

Creating Social Value in New Communities

*A Social Return on Investment (SROI) analysis for
Voluntary and Community Action*

Sandhills Community House and the Sandhills
Community Action Project, Leighton Buzzard

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December 2014

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1 INTRODUCTION

This is a **Social Return on Investment (SROI)** analysis, commissioned by Voluntary and Community Action, carried out by Lodestar and centred on the activities of the Sandhills Community House at Plover Road, Leighton Buzzard, Bedfordshire.

The Sandhills Community Action Project (the project) is based in a house that has been retained for community use in an evolving development area. It is part of the community provision for the area established under section 106 of The Town and Country Planning Act 1990. Section 106 allows for agreements that are negotiated between developers and planners in relation to specified infrastructure including community facilities. The resulting agreements form part of planning consent applied to a given housing development and in the case of Sandhills resulted in a planning obligation to provide a Community House as interim community facilities prior to the provision of a permanent community centre.

The Sandhills Community House opened in August 2011 and has been operational for around three years. It has evolved to the point where a range of activities is provided by specialist staff working closely with local community members for the benefit of all local residents.

When the Community House opened there were 1,075 occupied dwellings on the Sandhills development, with an estimated population of 2,581 residents. House building continues, within Sandhills and on the new Grovebury Farm site, with approximately 1,300 occupied dwellings (as of December 2014).

The House was intended as a medium term temporary provision to help create a sense of community through engagement with local residents. Its design is the same as surrounding houses and can be returned to dwelling use with minimal effort and cost.

This SROI study is based on the activities at the Community House and in particular on the social value that may be created by the community relationships that are established there.

Lodestar

Lodestar works in support of organisations that wish to be more proactive in measuring their impact. Its consultants are experienced in SROI methodology, both from a training/mentoring viewpoint as well as facilitating approaches to undertaking SROI analyses. Lodestar's approach involves the development of the capacity of the organisation to take their SROI reporting forward into the future.

Voluntary and Community Action required that an SROI analysis be designed to examine the social value created by services based in the Community House. The approach has been developed and led by Lodestar but has evolved through close co-operation with key staff at the Community House, who made it possible to have

access to information, to implement research tools and to interact with service users and other stakeholders experiencing significant outcomes as a result of services delivered. This analysis is an examination of those outcomes.

In general terms, SROI is an approach to understanding and managing the value of any material social, economic and environmental outcomes created by an activity. It is based on a set of principles that are applied within a framework for capturing value. In a number of instances the real value to an organisation of the outcomes it helps create for stakeholders may not be accounted for in normal project financial accounting. SROI is a more comprehensive approach to accounting as it exposes social value creation, demonstrates the importance of social as well as economic reporting, is used to structure thinking and understanding around what should be accounted for and reveals what is important to stakeholders. This information can be used as a basis for involving them in future decision making about their activities.

The Commission

This SROI project commenced in April 2014 and has responded to the following requirements:

- The development of a social account that can identify material outcomes for the stakeholders of the project's activities based at the Community House.
- Support to embed the use of SROI tools in the future
- The production of an SROI report setting out social value findings and including discussion of any key issues arising.

This has involved the following main elements:

- Knowledge transfer of the particulars of an SROI approach to Social Value analysis including a scoping day with key Voluntary and Community Action trustees and staff
- Working alongside staff to create an SROI model suitable for the analysis of current and future work.
- Leading on stakeholder engagement sessions with those who were expected to experience change as a result of the existence of the Community House.
- Parallel work with staff in gathering data to verify initial theories of change for key stakeholders.
- The development of an impact map and evaluative account of material outcomes to key stakeholders of the agency's activities.
- Supporting the project to take key decisions on how SROI compliant data can be gathered into the future.
- Providing a knowledge resource on how SROI enquiry can be applied to a wider section of Voluntary and Community Action activities

Voluntary and Community Action staff, Lodestar consultants and representatives of local residents active at Community House collaborated in gathering the data for the study culminating in this report. The final analysis that flows from initial stakeholder engagements, the ensuing research and the articulation of findings through the SROI report has been undertaken by Lodestar.

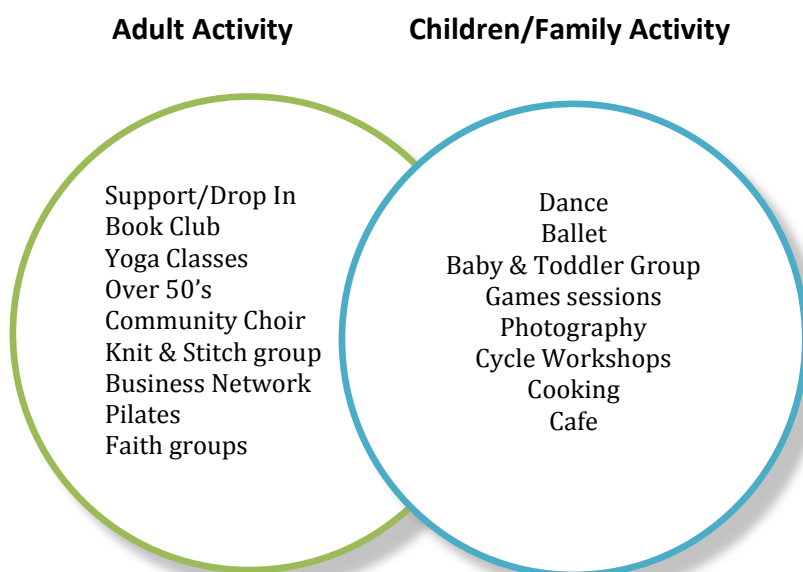
The Task

‘Voluntary and Community Action is a local infrastructure organisation that develops, enables, promotes and supports local voluntary and community action (including volunteering) across Bedfordshire’.

www.action-centralbeds.org.uk

Its Sandhills Community Action project provides a range of community based activities for different age groups throughout the week. Through the work of the staff team, it aims to engage with residents and support them to feel part of their community. More than this, the aim is to empower residents to take responsibility for providing activities for themselves and their community. The organisational Theory of Change is that through empowerment (and the development of groups and activities) people who could very easily feel isolated will benefit from developing new social networks. The Community House has evolved as a hub for activities and information on local services.

The sense that a growing supportive community that serves the area is facilitated by the existence of the Community House is one that is shared by local people. They have responded to the challenge to become involved in the architecture and delivery of services that meet common local needs. The following is a snapshot of the wealth of activity that occurs week after week in what essentially can be described (in terms of physical space and capacity) as a modest facility:



While the above sample of the Community House programme from April/ May 2014 gives some indication of the richness and diversity of activities, this social value analysis will assert that it is the community development process and capacity building that is required to achieve engagement with local people that leads to the above activities. However, the real outcomes for the community project are not the activities themselves but the changes that take place in people's lives as a result of these activities.

In short, it is the conscious application of a Community Development approach that will provide the basis of any positive change for residents. The activities - while crucial - form the medium through which positive change is delivered by Voluntary and Community Action staff working in association with residents.

This extremely important relationship, its facilitation at the Community House and engagement with residents through this study to ask them about the change the Community House makes in their lives (if any) is the starting point for this social value study. The essential task is to create a social value accounting model that will provide Voluntary and Community Action and its stakeholders with a framework to inform its future mission by taking account of both the economic and social value reporting while minimising any negative impact on the environment.

From an SROI perspective, the tasks associated with the analysis divided into the following aspects:

1. Identifying stakeholders

The very basis of this analysis has been driven by questions around what changes for stakeholders. 'Stakeholders' of the Community House could have more than one level of meaning depending on a particular perspective. The Community House would set itself the task of potentially being a point of communication and activity for all the residents in the area; Sandhills, the new Grovebury Farm site, the new houses designated for construction as well as those living on the edge of Sandhills in Billington Park. However, SROI defines stakeholders as those who experience a material change as a result of activities or those who have an affect or influence on activities. To credibly measure the social value created as a result of activities run at the Community House we have set a boundary for the definition of stakeholders in the main as people with whom the Community House has a tangible and regular relationship. This is important, as the study will show that it is the very uniqueness of relationships established in a community development setting that gives rise to an environment in which valuable social outcomes are achieved for individuals.

2. Understanding and mapping the most important outcomes

Following stakeholder engagement that was designed to identify possible outcomes from discussion with Community House users a Theory of Change was created. This showed potential outcomes that were linked together in a chain of change (some outcomes standing on their own, others being part of a causal link leading to different outcomes). These links between outcomes are presented later in this

report. From the beginning the analysis set out to address the following with stakeholders:

- What changes for you - positive /negative
- What are the links between the changes
- What are the most important changes
- How much of the change would have happened without this activity
- Who/what else contributed to change
- How long do you feel these changes will last
- Are there other people close to you who also experience change

The next stage would be the creation of an Impact map for the analysis providing an opportunity to demonstrate the relationship between **inputs** (the resources that go into running the activity), the **outputs** (the activities themselves) and the **outcomes** that result from the activities.

3. Evidencing and valuing outcomes

The next step was to identify indicators and examine external research that would demonstrate that outcomes actually took place. Following SROI convention, appropriate financial proxies were identified as a means of valuing the outcomes. The monetisation of outcomes is one of the unique selling points of SROI and leads to an expression of the return value resulting from the investment in the activity.

4. Establishing Impact

This is a process of adjustments that are made to the value of outcomes to ensure that the value of outcomes that are claimed is attributable to the activity, taking account of what would have happened anyway, as well as value that was contributed to by others in addition to the activity. The process used and decisions taken are detailed later in the report.

5. Calculating the SROI ratio into a social account

This provided a social value of return compared to the investment required to create the value claimed.

6. Reporting the social value account and applying results to future practice

The SROI analysis is the culmination of a clear story of change for key stakeholders. It is important that as well as reporting the SROI return ratio, the analysis is transparent about how the ratio is determined, enables the sharing of findings with stakeholders, brings the organisation to an understanding of how impact would be better accounted for, managed and embedded into systems to track material outcomes into the future.

SOCIAL RETURN ON INVESTMENT

Organisations that wish to get closer to their stakeholders in order to generate improved outcomes, increase value and become more sustainable in harder economic times, know that actions, activities and the way they work with others can add to or deplete the 'value' of what they create. Consequently, any evaluation of organisational impact will be incomplete if it is not tracked, considered, measured and accounted for comprehensively – across the full range of stakeholders who experience relevant and significant change as a result of their activities.

As a social accounting framework SROI provides a set of tools for undertaking an analysis of social value that is created (or destroyed) for key stakeholders in particular activities. It has been specifically designed to identify, capture and account for their full value by looking beyond the outputs that organisations produce to determine what happens in terms of change (or outcomes).

SROI tracks and accounts for social value

Social value can be defined as the value of change that results from a given activity in terms of the **valuation of outcomes**. For example, social value outcomes include the creation of social capital or other change, leading to increased wellbeing of stakeholders, regardless of whether or not the activity was designed with an intention to lead to such outcomes. One of the strengths of SROI is that it places a value on material outcomes experienced by stakeholders, so that the value of return from an activity can be expressed in relation to the investment in it. More than this however, SROI seeks to include the values of people that are often excluded from markets in the same language as used in markets, that is to say, in monetary terms - in order to give them a voice in resource allocation decisions.

Social Value, how we account for value, how we give more importance to social as well as purely economic concepts of value are increasing areas of debate in the public domain. This is evidenced in public commitments like, for example, The Social Value Act - Public Services (2012) that places a legal requirement upon commissioners and procurers of public services to take into account how social value may be created in the context of the procurement decision and as part of the delivery of goods and services themselves.

The Act requires that:

'The authority must consider—

(a) How what is proposed to be procured might improve the economic, social and environmental well-being of the relevant area, and

(b) How, in conducting the process of procurement, it might act with a view to securing that improvement'

This will increasingly lead to the need for sources of social value creation to be identified and measured to facilitate positioning of Voluntary and Community Sector organisations to provide services and influence funding decisions in their favour. SROI enables stakeholders to map social value creation and to communicate how activities make an impact.

SROI is based on seven principles:

1. **Involve stakeholders** - Understand the way in which the organisation creates change through a dialogue with stakeholders
2. **Understand what changes** - Acknowledge and articulate all the values, objectives and stakeholders of the organisation before agreeing which aspects of the organisation are to be included in the scope; and determine what must be included in the account in order that stakeholders can make reasonable decisions
3. **Value the things that matter** - Use financial proxies for indicators in order to include the values of those excluded from markets in the same terms as used in markets
4. **Only include what is material** - Articulate clearly how activities create change and evaluate this through the evidence gathered
5. **Do not over-claim** - Make comparisons of performance and impact using appropriate benchmarks, targets and external standards.
6. **Be transparent** - Demonstrate the basis on which the findings may be considered as accurate and honest; showing that they will be reported to and discussed with stakeholders
7. **Verify the result** - Ensure appropriate independent verification of the account

These principles are reflected in the production of this analysis.

Finally, a comment on SROI. This analysis could not set out in the first instance to provide an exact evaluation of the social value of the Sandhills Community House. Exactitude is not possible without access to counterfactual data (a view of what outcomes would be if the Community House did not exist). A resource that would set up a control group to study what would have happened for stakeholders who did not have a relationship to the activities at the Community House is neither affordable nor practical. The counterfactual - or what would have happened without the Community House or to those residents who do not engage with it - is dealt with through the use of stakeholder responses to questions concerning what they felt would have happened without access to the facility.

This study sets out to identify important outcomes, positive, negative (if they exist), as well as a view of intended or unintended outcomes. Values attached to outcomes are derived from market values or an approximation of value where market values

do not exist. The use of financial proxies in SROI is widely recognised and practised and the ability to value outcomes and compare this created value against the cost of the financial investment in the activities is one of the unique selling points of SROI. For wider reading on guidelines for valuation in social impact studies see the discussion of current issues produced jointly by HM Treasury and Department for Work and Pensions: 'Valuation techniques for Social Cost-Benefit Analysis' - Campbell and Fujiwara (2011).

Carveth Read, an 18th/19th Century British philosopher and logician writing on empirical logic systems states that 'it is better to be vaguely right than exactly wrong'. This view, when writing about striving for perfection in economic forecasting, was later echoed by the eminent economist John Maynard Keynes.

This study, with robust attention to the application of SROI principles sets its social value claims to reach beyond 'vaguely right'. However, rather than concentrating on claims about what is exactly right, the study is intended to have more of a focus on what changes for residents and other stakeholders, listening to and evidencing their story of change, providing a careful and reasonable valuation of those changes and providing parameters within which Voluntary and Community Action can make decisions about future work. The study will be a major step in providing important data not only on what changes and for whom but also a measurement of the extent of change that takes place for individuals as a result of the work of and Community Action. We also expect the study will inform other agencies of the value of a community development approach in building new communities.

There are a number of terms specific to SROI that are used in this report. It may help the reader new to SROI to look at terms used purely in this context.

A glossary can be found in Appendix A.

2 EXECUTIVE SUMMARY

The SROI analysis is focused on the work at the Sandhills Community House, which has been operational for around three years. It is part of the community provision for the area established under section 106 of The Town and Country Planning Act 1990. Section 106 allows for agreements that are negotiated between developers and planners in relation to specified infrastructure including community facilities.

