



## SOCIAL IMPACT MEASUREMENT STRATEGY

Our Vision: To improve & boost the wellbeing of People & Planet



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## WHAT IS SOCIAL IMPACT?

As a social enterprise our business model is to extend beyond simply making a profit. We want to nurture various positive changes through the work we undertake; it's the rationale driving our work and a major reason people want to work with Greenwood Music.

Our social impact statement highlights the company's fundamental social aims. It sets out what we plan to achieve, how we deliver ambition and why making a difference is so significant to us.

Social impact measurement is a set of tools developed to help us to track the outcomes of our work, and the changes that this leads to in the individuals and communities we work with.

The way we measure our impact has been specifically designed to suit our business and we review this every three years in capturing the difference we make.

## WHY MEASURE SOCIAL IMPACT?

*It helps us as a social enterprise* – it will help us to know if our projects work, and whether we are achieving our business aims. It will be part of our project evaluation and help us to identify areas for improvement.

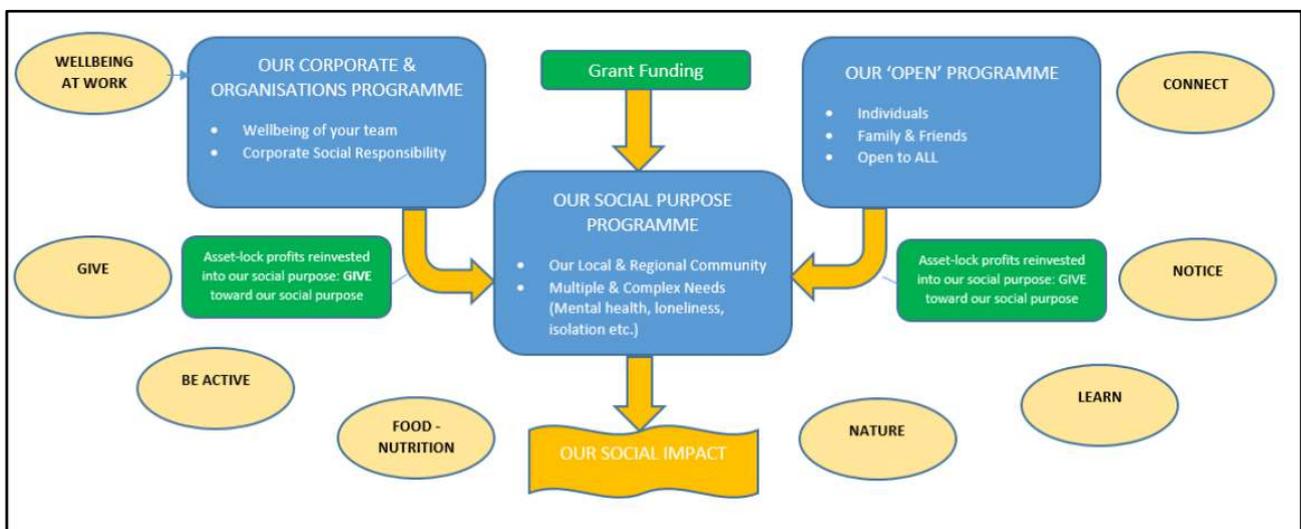
*It promotes our work to clients and the public* – transparent measurement of our work will help us to demonstrate our value to clients, and inform the public of our work.

*It helps participants and beneficiaries* – showing the difference we make can help beneficiaries to understand what we do and why this might be useful to them.

*It advocates for the social enterprise sector* – sharing practice and results will help add strength to the sector, and add to the growing evidence of the value of social enterprise.

## OUR BUSINESS, SOCIAL IMPACT & HOW WE FUND IT

### Greenwood Music: Wellbeing in Nature



## OUR SOCIAL IMPACT STATEMENT

### Greenwood Music CIC

Greenwood Music is a social enterprise with the aim of enabling and inspiring all, whatever their ability, social background or life circumstances. We provide wellbeing activities in a relaxed and beautiful natural environment. **All our workshops** are informed by the **new economic foundation (nef, 2008) *Five Ways to Wellbeing***- we support all participants, across all of our programmes; to **connect** with each other and the natural world, to **learn** new skills, to be **active** outdoors, to have the time to mindfully **notice** where they are and the world around them and to **give** through shared support and back to nature: all set in our beautiful 40-acre semi-ancient Oak woodland.



