

How are we doing?

Social Impact Report 2013-2014

*“Friendly, upbeat and positive people with lots of energy,
ideas and brains”*

Liz Worthen, Optimus Education



At LKMco, we believe society should ensure that all children and young people receive the support they need to make a fulfilling transition to adulthood. We work towards this mission by articulating our vision, inspiring people with a desire to pursue it and enabling people and organisations 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 have interacted with this year. It analyses how well 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
- the breadth of our impact
- which of our activities achieved the most impact

LKMco's 10 desired outcomes

Articulating

1. People increase their understanding of what society would need to do in order to help young people make a fulfilling transition to adulthood
2. People develop more informed and critical opinions about services for young people
3. People acquire examples of what high quality services for young people look/would look like



Inspiring

4. People increase their belief in society's ability to help all young people make a fulfilling transition to adulthood
5. People increase their belief in the importance of society supporting young people's transition to adulthood
6. People change their goals in working with or supporting young people/ young people's services

Enabling

7. People reflect on their work, develop skills and hone their ability to support young people's transition to adulthood
8. People feel more confident about their ability to support young people's transition to adulthood
9. Organisations develop plans and ways of working which allow them to support young people's transition to adulthood
10. Organisations are in a stronger position to support young people's transition to adulthood



The year in numbers

- **1** Teaching School approved with support from LKMco
- **10s** of policy makers, educators and teachers involved in our “shipwarming” debate on how society supports young people.
- **100s** of Inclusive Futures Volunteers aged 14-19, **50%** of whom are disabled, recruited to support sports and physical activity opportunities for up to **10,000** participants in a programme evaluated by LKMco
- Over **100,000** twitter users engaged with our tweets on policy and practice
- People we have worked with estimate that our work has impacted on at least **two million** young people

Lessons from London Schools: Investigating the Success

Sam Baars et al (2014)

We collaborated with CfBT Education Trust and Centre for London to produce a report on the factors behind London’s secondary schools’ success over the past decade. We drew up a set of hypotheses and explored these in detail through literature reviews, borough case studies, interviews with high profile system leaders and statistical analysis of a range of key datasets. An advisory panel of academic experts oversaw the conduct of our research.

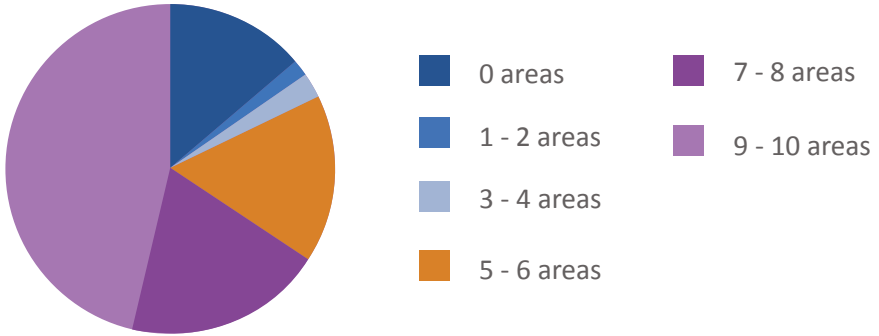
The report was published in June 2014 at a launch event attended by David Laws, the Minister of State for Schools, and received widespread media coverage including BBC News and a front page feature in the Times Educational Supplement. Our findings have formed the basis of an on-going debate about the nature and causes of London’s success.



Depth of impact

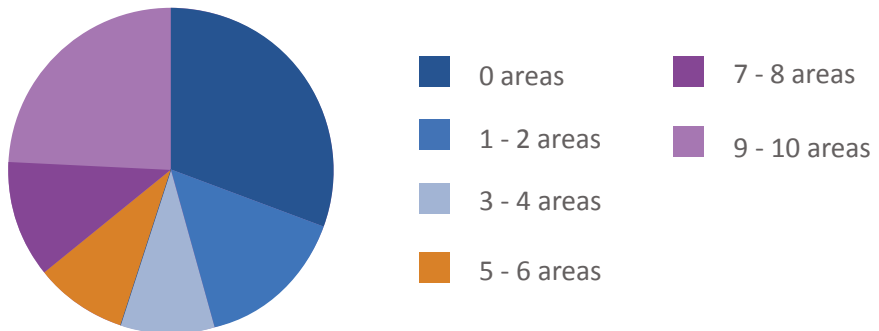
% of respondents who believe we had “some or more” impact on them or their organisation:

