



Ce projet a été sélectionné dans le cadre du programme de coopération transfrontalière Interreg IV A France (Manche) - Angleterre, cofinancé par le Feder.

The Impact and ValuESS project has been selected within the scope of the INTERREG IV A France (Channel) - England cross-border European cooperation programme, co-financed by the ERDF.

France-UK event: Impact and Social Value Practice – a UK-France perspective

24 SEPT 2014, RESO SOLIDAIRE, RENNES

Rencontres franco-anglaises: Pratiques de valorisation de l'utilité sociale en France et en Angleterre

Program - presentations:

- I. Social value evaluation practice in France (Hélène Duclos, Trans-Formation)
- II. Impact measurement – a UK perspective (Matthew Hill, South West Forum)
- III. **UK practice example: Plymouth Music Zone (Debbie Geraghty)**
- IV. France practice example: Le Collectif des Festivals engagés, FEDDS (Emilie Cherbonnel)



Social Value and Impact Practice in France and the UK

Wed 24 Sept 2014

TOUT ET BIEN QUI FINIT BIEN?

(All's Well That Ends Well?)

Plymouth Music Zone's Adventures in Impact...

by Debbie Geraghty, Executive Director



Looking impact
in the eye...

Moving impact practice from the
fringes to the HEART of what we do

SHOW YOUR SUPPORT FOR
**MUSIC MAKING
A DIFFERENCE**
www.plymouthmusiczone.org.uk

IMPACT ADVENTURE – Scary monster no.1

**TO CAPTURE THE CHANGES WE WERE
MAKING WE REALISED WE FIRST HAD TO
CHANGE OURSELVES...**

IMPACT PRACTICE = ORGANISATIONAL DEVELOPMENT

- Find money for development
- Commit time
- Develop knowledge, skills and awareness
- Focus on purpose, know what we want
- Involve others across the organisation
- Change the culture, processes and embed the impact cycle



Engaged 20,000 people

Delivered 21,000 creative
music-making sessions

In first 10 years, only worked with children
and young people - especially those facing
disadvantage or challenging circumstances.

SHOW YOUR SUPPORT FOR
**MUSIC MAKING
A DIFFERENCE**
www.plymouthmusiczone.org.uk

A photograph of a woman with blonde hair, seen from the side, playing an electric guitar on a stage. She is wearing a light-colored tank top and a dark strap over her shoulder. The background is dark with several bright, out-of-focus stage lights in blue, red, and white. The overall mood is energetic and artistic.

Facilitated almost
1500 performances

Reached estimated
audiences of 500,000
people

It all taught us something very important...

SHOW YOUR SUPPORT FOR
**MUSIC MAKING
A DIFFERENCE**
www.plymouthmusiczone.org.uk



Everyone shares the same superpower
- music...and it can be a major force for
good. **WE WERE HAVING AN IMPACT.**

SHOW YOUR SUPPORT FOR
**MUSIC MAKING
A DIFFERENCE**
www.plymouthmusiczone.org.uk



PMZ began to extend its reach to bring people together to help music perform its magic... in different ways for different people.

