

Knowing your Rural Social Value

A pilot project carried out by Rural Community Network (NI) & Rose Generation



**Thank you for
everything**

Key Findings (See Page P10)

- 1. Every project analysed is delivering a positive social return.**
- 2. Every project delivered several valuable and common outcomes.**
- 3. Every project plans to use their SROI assessment as a way of demonstrating impact to current and potential new funders.**
- 4. Projects value the importance of partnership working & collaboration to achieve results.**
- 5. Measuring Social Value assists groups in better planning and delivery of projects.**
- 6. Outcomes are as important as targets when planning project delivery.**
- 7. Using this approach, is a user friendly, efficient way for small community/voluntary groups to evidence and measure their impact.**
- 8. Funding bodies should encourage funded groups to adapt this model of measuring Social Value.**
- 9. Groups that measure their impact get validation in the work that they carry out.**

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Introduction

In Northern Ireland government departments, local councils and funders of the community / voluntary sector are increasingly asking community groups to demonstrate their effectiveness in terms of value for money that is being invested in them, as well as their real impact.

For community groups, showing their value for money and social value is a positive thing. It illustrates accountability in the spending of public funds which leads to increased public confidence in charities and improves the chances of the public donating to good causes. It also indicates to funders the impact that the organisation is having at a local level through its service delivery and activities. Measuring your social value encourages groups to evidence the impact that they are making so that they can show other key stakeholders (staff, committees, service users, wider community) how effective their services are.

However, one of the main barriers as to why groups don't measure their impact is resources. Most of RCN's members are community groups facing daily challenges of high demands on their services, insecurity/lack of funding and time pressures on staff and volunteers. And whilst many groups are keen to measure the effectiveness of their work, time pressures on staff and volunteers as well as the financial resources necessary to carry out this work are lacking.

In mid-2017, RCN applied to the Halifax Foundation for Northern Ireland under its Special Initiatives Programme to fund a pilot proposal whose aim was to test out a method of capturing social value that community/voluntary groups could use which was user friendly yet provided robust evidence of the social impact that they were making.

The pilot project that would enable 6 rural community groups to measure their Social Return on Investment (SROI) or their 'Social Value' by providing them with access to mentoring support, facilitated support meetings and training to use an online toolkit (www.socialvalueengine.com) that would help them measure the Social Value of their daily work.

The 3 project objectives were:

1. Increasing the skills and capacity of 6 rural organisations.
2. Enabling rural organisations to better understand and measure the impact of their work in local communities on an annual basis.
3. Enhancing the viability and sustainability of rural organisations and the communities they serve.

One of the key aims of the project was that groups would be trained to measure their impact, and that this would become embedded within their own practice of measuring the effectiveness of the work that they do and communicating the value of their work to a variety of key stakeholders.

What is Social Value?

Measuring the tangible costs and outputs of a community activity is relatively straightforward. We may know what the inputs are (e.g. the funding, equipment or volunteers needed to run the activity) and the outputs expected of the group (e.g. a target for the number of people participating in the activity); but the greater challenge is quantifying the wider social, economic and environmental outcomes the community groups are delivering.

This is what social value does. It asks the question 'if £x is spent on delivering an activity, what is the value of that same £x in terms of wider benefits for the local community?'

Examples of social value might be the value community members experience from increasing their confidence or living near green space; or it could be the value of the time the community group has spent collaborating with other organisations to improve health services in a local area.

The Social Value Engine helps organisations identify and measure the social value of the outcomes achieved by their activity.

This information can then be used to:

- understand where an organisation is having the most impact;
- make decisions about where to invest resources;
- demonstrate the value of an activity to funders and other stakeholders.

The Social Value Engine also helps to describe how to build a better ‘place’ - a sustainable community where people want to live, work and invest.

The Engine has been jointly developed by Rose Regeneration and East Riding of Yorkshire Council. It provides:

1. A systemised and academically robust assessment of social value for groups to forecast, plan and evaluate their activities.
2. More than 200 peer-reviewed financial proxies derived from reliable sources, which are regularly updated.
3. A description of how a project creates value and a ratio that states how much social value (in £/€) is created for every £/€ of investment.
4. An overview of how a group’s activities are making a place better to live in and more sustainable, as well as making people’s lives better.

Bristol Accord

The Social Value Engine uses the Bristol Accord to enable organisations to see how their activity is building a more attractive place – where people want to live and work, both now and in the future.

The Bristol Accord

(http://www.eib.org/attachments/jessica_bristol_accord_sustainable_communities.pdf) was developed in 2005 when the UK Government worked with all the EU Member States to agree what makes communities sustainable and to foster ‘place making’ skills.

A sustainable community should be safe, fair, thriving, environmentally sensitive, well run, served, well connected and well designed and built.

This common framework for defining a successful sustainable community is shown in the following diagram:



Approach to SROI

The Social Value Engine (<http://socialvalueengine.com/>) has been used to undertake the SROI analysis for each of the 6 projects.

There are six steps to the standard SROI process namely:

1. Establishing scope and identifying key stakeholders to identify impacts.
2. Mapping project outcomes with stakeholders.
3. Evidencing project outcomes and giving them a financial value.
4. Establishing project impact – accounting for attribution, deadweight, displacement and drop off.
5. Calculating the SROI.
6. Reporting the findings from the assessment process.

Additionally, this pilot has focused on how each community group impacts relate to **place**, a sustainable community where people want to live, work and invest. To do this, our approach involves relating project impacts to improvements to the sustainability of settlements. We do this by grouping the proxies into the eight domains of the Bristol Accord.

This approach enables us not just to offer a financial SROI for each community group but to set out the contribution that each has made to the relative sustainability of the area which they are based and/or deliver their services. This approach is particularly powerful in supporting a narrative element to SROI reporting which brings a local context to the SROI process to accompany a financial value.

Identifying Rural Projects for SROI Analysis

Through an open call, RCN invited rural community organisations to submit an Expression of Interest to participate in the project. 10 groups indicated an interest in taking part and 6 projects were eventually chosen based on the following criteria:

Geographical Distribution: We looked to identify at least one project from each county within NI.

£ Value: We wanted to work with projects across a varied budget range.

Forecast and Evaluation: Again, we wanted to illustrate how the SROI model can be used to not only evaluate the impact and outcomes of a project once completed, but to also help predict the social value of any potential project prior to its commencement or funding being awarded.

Availability of data: We wanted to ensure that projects had good monitoring data and information from project beneficiaries as this is an important aspect in ascertaining the social value of the project.

Each project that took part in this initiative was assisted in the following ways:

- Access to a facilitated support group that met quarterly;
- Regular one-to-one mentoring by RCN and Rose Regeneration staff to assist them in capturing data on the impact of their work in their local areas;
- Provided with training in using the Social Value Engine, and 12 months access to the toolkit enabling them to carry out this work within their own workplace;
- Provided involved in co-producing a final report outlining the social value of their project and a SROI calculation.

When submitting their Expression of Interest, groups were asked about their expectations before taking part in the project. Some comments included:

“By developing a social value capturing mechanism at the initial stages of our project, we can thread it through the overall programme and capture data that will be the core of any evaluation at the mid and end of project delivery.”

“We have calculated a rough figure for what a £1 contribution to our group is able to contribute to, but we would like a more robust/credible way of putting a value on our contribution.”

“It would enable us to provide excellent feedback to our community and also to our funders and would be a valuable asset in supporting any future funding applications.”

“As a community organisation financed mainly through fixed term or annual funding streams, we are very aware of the current economic and political climate and wish to gauge the demand for our services and the consequence should our organisation no longer exist. In short, a local impact assessment of sorts, measuring not just the value for money but the added value of our work.”

“We take for granted our services without knowing the real impact it has on our members, their families and wider society. We would be keen to learn of the benefits that other sectors have within our local community.”

"We expect this initiative to help us measure our outcomes, to maximise our effectiveness, make good use of our finances and help us when we apply for funding and to be aware of possible outcomes of our projects."

The 6 groups that were selected to take part were: -

- Cleenish Community Association (Arney River Heritage Corridor)
- Lawrencetown, Lenaderg and Tullylish Community Association (The Olde Thursday Club)
- Lislea Community Association (Outdoor Space)
- Mid Ulster Women's Aid (Floating Service)
- Out and About Community Transport (Dial a Lift Services)
- TIDAL (Duneane Garden Allotment Project)

SROI Process for Each Project

For each of the 6 selected organisations, we followed a consistent approach of analysis involving:

1. Discussion with the group involved in project delivery and/or project monitoring.
2. Analysis of available monitoring information.
3. Identifying outcomes achieved by each project.
4. Assigning a gross £ value to each of these outcomes, using the range of over 200 proxies.
5. Applying a range of 'deflators' to produce a net £ value:
 - **Leakage:** How much of an outcome might have delivered an impact outside of the area that the group intended;
 - **Deadweight:** How much of the outcome might have been achieved without intervention;
 - **Attribution:** What proportion of an outcome might be attributed to others because their activity contributed to it;
 - **Drop-Off:** What proportion of the outcome will diminish over time;
 - **Displacement:** How much of the outcome has displaced other outcomes.
6. Calculating the input costs - the grant awarded and any other costs such as volunteer time.
7. Producing an SROI figure for the project by dividing the net value of the outcomes by the input costs.

SROI Analysis - Overview of Findings

In this section, we set out an overview of the total SROI achieved-categorised by the community group and the eight Bristol Accord themes. This is then followed by a project description and breakdown of each of the 6 community groups who participated in this pilot. Before looking at this detail, it is important to note that the final SROI ratio is only part of the picture for several reasons:

The true value of a project is more than just a SROI number.

- The SROI analysis for each project is underpinned by available data/evidence.
- Each of the individual groups' programme and monitoring forms were not developed with social value analysis specifically in mind therefore it has been necessary to review data/evidence retrospectively to undertake the analysis. On the one hand, some projects have collected a wealth of additional data about their project and its impact that could be factored into the

analysis. On the other hand, there are some projects which appear to be generating far more social value than that captured by this analysis but for which robust data is not currently available.

