

# Your Place or Ours

Considering the social impact of the South Denbighshire Community Partnership and Citizens Advice Denbighshire "Your Place or Ours" Project, in the first two years - January 2018 to December 2020.



## Headline Results

- This report has demonstrated that the Your Place or Ours Project has created over **£2M** of value.
- For each £1 invested, **£6.01** of value is created.
  - What that means in practical terms is that people's lives have been positively changed
- **603** service users were supported over the first 24-months of the project.
- **46%** of service users reported a reduction in stress or anxiety as a result of the project's activities; **23%** of them reported a reduced feeling of isolation and **10%** had more confidence to manage their finances
- **54%** of volunteers working on the project reported reduced stress and anxiety and a reduced feeling of isolation
- For those who did not say that they had experienced change it is important to monitor this in the future so we can gain a better understanding as to why no change occurred
- **451** of the 603 service users received advice and support on many issues including, to maximise income, secure benefit entitlements and/or to reduce or manage the burden of problem debt.
- User Stories can be read in the Outcomes Section of this report.

## Project Summary

The project operates in partnership between South Denbighshire Community Partnership and Citizens Advice Denbighshire

Funded by The National Community Fund the Your Place or Ours Project is now mid-way into its four-year programme of activities to support Corwen and the eight surrounding villages, comprising the Edeyrnion Community. In March 2020, continuation and expansion was awarded by The National Lottery Community Fund to extend the project for a further 2 years and into the wider Dee Valley.

We support existing, as well as developing new social activities and events, improve access to welfare benefits and grants, extend community transport and have already established a dial a ride and meal delivery service. We provide opportunities for local people to learn new skills and be involved in the design, running and delivery of services, through volunteering and employment.

The project was nominated by the community for the Countryside Alliance Rural Oscars Awards 'Best Rural Enterprise' category. We were awarded Wales winners at a ceremony in Cardiff in May 2019, and subsequently awarded national runners up at the House of Lords in June 2019.

Susan Elan Jones MP referenced the success of the project in the House of Commons during a speech in October 2018.

A letter from Ken Skates AM on 28/02/19 references the Countryside Alliance success as *"a testament to the incredible amount of hard work and dedication shown by everyone."*

Denbighshire County Council said in September 2019 that they were impressed by the work and were keen to work with us in the future to engage with the community.

## Acknowledgments

We would like to thank all the service users / clients who took part in the qualitative interviews and the on-going monitoring process. Without their input we would not be able to understand the social value of this project.

As well as the service users, the input from all the South Denbighshire Community Partnership (SDCP) and Citizens Advice Denbighshire (CAD) staff and volunteers, was vital; thank you to all for your time.

We thank Denbighshire Voluntary Services Council for their support with this SROI initiative.

This would not be possible without the funding and therefore thank you to The National Lottery Community Fund, and Welsh Government (Bus Services Support Grant, and Leader Fund), for your support.

It is great to see how the whole Your Place or Ours team and the management and trustee boards at SDCP and CAD have embraced social value and have a real appetite not only to demonstrate their impact, but to use this information to manage moving forward.

### Social Value Cymru Team

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## 1.1 Introduction

This evaluation and forecast report will analyse the value of the Your Place or Ours project based in Corwen and the surrounding Edeyrnion area, funded primarily by The National Lottery Community Fund. The project has also generated additional funding during the first two years of operation.

The impact of this service on individuals will be considered, but also the value to other potential stakeholders.

Through engagement with the individuals receiving the service and the organisations and examining the information and data 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 in the two years operation from January 2018 to December 2019.

## 1.2 Purpose and Scope

This is a Social Return on Investment (SROI) forecast report to measure the social value of the Your Place or Ours Project on the service users / clients accessing the service, and on the volunteers supporting it.

This evaluation is done as part of the Social Value Cymru project managed by Mantell Gwynedd. The report will mainly focus on the value to those who matter the

most – our service users / clients. 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.

This report was commissioned following the application of SDCP and CAD for support from the Social Value Cymru project to train the organisation boards and management team and in order to review and ascertain the following:

- The views of the key beneficiaries involved in the project
- The outcomes experienced by all stakeholders, but most importantly the service users / clients that accessed services
- To give a value to the service and to answer the question does Your Place or Ours provide good value for money
- To see what changes to the service can be introduced to improve outcomes and further value for beneficiaries

### 1.3 Audience

This report has been prepared for both internal (and external) audiences. These include:

- **Funders** - This project is funded by The National Lottery Community Fund with additional project funding subsequently provided by Welsh Government (Bus Services Support Grant, and Leader Fund). SDCP and CAD need to report to funders on the outcomes achieved through the project, and the lessons learned.
- **Internal Management** – This is a new project for both organisations. By measuring the social value and understanding what the outcomes are for

users, and what is most important to them and provides the most value, they can use this information to manage and plan services.

- **Policy and Decision Makers** – With the wellbeing-based legislation in Wales there is an increasing need to understand what is most valuable to service users. Although this analysis will look at limited data, and this aspect is not being considered at the year 2 stage, we intend that future reports on this project will help to demonstrate how a service of this kind can have an impact on services and contribute to the discussion about the benefit of third sector services towards reducing client reliance on statutory support.

## 2. Background and evidence of need

### South Denbighshire Community Partnership

South Denbighshire Community Partnership (SDCP) is a Private Company Limited by guarantee Incorporated on 5 February 2010 and is a registered charity.

SDCP is administered by a Board of Trustees (who are also directors of the charity for the purpose of the Companies Act) that is partly made up of individuals representing groups who are partners to our project. These groups include Denbighshire County Council, Vale of Clwyd Mind, Clwb y Berwyn. Other members bring vital business skills and experience, along with a real commitment to make a difference in the local community.

### Purposes and Aims

The charity's purposes, as set out in the objects contained in the company's memorandum of association, are:

- a) *to promote the benefit of the inhabitants of South Denbighshire and surrounding areas without distinction of sex, sexual orientation, race or of political, religious or other opinions (recognising the bilingual nature of the area) by associating together the said inhabitants and the local authorities, voluntary and other organisations in a common effort to advance education and to provide facilities in the interests of social welfare for recreation and leisure-time occupation as well as access to transport, with the object of improving the conditions of life for the said inhabitants*
- b) *To establish or secure the establishment of a Community Centre and to maintain and manage the same (whether alone or in co-operation with any local authority or other person or body) in furtherance of these objects.*
- c) *To provide facilities locally, which promote social welfare and community wellbeing.*

## **Mission**

*To realise our vision, we will: -*

- *Promote social welfare and community wellbeing*
- *Support the advancement of education and training*
- *Work with the local community for the development of the Welsh language and culture*
- *Provide facilities for recreation and leisure time activities*
- *Provide access to transport*

## Values

<i>Excellence</i>	<i>in all aspects of our work</i>
<i>Accountability</i>	<i>to the local community in all that we do</i>
<i>Equality</i>	<i>working to eliminate discrimination wherever it is met</i>
<i>Respect</i>	<i>for all</i>
<i>Dynamism</i>	<i>working with energy and passion for the well-being of our community</i>
<i>Social Justice</i>	<i>believing in the dignity and self-worth of all people, and their right to peace, security, safe affordable housing, education, food, income, a healthy environment and quality health care</i>

## Citizens Advice Denbighshire

Formed in 2005, Citizens Advice Denbighshire (CAD) is an independent community facing charity aligned to Citizens Advice nationally. They support their community by working with partners nationally and locally to reduce poverty, improve financial and personal resilience and to prevent homelessness. From this they contribute to the improvement of wellbeing.