The analysis finds that the community development approach adopted by Voluntary and Community Action is crucial to the main outcomes that are experienced by residents who engage with the project. The project is run for, and to some extent by, local residents who tend to get involved in the activities and a significant number of them find that they want to become more involved in activities that support the local community.

The community development approach adopted by Voluntary and Community Action is important. Often communities come together and provide strong support to each other when a traumatic event occurs within a community; be it an accident or act of violence or very exceptional natural event causing local tragedy. Notwithstanding this exception however, when new housing developments are created and people are moving to a new area, often the feeling of isolation is quick to embed itself, particularly for adults. Negative outcomes can be avoided through engaging people to develop a sense of community to work together.

The provision of adequate local facilities to supply local needs may happen by accident rather than design. It is very common, for example, for parents to continue later into life the relationships they forged with other parents at the school gates while taking children to and from school. The importance of the provision of planned meeting space in new communities is all the more significant in providing opportunities for more people to engage and build relationships. This SROI analysis finds that feelings of isolation is one of the most common experiences reported by the residents we engaged with right across the age spectrum. They report that if it were not for the existence of the Community House, they would not be as happy living in the area and more than this they feel they would develop problems that could become significant as time went on. In short, the relationships they formed at the Community House gave many different groups of people a lifeline to a better quality of life and they attribute this not just to the existence of the facility but also to the staff who work there.

The importance of the existence of the house as a meeting place, Voluntary and Community Action's commitment to the promotion, development and support of local community action; and the community development skills set of staff are significant in the creation of social value in the area.

The report outlines the detail of what changes for Sandhills stakeholders and how these changes were established, measured and valued through this particular SROI research approach.

The analysis set out essentially to address the following questions:

- Do services delivered at the Community House result in change for stakeholders?
- Who are the stakeholders who experience important change?
- What is the nature of the change experienced?
- How can the change be properly demonstrated and evidenced?
- What is the value of the change that is purely down to Voluntary and Community Action activity?
- How does this compare to the cost of providing the change?

This was done through a process of initially talking to different groups of residents who use the facility and then testing those findings across a wider sample of residents through the use of a survey.

The main stakeholders, groups of people or agencies for whom the most important changes were found to have taken place were as follows;

- 1. Adults 50 and under who attend the centre**
- 2. People over 50 who attend the centre**
- 3. Parents who attend the centre (with young children)**
- 4. Young children who attend the centre with parents**
- 5. Volunteers (residents who help with various services and activities)**
- 6. Current owners of the building**
- 7. National Health Service**

Additional to these groups, interviews were also held with representatives of the following to test for any material change that could be closely attributed to the activities at the Community House.

1. Central Bedfordshire Council
2. Leighton-Linslade Town Council
3. Arnold White Estates (original land development Company)
4. Taylor Wimpey (house builder)

While the above groups 1-6 were separately engaged to determine if they experienced different outcomes, in fact most of these groups had quite a number of common outcomes as well as a few different ones. The common outcomes are most

likely down to the fact that across age ranges, the issues of isolation, the need to engage in new relationships outside family and home, the need to enjoy roles in addition to looking after others, the need for a bit more time for self, the desire to have opportunities for personal development and the need to have more engagement with the local community and with opportunities to help others was quite universal.

Common outcomes across some of the groups included:

- Reduced isolation and loneliness leading to better mental and physical health.
- Decreased stress and anxiety
- Improved well-being through wider circle of relationships and local contacts
- Improved relationships at home
- Increased feelings of safety and security
- Improved personal development
- Increased opportunities to help others
- Access to reliable local information

For parents, particularly a large group of younger parents attending the Centre with their very young children, they found that the engagements their children were able to make with activities and with others, better prepared them for the big step of going to school.

As mentioned the outcomes for volunteers were reflected in the above outcomes but the following outcomes were additional to these and directly related to their volunteering activity;

- Skills being recognised and usefully deployed leading to increased sense of purpose and fulfilment.
- Increased job related experiences and improved career aspirations leading to improved career decision-making abilities.
- Improved employment prospects

An indirect outcome for The State is the benefit created by individuals who would not call on NHS services as much for physical/mental health issues or for the treatment of stress and anxiety that could lead to a more serious mental health condition.

One area of negative change reported by the younger parents was related to their increased activity at Community House and the consequent increasing support mechanisms they had access to outside their home. This could result in shifting the support role away from family members or in particular, a partner, and could lead to increased tension at home. This is not an issue for the Community House other than the lead it may give to particular activity programming which could provide a

facilitated discussion forum to support individuals in considering how to deal with such issues arising for all concerned.

SROI is a unique approach to Impact reporting in that it uses financial proxies to assign a value to outcomes and hence gives rise to the opportunity to compare the Return on Investment in the activities under study. The return value relates to social value return.

The value attached to outcomes and projected over time according to how long the outcomes are thought to last is adjusted downwards to take account of outcomes that would have happened without the existence of the intervention (some element of outcomes would always happen anyway) or to recognise that some outcomes are achieved by other influences as well as the activity under study. In this analysis stakeholders were asked to comment on how much of the outcome they felt would have happened anyway and how much could be attributed to other influences.

They were asked to comment on outcomes grouped into broad categories:

- Outcomes as a result of access to information
- Outcomes as a result of taking part in activities
- Outcomes as a result of the relationship with staff
- Outcomes as a result of meeting other people
- Outcomes as a result of community spirit
- Outcomes as a result of job related support or work experience
- Outcomes as a result of children's involvement

By combining information from initial stakeholder engagement followed up by data from the wider survey, the following percentages of outcome value were removed from the final value claimed as attributable to the activities at Community House.

Various values between 28% and 0% (according to the outcome) but an average value of 13% overall for proportion of outcomes that would have happened anyway.

Various values between 31% and 0% (according to the outcome) but an average value of 16% overall for proportion of outcomes that were contributed to by other influences on the stakeholders.

The final values were reduced by both these filters as well as other less significant adjustments.

The total value of material outcomes for Community House stakeholders created by the project is £1,245,081. This is for some outcomes projected for 2 years. The net Present value representing the value today rather than in 2 years time is £1,201,228

The investment cost including a valuation for volunteer input time is £130,329.

The net ratio of return is therefore £8.22 for every £1 invested.

This result can be viewed in the following context. If one was investing in High Street institutions, investing today at a 2.5 or 3% return is barely achievable (Dec 2014). In terms of the Social Value world, this Sandhills Community House SROI analysis conservatively demonstrates social value returned at a level of not two or three or five times the investment **but in fact over eight times**.

This is remarkable and demonstrates the extent of benefits accruing to engaged local residents that is solely attributable to the work of this Voluntary and Community Action project.

Over the year of study the project creates some £1.2M in returned social value. The time during that year to accrue enough value equal to the investment of £130K would be less than 1.5 months.

Testing some elements of data in sensitivity analysis varies the return ratio. The range within which the return ratio can be expressed even with the most conservative application of data variables is between £7.74 and £9.37 for every £1 invested.

The highest proportion of social value accrued for any of the stakeholder groups is for parents who attend with young children. This group experiences 50% of all the social value created but this is down not just to the range of outcomes experienced but also the fact that this is the largest stakeholder group.

However, a focus on the value created per head demonstrates that people over 50 experience the highest social return individually;

Stakeholder	Value per head
Adults 50 and under who attend the centre	£1,025
People over 50 who attend the centre	£1,857
Parents who attend the centre (with young children)	£1,625
Volunteers	£841*

* Over and above the value they experience as members of other groups

The study also looked at outcomes that might be expected due to the nature of the interventions and outcomes that could be classed as unintended. The total element of value created that is due to positive unintended change for stakeholders is 43% of all the value claimed. This is significant value that will not have been accounted for before by Voluntary and Community Action in any form of previous reporting.

The following are some important key messages drawn from the study:

- The Sandhills Community House Project and the Sandhills Community Action Project is creating social value that would not happen without its continued influences and existence.
- The social value created is significant – valued at over eight times the investment in the project, an SROI return of £8.22 for every £1 invested.
- Very significant beneficiaries benefiting from the highest social value created are older people and young parents with children.
- Isolation is a huge factor for all the stakeholder groups who represented their views in this research. The Community House provides a focal point for residents who say they would not be able to deal with isolation and loneliness without it.
- This Social Value at this level would not happen without the conscious Community Development approach adopted by Community and Voluntary Action.
- Stakeholders report that they would in some instances face deteriorating mental and physical health issues without the support network they have gained through the Community House
- Residents' well being will be at risk if maintaining social value is not central to future policy in this area.
- Social value will not be maintained merely through a shift to different building.
- Voluntary effort from engaged residents is key to maintaining these levels of social value.
- A social value account should be maintained to track future policy implementation
- Voluntary and Community Action are in a position to develop skills and offer these to encourage local policy making agencies to use Impact reporting and the maintenance of a social value account to inform community building initiatives in the future.

3 SCOPE OF THIS STUDY

Sandhills is a new and expanding housing development in the southern part of Leighton Buzzard which itself is situated between Luton and Milton Keynes. Sandhills lies just East of the Grand Union Canal, approximately 1.5 miles from Leighton Buzzard Railway Station on a main commuter line around 30 minutes from London. Leighton Buzzard is administered jointly with Linslade, which together in 2011 had a population of 37,470.

This chapter deals with the boundaries that were set for the analysis; the project, local context, the activities at Sandhills, the purpose of the report and the nature of SROI

Tables 1 and 2 below show the regional population by age band.

Table 1: Population by broad age band (thousands)

	<i>Broad Age Band</i>	<i>Mid 2012</i>
Central Bedfordshire	All persons	260.0
	0–15 years	50.6
	16–64 years	166.9
	65+ years	42.5
East	All persons	5,907.3
	0–15 years	1,120.9
	16–64 years	3,708.4
	65+ years	1,078.1
England	All persons	53,493
	0–15 years	10,130
	16–64 years	34,307
	65+ years	9,056

Source: Office for National Statistics – October 2013 update

Table 2: Proportion of population by broad age band

<i>Mid - 2012</i>	<i>0-15 years</i>	<i>16-64 years</i>	<i>65+ years</i>
	%	%	%
Central Bedfordshire	19.5	64.2	16.3
East	19.0	62.8	18.2
England	18.9	64.1	16.9

Source: Office for National Statistics– October 2013 update

The Community House is located in the Sandhills Estate surrounded by around 30 other streets, which to the North East of the area adjoin around 12 streets known as the Billington Park area. The newest development lying to the south of the school off Kestrel Way comprises 10 new streets. According to Voluntary and Community Action information¹ published in 2012, there was an expected 1,600 dwellings with a population of 3,950 around 2014 with these projected to rise to 2,298 dwellings and a total population of 5,650 by completion.

A substantial number of people living in the area are homeowners, others rent and there are 'affordable housing' properties 'pepper potted' throughout the development.

Local Use of the Community House

For the period April to November 2013 there were some 5180 attendances at activities and 532 households were registered with the Community House. This same period saw a total of 467 meetings/events/activity sessions held at or run by the centre. The following table shows the contact by group with Community House activities between April 2013 and end of March 2014.

Table 3: Contact with Community House

	<i>Individuals</i>
Parents with Young Children	385
Parents with children aged over 5 and under 18	153
Other adults	95
Over 50's	45
Total	678
Volunteers	111

Source: Voluntary and Community Action 2014

The experience of staff working at Sandhills Community House is that the local population reflects very much the regional trend with significant proportions of families with children under and at school age (around 20% of households) along with more elderly people (around 17% of households) looking for locally based community services. The need arises from both of these groups falling into a category in which experiences of isolation and its debilitating effects are common; albeit for different reasons.

Sandhills Community House aims to meet such needs by being a resource centre for local people who, at a particular stage of their lives, do not have a natural support network. A nucleus of community based activity, carefully designed around stated interest and needs acts as an interface to make introductions between people in similar circumstances and through which supportive relationships and activities can

¹ Southern Leighton Buzzard – its Geography and Growth – Voluntary and Community Action, April 2012

be established. A crucial element in the process is a Community Development approach that empowers local people to become involved, in time to become empowered to take more responsibility for running activities themselves and in the process, create an open and welcoming community that others can join.

The following Voluntary and Community Action policy extract provides some context for this approach to delivering more stable communities:

'Experience from the development of new communities in housing growth areas across the country shows that insufficient account is taken of the need for new social infrastructure and community development in the planning, early stages and throughout the development of new communities.

*Over the next 15 years millions of pounds will be invested in new houses, roads, schools, health facilities and other public buildings as local authorities tackle the need for more housing. It is also vital that investment is made in building the social fabric of these new communities and enabling them to be successfully integrated with people living in or near the areas experiencing new development. This needs a different sort of 'infrastructure': **'social infrastructure'**²*

Establishing the kind of community development approach that is widely reported by Sandhills residents to be a positive influence in their lives does not happen by accident or good fortune; it is a carefully planned approach to neighbourhood development that has been a conscious strategic aim of Voluntary and Community Action, which is manifest in their promotion of the Community House model.

This SROI study set out to explore how social value is created and whether or not a conscious community development approach is an important element of creating outcomes for local people.

Local Context

The context in which we have undertaken this social impact study is worth noting. The Community House provision has taken place as part of the agreed planning requirements arising from Section 106 of the current Town and Country Planning Act. Section 106 obligations or 'agreements' are specific to developments and are a mechanism by which a planning proposal can become acceptable.

This places some emphasis on the evaluation of social value creation in the area. The scope of the study will be framed in the context of the role that community provision plays in contributing to the stability of developing communities, raising the question concerning what elements of social value would happen anyway without such provision, considering the role of staff with particular skills sets in community

² voluntary and Community Action Policy Framework for Social Infrastructure - 2010

development and what part this plays in creating social value. All this may impact on future plans in the area for community provision, particularly, the elements that are likely to continue to create (or destroy social value) into the future.

The activities (inputs)

The focus of the study is all the activities that are run at the centre which result in the establishment of a positive progressive set of relationships that lead to the support and empowerment of local residents. The following is a sample of the activities that were run at the Community House in April/May 2014.