- SROI analysis uses money as a common denominator and produces a ratio (i.e. an investment of £1 delivers £6 of social value) This ratio is only meaningful as part of a wider narrative about the difference a project has made. Ratios will also differ between capital and revenue projects, short term and longer-term projects. Therefore, if one project has generated £3 for every £1 invested and another £8 for every £1 invested it does not mean that the £3 project is any less valid than the £8 project because both will have different outputs, outcomes and achievements. For all projects the SROI analysis provided a rounded view of the positive change happening in people's lives because of the work of these 6 rural groups.

SRoI achieved shown against the eight Bristol Accord themes:

| Bristol Accord Theme | Total Across all 6 Projects | Clymenish CA Arney River Heritage Corridor | LLT CA The Olde Thursday Club | Lislea CA Outdoor Space | Mid Ulster Women's Aid Floating Service | Out & About Dial a Lift Services | Tidal Duneane Garden Allotment |
|--------------------------------------|-----------------------------|---|----------------------------------|----------------------------|---|----------------------------------|--------------------------------|
| 1. Active, inclusive and safe | £24,698,080 | £2,782,550 | £189,050 | £18,779,900 | £130,410 | £2,164,850 | £651,320 |
| 2. Well run | | £423,729 | | £417,000 | | | £6729.17 |
| 3. Environment | | £246,537 | £49,950 | | | | £196,587 |
| 4. Well designed and built | £1,528,440 | £38,184 | | £1,490,256 | | | |
| 5. Well connected | £108,369,792 | £2,802,600 | £102,762 | £100,512,150 | £90,720 | £4,417,815 | £443,745 |
| 6. Fair for everyone | | £554,610 | | | £554,610 | | |
| 7. Thriving | | £3,026,626 | £540,000 | £2,125,000 | £25,500 | | £336,126 |
| 8. Well served | £1,640,535 | £239, 520 | £990 | £0 | £1,343,672 | £24,750 | £31,603 |
| Total net value | £13,795,129 | £1,759,262 | £146,538 | £6,063,212 | £1,479,410 | £3,303,381 | £1,010,719 |
| Total input costs | £1,613,331 | £300,000 | £22,428 | £639,978 | £121,695 | £295,000 | £234,230 |
| SRoI | | £6.04 | £6.53 | £9.47 | £12.16 | £11.20 | £4.32 |

Key Findings

- ***Every project we analysed is delivering a positive social return.***

All 6 projects produced a positive social return or forecast (i.e. more than £1 for every £1 invested) ranging from £4.32 to £12.16 per £1 invested. This is a good achievement for each of the groups because it is common for analyses to show SROI of less than £3 per £1 invested.

- ***Every project delivered several valuable and common outcomes.***

Despite each of the projects being unique in their delivery and aims, many of them share common outcomes as part of the work that they carry out.

| Bristol Accord theme | Outcome | Projects |
|--------------------------|---|--|
| Well Connected | Improved health & wellbeing for residents | All 6 projects |
| Active Inclusive & Safe | Increased Volunteering and potential for greater community participation and development | Arney LLTCA Lislea Out & About TIDAL |
| Active, Inclusive & Safe | Reduced social isolation for community members | LLTCA MUWA Out and About TIDAL |
| Well Connected | Improved mental health | Arney Lislea TIDAL |
| Well Served | Collaboration | Arney MUWA TIDAL |

- ***Every project plans to use their SROI assessment as a way of demonstrating impact to current and potential new funders.***

All groups that participated in the project, intend to show their SROI assessment to their current funders, and use the model to apply to potential new funders.

- ***Projects value the importance of partnership working and collaboration to achieve results.***

By using the SROI model and the Social Value Engine, all groups recognised the existing partnership working that their project is involved in, and the importance of identifying new partnerships to build potential relationships.

- ***Measuring Social Value assists groups in better planning and delivery of projects.***

This pilot has raised awareness within each of the 6 groups involved about what resources are needed to deliver projects besides funding. It has greatly assisted groups to be better aware of what else is required to not only make a project successful i.e. accurately predicting project volunteer time, need to collaborate with other stakeholders, partnership working etc.

It has also made each of the groups think more about the longer term effects of their work on their service beneficiaries and local community. This in turn should lead to better planning, design and delivery of future project activities to ensure that these outcomes are maintained.

- ***Outcomes are as important as targets when planning project delivery.***

By participating in the project, each group was able to focus better on the project's outcomes as well as its outputs and meeting targets i.e. what is the longer-term change and difference that the project is making as opposed to the immediate targets that the project must meet.

- ***Using this approach, is a user friendly, efficient way for small community/voluntary groups to evidence and measure their impact.***

The approach undertaken by the project illustrates that with the right support groups, irrespective of their sizes, are able to measure their social value without a huge demand on their resources (time or otherwise) and that staff can continue to use this approach when analysing other work that they may do.

- ***Funding bodies should encourage funded groups to adapt this model of measuring social value.***

We believe that it would be extremely beneficial for funding bodies to use a similar model to the Social Value Engine to enable them to have a richer understanding of not only the work that community/voluntary organisations carry out in their local areas, but to effectively measure the impact that their funding and the work of the groups that they fund have on the local community and surrounding area. This would obviously be proportionate to the level of funding that the group receives. For small projects the use of the Engine would not be necessary. Funding bodies should also encourage groups to effectively measure their social value by providing additional resources to support them do this.

- ***Groups that measure their impact get validation in the work that they carry out.***

All of the projects involved in the pilot have been developed to meet an obvious need or address a gap in service provision. Measuring their social value and achieving a positive return validates their decision to carry out that work. Many groups know they are doing valuable work from what their service users say or the feedback that the local community gives them. But the Social Value Engine backs this up by highlighting the evidence to prove it. This can be a powerful motivating factor in encouraging groups to come up with new ideas and projects, as well as evidencing their impact to funders.

How the 6 groups will use their results?

"The social value forecast will show that by using heritage as a tool for community development the community will become stronger, more confident and prouder of its place and what it means to them. It will also demonstrate the value that the Management Group has provided to the project through governance and partnership working between key organisations around a shared focus and strategic links to larger organisation such as Heritage Lottery Fund, Fermanagh and Omagh District Council, Marble Arch GeoPark and The National Trust."

"By really looking at what The Olde Thursday Club costs properly and factoring in inputs – such as volunteers – as well as the obvious costs like food, transport and room hire, we have been able to achieve a credible picture of what this group actually costs. The ability to illustrate clearly with current and potential funders the clear and tangible outputs this group delivers is brilliant. We can show what it costs, what every £1 invested delivers and the wider social value that the project brings to participants, volunteers and family members.

We want to now replicate the process for all the other key groups that we deliver in the Community Centre in order to give the larger, overall picture of what we provide. We feel this will strengthen our case for continued funding and optimise our future applications for financial assistance. This information will be utilised in funding applications and in our discussions with the local Council and Health Trust regarding our contracts and Service Level Agreement with them."

"With the results achieved from what the project has achieved so far, and what we have forecast over a 5 year period, the pilot has shown us that our project really is making a significant difference in our community, and that funders/government/council/authorities really have to look at the bigger picture as to where savings are being made to people's health and well-being by the provision of tuned in, readily available and affordable community facilities."

"This information will be used strategically to demonstrate our value for money to funders and to the wider public and to access further funding. During our awareness raising sessions we will include the value for money aspect of our service and it will be very beneficial when we apply for funding as we can specify the actual value for money of the service and name the tool used to verify this. By using a recognised tool to access value for money means we have written evidence on paper and gives us confidence and lends authority to our view that the project is good value for money."

"Our service has seen successive funding cuts which has seen our core funding drop 33% in the last five years. Our ability to deliver services has been impacted and in that time the number of Dial a Lift trips we have delivered has dropped, illustrating the detrimental effect that the cuts to core funding are having on our service. It's our hope that by using the Social

Value Engine we can use it to highlight further the fantastic work that both Out and About Community Transport and Community Transports across the Province are carrying out and hopefully lobby against further cuts in the future.”

“We began to use our findings to help fill in application / funding forms and have no doubt we were successful each time due to this input. As we work with many statutory bodies and situated very much on the peripheral of a large council area we find we have to constantly fight our case, this analysis shows how invaluable our work is. This pilot has been a great learning curve for us as an organisation. Though we have been in existence for over 20 years this is a new and very beneficial way of deciphering our activities, acknowledging the invaluable role ourselves and our volunteers play in improving the area in which we live. It has helped to raise our morale and realise our self-worth.”

Conclusion

RCN undertook this pilot to test how the Social Value Engine could work within rural community groups in either evaluating the work that they do, or to assist them in forecasting how any future potential project that they are involved in, demonstrates a real impact to the communities that they work in and are based.

All 6 groups involved saw the value of measuring their impact and after some training, were able to carry out this work themselves with only external assistance needed when validating their conclusions. The fact that the Engine could be applied to many of the projects irrespective of budget size and project scale shows that it is suitable for most community groups to use. The various uses of the Social Value Engine were also helpful. By using the Engine, groups are able to set up an evaluation/impact framework for the project that allowed them to either forecast, carry out a mid-term evaluation, or a post-project evaluation on the work they have carried out.

Due to the success of this project and illustrating that this method for community/voluntary groups capturing social value works, RCN in partnership with Rose Regeneration will continue this work and offer its members and other community/voluntary sector organisations access to the Social Value Engine, training and assistance in measuring their social value.

Arney River Valley Heritage Project

The Arney River Valley Heritage Project is funded by the Heritage Lottery Fund as part of its Great Place programme, a funding scheme that allow communities to explore how their unique heritage can be used to shape the future of their places and help tackle wider issues such as poverty, employment, health and education.

The Project aims to encourage local rural communities and regional organisations such as the Marble Arch Global GeoPark and the National Trust to work together. The Group's footprint area stretches from Cuilcagh mountain to the shores of Upper Lough Erne in County Fermanagh. It uses heritage-led community development processes to enable local communities to develop their own, often hidden important culture and heritage. The lead partner on the project is Outdoor Recreation Northern Ireland (ORNI) and the local delivery partners are Cleenish Community Association and Killesher Community Development Association.

The project will develop a strategic partnership aimed at connecting Arney's emerging heritage assets to wider audiences between Lough Erne and Cuilcagh mountain, which will then be woven into networked walking, cycling and canoeing trails developed by ORNI. These trails will be in addition to the existing trails and other activities of the larger heritage providers in the area, ensuring the area will be a connected place where local communities are proud of their history and culture and active in creating sustainable development and a cultural destination where people are attracted to visit and explore.

