

How well are we doing?

Social Impact Report 2011-12

LKMco's vision is of a society which ensures that **all children and young people** receive the support they need to make a **fulfilling** transition to adulthood. We work towards this by articulating our vision, inspiring people to pursue it and enabling people to achieve it.

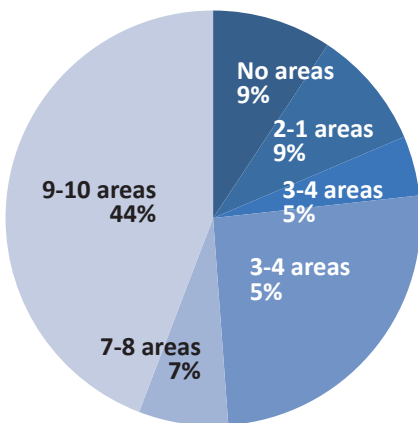
As a **social enterprise** it is crucial that we ensure our work is having an **impact**. That's why every year we produce **social accounts as well as financial ones**. This report shows **how we have affected** the people and organisations we interacted with. It analyses how we are doing according to the **10 outcomes** we believe will move society towards our vision.

In this report we assess:

- The **depth of our impact** on the people we interact with.
- **Which of our 10 outcomes** we delivered best.
- **Which of our activities** achieved most impact.

Depth of impact

% of people impacted on



91% of respondents said we had impacted on them.

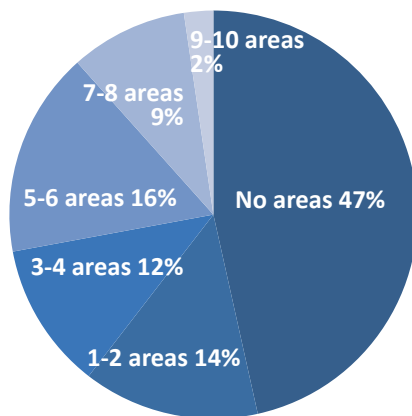
We impacted on **44%** of people in **9-10** of our 10 key areas.

One noted the importance of:

"Evidence being brought to bear on practice in a principled yet pragmatic way - something rare in educational circles"

More than half of respondents said that the impact we had on them was **"significant"** or **"transformative"**.

% of people significantly or transformatively impacted on



Because of the indirect nature of our work which includes informal conversations over coffee, and extensive tweeting it was often hard for people to assess how many young people were affected by our work; as one policy maker put it:

"Difficult to estimate - but many, in terms of informing both national policies and local practice."

We were pleased that one respondent said their organisation had potentially **generated millions of pounds** as a result of our work.

The year in Numbers

1... new organisation launched on the back of LKMco research

10s of... articles by and mentioning LKMco published in national, sector and academic press.

100s of ... copies of "Outstanding Teaching and Learning" sold

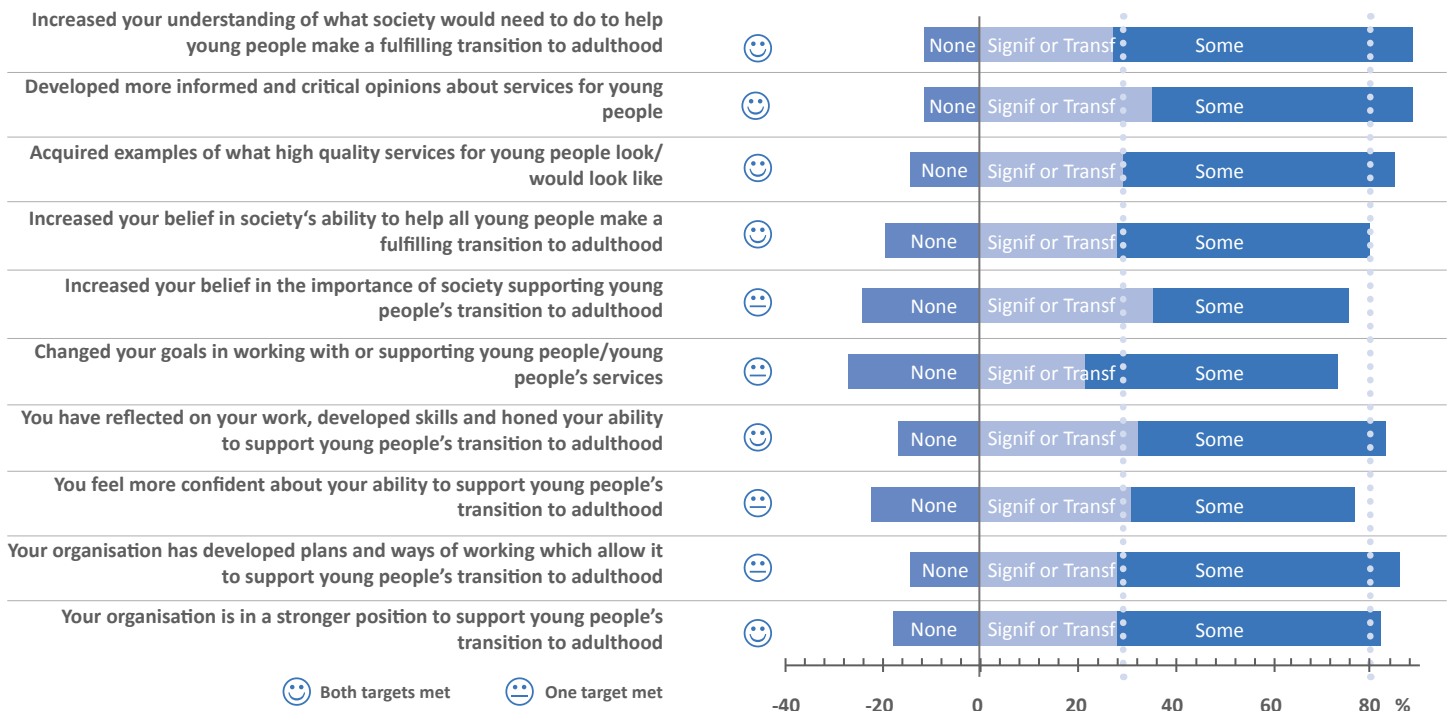
1,000s of... visits to the LKMco website **every month!**

