

SOCIAL IMPACT AUDITING TOOL



WHY MEASURE YOUR SOCIAL IMPACT?

Today's consumers are seeking more than just products or services – they want to engage with businesses and organisations that prioritise social impact.

In line with this shift, accessing public funding is increasingly contingent upon demonstrating a commitment to social responsibility. Whether applying for business grants or seeking support from government bodies, being able to demonstrate your social impact is becoming essential.

Measuring your social impact not only helps in meeting these requirements, but also allows you to showcase, enhance and document the positive changes you're making within your workforce, community, environment and menu offerings.

For further information and inspiration see: forthvalleyfoodanddrink.org/social-impact

Brig O' Turk Tearoom offers a discount for using a reusable cup, promoting green practices.



People			
	Yes	No	N/A
Our employees are paid the Real Living Wage .			
Our business is an accredited Real Living Wage employer.			
We are Fair Work compliant. Offering flexible work, secure pay and working conditions that promote health, safety & well-being.			
We offer Continued Personal Development (CPD) opportunities and training over and above the statutory food and drink certification for employees.			
We offer staff paid volunteering time?			
We provide access to mental health support to all of our team e.g. employees have access to Hospitality Action online support.			
At least one member of our team has completed Mental Health Training .			

SUPPORTING EVIDENCE

Attach any evidence to document your social impact below:

- Document 1
- Document 2
- Document 3

Notes:

Community			
	Yes	No	N/A
We support local/national charities or causes. Think about how you do this – sponsorship/donations/fundraising events.			
We donate surplus stock/provide meals for local food initiatives.			
Our business is registered as a breast feeding friendly business.			
We support local school and employability initiatives e.g. by providing work experience opportunities.			
We actively participate in community or educational events.			

SUPPORTING EVIDENCE

Attach any evidence to document your social impact below:

- Document 1
- Document 2
- Document 3

Notes:

Environment			
	Yes	No	N/A
We have completed an <u>energy audit</u> to identify cost and carbon savings.			
Our company vehicles meet <u>minimum emission standards</u> .			
We have time flow taps/automatic flushers installed to conserve water, eliminate water waste and reduce water bills.			
We have installed solar panels and/or solar turbines on our buildings to generate our own <u>renewable energy</u> .			
We have replaced our gas appliances with alternatives, or have upgraded our equipment to more energy efficient models.			
All our take-away/product packaging is fully recyclable. See <u>https://tinyurl.com/wrapguidance</u>			
We have eradicated single-use plastics from our operation. See <u>https://tinyurl.com/wrapaction</u>			
Our business uses sustainable, eco-certified cleaning products e.g. products that from their raw material, usage and disposal of their packaging leave little or no impact on the environment.			

SUPPORTING EVIDENCE

Attach any evidence to document your social impact below:

- Document 1
- Document 2
- Document 3

Notes:

Menu			
	Yes	No	N/A
All food and drink items on our menu are <u>carbon labelled</u> .			
We source free-range eggs and meat for our operation.			
We source our produce locally - think about what percentage is local and how you could potentially increase this.			
We participate in a <u>re-usable cup scheme</u> or offer customers a discount for using their own cup.			

SUPPORTING EVIDENCE

Attach any evidence to document your social impact below:

- Document 1
- Document 2
- Document 3

Notes:

DID YOU KNOW?

FOOD WASTE

920,000 tonnes of food is wasted by UK food outlets each year. 75% of which was food that could have been eaten. The loss value to a business is on average £145 per ton.

Source: [wrap.org.uk](https://www.wrap.org.uk) (Data: Nov 2023)

MENTORING

The social value of a business mentoring a young person is £295 for every hour of time you give. Source: socialvalueengine.com

REDUCING EMISSIONS

The average solar panel saves 900kg of Co2 per year. The installation of 10 solar panels on a building would save 9 tonnes of Co2 per year. Source: renewableenergyhub.co.uk

OUR TOP TIPS FOR MEASURING YOUR OWN SOCIAL IMPACT

STEP 1: Define the activities to measure by identifying desired outcomes and future initiatives you would like to introduce.

STEP 2: Determine the inputs, such as financial investment or staff time required for the activities.

STEP 3: Identify key indicators, including:

- Financial savings on water bills resulting from the installation of 'time flow' taps.
- Number of sales attributed to reusable cup usage.
- Increased foot traffic from becoming a registered breastfeeding-friendly café.
- High staff retention rates due to real living wage, flexible working, and enhanced training (data sourced from staff surveys).

STEP 4:

Record results, encompassing both quantitative and qualitative data.

FURTHER HELP AND ONLINE RESOURCES

This social impact audit tool has been developed by [Forth Valley Food Futures](#) and [Forth Valley Food and Drink](#), with funding from [Sustainable Food Places](#).

To mark its launch, we're proud to present a series of video case studies showcasing the remarkable efforts of four local businesses committed to making a positive difference in their communities: forthvalleyfoodanddrink.org/social-impact

For further inspiration, information and guidance see:

[Zero Waste Scotland](#)

[Wrap](#)

[Eco Management and Audit Scheme](#)

[Evaluation Support Scotland](#)

[New Economics Foundation](#)

[Earth Day](#)