The project will:

- Create a partnership of key groups across the area.
- Coordinate a range of linked community-based activities to develop the proposed corridor as a connected place where local people are proud of, and engaged in, their unique heritage history and culture.
- Connect the corridor to a range of wider strategic community plans linked to Lough Erne, GeoPark, National Trust, Fermanagh and Omagh District Council and other relevant agencies.
- Develop cross cutting activities and themes linked to health and well-being, community cohesion and development, countryside access, economic development and tourism, and connecting urban and rural areas along the corridor.
- Develop a set of trails and paths that connect Cuilcagh Mountain to Lough Erne through the proposed corridor and link the sites developed through a suite of culture and heritage projects identified by the communities themselves, and which are at the core of this project.
- Foster strong partnership-working and mutuality between the local communities and the larger partners such as the GeoPark and the National Trust to the benefit of all.
- Engage our young people by developing activities linked to the syllabus of the local Shared Education cluster of four primary schools, as well as the play school and youth clubs.



The following outputs were identified for the Arney River Valley Heritage project forecast:

- Development of a trail network in the area for use by local people;
- Local communities developing pride of place;
- Improving the health and wellbeing of local people;
- Local people appreciating and promoting their archaeological heritage and intangible culture;
- Development and delivery of citizen science activities leading to increased understanding of the natural heritage of the local area;
- Creating a pilot that demonstrates how a community-led project can combine heritage and culture with outdoor recreation to deliver on the strategic actions of local and regional authorities;
- Increased participation of volunteers in the area;
- Involving the community in archaeological activities.

We have used the Social Value Engine to identify a financial proxy for each of these outputs. Each proxy is linked to an example of activities of similar worth where peer-reviewed research enables us to identify how much that example costs. These are shown in the following table:

| Output | Financial proxy | Unit | Number of units benefitting | For how many years | Benefits per unit | Total benefits |
|--|---|-------------|------------------------------------|---------------------------|--------------------------|-----------------------|
| Developing networked trails (walking, cycling, canoeing) | Average annual spend on culture, recreation and leisure | Per person | 250 | 1 Year | £4310 | £1,077,500 |
| Local community having developed a pride of place | Value ascribed to living in a good place | Per person | 300 | 3 years | £112 | £1,000,800 |

| | | | | | | |
|---|--|-------------|-------------|---------|---------|------------|
| Improving the health & wellbeing of local people | Improved mental health | Per person | 200 | 3 years | £4671 | £2,802,600 |
| Local people appreciating & promoting the area's archaeological heritage & culture. | Tourism value of heritage | Per person | 300 | 3 years | £31.82 | £28,638 |
| Delivering citizen science activities to local schoolchildren | Cost of mentor training supporting young people | Per person | 120 | 3 years | £1500 | £540,000 |
| Increased understanding of the natural heritage of the local area. | Annual cost of family membership for National Trust | Per family | 150 | 3 years | £111 | £49,950 |
| How a community-led project can combine heritage, culture & outdoor recreation to deliver on strategic actions of local & regional authorities. | Cost of time spent collaborating | Per meeting | 40 meetings | 3 years | £1996 | £239,520 |
| Increased participation of volunteers in the area | Value that frequent volunteers place on volunteering | Per person | 15 | 3 years | £15,650 | £704,250 |
| Involving the community archaeological activities | Tourism value of heritage | Per person | 300 | 1 year | £31.82 | £9546 |

Each output area has been adjusted to take account of:

- *Leakage*: what proportion of people from outside the Arney area will take part in the project activities?
- *Deadweight*: what proportion of the outcomes would have happened if the project activities don't take place?
- *Attribution*: what proportion might other organisations/activities may contribute to these outcomes?
- *Drop off*: what proportion of the outcomes will deteriorate over time?
- *Displacement*: how much this project may displace other projects happening in the area?

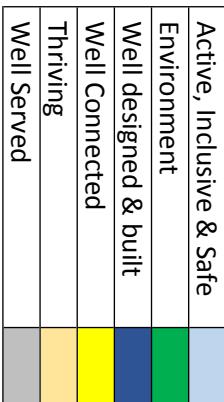
To take these adjustments into account, we have spoken to the Project's representatives and looked at national data and benchmarks on the benefits of developing similar heritage projects elsewhere. The following table shows the amount (as a %) that we have deflated each output area:

| Output | Leakage | Deadweight | Attribution | Drop Off | Displacement |
|--|----------------|-------------------|--------------------|-----------------|---------------------|
| Development of networked trails in the local area | 0% | 30% | 30% | 10% | 0% |
| Local community pride of place | 0% | 10% | 30% | 15% | 0% |
| Improving the health & wellbeing of local people | 0% | 25% | 40% | 20% | 0% |
| Local people appreciating & promoting their archaeological heritage & intangible culture | 0% | 15% | 15% | 30% | 0% |
| Development of citizen science activities | 0% | 20% | 20% | 20% | 0% |
| Increased understanding of the natural heritage of the local area. | 0% | 30% | 30% | 40% | 0% |
| Creating a pilot of how a community-led project can combine heritage, culture & outdoor recreation to deliver on the strategic actions of local and regional authorities | 0% | 0% | 0% | 60% | 0% |
| Increased participation of volunteers in the area | 0% | 15% | 25% | 20% | 0% |
| Involving the community in an archaeological dig | 0% | 0% | 40% | 30% | 0% |

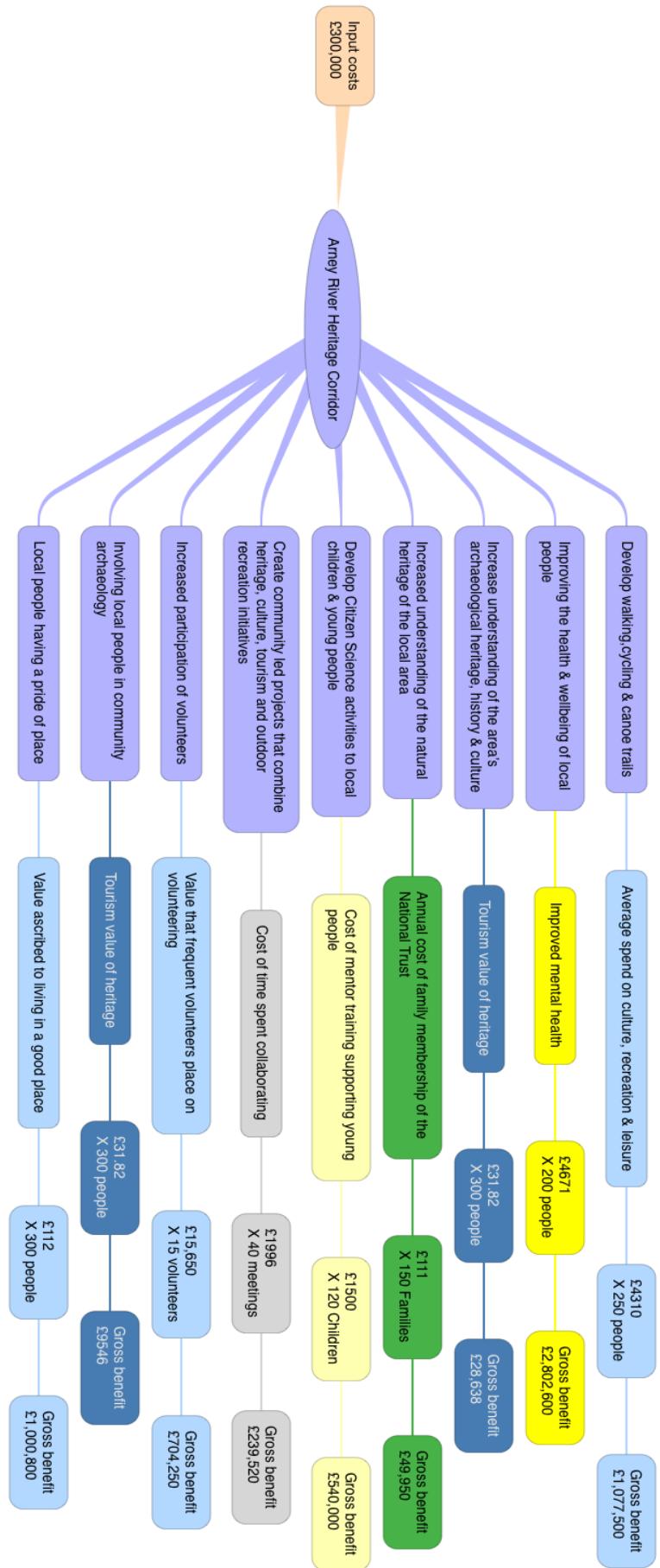
Each output area has been divided by the input cost (what we have called 'expenditure')

| | |
|---|---------------|
| Total Return | £6,452,804 |
| Less (-) | |
| Leakage | £0 |
| Deadweight | £1,356,898.20 |
| Attribution | £2,051,691.60 |
| Drop off | £1,242,387.20 |
| Displacement | £0 |
| Total return after leakage, deadweight, attribution, drop off & displacement | £1,801,827 |
| Expenditure | £300,000 |





Bristol Accord Themes



Dividing the net social value return (after leakage, deadweight, attribution and drop-off) by the input costs, the **Arney River Heritage project is forecasting a social value of £5.86 for every £1 spent in project activity.**

Laurencetown Lenaderg & Tullylish Community Association

Laurencetown, Lenaderg & Tullylish Community Association (LLTCA) focuses on these three areas in County Down, Northern Ireland - but in addition people from further afield (Banbridge, Gilford, Portadown, Lurgan) attend the groups that meet in the centre every week. The Community Association is made up of residents who own and run the local community centre - trying to provide activities and sessions that give information and support to the whole community.

The ten weekly groups that LLTCA facilitates (all ages are covered from babies and their carers through to Men's Bowling, After School Clubs and older people's groups) are vital in this rural, isolated area where 35% of older people are classed as income deprived and one in seven young people are income deprived. The groups are social opportunities but also provide useful information about health and well-being, accident prevention and exercise, as well as contributing to the participants' quality of life and positive mental health.

