


Resource 4.2 Making an Impact: on local communities and further afield

This diagram shows four types of organisations: 1) not doing, 2) doing but not promoting, 3) doing but not embedding and 4) best practice organisations who are doing good work and successfully making a case for this work.

Impact on communities		
Low impact on communities		High impact on communities
Impact externally		
High impact externally	<p>DOING BUT NOT EMBEDDED (2)</p> <p>Doing highly valued and visible project work, yet work is viewed organisationally as discrete and self-contained rather than as core and embedded in the organisation.</p>	<p>BEST PRACTICE (4)</p> <p>Organisations with a high level of work that values the involvement of communities and nurtures the growth of community involvement. Core work includes making themselves easy to reach, socially inclusive and making others aware of the benefits of their service in civic and community life.</p>
Low impact externally	<p>NOT DOING (1)</p> <p>Direction, focus and style of work does not reflect the communities the organisation serves, either because the organisation is not responsive, not aware or not confident in meeting changed needs for choice and participation.</p>	<p>DOING BUT NOT PROMOTING (3)</p> <p>Doing good community work, well embedded in the social fabric of their community for historical, geographic or community reasons but not recording, articulating or promoting the work they do beyond their service.</p>

Use the questions in the diagram below to discuss with staff in your organisation where you currently sit on this diagram.

Can you give any examples to illustrate your ideas?

Impact on communities		
Low impact on communities	→	High impact on communities
Impact externally		
<p>High impact externally</p> 	<p>DOING BUT NOT EMBEDDED (2)</p> <p>Does your organisation work with communities through discrete projects?</p> <p>Are certain members of staff primarily responsible for working with the community?</p> <p>Would you say serving the local community is seen as a core purpose for the organisation as a whole, including all staff?</p>	<p>BEST PRACTICE (4)</p> <p>Do you have a thorough knowledge of who your local community is, what they need, and what you offer them?</p> <p>Is working with your local community core to what you organisation does?</p> <p>Are you proud of this work and make a case for it to other organisations, local authority, government and decision makers?</p>
<p>Low impact externally</p>	<p>NOT DOING (1)</p> <p>Do you need to spend more time getting to know and engaging with your local community?</p> <p>Are you unsure how the needs of your local community fit with the purpose of your organisation or your job role?</p>	<p>DOING BUT NOT PROMOTING (3)</p> <p>Do you work closely with local community groups at a grass roots level?</p> <p>Is little evaluation or promotion of this work done outside this service?</p> <p>Do you fee you are so busy 'doing' that you haven't time to record or promote?</p>