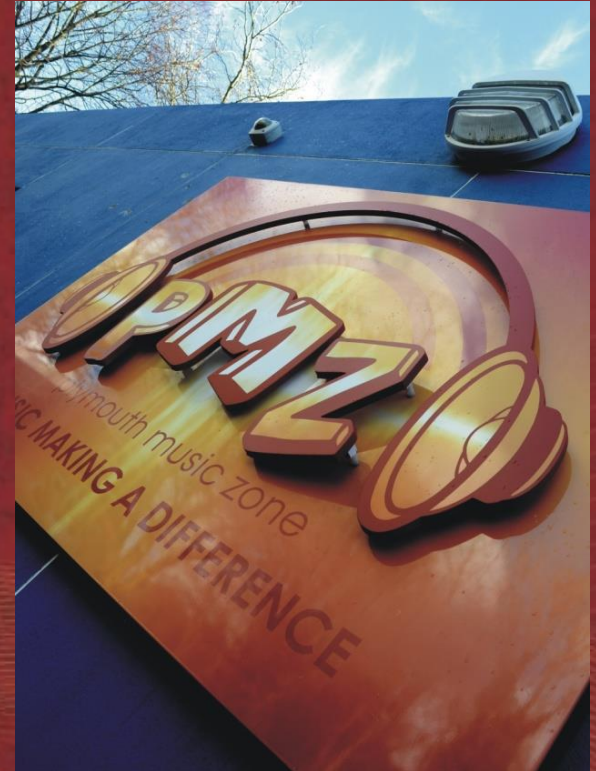
SHOW YOUR SUPPORT FOR
**MUSIC MAKING
A DIFFERENCE**
www.plymouthmusiczone.org.uk

Plymouth Music Zone

2003 - From cupboard to...Devonport des res.



COMMUNITY MUSIC CHARITY



More than a building, more than music...

“Music Making A Difference”

IMPACT ADVENTURE – Scary monster no.2

**WE KNEW WE WERE MAKING A DIFFERENCE
BUT HOW COULD WE FOCUS AND DEEPEN
THAT AND PROVE IMPACT TO ANYONE
ELSE?**

IMPACT PRACTICE = BROADER THAN JUST MEASURING

- Find our focus
- Ask someone external to assess us?
- Look at what other approaches people use?



2006

Independent
Evaluation

showing impact

2007

Organisational
Development
Grant – rebrand

More focus

2008

Big Lottery
Outcomes
Focused
Approach

2009

10 year
anniversary

Second
Independent
Evaluation
leading to
new bespoke
**Outcomes
Focused
Evaluation
System**

2010

Achieved
Investors in
People

**2010 Third
Independent
Evaluation
leading to
work with
older people**



What are we best at?

**2007 – only multi-sensory music
studio of its kind in the region...**

INNOVATION

SHOW YOUR SUPPORT FOR
**MUSIC MAKING
A DIFFERENCE**
www.plymouthmusiczone.org.uk

- Communication and interpersonal skills
- Confidence and self-esteem
- Helping emotional & behavioural issues
- Enhancing overall emotional wellbeing
- Reducing isolation and loneliness



INCLUSION

SHOW YOUR SUPPORT FOR
**MUSIC MAKING
A DIFFERENCE**
www.plymouthmusiczone.org.uk



**MORE
FOCUSED.**
Strategic.
Networked.

We listened...

SHOW YOUR SUPPORT FOR
**MUSIC MAKING
A DIFFERENCE**
www.plymouthmusiczone.org.uk



DIVERSITY

CREATIVITY

Kept
our
eye
on
the

NEED

**We wanted to reach even more
vulnerable or marginalised groups...**

SHOW YOUR SUPPORT FOR
**MUSIC MAKING
A DIFFERENCE**
www.plymouthmusiczone.org.uk

PARTNERSHIP



We began working with up to 100 partner organisations annually – piece of the jigsaw

SHOW YOUR SUPPORT FOR
**MUSIC MAKING
A DIFFERENCE**
www.plymouthmusiczone.org.uk



- WORKSHOPS
- SPECIAL PROJECTS
- PERFORMANCES AND EVENTS
- TRAINING



Diverse after-school clubs continued but also began specialising with more targeted work...

EXTENDING FROM EDUCATION TO HEALTH AND WELLBEING.

Making dentists smile!



TRAINING

- Music educators
- Social care and other professionals
- Doctors and dentists!



Helping others use
music to change lives...

