



Social Return on Investment

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Image: Kendray neighbourhood management (2005)

Hello

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If it moves, you can usually measure it!



Image: Pete Jordan on Flickr



“How clean is your area?”

Schools NI195 Information Pack
Calderdale Parks & Streetscene



with
'Ann T Litter'

and in
partnership with

Ovenden & Mixenden
Initiative
NEIGHBOURHOOD MANAGEMENT PATHFINDER

Calderdale
Council

Author: Calderdale Parks & Streetscene with
help and advice from Eliza Glanville - Aged 14

School Name;

Starting to look at your area;

1. We need to look around at our area and see how clean it is, this will tell us if we have clean or dirty streets.]
2. By seeing how clean or dirty our streets are we will know if they need cleaning more or less or the same.
3. To tell a clean and dirty street apart we need to use a scale, the scale we use is a scale from A to D
 - A = Clean
 - B = Hardly anything found
 - C = Small amounts found
 - D = Lots found
4. To help us to see if our street is clean or dirty we need to be looking at these 4 things;

Litter, Detritus, Graffiti and Fly-posting

Follow the information in this book to find out more....

Calderdale neighbourhood charter
junior street reps monitoring form (c. 2008)



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6242 reports found from 24 authorities







Not just
big long
term
studies

Even complicated things can have simple measures

Increased feelings of belonging

Resident opinion surveys

Positive mental health (happiness)

Mental health measurement scale

Increased life chances

School attainment, lifelong learning

Stronger local economy

Turnover/voids of local high street

Even really complicated things

Happiness



Love



Even really complicated things

Happiness



World Happiness Reports

<http://worldhappiness.report/>

- Personal income and wealth
- Social support
- Healthy life expectancy
- Freedom to make life choices
- Generosity
- Trust or absence of corruption

Even really complicated things

Love



Even complicated things can have simple
measures

In terms of public services – the number
of things where we can compare financial
costs and benefits is increasing – e.g.
HACT's Value Calculator

Social Return on Investment – Barnsley's new secret weapon?

Kate Faulkes, South Area Council Manager
Barnsley Council



BARNSLEY
Metropolitan Borough Council

What is 'Social Return on Investment'?

- A way of capturing the social, economic & environmental impact of activities
- Can help to capture the 'soft' effects which unit cost or value for money analysis misses
- Gives an evidence base for the real effects that a project or activity has had on those taking part
- Uses financial 'proxies' underpinned by research to give a monetary value to these effects/changes
- The final figure is expressed as £X for every £1 invested



Why is SROI important to our work?

- Barnsley has devolved £2.1m per year of core funding to 6 locally based Area Councils for commissioning since 2013
- Projects commissioned locally seemed to be increasing impact – but no real evidence
- A need to prove that using localised datasets/community intelligence & high emphasis on social value increased impact
- A need to evidence the success of the Area Council approach for the future - & justify additional costs of local devolution



What did we use it for?

- Used SROI methodology to analyse 6 projects commissioned & funded through Area Councils
- All had been strongly evidence based & used intelligence from community consultations about local need
- South Area One Stop Shop Project yielded a massive £28.81 for every £1 invested (average £5)
- High return was due to low cost of project compared against £ brought into community alongside high savings around mental health & depression



So why is it our secret weapon?

- Captured the 'intangibles' we suspected but couldn't prove!
- Evidenced the added value from devolved commissioning & emphasis on social value/ use of local organisations
- Level of debate around commissioning in Area Councils much higher - & social value better understood
- Affecting wider commissioning processes within the Council
- Busts the myth that 'soft' outcomes can't be measured



The 'One Stop Shop' analysis

- Project employs a Welfare Rights Worker & a CAB Generalist Adviser working together in local venues
- High SROI came from low project costs set against high levels of benefit gain, debt managed & impact on mental health
- More accurate proxies could be chosen because lots of relevant monitoring data being collected
- Will also influence in the future the outcomes/outputs/social value indicators we put into tender specifications



Any questions?



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BARNSLEY
Metropolitan Borough Council

experimental process



Logic model from a major Arts Council funded co-production project