They provide advice, information, representation and support to people mainly via face to face interviews but also over the phone, by tele-conferencing, by letter, webchat and email, to advise them of their rights and responsibilities and also assist them to pursue their rights and manage their responsibilities.

The aims of CAD are to provide the advice to people for the problems they face and to improve the policies and practices which affect people's lives, under strong principles of equality, confidentiality, independence, impartiality and free advice.

They are advocates for the Welsh language and deliver services and information bilingually in Welsh and English.

CAD are governed by a volunteer board of trustees who oversee the accounting and governance, and headed by a Chief Executive and a team of seven managers who oversee the core and project delivery functions, together with finance, training and quality assurance. The core generalist advice delivery service is staffed by a team of some fifty volunteers who are supported by their managers and by twenty two paid full-time and part-time staff who provide advanced and specialist advice as necessary to meet the needs of the client.

The qualified staff provide advanced specialist level advice, including such as case work and tribunal representation in, welfare benefits, crisis and preventative money advice (debt and financial capability), housing, employment, and on domestic energy efficiency and economy.

## **Mission**

Our Mission is to work with partners, nationally and locally; providing a fully accessible, comprehensive and high quality service; responding to various and changing needs; to reduce poverty, improve financial and personal resilience and to prevent homelessness, thereby contributing to improved wellbeing within our community.

## Project Information

The “Your Place or Ours” project is led by South Denbighshire Community Partnership (SDCP) in partnership with Citizens Advice Denbighshire (CAD) following the award of a grant of £349,847 from the The National Lottery Fund.

The project commenced in January 2018 to run for four years.

The two organisations are working together with the communities of Corwen, Carrog, Glyndyfrdwy, Gwyddelwern, Llandrillo, Cynwyd, Melin y Wig, Betws Gwerfil Goch, Gwddelwern and Bryneglwys to reduce isolation, improve wellbeing and increase resilience primarily for older people and those otherwise unable to access services.

Your Place or Ours is well on track to meet its objectives.

## Evidence of need and Consultation

SDCP and CAD separately were keen to develop services in the Dee Valley / Corwen area.

Welsh Index of Multiple Deprivation data showed a high level of social isolation, poor access to services and rural poverty in the area (WIMD 2014 LSOAs Corwen 1 and 2)

SDCP have use of an ideally placed community centre at Canolfan Ni, Corwen which in 2016 was under-utilised, as it was very much seen as a place to hire but there was little service delivery. They were keen to develop services in the local area and to engage with the surrounding area to meet perceived local need.

CAD were simultaneously looking at ways to engage with rural communities in South Denbighshire to promote their advice services to meet unmet need.

Consultation activity conducted in 2016/17 with the Edeyrnion community identified:

1. 35% of all respondents considered they had a long term-illness, a health problem or a disability.
2. 49% of all respondents identified that they had experienced loneliness at least once in the previous week
3. In response to the question "In the last month how often did you feel you belonged to a Community".
  - a. 5% felt like they had never belonged to a community at all,
  - b. 17% felt they rarely belonged to a community
  - c. 35% reported they sometimes felt like they belonged to a community
4. In response to the question "How often in the past week have you felt depressed"
  - a. 51% said they had felt depressed on at least one occasion
  - b. another 21% saying they felt depressed on more than one day.
5. 72% of all respondents felt "that everything they did was an effort" on at least one occasion in a week
6. 49% had a prepared cooked meal less than 4 times in a week
7. 18% were sitting alone at home for more than 8 hours a day.

The National Lottery's Rural Programme in Wales (round 1) presented an opportunity to apply for funding to address rural isolation, rural poverty and access to services.

An application was made to The National Lottery Community Fund in April 2017. The partners were awarded a grant of £349,847 from The National Lottery in September 2017 for a four year programme. Activities commenced on 1 January 2018.

Building on its success to date, in 2019 the partnership made a further application to The National Lottery Community Fund to extend the project. In May 2020 they were awarded additional funding to extend the project to Llangollen and the wider Dee Valley in Denbighshire and for a further two years to 2023.

**The project has the following stated Outcomes, to:**

- **Reduce Isolation:** facilitating engagement in social activity and events.
- **Improve Access to Advice Services:** reducing personal stress associated with low income and / or indebtedness and lifting people out of income and / or fuel poverty.
- **Provide Flexible Community Transport:** establishing a “Dial a Ride” service, and providing transport to social activities and events including a weekly luncheon club; and
- **Build Self Reliance:** recruiting and training volunteers, developing and widening access to services in rural outreach locations, and measuring the impact of our work on our community and our volunteers.
- **Improving Health and Wellbeing:** reducing isolation, improving health, improving local information, improving digital access and learning and developing skills within the community.

A table setting out the objectives/ proposed outcomes of the project during each year of activity is contained within Annex B.

It is clear from the consultation and planning stage that older people and young families have varying needs locally, but initial resources did not allow focus on both groups.

The project is for the benefit of our community generally but is focused on the vulnerable, ageing and/or isolated.

## Progress to Date

### Year 1

During the first year of operation, the project

- Held the project launch event
- Held volunteering and recruitment events – 8 community Champions recruited
- Held community engagement events to identify services and activities in place and potential needs.
- Promoted and gave input into events with the provision of advice services available to the community
- Provided access to advice services at the main centre, in rural outreach venues and home visits on 2 days per week (see advice summary below)
- Provided access to transport for groups and individuals to access services and social activities
  - Dial a ride service - 76 passenger journeys completed (delayed start to this service)
  - Transportation to luncheon club – 25 people registered at year end; 290 passenger journeys made
  - Shopping trip service – 28 people registered; 570 passenger journeys made
  - Social excursions – 7 excursions, 73 beneficiaries
- Provided weekly luncheon clubs, weekly shopping trips and 7 organised social outings
- Held and supported joint partnership projects and events i.e. Forest Fun (6 sessions) Intergenerational Arts (6 sessions), Community Festival, (7 day event with variety of art, cultural and music activities throughout the week and a community family fun day on the final day) Nature for Health launch, Halloween event, Strawberry tea, Community chat events, Ironman Edeyrnion (10 social and active activities for 0-16year olds delivered over 5 weeks)
- Promoted active and new activities in the community
- Engaged and Enabled community groups to formerly set up and run new community activities

- Engaged with community councils, community groups and service users throughout the year
- Established the project community focus group made up of the 8 community champions, with one representative from each of the communities
- Established the Meals on Wheels service although this was delayed due to securing the vehicle for this and the Dial a Ride provision within the project
- Held outreach Christmas events- Bws Sion Corn over 3 evenings in 8 communities
- Held Christmas celebration and craft fair.
- In all 271 people directly benefitted from funded activities and services, in addition the family fun day attracted 599 attendances at a series of workshops activities.

