



Bean Research 2024/5 Impact Report



Introducing Bean Research

Introduction

Welcome to our first ever impact report! This will now be produced annually, allowing comparisons over time, and will help us guide our small organisation towards continuous improvement.

At Bean Research, social impact sits at the heart of what we do. It is the focus of our work. Measuring and evaluating the difference organisations make, identifying key levers and enablers that influence social change, helps the charities, funders and social enterprises we work with to maximise their impact.

Much of our impact is generated through our clients. We work alongside charities, foundations and corporates to better understand the difference they are making and then use that insight to support decisions. We regularly evidence and report the change our clients enable for people, communities and society - and we are proud to play a role in helping that work go further.

But we are also part of the system we seek to strengthen. Alongside our client work, we look to contribute more widely, sharing insights from over 30 years of experience across evaluation, social value and responsible business, and supporting conversations that shape the future of the sector. This includes contributing to initiatives and networks such as Anthropy, the RSA and Business for Good communities, where we advocate for more thoughtful, evidence-led approaches to social change.

We are continuing our own journey as a responsible business. Over the past year, we have completed our B Impact Assessment and are moving towards B Corp certification. This process has been an important opportunity to reflect on how we operate, from our governance and ways of working, to how we support our team, contribute to our communities, and consider our environmental impact.

Alongside this, we continue to contribute through pro bono work and by sharing learning openly, help to build capacity across the organisations and sectors we work with.

This report brings together what we have learnt over the past year, through our work with clients, through our own development as a business, and through the wider role we play in supporting social change.

Charlotte Turner, Founder & Director



The Year in Numbers

43

Clients - **22 new**

bean
RESEARCH

New branding, website
and communications
assets

B Corp

journey starts, with the
amendment of our
Articles of Association

1

new member of staff

£175
million

in client funding
evaluated

100%

clients recommend us

95%

of our clients feel more
confident
understanding,
measuring & reporting
social impact

Insights shared with

200+

practitioners

outside our clients.





Our Business

Our Business

Driven by a passion for more accessible evidence to understand and amplify social change, Bean Research helps organisations create and measure the difference they make. We believe more evidence of what works and how Social Value is created is needed. That's what drives us and why we enjoy what we do.

Across all our work, we aim to do three things...

1

Deliver insightful research which evaluates difference made and how impact can be strengthened.

2

Create long-term change through developing client policies, capabilities and approaches increasing their ability to create social change.

3

Advocate, share and teach best practice on social value and impact assessment.

...within our purpose driven business



Our Foundations

At every stage of our work - from selecting the projects we take on, to designing methodologies and shaping our working environment - our business decisions are guided by our values and supported by our five pillars of success, enabling us to deliver on our ambition for clients each year.

Our Ambition

To be the go-to trusted learning and evaluation partner, supporting organisations to understand & learn from change, and strengthen social value over time.

Our Reason

At a time when expectations on evidence, learning and accountability are rising, funding is more constrained, and organisations are being asked to demonstrate not just outcomes, but how they learn and adapt. Bean Research will continue to focus its energy and strengthen its approach to offer accessible, proportionate evaluation that supports long-term social change.

Our co-created strategy is intended to help our business make better choices as we grow, grounding us in our values and strengths and supporting our delivery of high-quality work.

Underlying 5 Pillars of Success




PROCESS
Efficient, proportionate underlining systems & processes




POSITION
Consistent, coherent, brand-enhancing positioning of how Bean adds value



POTENTIAL
A focused commercial approach to business development approach



PEOPLE
Energised, skilled, supported Bean Team



PARTNER
Consistently renowned for Client Excellence

Driven by our Values

Broad-minded

Enthusiastic

Adaptable

(Curious) Navigators

Scrupulous



Strengthening Our Business in 2024/5

This year has been a year of growth, **18% growth** from 2023/4, to a **turnover of £475,862**. Also, a year of professionalising our organisation - investing time and resource into our business as well as the clients we serve.

