MAPPING OUTCOMES FOR SOCIAL INVESTMENT

This is one of 13 outcomes maps produced by NPC in partnership with the SROI Network, Investing for Good and Big Society Capital. Each map examines a particular issue area or domain, and aims to document the relevant outcomes and indicators that are currently being measured by charities, government, academics and practitioners working in this field.

This map is not intended to be prescriptive about what you should measure; instead it aims to be a starting point for social investors, funders, charities and social enterprises thinking about measuring outcomes in this domain. Neither is it intended to be definitive or comprehensive: we plan to develop the maps further in future as we learn more about measurement practice in this area.

If you have any feedback or suggestions for how we could do this, please get in touch with Tris Lumley at NPC by emailing tris.lumley@thinkNPC.org.

Outcomes maps in this series

- Housing and essential needs
- Education and learning
- Employment and training
- Physical health
- Substance use and addiction
- Mental health
- Personal and social well-being
- Politics, influence and participation
- Finance and legal matters
- Arts and culture
- Crime and public safety
- Local area and getting around
- Conservation of the natural environment and climate change
MEASUREMENT OVERVIEW: POLITICS AND INFLUENCE

Definition

Politics and influence describes activities associated with the governance of a region or country, and how that affects our lives. It relates to our rights as citizens, our access to resources and justice, our sense of freedom and choice, and our ability to participate in society. This definition of politics and influence cuts across all areas of social welfare.

In this overview, we document approaches to measuring and understanding politics and influence based on five related themes. These are:

1. People’s access to the correct entitlements and rights;
2. Their participation in society;
3. Their ability to control decisions about their own lives;
4. Their ability to influence decisions about their community and society; and
5. Changes in attitudes and behaviour.

Politics and influence covers a wide spectrum of activities and outcomes and is hard to pin down in a single, neat definition. In particular, defining outcomes can be difficult without a specific reference point or issue. Within our definition we focus on techniques of measurement that can be applied in different areas, whilst recognising the limitations of some of these approaches.

Context

The Universal Declaration of Human Rights is proclaimed by the UN as ‘a common standard of achievement for all peoples and all nations’ and is the overarching statement of nation states’ aspiration to achieve freedom, justice and peace.¹ Each nation has its own laws, which state the rights and entitlements of citizens to certain standards of treatment by fellow citizens, to access to public services, to treatment of the sick and protection of the vulnerable, and to freedom of expression. Of course, rights are subject to change as

society develops and opinions change. In the UK, it is often the role of charities and social enterprises to ensure that these rights are upheld and act as advocates for vulnerable people.

Changes to the law are only meaningful if they change citizens’ experiences and how they behave. Influence cannot only happen at the level of government, it has to cascade down to wider society. Politics and influence is also about awareness-raising, grassroots campaigning and changing public attitudes. For example, the laws prohibiting smoking in enclosed public spaces have been accompanied with wide ranging anti-smoking campaigns in schools, in the NHS and on television.

The success of advocacy and campaigning can also be measured by their impact on individuals. Individuals’ sense of control over their lives and whether they are able to make choices about their future are important determinants of whether policy and public attitude change has achieved anything. Individual’s ability of participate in society, for example through disabled access to public buildings, can be a useful measure.

Vulnerable groups

Vulnerable groups are often at a disadvantage in having their voices heard. Key groups include:

- **Children and young people**: Children and young people cannot vote and often lack the skills and experience to navigate formal political processes, which means they are excluded from the mainstream of politics. In the UK, there are a number of large charities including The Children’s Society and Barnardos that are active in ensuring children’s rights are upheld and their voices heard. However, children and young people can be a particularly powerful presence online, as they tend to use the internet more frequently than other groups.

- **Disabled people**: Despite the success of disability campaigning in the UK, disabled people remain among the most vulnerable groups. Disability can affect an individual’s ability to work, the environment they are able to live in, and their access to basic services including shopping or transport, often in spite of clear obligations for service providers written into law. A 2010 survey for Leonard Cheshire found that 40% of individuals reported that they had difficulty accessing goods and services in the last 12 months but 62% of these said that they did not challenge them. Individuals with learning disabilities may need particular help and support to understand and exercise their rights.