The Project that LLTCA chose to include in the Social Value Engine process is The Olde Thursday Club. This group meets weekly (only breaking for two weeks in the year) from 10am until 2pm. There are currently 22 attendees. LLTCA is keen to demonstrate that the Club is value for money and that the social outcomes are worth the investment.

The Olde Thursday Club is supported financially by the SH&SCT as they pay for the Community Transport Service each week (£108 per week) and the cost of hiring the Community Centre (£35 per week). The other main contribution to the project is derived from the work of the local volunteers who assist with the running of the Club. These costs were calculated by analysing figures that the Office of National Statistics use when publishing its 'Value of Volunteering' report (2017). (<https://www.ons.gov.uk/economy/nationalaccounts/satelliteaccounts/articles/changesinthevalueanddivisionofunpaidcareworkintheuk/2015>) For the 12-month period of the project, and the number of volunteer hours that are committed to the project, the volunteer cost has been calculated as being £8930.

Laurencetown ranks within the top 25% of deprived areas regarding Access to Services domain on the Northern Ireland Multiple Deprivation Measure -

<http://www.ninis2.nisra.gov.uk/public/Home.aspx>. Public transport in this rural part of Northern Ireland is very poor – non-existent after 6pm and approximately one in five older people live in households that are income deprived (i.e. household income is below 60% of the NI median). What this means is that a lot of people – especially those on low or fixed incomes such as the elderly - are socially isolated in the LLT area.

The Olde Thursday Club aims to reduce this isolation, level the social playing field and give some of the most vulnerable in our society opportunities to get out of their homes and enjoy the company of their peers – despite their limited financial circumstances.

The programme that LLTCA delivers to this Group is very focused on health in the widest sense – primarily mental health although physical health is also important.

The Olde Thursday Club is a vital link for many of the older people to their community and their peers. The short-term benefits are that the people get physically out of their homes and to mix, socialise and learn from each other. The longer-term benefits are that these isolated, vulnerable people build up links to their local community centre and know what other activities exist for their social engagement.

The following output areas have been identified for The Olde Thursday Club:

- Increased volunteering and potential for greater community participation and development;
- Regular opportunity for older people to get out of the house and mix with friends;
- Increased social interaction for those living alone;
- Older people experience a reduction in isolation; and
- Regular information provision regarding healthy lifestyle and remaining independent and active.

We have used the Social Value Engine to identify a financial proxy for each of these outputs. Each proxy is linked to an example of something of similar worth (and where peer-reviewed research enables us to identify how much that example costs). This is shown in the following table:

| Output | Financial proxy | Unit | Number of units benefitting | For how many years | Benefits per unit | Total benefits |
|--|--|---------------|------------------------------------|---------------------------|--------------------------|-----------------------|
| Increased volunteering & potential for greater community participation and development | Value that frequent volunteers place on volunteering | Per volunteer | 6 | 1 | £15,650 | £93,900 |
| Regular opportunity for older people to get out of the house and mix with friends | Improved mental health | Per person | 22 | 1 | £4671 | £102,762 |
| Increased social interaction for those living alone | Average local authority spend per head | Per person | 22 | 1 | £1773 | £38,126 |
| Older people experience a reduction in isolation | Annual value attributed to talking to neighbours more frequently | Per person | 22 | 1 | £2592 | £57,024 |
| Regular information provision regarding healthy lifestyle and remaining independent & active | Cost of a community health visit | Per person | 22 | 1 | £45 | £990 |

Each output area has then been adjusted to take account of:

- *Leakage*: what proportion people from outside the LLTCA area took part in the Club?
- *Deadweight*: what proportion of the outcomes would have happened if the Club and its activities did not take place?
- *Attribution*: what proportion might other organisations/activities in the area have contributed to these outcomes?
- *Drop off*: what proportion of the outcomes will deteriorate over time?
- *Displacement*: how much this project displaced other projects happening in the area?

To answer these questions, we've spoken to LLTCA's representatives and looked at national data and benchmarks on the benefits of this type of work with older people. The following table shows the amount (as a %) that we have deflated each output area:

| Output | Leakage | Deadweight | Attribution | Drop Off | Displacement |
|--|---------|------------|-------------|----------|--------------|
| Increased volunteering & potential for greater community participation and development | 0% | 0% | 0% | 5% | 0% |
| Regular opportunity for older people to get out of the house and mix with friends | 0% | 5% | 50% | 0% | 0% |
| Increased social interaction for those living alone | 0% | 20% | 60% | 2% | 0% |
| Older people experience a reduction in isolation | 0% | 10% | 60% | 5% | 0% |
| Regular information provision regarding healthy lifestyle and remaining independent & active | 0% | 10% | 60% | 5% | 0% |

Each output area was then divided by the input cost (what we have called 'expenditure')

| | |
|---|-------------|
| Total Return | £292,802 |
| Less (-) | |
| Leakage | £0 |
| Deadweight | £18,564.70 |
| Attribution | £119,341.20 |
| Drop off | £8,358.22 |
| Displacement | £0 |
| Total return after Leakage, Deadweight, Attribution, Drop Off & displacement | £154,896.10 |
| Expenditure | £22,428 |

Case study – Attendee of The Olde Thursday Club

Joe is 89 years young and attends The Olde Thursday Club every week.

“Some of the others who come on a Thursday attend other clubs, but I don’t. I feel happy and secure in Laurencetown and enjoy the company of the others.

The fact that the staff and volunteers in Laurencetown only close the club on two Thursdays in the year is really appreciated as I don’t go anywhere else.

I suffer from depression at times and the Thursday Club really helps to keep my mood up. Also, if I’m being honest, a good hot meal is really appreciated!”



Case Study – Volunteer with The Olde Thursday Club

Bronagh, a local resident, volunteers with The Olde Thursday Club every week for four hours – that’s 200 hours every year!

“I look forward to Thursday coming around because the people who come to our Thursday Club are so appreciative of the consistency and quality of the service we provide.

I get a lot out of mixing with the older people as I have a disability myself, which can get me down, but when you see someone of 92 who is registered blind just getting on with life and taking part in activities then it gives you a boost and incentive to do the same!

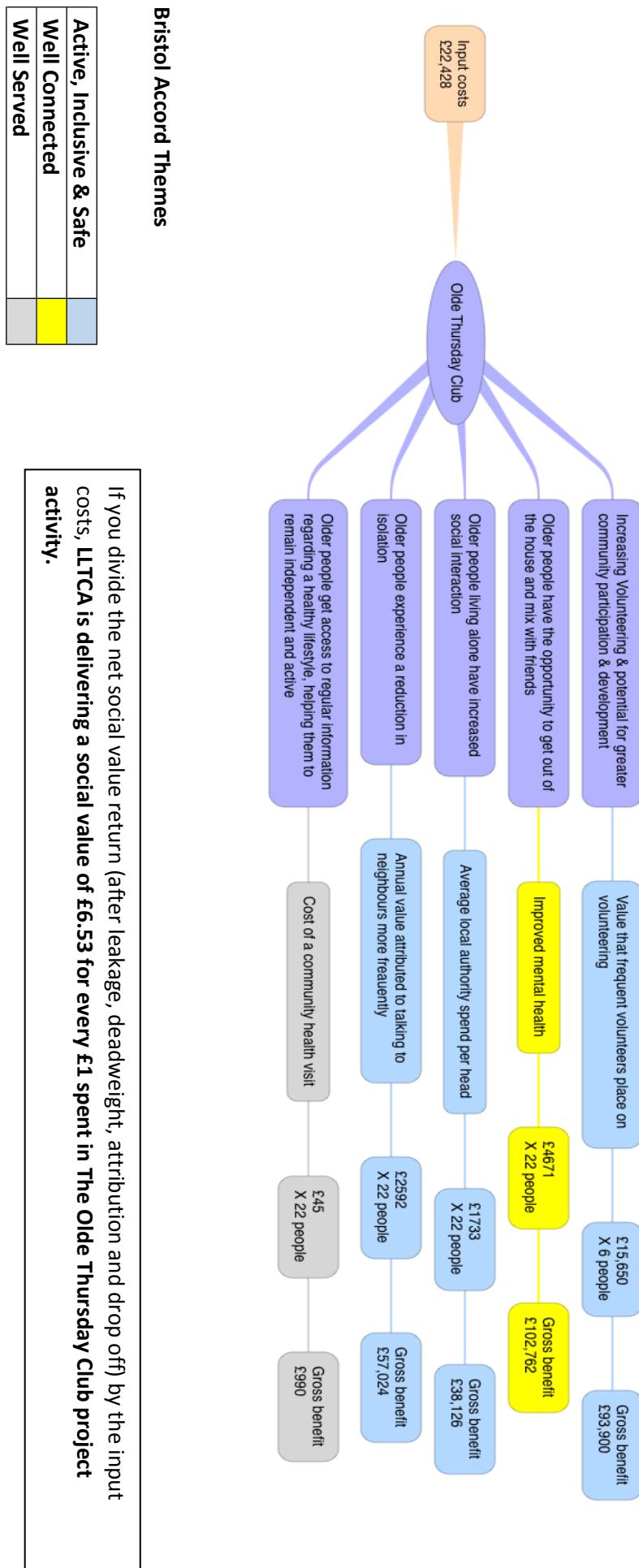
Without my connection to Laurencetown Community Centre I would be really lost as I’m not able to work due to my disability, but I can give of my time and skills in other ways to the wider community.”

“I love coming to Laurencetown every Thursday! I would really miss this group as I don’t get out of the house any other day.”

“The great thing about Laurencetown is the family atmosphere we have – all the staff and volunteers are so friendly and the activities we do are always interesting.”



"I look forward to coming to Laurencetown each week on the bus because it means I don't have to rely on my family to bring me there and I get a hot meal and enjoy the company of my friends."



Lislea Community Association

Lislea Community Centre is set in rural South Armagh, and services over 320 families. The Community Centre is run on a voluntary basis by Lislea Community Association (LCA), comprised of 25 members. LCA was formed in 1971, is a fully constituted group and manages the running of Lislea Community Centre which was originally the old school house. The building has been transformed over the years into the vibrant hub it is today.