Started journey to B Corporation Certification

As part of seeking to become a Certified B Corporation, in September 2024 Bean Research formally amended its Articles of Association to embed our social purpose into how the business is governed. This change requires directors to consider the impact of their decisions on a broader group of stakeholders, including employees, clients, communities and the wider environment, alongside financial sustainability.

By embedding this requirement into our governing documents, we have taken a deliberate step to protect Bean's mission over the long term, ensuring that our purpose remains central to decision-making as the organisation grows or changes over time. This is an enabling mechanism rather than a guarantee: mission lock supports our culture and values by providing a formal governance backstop, alongside ongoing reflection, accountability and learning.

In practice, when we make decisions about who we work with, how we structure our services, or how we grow as a business, we explicitly consider the social value created, the team's wellbeing, and the organisations and communities affected by our work.

Refreshed our branding and website

We launched our new website and branding in November 2024, accompanied by a suite of branded assets revealing a fresh face for Bean Research. The process required us to clearly articulate who we are, what we do, and what we stand for. Since then, Bean has published 25 Insights on our website and sent out 4 Newsletters, both for the first time.



Commitment to Excellence



MRS membership demonstrates our commitment to industry ethical standards and best practices and to delivering outstanding insight.



As an Accredited Practitioner of Social Value International, we are recognised as an organisation that has made strides in social value.



Organisational members & partners of Institute of Social Value – Britain's professional body for social value and impact management.

What's Next? Our Commitment Forward

1. We will submit our application for B Corp Accreditation.
2. We will continue to grow the organisation, increasing the number of clients and projects we support.





Impact for Our Clients

Impact for Our Clients

Bean teams up with charities, funders and companies to measure, understand and strengthen social value, helping our clients make more informed decisions, strengthening how support is targeted and impact is sustained over time.

This year, we have supported **44 clients** (23 existing and 21 new clients) across the UK, from small nonprofits including TimeGivers, Key4Life and Heal Rewilding, through to large funders, like St. James's Place Charitable Foundation and the Goldsmiths' Foundation.

80% of our **revenue** this year, came from **registered charities**. The remaining came from for profit enterprises, working with social value, community fund or ESG teams.

Bean has evaluated **£175 million** of funding to **3,112** charities and funded partners this year alone, developing our clients' understanding of their impact and unlocking potential **for the difference they make in people's lives.**

In most of our projects we try to do two things: deliver insightful research which evaluates difference made and how impact can be strengthened and, create long-term change through developing clients' policies, capabilities and approaches increasing their ability to create social change.

Our end of project Client Survey continuously collects feedback and service evaluation from our clients. We are proud to say **100%** of our clients recommend us and **3 in 4** clients **return** with another project. We are pleased to include their positive feedback and case studied of successful projects in this report.



Improving impact for underserved communities

We help purpose driven enterprises create and improve the positive impact they deliver for their underserved communities.

Across the work we do with clients, we see a consistent focus on **people and communities** facing **barriers** to opportunity, stability and participation.

While every organisation we work with is different, the impact we help to understand and strengthen most often reaches:

- People working towards employment and progression
- People facing financial pressure and insecurity
- Young people experiencing barriers linked to background, access or opportunity
- People experiencing health, wellbeing and care challenges
- Communities underrepresented or excluded from opportunity
- Those with lived experience of the justice system.

Through the evidence and insights of our work, we have:

- supported substantive changes to business models (changed funding streams or revised strategy)
- strengthened the impact created as a result
- incorporated the 'underserved client' voice in their activities



Our Clients 2024/5

23 Charities



Our Clients 2024/5

18 Funders

2 Corporate

	
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We Deliver Insightful Research Which Informs Decisions

Our work with clients delivers research which proves and evidences the difference made, however we believe that to be truly valuable, delivering insights that contribute to strengthening future impact is just as important.

**£175
million**
in client funding
evaluated

43 projects
8 SROI evaluations
74 surveys

27 impact reports
25 trustee/board
meeting presentations

100%
clients recommend us
3 in 4 clients return
with another project

"Bean Research came in to evaluate the 2-year MBM project. They helped us systematise the data that we had already collected and design an effective exit survey. Arani and Charlotte established an excellent working relationship with the MBM team across both partner organisations. They were understanding and respectful of the pressures of our jobs throughout. They were able to not only evaluate the work that we have done but suggest meaningful improvements, which we have already started to implement. They were generous with their time and their knowledge."