## Year 2

In year 2 of the project, activity included:

- Community Engagement and development to support communities and groups to develop new social opportunities within the community. e.g. second lunch club, community coffee group, knitting group, intergenerational art sessions etc.
- Providing support and development expertise to community groups
- Delivery of advice services by CAD within the centre, at outreach locations and within the home, thereby Increasing household income and reduced income poverty within households (see advice summary below)
- Raising Awareness of the project and the work we do locally and nationally- in the form of presenting to local groups/clubs, community councils, local authority, health boards, steering groups, local panels, radio shows, newspapers, online social media etc.
- Recruiting new volunteers for driving roles, social activity groups, CAD advice, newsletter and any other identified volunteer requirements within the project and community.
- Providing flexible community transport in the form of community minibuss transport, Dial a Ride services.
  - 140 journeys to access social activities, additional 10 to activities outside of the Edeyrnion area

- 217 journeys to access luncheon clubs, 1920 passenger journeys
- 65 shopping trips, 714 passenger journeys
- 68 journeys for local community groups and clubs
- Dial a ride – 51 registered members made 760 journeys
- Providing and developing social luncheon clubs – 45 beneficiaries registered, 957 meals served
- Providing and developing Meal on Wheels services – 19 beneficiaries registered, 382 meals delivered
- Providing access to shopping, social opportunities and outings identified by beneficiaries within the community.
- Developing new initiatives identified through community consultation e.g. Community Arts outreach delivery, Family school holiday
- Developing new working relationships with organisations/ departments to develop future delivery/ projects i.e. STAND North Wales, Flying start project, Education & Children’s services, book of you

## Strategic Context

The new legislation in Wales provides the requirement for organisations to work differently and to answer to the needs identified within our communities. The Population Needs assessment is prepared in response to the Social Service and Well-being (Wales) Act 2014 and supports the Well-being Assessment as part of the Well-being of Future Generations Act (Wales) 2015. The fundamental principles of the Act are:

**Voice and control** – putting the individual and their needs at the centre of their care, and giving them a voice, and control over reaching the outcomes that help them achieve well-being.

**Prevention and early intervention** – increasing preventative services within the community to minimise the escalation of critical need.

**Well-being** – supporting people to achieve their own well-being and measuring the success of care and support.

**Co-production** – encouraging individuals to become more involved in the design and delivery of services.

**Multi-agency** – strong partnership working between all agencies and organisations.

### 3. Methodology – Social Return on Investment (SROI)

To keep this report manageable, the methodology section has been extracted from section 3 of the report and placed at Annexe A. It is readily accessible to readers unfamiliar with the methodology and principles.

Those familiar with the methodology may read on from here, otherwise please read Annexe A before returning to this point

### 4. Stakeholder Engagement

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.

As discussed in more detail in Annexe A to this report, 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.

Principle number 1 of Social Return on Investment framework is to Involve Stakeholders. Therefore, a great deal of time is given to establish who the stakeholders are, and how best to engage with them. Stakeholders are best placed to establish the following:

- Theory of change
- Identify outcomes
- Identify how much change has happened
- What value is to be placed on the outcomes
- Deadweight, drop-off and attribution
- Verify results

Engaging with the material service users was crucial to being able to achieve everything noted in the list above. Initially, for the evaluation of the Your Place or Ours project a range of stakeholders were identified as either having an effect on, or being effected by the project – Table 1 below highlights each stakeholder, identifying if they were considered material or not for inclusion within the SROI analysis.

**Table 1 - Stakeholder list and Materiality**

Stakeholder Group	Material stakeholder?	Reason for Inclusion / Exclusion
Service Users	Yes	As key beneficiaries of the service these are the most important stakeholders and some changes experienced will be both relevant and significant.

<p>South Denbighshire Community Partnership (SDCP)</p>	<p>Yes</p>	<p>The involvement of SDCP is essential for the creation of any changes. Therefore, financial resources and the inputs from key members of staff must be included. However, changes experienced by the organisation are not included as they are not relevant to the project.</p>
<p>Citizens Advice Denbighshire (CAD)</p>	<p>Yes</p>	<p>The involvement of CAD is essential for the creation of any changes. Therefore, financial resources and the inputs from key members of staff must be included. However, changes experienced by the organisation are not included as they are not relevant to the project.</p>
<p>Volunteers</p>	<p>Yes</p>	<p>Their involvement in the activities is important and their financial and non-financial input is included. The changes experienced by volunteers were relevant, however, when considering the percentage of value, it was not significant. However, as the purpose of this report is mainly, at this stage, for internal decisions and planning they were still included in the value map.</p>

Department of Work and Pensions	No	CAD supports service users to ensure they receive the correct welfare benefits. Any changes in income will have an impact on DWP, however, the change in income was beyond the scope of this analysis and therefore will not be included.
Funders - The National Lottery / Bus Service Support Grant (WG) / WG and EU Agric. Fund (via Cadwyn Clwyd)	Yes	High Interest (value for money – impact – evaluation)
Community and Political (Welsh and UK Govt, Denbighshire County Council, Betsi Cadwaladr University Health Board, town and village councils, and wider local community)	No	Some of the changes are likely to have an impact on these services; however, this was beyond the scope of this report.
Other (Charities and others using the centre, awarding organisations etc.)	No	Some of the changes are likely to have an impact on these services; however, this was beyond the scope of this report.

## Engaging with material Stakeholders

A meeting and training session were held with the project management team July and October 2018, respectively. Their input was important to start to map all stakeholders and begin to gain an understanding of the possible outcomes for the families and other stakeholders.

Presentations to Boards were held with SDCP in October 2018 and April 2019, and at CAD in October 2018 and July 2019 . Subsequent meetings to discuss this report have been disrupted by Covid 19 - has indeed the completion of this report - and have now been arranged by video-conferencing on the 5th October 2020 – SDCP and the 28th October 2020 for CAD.

Due to the sensitive nature of some areas of the support, as well as the fact that this was one to one support, a focus group was not always deemed suitable. Therefore, one to one phone conversations were arranged with a sample of service users that had been supported by CAD.

The team did some focus group discussion with the Cawl â Chan group and had one to one conversation with other service users.

Although a great deal of thought was given to the questions being asked to the service users 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. 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. Each interview lasted approx. 30 minutes.

Each person was extremely open and was 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 had. 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 were not available. These will be discussed later in the impact section.

One to one interview were also held with some volunteers to understand about any changes for them.

Following the conversations, we had some well-defined outcomes which informed the paperwork to understand what changes, but also how much change, and give us a distance travelled. The baseline information was done in 2017 using The National Lottery Community Fund's wellbeing questionnaires and the review was done during the final quarter of year 2 (October to December 2019).

Questionnaire responses were low for 2 reasons; firstly, the questionnaire proved too complex which led to reluctance to properly engage. Secondly, there was some reluctance on the part of recipients of advice to engage retrospectively. A revised process will be used in future.

**Table 2 – Stakeholder engagement**

Stakeholder	Population size	Sample size	Method of engagement
Service Users	603	12	Qualitative interviews
		37	Questionnaire results
Volunteers	25	2	Qualitative interviews
		12	Questionnaire results

## 5. Project inputs

This section of the report outlines the inputs required for Your Place or Ours to operate and be successful. Whilst some are financial, others are non-financial, yet without the necessary complement of inputs from various material stakeholders, the project would not be possible.

### Organisations

SDCP provided leadership on the development of the funding application for Your Place or Ours and maintained strategic influence throughout. They were supported by CAD and DCC community housing in making the application for funding.

Funding for this project was provided through the The National Lottery Fund and the sum of £178767 was managed by SDCP to provide all the service required from this project in years 1 and 2.

This paid a contribution to the salaries of SDCP staff including project manager, engagement officer and transport coordinator; also, CAD staff, being one part-time caseworker.

The project successfully applied for further grant income which is referenced in Table 3.

**Table 3 - Funding has been provided as follows:**

The National Lottery Community Fund	Rural Programme in Wales (round 1)	£178767
Welsh Government	Bus Services Support Grant	£93,416
Welsh Government	Leader Grants (via Cadwyn Clwyd)	£20,035

**Table 4 - Service User Payments**

Service users directly contributed to the project as follows:

Payments for use of the Dial-a-Ride service	£3,212
Payments for Meals on Wheels	£11,534

Otherwise the service is free to those that receive it, but some non-financial inputs are also necessary to ensure any changes. Their time to attend activities is important, and their trust in the centre.