Table 4: Typical activities run at Sandhills

Date	Time	Inputs
7,14,28 April; 12,19 May	Morning	Bromford Support Drop In
7,14,28 April; 12,19 May	Morning	Music Movement & Rhyme, children 0-5
28 April, 12,19 May	Afternoon	Modern Dance group, children 3-4 years
28 April, 12,19 May	Evening	Yoga Class
28 April, 12,19 May	Evening	Book Club
1,29 April 6,13,20 May	Morning	Ballet Class for children, 18months to 4 years
1,29 April 6,13,20 May	Morning	All the Music Man for children aged 0-5 years
1 April, 6 May	Morning	Cambridge Weight Plan Drop In
1,8,15,22,29 April, 6,13,20,27 May	Afternoon	Over 50's Group
1,29 April, 13 May	Evening	Sandhills Singers Community Choir
29 April, 6,13,20,27 May	Evening	Pilates Class
2,9,16,23,30 April, 7,14,21 May	Morning	Sandhills Baby & Toddler Group 0 to 3 years
2,23,30 April, 7,14,21 May	Afternoon	Cooked Teas - Children, Parents, Carers
2,23,30 April, 7,14,21 May	Afternoon	Ballet Classes – 4 to 5 years
2,23,30 April, 7,14,21 May	Afternoon	Ballet Classes – 6 to 7 years
9 April	Afternoon	Children's Games afternoon – 7 to 11 years
9,23 April, 14, 28 May	Evening	Knit & Stitch group
16 April, 21 May	Evening	Buddhist group
23 April	Evening	Gardeners Club
3 April, 1 May	Morning	Westminster Drug project Drop In
3,10 17,24 April, 1,8,15,22,29 May	Morning	Music Movement & Rhyme, children 0-5
3 April	Lunchtime	– Cooking on a budget course
1,8,22,29 May	Evening	Digital photography course
15 May	Evening	Sandhills business networking event
4,25 April, 2,9,16,23 May	Afternoon	Ballet Class for children, 18months to 4 years
9 May	Evening	Quiz Night
12 April,10 May	Morning	Cookery for Children 5 to 9 years
26 April, 17 May	Morning	Family Bicycle workshop

Source: Voluntary and Community
Action House 2 House newsletter April
2014

Organisational aims

While the above activities represent the day-to-day inputs, there is a very clear and deliberate 'Community Development' approach to the work at Sandhills. This involves employing staff who are actively engaged to work in support of community members. The following is very typical of the tasks that development staff are required to undertake³:

- *'Creating and supporting opportunities for residents to develop, and participate in, new social networks, community activities and forums.*
- *Enabling residents, individually and collectively, to identify and express their own needs, have a greater say in decisions that affect their community and engage directly with the issues that affect them.*
- *Empowering individuals and groups to identify gaps in local services and work with others to develop appropriate solutions to meeting local needs, and enhance the accessibility and sustainability of new and existing services'.*

These tasks are directed by the policy framework for the organisation with the following core values:

'Social inclusion – a sense of belonging where people from different backgrounds feel valued for the part they can play in making their community a better place to live, as well as having the ability to network beyond their own neighbourhood.

Participatory governance – enabling citizens, individually and collectively, to identify their own needs and to have a greater say in decisions that affect their community's well-being.

Empowerment – individuals, groups and communities are empowered to take control of their future and are able to take action with reducing levels of external support.

Community self-help and support – building confidence and the capacity of individuals and groups to plan and deliver community-led activities and programmes to meet local needs through structures that are supported and maintained from within the community.

Partnership working – public, private, voluntary and community service providers are coordinated and there is a commitment to open, honest and effective communications between the community and service providers to build trust and effective relationships.

Learning – action research and other systems for monitoring, reflection, evaluation and learning provide evidence-based practice and outcomes that inform future delivery of social infrastructure'.

³ Voluntary and Community Action Key Areas and Functions 2013

Nature of SROI analysis

There are essentially two types of possible SROI approaches to impact analysis i.e. predictive or evaluative. While the former seeks to predict social value and then take organisational measures to track the real incidence, the latter gathers available data from available stakeholders so that the social value account can ensure a real time statement of the value of outcomes.

Although Voluntary and Community Action has gathered some outcomes data throughout the life of the project, this study starts over by implementing two distinct phases for establishing outcomes:

1. Direct Stakeholder engagement
2. Follow up data gathering across a wider sample of the groups.

Stakeholders most likely to experience outcomes were determined by staff knowledge and a review of Community House User Groups. As this was a first approach to SROI data gathering for the organisation, it was agreed that the likely outcomes would be initially established and then tested in a follow up survey.

This is therefore an evaluative study with outcomes initially determined through direct involvement with stakeholders and subsequently monitored through a later data gathering stage across a much wider sample of stakeholders. This is discussed in more detail in later sections of the report.

The analysis set out essentially to address the following questions:

- Do services delivered at the Community House result in change for stakeholders?
- Who are the stakeholders who experience important change?
- What is the nature of the change experienced?
- How can the change be properly demonstrated and evidenced?
- What is the value of the change that is purely down to Voluntary and Community Action activity?
- How does this compare to the cost of providing the change?

This report covers investment in the programmes and the projected social value resulting over the course of the period April 2013 to March 2014.

Outcomes tracked in the study are considered to begin during the investment year but there are those that will endure longer for stakeholders and these values are projected beyond the investment period.

4 THE INVESTMENT

INPUTS

In order to look at social return values we need to determine everything that is viewed as the investment in the activity. Although this could purely be the funders' investment, there may also be other inputs to the activity that need to be valued, since the outcomes could not take place without them.

The SROI analysis will start from a view of the total costs of the investment (inputs), describing what activities the investment funds (outputs) and finally give an in-depth view of the change that results (outcomes)

The running of the Community House involves standard and predictable types of costs ranging through staffing to material costs. Voluntary and Community Action will allocate central management costs on a proportional basis across the various services.

An important additional element here is the involvement of volunteers. The change that this study is tracking could not take place without this element that also forms part of the investment. This is substantial and accounts for significant time and effort.

The extent of volunteer time reflects the success of the Community Development model in acting as a catalyst to a groundswell of local activity. Community House records show a total of 1800 volunteer hours inputted by 111 different people over the financial year 2013/14. To place this in some context, this would equate to the equivalent of an additional full time member of staff.

In the same way that this impact analysis will place a value on the part of the outcomes that are attributable to Voluntary and Community Action, a value is also placed on the volunteer inputs that lead to those outcomes. We have attached an applicable hourly rate for the nature of the work. An hourly wage value of £10.56 has been used in this case, reflective of the average between the male/female hourly wage for Central Bedfordshire (£14.63)⁴ and the minimum wage UK (£6.50 - over 21)⁵

This results in a volunteers input value of £19,548 for the year in question.

⁴ Local Authority profile for Central Bedfordshire - NOMIS - <https://www.nomisweb.co.uk/reports/lmp/la/1946157200/report.pdf>

⁵ National Minimum Wage rates - <https://www.gov.uk/national-minimum-wage-rates>.

The table below outlines the full input or investment costs for the financial year 2013/14.

Table 5: Total Input/Investment Costs

Salaries	£70,614
Training	£1,265
Utility costs	£1,784
Caretaking cleaning	£5,013
Equipment & ICT	£2,851
Telephone & Internet	£1,585
Insurance	£1,084
Stationery & Postage	£2,395
Promotional Material	£3,440
Catering	£5,380
Community events/activities costs	£2,124
Consultancy etc.	£5,350
Project Management	£5,714
Other incidental costs	£2,182
Total running costs	£110,781
Volunteer input value	£19,548
Total Investment	£130,329

Source: Voluntary and Community Action accounts 2013/14

The total investment cost in the activities bounded by the scope of this SROI analysis is therefore £130,329. The funding agencies are identified as stakeholders in the next section.

5 INVOLVING STAKEHOLDERS

The first principle of SROI is about involving stakeholders in talking about their experiences of change. Before the engagement process was set up, a discussion with staff set out to clearly establish which stakeholders are likely to experience the most important and significant changes.

This section of the report explains how Community House stakeholders were engaged in discussion to capture what changes for them as a result of their attendance at the facility.

In SROI, stakeholders are determined to be those groups who experience substantial change as a result of the activities or those individuals or agencies who have a strong influence on how the activities are delivered. First of all a list of all potential stakeholders was produced as follows:

- Residents who use the Community House
- Staff
- Funders
- Delivery partners
- Local Business Network
- Current Owners of building

Further to this, the main beneficiaries, the residents, were sub-divided into the following groups according to engagement in activities but also from a social value viewpoint; it was likely the case that different outcomes would be experienced depending on age, gender and other demographic properties.

The main beneficiary stakeholder groups were therefore determined as:

1. **Adults 50 and under who attend the centre**
2. **People over 50 who attend the centre**
3. **Parents who attend the centre (with young children)**
4. **Young children who attend the centre with parents**
5. **Volunteers (residents who help with various services and activities)**

The funders group also needs to be specifically named although in this analysis it turned out that no specific material outcomes were experienced by funders other than those claimed for other stakeholders for whom funding was specifically targeted. The funders comprise:

- Central Bedfordshire Council – s106 developer contributions for community facilities
- Tudor Trust
- Leighton-Linslade Town Council
- Big Lottery Fund
- Voluntary and Community Action itself (some Community House services income set against costs for the year under study).

The principles of SROI require that an analysis identifies the important and substantial elements of social value creation by concentration on the main outcomes. Consequently, at an early stage decisions were taken that the following stakeholders were not likely to experience material⁶ (the most relevant and significant) outcomes. They were excluded from the analysis:

Table 6: Groups excluded – no material outcomes likely

Stakeholder Group	Relationship to Activity	Reason for excluding outcomes
Centre Staff	Activity management	No outcomes that are discreet to staff group or that would not be experienced working elsewhere in a similar field.
Delivery partners	Aims in common with Voluntary and Community Action	No specific outcomes that could not be achieved through other means.
Local Business Network	Use of Community House	Currently group not active, little activity and no outcomes that could not be achieved through other means.
Residents who receive information but who do not attend the centre	Do not attend Community House	Outcomes from receiving information not material in SROI if they do not result in people registering to attend activities

Engagement with stakeholders

The various user groups were engaged in focus group meetings that were specifically set up for the purpose but may have integrated with the scheduled activity sessions of a given group. These sessions were conducted in May and June 2014.

Group discussion with directed questions covering the following areas:

1. What changes - positive /negative?
2. What are the links between the changes?
3. What are the most important changes?
4. How much of the change would have happened without this activity? (see glossary for 'deadweight ' definition)
5. Who/what else contributed to change? (see glossary for 'Attribution' definition)
6. How long did they think the changes they identified were likely to last?
7. Can you identify people close to you in your family or social circle who also experienced change?

⁶ Please see fuller explanation of approach taken to 'materiality' decisions in later section of report.

Each group was asked to think about individual change and discuss. The aim of discussion was to reach consensus about outcomes important to the group.

The discussion points were noted on Flipcharts and then defined in terms of outcomes. To support the discussion on outcomes further (to act as a checking mechanism) the group was asked to list what they felt would happen to them if they could not have experienced these outcomes. The information from both strands of the discussion was combined into a list of outcomes by consensus.

The group was then asked to create chains / links between the outcomes in terms of their experience of how the changes evolved. What outcome was part of or led to another? In a separate part of the session, the group was asked to list the agreed outcomes in order of importance to them. This will be used as a check on the relative value of outcomes when financial proxies are attached.

Finally the group discussed the likely duration of the main outcomes that emerged during the session. They also discussed and came up with a likely % range for Deadweight and Attribution. (See definitions in glossary).

The last element of the focus group was a discussion about other potential stakeholders who experience change as a result of the groups' own defined outcomes.

The initial engagement and follow up survey process engaged the following sample of groups:

Table 7: Sample of stakeholders engaged

Stakeholders	Number belonging to group	Number involved in focus sessions	Number responding to wider survey
Adults 50 and under	248	16 (2 males)	24
People over 50	45	12 (1 male)	34
Parents with Young Children	385	9 (2 Fathers)	81
Young children	-	Parents by proxy ⁷	-
Volunteers	111	14 (1male)	39

On the basis of these sessions and with this sample of stakeholders we have created a hypothesis of change to be tested in the wider survey.

The initial stakeholder engagement stage also sought to gain a view of what funders and developers felt they were financially and strategically supporting in terms of outcomes. They were involved in discussion about this and whether or not there were specific and discreet outcomes for them or they felt the outcomes experienced

⁷ Parents were asked questions relating to change both for themselves and their children

by other stakeholders and particularly beneficiaries met their funding and strategic aims. The following captures the main themes emerging from one to one interviews with funders and developers:

We engaged with a representative of **Arnold White Estates** the original Land Development Company for Sandhills. This company had prepared the land - restoration of the quarry and infrastructure development - for hand-over to the Local Authority. The Company has a substantial interest in making a contribution to the community and in fact runs the D1 bus service that links Sandhills with the town centre and the Railway Station. The representative underlined a view that the key reason the Community House was so successful was the Community Development approach adopted by Voluntary and Community Action – the particular skills set of the staff working there. Reference was made to opinions that Community Development should be less about campaigning on potentially contentious issues and more about facilitating community activities.

A Planning Department representative at **Central Bedfordshire Council** spoke about the wider planning issues concerning the development and referred to the value of community facilities in helping to create sustainable communities. Social infrastructure was considered as crucial as building infrastructure, particularly when people first move into the area and can find themselves isolated.

Senior representatives of **Leighton-Linslade Town Council** referred to their interest in the Community House past and present and the important role it plays in bringing together a community. Reference was made to the transition period of the Community House with Astral Park (larger community and sports hall provision in locality) seen as a key longer-term resource in supporting the growth of the local community.

A representative of the current house owners, **Taylor Wimpey** who are building and selling new houses at Sandhills, spoke about the Company wishing to be seen as a listening organisation in terms of building places for communities to live. Reference was made to the negative effect of developers been seen as being profit driven only in the negative sense rather than a positive spin on how profitable activity can lead to better provision for all. Discussing house sales activity in the area, a view emerged that often, people's decision to buy could be driven by considerations around whether or not they could settle and be happy in that area. The main decision to buy of course was about being attracted to the house but allied to this would be considerations about availability of local services including local schools. The existence of a Community House could add to helping perceptions that life quality could increase for those thinking about living in the area. This does not mean that the existence of the Community House sells houses but perhaps that buyers would be further attracted to a place because there is an operational and vibrant community facility that helps consolidate the decision.

Often in SROI the result of outcomes for a particular stakeholder group (usually beneficiaries of a given programme) can lead to outcomes occurring for another. In

this case it is perceived that outcomes do occur for the **National Health Service** as a result of some of the avoided mental and physical health reduction outcomes claimed by residents as a result of Community House activities. These outcomes are thought to be material and are included in the study but no specific representative of the NHS was interviewed about these outcomes. While stakeholder recognition and ownership of outcomes is important to SROI this does not mean that that we should not consider in some way the significance of and evidence for change that could have value for the State.

6 UNDERSTANDING CHANGE

The changes and how they happen are noted in this section and have been determined through initial engagement with stakeholder groups. A later section explains how these change theories are consolidated via a survey of residents.

This section of the report details the theories of change for stakeholders both from an organisational viewpoint and the change theories established by initial stakeholder engagement.

Theories of Change

The organisational theory of change for the Community House as articulated by Voluntary and Community Action reveals some key objectives:

1. Residents living at, or moving into, Sandhills will have their information needs clearly identified and met so that they can access local services and improve their well-being.
2. Sandhills residents will feel less isolated or lonely as a result of having participated in new social networks, activities or other services offered at the Community House.
3. Sandhills residents will be more actively involved in their community as a result of being able to participate in new community activities, forums and groups, and through local volunteering opportunities.

The task of the SROI is to widen this organisational view with additional data on how stakeholders report change from their own perspective.

Outcomes for adults – 50 Yrs. and under who use the Community House

This selection of adults meets at the House weekly for a range of activities. The most important change as marked out by each individual in the group from consensus on outcomes experienced was the substantially reduced experience of isolation. They felt that this led to reduced loneliness and resulted in avoided illness and depression. The stimulus of engaging in relationships and having new interests helped prevent the formation of negative habits such as alcohol abuse. It also increased feelings of security and safety.