Some impact



% of respondents who believe we had a “significant” or “transformative” impact on them or their organisation:

Significant or transformative impact



86% of respondents said that we had impacted on them in some way, and we impacted on almost half of all respondents in 9 or 10 of our areas. Over two thirds said that we had a “significant” or “transformative” impact on them. Whilst there has been a big increase in the proportion of people for whom we are having a ‘significant or transformative’ impact in 9-10 areas, there has also been a small increase in the proportion of people for whom we have not had an impact in any of our 10 areas. Although this change only equates to two respondents we need to watch out for this in the coming year.

Assessing the number of young people that have been affected by our work can be difficult, as we work in a variety of informal ways, ranging from blogging to being a critical friend over a cup of coffee. It is also difficult to predict how many people will be affected in the future by the changes organisations have made as a result of working with us. Many respondents focused on these difficulties when we asked them approximately how many young people had benefited from their work with us, however the total from those that did give an estimate was over two million.

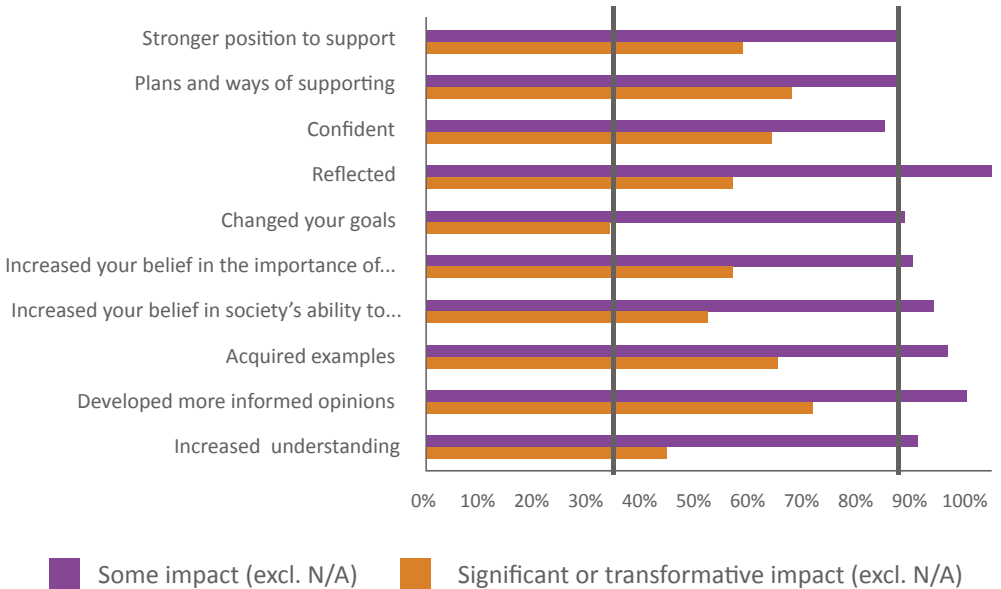
“Provided a high quality evaluation report with recommendations that will be actioned to improve the programme moving forwards and therefore have a greater impact on the lives of young people”

2014 Client



Breadth of impact

Social impact 2013 - 14



For each outcome at least 30% of respondents said we had had a significant or transformative impact on them (excluding n/a). This means we met our first target for 'breadth' of impact in that for each of our outcomes. For several outcomes we far surpassed this target with 60% of respondents saying we had had a significant or transformative impact in helping them develop more informed opinions and 57% saying we had had a significant or

transformative impact on their plans and ways of working.

Our second 'breadth' target is to achieve at least some impact on 80% of respondents for each outcome. We only missed the benchmark on two outcomes - but by 2% or less which, with such a small sample, equates to less than one respondent. For several outcomes we impacted on 90% or more of respondents.