Their willingness to work with staff /volunteers and take action to create change is essential to ensure any outcomes.

## **Volunteers**

SDCP also had volunteers that contributed towards this project and therefore their time is an important input. Although their time is donated without charge, it is still reasonable for this to be monetised as it represents the opportunity cost to the volunteers. Potentially, if they were not volunteering their time, they could offer their expertise elsewhere and be paid.

There were 25 volunteers that contributed here, with a total of 3208 hours valued at £28,070 donated which contributed materially to project outcomes. (An event was held in June 2019 celebrating the help given by these volunteers.)

## **Total monetised inputs**

The total inputs for the project over the 12-month period have been calculated as £335,034 created by both financial and non-financial inputs from the range of stakeholders above.

## 6. What changes – Outputs and Outcomes

As would be expected most outputs are associated with the service users receiving the support. However, the project's activities also create important outputs for other material stakeholders, and each will be discussed below.

### Service Users

In total, 603 have been supported through this project up to the end of December 2019 and 451 of these had received advice from CAD.

Every person will be different in the amount of support they need, as well as where they need the support.

### Volunteers

Of the 25 Volunteers, 14 of them responded to the consultation questionnaire in addition to their contribution to the project and the benefit they provide to Service Users, Volunteers benefit from improved skills, reduced isolation and improved mental health from having the opportunity to connect and give back through Volunteering.

### Mapping Outcomes

As highlighted, it is only by measuring outcomes that we can be sure that activities are effective for those that matter most to this pilot project. This section of the report highlights the outcomes experienced for each material stakeholder and examines those outcomes that represent endpoints in the chains of change for each

stakeholder (and are therefore included on the Value Map). Identifying specific outcomes is essential to understand what has changed as a result of activities, yet it is not always an easy task to identify the causal links between the various stakeholders and their outcomes. Appendix 1 illustrates the overall chains of change for those involved in the Your Place or Ours project, and highlights both those included in this discussion and those excluded from analysis.

## Service Users

To understand the success of any project, we must understand the outcomes experienced by the users of the service, in this project. Outcomes are those things that change and are sustainable.

Our key priorities are to reduce rural isolation, improve access to services and to reduce rural poverty. Many service users have benefitted from more than one of these priorities, some from all three. To avoid double counting we have asked participants which of these priorities is the most important to them and used the data for that priority only to calculate the value.

The Chain of Change can be seen in Appendix 1 and demonstrates the client journey and the intermediate outcomes that lead to the main outcomes that are included in the value map. Here, consideration will be given to these final outcomes and the indicators that demonstrate these changes. It is worth noting, that the degree of change will vary but an average will be seen in the distance travelled from the monitoring paperwork. The monitoring paperwork for the clients is available in appendix 3.

Some users will be at crisis point when engaged with. For others, the impact will not be as immediate, but the change means they can start to see improvements over time.

Some activities were conducted exclusively by partners, but all activities were facilitated at the centre (Canolfan Ni) or otherwise by using centre resources

Many service users access services by using project facilitated transport.

### **Outcome 1 – To Improve Mental Health (Service Users and Volunteers)**

A 59 year old man, who is disabled and was isolated. We were first contacted by his social worker who said he had not left the house for six months. He has been coming to lunch clubs and MIND at the Centre since September 2018. There has been a noticeable change in his hygiene – smarter clothing, beard and hair trimmed. He says that he was depressed before and could never go out. It has made a huge difference to his state of mind and wellbeing.

A 27 year old man who had a somewhat disruptive youth and spent time in prison until the beginning of this year. He is now working with the Centre as a volunteer on an almost daily basis. He does odd jobs around the building and gets involved with our Thursday inter-generational lunch group. He helps set up and clear away and keeps the children entertained. He said he is able to hold his head up in the community now.

## Outcome 2 – To reduce Isolation (Service Users and Volunteers)

At the start of the project 17% of respondents identified as having a reduced sense of loneliness. By the end of year 1 this had increased to 27%, and at the end of YR2 54% of respondents identified as having a reduced sense of loneliness.

## Outcome 3 – To increase service user confidence to manage their own finances



**Adam** is a former self-employed builder who came in to the Corwen drop-in service for help with a claim for Universal Credit.

He is currently unemployed and of no fixed abode following the recent failure of his business and separation from his partner and family. His circumstances, in particular the stress caused during the decline of his business and associated debt have affected him mentally; he is regarded as unfit to work

We progressed his claim for Universal Credit (Limited Capability for Work and assisted him with a claim for Personal Independence Payment (PIP) which provides him with an only £540 per month in his current circumstances.

Adam is "sofa Surfing" amongst his friends and is anxious to live independently. His single status makes him low priority for social housing. We are working with Denbighshire County Council's homelessness Prevention Team in attempting to move him up the Single Access Route to Housing (SARTH) list, taking into account his current health issues and the need to provide a place suitable for he and his two young children when he has access.

We have advised him on dealing with his debt and an application for bankruptcy was made writing of the c.£60k of debt which he clearly had no prospect of repaying



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LOTTERY FUNDED



Canolfan Ni



Partneriaeth Gymunedol De Sir Ddinbych  
South Denbighshire Community Partnership



The financial gains achieved through the advice services offered by CAD are contained within the tables below. In summary, during the first 2 years of the project 451 service users accessed advice services. A total of £865,000 in additional welfare benefit income was gained for those advised which together with £584,000 of debt negotiated provides a very significant contribution to community financial wellbeing.

Those receiving welfare benefit or money advice will have their household budgets considered and we work with service users to enable them to assist themselves with guidance, where possible.

10% of service users stated that their confidence to manage their finances had improved. (This figure is taken from a low sample and it is intended that a different approach to gathering evidence will be taken from year 3.) Many service users will rely on advice services for continued support, but we feel that this reliance will diminish, and confidence will improve as the project develops.

# Citizens Advice Denbighshire - Clients advised 2018



## Your Place or Ours Key Statistics 2018



**£293k**

annualised benefit gains



**192**

Corwen and Edeyrnion residents advised



**£124k**

of debt negotiated for residents



**£20k**

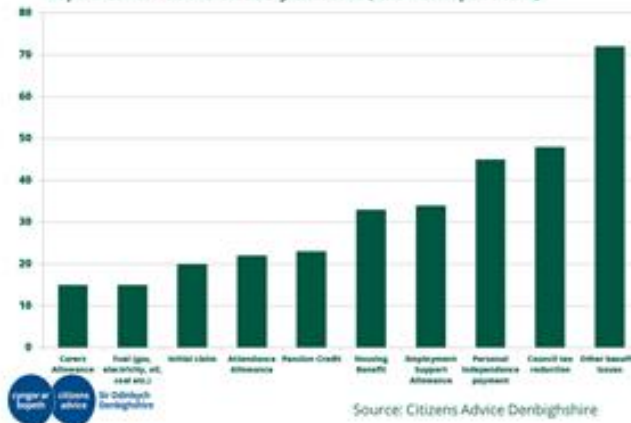
of priority debt handled for residents



**17**

clients raised out of Fuel Poverty

Top 10 Issues - Corwen & Edeyrnion 2018 (One count per client)



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South Denbighshire Community Partnership



