

Datblygiadau Egni Gwledig



Datblygiadau Egni Gwledig (DEG)

Social Return On Investment Report

April 2023 – March 2025

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Executive Summary

This Social Return on Investment (SROI) report considers the social value of Datblygiadau Egni Gwledig (DEG) within north Wales. Aligning to the International Principles of Social Value and conducted in accordance with the Social Return on Investment (SROI) framework published by the Cabinet Office of the UK Government, this analysis uses a stakeholder informed approach to show the social value generated. Accordingly, it uses the views of people that are most materially affected (community members, community groups, individuals and partners) to determine what outcomes DEG create and involves them to estimate their quantity, duration, value and causality.

The results demonstrated that for every £1 invested in the organisation a £3.58 of social value is generated. The SROI range is between £1.90 and £4.26 based on testing some of the assumptions in this report. What this result means is that positive impact has been created within the lives of individuals and within communities and this report helps to identify areas where the social value can be further maximised.

The majority of social value was created to both the individuals and community members. Individuals refers to those supported by the Gwasanaeth Ynni (Energy Service) and offered advice and support by the DEG Energy Officers. Many of these individuals are hit the hardest by the cost of living crisis and the increasing energy bills and the support ensured that for some they were more aware of energy efficiency and also felt less stressed and anxious as a result of the service. For some this also created some actual cash savings with a total of £35,225 in total saved for residents in the area.

Community members were those who were involved through the GwyrddNi project. GwyrddNi is a community-led climate action project and its aim is to empower local people to deliver a range of projects that respond to climate change in their communities. This project re-aligns the power balance to ensure that people are able to tackle the climate emergency at a local level. Although the project is still in its early stages, many of the community members reported feeling more connected to their local community through the activities, and also felt less stressed as actions are taken and a greater sense of purpose as they are able to contribute.

GwyrddNi has a strong focus on education and works closely with primary and high schools. During the Assemblies phase, climate education and mini-Assemblies were conducted in

schools, and children presented their ideas to the adults for inclusion into the Action Plans. The local coordinators now work closely with the schools to bring some of those actions to life. The sessions have supported the school to have an improved awareness about climate change and are developing skills and knowledge on what they can do to contribute to the local environment.

Community Organisations were supported through the Cyd Ynni, Gwasanaeth Ynni and Prosiect Net Sero Gwynedd. During the stakeholder engagement process, many appreciated having expert energy advice locally to look at opportunities for them to be more energy efficient but to also identify ways of identifying financial savings which could support the on-going delivery of their services. Some felt that the support had helped to improve the awareness of possibilities but also helped with retaining volunteers as well as financial stability. With increasing energy costs, many are facing difficult decisions to close or to increase prices on community groups which can have wider impact on individuals and increasing rural isolation. By looking at opportunities they are able to generate local energy as well as re-invest the income into local projects.

It is recommended that findings from this report is used to adhere to the eighth principle of social value which is to be responsive. By illustrating what outcomes are most important to stakeholders, this study can help DEG to put actions in place where it matters, to continue to increase and maximise the positive social value created.

Acknowledgements

This report would not be possible without involving key stakeholders who can help us to understand what changes have taken place and establish the impact of those changes. We are extremely thankful to the individuals who engaged with us and gave their time in order to help us understand what has changed for them as a result of the projects and support, as well as helping us to understand how to build on this impact in the future.

Thank you to the staff and key partners who supported us to ensure we could engage with all of the stakeholders in both the qualitative and quantitative stages of data collection.

Diolch Thanks



Datblygiadau Egni Gwledig

Datblygiadau Egni Gwledig (DEG) Social Return on Investment Report April 2023 - March 2025



OVERVIEW



481 community members are involved in the GwyrddNi project

31 teachers and **794** students supported through the educational project



34 community organisations supported

25 community buildings given detailed resource Efficiency Reports



659 individuals have been supported through **1,656** interventions by DEG energy officers



6 individuals supported

COMMUNITY MEMBERS

59% feel they have a voice and contribute to local climate plan and more connected to the local community

45% feel more aware of the climate emergency and feel more positive, reassured and less stressed about the future because actions are being taken locally

48% feel they have an increased sense of purpose because they are contributing to local activities

COMMUNITY ORGANISATIONS



100% feel DEG have increased their knowledge on energy efficiency, energy saving and energy generation

100% feel that DEG have supported them with successful funding applications

75% feel they have improved their financial sustainability after working with DEG

INDIVIDUALS

100% feel they have increased their knowledge on energy efficiency, energy saving and energy generation

100% feel they are now less worried about their energy bills

Individuals have saved over **£35,000 in total** energy cost through the advice and support given by DEG

SROI
£3.58
RANGE £1.90 - £4.26

SCHOOLS

Teachers and students feel an increased knowledge and awareness of climate change and ways we can contribute to reducing the negative impact of climate change

**Please see the full report for further information*

1.0 Introduction

This report will analyse the value of the organisation Datblygiadau Egni Gwledig (DEG) and will consider the period from 1st April 2023 until 31st March 2025. One of the main challenges we face internationally is climate change and there is increasing pressure for us to look at sustainable development and to reduce the environmental harm that is created but also supporting local residents to be sustainable and reduce financial burden. DEG is a local organisation that is responding to these challenges locally and this report will consider the impact of their work.

Through engagement with the partners, individuals, schools, community members, and community organisations and from examination of information and data available, appropriate estimations have been made, supported by secondary evidence.

1.1 Purpose and Target Audience

The purpose of the analysis is to provide valuable insights into the changes experienced by key stakeholder groups. This report looks specifically at the outcomes and their value for people and communities receiving support through all the activities provided by DEG.

This report aims to review and ascertain the following:

- The views of the key beneficiaries involved in the project, being the community groups, individual beneficiaries, community members, schools and partners.
- The material outcomes experienced by stakeholders, but most importantly the individuals and community groups receiving support.
- To give a value to the service and to answer the question: 'Does Datblygiadau Egni Gwledig provide good value for money?'
- To see what changes to the service can be introduced to provide more outcomes and further value to beneficiaries.

This report has been prepared for both internal and external audiences. For internal stakeholders, the analysis aims to provide a comprehensive understanding of the changes created through the activities of the project. This includes assessing both positive and negative changes, as well as intended and unintended results. By gaining insights into these changes, decision-makers at the management level can make more informed decisions and optimise the value generated by their activities.

For external audiences, the aim is to effectively communicate the impact of funding to funders to see how positive outcomes can be enhanced and any negative outcomes mitigated. By ensuring the involvement of all stakeholders, it allows a clear understanding of the changes and allows the needs of local communities to be aligned with strategic decision making.

2.0 Background & Context

2.1 Datblygiadau Egni Gwledig (DEG)

Established in 2014, DEG is a social enterprise and a Company Limited by Guarantee (08843294) and supports communities across northwest Wales. The aim of the enterprise is to support individuals and communities to deal with the challenges of energy costs but foremost to support communities to take ownership of their own futures and to become zero carbon communities.

Their vision is as follows,

“We see North West Wales as a collection of vibrant, connected, local economies collaborating to bring home the benefits of our natural heritage.”¹

Their values are:

1. “We believe that re-localising our economies will make us less vulnerable to rising energy prices and give us more power to create the world we want.
2. We contribute to communities becoming stronger, more self-supporting and resilient by generating their own energy and using it efficiently.
3. We see the sustainability of the natural environment, fulfilling employment opportunities and the Welsh language and culture as interlinked.
4. We want people to feel confident that they can contribute to creating a positive vision of the future and work together to achieve it.
5. We promote a collaborative approach where individuals and communities recognise their interconnectedness and support each other through sharing skills and resources for mutual benefit.
6. We seek to understand and work alongside communities to identify solutions which are right for them, leaving a lasting legacy of skills, knowledge and capability.”

2.2 Project Outline

Over the ten years that the company has been operating there have been many successful projects. This report focuses on the period between April 2023 and March 2025 and the key services and projects available during this time are noted below.

GwyrddNi

GwyrddNi is a community-led climate action project, delivered in partnership by DEG, Partneriaeth Ogwen, Cwmni Bro, Ynni Llyn, yr Orsaf, and Cyd Ynni, and funded by The National Lottery Community Fund’s Climate Action Fund. Its aim is to empower local people to deliver a range of projects that respond to climate change in their communities.

During 2022 and 2023, GwyrddNi facilitated a series of Community Assemblies on the Climate in five geographic areas in Gwynedd: Dyffryn Ogwen, Dyffryn Nantlle, Dyffryn Peris, Bro Ffestiniog, and Pen Llŷn. These assemblies focused on identifying local climate challenges, existing initiatives, and community priorities. This process resulted in the creation of five Community

¹ [About DEG – Datblygiadau Egni Gwledig \(DEG\)](#)

Climate Action Plans, which GwyrddNi is now implementing. This work involves initiating and managing projects, as well as collaborating with and supporting existing initiatives.

GwyrddNi has a strong focus on education and works closely with primary and high schools. During the Assemblies phase, climate education and mini-Assemblies were conducted in schools, and children presented their ideas to the adults for inclusion into the Action Plans. Now, in the Community Climate Action phase, GwyrddNi is working alongside schools to support pupils in bringing their climate action ideas to life.

After the initial "Assemblies phase," the project secured funding for an additional 4.5 years, transitioning into phase 2, the "Community Climate Action phase" from September 2023. This report focuses on evaluating the impact of the first phase and the initial impact observed within these communities. While all staff were employed through DEG during the first phase, the second phase sees a shift in employment structure. Cwmni Bro, Yr Orsaf, Ynni Llŷn, and Partneriaeth Ogwen now directly employ local facilitators in their respective areas. The Dyffryn Peris facilitator is employed through Cyd Ynni but managed through DEG, along with the Project Coordinator, Communications Officer, and the Education team. Given the collaborative nature of this project, the report will assess the level of value that should be attributed to DEG. A separate, comprehensive project evaluation is also underway, and some of its interim findings will be included in this report.

Prosiect Sero Net Gwynedd

This project was launched in March 2022 and is a partnership between DEG, Cyd Ynni, Partneriaeth Ogwen, Yr Orsaf, MaesNi, YnNi Llŷn, Adra Housing Association, Grŵp Cynefin, and Grŵp Llandrillo Menai. Funded by the UK Government's Community Renewal Fund and Shared Prosperity Fund, the project consists of several elements focusing on decarbonising homes in Gwynedd and supporting those in fuel poverty.

Adra housing association are a key partner and therefore there is much focus on their own properties but also those living in privately owned or privately rented homes. The project also has an aim to help individuals be more energy efficient and to help them manage with increasing energy costs and relieve any strain of financial pressures.

DEG's contribution, under work package 1 – Empowering Communities, is to complete energy assessments on community buildings and also to employ Energy Officers who have the expertise to look at ways to ensure energy efficiency.

Community Buildings are offered in-depth decarbonisation assessments and a detailed report outlining recommendations to improve the efficiency of these buildings. These reports give detailed information about their energy consumption and strong recommendations about improving their energy efficiency and reducing their carbon footprint. They form an important evidence base when seeking funding for improving the buildings.

For domestic properties, the Energy Officers give advice on various ways to reduce energy, enabling Gwynedd residents to save on energy consumption and alleviate fuel poverty. The Energy Officers attend local events and public locations such as Porthi Dre, Age Cymru Bontnewydd, MaesNi (Maesgeirchen, Bangor) and Hwb Ogwen (Bethesda) to promote the project and provide people with access to face to face support.

In addition to the workshops offered within schools under the GwyrddNi project, this team also runs workshops within schools on energy efficiency with advice given to take home for families.

In partnership with Adra Housing association and through Wales & West funding, Energy Officers have been employed within DEG, Partneriaeth Ogwen and Y Dref Werdd. The project is managed by DEG but only the outcomes of those who have been supported by the DEG Energy officer will be considered here.

Gwasanaeth Ynni

The Gwasanaeth Ynni delivers a range of services across several funding schemes, often in partnership. Services include energy audits on domestic and non-domestic properties, retrofit assessment on domestic properties, fuel poverty assistance, and general advice on saving money and energy efficiency.

As part of DEG's Energy Service, Energy Assessors visit properties to complete detailed energy assessments, giving energy efficiency, money, and carbon saving advice. These start with small, free or low-cost measures, to larger, more expensive projects like improving insulation or installing solar panels or heat pumps. This is an objective service, not promoted by a company trying to sell anything, allowing DEG to offer honest, independent advice that suits the building, tenants and owners.

DEG's Energy Officers help by:

- Raising awareness of the benefits of saving energy.
- Providing practical help on reducing costs and energy consumption.
- Giving advice to improve energy efficiency.
- Guidance on available grants for home energy efficiency improvements.
- Providing energy saving equipment (for example LED bulbs).
- Carbon monoxide awareness information and alarms.
- Assistance with joining the Priority Service Register with gas, electricity, and water suppliers.

During the period of this report, the Gwasanaeth Ynni has worked with various community centres. They created winter warm packs containing items from local produces and distributed them to individuals in Porthi Dre and Arfon Food Bank. The service has also visited the Warws Werdd on several occasions to distribute information packs and LED bulbs to their customers.

Cyd Ynni

Established in 2017, Cyd Ynni originated as a collaborative effort between five community energy projects in North Wales: Ynni Ogwen, Ynni Anafon, Moelyci Ymlaen, Egni Mynydd, and Ynni Padarn Peris. Funded by the National Lottery Community Fund and managed by Datblygiadau Egni Gwledig (DEG), Cyd Ynni was formed to address specific needs within the community energy sector, as identified in the Interim evaluation². These needs included:

- Providing skilled support to assist volunteer-led community initiatives in developing more complex renewable energy projects in North Wales

- Developing innovative approaches to reduce fuel poverty, a significant issue within the project area
- Creating alternative funding arrangements to mitigate the impact of reductions in the Feed-in Tariff (FIT)
- Enabling local communities to retain the economic benefits and value of their natural assets, rather than allowing large, national companies to extract that value

Cyd Ynni 2 received £184,000 of Welsh Government Energy Service funding in 2023 to expand its original group and support the development of generating projects for other community energy groups. Its objective is to assist these groups in decarbonizing and reducing their energy bills, ensuring that vital community assets have a sustainable future.

Cyd Ynni's membership has grown to 9 members, now including Ynni Lleu in Dyffryn Nantlle, Gwyrddfai Gwyrdd in Waunfawr, and Ynni Twrog in Blaenau Ffestiniog. The group has secured significant funds for the development of community-owned electricity generating projects. For example, Cyd Ynni helped Ynni Lleu secure £384,000 for the largest solar and battery project (322kW solar and 350kWh battery) in northwest Wales. By selling electricity to building tenants, the community energy group will generate circa £25,000 a year for Ynni Lleu, fulfilling Cyd Ynni's aim of local ownership and profit retention.

Cyd Ynni has also contributed to the development of the Gwynedd Local Energy Plan and participated in the North Wales Ambition Board North West Regional Steering Group.

Consultancy Service

DEG has a wealth of experience and expertise in supporting communities to explore renewable energy options, develop sustainable electricity, heat, and transport solutions, reduce energy costs, and decarbonise. DEG also offers consultancy services for specific projects and engages in national discussions to influence strategy and policy development.

