



SOCIAL IMPACT MEASUREMENT STRATEGY

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



CONTENT

What is Social Impact?	2
Why Measure Social Impact?	2
Our Business, Social Impact & How We Fund it	2
Our Impact Statement	3
How We Measure Impact	4
> Impact Areas	5
> Capturing Data	7

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?

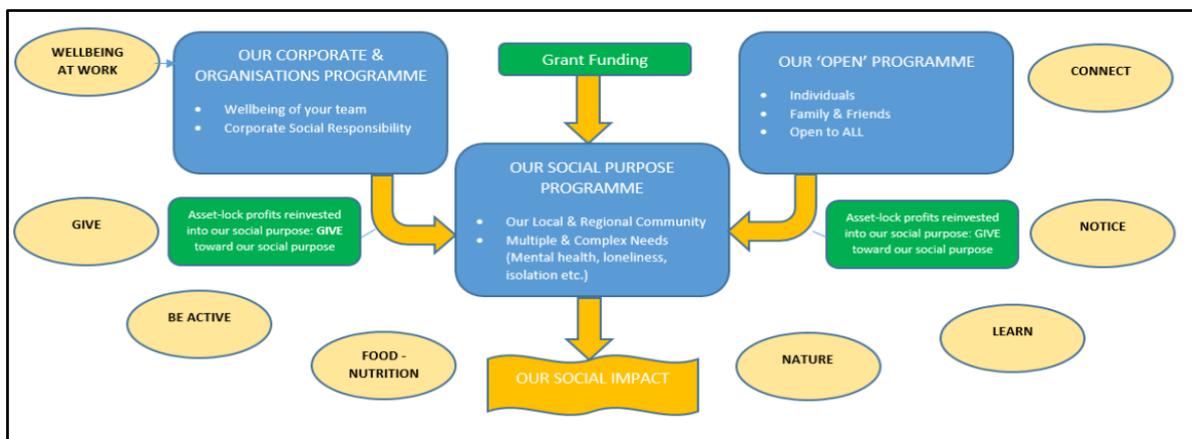
It helps us as a social enterprise – it will help us to know if our projects work, and whether we are achieving our business aims. It will be part of our project evaluation and help us to identify areas for improvement.

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 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 eight impact areas, each of which has a set of measures:

- Participants
- Audience
- Beneficiaries
- Partners
- Our people
- Communities and Groups
- In the Woods: Woodland Wellbeing
- Out of the Woods

Participants:

These are ALL the people who have turned up and been involved in one of our social purpose projects. They are the direct focus of our day-to-day project work. All our participants will have had

opportunities to learn new skills and engage in creative activities. Our participants will have taken part in one of our Wellbeing in Nature one-day workshops, our longer Wellbeing in Nature Programmes and/or the volunteering opportunities that we offer, including through our Friend of Caradon Wood project. Because of the varied way in which participants engage with our work, we've also created a sub-category of Deeper Participants:

Deeper Participants: These are participants who have gained a more in-depth experience through our projects than others. They will have engaged in a longer period, primarily through our Wellbeing in Nature programme and/or our Friends of Caradon Wood volunteer programme. 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. This impact area will include ALL participants plus people engaging with Greenwood Music through our 'Open to All' and our 'Corporate' Programmes.

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 our participants engage with us through partners, but we strive to collaborate and co-design with the many organisations including those that support people with multiple and complex needs and businesses focused on improving and boosting the wellbeing of their staff: our belief is that this collaborative approach provides better 'wrap-around' experience to beneficiaries.

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- mostly those accessing our programmes in collaboration with our partners- 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 social enterprise's work.

In the Woods: Woodland Wellbeing

We are the custodians of 40-acres of Ancient Cornish Woodland, part of the Atlantic Rainforest. We work to a Forest Commission approved Woodland Management Plan, but we need to ensure

that we are working to improve the wellbeing of Caradon Wood, hence the Wellbeing of the Planet. We will collect data to report on the health of the woods and could include wildlife surveys, biodiversity surveys etc.

Out of the Woods

We're interested in capturing the impact our work has on wider society, longer-term, how the business inspires others in the region beyond and how Greenwood Music makes a positive contribution to the Climate Change debate.

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	Feedback & quotes	Staff to capture feedback	Feedback in a variety of forms including recorded	Feedback in a variety of forms including recorded	Feedback in a variety of forms including recorded
Deeper Participants	Individual case studies capturing their thoughts	Key staff to monitor opportunities to collect case studies (record audio interviews), report these to AB.	3 individual case studies - as podcasts	3 individual case studies - as podcasts	4 individual case studies - as podcasts
Deeper Participants	Track participants' wellbeing using short-Warwick Edinburgh Measure of Wellbeing Scale (sWEMWBS)	AB to ensure that the sWEMWBS is embedded into longer programmes: start, mid & end of project	Collect wellbeing date and include in social impact report	Year 2: Collect wellbeing date and include in social impact report. Comparative analysis	Year 3: Collect wellbeing date and include in social impact report. Comparative analysis
Audience	Total yearly online audience figure from Google analytics (website) and social media views. To include Mailchimp data.	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	Total number of beneficiaries per year	Staff keep register of attendance for all	Collect baseline figure	Comparative analysis, review as	Comparative analysis, review as

		our project sessions, where possible and appropriate. File registers on system.		necessary.	necessary.
Beneficiaries	Feedback, quotes, testimonials etc) and Case studies capturing individuals' thoughts from across the three strands of our business: social purpose/Open/Corporate	All key staff to monitor opportunities to collect case studies (record audio interviews), report these to AB.	Feedback quotes and 2 case studies – possibly as podcasts	review as necessary.	review as necessary.
Partners	Individual case studies capturing partner organisations' thoughts	All staff to monitor opportunities to collect (record audio interviews) case studies, report these to AB.	2 case studies – possibly as podcasts	3 case studies - as possibly as podcasts	4 case studies- possibly as podcasts
Partners	Feedback, quotes and testimonials	Staff to capture feedback	Feedback in a variety of forms including recorded	Feedback in a variety of forms including recorded	Feedback in a variety of forms including recorded
Our People: Staff including freelancers	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: Volunteers	Collect data include numbers and feedback from volunteers	AB to calculate from volunteer logs	Collect baseline figures and feedback from volunteers	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
In the Woods: Woodland Wellbeing	Biodiversity/wildlife surveys. Data collection linked to national days: e.g. Butterfly count	AB/PH to develop workshops within which such activity can take place or collaborate with other partners to conduct such work	Collect baseline data	Collect Year 2 data: comparative analysis	Collect Year 3 data: comparative analysis
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	Longitudinal questionnaire to all beneficiaries, partner and groups exploring the longer term 'wellbeing' impact of engaging with us	AB to produce questionnaire, share it and collate feedback into a report	Baseline longitudinal data	Comparative analysis, review as necessary.	Comparative analysis, review as necessary.

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