**Nadia Forde, Minority Business Matters Programme
Manager, Heart of the City**

"Bean Research played an important expert facilitator role to bring together different delivery partners and get us to a place of shared understanding. Bean delivered a simple framework to capture the various project components, the outcomes those deliver and ways to evidence and measure each. The result is a much better shared understanding of each partner's contribution and a consistent way of measuring impact on different outcomes to back up high level impact stats with detailed evidence."

**Nikki Jefferies, Executive Director, King Charles III
Charitable Fund**



Our Work Is Rewarding When It Supports Change

Prudence Trust: Evaluation leading to increased funding

The Prudence Trust was set up in 2020 to invest in research and services, addressing both preventive and curative mental health treatments and therapies for young people, with a specific focus on social interventions.

In 2024, Bean Research conducted an evaluation of The Prudence Trust's first 100 grants focused on prevention, access to, and research on young people's mental health, and designed a new Theory of Change and Impact Framework.

Initial findings highlighted the importance of evaluating the difference its new and refreshing approach to funding created for funded organisations, as well as the value of their investment in researchers, academic research and what works evaluation.

The learnings fed into The Prudence Trust's next 3-year strategy strengthening its role to convene, support and amplify the sector.

Given the learnings from the evaluation of the important role of trusted adults in prevention and access for young people for mental health services, Prudence Trust has expanded their funding in this area.

**PRUDENCE
TRUST**

Nacro: SROI evaluation secured recommission

Bean carried out an independent SROI of Recovery Near You (RNY), Wolverhampton's free substance misuse service, covering almost six years of delivery.

The analysis mapped 43 outcomes across service users, families, and the wider community, drawing on monitoring data, stakeholder evidence, and published proxies.

Between 2019 and 2024, RNY supported nearly 10,000 people and 1,300 families, with over 4,000 completing treatment. Recovery rates reached 36% for drug users and 40% for alcohol users, alongside reduced crime, improved wellbeing and a 6.6% fall in opioid deaths.

SROI evidence found by Bean was a key factor in securing RNY's recommission, demonstrating its value to individuals, families, services and the community.

Nacro 

"Thank you for everything. We are very happy with the new perspectives the review has given us. Simply fantastic!"

Tara Leathers, Director Prudence Trust



Crafts Council: Building & Embedding Evaluation Capabilities

The Crafts Council seeks to inspire making, empower learning and to nurture the UK's thriving craft sector. Recognising the need to articulate its significant contributions to individuals, businesses, and the wider craft ecosystem, the Crafts Council engaged Bean Research to develop a robust impact measurement framework. This collaboration aimed to capture the full breadth of its influence, unlock future funding opportunities, and ensure data collection aligns with organisational goals.

Bean Research engaged closely with Crafts Council teams to understand and address challenges around existing data collection and get to grips with the wide range of audiences it serves. Following an in-depth consultation process and extensive document review, Bean developed a comprehensive impact framework for the organisation, and evaluation plan which included:

- Defined indicators to track success across programmes and audiences
- Integration of qualitative and quantitative tools to capture best and tell the story of impact
- A structure for future impact reporting
- Staff training and programme lead workshops to embed the framework across the organisation
- Provision of a 'question bank' for the organisation to use for data collection going forward.

The project also segued with an in-house data development project and an external nationwide survey launch. Bean collaborated closely with partners across these activities to ensure that outcome data was successfully captured and collated at every stage of work.

"The Crafts Council's partnership with Bean Research showcases the power of a tailored impact framework in driving organisational success. By capturing meaningful data and aligning processes, the Council is now better able to articulate and measure the work it is doing to inspire, empower, and nurture the craft sector and the individuals within it."

Natalie Melton, CEO, Crafts Council



We Strengthen How Organisations Learn & Grow

Bean Research aims to create long-term, sustainable change for our clients, by developing their policies, capabilities and approaches, increasing their ability to create social change.

