



SOCIAL RETURN ON INVESTMENT (SROI) EVALUATION REPORT OF THE BME DOMESTIC ABUSE OUTREACH PROGRAMME IN NORTH WALES

Part of the Social Value Cymru project

"Bawso is the most safest place I found"



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Executive Summary

The project was analysed using the Social Return on Investment (SROI) framework to understand the total value created for individuals who were referred to the programme. The results demonstrate that significant value is created through the Domestic Abuse Outreach project by providing a bespoke and personalised support service for individuals.

The result of £2,007,223 indicates that for each £1 of value invested, £10.29 of value is created.

There is a growing need to support the BME community who experience domestic violence and to improve community cohesion. This model offers individuals the opportunity to create changes in their own lives and to empower them to make positive decisions. Outcomes experienced by clients include **improved mental health, reduced isolation and improved independence**. Through the project there was a change in their confidence and tools were developed to improve their mental resilience.

Acknowledgements

This report would not be possible without involving key stakeholders to understand what changes have taken place and establish their impact. For those who have accessed the support services on the Domestic Abuse Outreach Project, their involvement was key and we're extremely grateful to them for feeding back on their experiences and their willingness to help us understand what happens.

A huge thank you to Alice and the whole team, who are clearly passionate about their work, and their enthusiasm and support to help the individuals was a crucial input in the chain of change. As they are part of the Social Value Cymru shows their commitment to both understand the impact of their work, but to also look at how they can maximise that impact.

Diolch yn fawr / Thank you

1.0 Introduction

This evaluation report will analyse the value of the BME Domestic abuse outreach project across north Wales managed by BAWSO and funded by the Welsh Government's Domestic Abuse and Sexual Violence Grant (VAWDASV). The impact of this programme on individuals will be considered, but also the value to other potential stakeholders.

Through engagement with the organisation and the individuals receiving the support, and by examining the information and data that was available, appropriate estimations have been made supported by secondary evidence.

The report will initially set out the background of this programme, followed by a discussion of the Social Return on Investment (SROI) framework used to evaluate the service. The SROI results will then be discussed in detail to explain the 'story of change' and value for key stakeholders. The report will look at the social value created for activities from April 2018 and until April 2019.

1.1 Background & Context

Key Organisation(s)

Bawso is an all-Wales specialist support provider for Black and Minority Ethnic (BME) people affected by all forms of Violence Against Women, Domestic Abuse and Sexual Violence (VAWDASV), including Human Trafficking and Modern Slavery, Forced Marriage and Honour Based Violence, Female Genital Mutilation (FGM) and domestic abuse.

Bawso have four Violence Against Women Centre's of Excellence across Wales, each specialising in a specific area, as follows:

Wrexham: No Recourse to Public Funds

Cardiff: Modern Slavery and Human Trafficking

Newport: Forced Marriage and Honour Based Violence

Swansea: Female Genital Mutilation.

In Wrexham, Bawso also manage a One-Stop-Shop, bringing together all VAWDASV service providers, however this analysis will focus on their BME Domestic Abuse Outreach project.

Project Outline

This evaluation is done as part of the Social Value Cymru project managed by Mantell Gwynedd and led locally through Association of Voluntary Organisations in Wrexham (AVOW). The focus of the project is internal decision making, and therefore this report will mainly focus on the value to those who matter the most – our clients / beneficiaries. These results will then be used as a baseline for trustees so they can start to embed social impact measurement to inform their decision making.

The project supports victims of domestic abuse from the BME community. It aims to prevent the escalation of domestic abuse, reduce the risk to BME victims and increase their safety and the safety of their dependent children. It also enables survivors to recover and move on from the effects of domestic abuse.

Support workers provide a flexible drop in service to support victims at any stage of an abusive relationship, from conducting a risk assessment to ensure safety measures are in place, to providing a variety of options to support them in their decision making by offering information, guidance, emotional and practical support. This is bespoke to the needs and support levels of each individual. This can include confidence building activities, advice on benefits, legal and financial matters, support and advocacy as well as discussing the power dynamics of abuse and ways to keep safe.

Identifying the need

Bawso opened its office in Wrexham in 2006, following research findings into the needs of BME women in North Wales entitled 'Hidden Needs - Transparent Agenda'. The research revealed that the incidence of violence against BME women in North Wales was not well understood and that available evidence was minimal and data collection and evaluation generally poor. However, the evidence that was collected suggested a potentially very high number of BME women subject to violence with no specialist services available to them.

The volume of cases displaying prolonged and serious violence had not been anticipated, and the number of women supported has remained high. For example, during the last three years, our One-stop-shop has responded to over 21,600 attendances from individuals seeking help.

Bawso has developed its support programmes to meet the identified need but has been obliged to do so with minimal resources. It has not yet proved possible to deliver an adequate and universal pattern of service across North Wales to meet the requirements of these highly vulnerable individuals. During the period April 2017 to March 2019 the Project has supported 541 service users across the six Local Authorities in North Wales. The

distribution of service users across the six Authorities has been highest in Wrexham (190) and Flintshire (97), with a somewhat similar number in Denbighshire (71), Conwy (69), Gwynedd (60) and Anglesey (54).

The current average length of support is eight months, which is often insufficient. The demands on Support Workers are such that support is necessarily ended. There is an average waiting list for support of 23 women at any one time.

BME survivors of violence against women need support and training to develop their skills and strengths. Bawso provide a supportive environment for women to meet, engage freely, share their stories, challenge and provide a support system for each other.

Bawso train and support them to build their confidence, personal development and aspirations to move on in their lives. This enables them to create value for themselves and people around them and feel socially connected with others and the wider community.

Once survivors have moved on from the mourning stage, they become 'the positive defiant voice' in their respective communities, championing the rights of other women, children and families, assertively challenging the dominant cultural practices that are perceived to be the norm. Based on their lived community knowledge, they also make suggestions to improve our community-based prevention services.