Teach First

“The report produced by LKMco significantly influenced part of our department strategy. Having someone do the research and leg-work that they did, and write the type of high-quality report that they produced, was absolutely critical to developing our thinking on school partnerships.” **Teach First**

Teach First asked for our expertise to help them develop the strategic support they offer schools. Working closely with the School Relations Department, we interviewed a range of stakeholders and analysed findings from a survey of headteachers. We combined our findings with a literature review of best practice for partnerships and mapped out some of the support packages offered to schools from other organisations.

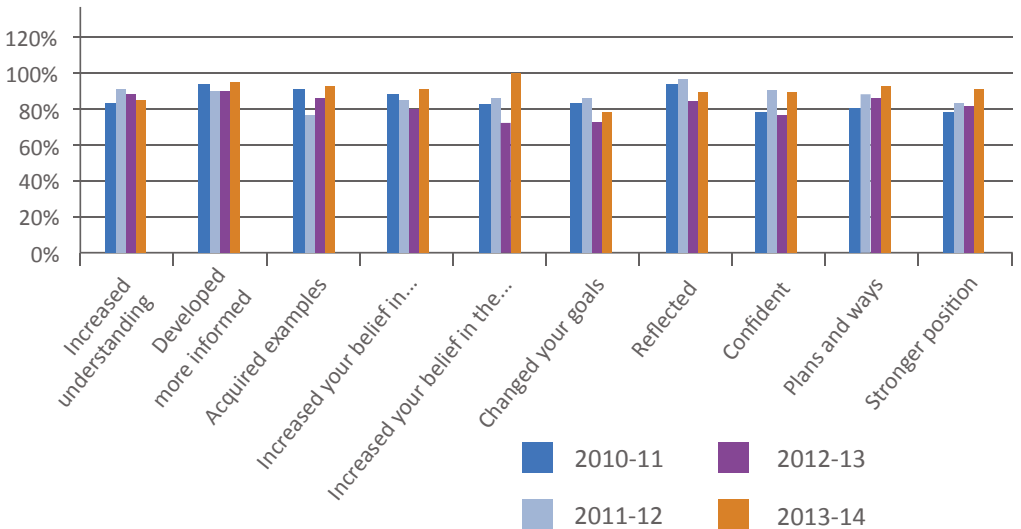
Our final report evaluated the support Teach First has offered schools up until now and presented recommendations for how the strategy could be improved. Teach First are putting our recommendations into action so that schools receive targeted and bespoke support from September 2016.



Our impact over the last five years

We have now had a consistent system for measuring our impact over four years which means we can start to analyse longer term trends for our impact. We are pleased to see that our impact has grown in eight out of ten areas since we started tracking our impact.

Some or more impact



Last year the outcome for which we impacted on the fewest respondents was “acquiring examples of what high quality services for young people look like”. We therefore focused on this area in 2013-14 and we’re pleased to say that 90% of respondents this year felt we had some impact in this area, and 52% found the impact significant or transformative.

Last year’s data also led us to reflect on the outcome “changing goals”

since many respondents explained they already shared our goals. We therefore set ourselves the target of reaching out to a wider audience and are pleased to see that we are having a significant/transformational impact on a larger proportion of respondents. However it remains the outcome with the lowest impact, suggesting we need to continue to find ways of working with or influencing those who initially do not share our vision for society.

What works?