Sir Ddinbych Denbighshire



NATIONAL LOTTERY FUNDED



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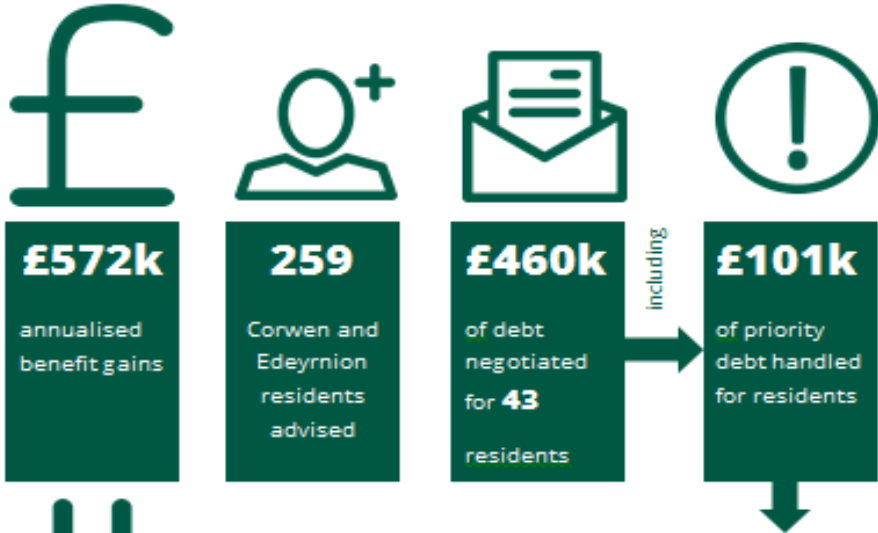
Partneriaeth Gymunedol De Sir Ddinbych  
South Denbighshire Community Partnership



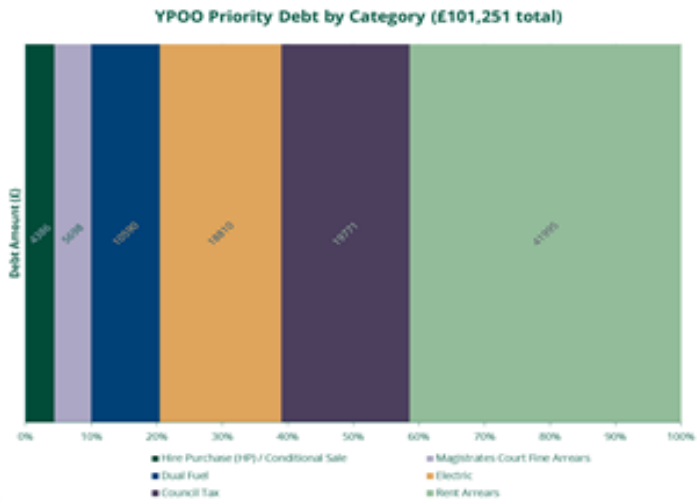
Sir Ddinbych Denbighshire



**Lle Chi Neu Ni / Your Place or Ours**  
Key Statistics 2019



**16**  
household raised out of fuel poverty



**Dawn and Iwan** are a couple with two young children.

Dawn has a longstanding illness and is unable to work. Iwan was until recently employed full-time but suffered a severe workplace injury and subsequent post-traumatic stress. One of their children, **Dafi** is on the autism spectrum

They recently moved to the area which led to a change in circumstance and came to us for advice with regard to a Universal Credit (UC) Claim.

We made a joint Universal Credit Claim with Limited Capability for Work, Work Related Activity and Care elements.

Personal Independence Payment (PIP) claims have been made for both clients and awarded.

We assisted with the Child Disability Living Allowance claim for **Dafi**.

The UC claim was enhanced with the child disability premium

We advised and assisted with a Discretionary Housing Payment (DHP) claim which was awarded to cover under 6 months of the occupancy on housing (bedroom tax) shortfall in their Housing Benefit.

In all the annualised benefit entitlements to the family total some £21,000.

In addition a Debt Relief Order was approved for Iwan writing off debts of £13,500.



## Negative outcomes

As with any project or service, we must consider if there are any negative outcomes for service users. During the qualitative interviews and in the surveys, families were asked if they had felt any negative changes had happened.

None were reported; however, we must consider about those users who did not report any change. For example, clients may be in receipt of too many benefits and therefore face the process of changing these, which can take time, or even having less income. It undoubtedly causes stress and anxiety to deal with this change.

Some clients also might not be ready to engage or it might not be the right service for them at the time. To manage these, we need to understand these changes.

## 7. Valuing Outcomes

The difference of using SROI to 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 has changed in people's lives, but also allows us to put a value on these 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 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.

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 to it. Therefore, where possible, this analysis has applied the first SROI principle to involve stakeholders as much as possible. During the qualitative interviews and in the questionnaires, following an understanding of the changes and the outcomes gained, clients were asked to rate and rank their outcomes. Therefore, they were asked to put their outcomes in order of importance, and then to rate their importance out of 10.

This is where we stopped with their involvement in valuing their outcomes and when it came to placing a monetary value of their outcomes it was decided to use 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. As we were dealing with people, many of whom were or had been in poverty, this technique did not feel appropriate.

**Housing Associations' Charitable Trust, charity number 1096829, company number 04560091 (HACT) <sup>1</sup>**

The valuation used for the outcomes identified were taken from HACT'S Social Value Calculator (<https://www.hact.org.uk/value-calculator>) - (version 4 May 2018) that identifies a range of well-being valuations. However, the data from the monitoring survey and review provided a distance travelled on how much change had been experienced, therefore a proportion of the wellbeing valuations were used accordingly.

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<sup>1</sup> <https://www.hact.org.uk/social-value-bank>

## Service Users

The project is focused on reducing isolation with the other outcomes hinged upon that activity. There is nothing specific on the HACT scale dealing with isolation so we decided to use the health (wellbeing) section of the calculator and to use the **“feeling in control of life”** indicator **£15,894** as the base (HACT) value for our outcomes.

The outcome to reduce stress and anxiety was considered to be most important to service users. Applying £15,894, against the distance travelled of 63% indicated in our value map provides the value of £10,013, which was used as the value for all outcomes. The other outcomes were then weighted based on what they had said in terms of importance of the changes. This ensured that involvement of stakeholders and their value was used.

Consideration was given to using a health-related valuation, specifically Relief from depression/anxiety, but we considered that a score of £36,766 would overvalue the work of the project which was not directly focussed upon activity to alleviate mental illness.

## Volunteers

The valuation for volunteers is rather more straight forward. We have used the HACT **“regular volunteering”** indicator which has a base value of **£3,249**. Applying that to the distance travelled of 45% for volunteers indicated in our value map provides a value of £1,462 which was used for all outcomes and weighted against the importance of the change.

## Health and Social Care Costs

It has been indicated, that as a result of the changes created for the service users, there are subsequent outcomes for other agencies.

It is open to us to consider and to put a value on the reduced potential demand on the NHS, using the published Unit Costs Health and Social Care 2017, by PSSRU<sup>2</sup>. At this stage we have not included a value for this element.

## Department of Work and Pensions

When considering the Change in Income outcome, we must therefore consider the costs implications for the DWP here. In order to ensure we comply with the principle of transparency it is important that we account for this Change in Income.

The benefit gains received by service users will have an equal and opposite detrimental impact on the DWP. Neither value is therefore included in the value map.

## Other financial Offset – Creditors etc.

Similarly, any debt reduction, grant or other entitlement received by a service user will have a detrimental impact upon the creditor or provider of the entitlement. Such are therefore not included in the value map.