To date, 13 survivors have also gained a Level 3 Education and Training award. This has enabled them to co-deliver a suite of training programmes to professionals from statutory and third sector agencies on a number of topics, such as domestic abuse from a BME perspective, Forced Marriage, Human Trafficking and FGM. Their contribution brings much benefit to the sessions and is very highly rated by training participants.

Survivors contribute to the design and shaping of our services at all levels of the organisations, depending on their skills and interests and Bawso consult with them via focus groups, questionnaires and one-to-one interviews to plan new projects or services. Bawso have systems in place to listen to survivors' feedback on services and consistently act on the feedback received.

The new definition of domestic abuse by the UK government¹ is as follows:

“Any incident or pattern of incidents of controlling, coercive or threatening behaviour, violence or abuse between those aged 16 or over who are or have been intimate partners or family members regardless of gender or sexuality. This can encompass but is not limited to the following types of abuse:

- psychological
- physical
- sexual
- financial
- emotional”

One of the fundamental principles of the Social Service and Well-being (Wales) Act 2014 is prevention and early intervention. In response to this legislation, the North Wales Population Needs assessment 2016², acknowledged that victims of domestic abuse will often experience repeat victimisation and is likely to experience threats and problems after they leave their abuse partners.

¹ <https://www.gov.uk/government/news/new-definition-of-domestic-violence>

² <https://www.northwalescollaborative.wales/wp-content/uploads/2017/05/NW-Population-Assessment-Full-Report-1-April-2017.pdf>

This report also discussed how the strong link between safeguarding of adults as children has long been established. It is often thought that domestic abuse is between intimate partners but can be between other family members also.

The statistics from this report showed that in 2015-2016 there were 11,300 incidents recorded in North Wales. This report also discussed the costs of these domestic violence in North Wales,

“The total costs of domestic abuse in North Wales are estimated at £66 million³ (Walby, 2009). This includes the costs to health care, criminal justice, social services, housing and refuges, legal costs and lost economic output. In addition the human and emotional costs are estimated at £114 million (Walby, 2009).”⁴

This report looked at some key message and actions to be taken when planning future services for domestic abuse victims.

- Developing stronger strategic and practice links between domestic abuse and adults safeguarding.
- The effect of budget cuts on specialist service providers’ ability to meet the demand and need for services.
- The need for support for children and young people who are witnessing domestic violence and abuse.
- Making sure there are sufficient options for housing victims of domestic violence and abuse who have additional care and support needs that require round the clock staffing.
- Find out more about the need for specialist support, such as floating support, for BAME people in North Wales.

³ <https://www.northwalescollaborative.wales/wp-content/uploads/2017/05/NW-Population-Assessment-Full-Report-1-April-2017.pdf>

⁴ <https://www.northwalescollaborative.wales/wp-content/uploads/2017/05/NW-Population-Assessment-Full-Report-1-April-2017.pdf> page 243

A number of the actions in this Plan is a response to the Social Service and Well-being (Wales) Act 2014⁵ which transforms the way Social Services are delivered. This also is a response to the Well-being of Future Generations (Wales) Act 2015⁶ which aims to;

- Think more about the long-term
- Work better with people and communities and each other
- Look to prevent problems and take a more joined-up approach.

These actions and recommendations will be considered when evaluating this service.

⁵ Welsh Government (2016) <http://gov.wales/topics/health/socialcare/act/?lang=en>

⁶ Welsh Government (2016) <http://gov.wales/topics/people-and-communities/people/future-generations-act/?lang=en>

2.0 Social Return on Investment (SROI) Framework

By explicitly asking those stakeholders with the greatest experience of an activity, SROI is able to quantify and ultimately monetise impacts so they can be compared to the costs of producing them. This does not mean that SROI is able to generate an 'actual' value of changes, but by using monetisations of value from a range of sources it is able to provide an evaluation of projects that changes the way value is accounted for – one that takes into account economic, social and environmental impacts. Social Value UK (2014) states;

'SROI seeks to include the values of people that are often excluded from markets in the same terms as used in markets, that is money, in order to give people a voice in resource allocation decisions'

Based on seven principles, SROI explicitly uses the experiences of those that have, or will experience changes in their lives as the basis for evaluative or forecasted analysis respectively.

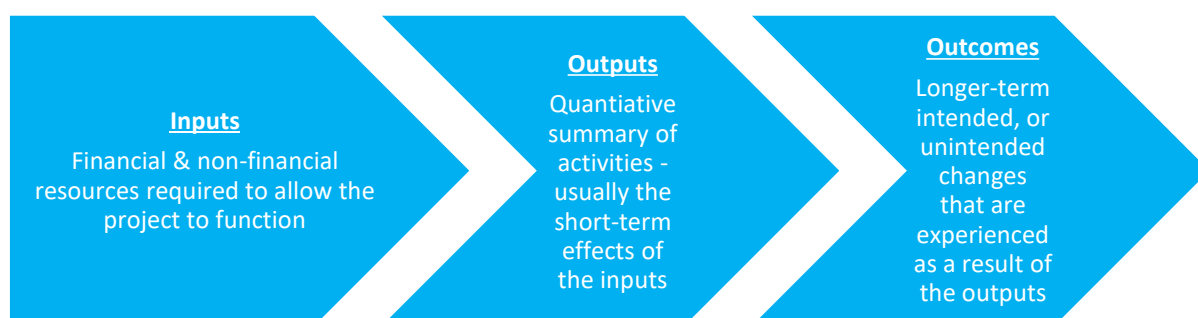
Social Return on Investment Principles

1. **Involve stakeholders** Understand the way in which the organisation creates change through a dialogue with stakeholders
2. **Understand what changes** Acknowledge and articulate all the values, objectives and stakeholders of the organisation before agreeing which aspects of the organisation are to be included in the scope; and determine what must be included in the account in order that stakeholders can make reasonable decisions
3. **Value the things that matter** Use monetisations of value in order to include the values of those excluded from markets in the same terms as used in markets
4. **Only include what is material** Articulate clearly how activities create change and evaluate this through the evidence gathered