- **People with mental health problems**: One in four adults experience some kind of mental health problem at some point in their life, and one in six people will experience a mental health problem at any one time. More serious mental health problems, such as psychosis, are rarer than anxiety and depression: 0.4% of adults have a psychotic disorder. Mental health problems touch every aspect of a suffers life, from day-to-day functioning to relationships and work. As a result, people with mental health problems are more likely to be unemployed, suffer poor physical health, and live alone. Mental health problems are known to rise during recessions and periods of economic difficulty.

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Refugees and asylum seekers: In 2011, the number of asylum applicants in the UK was 19,894, around 3% of total net immigration. According to the Refugee Council, asylum seekers often live in poverty and experience poor health and hunger. The Children’s Society reports that many families are not able to pay for the basics such as clothing, powdered milk and nappies. Language barriers, fear of deportation and violence mean they are less likely to speak out.

Older people: Older people are a growing demographic group and make up an increasing proportion of the UK population. A survey in 2011 showed that among over-75s, half see family members less than once a month and only a quarter have weekly visits, suggesting that many have little support. Older people are more likely to suffer health problems or disabilities that may affect their access to information and services. Anecdotal evidence suggests that some older people are also less likely to ask for help.

Key outcomes

- People have access to the correct entitlements and rights: Individuals can access the services they need including the internet, and have equal choices to other citizens.
- More people participate in society: Including participation in community groups and campaigns.
- More people are able to influence and have control over decisions about their own lives
- More people are able to influence decisions about their community and society: Including engaging policy makers and opinion holders in specific campaigns.
- Changes to public attitudes and behaviour: Including what people think about issues, other groups in society, or experiences, and how they react to these things.

Related outcomes

The outcomes in this overview refer to people’s attitudes, behaviour and influence over issues that matter to them. As a consequence, this overview is closely linked to the other outcome areas examined:

- Housing and essential needs.
- Education and learning.
- Employment and training.

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Measurement overview: Politics and influence

- Physical health.
- Substance use and addiction.
- Mental health.
- Personal and social well-being.
- Finance and legal matters.
- Arts and culture.
- Crime and safety.
- Local area and getting around.
- Conservation of the natural environment and climate change.

Examples of typical interventions

Activities in politics and influence range from campaigning for changes in law or public attitudes, to working with individuals or groups to help them access their entitlements to services or fair treatment. These activities can be in almost any area of politics or society, including disability rights, access to benefits or tax credits, climate change and education welfare. Interventions around changing rights and entitlements include lobbying politicians, research and analysis to build evidence and petitions, rallies and demonstrations. Activities around changing public attitudes include media campaigns, advertisements, and using social networks to build support. Activities aimed to improve individuals’ access to services, choices and control over their lives include key worker services and providing information, advice and guidance.

Current approaches to measurement

Approaches to measurement in the area of politics and influence are various. Many draw on the years of experience of PR companies, internet firms and marketing professionals whose business it is to change our opinions and behaviours. Some of these approaches can be drawn on to measure the success of lobbying, campaigning and other activities. The success of lobbying is ultimately a change in policy and sometimes legislation. However, this can be hard to measure as change frequently happens in small steps and often it is difficult or impossible to attribute changes observed to an activity or intervention of a particular organisation. Other measures of influence over politicians and opinion-formers commonly used include the number of meetings attended, mentions of issue in speeches and in the parliamentary record, surveys of politicians and pledged support.

There are a variety of approaches available for measuring the influence of campaigns. Standard measures of media campaigns include measures of quantity and quality including number of articles, ‘column inches’, citations (with scoring for different publications), and responses to articles. Online campaigning activity offers a rich array of tools
and approaches to measurement. Google Analytics and other proprietary software can be used to track the performance of campaigns through visits to websites, flow of web traffic, and web marketing ‘goals’. Social media platforms including Hootsuite can be used to track trends in Twitter and Facebook usage, including retweets, followers and other activity. Monitoring blog activity is also an growing area.

Changes public opinion can be measured using surveys of the population or targeted groups within the population. There are a large number of survey companies, including IPOS-MORI, YouGov and TNS-Global that offer services in this area. Behaviour change in the population can also be observed in the field, for example by counting footfall in an area or measuring pollution emissions.

Measuring individual changes in attitude and choices is usually done using surveys. The most common approach is to use a mixture of questions on user satisfaction together with questions on whether behaviour has changed and the individual feels that access to services has got easier. This approach can be supplemented with interviews to gather qualitative data. A second survey approach is to use standardised psychological scales to measure specific aspects of feelings or opinions. This is useful for determining whether an individual feels that they have control over their life and whether this changes over time.

