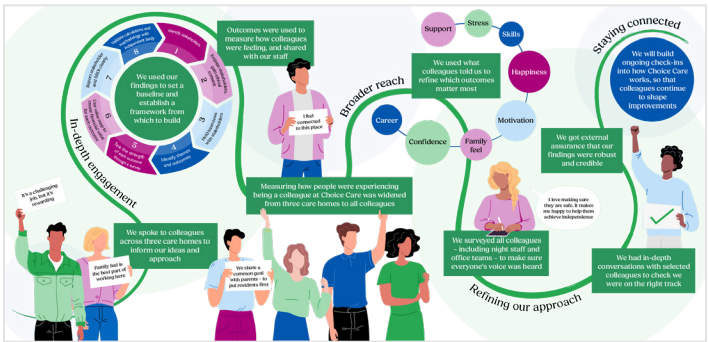


CASE STUDY

EVALUATING THE SOCIAL IMPACT OF CARE

PROJECT OVERVIEW

Choice Care is passionate about developing a ‘hopeful narrative’ for social care through understanding social impact. They approached Akerlof to help them measure and communicate the value of their services through a Social Return on Investment (SROI) analysis.



WHAT WE DID

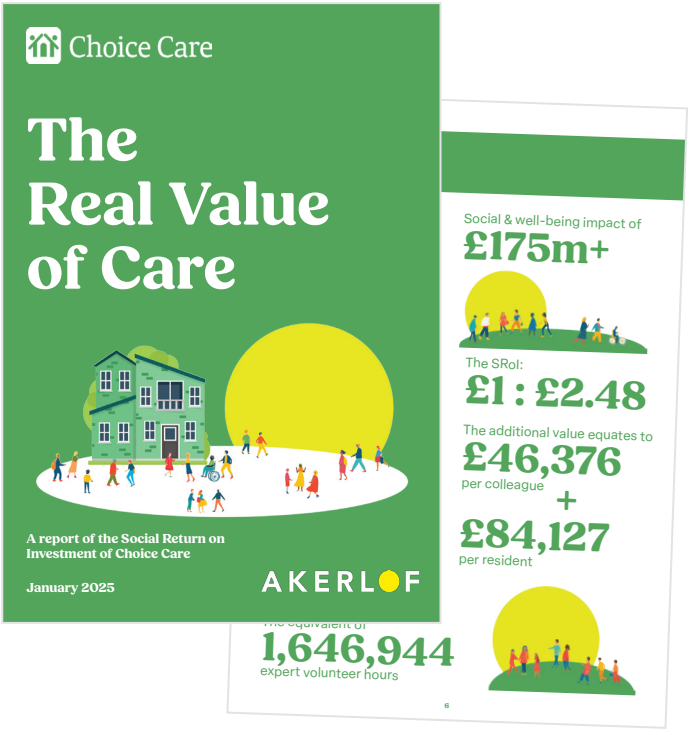
This was a mixed-methods evaluation involving focus group sessions, surveys, and interviews. We engaged staff, care residents, and families to gain a rounded view and develop tailored engagement strategies that included residents with highly complex needs.

Qualitative findings were coded and analysed to identify common themes, which led to nuanced findings about the experiences of different residents across the sites.

Our key aim was to produce outputs that effectively evaluated and demonstrated Choice Care’s work in a way that was accessible for staff, families, and residents alike. We created reports which could be tailored to these different audiences by including relatable qualitative findings, such as quotes, case studies and visual representations. Quantitative and analytical findings were included for use by Choice Care’s leadership team. We are currently working to upskill the client team on carrying out future rounds of evaluation.

THE IMPACT

- Comprehensive SROI reports, detailing the positive impacts of Choice Care’s services, including specific outcomes for each care home and stakeholder group
- Initial report gained assurance from Social Value International, recognising the rigorous approach taken to measure impact
- Sustainable process for capturing and measuring ongoing stakeholder feedback
- An independent view of how services are performing for both residents and staff, enabling Choice Care to implement targeted interventions to specific challenges, rather than broad-brush solutions
- Insights provided the potential to transform commissioning conversations, giving the board evidence to move beyond defending costs to demonstrating value
- Gave reassurance where care was working exceptionally well, providing a powerful message for future recruitment and retention



GET IN TOUCH

Ellie Jenkins
07549 120 134
Ellie.Jenkins@akerlof.co.uk