5. **Do not over-claim** Make comparisons of performance and impact using appropriate benchmarks, targets and external standards.
6. **Be transparent** Demonstrate the basis on which the findings may be considered accurate and honest; and show that they will be reported to and discussed with stakeholders
7. **Verify the result** Ensure appropriate independent verification of the account (socialvalueuk.org)

The guiding principles ensure that *how* value is accounted for remains paramount. To ensure a consistent approach is used, chains of change are constructed for each material stakeholder explaining the cause and effect relationships that ultimately create measurable outcomes. These chains of change create the overall Value Map (attached separately as appendix 6), and these stories of change are equally as important as the final result of analysis. In fact, SROI is best thought of as a story of change with both quantitative and qualitative evidence attached to it. Figure 2 summarises the different elements for each chain of change included within the SROI analysis (before the impact of outcomes is calculated).

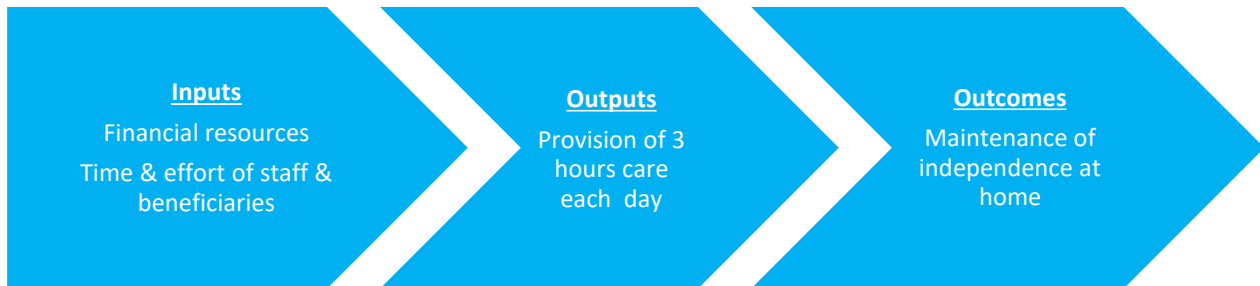
Figure 2 – Outline of the Chain of Change



SROI is an outcomes-measurement approach, and only when outcomes are measured is it possible to understand if meaningful changes are happening for stakeholders. To illustrate this idea, figure 3 displays a brief theory of change for a domiciliary care programme to assist people to remain in

their own home - only by measuring the final outcome, is it possible to understand the impact of the care-programme.

Figure 3 - Example Chain of Change –



As will be discussed at the point of analysis, SROI also incorporates accepted accounting principles such as deadweight and attribution to measure the final impact of activities that are a result of each particular activity or intervention. Importantly, SROI can capture positive and negative changes, and where appropriate these can also be projected forwards to reflect the longer-term nature of some impacts. Any projected impacts are appropriately discounted using the Treasury's discount rate (currently 3.5%). The formula used to calculate the final SROI is;

$$\text{SROI} = \frac{\text{Net present value of benefits}}{\text{Value of inputs}}$$

So, a result of £4:1 indicates that for each £1 invested, £4 of social value is created

Overall, SROI is able to create an understanding of the value of activities relative to the costs of creating them. It is not intended to be a reflection of market values, rather it is a means to provide a voice to those material stakeholders and outcomes that have been traditionally marginalised or ignored. Only by measuring impacts are organisations able to not only demonstrate their impacts, but also importantly improve them. This thereby strengthens accountability to those to which they are responsible, which in the third sector is fundamentally the key beneficiaries of services.

3.0 Stakeholder Engagement & Scope of the Analysis

Including stakeholders is the fundamental requirement of SROI. Without the involvement of key stakeholders, there is no validity in the results – only through active engagement can we understand actual or forecasted changes in their lives. Only then can SROI value those that matter most.

In order to understand what is important for an analysis, the concept of materiality is employed. This concept is also used in conventional accounting and means that SROI focuses on the most important stakeholders, and their most important outcomes, based on the concepts of relevance and significance. The former identifies if an outcome is important to stakeholders, and the latter identifies the relative value of changes. Initially, for the evaluation of the Domestic Abuse Outreach project, a range of stakeholders were identified as either having an effect on or being affected by the project – table 1 highlights each stakeholder, identifying if they were considered

Materiality

If a stakeholder or an outcome is both relevant & significant, it is material to the analysis. Being important to stakeholders and of significant value, means that if the issue was excluded from analysis it would considerably affect the result.

Table 1 – Stakeholder List & Materiality

Stakeholder	Material stakeholder?	Explanation
Individuals	Yes	As key beneficiaries of the service these are the most important stakeholders and some changes experienced will be both relevant and significant.
Friends and Family members	No	Friends and Family members are likely to experience some positive impact and changes experienced will be both relevant and significant. However this is beyond the scope of this analysis.
Bawso	Yes	Provides material inputs of finance, skills and other resources to ensure the strategic direction of the project, so must therefore be included.
NHS	No	Many experienced positive changes in their mental health. The potential impact on health will be considered but is unlikely to be significant.
Welsh Government as the funder	No	As the aim of their work is to support victims of domestic violence and empower them to make decisions away from a life of violence it is likely to have an impact on supporting people into their own homes and contribute to society, however, they will not be included in this report as it is beyond the scope of this analysis.

Having identified the material stakeholders for analysis, table 2 highlights the size of the populations, the sample size engaged with and the method of engagement.

Initial discussions were held with the Assistant Manager to understand the scope and potential list of stakeholders. Further activities were held as part of the Social Value Cymru project to do further stakeholder mapping and to start to identify any potential characteristics that can possibly provide some insights in the results.

