

# LKMco Social Impact Report



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**"High quality research  
on topics of vital  
importance to  
young people"**

2016-17 Impact Survey  
Respondent



## 1. Introduction

2016-17 was a big year for us at LKMco, our team grew considerably, and we conducted some of our biggest projects ever, including a series of central government contracts for both the DfE and Social Mobility Commission. We were also delighted to expand our reach, speaking at events around the country and securing 78 different pieces of press coverage in publications ranging from the Daily Mirror to Al Jazeera. Meanwhile we sat on two Ofsted steering groups and our work was quoted in Parliament as part of the furore over the government's potentially disastrous plans for new grammar schools.

Our increased scale is well represented in this year's report. It draws on 112 responses to our annual social impact survey, the highest number since we first started measuring our social impact back in 2010.

**"You have made it your mission to champion the vulnerable from the point of view of sustainable structural change"**

2016-17 Impact Survey  
Respondent

**1.5** The weekly average number of press pieces about LKMco's work

**32** The number of academic citations of our work (via google scholar) this year

**13,998** 'tags' attached to nearly 10,000 excerpts of data gathered and analysed in our DfE study

**10** The number of young homeless people who learned new skills as part of shaping our 'Place to Call Home' report

**1,002** The number of teachers who responded to our survey on assessment

**38,898** The number of users of our website

**16** The number of times our work was mentioned in policy reports, speeches and white papers this year

**1,969** The number of people reading about our oracy report on our website

**100,000** A client's estimate of how many young people would be impacted upon by our work with them.

## 2. How we've helped people

The most commonly experienced aspect of our work is our written output, including articles, blogs and reports. Twitter and our increasingly popular newsletter were also common.

In each area, almost everyone found our support useful and over two-thirds of respondents said our support was 'very useful' when it came to our events, being connected, to others, chatting over coffee, undertaking research and strategic support. Once again, chatting over coffee remained the most useful thing we do – as is the case every year!

**Number of respondents who accessed each form of support (n=111)**

**96**



**"Love the quality of the brain behind the publications"**

2016-17 Impact Survey  
Respondent

**"I most value research and communication through newsletters... the ways these are used as leverage on national policy leadership and in the ways they can help me make a case for my initiatives"**