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<sup>2</sup>Curtis, L. Burns, A. (2017) Unit Costs of Health and Social Care 2017. PSSRU.

## 8. Establishing Impact

In order to assess the overall value of the outcomes of Your Place or Ours we need to establish how much occurred, specifically as 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)?
- (Explanation of the above factors is explained in Annexe A)
- 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 five measures creates an understanding of the total net value of the outcomes and helps to abide by the principle not to over-claim.

### **Deadweight**

Service users were asked in the qualitative interviews and in the questionnaires about what could have happened anyway. We also considered what other support was available in the area.

We consider a deadweight reduction of 30% for service users in our calculations to reflect the availability of alternative activity or support. For volunteers this is increased to 60% to reflect other opportunities locally.

This issue is further illustrated in the sensitivity analysis section of this report.

### **Attribution**

We consider that an attribution reduction of 30% in our calculations reflect the availability of alternative activity locally.

This issue is further illustrated in the sensitivity analysis section of this report.

## **Displacement**

We consider that a displacement reduction of 5% in our calculations for outcomes 1 and 2 is a fair reflection of our displacement.

This issue is further illustrated in the sensitivity analysis section of this report.

## **Duration & Drop-off**

Service users and volunteers were asked about duration and whether they were hopeful that the positive changes would last. They felt these change were sustainable. For many, being able to get the right amount of financial support also meant they were more positive towards the future.

Further data is needed to understand how long the changes will last, so to avoid over-claiming only 1 year of value will be counted in this report. Therefore, there is no need for a drop-off rate here as we are only claiming for the first year.

## 9. SROI results

This section of the report presents the overall results of the SROI analysis of the Your Place or Ours 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 service has in the lives of its users and volunteers as well as the impact on other local services.

**Table 5 – SROI Headline Results**

Total value created	£ 2,083,846
Total present value (3.5% discount applied)	2,013,378
Investment value – from funders, service users and volunteers	335,034
Net present value (present value minus investment)	1,678,344
Social Return on Investment	<b><u>£6.01/1</u></b>

**The result of £6.01:1 indicates that for each £1 of value invested in the Your Place or Ours project, a total of £6.01 of value is created**

## 10. Sensitivity analysis

The results demonstrate highly significant value created by Your Place or Ours 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 6.

**Table 6 – Sensitivity Analysis**

	<i>Current assumption</i>	Revised assumption	Revised SROI	Proportion of change (%)
Outcome 1 – To Improve Mental Health	<i>Quantity:</i> 277	Quantity: 150	£4.30	72%
	<i>Deadweight:</i> 30%	Deadweight: 75%	£3.62	60%
	<i>Attribution:</i> 30%	Attribution: 50%	£4.95	82%
	<i>Value:</i> £10,013	Value: £5000	£4.15	69%
Outcome 2 – To reduce Isolation	<i>Quantity:</i> 139	Quantity: 200	£6.79	113%
	<i>Deadweight:</i> 30%	Deadweight: 10%	£6.51	108%
	<i>Attribution:</i> 30%	Attribution: 20%	£6.65	111%
	<i>Value:</i> £9,457	Value: £7000	£5.55	92%

Outcome 3 – To increase service user confidence to manage their own finances	<i>Quantity:</i>	Quantity:		
	45	120	£6.83	114%
	<i>Deadweight:</i>	Deadweight:		
	30%	90%	£5.58	93%
	<i>Attribution:</i>	Attribution:		
	30%	75%	£5.69	95%
	<i>Value:</i>	Value:		
	£7,758	£15,000	£6.47	108%

We have carried about a sensitivity analysis by making individual amendments to values within the value map to measure their impact on the SROI.

All 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, however the results indicate that if a single variable were significantly altered, the overall results remain positive.

The range of results ranges from £3.62 to £6.83 with the largest increase flowing from a significant increase in the quantity of users responding positively on Outcome 3.

The most significant impact of the sensitivity analysis reducing the SROI is based on the change to the value given to Deadweight against Outcome 1 which would reduce the SROI to £3.91. This remains a very positive result despite the sensitivity test using a relatively large change in the deadweight value. There is a great deal of confidence

in the figure employed in our Map, but this indicates the importance for us to carefully manage this issue in the future.

## 11. Conclusion and Future Recommendations

**This report has demonstrated that the Your Place or Ours project will create over £2M of value, and for each £1 invested, £6.01 of value is created.**

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

Isolation, low access to services and financial concerns can have a negative impact on mental health by causing anxiety, stress and depression. Through the support of the Your Place or Ours project to date, 46% of service users reported a positive change in their level of stress and anxiety.

### Managing expectations

As with most projects or services, not everybody will experience positive changes. For some, no change will happen and for others perhaps it might be a negative change. As was discussed with the staff members, some will not be ready to engage, and some will become more anxious as they are dealing with a new organisation.

The staff were clearly aware of these issues and concerns, and already were expressing how they try and manage expectations when a person is engaged. However, it is worth us noting this here and that moving forward, any new staff members or volunteers are aware that this might be the case with some clients.

## Future Project Delivery

Hidden Poverty has proved to be far higher than we estimated, and the outcomes achieved are excellent and have had significant positive impact on the lives of members of our community. Rural Poverty and poor access to services also negatively impacts on families on low Incomes or in-work poverty in the Edeyrnion and the wider Dee Valley, this will be exacerbated by the impact of Covid-19 restrictions and will be a priority for future service delivery

Research indicated that similar needs exist, and benefit can be gained in the eastern (Llangollen) area of the Dee Valley. Following a successful application to The National Lottery funding has now been secured to extend the project for a further 2 years (years 6 to 7), and to widen the geographical area of delivery to the eastern Dee Valley area from year 4.

## Future Measurement and Management of Social Value

The team at SDCP and CAD have embraced social value measurement and during this analysis members of the Boards and management teams took part in some training and were actively gathering information. Embedding social value into an organisation requires the commitment of the whole team, including the Board, management, staff and volunteers.

It is recommended that we continue to measure social value by engaging with stakeholders and using monitoring paperwork. This not only helps us to get well-defined outcomes, but also to understand how much change had happened over time. By understanding what has changed and how much change occurred, we can

use the data to inform decisions and maximise social value. Data collections should be part of the normal systems and should not be seen as an additional burden.

As well as capturing the value for the service users and volunteers, we need to understand more about the impact on other stakeholders to ensure we understand the total value of the project.

## Questionnaires

The scope of the project led to difficulties with evidence gathering both in terms of complexity and in retrospective gathering of data. A simplified and contemporaneous approach was considered for year 3 onwards which was disrupted by the impact of Covid-19 (see below) and continues.

Qualitative Evidence gathering will be more difficult due to restrictions. We will commission a digital story, but we need to think about the (new) questions/ things we want the interviewer to cover.

## The impact of Covid-19

In March 2020 the way in which both partners deliver services was materially impacted by the virus but that is insignificant when considered against the impact upon communities. In terms of SROI measurement it has shifted the baseline for future measurement with many people who benefitted from engagement activities essentially having been locked down and experiencing extended periods of isolation (we would be comparing apples with pears). The impact very much continues as this report (itself delayed by the shift in organisational priorities) is finalised as we find ourselves again restricted by local lock-down measures.

## Service expansion

Again, the project has been extended in terms of its timeline and geography. Our intention was to develop the SROI value map throughout the lifetime of the project but change in geography will possibly require engagement with new stakeholders and possible revisions to the Chain of Change and Value Map.