I have met lots of other residents and feel a part of this community. It would be such a shame to not have this support.

A wonderful resource to the community - inclusive and welcoming.

I think it's a fantastic asset to an estate that primarily lacks infrastructure.

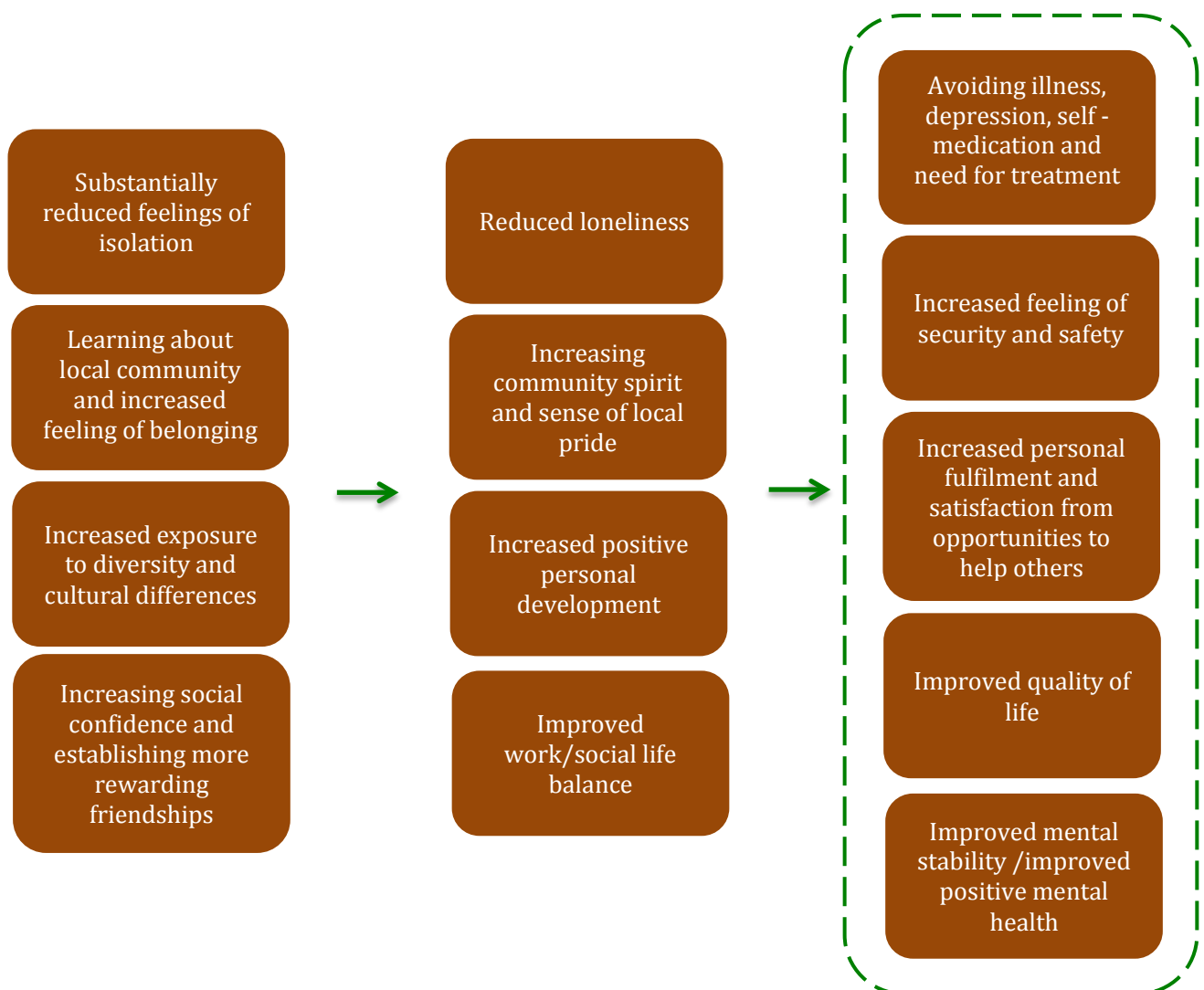
It is a meeting hub full of activity that all persons of different ages can access and is a lifeline for new people moving to the area.

I have met new friends, attended courses, received support through tough times and have always been greeted with a friendly face and welcomed every time.

The next important outcome for the group was the increased personal satisfaction that stemmed from the opportunity to help others. This grew from an increased feeling of belonging to a real community that was driven by the existence of the Community House, led to a growing sense of responsibility for other members of the community and a joint development of a sense of local pride.

Stakeholders spoke about the benefit of the exposure to wider diversity and meeting people with different cultural backgrounds. There was a sense of an improving quality of life based on a feeling of increasing positive personal development. The growth in a personal social circle and specific friendships that matured helped some individuals in developing a different sense of identity outside their traditional roles of parent and/or partner and having this identity outside other roles was considered more healthy for the individuals involved. It led to improved work/social life balance and supported the continuation of a state of positive mental health.

Theory of change for adults up to 50 Yrs.



Outcomes for people over 50 Yrs. who attend the centre

The over 50's group meets at the centre weekly and activities range from discussion/ invited speakers through to external visits, often in association with other groups. The most important aspect of the group was meeting others and the potential to make new friends. This was very important as over half of the group lived alone. Belonging to the group led to an increased social network and this was a major influence in reducing feelings of isolation and aloneness. A few individuals highlighted the fact that they could easily go for days on end without speaking to someone. The group felt that the end result of this was reduced anxiety and stress.

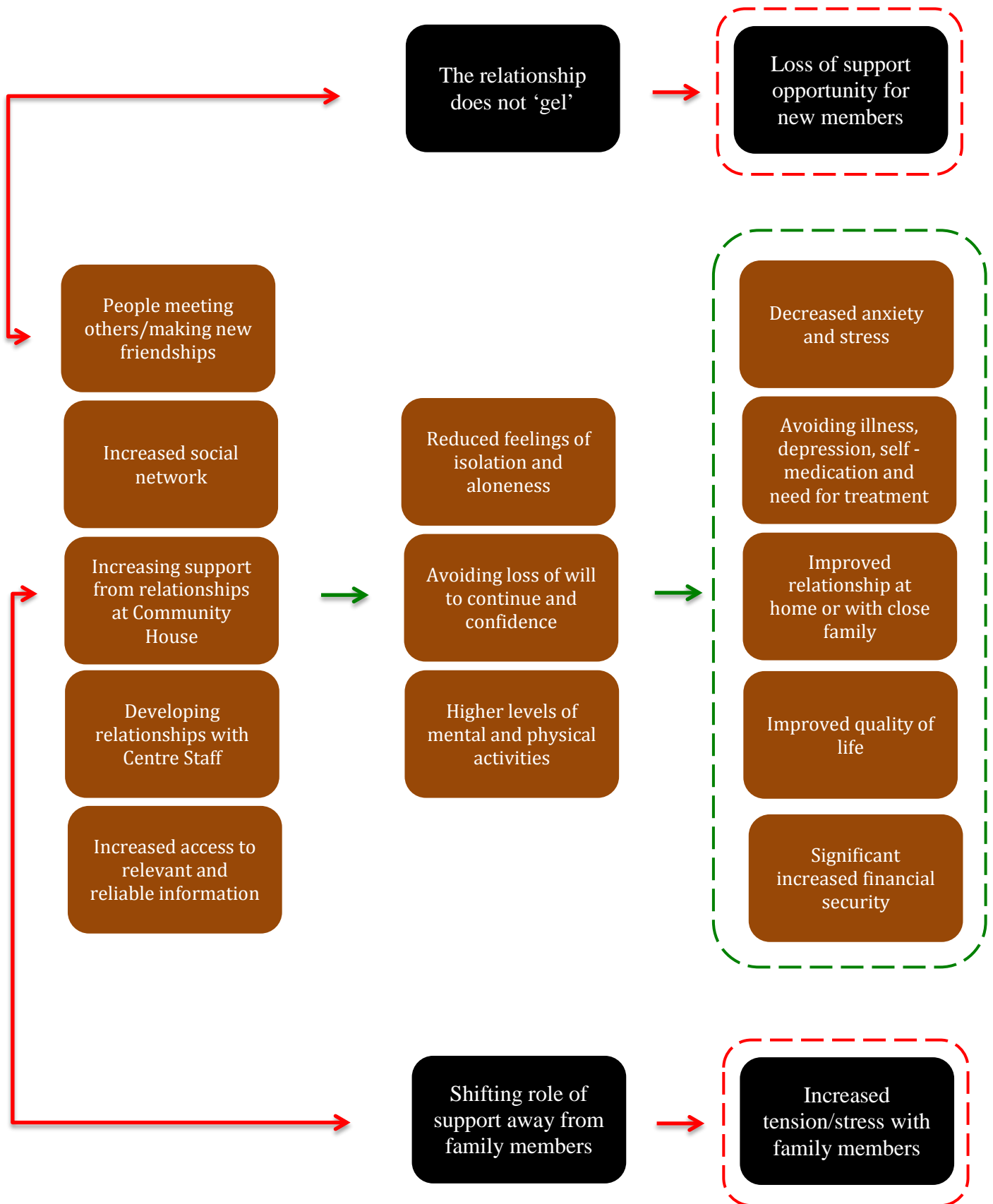
If I am feeling down and on my own I know there is somewhere I can go and talk to people.

The group spoke about the strong feelings they had of belonging to the Community House - a sense of family. They felt that attending activities increased their sense of being part of a local community and increased links to other residents. For a significant number this helped to boost confidence and avoid feelings of despair.

The positive outlook this gave them helped in avoiding feelings of depression, less susceptible to physical illness and in some cases seeking comfort through the abuse of alcohol. For the minority who did live with family members or had closer access to a family member they reported improvement in these relationships through having a source of stimulus that was not dependent on a loved one; providing a break for both parties. However, a potential down side to this was the effect of increasing support from other sources shifting the role of support away from family members for people who lived with loved ones. This could increase tension with family members in some cases. Another outcome linked to belonging to the Community House was access to a relationship with centre staff that provided a vital source of comfort and support and specific help if things went wrong. The group felt that outcomes would not happen in the same way without the link to development staff.

Asked about actual activities, the group talked about the focus the discussions provided for sharing new ideas, leading to access to educational visits and different experiences than they would have been able to experience outside the group. The group cited Improved quality of life resulting from higher levels of physical and mental activities. An improvement in life quality also came from increased access to relevant and reliable information sourced at the Community House. In some cases improved knowledge on benefit entitlements led to increased personal income. The group spoke about the possibility of negative outcomes for potential members of the over 55s group when new people come to the group and for whatever reason the member does not come back. This could be just that the support offered is not what is required but also could be that a potential member who needs support nevertheless did not come back. This is something the Community House will track and wish to address.

Theory of change for adults over 50 Yrs



Outcomes for Parents and their Children

An extremely important priority for this group was the ability to meet other people. They were all new to Leighton Buzzard- most had come with their partners for jobs. At first they spent time not socialising. One woman spent a whole year not socialising. Two women talked about being stuck at home all day watching the clock till their partners got home from work. When they came to the Community House they met others experiencing very similar circumstances.

As a full time mum the Community House helps me meet other mums and allows my children to socialise in a safe environment. Without it I would feel very isolated and depressed.

Members of the group reported that they continued their friendships and supported each other with their children. One woman, new to the county, said she was ready to move back to Italy before she'd made friends at the house because she was lonely. Having an opportunity to meet and talk to people who were in the same boat as them enabled them to make new friends, increasing their support network leading to an improved quality of life.

Being new to Sandhills it has enabled me to meet new people and get out of the house.

For some who were more depressed and isolated the increased support networks also led to avoided loss of positive mental health/increased depression.

I would be lost without it. I have been on anti depressants and coming to activities has really helped me with my anxiety.

I was really suffering from postnatal depression and wasn't getting out of the house much, my health visitor suggested I come and I am so glad I did, not only for me but my baby as well.

Most parents had no family nearby. They described the house as a 'second home' and the people as their family - they now knew the people in the street and would look after each other's children.

The activities and cafe at the Community House have enabled me to make a wonderful group of friends that I would have otherwise not found. I have spent many days in there with my kiddies, rainy days, sunny days and days we just needed to be out of the house

Some had volunteered because they had benefited from the house and wanted others to too, which they felt was appreciated. Many wanted to help out at the house because 'they were so good to them' e.g. running some groups themselves. They felt even if the house couldn't afford to run groups, the parents would take over making itself sustainable.

The informal relaxed feel of the Community House lead to increased experience of inclusive and flexible support, leading to increased feeling of wanting to help each other and give back to the community, leading to increased involvement in the community leading to increased personal fulfilment and satisfaction in helping others.

Staff were described as understanding - for example around toilet training - allowing them to continue coming to the house as they knew they would be supported. One mother was very ill after her first child and was housebound but the staff were able to contact the health services involved so she could still attend the house.

Staff once went looking for the one mother to check on her, and there was a genuine feeling that staff looked out for residents. They were seen as friends rather than employees - 'they look out for you' and 'take a genuine interest in the kids as they see them growing up'. The trust in the staff and support they provided to individuals by looking out for them led to an increased sense of safety and security.

One mother talked about how attending the Community House gave her a chance 'to be me again' - other mothers agreed that their lives had become insular and only focused on meeting children's needs so seeing other people gave them a chance to get their identity back.

The Community House has enabled me to enjoy activities that allow me time to be myself and enjoy my own pursuits rather than activities that are of interest to my husband or my son.

They no longer felt constantly shut indoors which can be severely debilitating. Through the Community House they were also able to meet a range of different people, rather than being put in a category. One mum talked about not just wanting to talk to other mums, but to a range of people with different interests. Increased opportunities to get out of the house and more socialisation with others led to improved feelings of being more like themselves... 'as a person having a range of interests and roles in life' ...leading to improved positive mental health.

One father said he was very concerned about the mental well-being of his wife at home while he was at work. She was extremely isolated and it put stress on the

Jenny had a history of mental health issues and experienced postnatal depression after her son Jon was born in July 2010. y's sister had a baby around the same time but the baby unfortunately died. This had a real impact on Jenny and she became paranoid that something awful was going to happen to Jon and began to suffer from severe panic attacks and agoraphobia. Jon was not socialising with other children as he was spending all day alone with his mother in the flat where they lived. This was having a huge impact on not only herself but the development of her son. Jon was not using any words and was showing signs of deep frustration at being unable to communicate. Jenny was left feeling isolated and unable to cope.

A Support Worker introduced Jenny to The Community House and recommended that she come with Jon to take part in activities.

Jenny first came to the Community House with her son and husband, as she was not able to leave the house on her own. With the help from staff, Jenny began attending sessions without the support of her husband. Jenny started to regularly attend the Sandhills Baby and Toddler Group, Music, Movement and Rhyme sessions and the Community Café. Jon did not have access to a garden at home and he really enjoyed being outside in the Community House garden.

Coming to the Community House helped Jenny's confidence to improve. With the help from staff and other residents she met, Jenny began to be reassured the Community House was a safe place for both of them. From attending the activities not only did Jon's speech begin to improve but he also started to interact better with other children. Jenny's confidence continued to grow and she started to travel on the bus to the town centre with Jon to do her shopping. This was something she was not able to do previously.