SHOW YOUR SUPPORT FOR
**MUSIC MAKING
A DIFFERENCE**
www.plymouthmusiczone.org.uk

Now reach up to a 1000 people a week
with over 50 weekly music activities
across Plymouth



95%

ALL AGES, ABILITIES, BACKGROUNDS

SHOW YOUR SUPPORT FOR
**MUSIC MAKING
A DIFFERENCE**
www.plymouthmusiczone.org.uk

OUTCOMES FOCUSED APPROACH

- Special Schools
- PRUs
- Hospitals
- Domestic Refuge
- Psychiatric Units
- Community settings
- Residential/Care Homes
- Other health and social care providers



IMPACT

SHOW YOUR SUPPORT FOR
**MUSIC MAKING
A DIFFERENCE**
www.plymouthmusiczone.org.uk

EMBEDDED OUTCOMES BASED APPROACH

Influenced by
Charities Evaluation
Service,
Big Lottery Fund,
Youth Music

The overall aim
of your project/
programme of
work

OVERALL AIM

The differences you intend to make
or the changes you aim to bring
about – for participants, staff,
organisation, partners etc

**INTENDED
OUTCOMES**

The main activities you plan to carry out that will bring
about the changes outlined above – what those working
on your project/programme of work will actually do

ACTIVITIES

Source: Charities Evaluation Service Planning Triangle

SHOW YOUR SUPPORT FOR
**MUSIC MAKING
A DIFFERENCE**
www.plymouthmusiczone.org.uk



In 2009, first extended
out work to older
people in a pilot

Not everyone likes questionnaires!

SHOW YOUR SUPPORT FOR
**MUSIC MAKING
A DIFFERENCE**
www.plymouthmusiczone.org.uk

IMPACT ADVENTURE – Scary monster no.3

WITH A BROADER BASE OF GROUPS AND ACTIVITIES ARE WE STILL USING THE RIGHT METHODS AND CAPTURING THE RIGHT THINGS? WHAT ARE WE MISSING?

IMPACT PRACTICE = BEING RELEVANT, APPROPRIATE AND PROPORTIONATE

- Music leaders: “Why do we have to do all this paperwork?!”
- “Takes up too much of our time and we’re not paid for it!”

'Keep Singing, Keepsake' Project



2012

First funding
secured



Embedded video as a
central evaluation tool

SHOW YOUR SUPPORT FOR
**MUSIC MAKING
A DIFFERENCE**
www.plymouthmusiczone.org.uk

**EDUCATION
RESEARCH
WITH
PLYMOUTH
UNIVERSITY**

The Power of Songs: Using
Music to Promote Healthy,
Active and Connected Ageing



Featuring Plymouth Music Zone (PMZ) and
Professor Jocey Quinn & Claudia Blandon
Plymouth Institute of Education

Event includes launch of an Independent Evaluation of
PMZ's 'Keep Singing, Keepsake' Project
All welcome! Tea & coffee and music provided...

To book a place please email IHC@plymouth.ac.uk

Hosted by Learning Outside Formal Education &
The Centre for Culture, Community and Society



Supported using public funding by
**ARTS COUNCIL
ENGLAND**



LOTTERY FUNDED



Plymouth University
Rolle Building,
Room 115
Drake Circus
Friday 4 April 2014
1pm - 3pm

April 2014
Independent
Evaluation
by Plymouth
University

SHARING PRACTICE

Oct 2014
National
Arts in Health
Award from
Royal Society
of Public Health



**THE IMPACT INCREASED
OUR PROFILE AND CONFIDENCE**

SHOW YOUR SUPPORT FOR
**MUSIC MAKING
A DIFFERENCE**
www.plymouthmusiczone.org.uk

Identified weak areas on impact cycle

- need, reviewing and sharing

2010

Independent
Evaluation

2011

2 user forums
Embedding more
consultation to
improve evidence
of need

2012

Rebrand and
new website
with **impact
focus**

2013

Embedded a
Planning and
Review
Framework

Achieved
Silver
Investors in
People

Embed Code
of Good
Impact
practice

2014

Independent
Evaluation
**older people's
work**

2014
Independent
Evaluation
**Domestic
Refuge work**

2014 **South
West Impact
Award**

2014 national
**RSPH Arts in
Health Award**

'SAT NAV' QUOTE SHOWING THE WAY....