43 clients

16 funders
23 charities
3 corporates

95%

of our clients agree their organisation feels more confident in understanding, measuring & reporting social impact

10 new impact strategies

21 new theory of change & impact frameworks developed

110 people trained

83%

of our clients have changed policies, practices or the way they measure impact as a result of our work

"Our external evaluator, Bean, fed into the design and delivery of the funding call and worked with the Assessment Panel to develop an Impact Framework for the programme, which then supported the assessment of bids.

The Bean team has since been meeting with the partner applicants to develop specific evaluation plans for each grant which feed into the overarching Impact Framework. By working in this way, we hope to better understand the impact of the individual grants and the Better Careers for Better Care programme overall, how we can build greater impact and fund the most impactful change, and ultimately whether there is a strong case for the Foundation to continue to invest in this way and at this scale."

**Susan O'Sullivan, Head of Grants,
Rayne Foundation**

"Bean have taken the time to really understand the Foundation, and the business, and how we want to progress our funding. Their strategic approach and learnings have really helped us focus, refine our strategy, and support grantees to share their insights."

**Catherine Ind, Head of Foundation,
St. James's Place Charitable Foundation**

Our Director, Charlotte Turner, also teaches social impact and social value to about 30 professionals undertaking the MSc Sustainability at Cranfield Business School, every year.



Motorsport UK: Understanding & Communicating Impact Goals

Motorsport UK, the governing body for motorsport in the UK, is committed to promoting diversity, equity, and inclusion (DEI) within the sport. To amplify the impact of their wide range of DEI programmes, Motorsport UK partnered with Bean Research to develop a robust strategy for measuring and understanding the effectiveness of these initiatives. This collaboration resulted in a streamlined impact framework, enhanced reporting processes, and actionable insights that support the organisation's sustainability and DEI goals.

Motorsport UK faced the challenge of effectively capturing and analysing the impact of its many DEI programmes, each designed to widen participation in motorsport. The organisation needed a comprehensive and coherent framework that could align its diverse activities, standardise reporting and offer clear insights to support strategic decision making.

Bean collaborated closely with Motorsport UK's Sustainability Team to design a cohesive impact framework. Using the 'golden threads' approach we linked the outcomes of the various DEI programmes into a unified framework. By working with programme leads, Bean has used the framework to support streamlining and standardising reporting tools and dashboards across all DEI initiatives. This ensured consistency and clarity in data collection and analysis.

Bean continues to work with Motorsport UK as a 'guide on the side', providing ad hoc support on reporting and new DEI programmes as needed.

"As a result of the support we achieved through Bean Research we were able to take a step back from day to day delivery and regroup on the impact we want to have and why we run these programmes. The most helpful element has been around providing a consistent narrative and language across our programmes that helps us tell our story effectively."

Jessica Runicles, Head of Sustainability, Motorsport UK



Heal Rewilding: Building & Embedding Evaluation Capabilities

Bean partnered with Heal Rewilding to explore and articulate the social impact of its pioneering rewilding work at its flagship Somerset site. As an organisation focused on restoring nature at scale, Heal was keen to better understand and evidence how its activities also contribute to community wellbeing, inclusion, and public connection with land and nature.

Bean began with an in-depth consultation phase, engaging with a range of experts in rewilding, social impact, and community engagement. This included one-to-one interviews and a review of academic literature to understand emerging evidence around the social outcomes associated with spending time in rewilded environments. Drawing on these insights, Bean co-developed a theory of change that maps how Heal's rewilding activities support a range of social outcomes – from improved mental wellbeing and environmental awareness to feelings of belonging. From this, a tailored, nested social impact framework was created, aligned to different visitor groups, including those new to rewilding and existing rewilding advocates.

To support future data collection, Bean designed a 'golden questions' indicator bank and provided strategic advice on embedding these into existing visitor touchpoints. This ensures that Heal can gather meaningful feedback in ways that are light-touch, inclusive, and do not disrupt the immersive, reflective experiences that are central to the site.

