

1ST MAY 2012 - 30TH APRIL 2013

IMPACT REPORT

Intentionality CIC was set up in 2010 as a social enterprise and well-being consultancy, with a particular interest in the meeting point of the two – where social enterprises set out to intentionally improve the well-being of individuals, communities and society.

INTENTIONALITY EXISTS TO:

- + Work with social enterprises to help them understand, measure, maximise and report their social impact, to demonstrate the value of their work to society, to shape strategy and to improve their services
- + Provide consultancy, support and advisory services to social enterprises in order to help enhance their service provision and increase sustainability
- + Raise awareness and understanding of well-being and behavioural economics

“ We want to affect change and transformation by equipping social entrepreneurs and social enterprises towards best practice, high performance and effective social impact measurement and reporting.

STEVE COLES, FOUNDER AND MANAGING DIRECTOR

To **increase** positive social impact for, and through, our clients by increasing their knowledge, practices and confidence in social impact measurement and reporting

To **support** social enterprise start-ups and social enterprise research

To **engage** with and support the social enterprise community

To **be aware** of our environmental impact and be proactive in reducing it

We gather evidence to measure and assess our own impact against our aims, as follows:

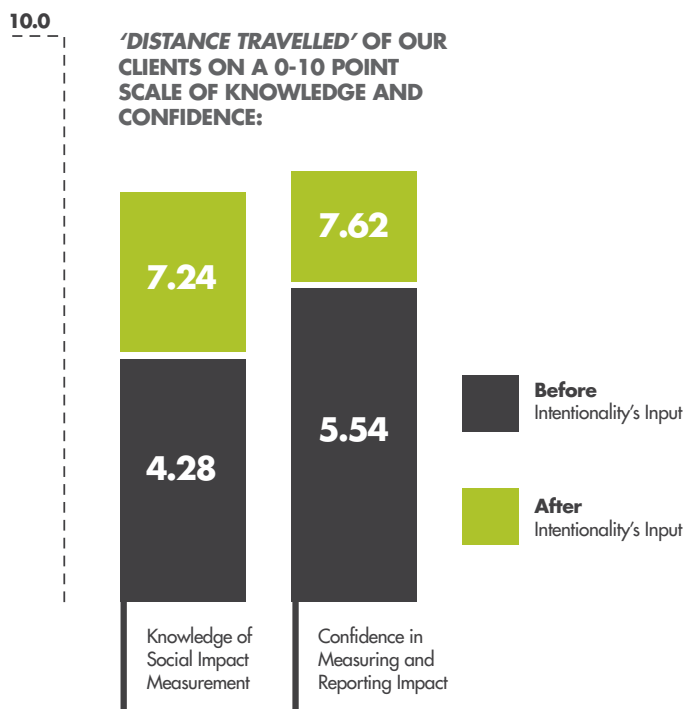
AIM 1

INCREASE CLIENT KNOWLEDGE AND CONFIDENCE

We aim to increase positive social impact for our clients by increasing their knowledge of and confidence in social impact measurement and reporting. In order to assess this we track the ‘distance travelled’ by our clients in these areas between the start of our work with them and the end.

In 2011-2012, we collected data from 45 different people, representing 19 different social enterprises, who attended our training or workshops. Attendees were asked at the start of the session to determine on a scale of 0-10 their knowledge of social impact measurement and their confidence in measuring and reporting that impact. They were asked to do so again at the end of the session.

On average, attendees reported an increase in their knowledge of social impact measurement of three points on the 11-point scale (from an average of 4.28 to an average of 7.24). They also reported that their confidence in measuring and reporting their impact increased by an average of two points on the 11-point scale (from 5.54 to 7.62).



AIM 2

SUPPORT START UPS AND SOCIAL ENTERPRISE RESEARCH

Another one of our aims is to support start ups and social enterprise research.

During 2012-13 Intentionality has given 33 hours of pro bono support to 14 different early stage entrepreneurs, social enterprises that otherwise couldn't afford to pay and to input into academic social enterprise research, equating to a value of £1,702.80¹.

¹ The Skillfair Consultancy Fee Rate Survey 2011 found the average Third Sector consultancy day rate to be £413 or approximately £51.60 an hour

AIM 3

ENGAGE WITH THE SOCIAL ENTERPRISE COMMUNITY

Intentionality is a member of the following organisations and membership bodies, and actively engages with their activities, events and networks. Our Associates are also personally involved in a wide range of social enterprise and social impact measurement organisations.



We are active in purchasing from the social enterprise community as a means of providing support and finance for the sector as part of our everyday business activity.