For example, DEG was commissioned by Afallen and Arup to lead facilitation of stakeholder input into the Local Area Energy Plans, specifically in Welsh speaking counties. DEG is a partner on the £5 million Local Policy Innovation Partnership project – Cymru Wledig LPIP Rural Wales – co-chairing their group “Supporting the Net Zero Transition”.

2.3 Identifying the Need and Strategic Background

In 2021, Welsh Government published the Net Zero Wales Carbon Budget 2 (2021-2025)² solidifying its commitment to addressing climate change. This was in response to The Intergovernmental Panel on Climate Change (IPCC) reporting that further temperature rises are inevitable and is working towards the UK target of having Net Zero Carbon by 2050. Five-year budgets are set in order to have intermediate targets to work towards the Net Zero target in 2050 and in the Carbon Budget 2 there is a target of 37% average reduction. This plan calls on all Citizens, communities, businesses and public services in Wales to have a collective approach towards achieving this target.

To achieve this target there are specific targets and actions needed within 8 emission sectors which is electricity and heat generation, transport, residential buildings, industry and business, agriculture, land use, waste management and public sector. There is a strong focus on a “decarbonised energy system” and by doing so will also create an industry and skilled jobs for the future. In order to achieve their targets one of the asks for collaborations is on individuals to;

“We ask the public to improve decisions in energy efficiency, generation and storing their own energy whilst also the Welsh Public making conscious choices on the amount of energy consumed and how they heat their homes, switching to more low carbon electricity and heating fuels.”

In order to achieve this there is a need to upskill communities and to educate within schools and amongst adults to look at alternative ways of generating energy and to learn of how to reduce the use of energy within the homes and within community buildings. The same requirements are with the transport sector where the public needs to be educated and supported to consider alternative ways of travelling in the future.

“Voluntary organisations and campaigners have been at the forefront of raising awareness about climate change, calling for alternative approaches and introducing positive solutions. There is growing recognition of the role that voluntary organisations across the sector will need to play in responding positively to the climate emergency and PfG.”

To achieve these targets there are two specific legislations that places a statutory duty on Public Services. The first is the Well-being of Future Generations (Wales) Act 2016. There are seven long term well-being goals that requires statutory bodies to act in a way that places sustainability at the heart of how they do business. The goal of a Prosperous Wales³ is defined as follows:

“An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing fair work.”

Within this goal is a focus on community energy and creating a low carbon society. The guidance alongside this aim shares how community energy initiatives have benefits for the environment but also social and economic benefits. It recognises how these can create communities that feel empowered and resilient and how the income generated can be re-invested into the community.

² <https://www.gov.wales/net-zero-wales-carbon-budget-2-2021-2025>

³ <https://futuregenerations.wales/wp-content/uploads/2025/02/FINAL-Prosperous-Wales-Topic-4-1.pdf>

The impact of fuel poverty on individuals is also recognised and this has been increasingly evidenced over the last few years with the cost-of-living crisis. A household is regarded as being in fuel poverty if they are unable to keep their home warm at a reasonable cost.

The statistics presented by Welsh Government in 2021⁴ on fuel poverty said there was 14% of households living in Fuel Poverty but was predicted to increase to 44% by April 2022. Gwynedd had the highest percentage of households in fuel poverty at the time with 23% and people over the age of 75 had the highest percentage of fuel poverty. In June 2025 the House of Commons published research 'Gas and electricity prices during the 'energy crisis' and beyond'⁵. The report identified how the energy prices increased from the Summer 2021 after the pandemic but then piked further due to Russia invading Ukraine on the 24th February 2022. The first major impact on domestic customers in the UK was after a 54% increase in the pay cap in April 2022. Since then prices has been reduced but is still higher that it was in Winter 2021 / 2022.

Much research has demonstrated the impact of fuel poverty on mental health such as that by Bennet, N and Khavandi, S⁶ and says there are specific drivers of fuel poverty which includes low income, poor energy efficiency in the home, and high energy prices. This study showed how fuel poverty has impact of several areas of life including economic because of fear of debt and bills, behavioural changes such as impact on sleep and poor judgment on other areas in life such as good diet, the home environment as the house is cold and creates other problems such as dampness, and social because of a loss in security and having an impact on relationships because of the stigma attached.

The second legislation that drives the Carbon Budget is The Environment (Wales) Act 2016 that requires the Welsh Government to reduce emissions of greenhouse gases in Wales to net zero for the year 2050. This Act details how our natural resources should be managed and most of this Act places specific duties on Natural Resources Wales. The Act also specifies how our natural resources in Wales is our best resource and that collaboration is needed to ensure communities are supported to make best use of the partnerships.

In 2024 Community Energy Wales published their State of the Sector report, 'A Better Energy Future for Wales'⁷. The two main objectives of Community Energy Wales are;

1. All energy used by people and businesses in Wales will be owned by people in Wales and wherever possible, in the hands of the community.
2. All surplus energy produced and exported out of Wales will benefit people in Wales.

The report emphasises that the targets set by Welsh Government can only be achievable when communities are placed at the heart of strategic decision making. The report also highlights how community energy can create resilient communities, could create jobs and support communities to tackle challenges such as fuel poverty. The report highlights how community owned capacity had increased 11% between 2022-2023 with 15 new jobs created during the period.

DEG have also had much research on various projects over the years and findings and recommendations from those reports should also be considered here to understand the need for these projects.

⁴ [Fuel poverty in Wales: interactive dashboard | GOV.WALES](#)

⁵ Bolton, P. (2025). Gas and Electricity Prices during the 'energy crisis' and beyond. House of Commons Library.

⁶ [Constant mental maths and difficult decisions - new research highlights how fuel poverty affects mental health - ARC](#)

⁷ [CEW-State-of-the-Sector-2024.pdf](#)

The Interim evaluation⁸ for Cyd Ynni gave a strong recommendation that a clear purpose needed to be agreed,

“If Cyd Ynni 2 is about fuel poverty, this should engage community members living in fuel poverty in the development of the project. If Cyd Ynni 2 is about a local response to climate change more research is needed to consider the most impactful approach and resources.”

The Development Officer explained that the second project had changed and there was more flexibility for the project to look to support new projects rather than existing projects to ensure that the needs of other communities were met.

An evaluation of the Prosiect Net Zero Gwynedd projects was published in 2023. The projects were funded by UK Community Regeneration Fund (UKCRF) and the aim was to support Adra (Cyf) decarbonisation strategy which is in line with the Welsh Government Zero Carbon target. In the evaluation the recruitment of Energy Wardens was noted as a difficulty and that upskilling staff to become energy wardens was a priority. One of the conclusions and recommendations of this work was that partnership working was essential to be proactive in responding to the challenge as a local level. The role of Energy Wardens was also seen as crucial to ensure that the support is available and to help with raising awareness, but that collaboration was key ensure a consistent message and to maximise impact.

⁸ Richardson, M. 2021. Cyd Ynni Interim Evaluation. Social Impact Consulting Ltd. Page 18

3.0 Methodology

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 change, but by monetising the value of stakeholders’ outcomes from a range of sources it is able to provide an evaluation of projects that changes the way value is accounted for – one that considers economic, social and environmental impacts. Social Value UK (2014)⁹ 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 eight 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. Diagram 1 outlines the Principles of Social Value.

DIAGRAM 1 – THE PRINCIPLES OF SOCIAL VALUE¹⁰



(Source: Social Value International)

Taking a more holistic approach to impact measurement means that positive, negative, intended and unintended changes can be accounted for on a constructed Value Map – and

⁹ Social Value UK.

www.socialvalueuk.org

¹⁰ <https://www.socialvalueint.org/principles>

ultimately when these are compared to the relative costs of their creation, the SROI is identified. The formula used to calculate the final SROI is illustrated below:

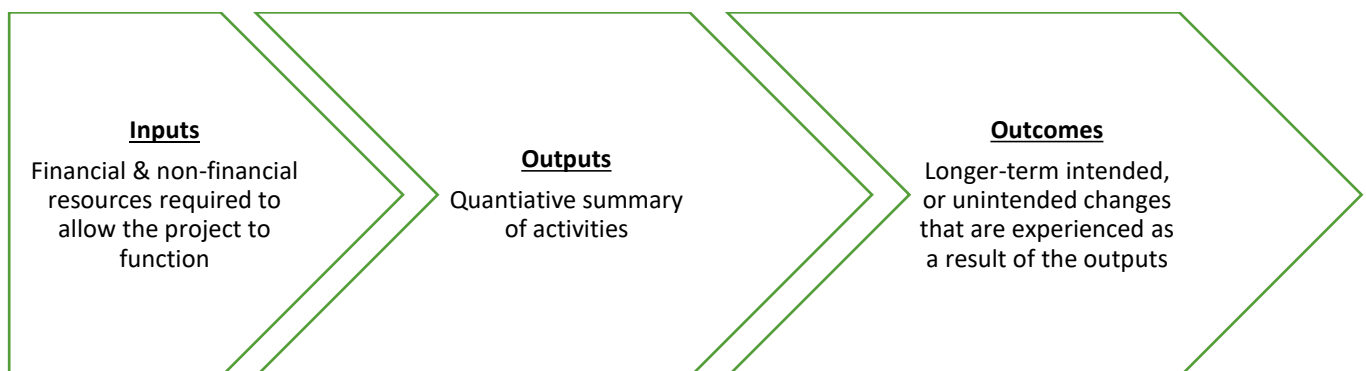
SROI = $\frac{\text{Net present value of benefits}}{\text{Value of inputs}}$

For example, a result of 4.50:1 indicates that for each £1 of value invested, £4.50 of social value is created.

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 1), and these stories of change are equally as important as the result of analysis. In fact, SROI is best thought of as a story of change with both quantitative and qualitative evidence attached to it. Diagram 2 summarises the different elements for each chain of change included within the SROI analysis (before the impact of outcomes is calculated).

DIAGRAM 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.

As will be discussed at the point of analysis, SROI also incorporates accepted accounting principles such as counterfactual and attribution to measure the final impact of activities that are a result of each 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.

Overall, SROI can create an understanding of the value of activities relative to the costs of creating them. It is not intended to reflect 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 outcomes are organisations able to not only demonstrate their impact 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.

4.0 Stakeholder Engagement & Scope of the Analysis

Including stakeholders is a 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 forecast 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. 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 Datblygiadau Egni Gweldig, a range of stakeholders were identified as either affecting, or being affected by the project – Table 1 highlights each key stakeholder, identifying if they were considered material or not for inclusion within the SROI analysis.

Table 1 – Stakeholder Material Outcomes

Key Stakeholder	Potential Outcomes	Reason for Inclusion
Community organisations	<p>Reduced stress / relieve pressure on trustees</p> <p>Increased skills and awareness about energy efficiency measures</p> <p>Increased knowledge about implementing energy efficiency, energy saving and energy generation measures</p> <p>Improved financial sustainability</p>	They are one of the key beneficiaries of the energy service project and therefore their outcomes and values should be included
Community members	<p>Feel part of a community / connected to the community</p> <p>Feel less stressed as actions are taken locally</p> <p>Improved sense of purpose</p>	They are one of the key beneficiaries of the multiple projects, including GwyrddNi and Energy service provided through Cyd Ynni. Therefore, their outcomes and values should be included
Individuals	<p>Increased awareness about energy consumption</p> <p>Increased knowledge about implementing energy efficiency, energy saving and energy generation measures</p> <p>Reduced financial worries of energy bills</p>	They are one of the key beneficiaries of the Prosiect Sero Net Gwynedd and Gwasanaeth Ynni projects and therefore their outcomes and values should be included
Schools	<p>Feeling a part of the community</p> <p>Feeling more positive about the future as actions are taken locally to tackle climate change</p>	They are one of the key beneficiaries of the GwyrddNi project and therefore their outcomes and values should be included

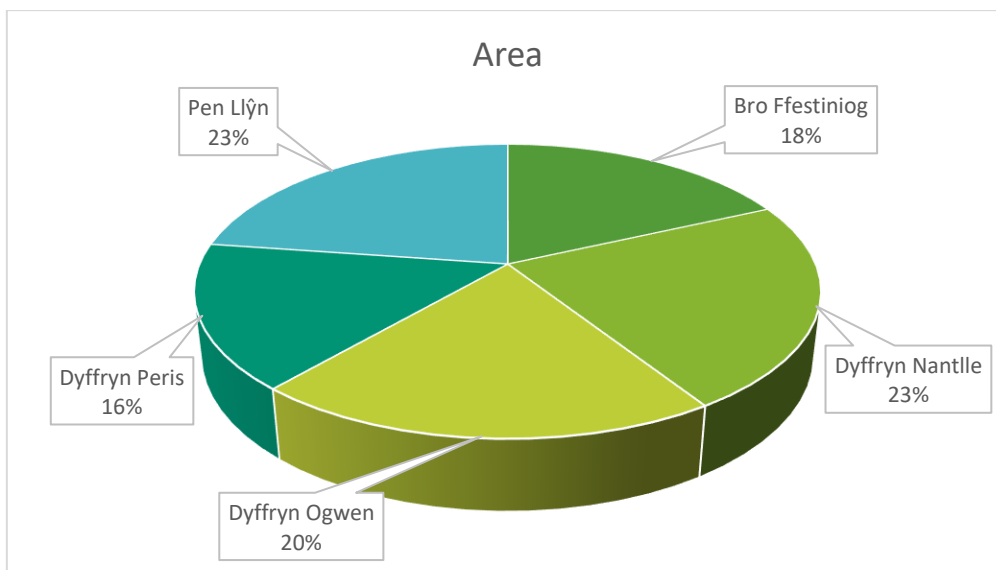
	Increased sense of purpose as they are able to contribute towards community life and the natural environment	
Potential stakeholders	Potential Outcomes	Reason for exclusion
Partners	<p>Building financially resilient organisations locally</p> <p>Improved capacity locally to support the businesses and individuals in the community on all energy matters</p> <p>Building confidence within the organisation to become carbon natural</p>	The outcomes identified for the partners did not pass the materiality test as they were only relevant for some and the significance of the change was low and therefore partners were excluded.
Funders (Sports Wales, Ynni Cymru, Wales and West Utilities)	<p>Building financially resilient organisations locally</p> <p>Improved capacity locally to support the businesses and individuals in the community on all energy matters</p> <p>Building confidence within the organisations to become carbon natural</p>	The various funders provide DEG with the financial resources to be able to deliver their projects. However, all the outcomes identified are experienced by other material stakeholders
Staff	<p>Building financially resilient organisations locally</p> <p>Improved capacity locally to support the businesses and individuals in the community on all energy matters</p> <p>Building confidence within the organisations to become carbon natural</p>	The staff at DEG provide skills and expertise to the individuals / businesses / community organisations they support their various projects. However, all the outcomes identified are experienced by other material stakeholders.

