



## Monitoring, evaluation and impact measurement

Demonstrating the real difference your work makes.

### The challenge

Many organisations know they are making a difference but struggle to demonstrate it clearly. Funders increasingly expect robust monitoring, credible evaluation and evidence of social value.

Without a structured approach it can be difficult to show the true impact of a project, understand what is working well or make a strong case for continued investment.

Cambridgeshire ACRE helps organisations turn activity and feedback into clear evidence of outcomes, learning and social value.

### Our approach

We provide practical support to help you design and deliver monitoring and evaluation that is proportionate, meaningful and useful.

We can help you to:

- Develop monitoring frameworks that are simple to use in practice
- Design surveys, feedback tools and evaluation methods
- Create a clear Theory of Change linking activities to outcomes
- Analyse data and identify the impact of your work
- Measure social value using recognised methodologies
- Produce reports that strengthen funding bids and accountability

Our approach combines quantitative data with lived experience, ensuring that both measurable outcomes and human stories are captured.

### Why Cambridgeshire ACRE

Cambridgeshire ACRE understands how projects operate on the ground and design evaluation approaches that are realistic, accessible and meaningful for delivery teams and volunteers.

As a trusted rural infrastructure organisation, we combine strategic insight with practical delivery experience. Our team has extensive experience evaluating community programmes and measuring their wider social and economic value.

## Case Study: Demonstrating the impact of Warm Hubs

During the winter of 2022–23, Cambridgeshire ACRE supported the delivery of Warm Hubs across 38 community venues. The project involved 156 volunteers and welcomed more than 10,900 residents seeking warmth, company and practical support.

To understand the impact of the project, Cambridgeshire ACRE carried out a structured evaluation combining operational monitoring, volunteer surveys and attendee feedback.

Outcomes such as reduced loneliness, improved wellbeing and access to advice and services were assessed using the Social Value Engine.

The evaluation showed that the programme generated **£4.50 of social value for every £1 invested**, significantly exceeding the HM Treasury benchmark for good value.

The findings demonstrated that Warm Hubs were not only providing immediate support during the cost-of-living crisis but also strengthening community resilience and connecting residents with wider services.



## What you can expect

- Clear scope and agreed deliverables
- Transparent pricing
- A practical and proportionate approach
- Evaluation methods that work in real community settings
- 10 per cent discount for Cambridgeshire ACRE members



## Who we work with

We work with:

- Parish and town councils
- Charities and voluntary organisations
- Community buildings and village halls
- Partnerships and local networks
- Public sector organisations working with communities

## Start a conversation

Hayley Neal  
Chief Executive  
Cambridgeshire ACRE

Tel: 01353 865034  
Email: [hayley.neal@camsacre.org.uk](mailto:hayley.neal@camsacre.org.uk)  
Web: [www.camsacre.org.uk/what-we-do/offering-consultancy/](http://www.camsacre.org.uk/what-we-do/offering-consultancy/)