Many activities take place in the Centre, including a youth club with over 100 kids attending, weekly Irish dancing classes; a kids drama school, its recently up and running Lislea Men's Shed, Lislea Lively Ladies, a monthly luncheon club and exercise classes for the senior community members and carers, weekly mother and toddler group, circuit training, and regular cookery classes. The Lislea Dramatic Players use the hall for rehearsals and performances and the hall is frequently hired out for external events also.

To enhance the many activities already going on in the Community Centre, LCA has recently completed the building works on its new project, [**Lislea Outdoor Community Space**](#). This project forms part of its overall strategic Village Plan and has seen the development of an outdoor space with activities for all ages and abilities within its rural community. The space incorporates children's play equipment, adult fitness equipment, a story telling area, an area for community BBQs, music and dramatic performances, a community craft shed which is fully fitted out with projector, whiteboard, smart TV and all facilities needed for running courses, meetings, birthday parties etc and some small planting areas.



The 5-year project targets health and well-being by increasing community participation in a range of activities, from physical activities to arts and crafts. It will increase the physical health of individuals through use of fitness equipment and tailored fitness programmes. It will increase the mental health of individuals through interaction and participation in a range of activities, for example informal social gatherings, positive mental health and mindfulness programmes, etc.

For the project, we carried out a 5-year forecast on the proposed work of the new Outdoor Space. The following output areas were identified for the Lislea Community Outdoor Space forecast:

- Continuation of Men's Shed and associated activities;
- Facilitation of the Action Cancer Big Bus;
- Increased use of volunteers in the Lislea Community Space;
- Providing access to mental health courses and training;
- Improving mental health of the local community;
- Getting more adults involved in exercise;
- Encouraging more children to engage in play activities; and
- Encouraging more people to be involved in Personal Development Courses for example Arts & Craft, IT etc.

| Output | Financial proxy | Unit | Number of units benefitting | For how many years | Benefits per unit | Total benefits |
|---|--|-------------|------------------------------------|---------------------------|--------------------------|-----------------------|
| Continuation of Men's Shed and associated activities | Value to an individual of being a member of a social group | Per person | 75 | 5 Years | £112 | £417,000 |
| Facilitation of the Action Cancer Big Bus | Cost of GP consultation | Per person | 370 | 5 years | £39 | £72,150 |
| Increased use of volunteers in the Lislea Community Space | Value placed by a local authority on volunteering | Per hour | 1040 | 5 years | £12.75 | £66,300 |
| Providing access to mental health courses and training | Additional cost of living in a rural area in terms of access to services | Per person | 1000 | 5 Years | £10,746 | £53,730,000 |
| Improving mental health of the local community | Improved mental health | Per person | 2000 | 5 Years | £4671 | £46,710,000 |
| Getting more adults involved in exercise | Estimated weekly cost of private sports tuition | Per person | 480 | 5 Years | £2814 | £6,753,600 |

| | | | | | | |
|--|---|------------|------|---------|-------|-------------|
| Encouraging more children to engage in play activities | Contribution of sport to wellbeing | Per person | 2000 | 5 Years | £1196 | £11,960,000 |
| Encouraging more people to be involved in Personal Development Courses E.g. Arts & Craft, IT etc | Average cost of a personal development course | Per person | 500 | 5 Years | £850 | £2,125,000 |

Each output area has then been adjusted to take account of:

- *Leakage*: what proportion of people from outside the Lislea area will take part in the project activities?
- *Deadweight*: what proportion of the outcomes would have happened if the project activities didn't take place?
- *Attribution*: what proportion of the outcomes might have been contributed by other organisations/activities?
- *Drop off*: what proportion of the outcomes will deteriorate over time?
- *Displacement*: how much this project may displace other projects happening in the area?

To answer these questions, we've spoken to Lislea's representatives and looked at national data and benchmarks on the benefits of developing rural community spaces. The following table shows the amount (as a %) that we have deflated each output area:

| Output | Leakage | Deadweight | Attribution | Drop Off | Displacement |
|--|---------|------------|-------------|----------|--------------|
| Facilitation of Lislea Men's Shed | 0% | 10% | 20% | 10% | 10% |
| Facilitation of the Action Cancer Big Bus | 20% | 10% | 20% | 20% | 0% |
| Increased use of volunteers in the Lislea Community Space | 0% | 30% | 20% | 10% | 0% |
| Providing access to mental health courses and training | 0% | 45% | 25% | 25% | 0% |
| Improving mental health of the local community | 0% | 45% | 25% | 25% | 0% |
| Getting more people involved in adult exercise | 0% | 45% | 25% | 25% | 0% |
| Encouraging more children to engage in play activities | 0% | 55% | 30% | 10% | 0% |
| Encouraging more people to be involved in Personal Development Courses E.g. Arts & Craft, IT etc | 0 | 30% | 30% | 30% | 0% |

Each output area was then divided by the input cost (what we have called 'expenditure)

| | |
|---|--------------|
| Total Return | £121,834,050 |
| Less (-) | |
| Leakage | £14,430 |
| Deadweight | £55,521,425 |
| Attribution | £31,134,990 |
| Drop off | £28,694,660 |
| Displacement | £0 |
| Total return after Leakage, Deadweight, Attribution, Drop Off & displacement | £35,163,205 |
| Expenditure | £639,977.96 |

"My children are more active now, in a lovely local, safe space. First thing I hear every morning, "Are we going to the park now?"" **Local Mother**

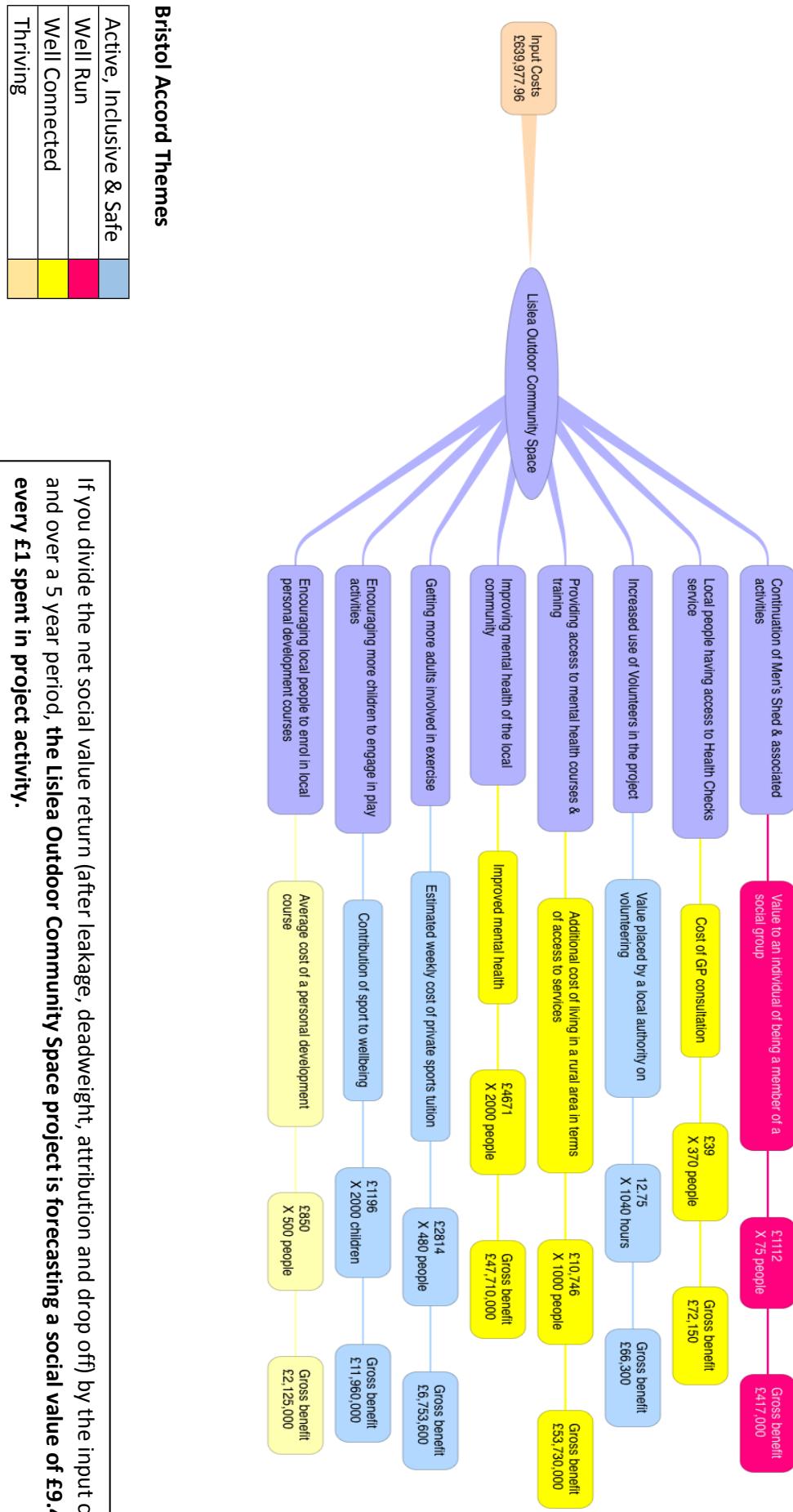


"Look forward to getting a workout in the evenings, kids can play away as I do it, all for free." **Local lady using the adult fitness equipment.**



"For me it's a labour of love, when you see men's faces turn from frowning to smiling"
Participant of Lislea Men's Shed





Bristol Accord Themes

| | |
|--------------------------|--------|
| Active, Inclusive & Safe | Blue |
| Well Run | Red |
| Well Connected | Yellow |
| Thriving | Orange |

If you divide the net social value return (after leakage, deadweight, attribution and drop off) by the input costs and over a 5 year period, **the Lislea Outdoor Community Space project is forecasting a social value of £9.47 for every £1 spent in project activity.**

Mid Ulster Women's Aid

Mid-Ulster Women's Aid (MUWA) provides a quality based holistic service to women, children and young people who are experiencing or have experienced domestic and/or sexual violence. The organisation does this by providing:

- Emergency accommodation and support for women and their children;
- Practical and emotional support to those who choose to remain in their own home or in a community setting;
- Individual and group work programmes for children and young people;
- Court support in relation to their domestic violence situation;
- Information, advocacy and signposting options to relevant statutory and voluntary organisations;
- Group work programmes for women to build their self-esteem, confidence and resilience in order that they can live independently;
- Partnership working with other agencies to support and protect those experiencing domestic violence;
- Educative programmes in post primary schools namely 'Heading for Healthy Relationships' and 'Positive Relationships'; and
- Education and training to other agencies in relation to domestic violence including teachers in primary schools.