There are several challenges of measuring outcomes of politics and influence. First, is the issue of attribution. Since many individual influencers may campaign simultaneously for and against a policy, it can be difficult to determine who made the difference. Measurement experts tend to prefer to talk about ‘contribution’, which allows more than one party to influence the change observed. A second issue is the long term nature of some advocacy work. Since goals may be long term and progress occurs only in small steps, measuring impact often focuses intermediary goals. Third, the context that advocates and campaigning work in is not static and so they constantly adapt their strategies; this can create a difficult environment in which to monitor progress.

Key sources

- NCVO’s Value of Infrastructure programme http://www.ncvo-vol.org.uk/advice-support/infrastructure/impact/vip, including VIP tools
- HM Government e-petitions http://epetitions.direct.gov.uk/
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<th>Key outcomes</th>
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<th>Indicators</th>
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<th>Source and use</th>
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<td>People have access to the correct entitlements and rights.</td>
<td>Improved access to the internet and media.</td>
<td>Number of households connected to internet.</td>
<td>Office of National Statistics (ONS) Internet Access Surveys.</td>
<td>National surveys run on quarterly and annual basis.</td>
<td>• Community • Society</td>
<td>Local or project-based statistics can be compared to published national averages</td>
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<td></td>
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<td>Percentage of adults in Great Britain using computer every day.</td>
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<td></td>
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<td>Number of mobile phones owned.</td>
<td>British Household Panel Survey.</td>
<td></td>
<td>• Society</td>
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<tr>
<td></td>
<td></td>
<td>Number of emails and social networking accounts owned.</td>
<td>Google, Facebook, Twitter online statistics.</td>
<td></td>
<td>• Society</td>
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<td></td>
<td></td>
<td>Number of certificates attained in basic IT and computer skills</td>
<td>Basic skills qualifications, eg Computer Literacy and Information Technology (CLAiT) diploma for IT users.</td>
<td>CLAIT was developed by the OCR exam board. It is based on national standards and is recognised by employers. CLAIT can be taken both in a classroom as well as online.</td>
<td>• Society</td>
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</tr>
</tbody>
</table>
### Measurement overview: Politics and influence

| Better access to public services. | Number of people using a public service. | Standard user statistics collected by providers of public services. | • Disabled people  
• People with mental health problems  
• Refugees and asylum seekers  
• Families and children  
• Community |
|-----------------------------------|----------------------------------------|-----------------------------------------------------------------|----------------------------------------------------------------|
| Number of disabled people access to local shops, services and public facilities. | Number of disabled people access to local shops, services and public facilities. | For example, Action for Access surveys. | • Disabled people  
• People with mental health problems  
• Refugees and asylum seekers  
• Families and children  
Community |
| Observed change to the environment that make a public service more user-friendly. | Observed change to the environment that make a public service more user-friendly. | UN’s WHO QualityRights Tool Kit for people with mental health problems. | • Individuals  
• Disabled people  
• People with mental health problems  
• Refugees and asylum seekers  
• Community  
• Society |
| Better access to benefits and entitlements. | Number of income replacement, in-work and housing benefits. | Department for Work and Pensions’ (DWP) Benefit Expenditure tables. | • NEETs  
• Disabled people  
• People with mental health problems  
• Families and children  
• Community  
• Society |

See Financial security and legal matter overview for more outcomes on this.
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<td><strong>Number of employees</strong>&lt;br&gt;that are satisfied with their pay and benefits.</td>
<td>Employee perception surveys such as Workplace Employee Relations Study: Employee Survey 2011.</td>
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<td><strong>Reduced levels of discrimination.</strong>&lt;br&gt;Number of people that report experiencing discrimination.</td>
<td>Self-reported levels of discrimination and psychological distress. Department for Work and Pensions’ test for racial discrimination in recruitment practice in British cities.</td>
</tr>
<tr>
<td><strong>Better quality of public services.</strong>&lt;br&gt;Number of people satisfied with public services.</td>
<td>Many user satisfaction measures exist. For example: Overall, how would you rate our service? How likely are you to use our service now compared to a year ago? Service-specific measures may also exist, eg. Ofsted’s measure for children’s services</td>
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<tr>
<td>More people participate in society.</td>
<td>Increased rates of voting.</td>
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<td>Percentage of registered voters who last voted in the general election.</td>
<td>UK Political collects and publishes the data.</td>
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<td>Number of registered eligible voters.</td>
<td>Electoral roll collects the data.</td>
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<td>Number and percentage of people who volunteer.</td>
<td>ONS’ Annual Population Survey.</td>
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<td>National Citizen Service’s measure of participation and helping others includes a 13-item scale, focusing on community participation and volunteering.</td>
<td>ONS survey covers a period of last 12 months and breaks the findings down by various age groups.</td>
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### Measurement overview: Politics and influence