National Grid	Reduced demand for energy from the National Grid	The National Grid will experience reduced demand on their service as a result of DEG's project. However, due to the low significance rate this will not be included.
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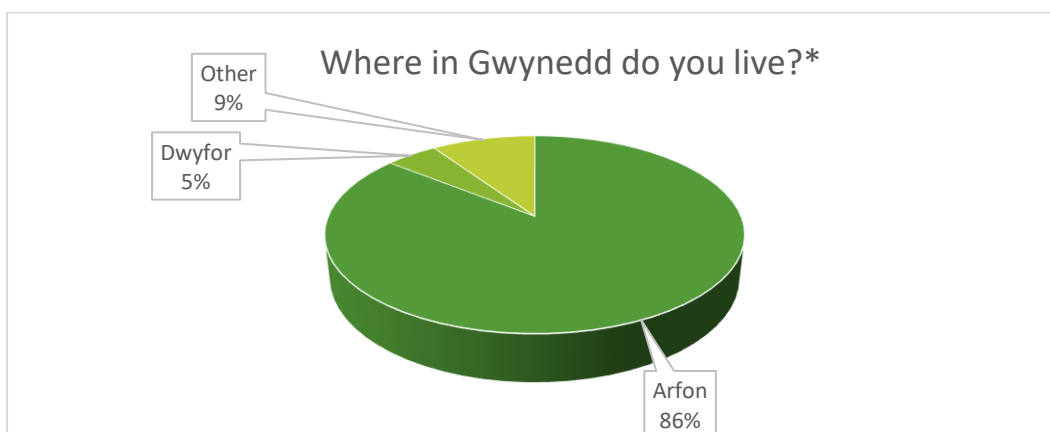
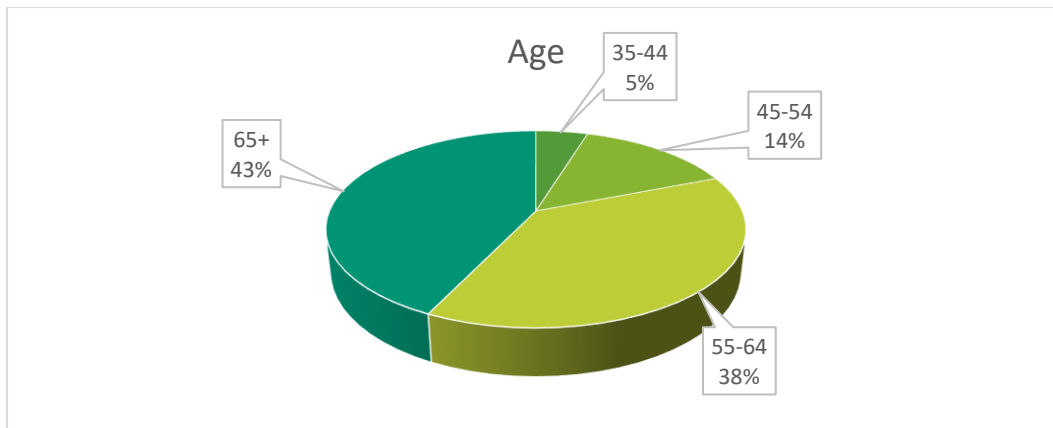
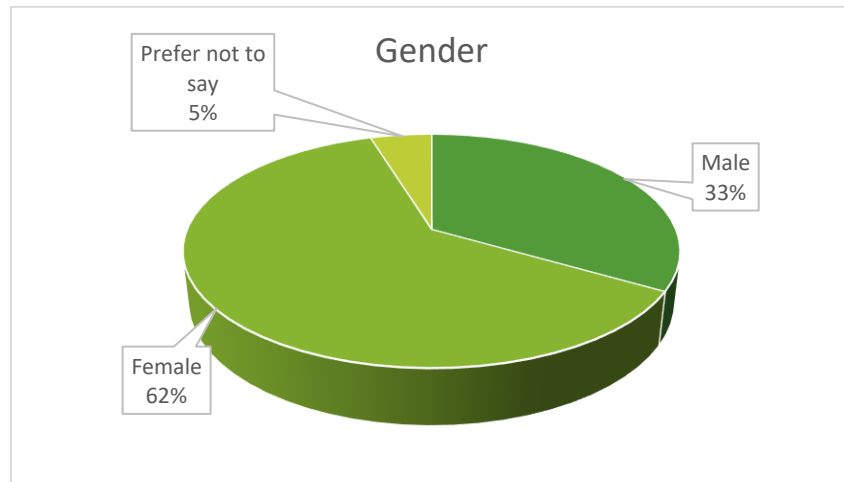
4.1 Potential Subgroups

It is important to recognise that not all individuals, communities or groups are the same. Understanding the results based on different characteristics can help us to understand various needs and can help us to manage and inform decision making. For the GwyrddNi project we considered the area and location of the various activities. Consideration was also given to different results based on other demographics such as gender and age for individuals. There wasn't enough data for community organisations to identify any potential subgroups. The charts below demonstrates the various characteristics of those that engaged with the work.

4.1.1 GwyrddNi



4.1.2 Individuals



*Only the participants supported directly by the DEG staff members are included here which is why no one from Meirionnydd is included. Y Dref Werdd offers the service within this area.

Having identified the material stakeholders for analysis, Table 2 below shows the Stakeholder Engagement Plan. This stakeholder engagement process had three main aims:

1. To initially understand and forecast what the outcomes would be from the project.
2. The second stages of engagement were to understand what had already changed as a result of the support and the project.
3. To involve stakeholders in the process of planning future delivery and understanding the potential impact that can be created.

Unlike quantitative methods, qualitative interviewing does not have a statistical method for identifying the relevant number of interviews that must be conducted. Therefore, it is important to conduct enough interviews until a point of saturation is reached. Saturation occurs when the interviews are no longer revealing new information. At this stage, it can be assumed that you have a representative sample, and no more interviews are required. Questions from the conversations are available upon request.

Table 2 – Stakeholder Engagement Plan

Stakeholders	What we think the changes mean for them?	Size of group?	Risk of bias	How will we make the group as representative as possible?	How we planned to engage with them?	Total engaged with
Partners	<p>Building financially resilient organisations locally</p> <p>Improved capacity locally to support the businesses and individuals in the community on all energy matters</p> <p>Building confidence within the organisations to become carbon natural</p>	9	Many of the partners have successfully establish their projects in their own communities before collaborating with DEG. Also, level of involvement might vary.	A number of in person interviews and on TEAMS with various partners. Share surveys with all partners and tried to get a cross sector response.	<p>In-person interviews and on TEAMS / Phone</p> <p>Surveys</p>	<p>11 interviews to collect qualitative data</p> <p>4 survey responses to collect quantitative data</p>
Community organisations	<p>Reduced stress / relieve pressure on trustees and volunteers</p> <p>Increased skills and awareness about energy efficiency measures</p> <p>Increased knowledge about implementing energy efficiency, energy saving and energy generation measures</p>	59	Risk that all positives will be highlighted	A number of in person interviews and on TEAMS with various community organisations	Same as above	<p>6 interviews to collect qualitative data</p> <p>4 survey responses to collect quantitative data</p>
Community members	<p>Feel part of a community / connected to the community</p> <p>Feel less stressed as actions are taken locally</p> <p>Improved sense of purpose</p>	481	As Above	Attended sessions in Llanberis to have a discussion with a number of volunteers on the Gwyrdd Ni project	Focus group Interviews	<p>1 focus group session with 6 attendees to collect qualitative data</p> <p>2 interviews</p>

						Attended activities in the community 29 survey responses to collect quantitative data
Individuals	<p>Increased awareness about energy consumption</p> <p>Increased knowledge about implementing energy efficiency, energy saving and energy generation measures</p> <p>Reduced financial worries of energy bills</p>	<p>523 Gwasanaeth Ynni / Prosiect Sero Net Gwynedd 136</p>	Risk that all positives will be highlighted	Attended an event at Porthi Dre to speak with individuals who receive support	<p>In-person interviews</p> <p>Surveys</p>	<p>4 interviews to collect qualitative data</p> <p>21 survey responses to collect quantitative data</p>
Schools	<p>Feeling a part of the community</p> <p>Feeling more positive about the future as actions are taken locally to tackle climate change</p> <p>Increased sense of purpose as they are able to contribute towards community life and the natural environment</p>	<p>794 children 31 staff</p>	As above	Attended two GwyrddNi sessions at Ysgol Manod and Ysgol Llanllyfni	<p>In-person interviews with the staff at each school</p> <p>Surveys collected previously and data available</p>	2 interviews to collect qualitative interviews

Neuadd Goffa Llanllyfni Village Hall

Llanllyfni Village Hall has recently installed new solar panels with the support of Datblygiadau Egni Gwledig (DEG) Cyd Ynni project. The Cyd Ynni Project Development Manager has been engaged in discussions with the centre for some time, as they sought to reduce their energy costs. The centre successfully applied for the Shared Prosperity Fund grant of £5,418 through Mantell Gwynedd, and they received support with the grant application process. Anglesey Solar was recommended by Cyd Ynni and was responsible for the installation of the 4kW solar panels.

Initially, the centre had concerns regarding the installation due to its use as a venue for local primary school activities and associated health and safety issues. They communicated these concerns to the Project Development Manager, who effectively liaised with Anglesey Solar to schedule the installation during the February 2024 half-term, alleviating pressure on the community. Throughout this process, The Development Manager demonstrated professionalism, support, and efficiency, proving to be a valuable asset to the centre.

As one member noted the process was, “Di-lol – straightforward and to the point.”

The committee acknowledges that the installation of the solar panels would not have been possible without the support and expertise of DEG. Looking ahead, the centre is considering the installation of a ground source heat pump, another recommendation made by Cyd Ynni.

Potential Outcomes

- Enhanced understanding of energy-efficient measures.
- A sense of support from DEG throughout the process, which helped in alleviating the committee's stress.
- The solar panel installation would not have occurred without DEG's assistance.
- Some committee members, initially sceptical about the solar panels' benefits, were reassured of the project's merits due to the support and information received
- Actual cash savings due to lower energy costs

5.0 Project Inputs

In Social Return on Investment, inputs refer to the financial value of investment. Some inputs are financial, whereas others are not – where possible inputs are monetised. For those without a clear market price already established, we use different valuation techniques to estimate how much non-financial investments by different stakeholders are worth in financial terms.

5.1 Individuals

The activities and services are free to those that receive them, but some non-financial inputs are also necessary to ensure any changes. Many of the individuals who meet with the Energy Officers are usually facing some financial hardship and stress due to the increasing costs of energy. They will be anxious and some trust and willingness to engage is needed to ensure any changes to occur. For some the input was short term, but others have met with the officers on several occasions to discuss solutions to reduce energy bills.

5.2 Community Members

The community members are mainly those who have been supported through the GwyrddNi project. There is no cost for them to be involved, however, their engagement and contribution was essential in order to steer the direction of the project.

This is a project that focuses on the needs of the community their voice is at the heart of the strategic planning of the project. Sharing their views and concerns about the future of their community and working together to come up with a local plan was crucial.

Following the assemblies, their input was needed to try and turn some of these priorities into actions and many have been involved by volunteering their time at various events. Some have been commissioned to do some paid work also, but these costs have already been included as a financial input through the DEG spend below.

5.3 Schools

The work with the schools is also part of the GwyrddNi project. There is no cost for the schools to be involved however, their cooperation to organise the sessions and to integrate the sessions into their educational plan is important. The input from the children also has been important in order to give their views into the local plans.

5.4 Partners

Partnership work is important throughout all of the work that DEG does, and their input is important to ensure any outcomes. The partners bring their own experience and expertise to the project and for many this is their knowledge of the local area and the vast experience of engaging within the local communities. Partneriaeth Ogwen was responsible for establishing Ynni Ogwen and therefore their experience of setting this company up and their knowledge is an important part of the partnership.

Other partners bring more of a National perspective such as Community Energy Wales who wants to ensure that local organisations are represented and are able to input in national policies.

5.5 Community Groups

Through the Cyd Ynni programme and Prosiect Sero Net Gwynedd, Community groups have been able to access expert advice of energy efficiency and have a detailed energy survey prepared which offers them advice and guidance on changes they could adopt to reduce their energy consumption and costs.

Those who received a detailed survey through the Prosiect Sero Net Gwynedd did need to make a financial contribution for the service, but in many cases was discounted in comparison to seeking a survey through a private company.

During the time of this study 29 groups had been supported and their financial contribution was a total of £20,104.64. The amount every group or individual paid varies and depends on the source of the grant, type of work, complexity of the work involved, size and complexity of the building. The amount varies between £125 and £1,000 per survey.

5.6 Datblygiadau Egni Gwledig (DEG)

The organisation runs several projects with the funding coming from various sources.

The table below includes the costs for running all of the projects and includes salary, overheads which includes office space, technical equipment, travel expenses and training and also includes management fee.

These projects have been running since 1st April 2023 which is the start of the reporting period and is forecasted to continue to run until the 31st March 2025. Although some were scheduled to end in January 2025 the projects will continue until the end of the financial year.

Table 3 – Project spends

Project	Total costs	Funder
Cyd Ynni	£187,620	Gwasanaeth Ynni Cymru, Llywodraeth Cymru
Gwasanaeth Ynni	£49,462.32	Wales and West
Prosiect Sero Net Gwynedd	£263,136	Adra / UK Government
GwyrddNi April23-Sep23	£125,698.32	The National Lottery Community Fund

GwyrddNi October 23 – March 25	£190,347	The National Lottery Community Fund
GwyrddNi Cyd Ynni October 23-March 25	£71,954	The National Lottery Community Fund
Cartrefi Clyd	£9,960	Energy Industry Voluntary Redress Scheme
Total project spend	£898,177.64	

Total Monetised Inputs

Total inputs for the organisation over the whole 24-month period have been calculated as £918,282 created by both financial and non-financial inputs from the range of stakeholders above. This information is displayed in Table 4 and is compared to the costs per individual.

Table 4 – Total Monetised Inputs for DEG

Stakeholder	Financial input	Non-financial input	Cost per individual / group supported
Individuals	£0	Trust, willingness to take part and be active members, leadership within communities and time	
Community Members	£0	Time, commitment, ideas, visions.	
Schools	£0	Time and willingness to engage and take an active part	
Community Groups	£20,104.64	Time, trust, willingness	
Partners	£0	Collaboration and expertise	

DEG	£898,177.64	Strategic management, time, expertise	
Totals	£918,282.28		£451 average cost for each individual or group supported

Clwb Golf Caernarfon Golf Club

Caernarfon Golf Club set out to install new solar panels to lower long-term energy expenses. To achieve this goal, they sought grant funding from Sports Wales. However, Sports Wales required an energy assessment report prior to considering their application. The project development manager at Cyd Ynni, informed Caernarfon Golf Club about the opportunity for grant funding. Sports Wales recommended seven organisations throughout Wales that could perform the necessary assessment.

Since DEG is also located in Caernarfon, the club opted to commission DEG to prepare the report for a fee of £1,000 which was less costly than some other quotes received. After DEG delivered the energy report, the club successfully secured a grant from Sports Wales for £25,000. The solar panels are expected to have a payback period of around seven years. Without the assistance from Cyd Ynni, Caernarfon Golf Club might not have pursued the grant. The funding will be used to install solar panels, resulting in reduced energy costs and the ability to keep membership fees affordable.

