HOW TO...

Use Star data in an impact report

Star data can be used by organisations to report on the difference they are making to service users. This analysis can then be communicated in an impact report.

Things to think about when using the Star to create an impact report

1. The audience

There are different types of impact reports designed to reach different audiences. The example on page 2 shows a report providing headline data which might be used to increase the public's awareness of an organisation and what they do. In contrast, an organisation may create a much longer detailed report, including in depth data analysis, to report their achievements to funders.

Examples of different audiences, effecting the type of report produced, include:

Audience	Reason
Funders or commissioners	• To attract funding • To demonstrate effectiveness of funding
The general public	• To increase awareness of the organisation • To encourage campaigning
Internal staff members	• To help motivate staff or volunteers
Internal service managers	• To inform service development

2. The format

An impact report using Star data can be designed to suit a particular audience, thinking about the level of detail and content to be included. For example, a report designed to raise awareness about an organisation amongst the general public may just include eye catching headline Star data. It could be a poster that can be printed and shared via email and posted on social media sites. In contrast, an impact report to funders may be a longer and more detailed document including more in-depth Star data analysis that is just emailed to the funder.

Think about your audience and what they need to know

Decide on the format you want to use and if it's appropriate for the story you want to tell and your intended audience

Consider the design and how it fits within your organisations branding

The following questions are designed to help an organisation think what format their impact report should take and the statistics that should be included:

• What does your organisation do and what story do you want to tell?
• Do you want to highlight successes?
• Are there benefits to including where things haven't gone as well?
• Do you want to people to know who you support and what you do?
• Does the audience understand where your data have come from? Do they need to?
• What medium will your audience respond best to?

3. The design

Follow any branding guidelines that your organisation has for colour, font, voice and images. If you don't have a designer or branding guidelines, look at your logo and website and follow the colours, fonts and logos used across the organisation's materials.

Eastern Tenancy Service: fictional example of an impact report

This is an example of a one-page impact report highlighting headline achievements, as measured by Tenancy Star data. Their mission is to work with tenants to improve well-being, support them to sustain their tenancies and improve their quality of life.

This impact report is intended to inform the general public of the Eastern Tenancy Service's work and to attract funding. The story they wanted to tell was that they had worked with a certain number of service users and empowered them to make changes which aligned with their key organisational mission. Reading through a detailed data analysis report*, they gathered all the relevant figures from these areas and certain statistics stood out. These statistics were used to create infographics with simple images to help highlight their achievements. The statistics were also written down as simple easy to understand facts.

This organisation would use a more detailed report for internal learning and service development which would include difference analysis.

Top tips
• Only use two or three colours
• Choose fonts which match your organisations brand
• You can use free tools like infogr.am and canva to turn data into infographics
• For inspiration look at examples of infographics and impact reports from other organisations.

Reminder: Use the Outcomes Star Licensed User logo on the document if you are using Outcomes Star data: this demonstrates that you are committed to using the Star in line with best practice and to measure and support change.

* For support in producing a detailed data analysis report please contact Triangle.

EASTERN TENANCY SERVICE

2017-2018 IMPACT REPORT

622 tenants started receiving support from our service in 2017

70% of those who did not have a suitable home‡ are now in suitable housing or actively working towards it
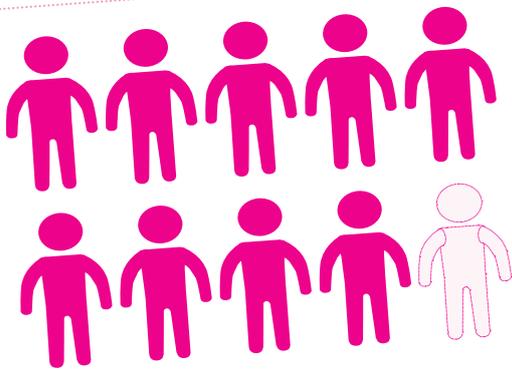
89% of service users made positive change in at least one area of their life
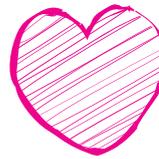
60% of tenants who had difficulties with health and well-being are finding ways to look after themselves better*

61% of tenants who struggled with their money◊ are finding ways to manage their money better

70% of service users became self-reliant in at least one area of their lives

WE WORK WITH TENANTS TO IMPROVE WELLBEING, ENSURE A GOOD QUALITY OF LIFE AND SUSTAIN THEIR TENANCIES.

We achieve this by offering 1:1 tenancy support including helping tenants to arrange and attend health appointments, find and engage with activities and interests in the local community, look after their home and pay bills and manage finances

We have been using the Tenancy Star to support keywork and measure service user change. Data as measured by the Tenancy Star™, a version of the Outcomes Star. between April 2017-2018. For more information visit, **www.outcomesstar.org.uk**

‡ 435 tenants did not have a suitable home in 2017
* 468 tenants were having difficulty looking after their health and well-being
◊ 406 tenants were struggling to manage money and their rent

Notes:
- Figures only include the service users who had more than one Tenancy Star reading between April 2017-18.
- Example impact report based on fictional service and Star data © Triangle Consulting Social Enterprise Ltd

An fictional example of an impact report made using Star data

Next steps

If you would like to discuss any of the suggestions set out in the document or if you would like to get more support from Triangle with your Star pilot, please get in touch with us by either contacting the account manager supporting your organisation or contact Triangle through out website: **www.outcomesstar.org.uk** or emailing, **info@triangleconsulting.co.uk** or calling us 0207 272 8765.

△ Triangle

The social enterprise behind the Star

Triangle Consulting Social Enterprise is an innovative, mission-led organisation that exists to help people reach their highest potential and live meaningful and fulfilling lives, often in the context of social disadvantage, trauma, disability or illness.

We do this by creating and supporting the Outcomes Star and other tools to unlock the potential of both individuals and the workers and organisations who support them. We believe that by balancing clear thinking, human connection and action – using the head, heart and hands – we can make a real difference in the world.

Find out more

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If you are not in the UK, contact the licensed Outcomes Star service provider in your country. Contact details can be found on the Outcomes Star website.

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