Engaging with the individuals themselves is essential so ensure we adhere to principle 1 of SROI (involving stakeholders) and then through them we can get a better understanding about the outcomes. All qualitative data was gathered by either a focus group or one to one telephone interviews depending on the appropriate method. There are different ways of engaging with stakeholders and gathering qualitative data, and each option offers different advantages and disadvantages.

Although a great deal of thought was given to the questions being asked to the individuals about their experiences, in order to adhere to the SROI principles and to understand what had changed, a loosely structured approach was taken that allowed them to tell us what happened as a result of the support given by the organisation. The added flexibility of semi-structured probing questions, such as asking people what they now do differently because of the change they had experienced, how long they believe the change will last, and importantly if they had any negative experiences allowed them to tell their story from their own perspective. The focus groups lasted approx. 60 minutes with the phone interviews lasting approx. 30. Minutes. Although there were some language barriers, Bawso provided a translator and the participants were extremely open and eager to speak about their experiences. They were also able to provide an insight into what had changed for them, but

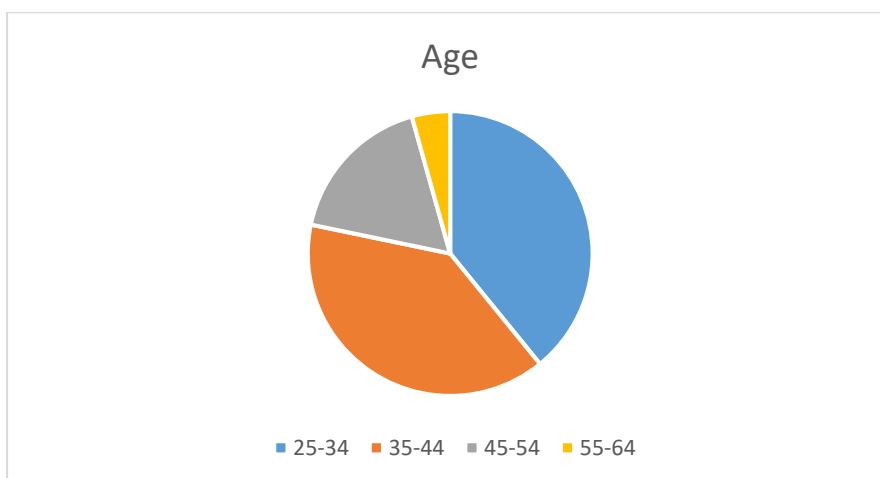
also what they think might have happened without the service and the possible difference it would have made. Questions were also asked around impact such as who else contributed to any changes, and would they have support from somewhere else if this service wasn't available?

Unlike quantitative methods, qualitative interviewing does not have a statistical method for identifying the relevant number of interviews that should be conducted. Rather, it is important to conduct sufficient number until a point of saturation is reached – this is the stage at which no new information is being revealed.

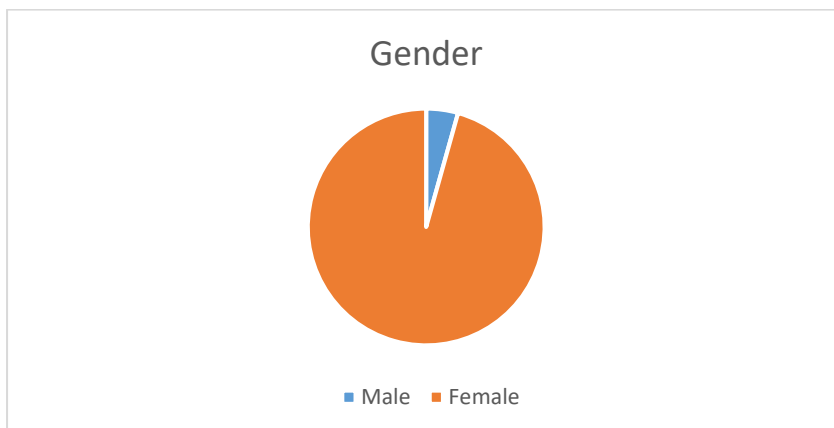
Potential Subgroups of Stakeholders

It's important to recognise that not all individuals are the same. Understanding if different characteristics have an impact on the data can help us to manage and inform decision making. Consideration is therefore given to the different characteristics below, which are age, gender, and county of residence. The diagrams below demonstrate the groups represented in this project.

Age



Gender



County of residence

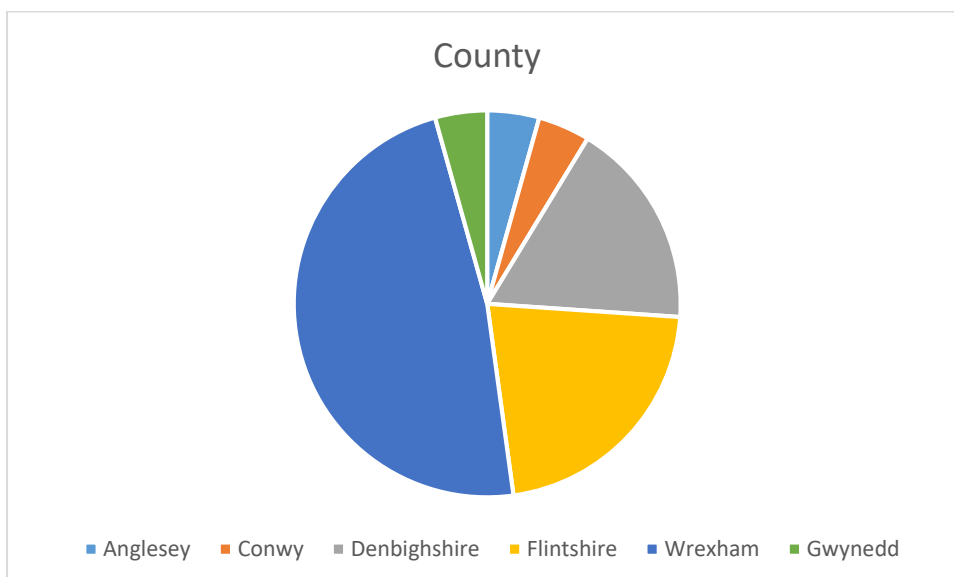


Table 2 – Stakeholder Engagement

Stakeholder	Population size	Method of engagement
Individuals	167	1 x focus group at Bawso offices (7 attendees) 2 x phone interviews 13% of individuals completed the survey
BASWO		Many meetings with the Assistant Manager.