| **Increased interaction with campaigns.** | **Number of days spent volunteering.** | **Volunteer Investment & Value Audit (VIVA) by Natural England.** YouthNet’s Do-it Volunteer Satisfaction Survey. | **VIVA is a recognised performance management tool in the voluntary sector.** Do-it survey results are published annually. Using a postcode search, Do-it provides details of nearly one million opportunities to volunteer throughout the UK and tracks data on registered users. | **Given significant sample size, the Do-it survey allows analysis data by gender, age, and also provides insights into motivational qualitative factors for volunteering or not volunteering.** | **Individual**  
**Society** |
|---|---|---|---|---|---|
| **Number of leaflets or other material distributed or requested.** | **Tracked by individual organisations.** | **Standard measures used by businesses campaign groups and charities.** These indicators can be used to show receipt and level of engagement with a campaign. | | | **Community**  
**Society** |
| **Number of people receiving information by email or post.**  
**Number of ‘read’, ‘opened’ and ‘forwarded’ emails.**  
**Number of people clicking on Internet hyperlinks within an email.**  
**Column inches in the media.**  
**Change in rate of keyword use by the media.** | **Email statistics using MailChimp or similar email server.**  
**Google Analytics and Campaign monitor give you advanced stats on how electronic campaigns affect traffic to a website.** | | | | **Community**  
**Society** |

### Increased interaction with campaigns.

- Number of days spent volunteering.
- Volunteer Investment & Value Audit (VIVA) by Natural England.
- YouthNet’s Do-it Volunteer Satisfaction Survey.

VIVA is a recognised performance management tool in the voluntary sector. Do-it survey results are published annually. Using a postcode search, Do-it provides details of nearly one million opportunities to volunteer throughout the UK and tracks data on registered users.

Given significant sample size, the Do-it survey allows analysis data by gender, age, and also provides insights into motivational qualitative factors for volunteering or not volunteering.
| Number of letters written to MPs and other elected officials. | Websites such as TheyWorkForYou.com which allows you to send emails to elected representatives may collect this data. | TheyWorkForYou lets you find out what your MP, Member of Scottish Parliament or Member of Legislative Assembly is doing in your name and covers the UK. | • Individual  
• Families and households  
• Community  
• Society | This indicator is hard to track comprehensively |
|---|---|---|---|---|
| Number of signatures on petitions. | Several tools exist that allow people to create and monitor petitions online. For example: HM Government e-petitions; 38 degrees (one of the bigger independent campaign organisations in the UK), Change.org and Avaaz are equivalent to 38 degrees but cover worldwide campaigns. | | • Community  
• Society | |
| Number of attendees at demonstrations. | Self-reported statistics by demonstration organisers. Police statistics. | | • Community  
• Society | Self-reported and police statistics can sometimes show discrepancies. |
### Measurement overview: Politics and influence

<table>
<thead>
<tr>
<th>People are able to influence and have control over decisions about their own lives.</th>
<th>Greater independence and choice.</th>
<th>Equality of a public sector policy.</th>
<th>Equality and Human Rights Commission’s Equality Impact Assessment Tool. Can be adapted to use as an assessment of progress in a policy area.</th>
<th>Easy-to-use measurement tools to capture increasingly influential online activity can be used with little or no extra cost. Alternatively, online qualitative measures can be used. For example, websites can be used to use feedback widgets (e.g. User Voice, Get Satisfaction) to capture feedback.</th>
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- Individual
- Community
- Society