2016-17 Impact Survey  
Respondent

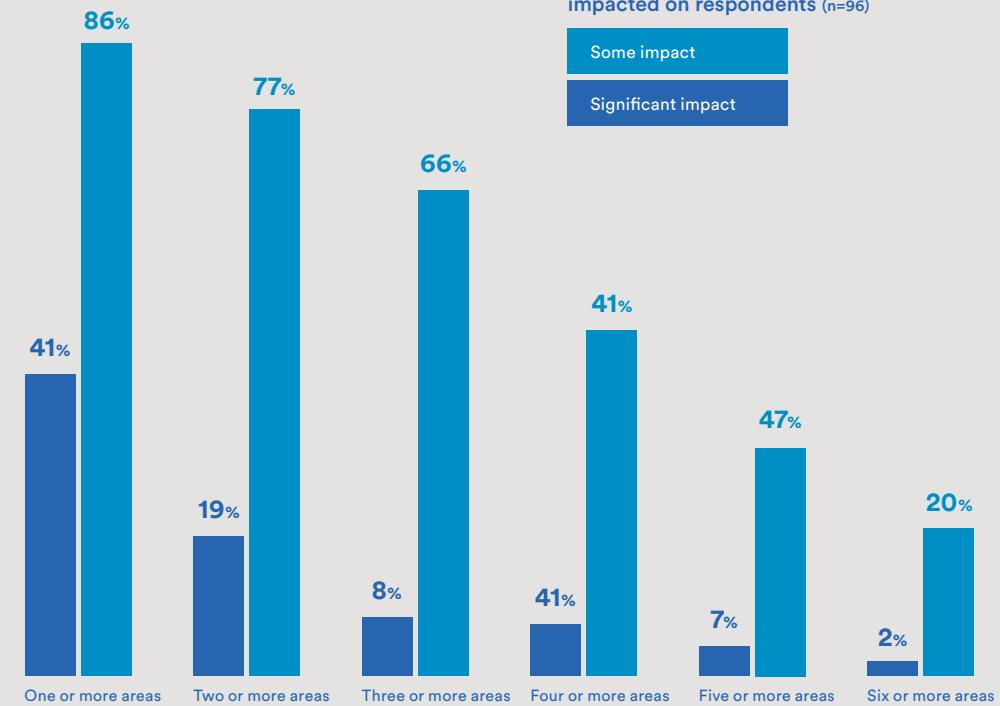
### 3. The impact of our support

We impacted on just under 90% of the people we interacted with and had a 'significant' impact on 41% of respondents. A fifth of people reported impact in each of our six target areas.

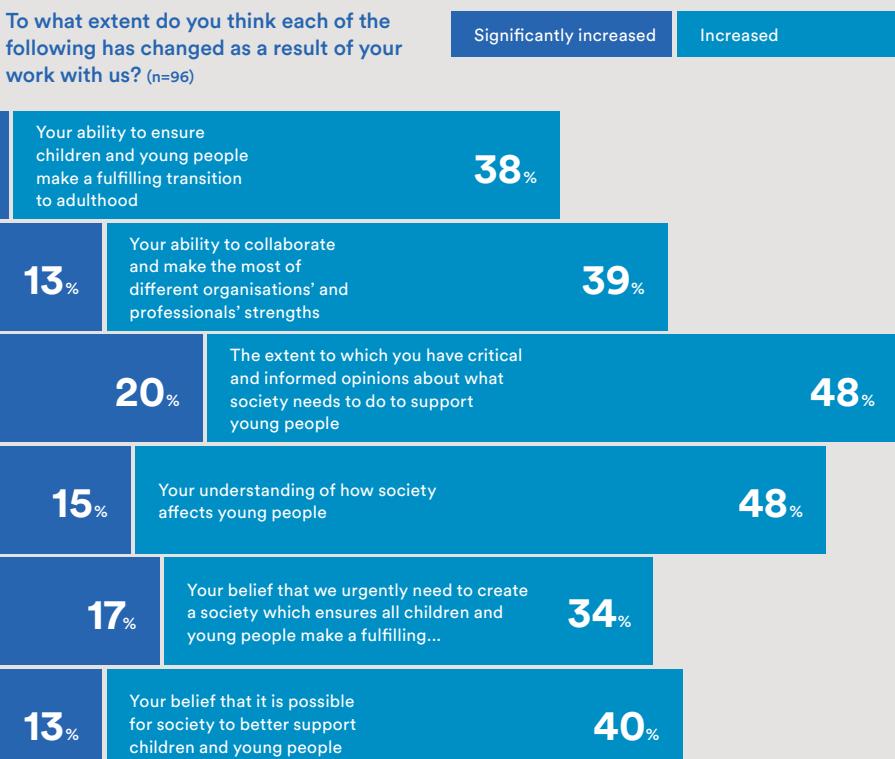
As usual, the area where we had the most impact was in helping people develop critical and informed opinions about what society needs to do to support young people. 68% of respondents rated this as an area we had impacted on them positively and 20% considered this impact "significant". This year, the runner up was helping people understand how society affects young people. Figures for the tricky area of changing 'beliefs' finally crept over 50% which is encouraging as this has long been a challenge and represents some success in our efforts to 'reach beyond the echo chamber'.

**"Open, proactive and responsive, great at bringing people together and making the most of opportunities. Great insight and fundamental commitment to action, not just research"**

2016-17 Impact Survey Respondent



To what extent do you think each of the following has changed as a result of your work with us? (n=96)



We now want to do more to ‘equip people with the tools to make change happen’ since this will help us to improve our impact in relation to the ultimate goal of ensuring all children and young people can make a fulfilling transition to adulthood. We also need to support collaboration better since this has traditionally been one of our strengths but did not come out as strongly this year.