Potential outcomes:

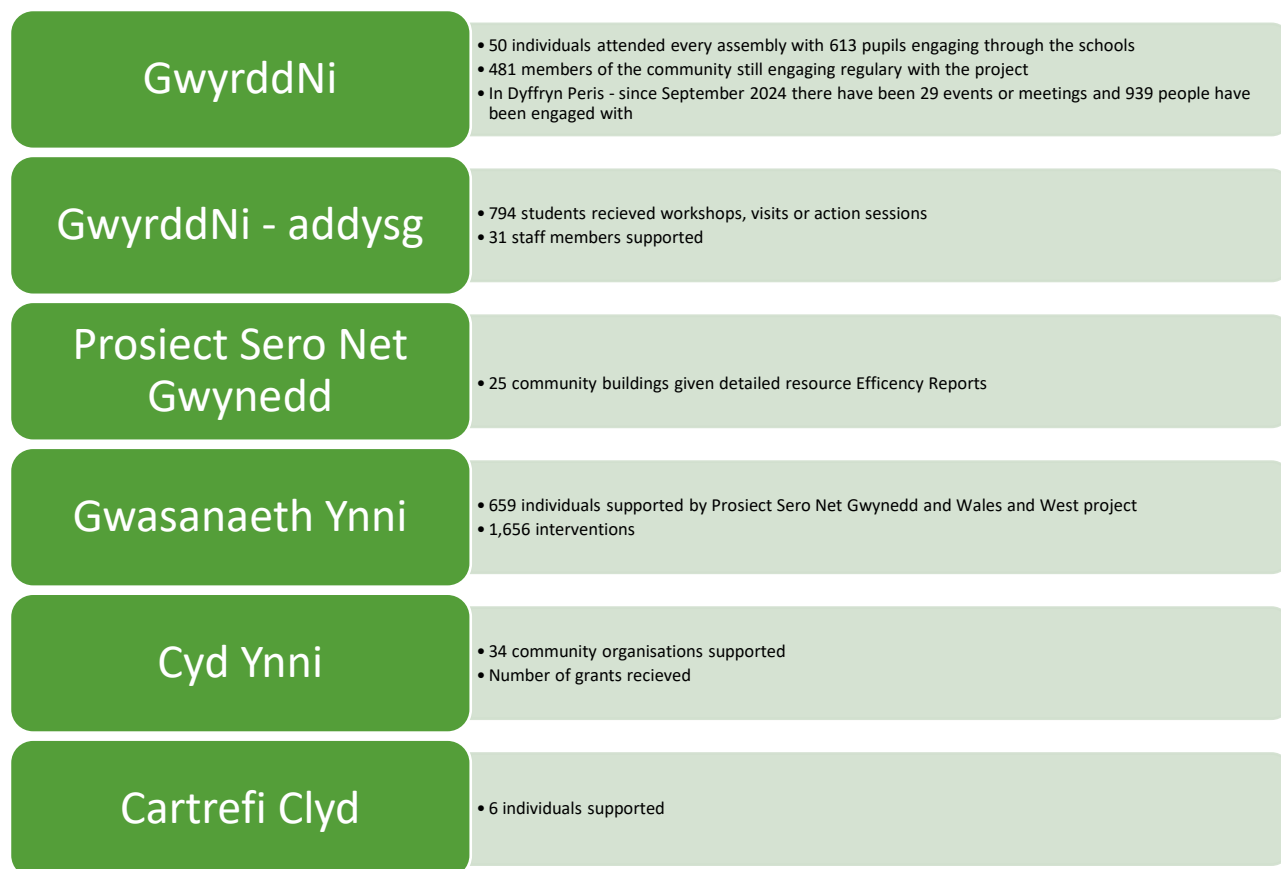
- Increased understanding and awareness of energy efficiency
- Improved skills and strategic planning abilities for future projects
- Enhanced financial stability for the club

6.0 Outputs, Outcomes & Evidence

6.1 Outputs

Outputs are the quantitative summary of activities. The immediate outputs are the number of individuals and groups that have been supported, and a breakdown can be seen in diagram 3 below.

Diagram 3 -Outputs across all projects

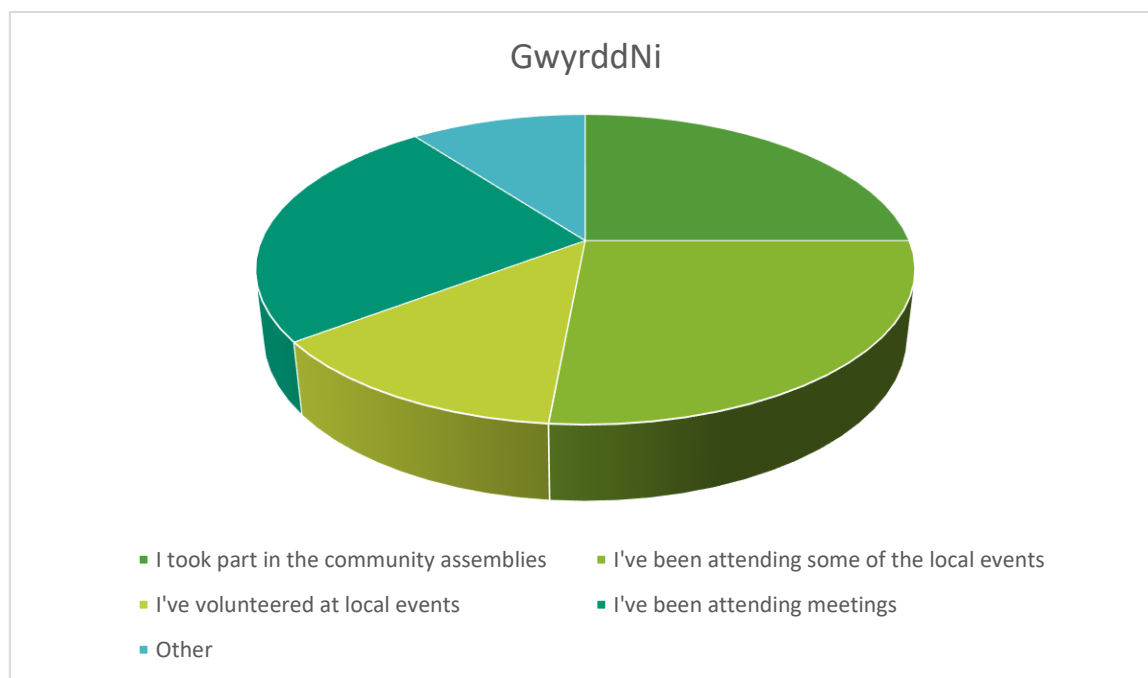


The above shows the breakdown per project but across the organisation there have been:

- 659 number of individuals supported
- 481 community members supported. Although these are also individuals, there has been a distinction between individuals who receive support on various energy matters through some projects and the community members who are all through the GwyrddNi project. Although the outcomes have been identified for this group, their contribution to the project has been important.
- 31 teachers and 794 students supported through the educational provision

- 59 Number of community organisations supported
- 9 number of partners supported and / or engaged with through various projects

In the survey, some information was gathered as to attain how community members have been involved in the project, and the chart belows shows the results. Only 25% of those who answered said they'd been involved in the initial assemblies which demonstrated how others have felt encouraged and motivated to join the movement as some of the actions are implemented.



6.2 Outcomes and Indicators

As highlighted, it is only by measuring outcomes that we can be sure that activities are effective for those that matter most to this project. This section of the report highlights the outcomes experienced for each material stakeholder and also examines those outcomes that represent end points in the chains of change for each stakeholder (and are therefore included on the Value Map in Appendix 1). Identifying specific outcomes is essential in understanding 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. Four different Theory of Changes has been created based on the engagement with the various stakeholders. These can be seen in Appendix 2,3, 4 and 5.

The analysis of the qualitative data was carried out to establish what outcomes were experienced by each of the stakeholder groups and which ones were the most important ones to include in this study. A first step was already started during the data collection and for all focus groups, the outcomes mentioned had been noted down following each session. For all interviews, the outcomes were listed in the data collection sheet at the end of the day. A well-defined outcome is an outcome that describes a specific change for the stakeholder group that

provides the best opportunity to increase or decrease value. Once identified, the well-defined outcomes lead to better resource allocation decisions being made to maximise social value.

As a second step of the qualitative data analysis, stakeholders were asked to specify the amount of change, the value of the outcome and also asked about causality. A copy of the surveys are available on request. This type of qualitative data analysis builds on professional judgements as the results needs to be narrowed down into the well-defined outcomes.

Consideration was given as to segmenting the stakeholders based on the various results. There was a consistent pattern amongst the community groups and therefore no need to segment. As the sample size for both community members and individuals were quite low, it was difficult to determine whether there was a difference in results based on location or age for example. No segments were introduced here however, it will be recommended that some management of this should be looked at in the future.

6.2.1 Community members

The community members are those who were supported through the GwyrddNi project. Their input has been important to identify any outcomes as was discussed in chapter 5, as the whole project is set up based on identifying the needs of the community. Following the initial conversations had with staff and a representative sample of the community members, a draft theory of change was formed. Then the survey asked specifically about the amount of change in some of the short, intermediate and longer-term outcomes.

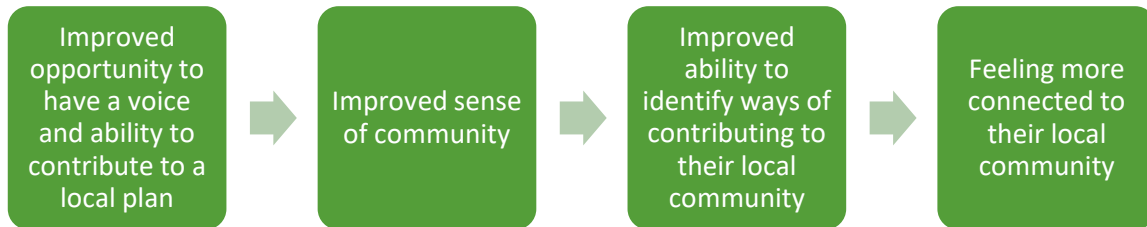
The table below shows the results of the survey against each outcome. The longer-term outcomes are then discussed on pages 40-42.

Table 5 – Outcomes to the community members

Outcome	% that agreed or strongly agreed
The project has helped to give an increased sense of community	76%
I am now more aware of ways to contribute to the community	79%
I feel better that there is a local plan to tackle climate change	79%
The project has helped me to feel more positive about the future	66%
I feel less stressed as actions are taken locally to tackle climate change	45%
The project has helped me to feel more connected to the community	59%
The project has helped to give me opportunities to socialise with likeminded people	72%
I am now more aware of actions I can take to improve the environment locally	76%
I feel I have an improved sense of purpose now as I am taking part in the project	48%

These outcomes have been condensed and aligned into three well-defined outcomes.

Outcome 1 - Having a voice to contribute to the local climate emergency plan, which gave a sense of community and a sense of contributing to a cause which led to a feeling connectedness to the local community



The importance of bringing people together to develop a local plan, and to have ownership of the plan was seen as something of great importance to both the staff and the community members. Many explained how having the assemblies brought people together that shared a concern about their local environment and what they could do collectively to reduce the use of carbon locally.

Although the assemblies had taken part prior to this analysis, the impact of these events is still felt and is considered as now some of the actions are being developed. Some people were new to the area and felt it was a way for them to get involved and to get a sense for the community and in the survey 76% agreed or strongly agreed there had been an improved sense of community due to the project.

Some referred to specific projects such as the exchanging of school clothes in Bro Ffestiniog which gave them a sense of community supporting each other to reduce costs and waste. In Dyffryn Peris some referred to the project Stori'r Tir and how the project made them feel connected to the community and the local land and environment.

“I’m involved in Stori’r Tir, and that thanks to GwyrddNi’s support, I think we have been doing what we set out to do (gathering and sharing stories of our relationship to land in Dyffryn peris, bringing the community together to capture the wisdom of previous generations, promote identity and connection to the land, creativity and the Welsh language).”

“One of the only places I can consistently use Welsh in my community as someone who isn’t a first language speaker.”

“My involvement with Gwyrddni is fairly recent, but we are starting to develop a really good mutually respectfully relationship with the emphasis being on good communication and community food security!”

79% also agreed or strongly agreed that they are now more aware of how they can contribute to their local community indicating resilience building within the community. In the survey, 59% of those who answered said they agreed or strongly agreed that it had helped them feel more connected to the local community. This longer-term well-being outcome was slightly lower than

for the intermediate outcomes of a sense of community and identifying ways of contributing, indicating that some are still on that journey and that the hope is as more of the actions from the plan are implemented, they can recognise and experience further change.

Outcome 2 – Increased awareness of the climate emergency and reassurance that actions are being taken on a local level which made them feel more positive about the future and less stressed as actions are taken locally.



In the table above, this outcome had the least change and agreement with a 45% change. However, 66% said they now felt more positive about the future which indicates that the project is helping people to move along the chain of changes as seen in appendix 2. The project is now in the second year of a five-year plan to implement the actions identified in the first project, but the results indicates that for some that the activities does help them feel an improved sense of awareness and to feel more positive that actions are being taken.

“Mae llawer yn digwydd oherwydd bod GwyrddNi wedi dod a ni at ein gilydd - e.e. prosiect Storiwr Tir, a ffurfio Partneriaeth Dyffryn Peris - a dwi'n hynod o falch o hyn!”

During one interview, the community member explained how although she had always been following development of the climate emergency, that she was now much more aware of how they can take actions locally. She explained that thinking about the impact globally can be frustrating and frightening and that the work of the assemblies and working with the GwyrddNi team locally ensures that realistic targets are set.

Outcome 3 – Increased opportunity to socialise with likeminded people and take part in activities, which made them feel a sense of purpose as they are contributing



Some explained that they had wanted to make a contribution to the local community but had been unsure where to go or how they could contribute. Having the local plan had helped them to have this opportunity and felt that now they felt better as they were able to help.

72% said that the project had helped them to have more opportunities to socialise with likeminded people.

“It’s great to have the opportunity to meet people and make connections.”

76% said they now were more aware of actions they could personally take to help towards creating change locally and contribute to the plan. Some had volunteered their time at various activities, but some also had opportunities to be employed through the project to share their expertise.

“Rhaid canmol sgiliau, dyfalbarhad a brwdfeydedd Lowri, ein Hwylusydd Cymunedol. Mae hi wedi gwneud cyfraniad allweddol i gynnydd y Cynllun Gweithredu ac yn benodol i sefydlu Partneriaeth Dyffryn Peris. Datblygiad hanfodol er mwyn sicrhau gweithredu hirdymor dan arweiniad y gymuned.”

What could be better for community members?

This is an evaluation of the impact of DEG as a company and not a full evaluation of GwyrddNi. The project is also built on a partnership between six organisations and therefore consideration was given as to what should be included. The period of analysis here covers some months where all staff were employed by DEG before some of the facilitators were employed by the partners. During the qualitative and quantitative data collection they were asked specifically about what could have been done or was seen as more of a negative change. The main points raised was:

- Confusion around the focus on Welsh language – the importance of incorporating the Welsh language into the project was identified early in the project. Many of those who are first language Welsh found that to be increasingly important and some learners have also commented on how useful the sessions are to help them develop their language skills. Some, however, commented that there is too much focus on this and not on climate action and indicate some confusion on the main objectives of the project.
- In line with the above, some felt other activities also weren’t specifically climate action such as litter picking and that some shared understating of climate action should be communicated.
- Gap in the action plan and next phase – many felt that the gap between the stage 1 and stage 2 has resulted in a loss of momentum. This was difficult as the changes in staff and as the employment of the facilitators changed, however, some felt this could have been better communicated.