Across our corporate, open and social purpose programmes we also embed **nef**'s longlisted 'ways to wellbeing': **nature** and **food** (nutrition), and **Wellbeing at Work** specifically to our corporate offer.

As a social enterprise, we reinvest 50% of our profits into our social purpose ***Wellbeing in Nature*** programme: a *social prescription to the natural health service* focused on people with mental health issues, multiple and complex needs, are isolated or struggling through loneliness.

Additionally, wherever possible, we 'buy social', buy local and buy ethically.

#### ***What We Do:***

1. We provide therapeutic activities and courses, including overnight experiences, in a relaxed and healthy learning environment.
2. We allow people to reconnect and boost their wellbeing through a combination of greenwood craft, bushcraft and environmental and nature immersion activities.
3. We provide conservation and woodland management - using traditional hand tools - to understand and learn the correct techniques and reasons for carrying out the different forms of traditional woodland management.
4. We sustainably create and make; through carving, charcoal making, wooden instruments, tools and utensils.

#### ***How We Do It:***

**NATURE:** Situated within the Lynher Valley, we manage almost 40 acres of mixed ancient and semi-natural broadleaved woodland, and at its heart there is a 3-acre meadow. The woodland is home

to a wide range of wildlife and is a world away from traffic and urban bustle, where visitors can experience true peace and tranquillity.

**EDUCATE:** Our extensive experience teaching in the ‘outdoor classroom’ is further validated by robust academic research, particularly in the last 15 years. Wellbeing can be boosted through the Five Ways (nef, 2008) and spending time within woodlands can:

- Reduce psychological stress, depressive symptoms and hostility
- Increase relaxation of the body due to increased activity in the parasympathetic nervous system
- Lower levels of stress due to decrease in activity in the sympathetic nervous system
- Increase the general sense of wellbeing
- Improve sleep and increase both vigour and a feeling of liveliness

**MAKE:** Greenwood Music was founded, and is run, by passionate educationalists. We run workshops and longer programmes. We provide blended activities in a relaxed and healthy learning environment, allowing people to re-connect with nature, have time to ‘do’ and time to ‘be’.



**SHARE:** We utilise the ‘five ways to wellbeing’ in working with communities. People **give** through mutual support and, through volunteering we support people to learn and give back to nature. Whether working to enhance the ecology of our woodland or cook for others our work is guided by giving something back and sharing. We enable and inspire individuals of all abilities, social backgrounds and life circumstances.

**SUSTAIN:** We offer opportunities for a diverse range of clients and recognise that business should sit at the heart of the local community. We work with community groups, charities and business to increase wellbeing and develop resilience for **ALL**. Our concept has proven benefits aiding the recovery in mental health and commercial work helps sustain our woodland management and wider community benefit.

## HOW WE MEASURE SOCIAL IMPACT

Greenwood Music CIC’s has impact across all three of our programmes: corporate, open and social purpose. We want to improve the wellbeing of all. We will therefore measure our social impact across all of our programmes but will focus more deeply on our social purpose programme; a *social prescription to the natural health service*.

Our social purpose programme offers communities and people with multiple and complex needs the opportunity for therapeutic and transformative experiences. We look to work with marginalised groups and those that are less physically and/or economically mobile, who are disadvantaged mentally or emotionally, lonely, isolated and have a need for alternative/informal approach to learning.

In producing interview-led podcasts as case studies we will be expecting regular references to notable change in; confidence, independence, imagination, creative thinking, dexterity, self-esteem, stress management, understanding of greater understanding of nature and environmental awareness.

## IMPACT AREAS

Based on any impact statement, there are a great many ways that we could approach measuring. We have looked at creating tangible measures within a straight-forward framework based on two factors:

*Authenticity* – Will the measure lead to data that helps us demonstrate genuine, meaningful change?

*Pragmatism* – Based on our organisation's resources, what can we measure effectively?

We have created six impact areas, each of which has a set of measures:

- Participants
- Audience and Beneficiaries
- Partners
- Our people
- Communities and Groups
- Out of the Woods

### **Participants:**

These are people who have turned up and been involved in one of our projects. They are the direct focus of our day to day project work. Usually we will have met them, and often we will have had regular contact with them. All our participants will have had opportunities to learn new skills and engage in creative activities. Because the varied way in which participants engage with our work, we've also created a sub-category of Engaged Participants:

**Engaged Participants:** These are participants who have gained a more in-depth experience through our projects than others. Often these are the individuals who have been most active in a project, or been taken on a significant journey through a project. They will have gained a new sense of confidence and ambition and we'll interview them to find out more.