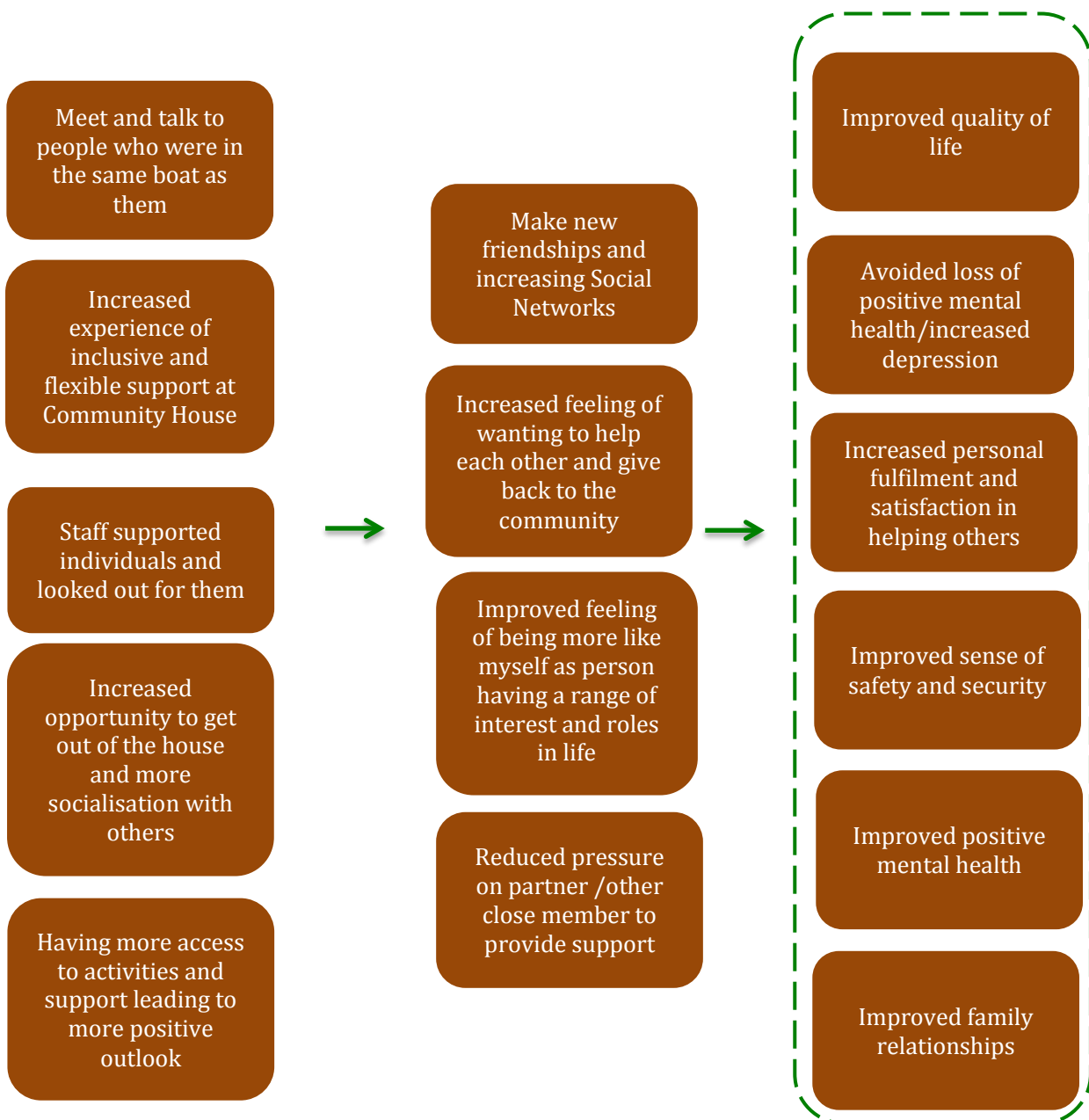
Although Jon was behind in his development when he first came to the Community House he has now caught up completely and has started school. Jenny is feeling less isolated and has been able to swap numbers with a couple of the other mums. They have visited her house for tea and they now babysit for each other allowing them to go out with their husbands. She is still able to go out on her own and allows Jon to do more things without being so fearful, like playing in the garden, digging in the mud and using paints which had been a real problem for Jenny before. Jon talks non-stop and still loves his music!

relationship. Now she attended the house she had something to talk about and it took the pressure and strain off him that improved their relationship. Others agreed that their relationships at home had improved significantly since they attended the Community House due to their more positive attitude. Having more access to activities and support lead to a more positive outlook leading to reduced pressure on partner /other close member to provide support leading to improved family relationships.

Having my own things to do means I'm not reliant on my husband. He has his hobbies and goes out - we have different experiences to talk to each other after our time apart.

My baby got a stability and confidence so I am ready to look for a job and let my baby go to pre-school or Child-minder/ Nanny.

Theory of change for Parents who attend with children



Theory of change for children



The Community House allowed the children to get to know each other before starting school, making it less scary for them. The House put on sessions so the children could meet others they would be in a class with. It was felt to be an important time to make lasting friendships.

The activities were described as beneficial e.g. music and rhyme that was participatory and helped build their confidence. Many said their children had learnt important social skills. Children took part in activities leading to improved confidence and social skills leading to them being better prepared for school.

The get-togethers at the Community House during the summer allowed my child an easy transition into school.

The after school dinners on Wednesdays also help my child to mingle with the other school children in a social situation

My son is two but talking to parents has led to me being more proactive in getting my son's future childcare and potential school place organised sooner than I would otherwise have considered.

My son has built relationships with other kids and that interaction has prepared him for pre-school

My son found the transition to preschool a lot easier as he knew a lot of the children from the Community House and also had confidence in himself around children

Outcomes for Volunteers

Although an integral part of the above groups, a Volunteers stakeholder sub-group has been analysed separately. They do experience some of the same outcomes as users of the Community House but also experience additional outcomes through their voluntary work for Sandhills. Members of this group reported that volunteering gave them a sense of purpose and helped to lift their spirits. This was the most important change for them. Volunteering also helped them to feel useful again. The Community House was described as a facilitator in that the team were able to recognise the skills in people and then provide opportunities for them to share the skills and get the best out of people.

I ended up volunteering and encouraging others to come out of their shell & put ideas forward.... they are treated with respect - it's good to know you made that difference.

Volunteering has made me feel like I am giving something back to the community and I feel like I belong.

The focus group members talked about how they felt they wanted to give something back, and how they felt part of the community and that they had a voice. They were able to use their skills and that made them feel good. They felt part of a team and young people talked about how they learnt to be relied upon. Some of the older people felt that now they were retired and didn't have children to look after they had lost their sense of purpose. Their voluntary work was very important to them.

Somewhere we can come together, strangers and now friends

The staff team were able to recognise the skills in people leading to increased opportunities for skills to be usefully employed. This improved volunteers' sense of purpose and fulfilment.

Another benefit was being part of a friendly team where people were concerned about you. Many described the relationships that were developing at the Community House as their 'family'. People described how they were previously isolated and depressed and the Community House provided a 'life line' and safe place for support leading to increased feeling of support from centre staff, increased sense of being cared for and increased sense of safety and security.

There is a huge sense of community, which has only been enabled by this facility. I fear as the estate grows people will not have the opportunity to meet or indeed have the support if the Community House were not there.

Young people talked about developing skills and building their confidence. Some had made less successful transitions after school and had a lot of free time. They talked about how they would go 'crazy' if they were doing nothing during this time. The

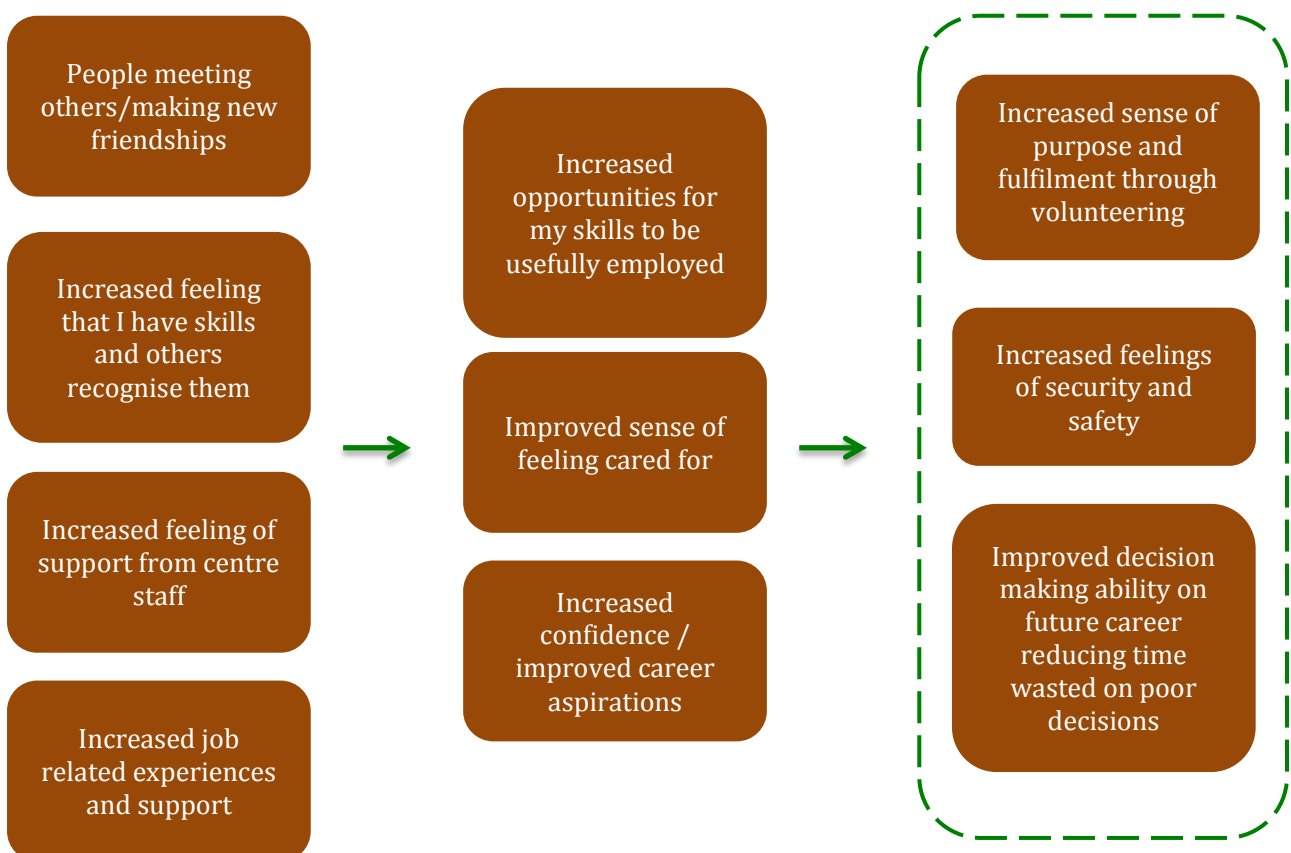
21-year-old Stuart approached the Sandhills Community House. This was a big step for Stuart as his confidence had hit rock bottom. After leaving college without completing his course, Stuart found work at a building site as a labourer for a few months but was let go because of lack of work. His relationship with his girlfriend broke up and he lost all confidence in himself and he had little self-worth. He applied for countless jobs but had been unemployed for over 9 months. He did not have any friends and he had lost touch with schoolmates. He became very lonely and depressed, he wanted to make changes in his life but was finding it hard. Stuart decided that he needed to get out of the house to be with people as his day was spent on his own. He approached the Community House about activities he could participate in such as the Book Group and Weight Loss Sessions and it was suggested that he also become a volunteer at the Community House to raise his confidence, meet new people and gain new skills. Stuart began weekly sessions and started volunteering as an Office Volunteer. As confidence grew he became involved in lots of other volunteering opportunities, helping at the family Fun Day and working in the Community Café. Through the Community House he met John who he began to socialise with. John had seen an advertisement for staff at a local cafe and Stuart went to see the Manager of the shop and was offered an interview and received a job offer. One year on, Stuart has lost 6 ½ stone, joined the local gym, he is now in a relationship with a girl he met at work and he is still working. He also joined a book club and started to meet some of the members for social evenings. Stuart said 'if I had not come to the Community House, I might not be where I am today, making that first step has given me confidence to get a job, make new friends and find a new girlfriend who is really lovely. I really am in such a better place now. I am still really shy in group situations, but find it much easier now to engage with people I don't know.'

experience and courses such as food hygiene and first aid also helped young people in applying for further courses and developing their career options. Some were also encouraged into work by being able to have their CVs looked at or encouraged to think about careers. The courses such as First Aid, Back To Work and Springboard for Women, helped people think about the development of their careers. They learnt job related skills such as office skills, which enabled them to apply for jobs.

**Voluntary work experience led to employment
Completed women returner to work course**

One woman had set up her own business. One young person said it was an eye opener and enjoyable. It also increased confidence in talking to other people. This provided a platform for people to apply for courses and jobs. The experience of volunteering allowed younger people and adults to increase their skills base and think of other things they could do with their lives. Some were applying for college or applying for jobs. This led to increased job related experience and support, increased confidence and improved career aspirations leading to improved decision making abilities on ones future career.

Theory of change for Volunteers



7 Outcomes created by Sandhills Community House

The above visual representations of Theories of Change have been modified by additional survey data. The important changes for stakeholders have been noted in this section, finally determined through a survey across a wider and more representative sample of groups.

This section of the report explains more about the wider survey that was carried out, how it was used to confirm outcomes and numbers of outcomes occurring and the more detailed information it revealed about residents.

Data Gathering to establish outcomes

A survey was used to capture the outcomes identified at the end of the chain in the Theories of Change, and information on Deadweight, Duration of outcomes and Attribution was gathered again in addition to the data collected in the engagement phase.

The questions were first piloted with staff and a small number of Service Users (for sense checking). A wider group of Service Users was invited to complete questionnaires via Sandhills Facebook page, the Newsletter, and at the Community House. The survey was produced in both hard copy and electronic formats but in the end data was collated electronically. The survey was live between 15th and 30th July 2014.

There were 139 responses to the survey in total. The table below outlines the details of the sample and the breakdown of service user groups. Target samples sizes were sought to achieve a 90% confidence levels in the result. Sample numbers were exceeded for parents with young children and older people although the sample of 'other adults' was smaller than aimed for, meaning that there is less confidence in the representativeness of results for this group.

Table 8: Survey sample - Service User Groups

Group	Service users	Survey Sample	% Sample
Parents with Young Children (under 5)	385	81	21%
Other adults	248	24	10%
Over 50's	45	34	76%
Total	678	139	21%
Volunteers	111	39	35%

Table 9: Survey Sample by Age and Gender

Grouping	% of service users	% in sample
Male	10%	15%
Female	81%	85%
Prefer not to say	9%	0%
Age under 25	4%	2%
Age 25-64	62%	87%
Age 65+	5%	11%
Prefer not to say	29%	0%

Information was collected in the survey that can be used to describe and compare the characteristics of the key beneficiary stakeholder groups.