- “Easy wins” –Some felt that some of the activities have been easy wins and short-term solutions and many would like to see more work around lobbying for change on more of a strategic level should happen through the project.

6.2.2 Schools

The majority of the schoolwork happens through the GwyrddNi project; however, some school engagement work has also been through the Prosiect Sero Net Gwynedd which will also be considered. The GwyrddNi project has a dedicated Education team and in the first phase of the work they delivered workshops to the schools. In the second phase the area facilitators have been delivering the workshops and within this timeframe only some sessions have taken place.

During the first phase of the project, the children also had their own assemblies so they could also have a strong voice and ownership of the local action plans. One of the agreed actions was to run workshops in schools to raise awareness of climate change, to talk about their feelings around this issue but to also ensure they have a voice to identify solutions. These solutions could then continue to be added to the action plans.

During this analysis, there was engagement with two separate workshops to observe what had been happening and to engage with the students and teachers to gain an understanding of the outcomes. A full theory of change can be seen in Appendix 3. The two longer term outcomes as identified as feeling part of a community and feeling more positive about the future.

As well as the workshops, the schools were involved in various different projects. In Dyffryn Peris they were involved in the Stori'r Tir project which brings together people and art to think about creative ways they can collectively make the world better. The projects have also helped to develop many school gardens so they can learn to grow food themselves.

During this time period, there were various activities including the workshops within schools, visits and walks, action sessions where the children were able to come up with their own ideas about creative artists that could work with them. 794 children benefitted from these activities. Engaging with the schools for surveys was not possible during this analysis as much engagement had already happened, therefore secondary data from the project was used to form judgements. The project does measure the change in the level of confidence they have to explain to someone what climate change is and there was a distance travelled from 17% to 84% on average. In the value map the outcome of improved awareness and knowledge of climate change was included.

6.2.3 Individuals

The focus here is mainly on individuals supported through the Gwasanaeth Ynni (Energy Service) and also through the Energy Officer in Prosiect Sero Net Gwynedd. The Gwasanaeth Ynni project is in partnership with Y Dref Werdd and Partneriaeth Ogwen, however, only the individuals supported through the DEG staff members are considered here to avoid over-claiming. The Energy Officers are able to advise about insulation, draught proofing, and how to use energy in a cost-efficient way so that residents spend less on energy bills. There is also safety advice given around carbon monoxide. A full theory of change is in appendix 4. The table below shows the results for all outcomes in the survey on short, intermediate and longer-term outcomes.

Table 6 – Summary of survey results for individuals

Outcome	% of those who agreed or strongly agreed
I felt that the staff took time to listen to my situation	95%
I was provided with equipment and resources to help the energy efficiency of my home	95%
I feel I can go back and speak to DEG staff about my energy matters in the future	100%
I am now more aware of my energy consumption	90%
DEG has increased my knowledge about energy efficiency, energy saving and energy generation	100%
I now worry less about how I'm going to pay for my energy bills	76%
With the support/information/equipment I've been provided by DEG, I will save on my energy bills in the future	100%

Outcome 1 – Increased knowledge and awareness around energy efficiency

The role of the Energy Wardens is quite varied but many of the people who contact them are usually in a crisis or very concerned about their bills and costs. One individual contacted the project as there was a lot of draught in the home and she felt it was costing her a lot to heat the home which she struggled to afford. The Energy Warden paid her a visit and gave advice on what work needed doing and some financial support available as she was unemployed and registered as a person with a disability. She was also given some advice on safety also which made her feel more informed and reassured.

“Very helpful company. It’s nice having someone looking out for others who aren’t gaining financially from it. I appreciate the input on my situation”

“I can relax now knowing which company to trust to do the work. I’m scared of scammers, they are everywhere these days. You never know who you can trust so I’ve put it off for so long. Thank you so much for all your help.”

A 100% of those who answered the survey said they felt they'd increased their knowledge about energy efficiency.

Another couple had been supported to see if they could get some financial support to install a new central heating system. They currently had no heating through the house only a gas fire in the living room and therefore they struggled with dampness and the house was extremely cold which could have a negative impact on their health. The Warden gave them an application form for financial support to install as it could cost £27,000 and also gave other advice on ways to warm the house. This gave them some reassurance that action was possible.

Some individuals need advice and support and there may not be a follow up. This could be some bulbs or draught stoppers or might be some advice. Some of the case studies demonstrated that some were given some advice and knowledge about options but then perhaps would follow this up months later once they had time to consider these. 90% said they were more aware about their energy consumption due to the support.

Outcome 2 – Reduced stress and anxiety as they had improved their financial stability as they had improved energy efficiency

There were some individuals that was given much support from the Energy Wardens to reduce their bills with savings of up to thousands of pounds in some cases. Many had also had support to apply for grants to install heating in the homes which improved their well-being but also ensured that the systems were more efficient to run.

“This will be so much help for me and my daughter. It's nice to know that there is help out there for people who struggle. I know where to turn to next time and that is a great weight off my shoulders.”

They also supported many with food vouchers and fuel vouchers in times of difficulty which helped to reduce the financial pressure during difficult times.

“I really appreciate the help from DEG and Gwynedd Council. The fuel voucher will help me a lot. I had no idea this type of service was available. Thanks for helping people like me”

During the stakeholder engagement many explained that the cost-of-living crisis is extremely stressful and causes a lot of stress and anxiety. Many felt reassured that the Wardens were available to offer reassurance and advice but to also look at practical ways they could reduce some of their costs in the short term.

76% say they worry less about their energy bills following getting the support.

What could be better for individuals?

Overall, the individuals supported by DEG Energy Officers are happy with the service provided. However, there is one area that individuals believed could be improved upon, which is location. The Energy Officers currently attend local hubs in Gwynedd including Porthi Dre and the library in Caernarfon, Becws Melyn in Llanberis, Caban in Brynrefail and the village hall in Groeslon. Although these locations are great for the Energy Officers to attend, they are very busy hubs with people and therefore some individuals felt a bit anxious about seeking help from the Energy Officers because they feel judged by others at the hub. One individual mentioned how it would be good if DEG had their own 'hub', so that people may feel more open to speak to the Energy Officers about their situation. In the Dref Werdd in Blaenau Ffestiniog the Energy Warden is located in the office there where there is a drop-in session 3 times a week where people can seek advice and support for various matters. Being able to work with other partners might support to overcome this.

6.2.4 Community Organisations

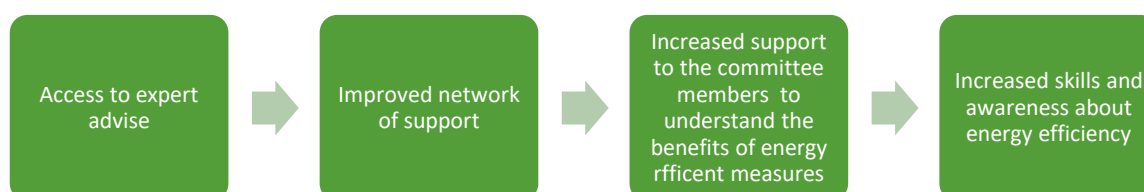
Community organisations have been supported across all projects with DEG. Here there were established community groups and buildings that were supported to look at the sustainability of buildings by becoming more energy efficient, but there are also new groups that have been established with the support of DEG. Table 7 below shows the results of the survey questions around short term, intermediate and longer-term outcomes. A full theory of change is in appendix 5.

Table 7 – Summary of survey results for community organisations

Outcome	% of those who agreed or strongly agreed
DEG has increased our knowledge and information relating to energy efficiency, energy saving and energy generation	100%
DEG staff have helped increase our skills and awareness about energy efficiency, energy saving and energy generation	100%
Working with DEG has reduced some stress and/ or relieved pressure on our organisation	100%
DEG has been able to offer us specialised support around energy efficiency, energy saving and energy generation	100%
DEG has supported us with funding application(s)	75%

DEG has supported us to become more financially resilient	50%
Working with DEG has raised our ambition to what is possible around energy efficiency, energy saving and energy generation	100%
Our organisation has increased its financial sustainability after working with DEG	100%

Outcome 1: DEG staff helped them to understand more about energy efficiency and improved skills and awareness of energy consumption

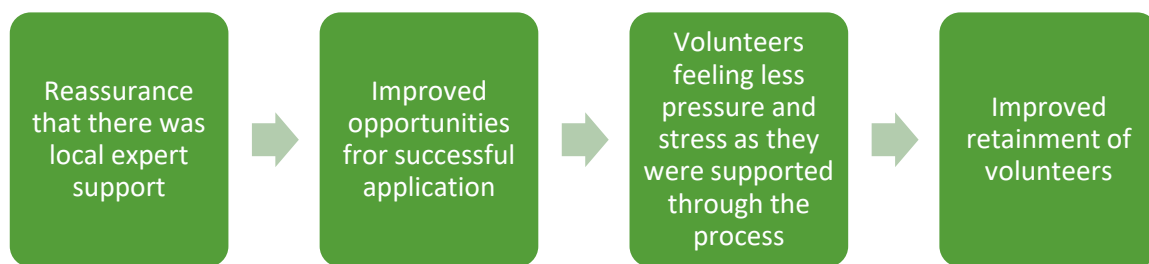


During the stakeholder engagement process many of the community groups, as did the partners, said that having a local company based in North Wales that could offer expertise on all energy matters was important. One organisation explained that they had applied for a grant for solar panels through Sport Wales and as part of the process there were seven different companies that they recommended that could provide them with a detailed Energy Report. Only one was based in North Wales which was DEG.

“The surveyors were very helpful and very knowledgeable in their works. It helped to be more understanding in what we need.”

100% of those who took part in the survey agreed or strongly agreed that the support had increased their knowledge of information relating to energy efficiency, energy saving and energy generation. This was in line with the interviews as many explained that the approach of the DEG staff members to inform them and explain every step of the process helped them to understand how to improve the sustainability of the buildings.

Outcome 2: The community groups were reassured that there was local expert support in the Welsh language and had reduced pressure as the DEG Manager could offer hands on support which reduced stress on the volunteers and helped to ensure retainment of volunteers.



Through the Cyd Ynni project many of the groups were supported by the team to identify opportunities for them as a centre / hall to reduce their energy bills. With the increasing costs of energy over the last few years, many community buildings are struggling and face having to increase their prices which then has a negative impact on community groups who use the centre. In September 2022, Action with Communities in Rural England (ACRE) which is a national body who support rural community support charities, surveyed 700 village hall buildings¹¹. Many were concerned with the increasing costs and faced closure. One hall was facing needing to increase prices by 65% to cover the costs of energy.

During the stakeholder engagement, many of the volunteers said they had the same concerns about the increasing costs and how the groups who attended couldn't afford to pay more for the hall / centre.

During the initial meetings with the Development Manager, they felt reassured and having hands on support to fill out grant application, project manage the installation and support with issues around planning and so on was a great support and many felt they wouldn't have made the changes without that support. There were other groups who were also given many hours of support but hasn't yet moved on to apply for funding but explained they felt that looking at opportunities to find alternative ways of being sustainable gave them reassurance.

New groups have also been established following the need that was identified in different areas. In Dyffryn Peris through the GwyrddNi project, one of the actions in the plan was to "Look to establish a Community Partnership to coordinate community action, bring funding, listen to the community, plan and promote and initiate actions, aid governance, work with existing businesses, co-produce positive change, address climate change."

The local facilitator through GwyrddNi has helped to establish the Partneriaeth Dyffryn Peris group and has coordinated the initial meetings and brought in expertise to set up the governance documents and processes.

*"Partneriaeth Dyffryn Peris yn bositif.
Llwybyr cerdded saff i blant ysgol o Bethel
i Llanrug, gobeithio y bydd yn ymestyn o
bentref Brynrefail."*

Many of those involved sees it as a positive step to have a dedicated community group in the area that can help to coordinate local projects to act on the actions identified in the local plan.

¹¹ [Rising-energy-prices-and-village-halls-ACRE-policy-briefing-Sept-2022.pdf](#)

Ynni Lleu is another group that has been re-established with much support through the GwyrddNi project managed locally by the Orsaf and also through the Cyd Ynni project. This case study is on page 51.

Outcome 3: The community groups become more aware about energy efficiency and had the confidence to try new adaptations to the building that would bring savings over time and therefore had Improved financial sustainability

The main motivation for most groups to make changes was to ensure the financial sustainability of the organisation or group. As was identified above, the increasing costs of energy as well as the need for us all to look at ensuring we are reducing carbon footprint meant that the groups were seeking support.

Through Prosiect Sero Net Gwynedd 25 of groups had been given a detailed Resource Efficiency Report through the project at a reduced cost. The report looks in great detail at Water and sewage data, energy efficiency, renewable energy and heat and water efficiency. It then gives an action plan to the groups identifying what actions can be taken, level of priority, costs and what impact this could have.

Those who had a report explained how it helped them to identify ways they could make some changes. Some were small changes, but others were more costly, but it allowed them to look at financial support to help them look at savings over the longer term. Another ten organisations had reports funded through grant money due to the support through the Cyd Ynni project.

Many of the village halls explained they wouldn't have considered looking at grants for solar panel and or heat pumps if it wasn't for the Development Manager. Many of the halls are looking at annual savings of £800-£1,500 on their energy spend and as many explained this has been the difference between closing and maintaining to support the community. Ynni Lleu is looking at a predicted income of £28,000 annually through the solar panels project that that can be re-invested in the local community.

A 100% of those who answered the survey said that they agreed or strongly agreed that the support had made them more financially sustainable.

What could be better for community organisations?

The support provided by the DEG staff has been valuable to the community organisations, especially the support for writing grants applications. However, one community organisation who had support on a grant application for new solar panels did mention that perhaps the grant application may be 'rushed' and this has put a little more pressure on the community organisation. The grant application for the solar panels was successful, however, the battery pack was not included in the application, and this means that the community organisation has to obtain further funding to get the battery packs to the energy storage from the solar panels. The community organisation member feels that this was an oversight by DEG in their rush to produce a grant application before the closing date.

6.2.5 Partners

There were two main aims to the interviews with partners. Firstly, was to verify the outcomes to other stakeholders, and secondly to also identify if there were any material outcomes for them that should be included.

The conversations were varied with some identifying many outcomes for them as an organisation, but others valued the partnership working but felt there weren't any material outcomes that should be included. Some of the more recently established organisations valued more of the support and identified more changes especially around building their confidence as an organisation and to develop new innovative projects. Some also explained that through their support that jobs had been created as a result. It was considered that these should be included under community organisations as that theory of change was more relevant.

The table 8 below shows the breakdown of the results of the survey against the outcomes.

Table 8 – Outcomes for the partners

Outcome	% that Strongly Agree or Agree
DEG has increased our knowledge and information relating to energy efficiency, energy saving and energy generation	50%
DEG has increased our knowledge and information of different aspects of energy	75%
DEG has been able to offer us specialised support around different aspects of energy such as energy efficiency, energy saving and energy generation	50%
DEG has led on some good partnership working and collaborative projects locally	100%
DEG has contributed to good partnership working and collaborative projects locally	100%
DEG brings innovative projects locally that supports carbon reduction, improved energy matters and / or community action	100%
DEG has helped us build confidence as an organisation to run and manage energy projects	25%
DEG has helped with capacity building to offer some projects locally either through funding and / or job creation	100%
DEG has supported us to become more financially resilient	0%
DEG brings a strategic outlook which helps us plan for the future locally	25%

DEG helps to ensure that National matters on energy is discussed and shared on a local level	100%
Working with DEG has raised our ambition to what is possible around energy matters such as energy generation	50%

The table above demonstrates the results from the survey and was in line with what was said during the discussions. Some answered that they neither disagreed nor agreed with some answers which was based on their level of involvement with the project with some disagreement against some of the outcomes.