4.0 Project Inputs

This section of the report describes the necessary inputs from multiple stakeholders. Some inputs are financial, whereas others are not – yet where possible inputs are monetised.

Individuals

This service is free to those that receive it, but some non-financial inputs are also necessary to ensure any changes. Their time and willingness to travel to the venue is important for some. Including the contribution of the travelling could be considered, however, they have been excluded here.

It was acknowledged that at times it could be an emotional experience, and therefore their willingness to engage was important.

Bawso

The financial input for the project is managed by Bawso with secured funding of £130,000 from the Welsh Government's Domestic Abuse and Sexual Violence Grant (VAWDASV). For this analysis the financial input for April 2018 – April 2019 is £216,012, which leaves a funding gap of £86,102 which currently comes from Baswo reserves.

This income pays for the salary of the support staff and some non-support staff, all the scheme overheads and a contribution to central management.

The support skills by the staff was crucial – the participants explained how they made them feel at ease and really had the ability to motivate them and made them feel better about themselves.

Total monetised inputs

The total inputs for the project over the one-year period have been calculated as £216,102 created by both financial and non-financial inputs from the range of stakeholders above. This information is displayed in table 3 and is compared to the costs per individual supported (whatever the key stakeholder is you can identify the input value per key stakeholder).

Table 3 – Total Monetised Inputs for Bawso

Stakeholder	Financial input	Non-financial input	Cost per individual
Individuals	N/A	Willingness to take part.	N/A
Bawso	£216,102	Strategic management, time, expertise, support costs	£1,294
Totals	£216,102		

5.0 Outputs, Outcomes & Evidence

The immediate outputs for the Domestic Abuse Outreach project, is the number of people accessing the service. From 4th April 2018 until 5th April 2019 there were 167 participants who accessed support.

To understand the success of any project, we must understand the outcomes experienced by the participants, in this project those are the people attending the Domestic Outreach Support project. Outcomes are those things that change and are sustainable. Table 4 below summarises all the stakeholders and their outcomes considers their materiality.

Consideration is given to what will be included and excluded and can then be seen in the Theory of Change.

A full Theory of Change can be seen in Appendix 1, and those that are highlighted in green are those included in the value map. To ensure we are not over claiming, it is only those final three outcomes that are given a value. However, this section will look at each stage to understand the importance of every step in the client journey, and to recognise what are the indicators for these changes. Consideration will also be given to potential negative outcomes.

Stakeholder	Outcomes	Included / Excluded	Materiality test	Indicator
Individuals	Increased feeling of safety	Excluded	This was relevant to most stakeholders; however, this is an intermediate outcome that leads to the well-defined outcomes	
	Improved quality of life	Excluded	This was relevant to most stakeholders; however, this is an intermediate outcome that leads to the well-defined outcomes	
	A feeling of less anxiety, stress and depression.	Included	This was relevant to all stakeholders during the qualitative stages, and the quantitative data demonstrated a lot of change.	Qualitative: Individuals spoke about feeling happier, more relaxed, and feeling better. Quantitative: Questionnaire results
	Improved physical health	Excluded	This was relevant to most stakeholders; however, this is an intermediate outcome that leads to the well-defined outcomes	
	Feeling less isolated	Included	This was relevant to all stakeholders during the qualitative stages, and the quantitative data demonstrated a lot of change	Qualitative: Individuals spoke about spending more time with friends, Christmas

				activities and activities for the whole family. Quantitative: Questionnaire results.
Making new friends and increased social life	Excluded		This was relevant to most stakeholders; however, this is an intermediate outcome that leads to the well-defined outcomes
Increased confidence to make decisions	Excluded		This was relevant to most stakeholders; however, this is an intermediate outcome that leads to the well-defined outcomes	
Improved independence	Included		This was relevant to all stakeholders during the qualitative stages, and the quantitative data demonstrated a lot of change	Qualitative: Individuals spoke about feeling in control of their own decisions. Many were now in employment. Quantitative: Questionnaire results.

Material Outcomes for each stakeholder

5.1 Individuals

Outcome 1 – Reduced Isolation

As the title suggests, the aim is to support people to become less isolated.

Most of the individuals in this project have multiple and complex issues. Many have immigration restrictions and no recourse to public funds. As such, they may not qualify for refuge accommodation. Trapped in abusive relationships with perpetrators and their extended family, victims are often entirely isolated and unable to get away. Their passports are often taken away from them; they are threatened with repatriation, rejection and destitution if they object and fail to submit. They have little or no command of English and possess an almost complete lack of understanding about how to access help or welfare support. They have no money of their own and see no option but to suffer in silence and protect their children as best they can.

For many, attending the project comes at a time of huge change in their lives and many come from out of the area so do not know anyone. Bawso was described as one person as being their family as they had no other family here, although it is recognised that this can be a negative outcome due to potential dependency.

Bawso have a playgroup and group activities where people can meet and form friendships and many felt this was really important.

All the individuals who took part in the surveys said they had experienced some positive change here, with a distance travelled of 75%.

Outcome 2 – Improved mental health – Reduced stress / anxiety / depression

Following the project many reported that their mental health has improved. When coming onto a programme such as this, many have low confidence however at the end of the project 98% of respondents said they experienced a lot of change or quite a lot of change when it came to confidence in making decisions. The same results are reflected when asked the level of change regarding feeling less anxious / stressed / depressed.

Many individuals in the focus group and surveys suggested that Bawso had changed their lives,

“Bawso has turned around my life.”