**“Professionalism, integrity, willingness to engage, research focus, friendly challenge”**

2016-17 Impact Survey  
Respondent

**“The people and their open, human and incredibly well researched style”**

2016-17 Impact Survey  
Respondent



## Giving young people a voice in our research

In September 2017 LKMco and the Sage Foundation launched *A Place to Call Home: Understanding Youth Homelessness*. The report set out the relationship between education and youth homelessness.

Throughout, we were committed to placing youth voice at the heart of our research, recognising that we needed to take a special approach if young people were to gain something from the experience and talk about sensitive issues frankly, honestly and safely.

By teaching young people interview, media editing and photography skills, we ensured that participation in the project was beneficial to participants, while developing a nuanced understanding of the issues facing young homeless people.

Young people launched the research at an event, attended by leaders in the corporate, media, education and charity sectors. They also took part in a panel event and showcased their stories. By championing youth voice, we challenged assumptions about young homeless people and helped others to step inside a world they may not otherwise have known.



**“Following the report’s publication The Sage Foundation is now investing in two organisations in Newcastle that tackle some of the root causes of Youth Homelessness highlighted in the report. We are now working alongside The Sage Foundation to monitor and evaluate these projects’ impact.”**

## Working with Government

In 2016/17 we published our first ever reports for central government. The first of these was a report on Ethnicity, Gender and Social Mobility for the Social Mobility Commission. The report showed how gender, ethnicity and socioeconomic status interact with education to produce or reduce social mobility. We exposed the fact that many groups of young people fail to secure good outcomes in higher education and the labour market, despite doing well at school.

Another follow up report for the Social Mobility Commission, Low Income Pupils' Progress at Secondary School followed shortly afterwards. The report combined analysis of the National Pupil Database with an extensive literature review and interviews with headteachers. This report highlighted the dramatic dip in many pupil groups' progress when they move from primary to secondary school. The report provided much needed evidence in relation to topical national debates on social mobility, selective schooling and the 'Progress 8' school attainment measure. As a result our research was reported widely, including the Sun, Mirror, Mail, Telegraph, Times, BBC, and

Good Morning TV. We also spoke about the research at conferences for policy makers and school leaders in London, Manchester and Birmingham. Both Social Mobility Commission reports also involved an important new collaboration with Education Datalab.

Our third report was commissioned by the Department for Education in Autumn 2016 and, following extensive fieldwork in 23 primary and secondary schools across an entire academic year, is due to be published in the summer of 2018. The research looked in detail at different schools' cultures and practices, comparing those inside and outside London, and with stronger and weaker outcomes for disadvantaged pupils. After analysing hundreds of interviews with staff and senior leaders, pupils and parents, alongside observations of dozens of classrooms, playgrounds and dinner halls, we were able to shine a light on the intangible but crucial ingredients that go into building a positive school culture.

### 4. What we're good at

We do six main things to impact on our vision and there appear to have been improvements in the way we argue the case for change with 98% of respondents saying we are effective in this area and 48% saying we are 'very effective'. Meanwhile 97% considered us effective in our research and communication of insights and over half considered us 'very effective' in this area.

Unfortunately, there has been a drop in the proportion of respondents praising our support as a critical friend and in brokering partnerships (though figures here were considerably higher amongst clients). We therefore need to ensure that our ever-increasing research output does not distract us from providing the sort of ad-hoc and organisational support that we know many people value.