The biggest value to partners were the partnership working and their ability to bring innovative projects such as GwyrddNi to the area and working with the expertise of the partners to develop the project. The outcomes for partners therefore were not deemed material, however, some were included under community organisations as they had more recently grown as organisations, such as Ynni Llyn.

There has been much partnership working with Adra across the projects. One significant project is Ty Gwyrddfai in Penygroes, the first decarbonisation hub of its kind¹². This is a collaborative project between Adra Cyf, Coleg Llandrillo-Menai and Bangor University. They have been working with the Cyd Ynni team to gain expertise with the installation of solar panels. This is the work with Ynni Lleu which is seen in the case study and will bring a regular income stream that can be re-invested in local projects.

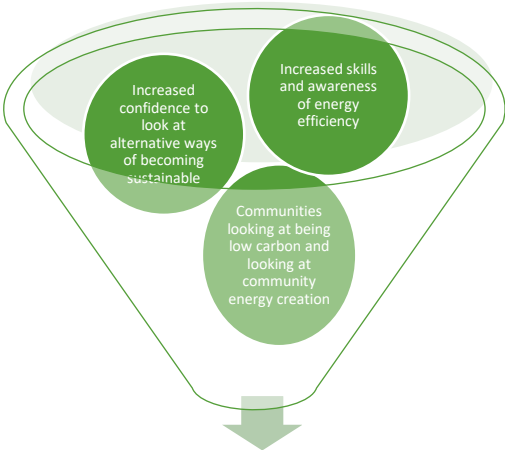
Many of the partners also appreciated the more strategic work that DEG does and brings that expertise to them locally. DEG are also involved with the Gwynedd Local Area Energy Plan meetings and therefore is very much aware of the targets needed locally with solar to meet national targets. Many appreciate also that the Director of DEG is involved with developments nationally in regard to funding and research and how that can be shared through local collaboration.

In Chapter 2 of this report, consideration was given to the legislative framework in Wales that demonstrates the need for such projects as DEG delivers. Having engaged with the various stakeholders and gain an understanding of what has, or can change as a result of these activities, consideration can be given to the national goals in Wales. Many of these impact goals in Wales are ambitious goals that require a collective response. To measure these also we need to break these down to measurable outcomes as seen in the guides provided through the Office of Future Generations Commissioner¹³. The figures below shows how some of the outcomes recognised through this analysis can contribute towards creating a more resilient, prosperous Wales and a Wales of Cohesive communities.

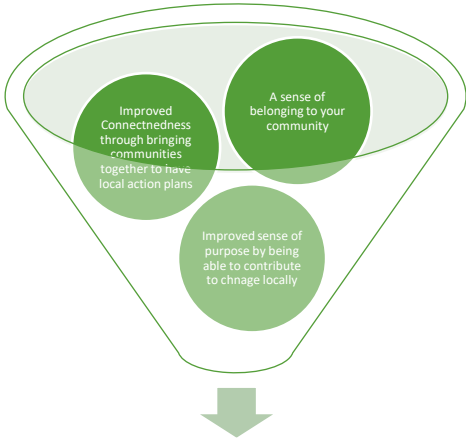
¹² [Tŷ Gwyrddfai - Decarbonisation Hub - Adra](#)

¹³ <https://futuregenerations.wales/wp-content/uploads/2025/02/FINAL-Prosperous-Wales-Topic-4-1.pdf>

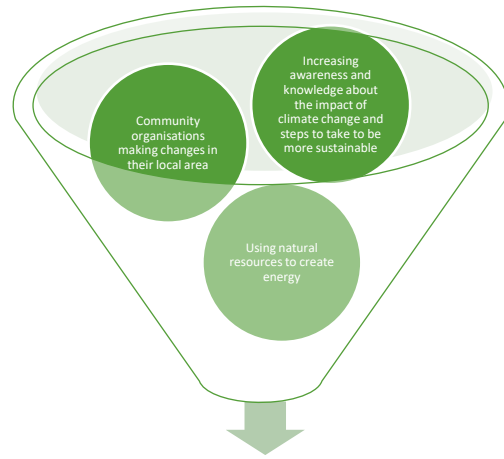
How the outcomes contributes to national goals



A Prosperous Wales



A Wales of cohesive communities



A Resilient Wales

Ynni Lleu - Solar Project in Dyffryn Nantlle

Ynni Lleu was founded as a company in 2019, yet it has mainly operated as a shell company under the guidance of Cyd Ynni since. Presently, the Ynni Lleu project has 11 people in the local community of Dyffryn Nantlle working on it, 7 of whom are directors. Recently, the project has gained fresh momentum thanks to the first phase of GwyrddNi, which included community meetings that highlighted a strong local interest in clean energy.

Following the feedback for the community, Ynni Lleu has successfully obtained a grant from Ynni Cymru (with support from Cyd Ynni development staff) to establish a new solar project located at the industrial estate in Pen Y Groes. The project involves installing solar panels and battery storage on a building that accommodates three units (ADRA, Pero Foods, and Travis Perkins), with an objective to produce an estimated 220Kw annually, projected to generate an estimated income of around £30,000 annually. Profits generated from the solar initiatives will be reinvested into other green projects in the Dyffryn Nantlle area. For example, the generation of hydroelectric power is being considered for the future although more research is required in this area to ensure the project is viable and to see if it will generate enough energy.

As the re-establishment of Ynni Lleu project is still in early stages, they are currently learning from other local community energy groups who are further along on their journey; including Ynni Ogwen, Ynni Llŷn, Ynni Padarn Peris under the stewardship and guidance of Cyd Ynni who act as an umbrella organisation for the groups.

Outcomes for Ynni Lleu:

- Shared learning, networking and expertise that enhances the development of Ynni Lleu
- Project management support for the solar project from Cyd Ynni which reduces pressure of the Ynni Lleu members as they are still relatively new to this area of work
- Having the strategic support from DEG means that Ynni Lleu have made strong progress on their solar project and are able to plan for future projects.

7.0 Valuing Outcomes

Unlike other frameworks, SROI 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 isn't 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 and communities receiving support.

7.1 Stakeholder 1 – Community Members

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 and involve stakeholders as much as possible. In the surveys, following an understanding of the changes and the outcomes gained, service users 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. This is where we stopped with their involvement in valuing their outcomes.

As an estimate of value, the Measure Up¹⁴ value for 'Increased Community Integration' was used which has an estimate value of £4,200 per individual. These values are governed by government policy through The Green Book and comes from National Life Satisfaction statistics that are available.

To ensure we kept the relative importance of the changes to the stakeholders the weighting of the outcomes was used by using the improved sense of belonging as the anchor value.

Table 9 below shows how the outcomes were weighed by the stakeholders and the proxies used.

Table 9 – Community members values

Outcome	Weighting	Proxies included in the value map
Feeling of connectedness to the local community	7	£4,200
Feeling less stressed that actions are taken locally.	6.5	£3,900
Feel a sense of purpose as they are contributing	7.5	£4,500

¹⁴ [Increased Community Integration | Outcomes | MeasureUp](#)

7.2 Schools

Although some well-being changes were included in the theory of change, a full survey to determine the amount of change was not possible during this time. Therefore, in the value map the value was taken from the National TOMs framework¹⁵. This framework is mainly used within Public sector to measure value through activities and looks at outcomes against the National well-being goals in Wales. One outcome is ‘More support for target curriculum activities’ - Time spent to support STEM curriculum activities in schools and colleges through expert designed and delivered content - which is in line with the outcome measured here. This has a value of £87.48 for every hour of delivery for each student. The sessions were on average 6 hours * £87.48 = £524.88. This is divided by the number of students who have benefitted from the support. This is the amount included in the value map.

7.3 Individuals

Similarly to the community members, individuals were asked to put their outcomes in order of importance, and then to rate their importance out of 10. Consideration was given as to what financial proxy can be used to best represent the outcomes. For some there were longer term changes that resulted in reduced stress and therefore there are proxies that applied to a change in mental health that could be used. However, many commented on how useful it was to have an organisation that could support and reassure them locally was beneficial which for some led to longer term changes.

The well-being valuation for ‘Able to obtain advice locally’ for individuals was used here¹⁶. As about the appropriate weighting that was given to the change provided by those who answered the survey was used to get the figures included in the value map.

The table below again shows how the values were applied and the steps taken to ensure we didn’t over-claim and adhered to what was most important to the stakeholders.

Table 10 – Value to individuals

Outcome	Weighting	Distance travelled	Proxies included in the value map
Increased awareness and knowledge around energy efficiency	7	68%	£2,405.77
Reduced financial stress as a result of saving money	6.3	54%	£2,122.74

¹⁵ [National TOMs Wales Guidance - Part 1 -v3 \(2\).pdf](#)

¹⁶ (P60) <https://www.tnlcommunityfund.org.uk/media/insights/documents/The-Economics-of-CATs-Power-to-Change.pdf?mtime=20200306143844&focal=none>

As well as the well-being outcomes for the individuals there was actual cash savings also though a variety of interventions listed below.

- Energy Efficiency Advice
- CO Awareness information
- CO Alarms given out
- Priority Service Register
- LED Bulbs given out
- Home visits
- Fuel Vouchers
- Food Bank Referrals
- Draught excluders
- Hygrometers
- Sim cards
- Keep Warm Packs

The interventions will generate actual cash savings for the individuals, as can be seen in table 11 below

Table 11 – Value of cash savings

Period	Number of people supported by the project (including Energy Officers from Y Dref Werdd & Partneriaeth Ogwen)	Actual number supported by DEG Energy Officer (43%)	Value of interventions reported by the project (including Energy Officers from Y Dref Werdd & Partneriaeth Ogwen)	Cash savings attributed to the energy Officer at DEG (43%)
Year 1 Q1	126	55	£3,554	£1,528
Year 1 Q2	130	53	£5,898	£2,536
Year 1 Q3	141	62	£6,900	£2,967
Year 1 Q4	201	80	£15,463	£6,649
Year 2 Q1	124	25	£8,944	£3,845
Year 2 Q2	126	55	£12,266	£5,249
Year 2 Q3	173	113	£13,815	£5,912
Year 2 Q4* Forecast	201*	80*	£15,463*	£6,618*
Total	1222	523	£82,303	£35,225.68 (Included in the value map)

*Forecast

The figures for year 2 quarter 4 were not available when writing this report, therefore we have forecasted the number of people supported in the quarter. We have used the same data as Year 1 quarter 4 to make a comparison to forecast Year 2 figures.

Overall, the Energy Officer at DEG has supported around 43% of people supported by the Gwasanaeth Ynni project, around 523 people. The project is forecasted to generate actual cash savings of £82,303 as a whole, 43% (same a number of people supported) will be attributed to the DEG Energy Officer, which gives a total of £35,225.68 to be included in the value map to ensure we are not overclaiming.

7.4 Community Organisations

Well-being values were not appropriate for community organisations as the outcomes were for them as groups rather than elements of their own individual well-being. Revealed preference is an economic theory that studies how people make choices based on purchases. For social value, we consider what could be bought in the marketplace that could reveal similar outcomes. Therefore, consultancy rates were considered here for training for ‘access to specialist environmental knowledge’ with a value of £1,799 (Informa Connect, 2024).

Table 12 – Value to the community organisations

Outcome	Weighting	Distance travelled (amount of change)	Proxies included in the value map
DEG staff helped them to understand more about energy efficiency and had improved skills and awareness of energy consumption	8	75%	£1,349.25
The community groups were reassured that there was local expert support in the Welsh language and had reduced pressure as the DEG Manager could offer hands on support which reduced stress on the volunteers and helped to ensure retainment of volunteers.	7	63%	£1,218.68
The community groups become more aware about energy efficiency and had the confidence to try new adaptions to the building that would bring savings over time and therefore had Improved financial sustainability	6	69%	£1,044.58

The Cyd Ynni project has also supported many community groups to access funding to make the changes needed to reduce their carbon and improve energy efficiency. The support given was going beyond referral and included supporting them to complete the grant forms, get quotes, look at matters around planning and also project manage.

The total amount of grants that were given to community groups through support was £64,508. This includes a grant that was given through Adra for 10 Energy Efficiency reports to be prepared to organisations worth £1,000 each. Cyd Ynni also worked with Ynni Anafon to secure £70,000 worth of grants to support community organisations to have solar panels and also to develop local energy efficiency issues.

There has been much support to the Ynni Lleu project also over the last few months between Cyd Ynni and also the facilitator with the GwyrddNi project. They have now secured £384,000 grant funding to move forward with this work.

Therefore, a total of £518,508 grant funding is included.

The main motivation for many of the community organisations as discussed, is the improved financial stability by having income from the solar panels and reduced energy bills. When looking at the savings there was an average of £800-£1,500 expected. To avoid over-claiming the sum of £800 was used and 10 community organisations are included.

For the Ynni Lleu project, the income is expected to be £28,000 per year. This is expected to be an annual figure for 25 years. However, due to limitations of the value map only looking at 5 years of value and to avoid over-claiming, only 2 years is included in the map.

These figures are included in the value map for period after the project.

Gwasanaeth Ynni / Prosiect Sero Net Gwynedd

This case involves a couple of pensionable age living in a detached house in Caernarfon, Gwynedd, North Wales who were already on the Priority Services Register (PSR). They faced several challenges, including high energy bills, poor energy tariffs, and issues with their smart meter. Additionally, their property was not connected to the Smart Export Guarantee (SEG) for energy exports, and they did not receive proper guidance after installing a heat pump.

The couple qualified for several energy efficiency improvements through the ECO4 program, including insulation, an air source heat pump (ASHP), and solar panels. However, nearly a year after installation by a local company, they had not received adequate support or instructions on using these technologies. Although they had solar panels installed, they were not connected to receive payments for the excess energy exported to the grid. Their energy bills were high because of a poor energy tariff, and they faced technical issues with their energy monitoring system, leading to incorrect data.

The PSNG Energy Officer took several actions to assist the household:

- Changed their energy supplier from Scottish Power to Octopus Energy for better support.
- Fixed their energy tariff to a 12-month fixed rate, protecting them from price volatility.
- Registered them for compensation through the SEG for excess energy exported to the grid.
- Resolved technical issues with the smart meter and energy monitoring system in collaboration with Menai Heating and Octopus Energy.
- Increased their SEG tariff from 4p/kWh to 15p/kWh, potentially raising their annual income from SEG by up to £275.
- Explored options for on-site energy storage (battery) and suggested energy tariffs with different rates to reduce costs and optimise solar energy use.
- Provided tailored energy advice on-site, free LED bulbs, and information on topics like condensation, grant funding, heating strategies, and energy tariffs.
- Conducted a technical overview of the heat pump's operation to enhance its efficiency.
- Offered ongoing support to help them understand the benefits of local energy systems.