Adults 50 Yrs. and under who attend the centre

These adults were much less likely to use the café at the Community House and more likely to have lived in the area for longer. Almost 80% worked more than 16 hours a week.

- 79% worked more than 16 hours a week
- 8% lived in Sandhills for less than a year
- 75% were female
- 29% used the café
- 21% volunteered at events, groups, café etc.
- Further 8% delivered the project's *House 2 House* newsletter

People over 50 Yrs. who attend the centre

Almost a third of older people who responded to the survey lived on their own and over half were retired.

- 30% of over 50s lived on their own
- 53% were retired
- 65% attend over 50s group
- 35% work more than 16 hours a week
- 12% lived in Sandhills for less than a year
- 44% were over 65
- 71% were female
- 82% used the community café
- 21% volunteered at events, groups, Café etc.
- Further 6% delivered the project's *House 2 House* newsletter

Parents who attend the centre with Young Children (under 5)

Parents of young children who responded to the survey were more likely to be female and newer to the area. Almost half were at home during the day with their children.

- 90% attended a group for children
- 47% were at home looking after children during the day
- 50% work more than 16 hours a week
- 10% work less than 16 hours a week
- 21% have lived in Sandhills for less than a year
- 2% were under 25
- 93% were female
- 80% used the community café
- 23% volunteered at events, groups, café
- Further 6% delivered the project's *House 2 House* newsletter

The following are the resulting outcomes that are valued in this analysis representing the consolidated change for stakeholder groups that are supported by evidence. They appear in order of importance as defined by stakeholders:

Adults 50 and under who attend the centre

Substantially reduced feelings of isolation > reduced loneliness >	<ul style="list-style-type: none"> • Avoiding treatment for depression/mental health issues • Avoiding treatment for increased physical illness • Decreased stress and anxiety
Learning about local community and increased feeling of belonging > Increasing community spirit and sense of local pride > Increased sense of responsibility for others>	<ul style="list-style-type: none"> • Increased personal fulfilment and satisfaction from opportunities to help others
Increased exposure to diversity and cultural differences > Wider range of interesting life experiences >	<ul style="list-style-type: none"> • Increased positive personal development
Increasing social confidence and establishing more friendships > Avoiding loss of identity > Increased time for self away from other roles as parent and /or partner > Improved life balance >	<ul style="list-style-type: none"> • Improved well-being through increasing external relationships
Increasing links to other local residents > Increased feeling of belonging to local community >	<ul style="list-style-type: none"> • Improved relationship at home or with close family members through having outside activities and interests providing break from family members
People feeling they belong to the Community House > Developing relationships with Centre Staff>	<ul style="list-style-type: none"> • Increased feeling of security and safety in area and at home
Better access to local information resources > Increased access to relevant and reliable information > Improved knowledge >	<ul style="list-style-type: none"> • Improved access to other services.

People over 50 who attend the centre

People meeting others/making new friendships > Increased social network > Reduced feelings of isolation and aloneness >	<ul style="list-style-type: none"> • Decreased anxiety and stress
Increasing links to other local residents > Increased feeling of belonging to local community > Avoiding loss of will to continue and plunging self confidence >	<ul style="list-style-type: none"> • Avoiding treatment for depression/mental health issues • Avoiding treatment for increased physical illness • Improved relationship at home or with close family members through having outside activities and interests providing break from family members
People feeling they belong to the Community House > Developing relationships with Centre Staff providing source of support and/or specific help when things go wrong >	<ul style="list-style-type: none"> • Increased feeling of security and safety in area and at home
Meetings are focus for sharing ideas on future joint activities/recreation > Access to visits/educational events and experiences would not have accessed alone >	<ul style="list-style-type: none"> • Increased positive personal development
Learning about local community and increased feeling of belonging > Increasing community spirit and sense of local pride > Increased sense of responsibility for others>	<ul style="list-style-type: none"> • Increased personal fulfilment and satisfaction from opportunities to help others
Better access to local information > Increased access to relevant and reliable information > Improved knowledge >	<ul style="list-style-type: none"> • Improved access to other services.

Parents who attend the centre (with young children)

Meet and talk to people in same situation > Make new friendships and improved Social Networks >	<ul style="list-style-type: none"> • Avoiding treatment for increased physical illness • Avoiding treatment for depression/mental health issues • Decreased stress and anxiety
Increased experience of inclusive and flexible support at Community House> Increased feeling of wanting to help each other and give back to the community > Increased involvement in local community	<ul style="list-style-type: none"> • Increased personal fulfilment and satisfaction in helping others
Staff supported individuals and looked out for them >	<ul style="list-style-type: none"> • Increased feeling of security and safety in area and at home
Increased opportunity to get out of the house and more socialisation with others > Improved feeling of being more like myself as person having a range of interest and roles in life >	<ul style="list-style-type: none"> • Improved well- being through increasing external relationships
Having more access to activities and support leading to more positive outlook > Reduced pressure on partner /other close member to provide support >	<ul style="list-style-type: none"> • Improved family relationships
Better access to local information resources > Increased access to relevant and reliable information > Improved knowledge >	<ul style="list-style-type: none"> • Improved access to other services.
Increased exposure to diversity and cultural differences > Wider range of interesting life experiences >	<ul style="list-style-type: none"> • Increased positive personal development
More active, increased social activities > Increasing support from relationships at Community House > Shifting role of support away from family members >	<ul style="list-style-type: none"> • Increased tension/stress with family members

Young children who attend the centre with parents

Increased involvement in beneficial / constructive activities > Improved confidence and social skills >	<ul style="list-style-type: none"> • Better prepared for school
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Volunteers

Increased feeling that I have skills and others recognise them > Increased opportunities for my skills to be usefully employed >	<ul style="list-style-type: none"> • Increased sense of purpose and fulfilment through volunteering
Increased job related experiences and support > Increased confidence / improved career aspirations >	<ul style="list-style-type: none"> • Improved decision making ability on future career reducing time wasted on poor decisions • Moved into employment

Owner of Community House property

Positive community spirit in area > improved environment that can impact on people's lives > increased local knowledge on benefit of community facility > potential buyers influenced positively due to vibrant local community facility >	<ul style="list-style-type: none"> • Timescale reduced for positive property purchase decisions.
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NHS

Due to outcomes reported by individuals and measured through primary research tool >	<ul style="list-style-type: none"> • Individuals not requiring treatment for depression/mental health issues • Individuals not requiring treatment for increased physical illness
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All the feedback from stakeholders points to isolation being a major factor in their lives and the contribution of the Community House activities in breaking a negative cycle of effect on individuals. The study makes modest claims about numbers of people who are likely to be prevented from lapsing into more serious mental health issues (tempered by incidence reflected in national statistics) but does include higher numbers for those who avoid stress or anxiety through having access to new relationships and activities. The avoidance of anxiety is a major factor for those over 50 who attend the centre.

The avoidance of physical ailments through having access to activity is also strongly indicated by older stakeholders, as is the area of improved personal development for adult users of all ages through exposure to cultural diversity that they felt led to richer life experiences.

The development of community spirit is also high on the list of important change, with two-way effects coming from a feeling of belonging; the support mechanisms provided to oneself as well as the effect engendered in individuals to want to contribute time and effort to supporting others.

Adults who use the centre who are 50 and under articulated issues around increasing social confidence, increased time for self and the ability to not lose one's identity as an individual through having a role in life that was imbalanced; too much about supporting members of their family (partner or children) and not enough time for themselves. This was particularly true for the younger group of parents who attend the centre with their young children – by far the largest stakeholder group that makes use of the facility. The ability to re-balance life roles and increase a sense of personal identity led to improvements in life quality or improved well-being.

Other important outcomes were around relationships – the connection for support with centre staff, the ability to improve relationships at home though having other external interests, the feeling that these relationships gives in terms of feeling safer and secure living in the area and the usefulness of access to relevant and reliable information that the Community House provides.

These outcomes were very similar for the users of the centre even though the study gathered data for these in separate groupings.

The largest stakeholder group – parents of young children, identified one negative issue around the increasing relationships that result from attending activities. Being more active through increased social activities and moving towards some dependence on these external relationships could have the effect of displacing the support role of family members and particularly partners. While this was viewed by some as a positive element (leading to enhanced relationships at home), there was a significant number for whom tension could increase with family members. The potential for the creation of negative social value is of crucial importance in SROI as projects will need to account properly for all types of social value creation and the potential existence of negative issues has implications for stakeholders.

In this case the issue is not essentially about the service at all but may have implications for Voluntary and Community Action to consider how residents can be encouraged to develop activities that allow discussion and examination of how young families can be empowered to establish the development of external relationships as a positive force. This could help reduce over-bearing dependence on loved ones at home and in fact be turned to the benefit of enriching relationships.

Volunteers are an interesting group for this social value account as they experience many of the outcomes recorded for other adults but also experience additional outcomes specific to their voluntary activity. The sense of purpose that volunteering provided along with the satisfaction of increased fulfilment was widely reported by this group. In career terms the engagement in voluntary activity was not reported so much as a good career move but more around the experience helping with decision-making in terms of future aspirations. A number of the younger volunteers identified reduced time wasted on poor career decisions as a result of their involvement.

There were a few volunteers reporting that their volunteer experience helped them with access to employment.

Mention has been made earlier to the owners/housing development Company for the Sandhills project. They felt the outcome for them of having a more vibrant and active community for the estate reduced time for others making purchase decisions to come and settle in Sandhills.

The effect of avoided treatment for physical or mental health issues for residents who have been able to avoid the debilitating effects of very poor or non-existent social connections, isolation and loneliness has a knock-on effect for NHS services in the area; time and resources saved treating more serious conditions.

There is quite a range of other anecdotal evidence concerning the positive influence of Voluntary and Community Action in creating a more stable community through the Community House facility. Local police have a growing connection and relationship with the centre and the fact that the local authorities have provided funding is significant. Voluntary and Community Action runs the service effectively on behalf of Central Bedfordshire Council; for example, the Community House advertises the Local Authority's services locally to residents.

There may be other emerging outcomes here for such agencies in the future but for now there was no compelling evidence that for example – providing information on behalf of the Council was creating savings or opportunities for reallocation of resources for them. Effectively the circulation would be happening anyway and in fact does happen as the Council continues to have its own means of circulating information for residents.

External Research

Many of the outcomes identified can be supported by other existing external research.

Impacts of community development

Grassroots Grants was a £130 million government-funded programme that aimed to support the voluntary sector in building stronger, more active communities. Grassroots Grants created value for local groups beyond its immediate financial impact. The increase in volunteering and expansion of activities also created wider benefits to the community, and increased the number of beneficiaries reached.

The programme's key aims were to increase immediate grant funding and capacity building support to small community and voluntary groups and organisations (grassroots groups) throughout England, enabling them to continue or expand their work including activities, community voice and advocacy, and service provision for local people

An evaluation of the impact of Grassroots Grants in 2011 found that two-thirds (67 per cent) of beneficiaries indicated that having more opportunities to socialise was a positive experience. Sixty per cent indicated that their participation in the group had increased their wellbeing or happiness. Beneficiaries also gained in knowledge and skills (47 per cent), confidence (41 per cent), and physical and mental health (36 per cent)

Time Banking is based on recognising of people's strengths and what they can offer to others in their community. It helps to develop reciprocal relationships rather than rely on formal services. An evaluation on Time Banks in Cambridgeshire in 2014 found that in terms of employment status, there was a slight decrease in unemployment amongst existing members and an increase in full and part time employment. When people joined they were asked to rate how much they felt part of their local community. When asked again after being active members there was an increase in the scores suggesting that people now felt more part of the local community. A few members who completed the survey on joining and after a period of membership reported a slight improvement in self-reported health. When joining, members were asked how many people they knew to have coffee with in their local community. When asked again after a period, this on average had increased.

Reduced social isolation, help with tasks that people are too frail or ill to undertake themselves, and higher self-esteem are all likely to have positive health outcomes. However, this is something that is difficult to 'prove' and therefore attribute directly to participation in this community project, particularly when most members reported they were in good health. The experiences of active members appeared to be very positive. Motivations for joining varied between types of people and the type of community. Many people joined because they wanted to be part of the community; they wanted to get to know their community better and each other.

Looking at the stated aims of the project, the Time Banks were considered successful in investing in community capacity and in supporting the development of local social capital. Local people participated and found this rewarding in different ways, including learning new skills, gaining confidence, becoming less isolated and in accessing support that they may not have been able to otherwise secure. The project promoted active citizenship, forming new connections within communities and encouraging people to become involved.

Association between loneliness and mental health

There was also evidence that the Time Banks have been helping to tackle loneliness and isolation, particularly through engaging older people. This is potentially hugely beneficial as loneliness has serious consequences for individuals and for public services. Lack of social contact is a known risk factor for poor physical health outcomes. Loneliness has a public health impact, as it is associated with a number of negative health outcomes including mortality, morbidity, depression and suicide as well as health service use. There is a growing evidence base around the complex challenge of loneliness. The Campaign To End Loneliness has drawn together research from a variety of sources to develop the evidence base on the issue of loneliness in older age. Research shows that loneliness and social isolation are harmful to our health:

- Half of all older people (about 5 million) say the television is their main company.
- Lacking social connections is a comparable risk factor for early death as smoking 15 cigarettes a day, and is worse for us than well-known risk factors such as obesity and physical inactivity.

A range of research on wellbeing is currently being built on and developed to improve our understanding on what contributes to positive wellbeing. The Women's Royal Voluntary Service (WRVS) recently published a research study on what contributes to wellbeing of elderly persons (Voices on well-being: A report of research with older people, November 2011, WRVS). The study involved talking to 163 older people to gain an understanding of what was important to their lives. Participants identified a range of factors that affect their wellbeing. While issues such as health, personal characteristics and faith featured prominently, the main factor highlighted was relationships and social contacts with family and friends and within communities. This highlights the importance of social networks in improving wellbeing, particularly for older people.

Materiality

Throughout the analysis, decisions have been made to ensure that what we have included covers all material issues that would have a bearing on the completeness of the report and on anything that would be needed to inform future stakeholder decisions including investment decisions. Our materiality judgements have been an iterative process – initially, exclusions are based on views that outcomes are highly unlikely to be material and this has been the basis of both the inclusion and exclusion of stakeholder groups at an early stage. Later materiality decisions are based on an assessment of both the relevance and significance of the outcomes that have been taken through to the later stages of the analysis.

The following principle has guided our materiality judgements:

Seeking to provide;

‘Information and evidence.....to give a true and fair picture, such that stakeholders can draw reasonable conclusions about impact.’⁸

‘Tests for both relevance and significance for all outcomes throughout the analysis’.

A table appears in section 5 of the report that provides information on any stakeholder group that at the beginning of the analysis was considered highly unlikely to experience material outcomes.

SROI requires that insight be provided into the basis for materiality decisions based on relevance and significance judgements.

We have determined relevance to be satisfied where one or more of the following criteria apply:

- Outcome is declared relevant by stakeholders and it can be achieved through the activity under analysis
- Outcome is closely consistent with aims and mission of the project
- Outcome is seen as relevant through work of peers in similar field and can be achieved through the activity under analysis
- Outcome is relevant to societal norms and it can be achieved through the activity under analysis
- Outcome creates financial impact though may not continue to do so (short term)
- Outcome is a negative outcome with evidence of significant incidence.