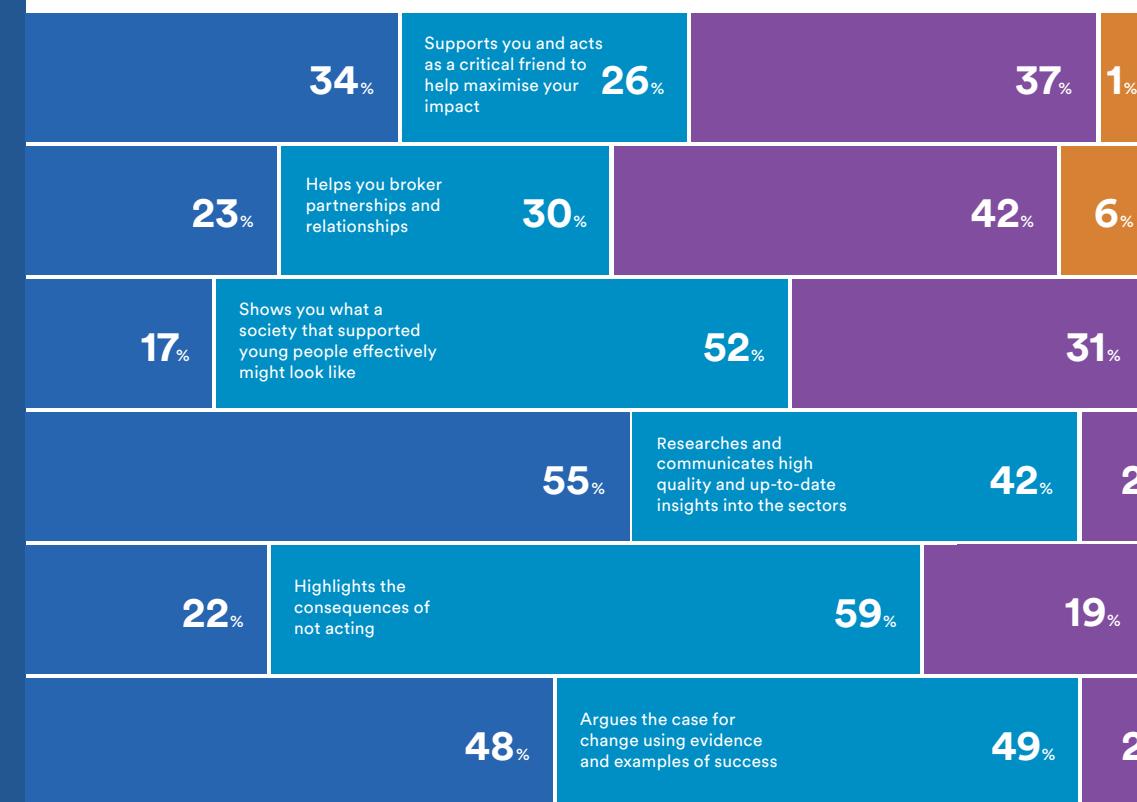
#### Effectiveness delivery

| Very effectively                      | Effectively   |
|---------------------------------------|---------------|
| Neither effectively nor ineffectively | Ineffectively |



**"Enthusiasm, humour, passion and energy. High quality, robust, evidence-based research"**

2016-17 Impact Survey Respondent



**"Your approach is refreshing and you cover the important issues that need addressing like no one else! Your attitude towards safeguarding is exceptional and inspirational"**

2016-17 Impact Survey Respondent



## Drawing on teachers' experience to find ways forward in classroom assessment.

In December 2016 LKMco and Pearson launched #TestingTheWater, a consultation exploring how practitioners, parents and young people feel about assessment, and how assessment can be used to better support teaching and learning in the classroom.

We wanted to draw on wide range of front-line professionals' knowledge and experience both in England and beyond:  
We therefore:

- Spoke directly to over 150 teachers, school leaders, parents, governors and young people during 17 workshops across the country. We worked closely with a wide range of organisations to arrange the workshops, including teachers' unions such as ASCL, NAHT and the NASUWT, as well as networks such as Challenge Partners, and the British Youth Council.
  - Ran an online consultation involving over 700 parents and educators.
  - Ran a national poll with YouGov. Over 1,000 teachers responded.
  - Conducted case studies of education systems in Japan, Finland and Ontario
  - Spoke to globally-renowned assessment experts.



