



## SOCIAL OUTCOMES MATRIX

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### TABLE OF OUTCOMES & MEASURES

#### OUTCOME AREA 8 OF 9

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### ARTS, HERITAGE, SPORT AND FAITH



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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>
<i>Citizenship and community</i>	<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>	<i>Stronger, active, more engaged communities</i>
<b><i>Arts, heritage, sport and faith</i></b>	<b><i>The person finds meaning, enjoyment, self-expression and affiliation through informed participation in the arts, sport and/or faith</i></b>	<b><i>A thriving cultural landscape with high levels of participation and engagement</i></b>
<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
<p>Finds meaning and fulfillment from engaging with arts, heritage, sport and faith</p>	<p><b>Has access to a range of possibilities in the arts, heritage, sport and faith</b></p> <ul style="list-style-type: none"> <li>- <i>Has access to affordable arts, heritage, sport and faith activities</i></li> <li>- <i>Has access, as a person with specific needs, to free or reduced entry via concessions schemes (as appropriate)</i></li> <li>- <i>Has access, as a person in care, to daytime arts, heritage, sport and faith activities (as appropriate)</i></li> </ul> <p><b>Increased engagement with and participation in art, heritage, sport and faith activities</b></p> <ul style="list-style-type: none"> <li>- <i>Participates in art, heritage, sport and faith activities once a month or more</i></li> </ul> <p><b>Improved appreciation of and/or satisfaction regarding their engagement with arts, heritage, sports and faith</b></p> <ul style="list-style-type: none"> <li>- <i>Appreciates and is satisfied with the arts, heritage, sport and faith activities made available to them</i></li> <li>- <i>Is able to express themselves and find meaning and a sense of belonging through engagement with cultural activities</i></li> </ul> <p><b>Improved experience of life as a result</b></p> <ul style="list-style-type: none"> <li>- <i>Reports experiencing improvements in own life following engagement with the arts, heritage, sport or faith (see also outcome areas “Mental health and well-being” and “Family, friends and relationships”)</i></li> </ul>
<p>Develops cultural skills and confidence in areas that interest them</p>	<p><b>Developed a new skill in the past year</b></p> <p><b>Improved confidence in an area of interest</b></p> <ul style="list-style-type: none"> <li>- <i>Developed confidence in an area of culture that interests them</i></li> </ul>

See the next page for more outcomes and measures





OUTCOMES	MEASURES
<p>High quality, affordable, accessible and inclusive cultural services available to all</p>	<p><b>Improved availability of good quality affordable arts and cultural services</b></p> <ul style="list-style-type: none"> <li>- Availability of affordable arts and cultural events and centres</li> <li>- Availability of heritage services/centres that provide free or affordable access</li> <li>- Number of events staged in public realm/green spaces</li> <li>- Average household spend on recreation and culture</li> <li>- Attendance rate of arts-related or cultural activities</li> <li>- Number of businesses operating in creative or cultural industries</li> <li>- Percentage of population who participated in a cultural activity or attended a cultural or heritage event or place within the past 12 months</li> <li>- Number of arts, cultural and heritage facilities that have become more accessible to people with specific needs</li> </ul> <p><b>Improved availability of good quality affordable sports services</b></p> <ul style="list-style-type: none"> <li>- Availability of sports facilities in local areas offering affordable opportunities</li> <li>- Number and coverage of sports organisations in deprived communities</li> <li>- Percentage of population using local sports facilities</li> <li>- Number of social enterprises operating in sports-related industries</li> <li>- Number of sports facilities that have become more accessible to people with specific needs</li> </ul> <p><b>Improved availability of good quality affordable faith services</b></p> <ul style="list-style-type: none"> <li>- Number of people with access to their chosen place of worship</li> <li>- Number and geographical coverage of religious institutions/organisations</li> <li>- Percentage of population attending religious services</li> <li>- Number of faith facilities that have become more accessible to people with specific needs</li> </ul>
<p>Strong public awareness of and participation in the arts, heritage, sports and faith</p>	<p><b>Improved public awareness and engagement</b></p> <ul style="list-style-type: none"> <li>- General availability of information relating to arts, heritage sport and faith</li> <li>- Level of media exposure (e.g. number of articles published on the subject in mainstream media; exposure on TV, radio; internet traffic)</li> <li>- Positive media coverage as a culturally distinctive or innovative city/community</li> <li>- Public events, rallying and campaigning</li> <li>- Public donations to related charities</li> <li>- Public volunteering on projects and initiatives related to arts, heritage, sport and faith</li> <li>- Change in public perception and improved attitudes toward arts, heritage, sport and faith</li> </ul> <p><b>Improved stakeholder participation with decision making and with issues</b></p> <ul style="list-style-type: none"> <li>- Institutional and organisational engagement with stakeholders</li> <li>- Level and quality of feedback gathered by arts, heritage, sport and faith organisations from their audiences and users</li> <li>- Availability of opportunities for audiences and users of arts, heritage, sport and faith services to volunteer and become involved</li> </ul> <p><b>Improved sectoral understanding as to how to cultural activities and services can be improved, and benefit society</b></p> <ul style="list-style-type: none"> <li>- Research and evidence relating to arts, heritage, sport and faith (e.g. studies conducted, papers published)</li> <li>- Innovation of new ideas, technologies and approaches for promoting the availability and enjoyment of arts, heritage, sport or faith</li> <li>- Uptake of new ideas by other organisations or government</li> <li>- Support for the sector through quality umbrella bodies</li> </ul>
<p>Public and corporate policy and expenditure that supports the arts, heritage, sport and faith</p>	<p><b>Improvements in policy and legislation</b></p> <ul style="list-style-type: none"> <li>- Changes in policy and legislation that support improvements to arts, heritage, sport and faith services</li> <li>- Changes to regulation</li> <li>- Level of relevant parliamentary activity (e.g. white papers published, committees formed, consultations or reviews conducted, citations made)</li> </ul>

OUTCOMES	MEASURES
	<p><b>Improved government investment, expenditure and procurement</b></p> <ul style="list-style-type: none"> <li>- <i>Government investment in the arts, heritage, sport and faith</i></li> <li>- <i>Government expenditure/funding for programmes in arts, heritage, sport and faith activities and services</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 expenditure (giving) toward the arts, heritage, sport and faith with a social purpose</i></li> </ul>