⁸ A Guide to Social Return on Investment – The SROI Network – Supplementary Guidance on Materiality (2013).

Outcomes that are included on grounds of relevance are further subjected to a significance test. This relates simply to the final value of those outcomes that are considered significant enough (for example after any outcome value adjustments that cant be attributed to the project) to influence decisions and actions. Where a significance threshold has not been passed, the outcomes have been excluded. This can also lead to the exclusion of a stakeholder group late in the analysis.

The following table shows outcomes that in the final analysis did not pass the materiality threshold and consequently were excluded from the analysis.

Table 10: Excluded Outcomes

Chain of change	Outcome description	Reason for exclusion
Better access to local information resources > Increased access to relevant and reliable information > Improved knowledge >	Increased financial entitlements/benefits leading to significant increased financial security.	Although this was part of a theory of change for people over 50 who attend the centre, there was no evidence from the survey that this outcome was significantly experienced. It was deemed non-material on relevance grounds for this stakeholder group and excluded.
More active, increased social activities > Increasing support from relationships at Community House > Shifting role of support away from family members >	Increased tension/stress with family members	Although this negative outcome was statistically relevant for another stakeholder group – for people over 50 the issue was not relevant to enough survey respondents. It was deemed non-material on relevance grounds for this stakeholder group and excluded.
New members attend group > New member does not come back >	Loss of support opportunity for new members leading to feeling for existing members that group is not functioning properly	This negative outcome was a concern for one or two members in the original engagement with a sample of people over 50. It was not verified as an outcome across the wider sample. It was deemed non-material on relevance grounds for this stakeholder group and excluded.

All other outcomes that remained in the analysis were deemed to be material on the basis of the criteria listed above.

Indicators

Indicators are a way of measuring that an outcome has been achieved or a change has happened as well as the amount of change that has taken place in the case that an outcome is not absolute.

For most outcomes, the service user follow up survey was used to evidence the change. The final outcome was considered and respondents were asked whether they felt that aspects of the Community House had led them to achieve these outcomes. Outcomes were counted if service users stated that they had experienced the change.

Secondary research was also considered in some cases to support quantities of change, to compare against data from indicators and to support any necessary assumptions.

The following information outlines a number of examples of how these outcomes are evidenced and measured.

Table 11: Indicator examples

Stakeholder and Outcome	Indicator used	Indicator source
Adults 50 and under who attend the centre >Avoiding treatment for increased physical illness	Number of people reporting avoidance of physical illness or need for medical treatment.	Service user follow up survey

Stakeholder and Outcome	Indicator used	Indicator source
Adults 50 and under who attend the centre...Improved relationship at home or with close family members through having outside activities and interests providing break from family members	Number of people reporting improved relationships at home	Service user follow up survey

Stakeholder and outcome	Indicator used	Indicator source
Parents who attend the centre (with young children) > Decreased stress and anxiety	Number of people reporting decreased anxiety and stress	Service user follow up survey

For one outcome around reduction in mental health, secondary research was used alongside service user outcomes to inform how much change had taken place.

Stakeholder and outcome	Indicator used	Indicator source
People over 50 who attend the centreAvoiding treatment for depression/mental health issues	Number of people reporting that they felt they may have experienced decreased depression / Post Natal Depression / mental illness or need for medical treatment of mental illness as a result of meeting other people (20) averaged by national statistics on people who suffer mixed anxiety and depressive disorder - 90 people per 1000 (9%). Further reduced by 50% to account for people who would suffer a more serious mental health problem despite access and engagement with community activities.	1. Stakeholder follow-up survey. 2. Surveys of Psychiatric Morbidity among Adults in Great Britain, Office for National Statistics in Working Paper - P31 'Measuring societal well-being in UK' - Skilton L, Equalities and Wellbeing Branch, Office for National Statistics, May 2009

Appendix B shows the full list of outcomes and their indicators.

Quantities of change

The quantities of outcomes have been provided in this study primarily through the follow up survey for service users and secondary research on expected outcomes for stakeholders in similar circumstances. The quantities from the follow up survey samples were scaled up to represent the proportion from the total number of service users in that stakeholder group.

This section of the report provides detail on percentages of stakeholders identifying with particular outcomes and tables on how the final quantities of outcomes claimed in the analysis were arrived at.

At this stage of the analysis, some potentially important statistics emerged in terms of quantities

- 89% said that their quality of life had improved as a result of being involved in activities at the Community House
- 80% stated that they experienced increased personal fulfilment / satisfaction in helping others as a result of the community spirit at the Community House
- 78% said that they experienced increased access to services through accessing information at the Community House
- 70% stated that they experienced increased safety and security as a result of meeting other people at the Community House.

Other potentially important statistics emerged in terms of expected values of the outcomes

- 63% said that they experienced decreased anxiety or stress, and 35% stated that they experienced decreased depression / Post Natal Depression / avoidance of mental illness or need for medical treatment of mental illness as a result of meeting other people at the Community House
- 21% stated that they had avoided physical illness or need for medical treatment of physical illness as a result of meeting other people at the Community House.
- 41% stated that their children had been more prepared for school as a result as their involvement in the Community House
- 6% said that they had moved into employment a result of work related support at the Community House

28% of the total sample stated that they had been involved in volunteering at the Community House. Based on stakeholder engagement, some outcomes were more significant for volunteers, particularly those who helped running groups, organising events, working in the café or office.

Volunteers who were involved in running groups, helping at events, admin work or in the café were included in the volunteering stakeholder group.

It is important to note, from an SROI perspective, that the study has gathered outcomes data directly through asking stakeholders what changes for them and then checking these responses across the whole cohort. The following is information on the calculated quantities across the service user groups.

Stakeholder	Description of end outcome	Quantity from survey	Population from sample	%	Total population	Calculated quantity
Adults 50 and under who attend the centre	Avoiding treatment for depression/mental health issues	4	24	16.7%	248	41
	Avoiding treatment for increased physical illness	3	24	12.5%	248	31
	Decreased stress and anxiety	6	24	25.0%	248	62
	Increased personal fulfilment and satisfaction from opportunities to help others	15	24	62.5%	248	155
	Improved quality of life	18	24	75.0%	248	186
	Improved well-being through increasing external supportive relationships	11	24	45.8%	248	114
	Improved relationship at home or with close family members through having outside activities and interests providing break from family members	9	24	37.5%	248	93
	Increased feeling of security and safety in area and at home	11	24	45.8%	248	114
	Improved access to other services.	14	24	58.3%	248	145

Stakeholder	Description of end outcome	Quantity from survey	Population from sample	%	Total population	Calculated quantity
People over 50 who attend the centre	Decreased anxiety and stress	10	34	29.4%	45	13
	Avoiding treatment for depression/mental health issues	15	34	44.1%	45	20
	Avoiding treatment for increased physical illness	8	34	23.5%	45	11
	Improved relationship at home or with close family members through having outside activities and interests providing break from family members	18	34	52.9%	45	24
	Increased feeling of security and safety in area and at home	28	34	82.4%	45	37
	Improved quality of life	33	34	97.1%	45	44
	Increased personal fulfilment and satisfaction from opportunities to help others	31	34	91.2%	45	41
	Increased financial entitlements/benefits leading to significant increased financial security (Negative for state??)	4	34	11.8%	45	5
	Improved access to other services.	29	34	85.3%	45	38
	Increased tension/stress with family members	1	34	2.9%	45	1

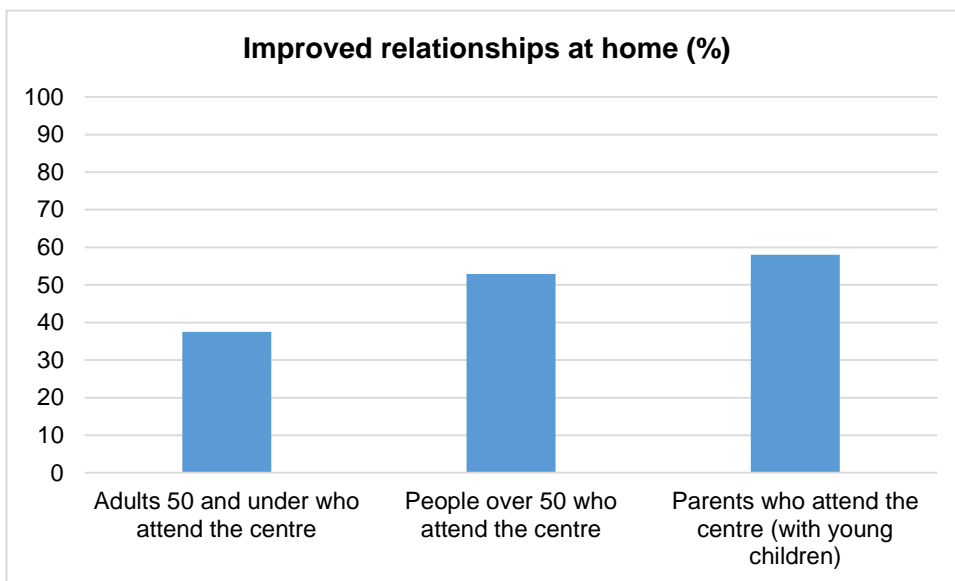
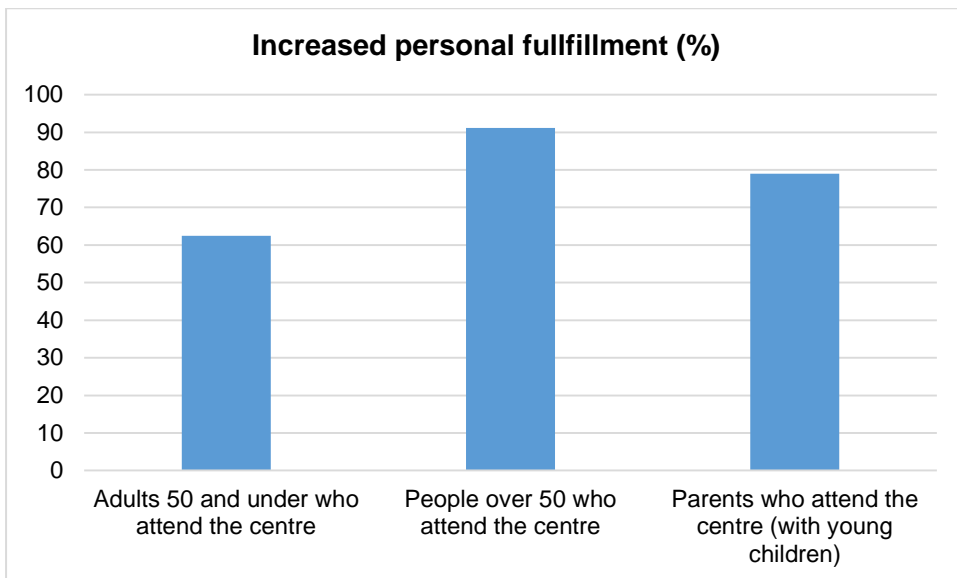
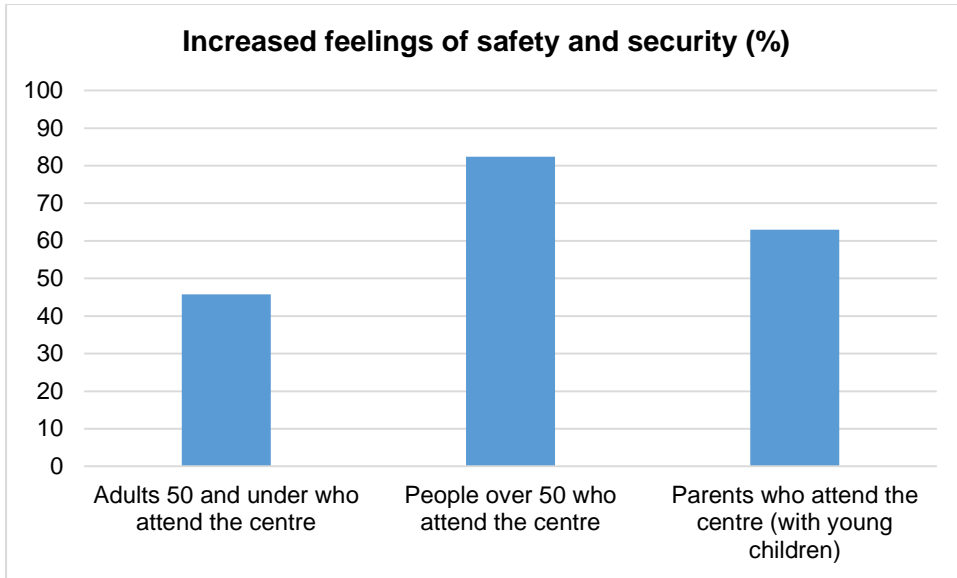
Stakeholder	Description of end outcome	Quantity from survey	Population from sample	%	Total population	Calculated quantity
Parents who attend the centre (with young children)	Avoiding treatment for increased physical illness	17	81	21.0%	385	81
	Avoided loss of positive mental health/avoided depression	28	81	34.6%	385	133
	Decreased stress and anxiety	24	81	29.6%	385	114
	Increased personal fulfilment and satisfaction in helping others	64	81	79.0%	385	304
	Improved sense of safety and security	51	81	63.0%	385	242
	Improved well-being through increasing external supportive relationships	46	81	56.8%	385	219
	Improved family relationships	47	81	58.0%	385	223
	Improved access to other services.	61	81	75.3%	385	290
	Improved quality of life	72	81	88.9%	385	342
	Increased tension/stress with family members	9	81	11.1%	385	43