10s of thousands of... YouTube video views

100 thousand... NEET young people targeted by a project interim-managed by LKMco

Breadth of impact

Impact by indicator (excluding N/A)



“Very thorough, supportive, interested and knowledgeable”

We hit both our **30% target for significant or transformative impact** and our **80% total target for six of our ten outcomes** and hit at least one of these two targets for all the other outcomes with the exception of “changing goals” which, we acknowledged last year, is to be expected, given that many people will already share our goals - as one respondent put it:

“We work in this field so are already committed to these goals”

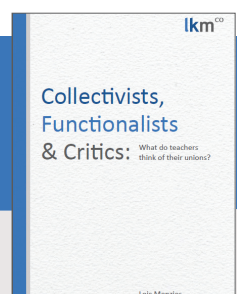
On the other hand, this is a reminder to us that we need to consider how we **reach out** beyond those who are already aligned to our goals.

It was heartening that we had a **significant impact on six people's goals** and had a **transformative impact on one person** in this challenging area.

Research and Policy

edapt commissioned a major independent study by LKMco to investigate **teachers' perceptions of their unions**. It aimed to find out **why teachers join unions, how satisfied they are with them and how recent coalition policies and union strike action have impacted on their views**. The report played a key role in helping edapt plan an alternative form of protection, support and development for teachers.

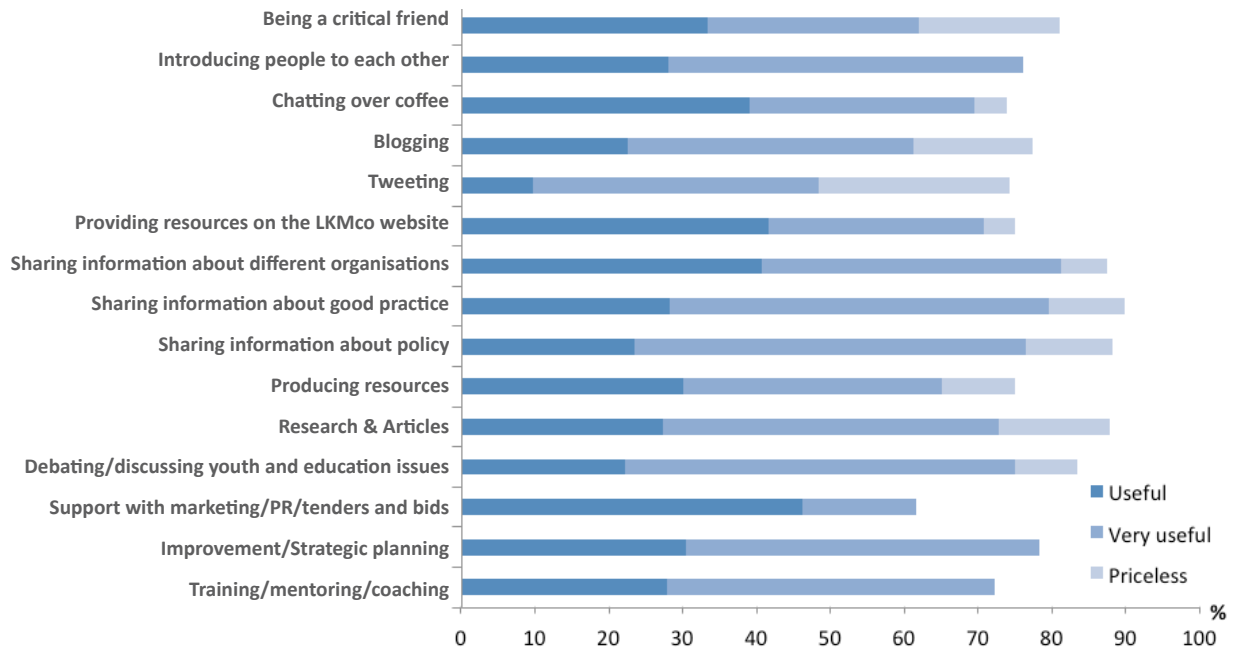
“LKMco's report was fundamental to the launch success of edapt. It gave us a solid insight into teachers' perceptions of their trade unions in the UK and into unions' most important functions.”



