



# Using the WELLBY in practice

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# There are many ways of evaluating impact

A structured, numerical approach to measuring outcomes, impact and potentially ***economic or social value***

Quantitative & economic evaluation

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Qualitative research

Understanding why and how an intervention works

Case studies

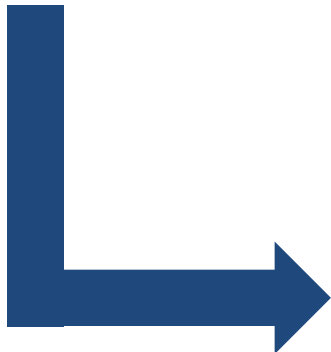
Describing human experiences and interactions

# Why can wellbeing be a useful way to understand impact for you?

- Simple and pragmatic
- Focused on what social sector organisations really care about
- Avoids some of the challenges with measuring “loneliness”
- Works even where loneliness is not the core focus of your intervention

# What data do I need to gather?

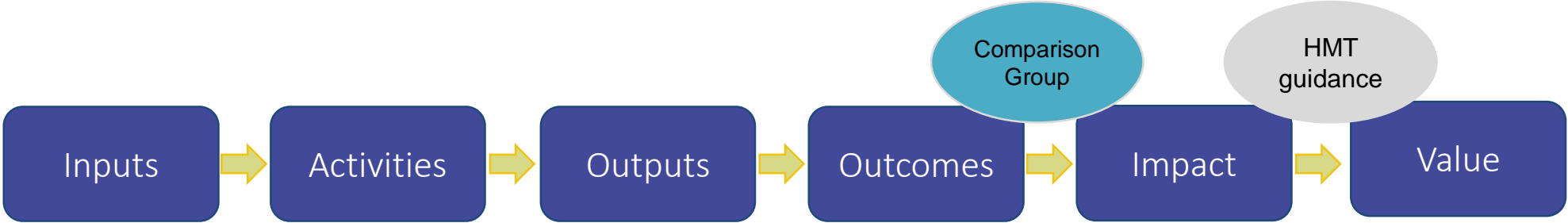
Overall, how satisfied are you with your life nowadays?



## Some additional context questions...

- Physical health
- Mental health
- Loneliness
- Employment status
- Income

# Applied Example: Horticultural therapy



- Gardens
- Project leads / mentors
- Training
- Referrals

- 10 weeks of horticultural therapy sessions
- 111 individuals supported

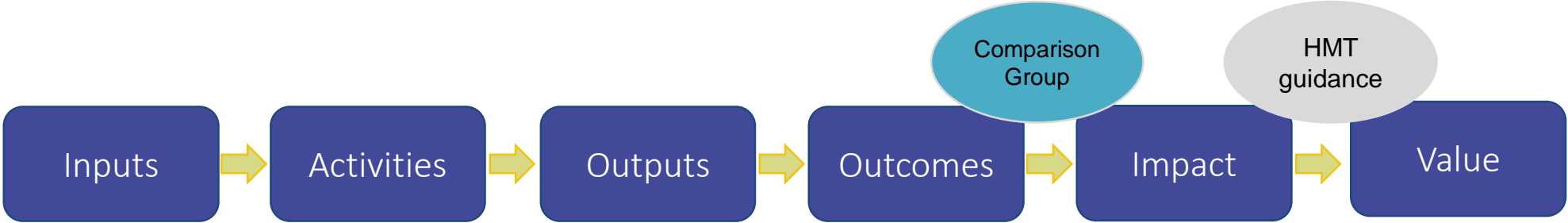
- Increase of 1.1 Life Satisfaction points