### **Audience:**

These are any people who will have experienced our projects. This might be in the real world (workshop / event) or online. They could have also flicked through an online album of photos, watched a film or engaged with our social media output.

**Beneficiaries:**

Beneficiaries will include people from all walks of life. As some of our work is mobile it will be accessible to a larger range of community groups, for example rural and inner city communities and those institutional care.

**Partners:**

These are businesses, community groups or other organisations who we have done work with and for whom our work has created significant social value for their organisation. Not all of our clients are partners.

**Our People:**

These are our staff, freelancers and volunteers! We interview our people to capture their experiences of Greenwood Music CIC work.

**Communities and groups:**

These are those groups that visit us for project work and the physical places in which our projects have taken place, but more than that we're looking at the collective, positive, and tangible change our work stimulates. We are committed to collaborating within our community and we want them to inform Greenwood Music's development. N.B. We have set up the Friends of Caradon Wood, volunteers to help conserve and manage the woods but also to steer our work.

**Out of the Woods**

We're interested in capturing the impact our work has on wider society, how the business inspires others in the region beyond. We also gather data on how many hours we work on other community and charitable projects (unpaid) - this allows us to tell our clients about how our profits are sustaining work beyond Greenwood Music CIC.

## CAPTURING DATA

It's everyone's responsibility to help us measure social impact. The outcomes of our impact measurement will be made public, and it's important that the data we collect is accurate. We would rather have accurate data, even if it highlights low social impact, than fabricated or poorly estimated results.

Whilst some of our measures have targets attached, *we are not measuring individual staff performance based on social impact results.*

Taking each of the impact areas individually, here are the measurements we will make:

Theme:	Measure:	How:	Year one target:	Year two target:	Year three target:
Participants	Total number of participants per year	Staff keep register of attendance for all our project sessions, where possible and appropriate. File registers on system.	Collect baseline figure	Comparative analysis, review as necessary.	Comparative analysis, review as necessary.
Participants	Total number of work experience hours provided	Staff keep register of attendance for all work experience days	Collect baseline figure	Comparative analysis, review as necessary.	Comparative analysis, review as necessary.
Empowered Participants	Individual case studies capturing	Key staff to monitor	3 individual case studies - as	3 individual case studies - as	4 individual case studies - as

	their thoughts	opportunities to collect case studies (record audio interviews), report these to AB.	podcasts	podcasts	podcasts
Audience	Total yearly real-world attendance figure for Greenwood Music events / projects..	Key staff to log visitor numbers when requested to AB to liaise with organisations if they hold data	Collect baseline figure	Comparative analysis, review as necessary.	Comparative analysis, review as necessary.
Audience	Total yearly online audience figure from Google analytics (website) and social media views	AB to calculate based on relevant stats including flickr/vimeo files	Collect baseline figure	Comparative analysis, review as necessary.	Comparative analysis, review as necessary.
Beneficiaries	Case studies capturing individuals thoughts	All key staff to monitor opportunities to collect case studies (record audio interviews), report these to AB.	2 case studies - as podcasts	review as necessary.	review as necessary.
Partners	Individual case studies capturing partner organisation thoughts	All staff to monitor opportunities to collect (record audio interviews) case studies, report these to AB.	2 case studies - as podcasts	3 case studies - as podcasts	4 case studies- as podcasts
Our People	Total number of days paid employment Greenwood Music generates	AB to calculate from time-sheets/calendars. All staff to keep these updated accurately.	Collect baseline figure	Comparative analysis, review as necessary.	Comparative analysis, review as necessary.
Our People	AB	AB to calculate from volunteer logs	Collect baseline figure	Review as necessary.	Review as necessary.
Communities and groups	Geographical location of all visits from communities / groups logged.	All staff to add details to group or project delivery locations tracking sheet.	Create a map of where communities / groups are coming from or where we work.	Review as necessary.	Review as necessary.
Communities and groups	A significant case study capturing range of community opinions on a project	All staff to monitor opportunities and to use audio recording / photos collect case studies, report these to AB.	1 case study - as podcast	2 case studies - as podcasts	3 case studies- as podcasts
Out of the Woods	Examples from news/press of Greenwood Music work	All staff to monitor media outputs AB to collect articles / mentions.	3-4 relevant quotes/excerpts. Review method.	3-4 relevant quotes/excerpts.	3-4 relevant quotes/excerpts
Out of the Woods	Total number of volunteer hours Greenwood Music staff offer other organisations	AB to calculate from volunteer logs	Collect baseline figure	Comparative analysis, review as necessary.	Comparative analysis, review as necessary.

