate crime, racially motivated attacks and violence</i></li> </ul> <p><b>Increased public awareness of the law and rights as citizens</b></p> <ul style="list-style-type: none"> <li>- <i>General public awareness of the law, rights and responsibilities as citizens</i></li> <li>- <i>Level of understanding of the principles of democratic freedom</i></li> </ul> <p><b>Improved availability of legal advice and support</b></p> <ul style="list-style-type: none"> <li>- <i>Availability of legal advice to all</i></li> <li>- <i>Use of legal advice among vulnerable groups</i></li> </ul> <p><b>Local economic growth</b></p> <ul style="list-style-type: none"> <li>- <i>Local spending</i></li> <li>- <i>Local currencies</i></li> <li>- <i>Local investment</i></li> </ul> <p><b>Cleaner communities</b></p> <ul style="list-style-type: none"> <li>- <i>Levels of littering, dog fouling</i></li> <li>- <i>Levels of broken windows, and empty homes</i></li> <li>- <i>Levels of graffiti</i></li> </ul>
<p>Strong public participation in citizenship and communities, and good social cohesion</p>	<p><b>Increased rates of voting</b></p> <ul style="list-style-type: none"> <li>- <i>Percentage of registered voters who voted in the last general election</i></li> <li>- <i>Percentage of registered voters who voted in the last local election</i></li> </ul> <p><b>Increased volunteering</b></p> <ul style="list-style-type: none"> <li>- <i>Proportion of people who volunteer</i></li> <li>- <i>Number of days of volunteering</i></li> <li>- <i>Proportion of volunteers who feel adequately supported and engaged in meaningful work and activities</i></li> </ul> <p><b>Increased engagement with the community and community groups</b></p> <ul style="list-style-type: none"> <li>- <i>Availability of opportunities to participate in and contribute to the local community</i></li> <li>- <i>Levels of participation in community activities</i></li> <li>- <i>Levels of membership of community groups</i></li> <li>- <i>Donations to community charities and groups</i></li> <li>- <i>Number of community owned and managed assets</i></li> </ul> <p><b>Increased sense of belonging in the community</b></p>

OUTCOMES	MEASURES
	<ul style="list-style-type: none"> <li>- <i>Number of people who report feeling a sense of belonging in the community</i></li> </ul> <p><b>Improved public and community awareness</b></p> <ul style="list-style-type: none"> <li>- <i>Level of public and community awareness of the community and what it offers</i></li> <li>- <i>Level of media exposure for communities and related issues (e.g. number of relevant articles published in the mainstream media; exposure on tv, radio; internet traffic)</i></li> <li>- <i>Change in public perception around the values of citizenship and community</i></li> </ul>
<p>Public and corporate policy and expenditure that supports citizenship and communities</p>	<p><b>Improvements in policy and legislation</b></p> <ul style="list-style-type: none"> <li>- <i>Changes in policy and legislation that support improvements to communities</i></li> <li>- <i>Equality legislation is improved and implemented in the public, private and social sectors</i></li> <li>- <i>Changes to regulation</i></li> <li>- <i>Level of relevant parliamentary activity (e.g. white papers published, committees formed, consultations or reviews conducted, citations made)</i></li> </ul> <p><b>Improved investment, expenditure and procurement</b></p> <ul style="list-style-type: none"> <li>- <i>Government investment in citizenship and communities</i></li> <li>- <i>Government expenditure/funding for programmes</i></li> <li>- <i>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)</i></li> <li>- <i>Corporate investment and expenditure (giving) on improving communities</i></li> </ul>