## 5. Finance

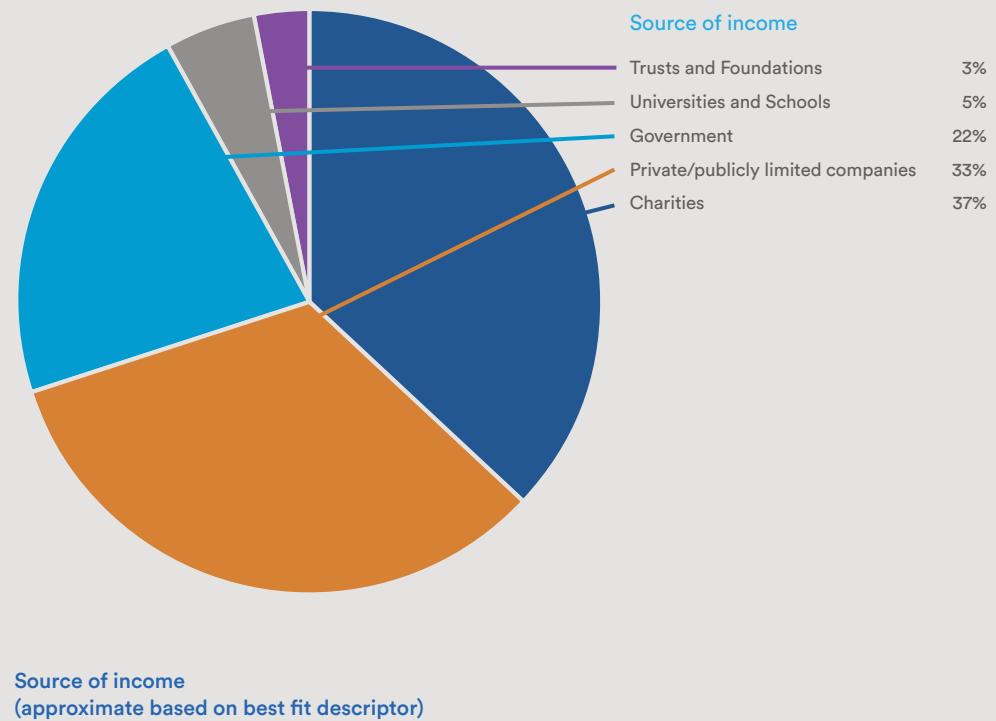
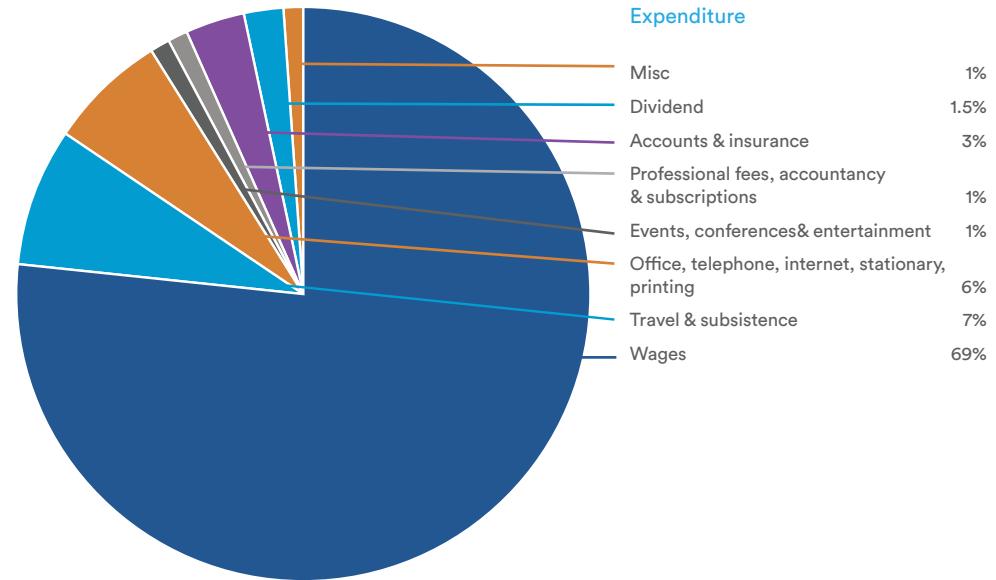
As a Community Interest Company (CIC) we think it is important to make financial information about our work easily available. As well as filing annual accounts to both Companies House and the CIC regulator we have summarised key information from our accounts here.