Impact

With these changes, the couple potentially reduced their energy bills by £131.80 per year (not including SEG payments). This savings could increase if energy prices rise. They are now expected to self-consume about 30-40% of their solar energy, with estimates of 1,200-1,500 kWh/year used and 2,300-2,500 kWh/year exported to the grid. Their possible income from SEG could range from £100 to £375 annually. Overall, the household has gained increased energy resilience and reported feeling “less stressed” about managing their energy usage.

8.0 Establishing Impact

In order to assess the overall value of the outcomes of Datblygiadau Egni Gwledig (DEG) we needed to establish how much specifically results from the project. SROI applies accepted accounting principles to discount the value accordingly, by asking:

- What would have happened anyway (counterfactual / 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.

8.1 Counterfactual / Deadweight

Counterfactual allows us to consider what would happen if the project and services were not available. There is always a possibility that the various stakeholders would have received the same outcomes through another activity or by having support elsewhere.

To measure these rates all stakeholders were asked in the qualitative conversations about the probability that the change could have happened without DEG. Also, some secondary research was done to understand what support could have offered the same outcomes.

Table 13 – Counterfactual rates

Stakeholder	% deadweight	Justification
Individuals	30%	The Energy Wardens worked with partners and attended many community events to raise awareness of the support available. Many of the individuals said that without the support they wouldn't have had experienced any change. There are other projects and organisations who do offer advice on various issues around energy efficiency and fuel poverty such as Citizens Advice, Cyngor Gwynedd and the local social enterprises within other projects such as Dref Werdd. A low counterfactual rate is included here to avoid over-claiming.
Community Members	30%	During the stakeholder engagement we asked members as well as partners about how likely they thought that these changes would have happened without the project. The assemblies were very unique to the area and was a time

		<p>experience for many to be involved in this process. The Extinction Rebellion also use community assemblies as a way discuss issues and make collective decisions.¹⁷</p> <p>Many of the partners in the project are already doing many projects to tackle the issues around climate change and therefore some of these changes could have happened through this project so some counterfactual rate should be included.</p> <p>However, this was a new partnership which had a specific focus on developing local plans and working with communities strategically to take action.</p>
Community Organisations	30%	<p>Many of these organisations had been successful in gaining grants to have solar panels, heat pumps, windows and / or insulation. The organisations were eligible and could have tried to apply for these themselves and there is a chance the changes could have happened. However, many of the outcomes are based around the expert support and the reassurance and reduced stress of having the staff to support them through this process from application, project management and on-going advice. A small counterfactual rate is included here.</p>
Schools	30%	<p>Similarly to the community members, the partners of the project already did some work with their local schools previously for example y Dref Werdd do some work with children of the area in Bro Ffestiniog. Sustainability is mandatory within the school curriculum in Wales¹⁸.</p> <p>There is also a possibility that many of the outcomes here around improved awareness and skills in this area would have been achieved so some counterfactual rate is included.</p>

¹⁷ [People's Assemblies - Extinction Rebellion UK](#)

¹⁸ [Written Statement: Sustainable Schools' Challenge \(28 September 2022\) | GOV.WALES](#)

		However, the teachers explained how having a dedicated project helped them to achieve this and helped to educate them also. They also recognised that working with the project also helped to go further than the topic and to be part of the community and local solutions.
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8.2 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 the organisation.

All stakeholders were asked during the qualitative and quantitative stages about attribution. The majority of DEG’s work is based on partnership working therefore careful consideration was given to the attribution rates.

The question in the survey was:

Question: Thinking about any changes / outcomes that you might have identified in question 5, how much of those changes is because of DEG? Other organisations might have also supported you.

The options were

- None of the changes are because of the support from DEG
- A little amount of the changes are because of the support from DEG
- Some of the changes are because of the support from DEG
- Majority of the changes are because of the support from DEG
- All of the changes are because of the support from DEG

For Community Members, instead of DEG, GwyrddNi was used as the majority would relate to the project. To calculate then we applied a percentage from 0-100% to get an average. The higher the percentage the higher the probability that the changes were because of others and not because of DEG.

The results per stakeholder group was as follows:

Stakeholder group	Average attribution rate
Individuals	46%
Community Members and schools (GwyrddNi)	47%
Community Organisations	56%

The outcomes for the partners were not material and therefore not included. They were also asked, for any changes identified, how much was because of DEG. 50% said none were because of DEG and 50% said that some was because of DEG.

With GwyrddNi project especially, careful consideration was given to attribution. For the time period of analysis there was a period where all staff members were employed and managed by DEG and then some of the facilitators became employed by the partners of the project. The Project Manager, the education team and the Dyffryn Peris facilitator continues to be employed by DEG and is responsible for the overall management of the project and reporting back to the funder. Careful consideration was given to only include the community members from Dyffryn Peris or to include all the community members from across the project. Due to the time period, all are included here but with careful consideration given to the attribution rate. In future analysis, it would be advisable to segment the different groups and look at the different results.

8.3 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? There were no concerns raised about displacement and saw the projects as offering something unique and dealing with issues at a local level and not displacing any of the concerns.

8.4 Drop-off and Duration

This analysis considered the value offered by DEG during April 2023 and March 2025. Drop-off only needs to be considered when looking at over a year of value and also whether the stakeholders are still receiving support or have moved on from the service or project.

For individuals, although some could benefit from longer term benefits if they have been able to have reduced energy bills or make adaptations to the home, only one year of value was included to avoid over-claiming. Some of the changes are short term as well such as fuel vouchers and food bank support and therefore an overall value of one year was included to balance the results.

For GwyrddNi, the project is running for five year and therefore the two years included in this report is included in the value map. Consideration was given to include all five years as a forecast, but considering matters such as attribution discussed in this chapter, only two years was included with no drop-off rate as the members continues to be supported through the events and actions taken in the local plans.

For the community organisations, many have made some changes and received grants which will support them to become more sustainable for many years. Two years is included with a small drop off rate, as the organisations are not likely to have as much support once the projects are finished but the outcomes will continue due to the changes and they are reassured that support is still available if needed.

Risk of Over-Claiming

Adhering to the principle of not over-claiming throughout, great care was taken to not over-claim at each stage of the analysis. Many assumptions have been made, but judgements were based on stakeholder engagement and secondary information.

- A representative sample was taken for the qualitative and quantitative data collection for all stakeholder groups. Various forms of engagement took place by attending events, focus groups, interviews, case studies and surveys. The response rate was fairly low across all the stakeholder groups. For individuals only 80% was included in the value map.
- Actual cash savings was included but only a percentage was attributed.

- Great care was taken to understand the right levels of deadweight and attribution. In addition to gathering qualitative data from the service users and other stakeholders, some research was made on other services available.
- All financial inputs were considered to avoid over-claiming.
- A drop-off percentage was included for year 2 for the community organisations.
- Future value was considered.

9.0 SROI Result

This section of the report presents the overall results of the SROI analysis of Datblygiadau Egni Gwledig (DEG) by looking at the impact across all of their services. Underpinning these results are the SROI principles which have carefully been applied to each area of this analysis. The results demonstrate the positive contribution that the organisation has made the dedication of the staff who work in partnership with partners and community organisations.

Across the various projects and services, there is a dedication to educate and support all stakeholders on energy efficiency and energy generation. For some, the motivation for engaging with the activities is firstly survival as the increasing costs of energy has a negative impact on individuals and organisations. However, many are also increasingly conscious of the changes needed within society to reduce carbon and protect the planet. For many, the reality of this on a global level is over-whelming, and therefore looking at what can be done as individuals and as communities helps to reduce the pressure and build a sense of connectedness locally.

Table 14 displays the present value created for each of the included stakeholders who experienced material changes. The present value calculations take account of the 3.5% discount rate as suggested by the Treasury's Green Book.

Table 14 - Total Present Value Created by Stakeholders

Stakeholder	Value Created as a result of DEG
Individuals	£598,497
Community members	£2,281,427
Schools	£154,616
Community organisations	£282,387

The overall results in Table 15 highlight the total value created, the total present value (discounted at 3.5%), the net present value, and ultimately the SROI ratio.

Table 15 – SROI Headline Results

Total value created	£
Total present value	£3,286,775
Investment value	£918,283
Net present value (present value minus investment)	£2,368,492
Social Return on Investment	<u>£3.58:1</u>

The result of this evaluation state that for every £1 of value invested into the Datblygiadau Egni Gwledig, a total of £3.58 of value was created (£3.58:1)

10.0 Sensitivity Analysis

As stated often throughout this report a combination of desktop data analysis, stakeholder engaged conversations and subjective indicators as well as making a continual series of professional judgements, have been used to create this SROI analysis. It is important to assess with a sensitivity analysis the extent to which the results would change if we changed some of the assumptions made in the previous stages.

The sensitivity analysis has been carried out, altering the factors to show what effect the change in the factor would have on the final SROI ratio, and its findings are in the table below. All factors relevant to outcomes were first checked individually for each stakeholder group and the per outcome column shows that no factor had, when individually altered, a significant effect on the SROI ratio.

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 16.

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. Some have changed 50% so in future some higher rigour is recommended when managing some of these. As seen in Section 8, different steps were taken to support the assumptions for the deadweight and attribution percentages. From the sensitivity analysis table on the following page, the social value evaluation can be estimated to be between £1.90 and up to £4.26 for every £1 invested. The assumptions used in the value map estimate the social value is £3.58.

Verification

- All stakeholders were asked to confirm outcomes at numerous events and at the end of discussions. Staff and partners were also asked to confirm and verify some outcomes for the stakeholders.
- Representative sample of all groups were asked to verify the report results looking at inputs, outputs, outcomes, values and causality.

Table 16– Sensitivity Analysis Summary

Factor changed	SROI Ratio	Difference	Variance
Deadweight – increase by 10%	£3.07	-£0.51	-14.3%
Deadweight – decrease by 10%	£4.09	+£0.51	+12.5%
Attribution – increase by 10%	£2.89	-£0.69	-19.7%
Attribution – decrease by 10%	£4.26	+£0.68	+16%
Anchoring value increase by 20%	£4.23	+£0.65	+15.4%
Anchoring value decrease by 20%	£2.91	-£0.67	-18.8%
Half the proxies	£1.90	-£1.68	-47%
Increase community members by 10%	£3.82	+£0.24	+6.3%
Increase community organisations by 20%	£3.60	+£0.02	+0.6%
Decrease community members by 10%	£3.34	-£0.24	-6.8%
Decrease individuals by 10%	£3.52	-£0.06	-1.7%

Wales & West /Project Zero Net Gwynedd

Individual 'A' reached out to the Energy Officer at DEG after discovering one of the old flyers at their residence. They expressed interest in arranging a home visit to explore potential assistance with the installation of a wet central heating system. It is noteworthy that this individual had previously contacted DEG in July 2022 regarding the same matter, at which point a referral to the relevant assistance program was initiated on their behalf. There is no Energy Performance Certificate (EPC) for the property, as the individual has resided there since 1991. However, neighbouring houses possess valid EPCs graded either C or D. The house was constructed between 1975 and 1985.

During the home visit conducted by the Energy Officer, it was observed that the existing heating system comprises a back boiler, radiators, and an immersion water heater. The back boiler ceased functioning last March, leaving the heaters inoperable. The individual indicated that they and their spouse relied on a gas heater in the living room for warmth over the past winter, resulting in colder conditions throughout the rest of the house. While there is some loft insulation present, its thickness remains uncertain, though the individual believes they have the certificate. Additionally, cavity wall insulation was installed over ten years ago, but dampness has since posed a problem in the walls.

The individual informed the Energy Officer that a referral to the relevant assistance program was made last summer; however, due to their combined annual household income exceeding the threshold and the absence of any means-tested benefits, they did not qualify for assistance.

The Energy Officer mentioned that the ECO4 program could be a viable option for them. It was estimated that their combined annual income is approximately £27,000, which aligns with the eligibility criteria established by ECO4. The Energy Officer provided information about ECO4 and a local heating company and directed them to the relevant council website for further details regarding the scheme. To facilitate the application process, an ECO4 application form was supplied in an envelope addressed to the local heating company. Assurance was given that they could contact the visitor with any questions or for assistance in completing the form. Additionally, energy efficiency information was provided, along with carbon monoxide awareness materials and an LED bulb.

The individual expressed their appreciation, stating, "I can relax now knowing which company to trust to do the work. I'm scared of scammers; they are everywhere these days. You never know who to trust, so I've put it off for so long. Thank you so much for all your help."

10.0 Limitations

As demonstrated above, great care was taken to adhere to the principle of not over-claiming. However, it is also important to recognise that there are some limitations.

- The first principle of social value is to involve stakeholders. To understand any changes in the lives of people who matter, we need to engage with those who experience the changes. A good number of conversations was had with partners which included Adra, all the GwyrddNi partners, local authority and national bodies. This helped to give a strategic overview and to verify some of the other stakeholders. Engaging with individuals was more challenging as some were sensitive in nature. Some interviews were held but more could have helped to reduce the risk of bias.
- Data – The response rate was fairly low from each stakeholder group. There has been a lot of engagement over the last few months, especially with GwyrddNi, as other evaluations are taking place as well as gathering information for grant applications. However, some of the results of past surveys were useful to support the findings within this survey, and there was a good representative sample had for example from all areas of Gwynedd and from different age groups.
- In order to understand any impact on demand of services then data will need to be collected over a longer period of time.

12.0 Recommendations

As was seen in Chapter 6, as well as evaluating any changes that had already happened as a result of the services provided by DEG, stakeholders were also asked about what could be better and for the direction that they should take in the future.

1. Data collection

There was a big difference in how the various projects within the organisation were gathering data and also how they reported on data. One good example of data collection was with the Gwasanaeth Ynni project. On this project the type of interventions was recorded along with how many individuals supported. The value of the interventions reporting cost savings was also included as well as details such as were they social housing and what type of energy supply the houses have.

The GwyrddNi project is being evaluated over the next 5 years and as part of that process numbers are now being recorded on the number of events, number of participants and the different themes. This information has been collected since September 2024 but there is a bit of inconsistency in how this is being recorded across the different facilitators therefore some guidance could be useful here.

Some projects don't have a standard way of recording outputs and having clear KPIs might be beneficial moving forwards. Although there are differences in the projects, they all are in line with the goals and mission of DEG and therefore having some shared KPIs across the organisations would help to report on the impact of the work in future.

Examples could include:

- No. of individuals supported
- No. of Organisations supported
- No. of events
- No. of learning and development events
- No. of people receiving information on energy efficiency
- No. of people receiving information on energy saving
- No. of people receiving information on energy generation
- Grant funding details

The measures above would not go as far as to measure social value but would be a good starting point to build in consistent measures in the organisation. In order to realise how much change and impact the project is having on stakeholders we need data to understand if there is any change, and if so, how much change. We also need to ascertain if there are differences in the needs of individuals. It is therefore recommended that any continuation of this scheme, needs **investment in the time and finances to ensure suitable systems and processes are in place to measure social value**, extending this to include other important stakeholders. When such data is collected over a period of time, the potential to use the results 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. Many of the participants have now been supported for a significant period of time. With any new participants it would be possible to

gather new baseline data and subsequently review any changes to determine distance travelled and identify further support needed.