## EXAMPLES:

### Example 1: Wellbeing in Nature

Greenwood Music CIC delivers a series of regular nature days for young people with mental health needs. We work with up to 10 young people regularly and a youth / support worker supports the session on site.

The aim is to teach greenwood craft, bushcraft and woodland management; to explore the mental health benefit of 'wellbeing in nature'. The young people choose to make wooden utensils and support clearing areas of the woods. Five of the young people turn up every session and develop good skills in green woodworking and organised a celebration event to share their learning.

Greenwood Music staff the project with an outdoor education student (volunteer). We photograph workshops and use audio to interview participants.

**The participants** on the project are the 10 young people who attend the sessions.

The 5 young people attending every week are the **engaged participants**.

The **audience** for the project are those who attend the sharing event. Many of the audience could be family members of the young people participating. The support worker helping on the project may also be counted as the **audience**.

The project might have many **beneficiaries**, to varying degrees. The families of those young people attending might see the most obvious benefits from the project, since those young people may be gaining the most from the project. The community members who attend the celebration event may benefit from finding out about the project and, in terms of intergenerational contact, may have their opinions changed about the local young people. The celebration may reveal positive feedback from community members and build better relationships with the young people. If one of these individuals were particularly vocal, we would ask for an interview as a case study.

The client for the work is a charity working with young people, and they might be a **partner**, since the Greenwood Music approach adds an additional means of working with the young people that they could not access without the tools and technical knowledge we provide.

Greenwood Music are employing a paid staff member and a volunteer, so project hours for both of these roles would be tracked under the **our people** impact area.

The local area where the group is attending from is recorded (our reach) where we can define geographically where our **communities and groups** come from.

If the project had significant visibility, (perhaps through the intended model of practice, partner PR work, or the level of funding) or was becoming very successful then it could be considered for a **communities and groups** case study.

We get some local publicity about the work, including on the charity's website, which would figure as **out of the woods**, we print (PDF) this and also share on our own social media.

### Example 2: Friends of Caradon Woods Volunteer Days

Greenwood Music CIC has grant funding to run monthly volunteer days focused on the conservation of Caradon Wood. People from a variety of communities attend the volunteering days and learn more about the

woodland.

The aim is to enhance the woodland and offer individuals the opportunity to be outdoors, give back to nature and meet new people: boosting their wellbeing and that of nature.

Greenwood Music staff (paid employment) the project. We photograph volunteering days and use audio to interview those that attend.

Over the course of running volunteering days we teach 23 individuals to work in the woods and record all inducted into volunteering as **participants** for our social impact measurement. We have 6 individuals who attended most of the volunteer days and have offered to do additional days volunteering (supporting our work and making a short audio led film) and we log as **engaged participants**.

In capturing the volunteer days, making a film, we grow an online **audience** from sharing this. We log the views the film has and any positive comments made as **audience** feedback.

Those that attend our volunteer days return back to their lives where we see as wider **beneficiaries** as family members and those in wider communities who connect with learning. One father finds out about our work and asks Greenwood Music to come and deliver future sessions in a local school.

The funder is in effect our client, we wouldn't consider them a **partner**. However, if a more in depth relationship developed, and we delivered further project work with them, we might re-assess this.

The number of hours Greenwood Music's staff members put into planning and running volunteer days would be tracked under the **our people** impact area. The participants are also logged as volunteers (as they didn't have to participate) and the hours they give are capture within **our people** volunteer hours

Because volunteers came from all over the local area we don't track **community and groups** as a measure. We'd be unlikely to produce an in depth case study from this project.

Our funder shares information (photos and stories) about the project and local newspaper celebrate this too, both would figure in the **out of the woods** measure, recording media coverage reported on it.

[info@greenwoodmusic.co.uk](mailto:info@greenwoodmusic.co.uk)  
[www.greenwoodmusic.co.uk](http://www.greenwoodmusic.co.uk)