



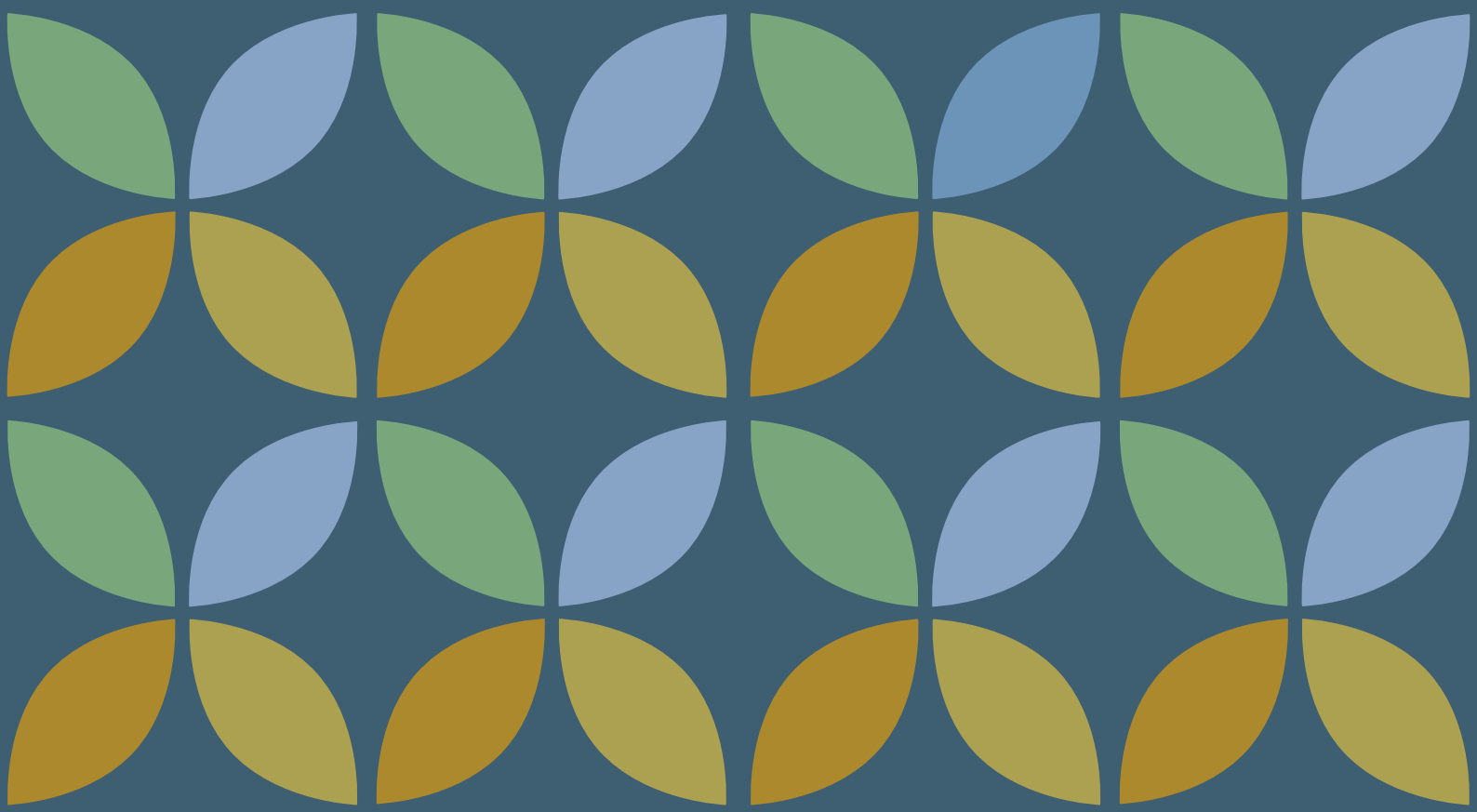
the
westway
a community hub for all

Impact Reporting Policy

Leads: Abi Chapman & Vicky Robinson

Effective Date: 25.07.2025

Review Date: 25.07.2026



1. Purpose

This document sets out The Westway's approach to impact reporting. We are committed to upholding best practice in charity governance and transparency. The Trustees recognise that measuring and communicating our impact is essential to maintaining public trust and demonstrating the value of our work to a broad and diverse range of stakeholders.