The resulting framework equips Heal with the tools to measure, communicate, and strengthen the social value of its work – both for supporters and wider audiences, as its rewilding vision continues to grow.



"Bean Research took time to understand our ambitions and requirements, resulting in the project outcomes being relevant and meaningful to us. I particularly liked the collaborative approach that Bean took, it felt like we were guided through the process together rather than being 'told' what to do and this resulted in the outcomes being fully embedded across our entire team. Arani and Charlotte were kind, professional and a joy to work with!"

Sarah Winchester, Director, Heal Rewilding



We are proud of the feedback we receive and committed to improving client satisfaction further

"The project has helped us gain greater clarity in the impact we have been having on the young people we have been working with. This has supported the way in which we work and the way in which we can build for the future."

WizeUp Financial Education

"Bean were brilliant at understanding the role of social value in our organisation and helping us to build a framework that worked for us."

Catch 22

"Thanks to Bean, we have clarity in our mission. Trustees and staff both receive advice on an on-going basis and it is always clear and of the highest quality. The team's visibility builds trust and their knowledge and willingness to share sector insights ensures we have one partner in Bean that can cover all of our requirements."

CareTech Foundation

What's Next? Our Commitments Forward

1. We will continue to gather feedback from our clients and increase client satisfaction still further





Our Inclusive Workplace

Our Team

We're researchers first and foremost, driven by a passion for accessible evidence to better understand social impact, and to do so in a flexible and agile way.

We are female founded, lead and managed, one of only 17% of SME's in this category. In May 2024 we welcomed Arani as a permanent member of staff, building a team of 4. Between us, we have a breadth of personal and professional experience that spans the globe. We have an open culture of respect and feedback on a continuous basis, as a small team we talk often!

We work primarily on a remote first, but hybrid model of working. This reduces our carbon footprint and is fundamental to a flexible working environment. Feedback from the team on benefits of co-working spaces, alongside remote working, has resulted in regular in-person team working days this year, alongside more formal meetings where we share and discuss ways of working, successes and best practice.

Team feedback has also led us to become more accessible in our working environment, for example using Verdana font as standard, which is the ideal for users with visual impairments or dyslexia.



As an employer, we have committed to organisations and standards that support our team, and support inclusivity.



We became a Real Living Wage Employer in 2024.



We are a Disability Confident Committed employer. We support accessibility for employees, clients and their service users in every way. We also support Dyslexic Thinking.



We are signatories of the Mental Health at Work commitment.



Signatories of the Better Business Act – seeking that every company aligns the interests of shareholders with those of wider society and the environment.



Our Inclusive Workplace

An inclusive workplace and approach is central to who we are as a team and is critical to how we work, allowing the insights we generate to be representative and grounded in diversity of thought.

Our tight-knit team prides itself on our inclusive culture and approach to work. Inclusivity is important to us because it ensures that all voices are heard and valued. By embracing diversity, we create an environment where different perspectives drive better insights, more effective solutions, and a stronger impact. It allows us to support meaningful change in a way that is accessible, equitable, and relevant to the people we work with.

We conduct robust research and always stick to the government's inclusive social research guidelines. That means understanding barriers and enablers, particularly when it comes to marginalised communities. We're focused on accessible evidence and storytelling that go beyond basic reporting.

We also:

- Work with our clients to ensure materials are accessible to their audiences
- Are mindful of power dynamics in evaluation & funding and seek equity of voice
- Set and stick to clear interview and survey expectations
- Co-produce Frameworks & Share findings with participants ahead of any 'release'
- Use Plain English in our reports and avoid stereotypes
- Use neurodiversity-friendly typefaces and incorporate text-to-speech
- Undertake unconscious bias training to keep our language and personal biases in check.

What's Next? Our Commitments Forward

1. We will invest in developing early career talent and commit to taking on one intern for 3 months next year.
2. We will continue to champion an inclusive workspace and working culture.





Our Responsibilities

We Run a Purpose-Driven Business

We take our business responsibilities seriously, striving for best practice and to have a positive impact just like our clients. We are committed to a better world.