Our income for 2016-17 was £432,599. This is a sizeable (71%) jump compared to the previous year. All our income came from our clients who are listed below. Our income came from a much more balanced mix of clients this year although charities remained our main client-type.

We spent £387,623.

**“A go to group of people to talk to and get advice from. All lovely people that I look forward to seeing and always learn something new from - keep up the good work!”**

2016-17 Impact Survey  
Respondent



## 6. The team

In 2016-17 we increased our headcount from seven to nine.

One fantastic development was welcoming Iesha Small to the team on a part time basis whilst she continues to spend two days a week as a secondary school Maths teacher. This has been hugely valuable in ensuring we maintain a strong connection to schools and practitioners. Later in the year we also welcomed Kate Bowen-Viner, who came to us from the DfE, strengthening our policy expertise and bringing important new insights into the work of government. We were also fortunate to have George Duoblys on our team for part of the year before he returned to the classroom as a teacher at School 21.

As always, we want to thank those who support us. It is thanks to our clients; the practitioners who feed into our research; the community who share their connections and insights; and the many organisations and people who give us their time and energy, that we are able to achieve so much.



**“Research that was clear, easy to understand but importantly put everything into context which supported our findings and cause”**

2016-17 Impact Survey  
Respondent



| Vision<br>We believe that...   | Activity<br>We therefore...  | Outcome<br>So that education and youth professionals & general public...   | Long term goal<br>As a result people are... |
|--|--|--|---|
| Society should ensure that all children and young people receive the support they need in order to make a fulfilling transition to adulthood | <ul style="list-style-type: none"><li>argue the case, present evidence and share examples of success</li><li>highlight the consequences of not acting</li></ul>  | <ul style="list-style-type: none"><li>believe that it is possible for society to better support children and young people</li><li>believe that we urgently need to create a society which ensures all children and young people make a fulfilling transition to adulthood</li></ul>                                    | Inspired                                    |
|  | <ul style="list-style-type: none"><li>research and communicate high quality and up-to-date insights into the sector</li><li>show people what a society that supported young people effectively might look like</li></ul> | <ul style="list-style-type: none"><li>understand how society affects young people</li><li>develop critical and informed opinions about what society would need to do in order to help young people make a fulfilling transition to adulthood</li></ul>   | Informed                                    |
|  | <ul style="list-style-type: none"><li>broker partnerships and relationships</li><li>support and act as a critical friend to organisations that want to maximise their impact</li></ul>                                   | <ul style="list-style-type: none"><li>collaborate and make the most of different organisations' and professionals' strengths</li><li>are equipped to help ensure all children and young people make a fulfilling transition to adulthood (for example they have skills, tools, plans and evidence they need)</li></ul> | Enabled                                     |

## The Survey

We sent our impact survey to all the clients that we had worked with in 2016-17 as well as promoting it via Twitter, Facebook and our newsletter. We received 112 responses which is almost twice as many as last year.

30 came from clients which is a greater number of responses but a smaller proportion of responses overall. It is therefore likely that this year's sample included a larger number of people who had engaged with us less intensively compared to previous years.

**“Clear statistics that are easily understood and tie messages together with fact and passion.”**

2016-17 Social Impact survey respondent

## Clients

In 2016-17 our clients were:

- London Leadership Strategy
- The Arts Council
- Whole Education
- Arbor
- The Social Mobility Commission
- Voice 21
- The Department for Education
- Learning Away
- Sound Training
- Oceanova
- Gamcare
- Pearson
- St George's R.C School
- The National Education Trust
- Enabling Enterprise
- Big Change
- Sage Foundation
- Football Beyond Borders
- The National Association of Special Educational Needs
- Entrust Education
- Ambition School Leadership
- King's College London
- Media Diversified
- Action Tutoring
- Optimus Education
- SSAT
- The Guardian





**“The focus on social justice that underpins your reports, and the thoroughness and precision that has gone into these to provide a framework within which to work”**

2016-17 Impact Survey Respondent

**“They ‘know the sector’ as they come from education backgrounds”**

2016-17 Impact Survey Respondent

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