



Economics to
improve lives

Tricky trade-offs:

How can funders, commissioners and programme designers take the next step on their impact journey?

Jon Franklin & Amy Heaton-Finch

Different ways of understanding impact

A structured approach to
measuring outcomes, impact,
value



Understanding why and how
the intervention works

Describing human experiences and
interactions



The funder measurement spectrum

'No measurement'



'Measurement focused'

- Minimal imposition on grantees
- Least resource requirements for funder
- Weak evidence

- Bigger imposition on grantees
- Larger resource requirements for funder
- Strong evidence

The funder measurement spectrum



The funder measurement spectrum



The funder measurement spectrum



Wellbeing measurement can help

Overall, how satisfied
are you with your life
nowadays?

Overall, to what extent
do you feel the things
you do in your life are
worthwhile?

The “ONS4”



Overall, how happy did
you feel yesterday?

Overall, how anxious did
you feel yesterday?

Wellbeing measurement can help

'No measurement'

'Measurement focused'

No data
requirements

Basic data on
outputs or grantee-
defined outcomes

Baseline data for
funder-defined
outcomes

Before and after
data for funder-
defined outcomes

Compare
outcomes to
control group

EMPOWERHER

Wellbeing measurement can help



No data requirements

Basic data on outputs or grantee-defined outcomes

Baseline data for funder-defined outcomes

Before and after data for funder-defined outcomes

Compare outcomes to control group



Young people with disabilities

5.8
out of 10

Young people with no disability

6.3
out of 10

Wellbeing measurement can help

'No measurement'

'Measurement focused'

No data requirements

Basic data on outputs or grantee-defined outcomes

Baseline data for funder-defined outcomes

Before and after data for funder-defined outcomes

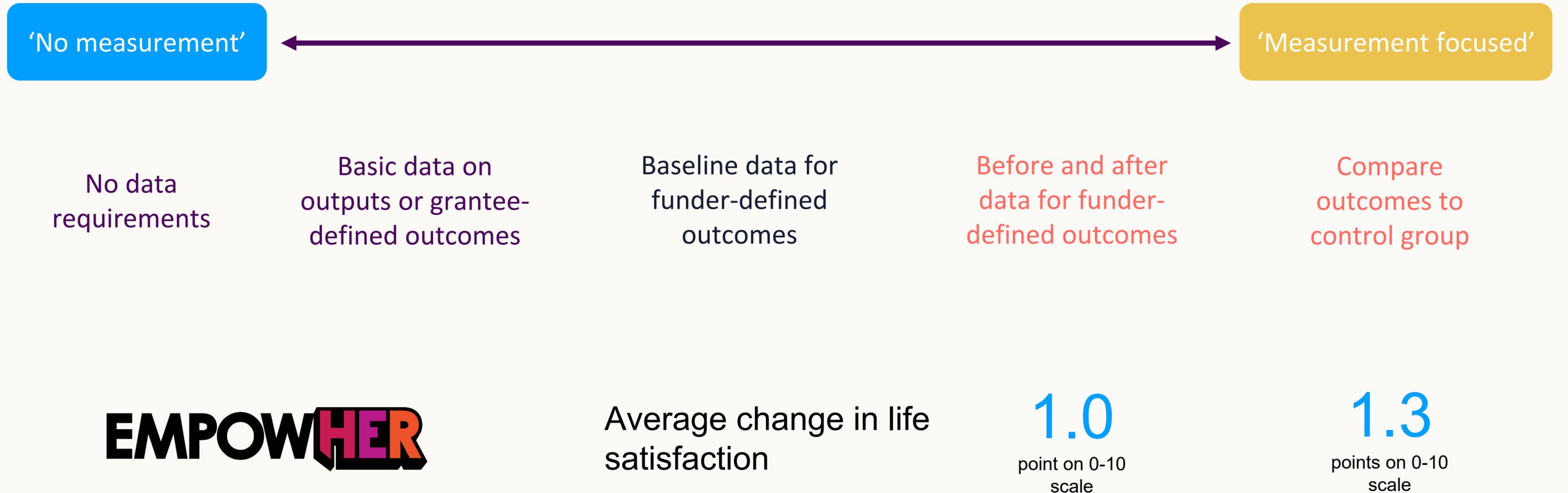
Compare outcomes to control group

EMPOWERHER

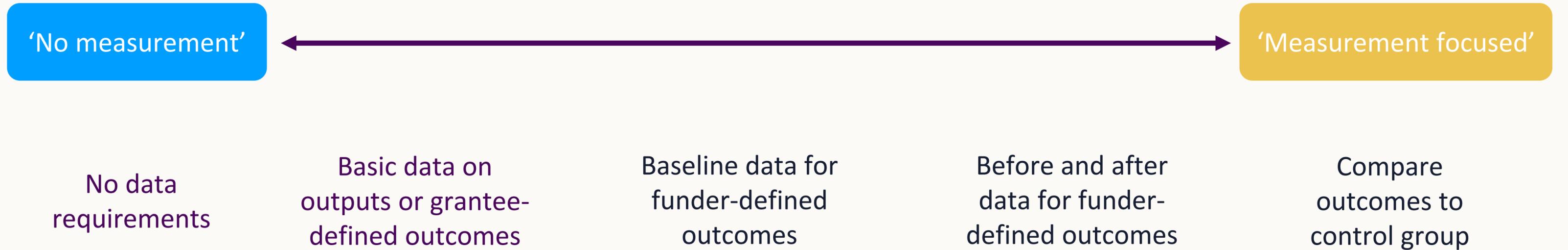
Average change in life satisfaction

1.0
point on 0-10 scale

Wellbeing measurement can help



Wellbeing measurement can help



EMPOWERHER

£5

of wellbeing benefits for every £1 spent

Spirit's lessons learned

- 1 There are barriers to measuring wellbeing - and a funder can help bridge the gap
- 2 The benefits of identifying a matched comparison group
- 3 Supporting access to the right expertise to help charities with impact measurement
- 4 A future need to establish standardised approaches for incorporating wellbeing data from people with learning disabilities



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PBE offers support for small charities to develop their knowledge of economic impact and statutory funders "Green Book" data standards.

For more information on our offer and how it might be valuable to your grantees, or small organisations in your area of benefit, please [book time with Isabel Saunders](#).

Contact Isabel Saunders at Isabel.Saunders@PBE.co.uk



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