2. Communication

When asked about what could improve, different stakeholder groups raised communication, and this was presented in a few different ways. The recommendation for improved communication includes three main points.

- Marketing – For those who had been supported they commented about the benefits received and how much more informed they were, and also how important it was to have the level of expertise locally. However, some did comment that they had met by chance and did not know previously about who DEG was and the work that they do. Therefore, more advertising of the services available could be beneficial, and especially highlight the case studies where change has happened.
- With the GwyrddNi project, some spoke of the loss in the momentum that was felt following the assemblies. There was a gap between phase 1 and phase 2 of the project as there was a change in the employment of the facilitators and also as there was time needed to recruit the Project Manager. Although this was understood, some felt that communication during that time could have been better to maintain momentum.
- Also, with GwyrddNi, there seemed to be a lack of shared understanding by some members as to the focus of the project. Some felt there was too much focus on other issues that they didn't perceive as being the main focus of the project – which is action on climate change. Some felt that the focus on the Welsh language as some activities that some saw as short-term solutions such as litter picking was not the objective. However, others saw the benefit of these around ensuring a sense of community and community cohesion. There is space for all of these but perhaps having a shared understanding about the objectives of the projects could be beneficial.

3. Capacity

In the Cyd Ynni project and Prosiect Sero Net Gwynedd especially, the beneficiaries as well as the staff commented on difficulties with capacity. With Cyd Ynni, the Development Manager would be very hands on in supporting organisations with matters around funding application, planning, project management as well as sharing knowledge and skills with the group through the process. Although many of the organisations commented on how beneficial the support was, some felt at times it was rushed and that was down to capacity as it was one person supporting different groups.

Capacity was also identified as a recommendation within a previous evaluation. The expertise locally is challenging however, some have developed expertise through the various projects so some shared resource might be possible.

4. Rolling out

Although the outcomes for partners were not material and therefore not included in the value map, many saw the benefits of working in partnerships and sharing the expertise between

partners. Many saw the GwyrddNi project as being an innovative project and some credited that to DEG. Some of the more national partners felt this was a good model that could be rolled out to other parts of Wales and that this would be a big step towards creating a more Resilient Wales and a Wales of Cohesive communities.

13.0 Conclusion

Datblygiadau Egni Gwledig (DEG) have recently celebrated ten years since they established. The company was established to support communities to become carbon neutral and to facilitate community action to look at sustainable ways to create energy that would help to support local communities to thrive. This evaluation analyses the previous two years of activity and through all of their various projects and determination and skills of the staff the report demonstrates a positive social return on investment.

Across the various projects and services, there is a dedication to educate and support all stakeholders on energy efficiency and generation. The initial motivation for their involvement with DEG is to seek support with the increasing costs of energy. However, many are also increasingly conscious of the changes needed within society to reduce carbon and protect the planet. For many, the reality of this on a global level is over-whelming, and therefore looking at what can be done as individuals and as communities helps to reduce the pressure and build a sense of connectedness locally.

The GwyrddNi project is an innovative project that brings together communities to take action against climate change and gives people power to take action at a local level. This is a project in partnership with other experienced social enterprises who have all brought their expertise to the table and by working in collaboration community members reported having an improved sense of belonging and connectedness to the community as well as a sense of purpose as they are able to take actions. This evaluation looks at the early stages of a five-year project and therefore some changes have been identified with some recommendations moving forwards. The education element of this project also demonstrated positive impact on the young generation within the communities. Their contribution to the local action plans was celebrated and the local workshops and other educational activities helped to make them feel connected and improved their knowledge and understanding about climate change which allowed them to discuss about feelings related to this.

Community organisations were supported through the Prosiect Sero Net Gwynedd and Cyd Ynni. Cyd Ynni is again a partnership and is managed by DEG and the partnership and collaboration again bringing expertise together to target needs within communities. The rising costs of energy is threatening the sustainability of many community groups and buildings, and through the expertise of the staff many had been supported to look at making changes to improve the financial sustainability. The hands-on support from the staff to advice and inform on options, support with grant funding applications, project manage and ensure the necessary planning stages were covered helped to reassure the volunteers and staff members.

As well as supporting to plan for the future, DEG also offers immediate support to those within communities most affected by rising energy prices. Through the Gwasanaeth Ynni and Prosiect Sero Net Gwynedd, staff members are on hand to offer advice and support to those that live with the pressure of rising costs and is having an impact on their well-being. This project offers some immediate support such as food and fuel vouchers as well as looking at more affordable energy rates. Some were also helped to look at ways to make their home warmer and get financial support to insulate homes and have new heating to bring down their bills over time.

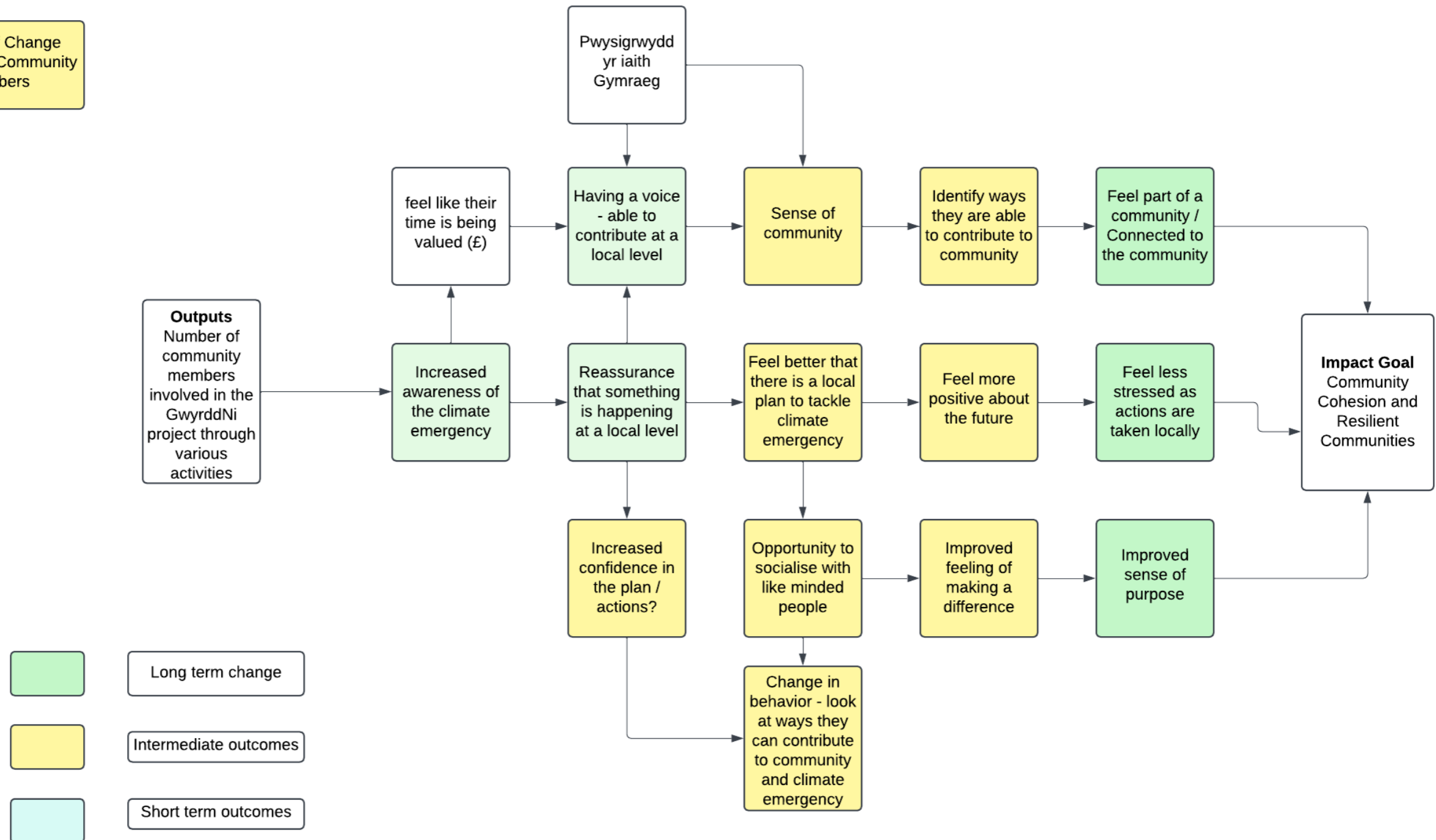
There is growing pressure globally for governments to respond to the changes caused by environmental changes, and to improve well-being and reduce negative impacts on people and planet. In Wales we have 7 ambitious well-being goals which include a Prosperous Wales, a Resilient Wales and a Wales of Cohesive Communities. To achieve these requires collaboration and doing things differently through innovative projects. Some of the projects managed by DEG are innovative and there's great examples of working in partnership to maximise impact by utilising the various expertise. To achieve these goals, we also need measurable outcomes and the various material outcomes identified for the different stakeholders here such as improving connectedness, an improved sense of community, feeling more positive to the future and improving financial sustainability of community organisations can help us move in the right direction.

13.0 Appendices

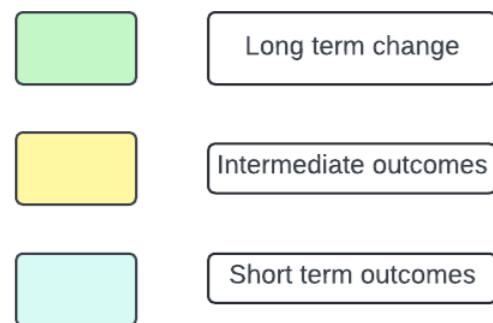
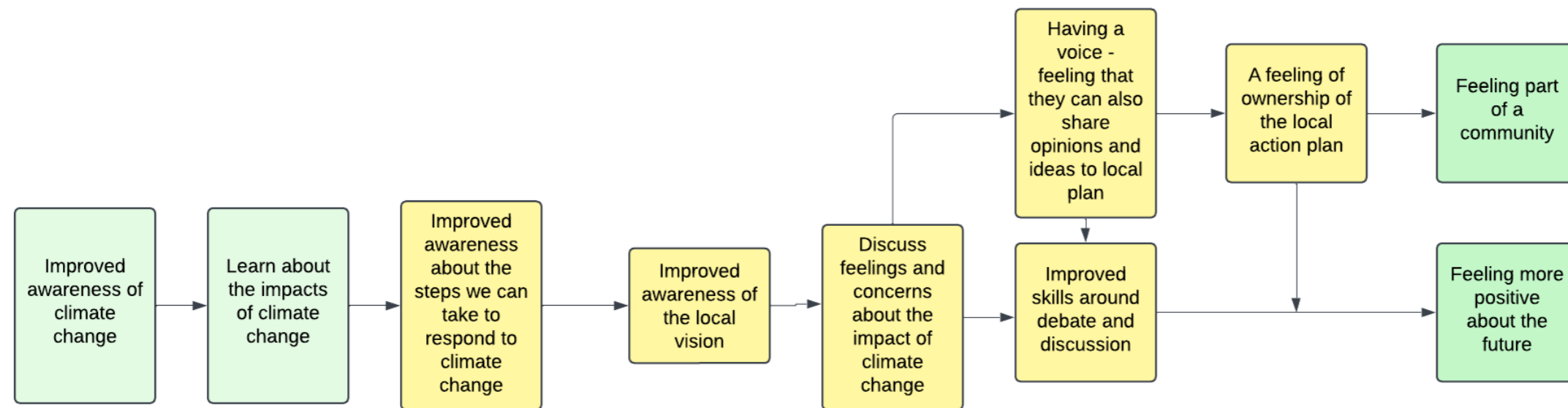
Appendix 1	Value map (Excel document)
Appendix 2	Theory of Change Community Members
Appendix 3	Theory of Change Schools
Appendix 4	Theory of Change Individuals
Appendix 5	Theory of Change Community Organisations
Appendix 6	Example of an action plan



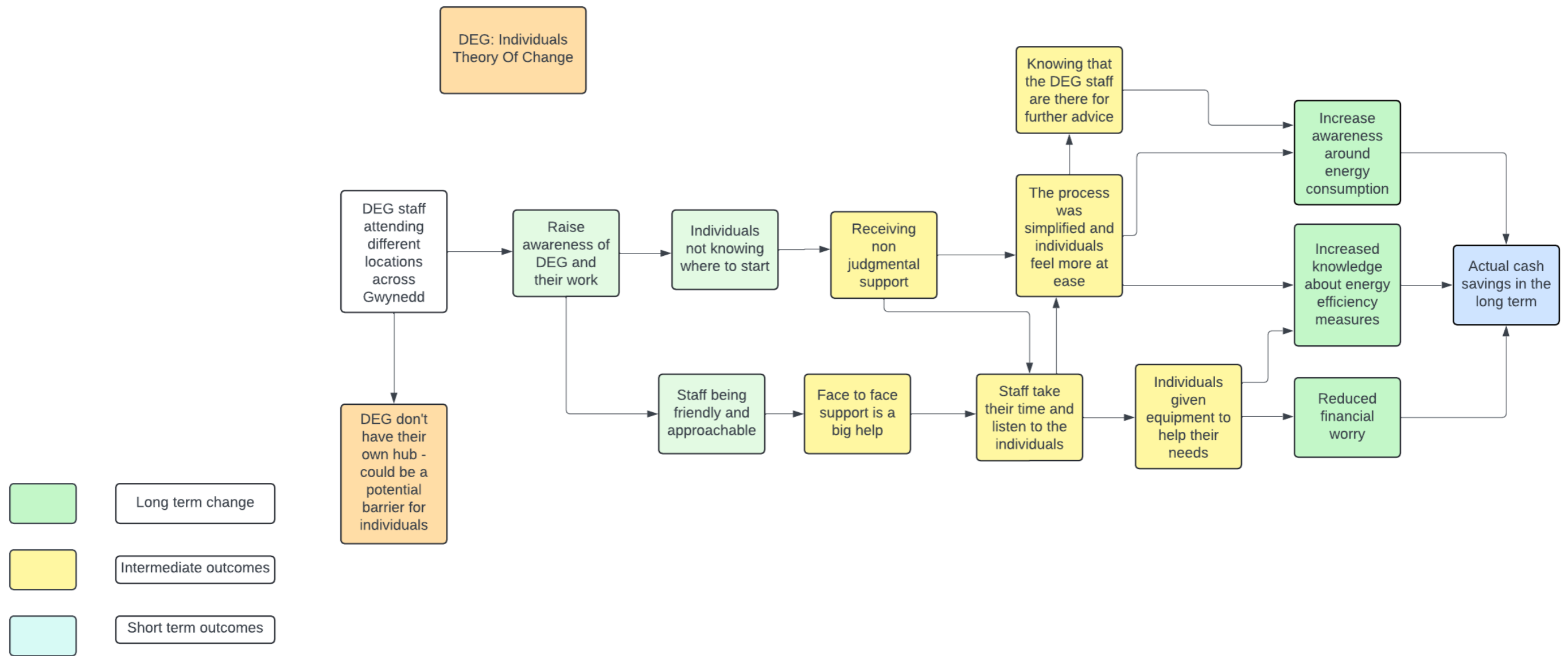
Theory of Change
GwyrddNi: Community
Members



Theory Of Change - Schools



Appendix 4 Theory of Change – Individuals



Appendix 5 Theory of Change – Community Organisations

