

# Outcomes Matrix Full Guidance

## Introduction

The Outcomes Matrix represents a map of need in the UK and is a practical tool to help organisations to plan and measure their social impact. It includes outcomes and measures for nine outcome areas and 15 beneficiary groups.

The Outcomes Matrix aims to develop a common language regarding social investment and impact assessment in the social sector. The outcomes and measures are not intended to be prescriptive or exhaustive but should provide a helpful starting point for organisations to measure their social impact.

## How to browse the Outcomes Matrix

You can browse and select relevant outcomes and measures from the nine outcome areas to create your own unique Outcomes Matrix.

Outcomes are statements of change that you are trying to achieve for your beneficiaries. Measures are sources of data which will help you to gather evidence to demonstrate your social impact.

There is also an option to select beneficiary groups to highlight suggested outcomes and measures which relate to that specific group. You can add multiple beneficiary groups if appropriate.

## Exporting outcomes and measures

You can export your outcomes and measures as a CSV file so that they can be edited and customised to meet your organisation's specific requirements. When exporting to Excel you may find it helpful to reformat the columns and rows to display your selected outcomes more clearly.

You can add or edit the outcomes and measures in the exported document to reflect your organisation's work. This could include adding existing outcomes and measures that you already have in place or using tools from other organisations.

There are also lots of other outcomes, measures and indicator tools available online which you can use to gather impact data. There are available on websites including the [Global Values Exchange](#) and [Inspiring Impact](#).

## **PDF versions of outcome areas and beneficiary groups**

You can also download PDFs of all the outcomes for each area or beneficiary group.

### Outcome Areas

- [Employment, Training and Education](#)
- [Housing and Local Facilities](#)
- [Income and financial inclusion](#)
- [Physical health](#)
- [Mental Health and Well-being](#)
- [Family, Friends and Relationships](#)
- [Citizenship and Community](#)
- [Arts, Heritage, Sport and Faith](#)
- [Conservation of the Natural Environment](#)

### Beneficiary Groups

- [People experiencing long term unemployment](#)
- [Homeless people](#)
- [People living in poverty and/or financial exclusion](#)
- [People with addiction issues](#)
- [People with long-term health conditions/life threatening or terminal illness](#)
- [People with learning disabilities](#)
- [People with mental health needs](#)
- [People with physical disabilities or sensory impairments](#)
- [Voluntary carers](#)
- [Vulnerable parents](#)
- [Vulnerable children \(including looked after children\)](#)
- [Vulnerable young people and NEETs](#)
- [Older People \(including people with dementia\)](#)
- [Ex/Offenders](#)
- [People who have experienced crime or abuse](#)

If you have any questions or feedback about the outcomes matrix please contact [Marcus Hulme](#), Social Impact Director at Big Society Capital.

01.06.15