NPC has not come across many standardised measures here. This may indicate a general gap in measurement approaches.
| Improved sense of autonomy and control. | Score on tool measuring an individual’s ‘locus of control’. | Validated psychological scales measure the concept of ‘locus of control’, or where the individual sees control over their life. For example: • Duttweiler (1984) Internal Control Index (28-item). • Alternative locus of control scale (13-item) (Rotter 1966). There is also a locus of control scale for children and adolescents (21-item) (Nowicki and Strickland 1971). | People with an internal locus of control believe that their own actions determine the rewards that they obtain, while those with an external locus of control believe that their own behaviour doesn’t matter much and that rewards in life are generally outside of their control. A low score indicates an internal control while a high score indicates external control. |
| People are able to influence decisions about their community and society. | Number of pledges of support by MPs. | Ipsos MORI undertakes regular surveys of House of Commons MPs, journalists, and business leaders to ask awareness of issues. | Commissioned surveys give good quality information but tend to be an expensive option. |
| | Increased engagement of policy makers and opinion formers. | Number of MPs aware of a specific campaign. | | |
| | | nfpSynergy's The Attitudes and Awareness Parliamentary Monitor (AAPM). | The survey covers a minimum of 150 MPs and takes place twice a year, usually in May and October. | |
| | | Change in rate of keyword use by politicians and other opinion formers in articles and speeches. | Computer Assisted Qualitative Data Analysis (CAQDAS) software can be used to analyse use of keywords. CAQDAS used mainly by social researchers and requires expertise. It is open source software available at a low cost. | |
| Changes to public attitudes and behaviour. | Increase in public awareness. | Number of people aware about a specific campaign. | Public Attitudes Surveys. Polling organisations run regular surveys to monitor social tends and attitudes. | Usually surveys will be created to investigate awareness of a specific issue Eg, mental health, crime and safety, climate change. | • Community • Society | Can also be used in combination with statistics on reach of campaign. |
| Changes in policy. | Observed change in policy. | Self-evaluation method including ‘external agencies dial’. | Developed by NCVO’s Valuing infrastructure programme, based on a scoring system of estimated influence. | • Community • Society |
| Increased participation in community decision making. | Presence of decision-making or influencing body such as a youth council or community group. | The Young Foundation’s well-being and resilience measure (WARM) for local areas includes a assessment of community ‘assets’. | WARM potentially offers a framework to give a broad consideration of community involvement in decision-making. | • Community • Society |
| Increased influence of publications and research. | Number of media articles based on research or publication. | Can be tracked using various proprietary media monitoring services. Eg. Cision, or captured using Google Alerts. | • Community • Society | Application depends on the audience for the publication. |
| | Number of citations of research in academic publications. | Google Scholar | Citation analysis (also known as bibliometrics) is used widely in academia. | • Community • Society |
| | Number of unique downloads. | Google Analytics, using code embedded on web pages. | Google Analytics is a powerful and free-to-use way of looking at a variety of metrics associated with a website. | • Community • Society |
| | Number of links from other pages. | | | | | |
| Change in public behaviour. | Observed change in behaviour based on pre-defined metrics. | Either studies of behaviour or measurement drawn on publicly available data sets, for example Office of National Statistics (ONS) or government departments public attitudes survey. | If official data is not available, self-reported change may a more practical and less resource intensive measurement approach. | • Community  
• Society | Measurement is highly dependent on the specifics of the campaign. Eg, reduction in plastic bag use will require specific and different metrics compared to increased borrowing of library books or fewer speeding offences. |
|----------------------------|----------------------------------------------------------|---------------------------------------------------------------------------------|---------------------------------------------------------------------------------|--------------------------------|---------------------------------------------------------------------------------|
| Self-reported change in behaviour based on pre-defined metrics. | General method of evaluation could draw on 'people questions' developed by NCVO’s *valuing infrastructure programme*. | • Community  
• Society | • Community  
• Society | Measurement is highly dependent on the specifics of the campaign. Eg, reduction in plastic bag use will require specific and different metrics compared to increased borrowing of library books or fewer speeding offences. |
NPC occupies a unique position at the nexus between charities and funders, helping them achieve the greatest impact. We are driven by the values and mission of the charity sector, to which we bring the rigour, clarity and analysis needed to better achieve the outcomes we all seek. We also share the motivations and passion of funders, to which we bring our expertise, experience and track record of success.

**Increasing the impact of charities:** NPC exists to make charities and social enterprises more successful in achieving their missions. Through rigorous analysis, practical advice and innovative thinking, we make charities’ money and energy go further, and help them to achieve the greatest impact.

**Increasing the impact of funders:** We share the passion funders have for helping charities and changing people’s lives. We understand their motivations and their objectives, and we know that giving is more rewarding if it achieves the greatest impact it can.

**Strengthening the partnership between charities and funders:** Our mission is also to bring the two sides of the funding equation together, improving understanding and enhancing their combined impact.