The study comprised of a medium scale survey and in-depth interviews. Since publication the report has been covered by both the **TES** and **Guardian** and LKMco has discussed the findings with **all of the unions**.

What works

How useful were the following types of support from LKMco for you? (excluding N/A)



“Sophisticated understanding of the field, approachability, and the ability to get our team enthused about stats”

We work with people in a range of ways, all of which are considered useful. Some, like “chatting over coffee,” are quite intangible so it is encouraging to see that they still have an impact. **The most useful things we do** are sharing information about good practice, policy and organisations and being a critical friend. Like last year, we found that Twitter was hugely valuable with 25% of respondents (excluding n/a) describing it as **“priceless.”**

“I interact with LKMCo mostly through the twitter feed, which I find extremely useful - especially live tweeting of policy events and interpretations of policy.”

A very important part of why we have so much impact is the way we work with people. Many respondents made comments about this. They mainly commented on the level of **knowledge** and expertise amongst our team, our **informal, honest and approachable** style and our **effective** use of **evidence**.

Supporting schools and teachers

As budgets are cut and research increasingly shows the low impact of out-of-school Professional Development days, an increasing number of schools are seeking to deliver **high quality CPD** within school.

LKMco has worked in a **“timely, collaborative and effective way”** with the publisher Optimus to produce two **“DIY CPD”** packs. The first, **“Outstanding Teaching and Learning”** helps teachers decide what outstanding teaching means to them. It uses videos of real teachers in the classroom to stimulate

discussion and help teachers reflect on their practice and what they want to develop. The second, **“Understanding Data”** provides sessions for senior managers, teachers and governors on the **purpose** and use of **data**.



The survey

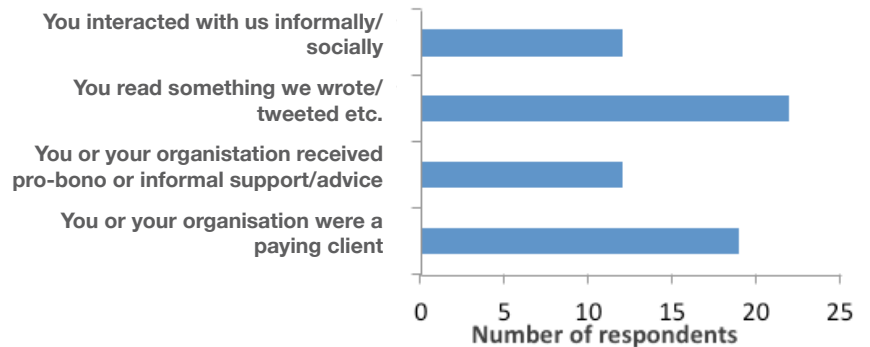
“Excellent education professionals who share best practice”

“Really great staff who are incredibly friendly and know lots, and are happy to share what they know”

“Informed, honest, pragmatic, evidence-led and challenging... a breath of fresh air”



“Very thorough, supportive, interested and knowledgeable”



We sent our impact survey to all the clients we had worked with in 2011 to 2012 and promoted it via twitter, Facebook and email, blogs. We received **43 responses**. Respondents primarily came from the **education** and **charity/social enterprise** sectors. They also included **policy makers, journalists and academics**. They came from **primary, secondary and higher education** phases.

“Solutions focused”

Helping organisations develop projects for young people

The National Youth Agency asked LKMco to help develop a program for a large corporate which aimed to boost **100,000 NEET young people's** financial awareness.

We designed a **volunteering program** for staff including pathways to suit all skill levels and interests as well as a training program.

We then took on the **interim management** of the overall program which involved a **partnership of six national charities**.

We brought together our **ability to work with the corporate and charitable sectors** and to apply **expertise from education** to the youth sector.

“Sharpened thinking on project monitoring... encouraged more open and helpful discussion of issues affecting project implementation”

“Whilst Loic got involved in the project things started to happen and the project moved forward”

Our 2011-12 Clients

edapt UK • The National Youth Agency • The Joseph Rowntree Foundation • Teach First • Optimus Publishing • 3FF (The Three Faiths Forum) • Harpenden Free School • St. Thomas R.C School • St. George's R.C School Thank You!