

The logo for Gauge, featuring the word "Gauge" in a white, sans-serif font on a blue square background.

Gauge

measuring
your impact

Gauge Products

Helping organisations understand, measure
and communicate their impact.

A close-up, low-angle photograph of a white ruler with black markings and numbers (1, 2, 3) is shown diagonally across the page. The ruler is slightly out of focus, creating a sense of depth and measurement.

gaugeni.co.uk / gaugeireland.ie



About Gauge

Gauge is a social enterprise business. We help organisations to understand, measure and communicate their impact. Gauge products effectively measure impact in social, economic and environmental terms. We work in the Third, Philanthropy, Public and Private sectors across the UK and Ireland.

Gauge are part of the NØW Group and our profits provide opportunities for people with learning difficulties to get the job they want and keep it.

How we can help?

Third sector

Community and Voluntary
Charities
Social Enterprises
Credit Unions

Philanthropy sector

Foundations
Trusts
Social Finance Providers
Independent Funders

Public sector

Buyers
Commissioners
Procurers

Private sector

Small Medium Enterprises
Corporate Companies
Multinational Groups

- **Understanding:** We help analyse the effectiveness of organisations to provide chief executives and directors; buyers and funders; procurers and commissioners; trustees and board members with insights into an organisation's social, economic and environmental impact.
- **Measuring:** We help organisations to collate and use evidence to improve services and delivery to beneficiaries. The process includes measuring value created for your stakeholders and applying appropriate financial measures for impact.
- **Communicating:** We help to customise communications for organisations wishing to report to funders, shareholders and stakeholders on the impact of their work. These communication tools take various formats and indeed multiple media and platforms.

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INVESTOR IN PEOPLE



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Gauge Presenting

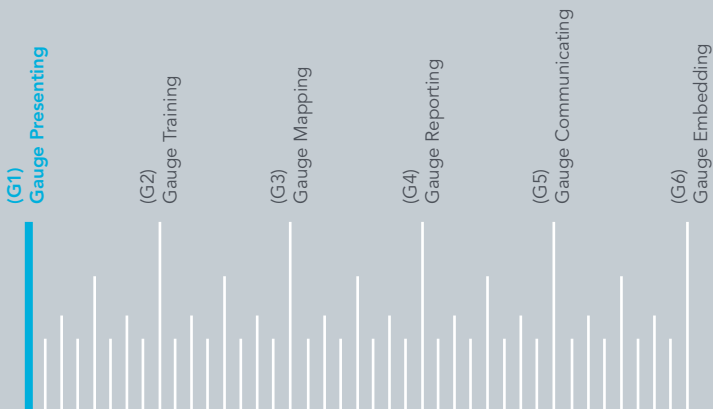
G1

Gauge welcomes opportunities to present our insights and experiences of investing and embedding the principles and practices of understanding, measuring and communicating **Social Value and Impact Measurement**. This can be presented to audiences within the Third, Philanthropy, Public and Private sectors across the UK and Ireland.

Gauge Presenting products are focused on delivery of presentation and content of Social Value and Impact Measurement for:

- Keynote Addresses
- Research Seminars
- Conference Circuits
- Academia Events
- Sector Workshops
- Trade Shows
- Network Forums

[Contact us for pricing](#)



Gauge Training

G2

Gauge Training can be delivered in a variety of modes including directly to individuals, teams or organisations within the Third, Philanthropy, Public and Private sectors. This is delivered at two levels:

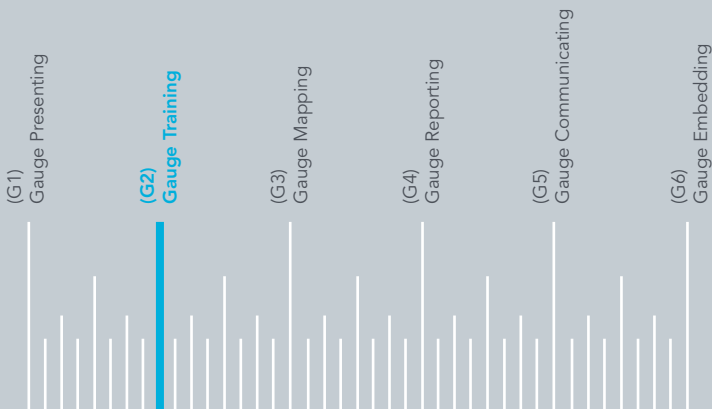
- **Understanding and Measuring Value** (*Service level*)

For participants this is likely to be Managers or Directors managing projects, programmes or initiatives on behalf of their organisation. This gives organisations or individuals an introduction to understanding change and equally beginning to measure their work and place values on what really matters. The training provides a baseline for evidencing your social, economic and environmental values towards mapping the impact of your organisation's work.

- **Embedding and Communicating Impact** (*Organisation level*)

For participants this is likely to be Finance, Policy, Strategy, Quality or Chief Officers. This may include organisations striving to measure their value beyond purely economic and financial terms including the added social value and impact of their work with beneficiaries, communities and multiple stakeholders across the Third, Philanthropy, Public and Private sectors. The training provides an extension beyond current measurement methods by going a step further in measuring your organisation's impact.

