

we do

look at what



WASP

Bringing value from
impact assessments



WASP, or the Whitehawk After School Project to give it its full name, has been looking after local children for more than 12 years. Over that time they've helped more than 1,000 children, providing a vital link between the school, local families and other support services. Whitehawk is within the top 5% of the most deprived areas in the UK.

The need

With social value high on the agenda and with changes to the way funding is accessed WASP, and their parent organisation Impact Initiatives, knew that their impact extended beyond just providing an after school club.

Our role

We looked at how WASP could tell their story in a way that would show the full impact of the service they provide and that would resonate with key audiences. Alongside standard measures we also defined the added value the service offers – the positive engagement with the children but also the respite offered to families struggling to cope, or who use WASP to stay working. In this way we started to see the safe haven that WASP provides for so many vulnerable youngsters.

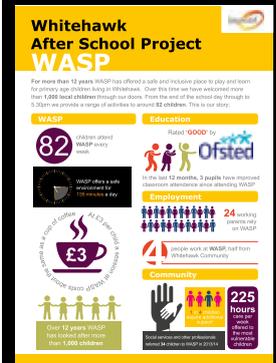
The output

We kept it simple to fit the brief. An internal report presenting the information we gathered and our recommendations. Supporting this was a direct and engaging infographic that presented all the key stats in one place. As a result WASP now has a clear understanding of the hard and soft benefits they provide and can use that information to inform and influence stakeholders, supporters and funding bodies.

Our work shows clearly that WASP is delivering far beyond its expectation and easily is delivering strong social value.

Our achievements

Reaching a wider audience and telling a compelling story



Defining WASP's social value

Engaging key stakeholders to identify direct and indirect benefits of WASP

Completing an impact assessment of WASP and its activities



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