“I am a happy person now.”

In the focus group one lady spoke about moving to the area from London to escape domestic abuse. She felt very alone and felt anxious and not well. A friend introduced her to BAWSO and through the support of her support worker she now feels much better and has been able to return to part time employment.

Another client explained how she struggled in a relationship for a long time. She is still in that relationship but explained how her and her husband received support from Bawso. He had a drinking problem but is now sober and felt that Bawso had helped with this. She feels she is now better able to cope if there are any problems and has developed many techniques to cope.

Outcome 3 – Improved independence

Throughout the qualitative analysis, many users of the service placed independence as the outcome of greater importance with a weighting of giving it 9 or 10 out of 10. The Theory of Change showed that there was an increased confidence to take part in activities which led to increased opportunities to socialise and start to feel part of a community –this gave more hope

towards the future and improved independence to live a life free from abuse. Bawso supports people with English classes, housing, socialising and budgeting to promote independence and help people reach their full potential.

Quotes from the focus group:

'I feel more positive towards the future'.

'I don't need my support worker now but it's good to know I can come to Bawso if I need anything'.

In the quantitative results from the survey, 100% of those who took part experienced some positive change. However, adhering to the principle of not over-claiming, the results will only consider positive results for 70% of clients.

What could be better?

Stakeholders were given the opportunity to say about any negative changes or if they felt anything could be better. Although the feedback was all highly positive, the organisation recognises that there is always room for improvements and how important it is to listen and be responsive when possible to the voice of the stakeholder.

Awareness raising

Many in the surveys commented that more could be done to raise awareness about domestic abuse and more training and education. Some also felt that more training or courses was needed for the victims also.

Dependency

It was apparent that for some they were dependent on their support workers. Some explained how the only interaction they had in their work was with the service which implied their confidence hadn't yet been developed enough for them to interact with other services. Others explained how if they had any problems arising that they would call their support worker for support. Although this helped them to maintain a positive mental health and feel less isolated, some resilience and coping tools could be further developed to help ensure they can face some problems on their own.

6.0 Monetisations of Value & Impact

The difference between using SROI and other frameworks is that it places a monetary value on outcomes. By using monetisation, it allows us to not only give the story of what's changed in people's lives, but also allows us to put a value on those changes so we can compare costs and outcomes. This is not about putting a price on everything, but it allows us to demonstrate what impact the service has on other stakeholders, and the possible savings an intervention can create. It also goes beyond measuring and allows organisations to manage their activities to ensure the best possible impact is created for those that matter to them the most: the individuals seeking support from the BME domestic abuse outreach programme.

Impacts of the BME domestic abuse outreach programme

SROI analyses use accepted accounting principles to calculate the overall impact of activities. The fact that the model considered the following- deadweight, attribution, displacement and drop-off factors, means that SROI analyses will avoid over-claiming value that is not a result of the project activities. The boxes below outline each of the impact factors.

Deadweight

This asks the likelihood an outcome could have occurred without support taking place. So for example if it is believed that there was a 10% chance that someone just out of a domestic violence situation could become less isolated, improved independence or have better mental health without the BASWO programme, the value of that outcome is reduced by 10%.

Attribution

Considers what proportion of an outcome is created by other organisations/individuals, so can therefore not be legitimately claimed by the SROI analysis. For example, if external agencies also support someone receiving training, that organisation is responsible for creating some of the value, not just the training organisation.

Displacement

This asks if an outcome displaced similar outcomes elsewhere. This is not always a necessary impact measure yet must be considered. For example, if a project reduces criminal activity in one area, which results in increases in other locations, there is a need to consider the displaced outcomes.

Drop-off

Outcomes projected for more than one year must consider the drop-off rate. This is the rate at which the value attributable to the focus of the SROI analysis reduces. For example, an individual who gains employment training may in the first year of employment attribute all of the value to the training organisation, but as they progress in their career less value belongs to the initial initiative owing to their new experiences.

Individuals

There are a range of approaches to monetise outcomes including using financial proxies – that is using a market-based alternative as an approximation of a stakeholder’s value. However, some would argue that these do not represent the value that the particular stakeholder with experience of the change would attribute it to. Therefore, where possible, this analysis has applied the first SROI principle to involve stakeholders as much as possible. During the qualitative interviews, following an understanding of the changes and the outcomes gained, clients were asked to rank and rate their outcomes. Therefore, they were asked to put their outcomes in order of importance, and then to rate their importance out of 10. In the quantitative data, individuals were also asked to confirm their importance of any changes in the survey. This is where we stopped with their involvement in valuing their outcomes and when it comes to placing a monetary value of their outcomes it was decided to use other techniques other than the value game. The value game identifies their material outcomes, and asks them to prioritise, and subsequently value them against a list of goods or services available on the market to purchase. However, it was decided that using well-being valuations was more appropriate for this analysis.

The weighting of the values is summarised below;

Table 5 – Weighting of the outcomes

Stakeholder group	Outcomes	Average Weighting
Individuals	Improved MH, reduced stress/anxiety/depression.	9.5
	Improved independence	9
	Reduced isolation	9

All the outcomes were very closely related with mental health with improved mental health having slightly greater importance. Many said how their confidence had grown and that engaging with the project had reduced their isolation.

The valuations for the outcomes identified to the individuals were taken from HACT'S Social Value Calculator (version 4)⁷ that identifies a range of well-being valuations. However, the data from the questionnaire results and provided a distance travelled on how much change had been experienced, therefore a proportion of the wellbeing valuations were used accordingly.