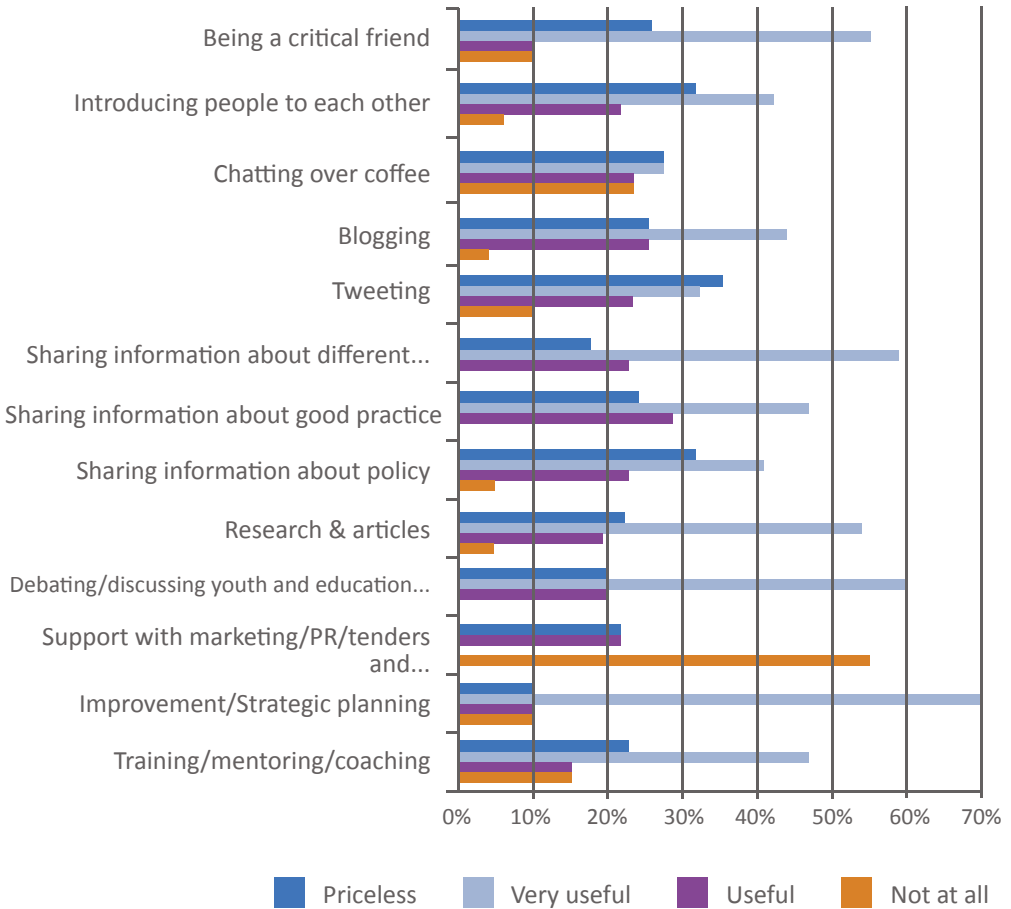
We support organisations in many different ways and we are always keen to identify what it is that people find useful. For fourteen out of our fifteen key activities, over 75% of respondents found our support useful, and over 50% found it “very useful” or “priceless”. There were three areas in which 100% of respondents found our support useful: sharing information about different organisations, sharing information about good practice,

and debating and discussing youth and education issues. There were also three areas in which over a third of respondents found our support priceless: tweeting, introducing people to each other, and sharing information about policy. Meanwhile 80% of respondents found our support in “improvement planning/strategic planning” and “being a critical friend” very useful or priceless.



“Often see stats and data from you which seem less tied to government rhetoric and challenge popular views”

Twitter follower



We were keen to dig deeper and understand why a smaller proportion of respondents found our “support with marketing, public relations, tenders and bids” useful. It seems that many of those responding negatively to this question were people who we primarily interact with via social media or who read things we have written as opposed to paying clients who might have benefited from these services.



When asked what they like about LKMco, many respondents talked about our organisational attitude and ways of working:

“Good and prompt communication; happy to take on feedback and make changes to best suit our organisation; willingness to work with us and offer solutions/alternative”

“Incredibly friendly, enthusiastic, knowledgeable staff, always willing to be flexible (and understanding the limitations and foibles of a small charity!) and dedicated”

“An approach which is both relaxed yet rigorous. Very responsive to our needs and willing to adapt to these.”



When asked what people liked about LKMco, they said:



First Story

First Story, a charity which supports and inspires creativity, literacy and confidence in young people in challenging UK secondary schools, asked us to evaluate the impact of their nationwide programme.

Since 2008, First Story has worked with over 4,800 young people to write an estimated 65,300 original stories and poems, many of which have been published in their 160 anthologies. The charity arranges and pays for acclaimed writers to run weekly, after-school creative-writing workshops for a group of up to twenty-one students, and in 2014-15 worked with 50 state secondary schools across the country.

We developed an innovative methodology and designed a range of qualitative and quantitative instruments to measure student progress in relation to five outcomes including creativity, literate communication and mindfulness over the course of a year. Our rigorous approach allowed us to identify where First Story were having the most impact, the size of this impact, and how it varied between different groups of students.