The organisation wanted to measure the value for money of our Floating Support service, which is a domestic violence awareness and housing related support service. This project aims to help women who have experienced domestic and sexual violence feel safer and better able to protect themselves from further abuse and violence. The project also aims to enable users of this project to be better informed about the effects and impact of the violence they have experienced and to feel less isolated and more able to reconnect with their extended family and be able to socialise and make new friends. The main areas of focus are safety planning, emotional support and empowerment, advocacy and money management.



The following output areas were identified for the Floating Support Service:

- Support to maintain and sustain accommodation to women and families in need;
- Improving the mental health of our users;
- Providing community visits to our users;
- Helping service users achieve life goals;
- Working with other organisations;
- Improving an individual's quality of life;
- Helping to reduce the cost on the NHS;
- Providing support courses to users; and
- Helping users remain in their home.

We have used the Social Value Engine to identify a financial proxy for each of these outputs. Each proxy is linked to an example of something of similar worth (and where peer-reviewed research enables us to identify how much that example costs) This is shown in the following table:

| Output | Financial proxy | Unit | Number of units benefitting | For how many years | Benefits per unit | Total benefits |
|---|--|-------------|------------------------------------|---------------------------|--------------------------|-----------------------|
| Support to maintain and sustain accommodation to women & families in need | Impact of moving from temporary accommodation to settled housing | Per person | 24 | 1 | £8019 | £192,456 |
| Improving the mental health of our users | Cost of stress counselling to help service users maintain their stability in the face of stressful circumstances | Per person | 210 | 1 | £432 | £90,720 |
| Providing community visits to our users | Cost of a community health visit | Per person | 210 | 1 | £45 | £9450 |
| Helping service users achieve life goals | Average cost of achieving life goals | Per person | 210 | 1 | £5380 | £1,129,800 |
| Doing shared work with other organisations | Savings from joint working | Per person | 210 | 1 | £5.70 | £1,197 |
| Improving an individual's quality of life | Quality of life improvements associated with a reduction in depression | Per person | 210 | 1 | £621 | £130,410 |

| | | | | | | |
|------------------------------------|--|------------|-----|---|--------|------------|
| Helping reduce the cost on the NHS | Average unit cost to the NHS of treating someone with depression | Per person | 210 | 1 | £2641 | £554,610 |
| Providing support courses to users | Average cost of a personal development course | Per person | 30 | 1 | £850 | £25,500 |
| Helping users remain in their home | Preventing evictions | Per person | 210 | 1 | £6180 | £1,297,800 |
| Supporting high risk users | Average cost of an inpatient stay in hospital | Per person | 55 | 1 | £3,695 | £203,225 |

Each output area has then been adjusted to take account of:

- *Leakage*: what proportion people from outside the Mid Ulster area access the Floating Support Service?
- *Deadweight*: what proportion of the outcomes would have happened if the Floating Support Service and its activities did not exist?
- *Attribution*: what proportion might other organisations/activities in the area have contributed to these outcomes?
- *Drop off*: what proportion of the outcomes will deteriorate over time?
- *Displacement*: how much this project displaced other projects happening in the area?

To answer these questions, we've spoken to Mid Ulster Women's Aid representatives and looked at national data and benchmarks on the benefits of this type of work with services dealing with domestic violence. The following table shows the amount (as a %) that we have deflated each output area:

| Output | Leakage | Deadweight | Attribution | Drop Off | Displacement | Net Value |
|---|---------|------------|-------------|----------|--------------|-------------|
| To find permanent accommodation to women & families in need | 0% | 6% | 29% | 7% | 0% | £111,624.48 |
| Improving the mental health of our users | 0% | 8% | 29% | 7% | 0% | £50,803.20 |
| Providing community visits to our users | 0% | 5% | 29% | 7% | 0% | £5,575.50 |
| Helping service users achieve life goals | 0% | 5% | 29% | 7% | 0% | £666,582 |

| | | | | | | |
|--|----|-----|-----|----|----|-------------|
| Doing shared work with other organisations | 0% | 2% | 29% | 7% | 0% | £742.14 |
| Improving an individual's quality of life | 0% | 21% | 29% | 7% | 0% | £56,076.30 |
| Helping to reduce the cost on the NHS | 0% | 21% | 29% | 7% | 0% | £238,482.30 |
| Providing support courses to users | 0% | 3% | 29% | 7% | 0% | £15,555 |
| Helping users remain in their home | 0% | 45% | 29% | 7% | 0% | £246,582 |
| Supporting high risk users | 0% | 21% | 29% | 7% | 0% | £87,386.75 |

Each output area was then divided by the input cost (what we have called 'expenditure')

| | |
|---|----------------------|
| Total Return | £3,635,168 |
| Less (-) | |
| Leakage | £0 |
| Deadweight | £847,097.85 |
| Attribution | £1,054,198.72 |
| Drop off | £254,461.76 |
| Displacement | £0 |
| Total return after Leakage, Deadweight, Attribution, Drop Off & displacement | £1,733,871.43 |
| Expenditure | £121,695 |

Case Study

*Jane is a 50-year-old married woman with 5 children. She has been receiving support from MUWA for 10 months. She referred herself to the service due to the domestic violence in her marriage. Jane's husband is very controlling, financially and emotionally abusive. Jane chose to remain in the relationship for various personal reasons. Prior to support Jane's mental health was very poor, self-confidence was very low, and she was socially isolated. She had no income and regularly used food banks to provide food for the home. Throughout the 10 months of support Jane has been helped to obtain her own source of income (Universal Credit) so she is able to meet her basic needs. She has been signposted to relevant agencies and has started engaging with employment courses with the view to go back to work. As a result, Jane has been able to form new friendships, is less socially isolated and has gained new skills. Her confidence has grown, her mental health has significantly improved, and she now looks to the future with hope. She is now taking pride in her appearance and regularly gets her hair cut which was unheard of 10 months ago.

Jane has said if it wasn't for Women's Aid providing her with support, signposting her to relevant agencies and encouraging her she wouldn't be where she is today.

Service User Quotes:

"It built my confidence and made me aware it was not only happening to me. Gave me coping mechanisms to deal with the abuse."

"I know more about healthy relationships, feel of more worth now and know who to talk to."

"My future is very exciting and full of possibility, now that I have the education to take control of my life and make better decisions."

"My family and Women's Aid have been my lifeline to moving forward and making better choices for myself and my children."

"Positive. I feel stronger, I believe in myself, and know I can deal with issues more confidently. I'm mentally in a better place."

"Confident in my ability to find happiness for future relationships but also to spot any red flags."

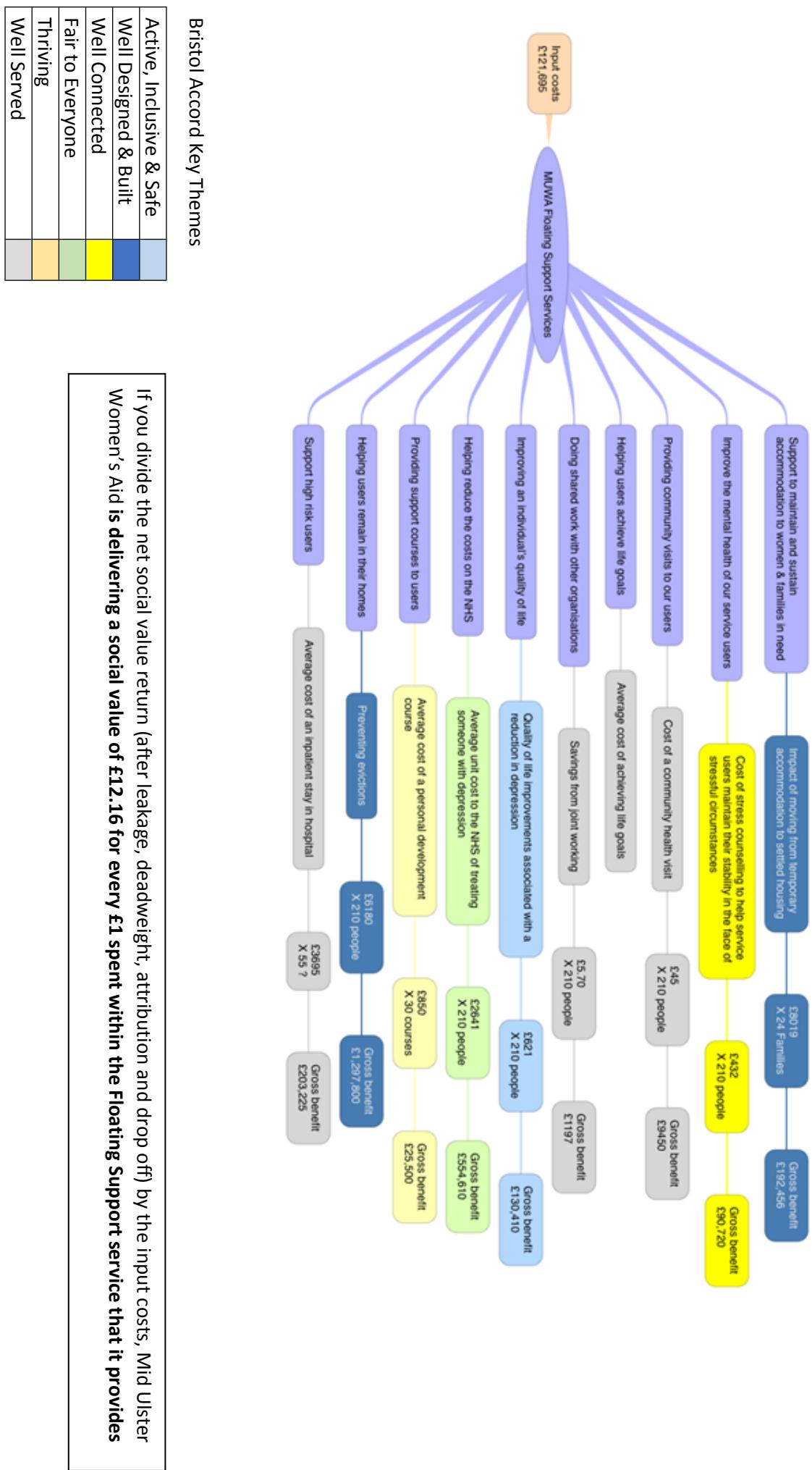
"Would highly recommend this service to anyone. The women support workers here are fantastic."