Much consideration was given as to what best well-being valuation reflected the changes identified by the stakeholders. Many explained how the programme had helped them to deal with anxieties and stresses in their lives and therefore consideration was given to use the well-being evaluation from HACT social value calculator -Relief from depression and anxiety (adult) was used which has a value of £36,766 per individual. We did consider the risk of over claiming however during the qualitative data collection it was apparent that the client had experienced a great improvement in their mental health. Another value considered was for 'feel in control of life' valued at £15,894. As many felt more empowered to make decisions, this was seen as appropriate. However, as the MH outcome was weighted higher we decided to use this financial proxy as our anchor value. Following the principle of not over-claiming, we only took the amount of value that represents the amount of change. So, for all clients, for those with a positive change, there was a distance travelled of 66%, and therefore that percentage of the value was used in the value map, which gave a value of £24,266.

⁷ Community investment and homelessness values from the Social Value Bank, HACT and Simetrica (www.hact.org.uk / www.simetrica.co.uk). Source: www.socialvaluebank.org. License: Creative Commons Attribution-NonCommercial-NoDerivatives license(http://creativecommons.org/licenses/by-nc-nd/4.0/deed.en_GB)

This value is our anchor value, and from here the weighting of the outcomes was then used, so for the MH outcome it was weighted at 9.5 therefore for the other two outcomes, the same value was used but only taking the weighting as soon in the table above.

The state

As seen in the introduction section of this report, the costs of domestic abuse to services as well as the individuals is extremely high. However, any changes to other stakeholders was not considered in this analysis as the focus of this report is to support Bawso to understand the impact for its main client group and to support them to better manage their impact. Bawso could include these costs in future by building in more data on savings to other stakeholders.

Table 6 – Examples of Outcome Valuations

Outcome	Weighting	Identified value	Value of average distance travelled	Quantity of stakeholders experiencing outcome
Improved independence	9	Used HACT well-being valuation, relief from anxiety and depression valued at £36,766 for unknown area. Took 66% of this value based on the distance travelled, therefore £24,266 per individual. However, as this was valued at 9 lower than the value of 'reduced mental health' at 9.5 and therefore 90% of the value was £22,988.	Taking the lowest point for our questionnaire scale – asking individuals to rate against measures (not applicable / no change =0%, little change = 25%, some change = 50%, quite a lot of change = 75%, a lot of change = 100%). The average movement was equal to 71%. Although based on a sample size the results were in line with the tone of interview comments – this was cited as a significant change.	From the data in second review, 100% had experienced change here, however, as only a sample of client had responded only 70% was included, so 117 individuals.
Improved mental health	9.5	Used HACT well-being valuation, relief from anxiety and depression valued at £36,766 for unknown area. Took 66% of this value based on the distance travelled, therefore £24,266 per individual.	Taking the lowest point for our questionnaire scale – asking individuals to rate against measures (not applicable / no change =0%, little change = 25%, some change = 50%, quite a lot of change = 75%, a lot of change = 100%). The average movement was equals 66%. Although based on a sample size the results were in line with the tone of interview comments – this was cited as a significant change.	From the data in second review, 100% had experienced change here, however, as only a sample of client had responded only 70% was included, so 117 individuals.

Establishing Impact

In order to assess the overall value of the Domestic Abuse Outreach Project outcomes we need to establish how much is specifically a result of the project. SROI applies accepted accounting principles to discount the value accordingly, by asking;

- What would have happened anyway (deadweight)?
- What is the contribution of others (attribution)?
- Have the activities displaced value from elsewhere (displacement)?
- If an outcome is projected to last more than 1 year, what is the rate at which value created by a project reduces over future years (drop-off)?

Applying these four measures creates an understanding of the total net value of the outcomes and helps to abide by the principle not to over-claim.

Deadweight

Deadweight allows us to consider what would happen if the service wasn't available. There is always a possibility that the individuals would have received the same outcomes through another activity or by having support elsewhere.

All stakeholders were asked during the stakeholder engagement process and in the quantitative data collection to consider what could have happened anyway. One commented that he felt he couldn't have got his children back if it wasn't for Bawso due to his support worker, help with translations and the emotional support he received, there is no other organisation that offers this holistic service. Many other people in the focus group know of other charities that may be available to help but because of the language barriers it is difficult to engage with them and an interpreter can cost up to £100 an hour. Some solicitors can offer support but only offer up to one hour free which isn't enough time.

In the questionnaire results the average deadweight is 30%. As discussed during the focus group many felt these changes wouldn't have happened without Bawso. Although there are other domestic abuse charities in the area Bawso is specifically set up to support people from the BME community and have a greater understanding of different cultures and can address language issues.

Many commented on how unique the programme was, and in many cases helped them to deal with long term problems.

To have a consistent approach, the different levels of deadweight and attribution will be considered using the rates below;

Low = 30%

Medium = 60%

High = 90%

Through the interviews with individuals and other stakeholders, and the results of the questionnaires, a reasonable estimate is given of 30%.

Attribution

Attribution allows us to recognise the contribution of others towards achieving these outcomes.

There is always a possibility that others will contribute towards any changes in people's lives, such as family members or other organisations. Attribution allows us to see how much of the change happens because of the support by this project.

Considering the results of the survey, a medium rate of attribution was given by all stakeholders.

During discussion, no other programme in the area offers the same focus on supporting the BME community with domestic violence issues. Many arrive in the UK without the support of

family and friends and have little support however once they engage with the Bawso project they create friendship groups within small communities that offer support. There are other third sector support organisations that might support individuals with dealing with anxieties and stress, but again they aren't specialist to the BME community.

"I wasn't in a good place before but Bawso has helped me feel better".

A medium rate of 60% was used here to avoid over claiming.

Displacement

We need to consider if the outcomes displace other outcomes elsewhere. For example, if we deal with criminal activity in one street, have we just moved the problem elsewhere? This programme is an innovative and therefore does not displace anything.

Duration & Drop-off –

As this programme is evaluated as part of the Social Value Cymru project, the evaluation considered 12 months of value only, and therefore no drop-off rate is needed. Many of the individuals engaged with felt that the changes would be maintained however, it is recommended that only 12 months of value should be considered to avoid over-claiming.