[Contact us for pricing](#)



Gauge Mapping

G3

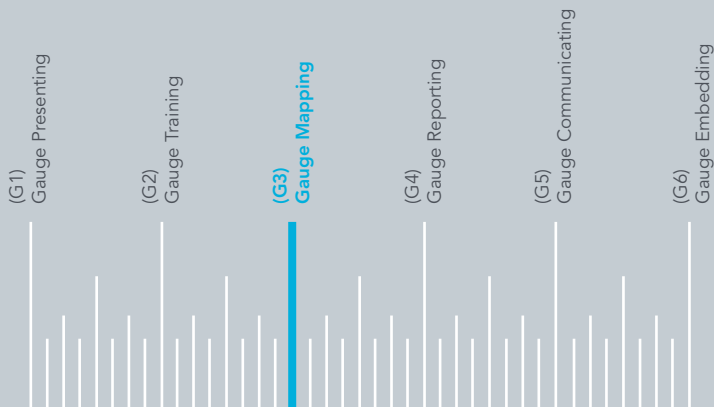
Gauge Mapping forms the evidence base for beginning to map out an organisation's value and impact in social, economic and environmental terms. These are used for the purposes of mapping the planned or intended changes for any given Service or Organisation. This includes an in-depth review of proposed outcomes for measuring change and selecting appropriate indicators upon which to map.

Gauge Mapping introduces the initial stages of understanding value and measuring impact by:

- Identifying and prioritising stakeholders
- Evidencing intended and unintended changes in your organisation's work
- Producing a set of indicators upon which to measure social, economic and environmental values
- Mapping the overall process into an organisational **Impact Map**

Gauge Mapping is a core component in the process of measuring change and social value created by organisations. Whilst at the same time providing a sound foundation in building an evidence base upon which a robust impact measurement system will work and fit within your organisation's operating environment.

[Contact us for pricing](#)



Gauge Reporting

G4

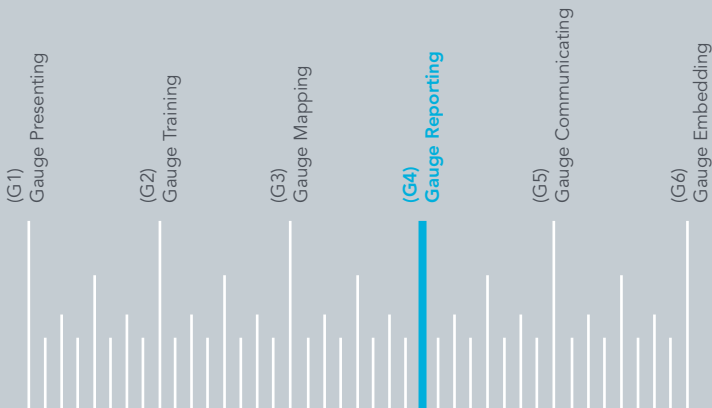
Gauge Reporting can be utilised on a retrospective basis (**Evaluative**) or on a future forward planning basis (**Forecast**). Gauge Reporting is used for the purposes of analysing the social value created by a project, program, service, initiative or core activity. This includes measuring its impact over a defined time frame within an agreed scope and budget.

Gauge Reporting is an advanced stage of a Social Value and Impact Measurement process by:

- Analysing social, economic and environmental changes with stakeholders
- Measuring and valuing the outcomes with stakeholders
- Quantifying social, economic and environmental return in financial terms
- Verifying the impact of your organisation's work

This provides individuals and organisations with a Main Report and Executive Summary of its impact as a result of having gone through the journey of the process in full.

[Contact us for pricing](#)



Gauge Communicating

G5

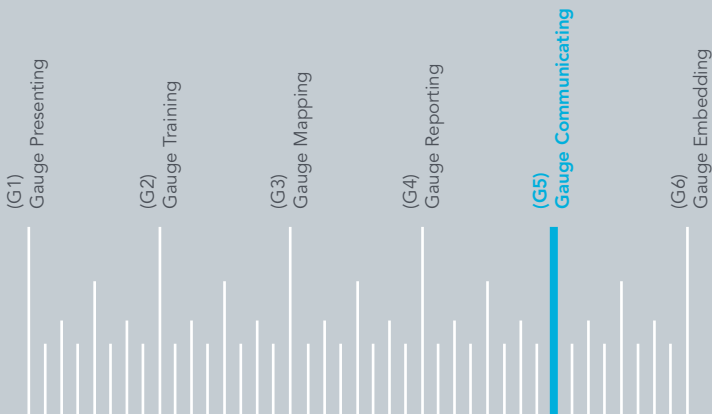
Gauge Communicating helps organisations to articulate their value and impact in social, economic and environmental terms to external audiences and stakeholders. The types of communication vary from measuring values and mapping outcomes **Gauge Mapping (G3)**; to a full evaluative or forecast analysis **Gauge Reporting (G4)**; to more accessible and interactive formats.

Gauge Communicating can be utilised for:

- Operational / Financial Reporting
- Marketing Communications / Policy Campaigns
- Quality Assurance / Monitoring
- Board Governance / Reporting
- Annual Reporting / Auditing

Gauge Communicating products can also be designed and produced for Web Applications and Social Media.

[Contact us for pricing](#)



Gauge Embedding

G6

Gauge Embedding supports your organisation's journey towards fully deploying **Social Value and Impact Measurement**. This involves integrating measurement tools into existing systems and reporting mechanisms and aligning these within a decision-making framework matched to your organisation's strategic management.

Gauge Embedding includes:

- Mentoring
- Software Solutions
- Systems Integration
- Performance Management
- Corporate Governance

This helps organisations take impact measurement a further step by mentoring key staff, management and directors towards customising and integrating software solutions into existing monitoring systems. The organisation is then enabled to have the systems in place to communicate the true impact of its work. This can be embedded both internally to staff, board or committee members and externally to stakeholders and wider audiences.

[Contact us for pricing](#)