## Provision for Professional Support

The extension funding includes provision for professional / academic support for the measurement of Social Value / SROI and evaluation of the project. We will now commission services to consider the issues raised above and develop these services for the extended duration of this project.

Graham Kendall

CAD

February 2021

Margaret Sutherland

SDCP

## Annexe A – Methodology – Social Return on Investment (SROI)

To keep this report manageable, the methodology section has been extracted from section 3 of the report and placed within the appendices. It is readily accessible to readers unfamiliar with the methodology and principles.

By explicitly asking those stakeholders with the greatest experience of an activity, SROI can quantify and ultimately monetise impacts so they can be compared to the costs of producing them. This does not mean that SROI can generate an ‘actual’ value of changes, but by using monetisation 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.

**Figure 1 - Social Return on Investment Principles<sup>3</sup>**



<sup>3</sup> [www.socialvalueuk.org](http://www.socialvalueuk.org)

**Figure 2 - Social Return on Investment Stages<sup>4</sup>**

Stage 1 Establish scope and identify key stakeholders

Stage 2 Mapping outcomes

Stage 3 Evidencing outcomes and giving them a value

Stage 4 Establishing Impact

Stage 5 Calculating the SROI

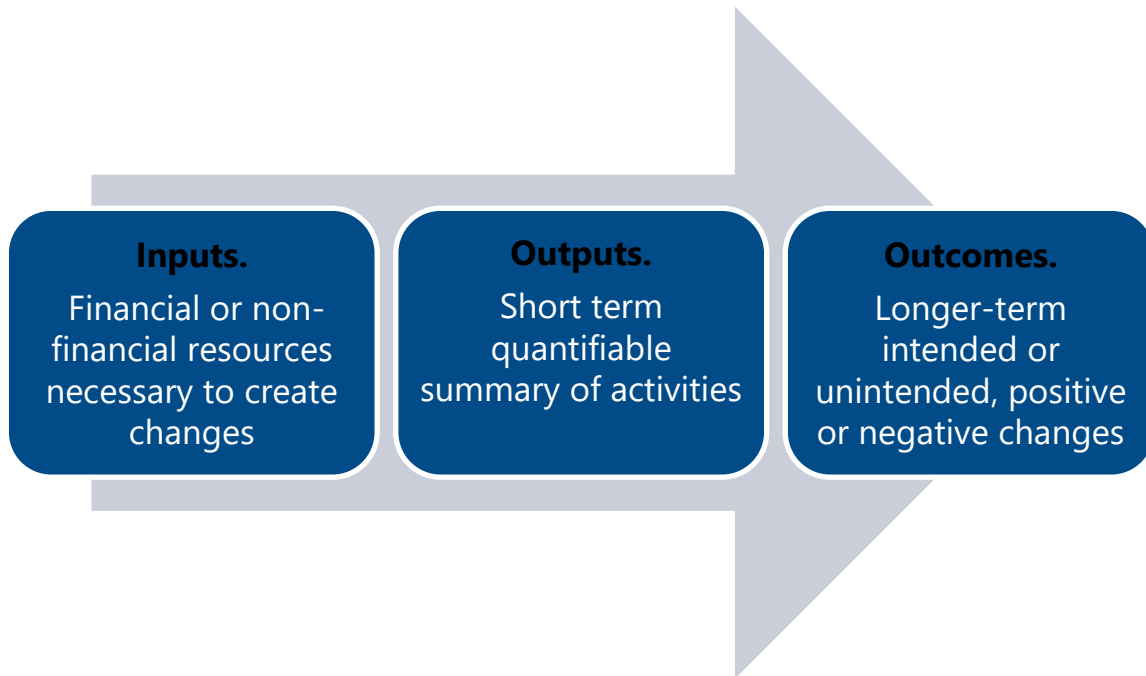
Stage 6 Reporting, using and embedding

Whilst different analyses will apply varied techniques to capture data, adherence to these principles of good practice ensures that the *how* of social impact measurement remains central. As a result, for each material stakeholder, chains of change are created on the Value Map (appendix 2) that articulates the transformation process from necessary inputs, through immediate outputs to ultimate measurable outcomes. Figure 3 highlights the fundamental elements of the chain of change, albeit a simplistic visualisation when accounting for complex changes.

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<sup>4</sup> [www.socialvalueuk.org](http://www.socialvalueuk.org)

**Figure 3 –Chain of Change**



Inputs can be financial or non-financial resources. For example, whilst a project may require necessary finances, it will also be dependent upon the time, expertise and other intangible resources of people to ensure its success.

Outputs are often the things that are measured as a result of activities, yet importantly these do not indicate to the success or failure of activities. Take for example, a course providing advice and skills to enable people to secure employment that only measures the output of the number of attendees of each course; this does not indicate the relative success or failure of the course on the important outcome of people securing employment. Regardless of the activity, only by measuring outcomes can we be confident that an intervention is working, and this is the explicit focus of SROI.

The key distinction of SROI allows identified material outcomes to be monetised, after which accepted accounting principles are applied that progress the analysis towards understanding the impacts of activities. In accordance with the principle not to over-claim, key questions must be asked for each outcome to understand the value of a change that is a result of a particular intervention, those of:

- How long will the changes last (duration)? How likely is it that this change could have occurred without the intervention (deadweight)?
- Who else contributed to their creation (attribution)?
- Have these activities displaced outcomes that would have occurred elsewhere (displacement)? and
- How does the value of the change that is as a result of the intervention reduce in future years (drop-off)?

In summary, SROI is able to articulate an understanding of holistic value created and destroyed because of activities. By understanding the value of outcomes, we are in a stronger position to manage them as we have a greater understanding of their relative importance and can target strategy and resources more effectively. Monetisation of outcomes is not an attempt to place a price on everything; rather it is designed to not only allow for the meaningful measurement of impacts, but also importantly for their subsequent management. This is of particular relevance for third sector organisations, as adherence to a social mission places a moral duty on decision-makers to maximise their social returns. Effectively, SROI can bridge the accountability gap that often occurs between those with decision-making powers, and those that decisions are intended to target.

## Establishing Impact

In order to assess the overall value of the outcomes of Your Place or Ours we need to establish how much occurred, specifically as 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 were not available. There is always a possibility that the individuals would have received the same outcomes through another activity or by having support elsewhere.

### 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.

Some of the value must be attributed to any referral sources as they are the once who recognise the need and makes the appropriate referrals. The project will also signpost to other services that contribute towards the overall value.