7.0 SROI Results

This section of the report presents the overall results of the SROI analysis of the BME Domestic abuse outreach project. Underpinning these results are the seven SROI principles which have carefully been applied to each area of this analysis. The results demonstrate the positive contribution that the BME Domestic abuse outreach project makes through the dedication of staff to create a positive change in the lives of those who need inspiration to be empowered to make important decisions in their own lives.

The results in Table 8 indicate a positive return for individuals who completed the BME Domestic abuse outreach project and experienced positive outcomes. This is based on current data but also secondary research.

Table 7 - Present Value Created per Individual Involved

Stakeholder	Average value for each individual involved
Individuals	£17,155

The overall results in Table 8 highlight the total value created, the total present value, the net present value, and ultimately the SROI ratio.

Table 8 – SROI Headline Results

Total value created	£
Total present value	£2,223,325
Investment value	£216,102
Net present value (present value minus investment)	£2,007,223
Social Return on Investment	<u>£10.29</u>

The result of £10.29 indicates that for each £1 of value invested in BME Domestic abuse outreach project, a total of £10.29 of value is created.

8.0 Sensitivity Analysis

The results demonstrate highly significant value created by the BME Domestic abuse outreach project and is based on application of the principles of the SROI framework. Although there are inherent assumptions within this analysis, consistent application of the principle not to over-claim leads to the potential under-valuing of some material outcomes based on issues such as duration of impact.

Conducting sensitivity analysis is designed to assess any assumptions that were included in the analysis. Testing one variable at a time such as quantity, duration, deadweight or drop-off allows for any issues that have a significant impact on the result to be identified. If any issue is deemed to have a material impact, this assumption should be both carefully considered and managed going forward. To test the assumptions within this analysis, a range of issues were altered substantially to appreciate their impact. A summary of the results is presented in table 9.

Although some of the sensitivity tests indicate changes to the result, owing to the scale of the amendments made and the verification of assumptions and data with stakeholders, the results still indicate that if a single variable were significantly altered, the overall results remain highly positive. The sensitivity test uses a relatively large change, and although there is a great deal of confidence in the figure employed, it nevertheless indicates the importance for BME Domestic abuse outreach project to carefully manage this issue in the future.

As seen in section 6, different steps were taken to support the assumptions for the deadweight and attribution percentages. If all of the outcomes were to have one element changed this significantly changes the result as seen in table 9. This is due to using a high value financial proxy however as discussed in the Value section it was considered that this proxy was appropriate but will need to be managed carefully. From the sensitivity analysis table on the

following page, the social value evaluation can be estimated to be between £7.40 and up to £12.81 for every £1 invested. The assumptions used in the value map estimate the social value is £10.29.

Table 9 – Sensitivity Analysis Summary

Variable	Current assumption	Revised assumption	Revised SROI	Proportion of change
Outcome – improved mental health	Quantity: 117	Quantity: 60	8.56	17%
	Deadweight: 30%	Deadweight:60%	8.77	15%
	Attribution: 60%	Attribution: 90%	7.62	26%
	Value: £24,266	Value: £12,000	8.49	17.5%
Outcomes – Reduced Isolation	Quantity: 117	Quantity: 50	8.36	19%
	Deadweight: 30%	Deadweight: 90%	7.40	28%
	Value: £22,988	Value: £10,000	8.39	18%
Outcome – Improved Independence	Quantity: 117	Quantity: 70	8.94	13%
	Attribution: 60%	Attribution: 30%	12.81	24.%
	Value: £22,988	Value: £8,000	£8.09	21%

9.0 Conclusion

This report has demonstrated that the BME Domestic abuse outreach project has created over £2,007,223 of value and for each £1 invested, £10.29 of value is created;

What that means in practical terms is that people's lives have been positively changed.

The BME Domestic abuse outreach project supports individuals to improve their independence with a life away from domestic violence, to reduce isolation and improve mental health with the help of a support worker. The project builds mental resilience and confidence to ensure that individuals feel more empowered to make decisions in life to prevent the escalation of domestic abuse and increase their safety and the safety of their dependent children.

Key finding includes;

- For every £1 invested there is £10.29 of social value created
- For those who took part in the data collection process;
 - 66% experienced a positive change in their levels of anxiety, stress or depression.
 - 75% felt less alone, and
 - 71% felt able to reach their full potential
- All participants across Wrexham, Denbighshire, Conwy and Flintshire felt the support they received was excellent.
- All participants felt their quality of life had improved by a lot or quite a lot.
- All participants responded that they have new friends and socialise more
- 91% think that the changes they have experienced were very unlikely to happen without the involvement of Bawso.
- The project supported individuals to improve their confidence and independence and realise they are the key to their own success.

- The findings are aligned with that needed for a ‘Healthier Wales’ in the Well-being of Future Generations (Wales) Act, “A society in which people’s physical and mental well-being is maximized and in which choices and behaviors that benefit future health are understood.”

10.0 Recommendations

- 1) **Data collection** – in order to realise how much change and impact the programme is having on all stakeholders we need data to understand if there is any change, but also how much change, and whether there are differences in the needs of different individuals. It is therefore recommended that any continuation of this scheme, needs to **invest the time and finances into ensuring suitable systems and processes are in place to measure social value**, and also to extend this to include other important stakeholders. When such data is collected over a period of time, the potential to use the resultant information to inform decision making is possible. Ultimately, this means that value is not just being measured, but it is being managed to improve the impacts of the project. BME Domestic abuse outreach project are part of the north Wales Social Value Cymru project, and therefore will be moving on to having their own impact management system and putting these changes in place.
- 2) The most important impact is that created for the individuals supported. However, the data collection could progress to further understand how many people continue with the new lifestyle beyond the programme.
- 3) As with any project, great care must be taken to ensure individuals do not become dependent on a service or support workers, but ensure that steps are taken to build resilience and ensure they are signposted to other services. It was apparent that many had taken positive steps to integrate into the communities and many had returned to work which suggest many were moving on.

11.0 Appendices