The primary purpose of this policy, and of our broader impact work, is to ensure accountability and build confidence in The Westway's role in the community. Strong impact reporting also supports key organisational goals, including fundraising, promoting our services, attracting new partners, advocating for community needs, and engaging and retaining volunteers.

2. Scope

This policy applies to all staff, volunteers, trustees, and partners involved in planning, delivering, or evaluating activities funded or delivered by The Westway.

3. Our Approach to Impact

- The Westway uses a mix of numbers and stories to show the difference we make.
- We know measuring real impact can be expensive and tricky, and some ways (like Social Return on Investment) can be hard to understand.
- We plan to use these detailed methods sometimes, especially to show important funders what we do.
- At current we use simple measures like how many people come to events or use our services, together with stories from the community, however are looking at more extensive impact capturing methods.
- We collect numbers through surveys and keep track of things like attendance and volunteer hours.
- We keep all this information together so trustees can see how we're doing and make good decisions.

4. Principles

The Westway follows these key principles for impact reporting, based on best practice for UK charities:

- **Clarity:** Our reports tell a clear, easy-to-follow story that links our goals, activities, and results.
- **Accessibility:** We make sure information is easy to find and available in different formats to meet the needs of all our audiences.
- **Transparency:** We provide honest and complete information about our work and its impact.
- **Accountability:** We communicate openly with our stakeholders, partners, and community, giving them the information they need and building trust.
- **Verifiability:** We support our impact claims with evidence, from simple feedback to independent audits.
- **Proportionality:** We tailor the detail and depth of our reports to match the size and complexity of The Westway and the changes we aim to achieve.

5. Data Collection Methods

We use a combination of qualitative and quantitative methods, which may include:

- Attendance records and participation data
- Feedback forms, surveys, or evaluation questionnaires
- Focus groups and interviews
- Case studies and testimonials
- Observations by staff or partners
- Pre/post activity outcomes tracking

We will ensure accessibility and inclusivity in how we collect data (e.g., Easy Read formats, interpreters, digital and offline options).

6. Recruitment and Employment

- **Charity Manager:** Lead for all research and reporting projects. Responsible for developing reporting and research strategies, and undertaking these.
- **Centre Manager:** Responsible for supporting the coordination data collection in support of the strategic plan and contributing to reports.
- **Staff and Volunteers:** Support data gathering and input from participants
- **Trustees:** Oversee the impact framework and use findings in strategic planning
- **External Evaluators (if commissioned):** Conduct independent evaluations or audits of impact

7. Reporting

We report on our impact through:

- Annual Reports
- Funder Reports (tailored to grant requirements)
- Community Updates (e.g., newsletters, website, social media)
- Internal Learning Reviews (e.g., team reflection sessions)

We aim to present information in accessible and engaging formats, including visual summaries and plain English.

8. Learning and Improvement

Impact reporting is not only about accountability — it is a tool for learning. We will:

- Regularly review what works and what doesn't
- Share learning internally and with partners
- Use findings to inform service development and funding bids
- Encourage a culture of curiosity, reflection, and responsiveness

9. Data Collection and Ethics

All data collected for impact reporting will comply with the UK GDPR and our Data Protection Policy. Participants' consent will be obtained where required, and personal data will be anonymised or pseudonymised in reports.

10. Review

This policy will be reviewed annually or in response to significant changes in funder requirements, organisational priorities, or legal frameworks.

11. Impact Reporting Lead

It is the Charity Manager's responsibility to ensure all impact reporting is developed and published. Therefore if you have any questions or concerns, it is best to raise them directly to the Charity Manager. However you can also talk to the trustees or the Centre Manager.

Comments, Concerns or Complaints can be raised to:

Centre Manager: mary.marsden@thewestway.org

Charity Manager: abi.chapman@thewestway.org

Chair of Trustees: caroline.liggins@thewestway.org

13. Policy Sign Off

This policy was written by Abi Chapman, Charity Manager on the 20.07.2025

This policy was approved by 06/11/2025

This policy will undergo a full review by the 20.07.2026