Source: New Philanthropy Capital's Little Blue Book, a guide to what makes an effective charity.

The game changers are weaving impact measurement and communication into their DNA. They are pursuing and building remorselessly on their approach each year.


And those who succeed will turn their hard work into higher levels of trust, increased levels of donation, improved strategic planning and a bigger impact on beneficiaries for the same funds.

SHARING AN APPETITE FOR IMPACT...



Chef at local
residential home
played music with his pans

**IMPACT MOVES
IN MYSTERIOUS
WAYS.**



**"This place is
amazing, it's a total
breath of fresh air and
a blast of sunshine all
rolled into one."**

planting seeds

**“All the
flowers of
tomorrow are
in the seeds
of yesterday
and today”**



Passionate team

Strong vision

Excellent track record

Distinctive high quality
delivery, best practice

Massive reach
to vulnerable
people

Evidence of impact,
outcomes focused

Partnership working
with strong credibility

High profile and
strong reputation,
outward facing

Investor in People

Ability to innovate

Good reserves and
financially strong

Great building
and facilities


'Can Do' attitude,
fleet of foot

Good case
for support



music making a difference – the team facing the same way



A circular wreath made of numerous bright yellow sunflowers with dark brown centers, arranged on a dark grey background. The wreath is composed of many large sunflowers and smaller ones, with some green leaves visible. In the center of the wreath, the text "We reflect more. Can let go of what doesn't work" is written in a white, bold, sans-serif font.

**We reflect
more. Can let
go of what
doesn't work**



**It's chilly
out there**

**Competition
is fierce**

Strong impact practice can help survive the storm



Commissioning
and Contracts

Grants, Trusts &
Foundations

**IMPACT CYCLE
STRENGTHENS
FUNDRAISING**

Donor
Development
and Individual
Giving

Earned Income

“Blessed are the flexible for they won’t be bent out of shape”



On right path with mindset to spot new opportunities and adapt.



Keep a firm eye on why we do what we do - the 'so what?'

People-facing not funder-facing

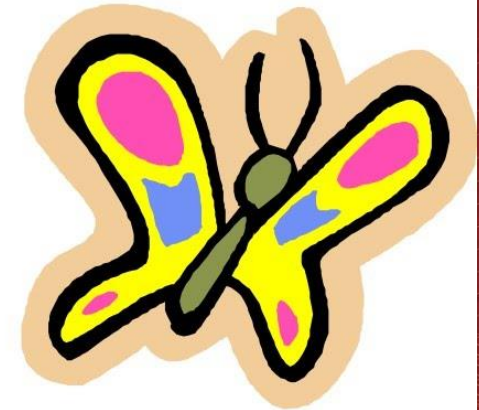
HELPS FOCUS ON **QUALITY ACROSS THE BOARD**

A close-up photograph of a sunflower head. The bright yellow petals are arranged in a circular pattern around a dark brown, textured center. A small butterfly with orange and black patterned wings is perched on the dark center of the flower. The lighting is warm, highlighting the texture of the petals and the intricate patterns on the butterfly's wings.

**Every story, every change is like a
butterfly waiting to be captured...**



Impact is an attitude as well as an approach – the proper stewardship of change



Impact practice is not as much of a scary monster as we thought...

GROWING CYCLE

PMZ's IMPACT



Everyone has a part to play. Embracing our impact adventures will help change more lives and make us stand out from the rest...



Email: debbie@plymouthmusiczone.org.uk

Web: www.plymouthmusiczone.org.uk

YouTube: www.youtube.com/user/PlymouthMusicZone

Twitter: [@PMZOfficial](https://twitter.com/PMZOfficial)

Facebook: www.facebook.com/PlymouthMusicZone