

# Impact Reporting Policy

September 2023



## 1. Background and purpose of the document

This document outlines the Westway's approach to impact reporting.

The Westway aims to maintain best practice in the management and governance of charities at all times. The trustees recognise the importance of measuring and communicating the impact of the charity to a diverse set of stakeholders in a way that is balanced and transparent. As such the primary purpose of this policy, and the charity's wider work on impact, is to maintain public trust and confidence in the Westway.

Good impact reporting will also help to support a number of other organisational outcomes: raising funds, marketing the charity's services and programmes to potential users, securing partnerships and advocacy, and recruiting and retaining volunteers.

## 2. Guiding principles

The Westway will adopt the guiding principles of impact reporting for UK charities:

2.1 Clarity: The reader can quickly and easily understand the organisation through a coherent narrative that connects charitable aims, plans, activities and results.

2.2 Accessibility: Relevant information can be found by anyone who looks for it, in a range of formats suitable for different stakeholders.

2.3 Transparency: Reporting is full, open and honest.

2.4 Accountability: Reporting connects with stakeholders, partners and beneficiaries to tell them what they need to know, and provide reassurance.

2.5 Verifiability: Claims about impact are backed up appropriately, allowing others to review. This can range from informal stakeholder feedback to external audit.'

2.6 Proportionality: The level and detail of reporting reflects the size and complexity of the organisation, and the complexity of the changes they're trying to bring about.

### 3. Westway approach – ‘mixed economy’

Given the charity’s size and stakeholder base, the trustees have decided in the immediate term to adopt a ‘mixed economy’ approach to impact reporting, in which quantitative measures sit alongside qualitative case studies. In addition, they recognise that true impact measures can be costly and complex to derive, and that techniques like Social Return On Investment (SROI) can be inaccessible to many audiences. As part of the wider sustainability project, there is an ambition to use SROI or an equivalent methodology periodically in order to evidence the charity’s impact to prospective funders who are deemed to be of high priority.

As such, for the year 2023/24 at least, the Westway will often use proxy measures of outputs and, from time to time, inputs alongside case studies to provide an objective view of the charity’s activities and the impact that they have on its community.

Quantitative measures of outcomes will primarily be obtained from surveys of the charity’s user base. Output and input measures, such as event attendance, user numbers and volunteer numbers, will be maintained on a regular basis by staff. A common data set will be maintained for both impact reporting and any KPIs used by trustees as may exist at any time.

### 4. Ownership and approval

This policy will be owned by the board of trustees and approved by them.

Date of Approval: 31 August 2023

Date of Review: August 2025