"Thank you for everything. Wouldn't know what to do without you. You have saved my life. Educated, well taught now and now in an amazing relationship. Very happy."

"I feel that I'm not on my own and someone will always help me, I just have to ask."

"After receiving help from Women's Aid, I feel more confident and positive about my future, knowing that I can and will go on to live and love after the abuse I suffered."





Out and About

Out and About is a Community Transport organisation that operates in the old Magherafelt District Council area. Formed in 1999, the scheme provides transport to those in rural areas who have little or no access to public transport, be it through disabilities, poverty or rural isolation. It is open to those who live in the area for transport travelling within the Council area such as doctors, dentists, hospital, other medical needs, shopping, religious and social gatherings. Its main aim is to improve access to local services to those who are isolated in rural communities.

The Dial a Lift service allows users to pay a nominal fee to use the service. Concessionary fares are available for the elderly and disabled whereby anyone who holds a Translink smart pass can use this on the service. These include either a full fare reduction or half fare reduction depending on the type of smart pass held.

The organisation now has 6 minibuses and an average of 10 volunteer drivers delivering bus runs each day. In the past year they have delivered just over 20,000 passenger trips within the Magherafelt District Council area. Of these trips over 4,000 were provided by volunteers using their social car scheme with passengers travelling over 54,000 miles. The remainder were delivered by their buses providing over 16,000 trips with passenger miles totalling over 155,000.



The following output areas were identified for the Dial A Lift service:

- Increasing the number of volunteer drivers/members to help with the service;
- Users having a reduced dependence on cars;
- Reduction in isolation of users;
- Improved community ties;
- Improved local access to public transport;
- Improved access to local facilities;
- Providing users with transport service for NHS appointments; and
- Trustee development.

| Output | Financial proxy | Unit | Number of units | For how | Benefits per unit | Total benefits |
|--------|-----------------|------|-----------------|---------|-------------------|----------------|
|--------|-----------------|------|-----------------|---------|-------------------|----------------|

| | | | benefitting | many years | | |
|---|--|-----------------|--------------------|-------------------|---------|------------|
| Increasing the number of volunteer drivers/members to help with the service | Value that frequent volunteers place on volunteering | Per person | 17 | 1 Year | £15,650 | £266,050 |
| Users having a reduced dependence on cars | Estimated cost per mile of a vehicle movement for leisure purposes | Per mile | 4500 | 1 Year | £4.87 | £21,915 |
| Reduction in isolation of our users | Annual value attributed to talking to neighbours more frequently | Per person | 400 | 1 year | £2592 | £1,036,800 |
| Improved community ties | Average annual spend on culture, recreation and leisure | Per person | 200 | 1 year | £4310 | £862,000 |
| Improved local access to public transport | Additional cost of living in a rural area in terms of access to services | Per person | 400 | 1 Year | £10,746 | £4,298,400 |
| Improved access to local facilities | Payment for assisted travel | Per mile | 165,000 | 1 Year | £0.15p | £24,750 |
| Providing users with transport service for NHS appointments | Cost of GP consultation | Per appointment | 2500 | 1 Year | £39 | £97,500 |

Each output area has then been adjusted to take account of:

- *Leakage*: what proportion of people from outside the old Magherafelt District Council area access the Community Transport scheme
- *Deadweight*: what proportion of the outcomes would have happened if the scheme didn't exist?
- *Attribution*: what proportion might other organisations/activities in the area have contributed to these outcomes?
- *Drop off*: what proportion of the outcomes will deteriorate over time?
- *Displacement*: how much this project displaced other projects happening in the area?

To answer these questions, we've spoken to Out and About representatives and looked at national data and benchmarks on the benefits of this type of work with similar community transport schemes. The following table shows the amount (as a %) that we have deflated each output area:

| Output | Leakage | Deadweight | Attribution | Drop Off | Displacement |
|---|----------------|-------------------|--------------------|-----------------|---------------------|
| Using Volunteer drivers & members | 0% | 10% | 10% | 10% | 0% |
| Users having a reduced dependence on cars | 0% | 30% | 15% | 2% | 3% |
| Reducing isolation of our users | 0% | 30% | 15% | 2% | 3% |
| Improving community ties | 0% | 30% | 15% | 2% | 3% |
| Improving local access to public transport | 0% | 30% | 15% | 2% | 3% |
| Improved access to local facilities | 0% | 30% | 15% | 2% | 3% |
| Providing users with transport service for NHS appointments | 0% | 30% | 15% | 2% | 3% |

Each output area was then divided by the input cost (what we have called 'expenditure').

| | |
|---|----------------------|
| Total Return | £6,607,415 |
| Less (-) | |
| Leakage | £0 |
| Deadweight | £1,955,619.50 |
| Attribution | £1,004,414.75 |
| Drop off | £153,432.30 |
| Displacement | £0 |
| Total return after Leakage, Deadweight, Attribution, Drop Off & displacement | £3,647,380.75 |
| Expenditure | £295,000 |



Mary Duffy – Service User

“I would be LOST without Out & About. A taxi to my doctor costs £25 return, I couldn’t afford that on a state pension.”

Mary lives in a rural area, she has limited mobility and uses a tail lift to board our buses. Mary’s local bus stop is 0.6 miles away from her house which, with her limited mobility, is impossible to get to. There is a nearby bus stop on the main Glenshane Road which is the main transport route linking Belfast and Derry/Londonderry. However, the stop is only used as a school bus stop due to cuts in rural bus routes.

Mary also stated that even if a public transport bus stopped outside her door, she wouldn’t have the confidence or ability to board the bus due to her mobility issues.



Stacey McGuigan – Service User

"The service is unbelievable....There are only school buses which run term times and the times aren't suitable with my work...no transport, no work."

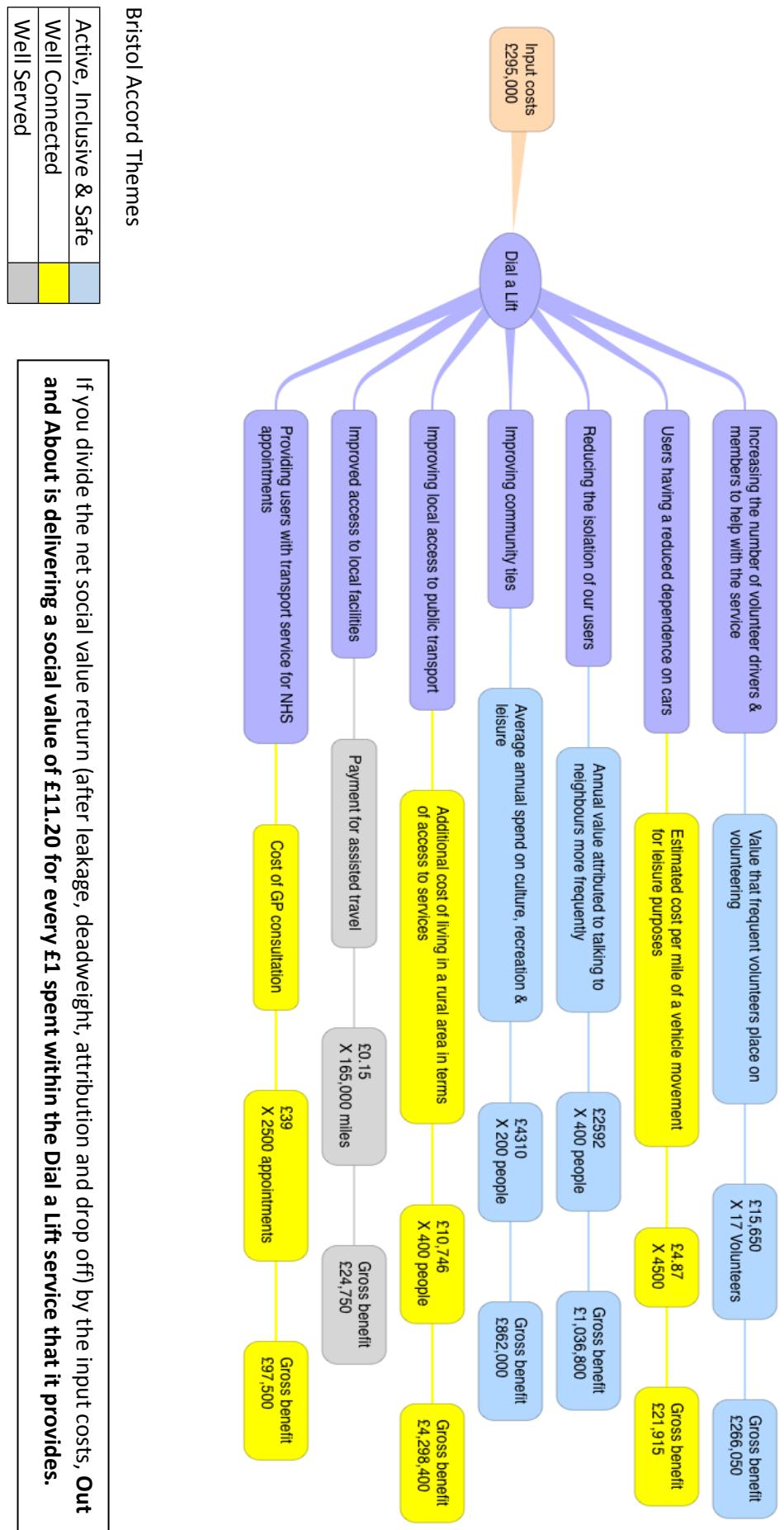
Stacey is a single parent living outside Ballyronan. Stacey uses the service to drop her daughter off at day care then travels to work. As a single working parent Stacey relies on Community Transport as an affordable and flexible means of transport. Stacey sometimes can ask her mother for help with transport but as she also works full time she can only help her on rare occasions. She loves the independence that using the scheme gives her.