- Increase of 0.9 Life Satisfaction points

Matched comparison: saw increase in life satisfaction of 0.2 points

**£3,250 per person**

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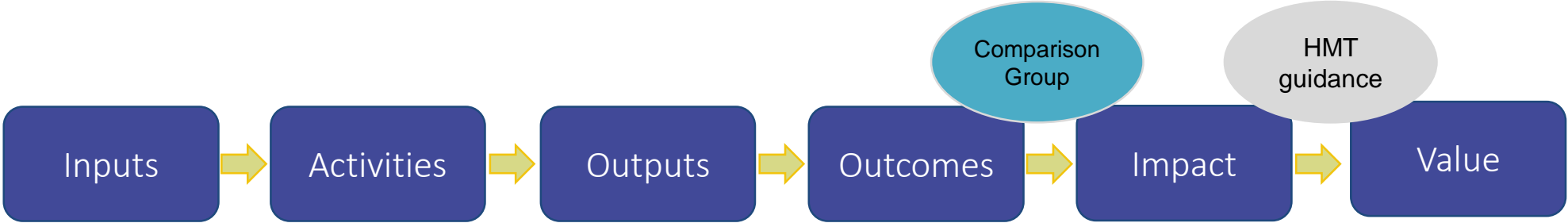
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**£3,250 per person**

The effects need to last for **just 12 weeks** for wellbeing benefits to outweigh the costs

# Applied Example: Horticultural therapy



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- Increase of 0.9 Life Satisfaction points

If the effects last for a year then the programme generates

**£4.20 of benefits for each £1 spent**

**£3,250 per person**

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Where can you get more support?



# Unlocking Impact Workshop

Free introduction to the economic approach to measuring and valuing the impact of your work.

If your organisation is centred around connections, community, or addressing loneliness, register for our upcoming workshop.

The four-hour workshop is delivered over Zoom across 2 sessions:

1. **Session One of Two: 10:00 – 12:00 on Tue 25th Mar**
2. **Session Two of Two: 10:00 – 12:00 on Thu 27th Mar**

To sign up, scan the QR code and submit an expression of interest form or contact our team on [projects@probonoeconomics.com](mailto:projects@probonoeconomics.com)



# Data First Aid

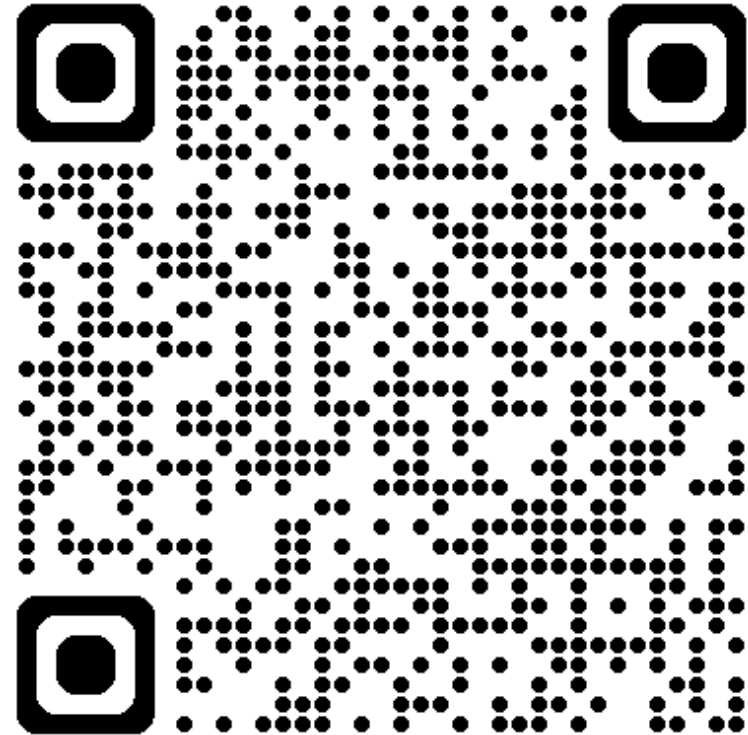
## Unlock the power of your data with expert help

Do you need a practical solution to a short-term data challenge?  
Request help from a data expert today!

Volunteers could help you:

- Turn your data into actionable insights for strategic and data driven decision making.
- Simplify data management with automated, user-friendly tools.
- Strengthen reports with data insights and visualisations.
- Use research to build your evidence base.

Send your request through the form on our website.



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Questions?