ANNUAL EXPENDITURE FROM SOCIAL ENTERPRISES AND GREEN SUPPLIERS:

36% of non-staff expenditure was spent on purchases from social enterprises and green suppliers

Our target for 2013-2014 is to increase this to 38%²

AIM 4

ENVIRONMENTAL IMPACT

At Intentionality, we recognise that we have an impact on the environment and are committed to proactively reducing this, as well as seeking to continually improve our environmental performance as an integral part of our business strategy and operating methods.

Therefore, as well as buying from social enterprises, we use 'green' suppliers as far as possible and prioritise the most environmentally friendly travel methods possible - such as walking, cycling and public transport.

ANNUAL EXPENDITURE ON ENVIRONMENTALLY FRIENDLY TRAVEL:

93% of our total annual travel costs were spent on public transport

Our target for 2013-2014 is to increase this to 94% and to better capture information about journeys made on foot or by bicycle.

Intentionality was founded in 2010 and has been growing ever since.

CLIENT GROWTH:

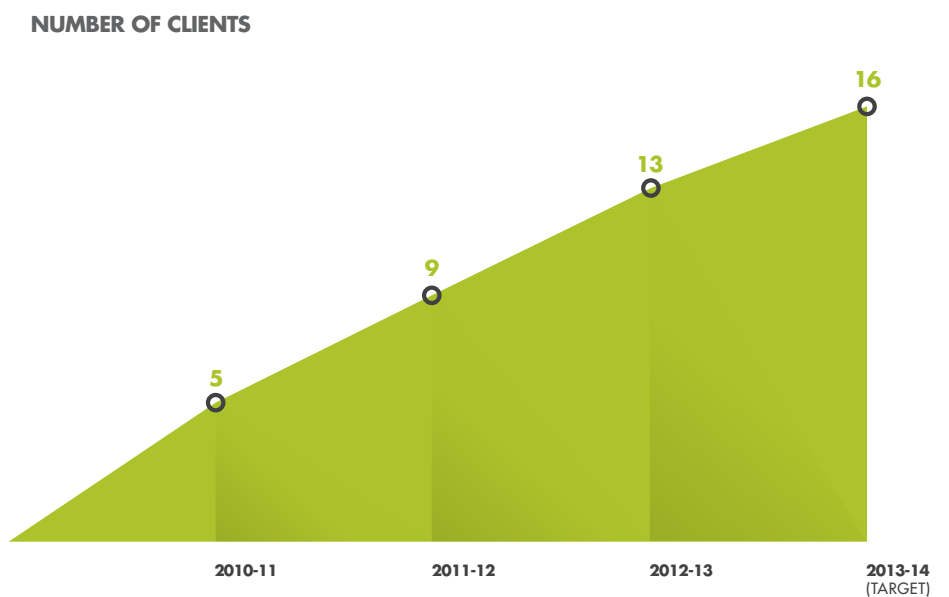
Intentionality has worked with an increasing number of social enterprise clients over the past three years:

5 CLIENTS IN 2010-11

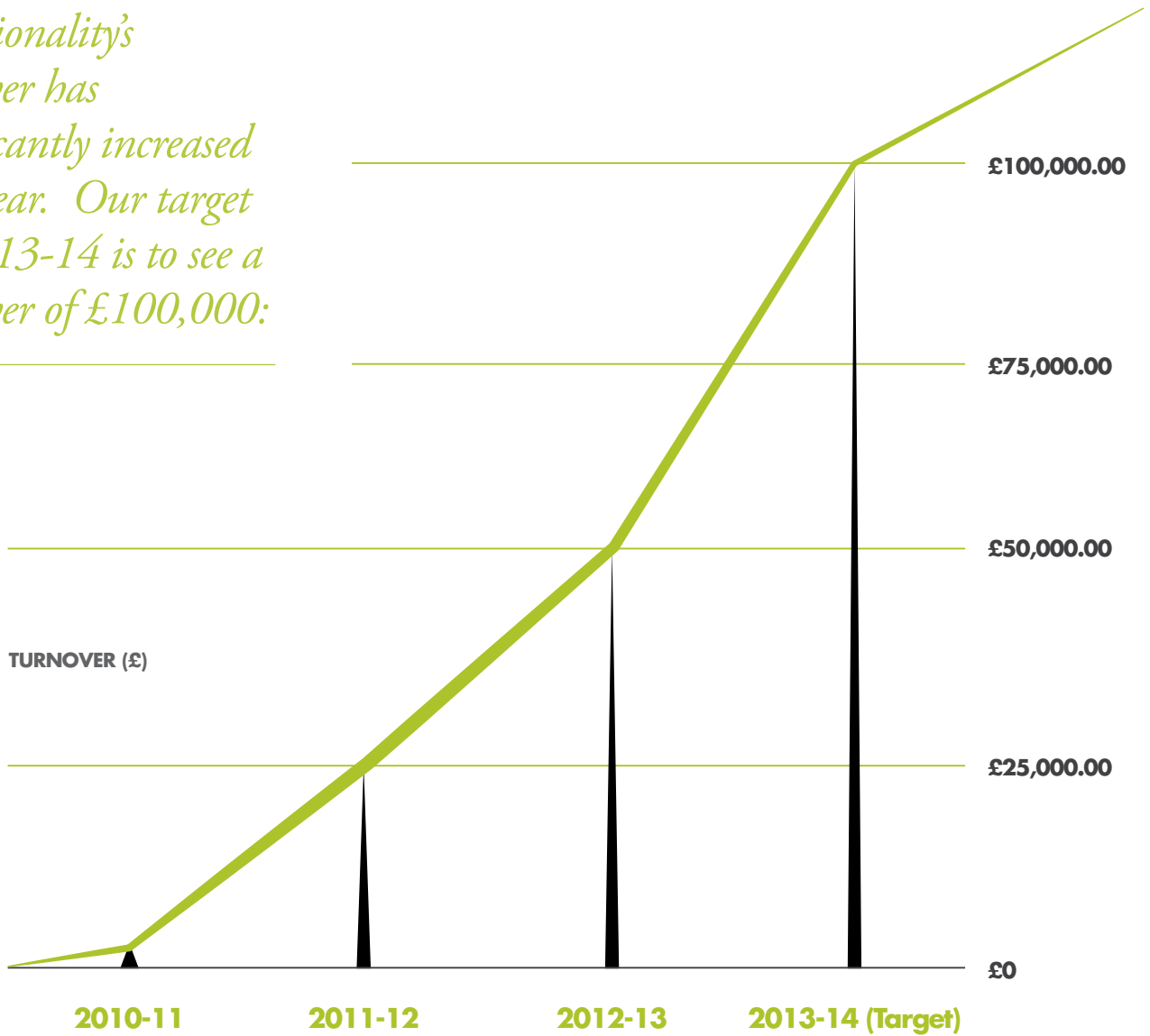
9 CLIENTS IN 2011-12

13 CLIENTS IN 2012-2013

Our target is to work with 16 clients in 2013-2014



Since 2010, Intentionality's turnover has significantly increased each year. Our target for 2013-14 is to see a turnover of £100,000:





Intentionality consists of an increasing number of associates, staff and directors who offer a wealth of knowledge and experience in all aspects of social enterprise and social impact measurement.

The breakdown demonstrates the number, and gender balance, of Intentionality employees, associates and directors over the past three years, and our target for 2014.

STAKEHOLDERS

We believe it is important to consider the impact we have on a wide range of stakeholders – people, communities and society at large – and to do our best to increase our positive impact and decrease any negative impact. To that end we've identified our stakeholders as shown here and we commit to increasingly gathering evidence of our impact from them and to reporting it clearly and transparently, as well as to learning lessons and setting targets for improvement.



FEEDBACK FROM EMPLOYEES AND ASSOCIATES

Recognising that our employees, Associates and board members are among our most 'impacted' stakeholders, we ran a survey to gather their feedback for learning and improvement, to track the impact we have on them, and to give a baseline from which to set targets for 2014.

The survey ran in late-April 2013 and seven of the nine people the survey was sent to responded (a 78% response rate).

STATEMENT	PERFORMANCE (Average rating out of 10 where 10 = 'strongly agree' and 0 = 'strongly disagree')	2014 TARGET
Intentionality is a transparent organisation	9.0	9.2
Intentionality makes me feel valued	8.71	9.0
Intentionality pays invoices promptly	9.5	9.5
Intentionality actively aims to reduce its environmental impact	8.29	8.5
I enjoy working with/for Intentionality	9.0	9.1
Intentionality helps me develop my skills and experience	8.57	8.8



As a Consortium of voluntary and community organisations, it is essential that we have embedded methods to measure the social impact of our services on young people. Steve and Intentionality have skillfully guided us through a well-devised work programme, walking alongside us every step of the way, demonstrating an authoritative grasp of knowledge in the field, relating very well to everyone – young people, youth workers and Board members alike. The material was always focused, easily understood and very well-presented. They also kick-started some work on eco-mapping our premises, which was welcomed as being easy to comprehend and execute. We hope Intentionality will be able to work with us again before too long. They are exceptional value for money – and we love their values.

QUOTE FROM **JENNY GRIFFITHS OBE,**
INDEPENDENT CHAIR OF THE
YOUTH CONSORTIUM (SURREY AND BORDERS)

This is a useful report, clear and focused. It made me think a lot about what learning is and isn't transferable to other organisations and other situations. Also about scale of ambition and timescales.

QUOTE FROM **OTESHA FUNDER:**
LOUISA HOOPER, GULBENKIAN

For more information please email us
at info@intentionality.co.uk or send
us a tweet [@intentionality_](https://twitter.com/intentionality_)