Social Impact is Embedded in our Articles of Association

And we have committed to organisations and standards that hold us accountable.



Advocacy & Shared Learning

Bean advocates for, shares and teaches best practice on social value and impact assessment.

We apply best practice in our work for our clients but contributing to and learning across our sector as researchers and social value evaluators is an important part of our responsibility, as part of the impact community.

Environmentally Conscious

Remote working first is a key strategy to reduce our carbon footprint. All the electricity used through remote working is renewable.

Supporting Local Business

We are delighted to support other small, local businesses. All of our professional service suppliers including legal, accountancy, IT and bookkeeping support are delivered through local SME businesses, within a 15 mile radius of our North-West Essex registered office. All of these suppliers adhere to our environmental, social and ethical requirements.

Charitable Giving and Pro Bono Support

- This year Bean Research donated 10% of total profits to two charities, Tom's Trust and Samaritans. We have a particular interest in supporting Mental Health, both through our giving and within our workplace culture.
- Each team member has also been delighted to dedicate two days a year to volunteering or pro bono support.



Learning and Sharing

We see sharing insights as central to driving change, not an add-on to our work. Grounded in evidence-based listening, we draw together learning from across our partnerships to inform better decisions, challenge practice, and support the wider sector to evolve. As social value continues to develop as a field, we contribute both a responsible business and social impact research perspective, helping to strengthen how it is understood and applied. This year, we also introduced our LEARN model, embedding learning and reflection as a standard part of evaluation.

Contributions and speaking engagements at:

This year we shared our insights at:

- Anthropy 2025: The Future of Social VALUE
- Institute of Social Value Annual Conference in Birmingham 2025
- Catch22 Justice Conference
- Charity Evaluation Group (CHEW) Festival
- Social Value 2024 Conference



Institute of Social Value Annual Conference in Birmingham 2025



Anthropy 2025

Sharing Knowledge

- Bean regularly upskills charities through workshops and webinars. This year, we shared insights to 110 organisations at no cost to them.
- Charlotte also annually teaches insights on social value and impact at Cranfield School of Management with 35+ senior professionals as part of their MSc Sustainability Apprenticeship degree.
- Bean provides specific training & support to clients, over and above our projects, to draw out evidence-led insights to help clients better their underserved populations.

Members and contributors to:



Steering group member of **Young Professionals in Social Value**: contributing to a mentoring network and champion the youth voice (under 35) in the social value sector.

We are members of and active contributors to Institute of Social Value, Market Research Society, UK Evaluation Society, Anthropy.

Bettering our Environment

- Bean is a remote-first, working mainly from home organization.
- Currently all electricity provided to the Bean Team moving at home is 100% renewable, and the team share best practice guidance on reducing emissions, waste and biodiversity net gain.
- In our financial year 2024/5, Our Scope 3 Total Greenhouse Gas Emissions were 0.78 metric tonnes of CO2 equivalent, and as a team we used a total of 41,350 litres of water working from home.
- As this is the first year of reporting, this will be used as a baseline as the team work harder to reduce our environmental impact and head towards net zero.

What's Next? Our Commitments Forward

1. Bean will move into office base with strong environmental credentials, while maintaining a flexible workplace approach.
2. The Bean team will have a more strategic approach to community investments & participate charitable volunteering activities.



Our Commitments Forward

	What we will do next year
Our Business	<ul style="list-style-type: none">• Bean will submit our application for B Corp Accreditation.• Bean will continue to grow the organisation, increasing the number of clients and projects we support.
Impact for Our Clients	<ul style="list-style-type: none">• Bean will continue to gather feedback from our clients and increase client satisfaction still further.
Our Inclusive Workplace	<ul style="list-style-type: none">• We will invest in developing early career talent and commit to taking on one intern for 3 months next year.• We will continue to champion an inclusive workspace and working culture.
Our Responsibilities	<ul style="list-style-type: none">• Bean will move into office base with strong environmental credentials, while maintaining a flexible workplace approach.• The Bean team will have a more strategic approach to community investments & participate charitable volunteering activities.