Day Opportunities - Service Users

*"If Day Opportunities service users didn't have access to Out and About Community Transport this would have a detrimental effect on their day care provision, they would be unable to access day care and community facilities in their area leading to less integration in the community and increased social isolation." **Day Opportunities Co-Ordinator***

Day Opportunities is a local Health Trust led service which aims to place young adults with learning and physical disabilities in community programmes and work placements to help keep them integrated in the community after they leave the education system, rather than place them in Day Centres. Out and About works with co-ordinators to help transport these individuals to their various placements.



TIDAL

TIDAL is a charity and non-profit making organisation which was set up to regenerate the Toome area as it had social and economic deprivation. Over the last 20 years, the group has built a community hub containing a Doctors' Surgery, Wellness Centre, Pharmacy, Dental Surgery and Podiatrist. It runs a Mothers and Toddlers Group and weekly meals for the elderly. SOLAS, a local counselling group and Citizens Advice, is also based in the facility. It has also built a play park and industrial units , made environmental improvements in the village as well as along the Canal Walk, created a community garden and garden allotments. It has just refurbished an old Lock Keepers Cottage into an interpretative centre and tea room.

TIDAL selected its Duneane Garden Allotment Project in this pilot because it felt it had so many beneficial aspects including outdoors, physical exercise, companionship, learning, sharing knowledge, intergenerational, understanding the environment, gardening / landscaping healthy eating and cooking etc.

The following output areas were identified for the Duneane Garden Allotment Project:

- More volunteers involved in the allotment garden;
- Local people going on to access formal counselling training;
- Local people taking part in training courses;
- Local people seeing an improvement in their health;
- Local people developing their business ideas;
- Local people improving their wellbeing through exercise;
- Growing produce for local Lock Keeper's Cottage Heritage Centre and Tea Room;
- Local people improving their diets by learning to cook and eat healthy food; and
- Encouraging partnership working in the local area.



We have used the Social Value Engine to identify a financial proxy for each of these outputs. Each proxy is linked to an example of something of similar worth (and where peer-reviewed research enables us to identify how much that example costs). This is shown in the following table:

| Output | Financial proxy | Unit | Number of units benefitting | For how many years | Benefits per unit | Total benefits |
|--|--|-------------------|------------------------------------|---------------------------|--------------------------|-----------------------|
| More volunteers involved in the allotment garden | Value that frequent volunteers place on volunteering | Per volunteer | 20 | 1 Year 7 Months | £15,650 | £495,583 |
| Local people going on to access formal counselling training | Cost of leadership, management training course | Per person | 5 | 1 year 7 Months | £850 | £6729.17 |
| Local people taking part in training courses | Value of feeling more confident in being with family and other people because of taking part in an adult learning course | Per person | 20 | 1 year 7 months | £732 | £23,180 |
| Local people see an improvement in their health | Improved mental health | Per person | 60 | 1 year 7 months | £4671 | £443,745 |
| Local people develop their business ideas | Average cost of starting a micro-business | Per person | 5 | 1 year 7 months | £41,458 | £328,209.17 |
| Local people improving their wellbeing through exercise | Contribution of sport to wellbeing | Per person | 70 | 1 year 7 months | £1196 | £132,556.67 |
| Growing produce for local Lock Keeper's Cottage Heritage Centre and Tea Room | Innovation support (voucher scheme) | Per business unit | 1 | 1 year 7 months | £5000 | £7916.67 |
| Local people improving their diets by | Reduction to grocery bills on average by | Per person | 80 | 1 year 7 months | £1552 | £196,586.67 |

| | | | | | | |
|---|----------------------------------|-------------|----|-----------------|-------|------------|
| learning to cook & eat healthy food. | growing your own vegetables | | | | | |
| Encouraging partnership working in the local area | Cost of time spent collaborating | Per partner | 10 | 1 year 7 months | £1996 | £31,603.33 |

Each output area has then been adjusted to take account of:

- *Leakage*: what proportion of people from outside the Toome area access the allotment garden?
- *Deadweight*: what proportion of the outcomes would have happened if the garden didn't exist?
- *Attribution*: what proportion might other organisations/activities in the area have contributed to these outcomes?
- *Drop off*: what proportion of the outcomes will deteriorate over time?
- *Displacement*: how much has the allotment garden displaced other projects happening in the area?

To answer these questions, we've spoken to TIDAL representatives and looked at national data and benchmarks on the benefits of this type of work with similar allotment garden schemes. The following table shows the amount (as a %) that we have deflated each output area:

| Output | Leakage | Deadweight | Attribution | Drop Off | Displacement |
|--|---------|------------|-------------|----------|--------------|
| More volunteers involved in the allotment garden | 0% | 10% | 10% | 0% | 0% |
| Local people going on to access formal counselling training | 0% | 10% | 10% | 0% | 0% |
| Local people taking part in training courses | 0% | 10% | 10% | 5% | 0% |
| Local people see an improvement in their health | 0% | 10% | 50% | 10% | 0% |
| Local people develop their business ideas | 0% | 0% | 20% | 10% | 0% |
| Local people improving their wellbeing through exercise | 0% | 35% | 20% | 10% | 0% |
| Growing produce for local Lock Keeper's Cottage Heritage Centre and Tea Room | 0% | 0% | 0% | 0% | 0% |
| Local people improving their diets by learning to cook & eat healthy food. | 0% | 10% | 10% | 5% | 0% |
| Encouraging partnership working in the local area | 0% | 0% | 15% | 0% | 0% |

Each output area was then divided by the input cost (what we have called 'expenditure').

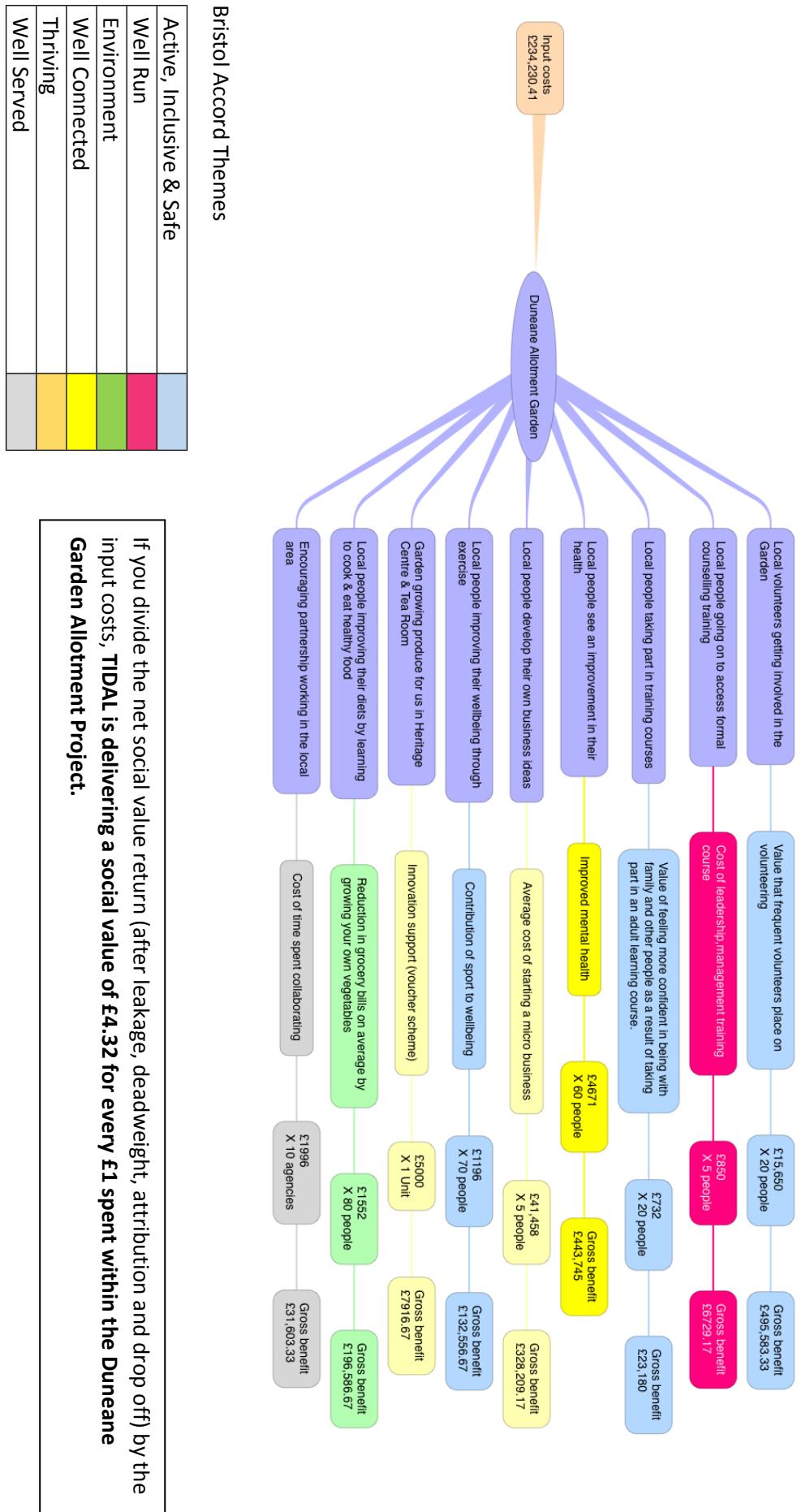
| | |
|---|----------------------|
| Total Return | £1,666,110.01 |
| Less (-) | |
| Leakage | £0 |
| Deadweight | £162,977.25 |
| Attribution | £390,974.08 |
| Drop off | £101,439.42 |
| Displacement | £0 |
| Total return after Leakage, Deadweight, Attribution, Drop Off & displacement | £1,112,158.68 |
| Expenditure | £234,230.41 |

"No matter how bad I feel, coming here each day puts me in better form."

"The doctor can't believe how my COPD has improved, I can walk for miles now without being out of breath."

"If everybody would only spend a while here every day they wouldn't feel depressed."





Social Value Engine

The Social Value Engine was created and developed by a partnership between Rose Regeneration and the East Riding of Yorkshire Council. It is available for demonstration by our team, if you would like more information, please get in touch.

www.socialvalueengine.com