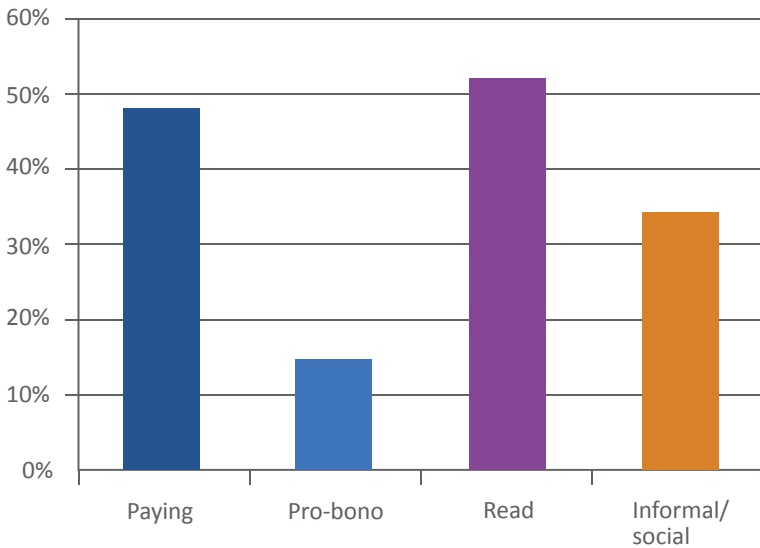


“Hugely useful evaluation of our current programme, with demonstrable impact that we can now use with funders and other supporters to prove the relevance and importance of what we do.”

First Story

The survey

We sent our impact survey to all the clients that we had worked with in 2013-14 as well as promoting it via twitter, newsletters, facebook and blogs. We received 35 responses, of whom just under half were paying clients. This was a smaller number of respondents than last year, and so this year we will ask organisations and individuals that we work with to complete our survey on finishing working with us instead of leaving it until the end of the year. We hope that this change will ensure we collect more of the views of the people and organisations that we work with.



Respondents came primarily from the education sectors (66%) and charity or social enterprises (26%) but also included those in policy, journalism and academia. They came from primary, secondary and higher education phases. We did not have any respondents from Further Education, and developing our work in this area will be a target for next year.

Clients

Many thanks to the many wonderful clients we have worked with over the course of the last year.

- Achievement for All
- The Brilliant Club
- First Story
- London Leadership Strategy
- The Inclusion Trust
- The Inspiration Trust
- The Youth Sports Trust
- 3FF (The Three Faiths Forum)
- St Thomas More R.C School
- The Day
- Unifrog
- The Royal Society of Literature
- Teach First
- RSA Academies
- City Gateway
- Arbor
- Optimus
- CfBT/Centre for London
- The Joseph Rowntree Foundation
- St George's RC School



Organisational Growth and Development

LKMco has had an exciting year! Our team has now grown to six members of staff, with a broad range of expertise. Whilst we were sad to see Laura McInerney leave the team after almost four years to become editor of Schools Week, we were excited to welcome Dr Sam Baars and Dr Meena Parameshwaran as research associates. They have extended our ability to support organisations with robust and in-depth studies, as well as to do more of our own, independent research. We have also been joined by Eleanor Bernardes and Sarah Jones who are ex-teachers and school leaders. They bring extensive knowledge of secondary school learning and leadership to the team.

With the growth of the team, we have also moved into new offices in the Ship of Adventures, home of the social enterprise Hackney Pirates. The benefits of being here are numerous: our rent goes to a brilliant social enterprise, we're at the heart of the action, with kids everywhere (which is a complete joy!) we can share our knowledge with the other lovely social enterprises that are our neighbours, and of course, it's a bit bonkers, and fits perfectly with the LKMco ethos!



Dr Sam Baars



Dr Meena Parameshwaran



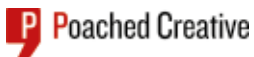
Eleanor Bernardes



Sarah Jones

To celebrate our new offices we held a “**Shipwarming Party**” with a debate on “**What excuses get in the way of supporting and educating young people properly and how can we overcome them**” featuring Dr Becky Allen (FFT Education Datalab), Laura McInerney (Schools Week), Dominy Roe (City Gateway) and Tim Leunig (DfE).

You can watch the full debate as well as exclusive interviews with special guests on our website: www.lkmco.org



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