### **Displacement**

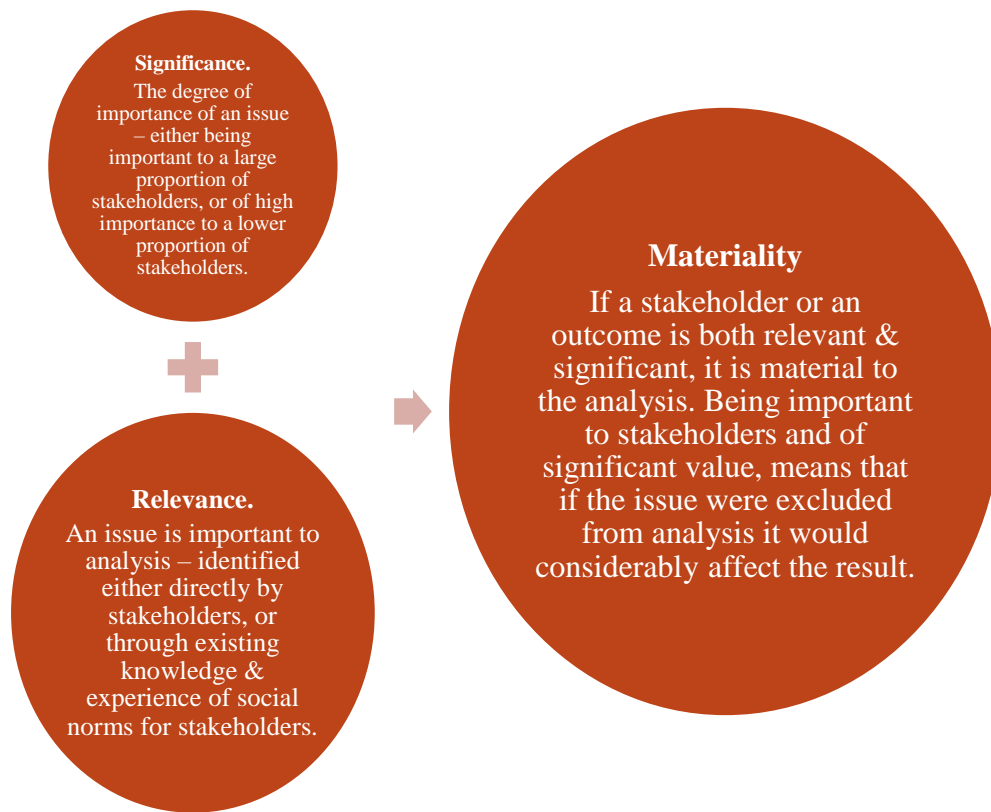
We need to consider if the outcomes displace other outcomes elsewhere. For example, if we deal with criminal activity in one street, have we just moved the problem elsewhere? Do our activities affect local businesses to the extent that they are not compensated for by the income we generate locally?

### **Mapping Stakeholders**

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.

To understand what is important for an analysis, the concept of materiality is employed. See Figure 4. 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 Your Place Or Ours project a range of stakeholders were identified as either having an effect on, or being effected by the project – table 1 highlights each stakeholder, identifying if they were considered material or not for inclusion within the SROI analysis.

**Figure 4 – Materiality**



## Stakeholder engagement

Principle number 1 of Social Return on Investment framework is to Involve Stakeholders. Therefore, a great deal of time is given to establish who the stakeholders are, and how best to engage with them. Stakeholders are best placed to establish the following:

- Theory of change
- Identify outcomes
- Identify how much change has happened
- What value is to be placed on the outcomes
- Deadweight, drop-off and attribution
- Verify results

Engaging with the material service users was crucial to being able to achieve everything noted in the list above.

## Annexe B – Detailed project Outcomes

Project outcome	Indicator	Level	Timescale
1. Reduce Isolation	1.1 No of People engaging in Social Activities/Events	500 New Service Users will have engaged in activities/events.	By the end of the Project
		75 people engaging in activities/events	Year 1
		100 New Service Users and 64 (85%) continuing service users engaging in activities/events	Year 2
		125 New Service Users and 225 continuing Service Users engaging in activities/events	Year 3
2. Improve Access to Advice Services	2.1 Reduction in personal stress associated with low income	200 New Service Users and 290 continuing Service Users engaging in activities/events	Year 4
		Value of gains in Welfare Benefits and Grants	
		£50k	Year 1
	£75k	Year 2, 3, 4	
	2.2 Lifting households out of Fuel Poverty	Fuel Poverty reduction	

		15 households	Year 1
		20 households	Year 2, 3, 4
	2.3 Lifting households out of income poverty	Household Income increase  10 households  20 households	Year 1  Year 2, 3, 4:
	2.4 Reduction in personal stress and reduction associated with indebtedness	Problem debt negotiated  £30k  £40k	Year 1  Year 2, 3, 4
	3. Provide Flexible Community Transport	3.1 Dial a Ride  Provide a 5 day a week Dial a Ride Service  – 125 hires  250 hires	Year 1

			Year 2, 3, 4 –
	3.2 Transportation to Weekly Luncheon Club	20 people a week on 1 day a week  20 people a week on 2 days a week	Year 1: 720 passengers  Year 2, 3, 4: 960 passengers
	3.3 Provide Transportation to weekly Social Activity /Engagement Events/	Weekly	in Year 1  4 in Year 2  4 in Year 3  4 in Year 4
	3.4 Provide transportation and shopping buddies for shopping trips	Weekly	From Quarter 2 – Year 1 and throughout Years 2, 3, 4
4. Build self-reliance  Established Local groups who have the knowledge, skills and experience required to set up and run community groups and have a schedule of events planned for the next 12 months.	4.1 Recruit Volunteers	From Quarter 2 of the Project throughout the duration of the project	Quarter 2 – Year 1 and Years 2, 3, 4
		2 Volunteer CAD Advisors	Quarter 2 – Year 1 and Years 2, 3, 4
		8 Community Champions	Quarter 3 – Year 1 and Years 2, 3, 4
	4.2 Provide Training	3 Volunteer Drivers MIDAS training  8 Volunteers Level 2 Food Hygiene Course  8 Volunteer – Dementia Friendly Training	Year 1 –  Year 2  Year 3  Year 4
	4.3 Develop Services & Activities in outreach locations	Implement 8 Luncheon Club in outreach areas	2 in Year 1  2 in Year 2  2 in Year 3

			2 in Year 4
	4.4 Widen participation and access	Engage, Enable & empower 8 local communities to form social groups	2 in Year 1 2 in Year 2 2 in Year 3 2 in Year 4
	4. Social Impact Evaluation	Staff undertake Training and development to design, implement and monitor Social Impact	Year 2, 3 4, 5
	4.5 Carry out Volunteer Impact Assessment	Existing Volunteers complete impact assessment questionnaire  Train and develop staff to design, implement and monitor impact assessment tools.  Incorporate Impact Assessment in evaluation.  Have a robust framework and achieve Investing in Volunteers Award.	August 2017  Year 1 and Year 2  Year 3 & 4  By the end of the project
5. Improve Health &	5.1 Percentage of Service Users having	Repeat Wellbeing assessment	

Wellbeing	an increased sense of community and reduced sense of loneliness	throughout project  ...will identify as having increased sense of community  ...will identify as having reduced loneliness	
	Be less isolated		
Be healthy	5.2 Improve Health and Nutrition	By delivering meals to residents...  By promoting health at engagement events	35 in year 1 70 in year 2 80 in year 3 90 in Year 4
	5.3 Improve information	Provide a monthly newsletter of events and activities.  Contribute to community notice boards	Number of newspapers distributed both in paper format and electronic  Monitor no of posts, likes, share's etc.
Take Notice	5.4 Provide Access to Digital Learning and support	Train Digital champions to provide digital support in village venues peoples' homes	Year 1 – Qtr. 3
	5.5 Provide opportunities to develop skills of local people and	Supporting and providing practical support and expertise to build self-	
Keep Learning			

Stronger communities	communities	<p>confidence and skills to develop local initiatives that promote the project's objectives</p> <p>3 Training Opportunities</p> <p>4 Training Opportunities</p> <p>4 Training Events</p>	<p>Year 2</p> <p>Year 3</p>
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## Appendices

### Appendix 1 – Chain of Change

### Appendix 2 – Value Map

### Appendix 3 - Client and Health Professional Questionnaires used comprising: -

- ✓ Client initial survey
- ✓ Client periodic survey (raised around the 6-week mark)
- ✓ Client periodic survey pt. 2 (raised where intervention is closing)
- ✓ Health Professionals Survey