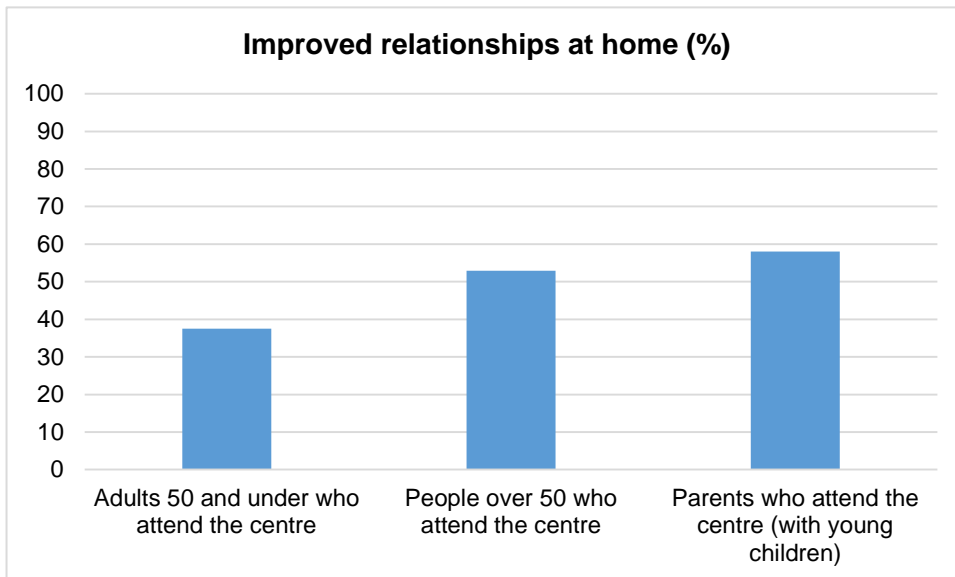
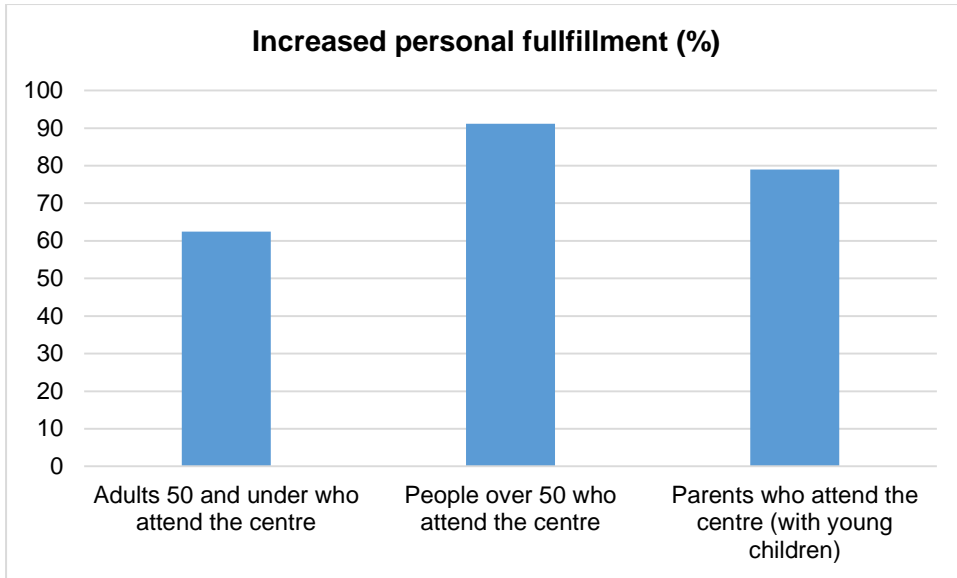
Stakeholder	Description of end outcome	Quantity from survey	Population from sample	%	Total population	Calculated quantity
Young children who attend the centre with parents	Better prepared for school	57	81	70.4%	385	271

Stakeholder	Description of end outcome	Quantity from survey	Population from sample	%	Total population	Calculated quantity
Volunteers	Increased sense of purpose and fulfilment through volunteering	27	28	96.4%	86	83
	Increased feelings of security and safety in area and at home	5	28	17.9%	86	15
	Improved decision making ability on future career reducing time wasted on poor decisions	3	28	10.7%	86	9
	Moved into employment	5	28	17.9%	86	15

In most cases the quantity is immediately appropriate to the calculation from the follow up survey and scaled up to represent number of services users over one year. However, for the outcome of avoiding mental health, further measurement was required, since it could not be gauged through a survey. Instead, data was explored on national statistics on people who suffer mixed anxiety and depressive disorder. National statistics suggest that 90 people per 1000 (9%) suffer mixed anxiety and depressive disorder. This figure was further reduced by 50% to account for people who would suffer a more serious mental health problem despite access and engagement with community activities. This was then applied to the three service user groups to estimate the number of mental health admissions avoided in one year.

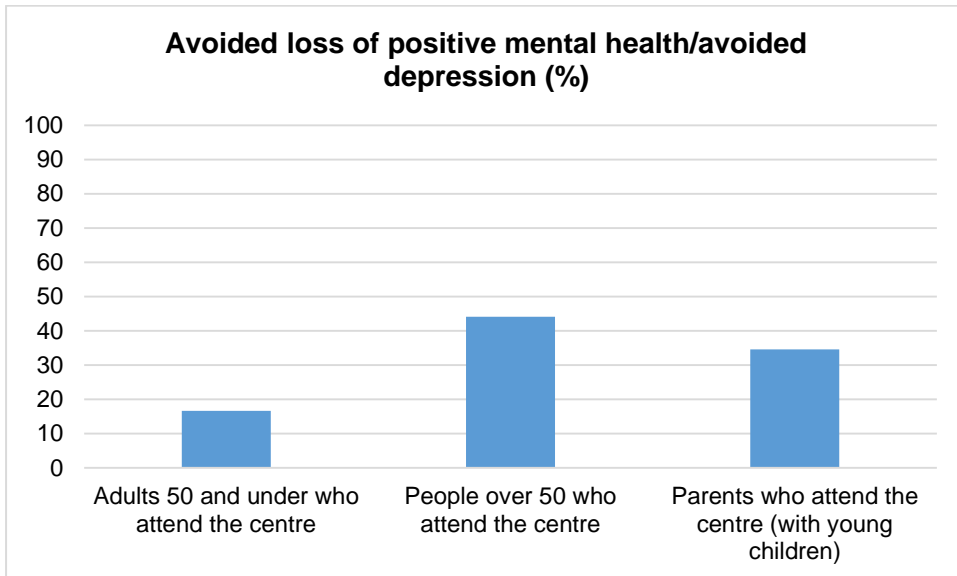
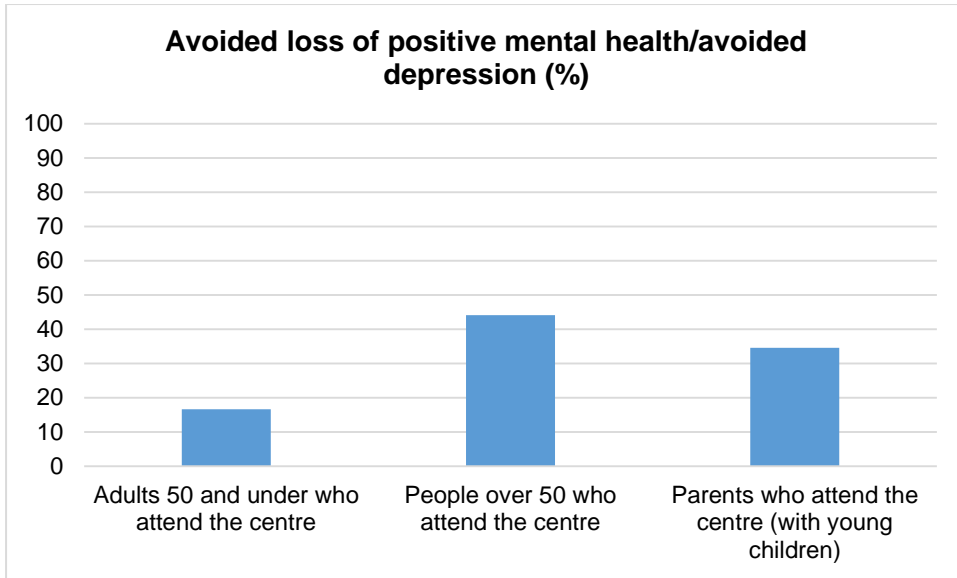
The survey data found that older people were more likely to experience most of the earlier identified outcomes and were significantly more likely than other stakeholder groups to experience improved safety and security from relations with staff and increased satisfaction from helping others.





Parents of young children were more likely to experience improved relationships at home as a result of meeting other people at the Community House.

Adults who were 50 and under and who were not parents of younger children tended to be less likely to experience outcomes. An example of this is the lower proportion in this stakeholder group stating that they had experienced avoided loss of positive mental health or avoided depression.



Older people were also more likely to rate outcomes as a result of meeting other people as most important whereas other stakeholder groups rated outcomes as a result of activities as most important.

The quantities of outcomes claimed per stakeholder group and the final resulting social value per outcome is shown at Appendix C.

8 VALUING OUTCOMES

One of the important principles of SROI is the valuation of outcomes and, as indicated earlier, this study set about identifying and valuing outcomes adjudged to be material. Some outcomes are not difficult to value if they can be linked to readily available market prices.

This section explains and gives examples of how outcomes are assigned a monetary value in SROI

For example, the value of a volunteer who reports that they gained employment through their experience with the Community House could be represented by the earned income that results, assuming that they were reporting that the job represented a positive change in their life. The increase in expendable income information could be easily obtainable either from the stakeholder or by reference to known market valuations – e.g. in the case of the latter – data on local levels of earnings may be appropriate. While use of such data may not be exactly what the stakeholder is earning, if it was not possible to get data on the exact wage by asking the stakeholder, the use of this kind of appropriate Financial Proxy would give a good indication of the value that could be attached.

Financial proxies are used to value all outcomes included in an SROI account. This is also the case where it is not possible to obtain a market value because it does not yet exist. Unlike the example above, where no data is yet available, valuations can be arrived at by a number of methods.

VALUATION METHODS

Where no easily accessible market value exists, the SROI valuation process is interested in the consensus of value, by reference to stakeholders and/or other research. There are a number of approaches that exist in the field of valuation, some of which is driven by UK government planning processes e.g.

Revealed preference –where value is approximated by looking at people’s purchasing decisions in markets that could be related to the outcome.

Another approach is to consider the effect of achieved outcomes on people’s well-being and to value this by reference to a reputable global measure. Again, in the UK and elsewhere, considerable research is emerging on the subject of population well-being across many factors that contribute or detract from quality of life. One approach is to equate the value of well-being to increases or decreases in Life Satisfaction indexing. Asking people to reveal a monetary sum in this case approximates value – for example the required increase in their salary that would create the equivalent feeling of improved Life Satisfaction achieved by the outcome in question.

Selections of the above approaches have been deployed by the SROI Practitioners in association with the Community House staff group in assigning values to the outcomes.

The information below outlines some examples for illustration purposes.

Stakeholder & outcome	Financial proxy	Unit value	Source of value data
Volunteer - Moved into employment	Increased income through employment - Calculated at £10.56 average between male/female hourly wage for Central Bedfordshire (£14.63) and minimum wage UK (£6.50 - over 21). Estimated average employment hours of 20 per week, 840 per year (42 week year)	£8,870	1. Local Authority profile for Central Bedfordshire - NOMIS - https://www.nomisweb.co.uk/reports/lmp/la/1946157200/report.pdf 2. National Minimum Wage rates - https://www.gov.uk/national-minimum-wage-rates . 3. Estimate of average employment time over 1 year.
Volunteer -Improved decision making ability on future career reducing time wasted on poor decisions	Market cost stakeholder would have to pay for equivalent outcome - a 1 year career development course	£1,316	http://www.open.ac.uk/courses/modules/t122

Stakeholder & outcome	Financial proxy	Unit value	Source of value data
Adults 50 and under - Avoiding treatment for depression/mental health issues	Value of well-being sustained due to avoided mental health decrease based on HACT valuation for life satisfaction equivalent to outcome 'relief from depression/anxiety' (for adult - not youth)	£36,766	Housing Associations Charitable Trust, Social Value Bank: http://www.hact.org.uk/social-impact-value-calculator
Adults 50 and under - Improved relationship at home or with close family members through having outside activities and interests providing break from family members	Equivalent market cost stakeholder would need to pay to achieve an improvement in family relationship through use of family therapy sessions based on £29 per hour, 1 hour per week for 20 weeks.	£580	PSSRU Unit Costs of Health and Social Care 2013 - http://www.pssru.ac.uk/project-pages/unit-costs/2013/index.php?file=full

Stakeholder & outcome	Financial proxy	Unit value	Source of value data
Parents who attend with young children - Improved well- being through increasing external relationships	Value of well-being for people socialising most days of the week through community based services provision based on HACT value of £3000 for daily activities reduced by 75% for users who meet mostly once per week.	£750	P36, The Social Impact of Housing providers, Fujiwara D, 2013

Parents who attend with young children - Increased exposure to diversity and cultural differences > Wider range of interesting life experiences > Increased positive personal development	Market value of what stakeholder would need to pay to be exposed to similar experience - cost to undertake local culture course and cost of travel based on WEA Courses in Bedfordshire - course fee £57 and 10 journeys (estimated journey cost of £15)	£207	https://enrolonline.wea.org.uk
Parents who attend with young children - Increased access to relevant and reliable information Improved access to other services.	Cost the stakeholder would need to pay to become proficient in use of internet to research and acquire equivalent information based on cost of 1 x ICT moderate level certificate (European Computer driving License)	£118	http://www.ecdl-training.co.uk

Stakeholder & outcome	Financial proxy	Unit value	Source of value data
NHS - Individuals not requiring treatment for depression/mental health issues	Care costs avoided for mental health assessment and in-hospital treatment with follow up outpatient visit based on mental health care clusters (initial assessment), Mental health care clusters (admitted), weighted average of all community contacts, Weighted average of mental health inpatients specialist services and Weighted average of all adult outpatient attendances	£1,254	PSSRU Unit Costs of Health and Social Care 2013 - NHS reference costs for mental health services p 47
NHS - Individuals not requiring treatment for increased physical illness	Care costs avoided for hospital day care procedure + outpatient follow up based on Day cases - weighted average of all hospital stays + weighted average of all outpatient procedures	£832	PSSRU Unit Costs of Health and Social Care 2013 - NHS reference costs for hospital services p 107

The full list of outcomes and how they have been measured (demonstrating that they do take place and how much they take place for a given stakeholder group) and valued (using financial proxies) appears at Appendix B

IMPACT ADJUSTMENTS

Although service users were often keen to give credit to the Community House for the changes to their lives, it is important to recognise other factors that have contributed towards change. For example, some also mentioned other services that they had accessed for support. It is important to take account of parts of the value of outcomes that are created by others, as well as parts that would have happened in any case for stakeholders, without support from the Community House.

This section explains how adjustments are made to ensure that the value claimed is robust and can properly be attributed only to the activities at Community House

The following concepts have been applied in making impact adjustments to the social account:

Deadweight – The proportion of each outcome that would have happened anyway without Voluntary and Community Action.

Attribution – The proportion of each outcome that was due to other influences, in addition to the work of Voluntary and Community Action.

Duration and Drop-Off – The number of years that an outcome is reasonably expected to last for, and the proportion of the outcome that is expected to drop off each year, taking account of the fact that value attributable to the work of Voluntary and Community Action will not be constant but tail off over time.

Displacement – The proportion of the outcome that should be discounted because they are produced from activity that does not result in additional change but just prevents someone else experiencing the change; for example in creating a job for an individual are we just preventing another individual having that job.

Deadweight

The deadweight values in this analysis are derived from the stakeholder engagement, the follow up survey and secondary research. Service users were asked what would have happened without the Community House in the service user focus groups. In the follow-up survey, the outcomes identified and measured were grouped into 7 broad categories:

- Outcomes as a result of access to information
- Outcomes as a result of taking part in activities
- Outcomes as a result of the relationship with staff
- Outcomes as a result of meeting other people
- Outcomes as a result of community spirit
- Outcomes as a result of job related support or work experience
- Outcomes as a result of children's involvement

Service users were then asked how likely it was that these outcomes would have happened anyway without the Community House. Percentages were then applied to each response so that an average deadweight could be assigned.

Table 12: Stakeholder question on Deadweight

Response	% Deadweight
Very unlikely any of outcome could happen anyway	0
Quite unlikely much of outcome could happen anyway	25
50:50 around half could happen anyway	50
Quite likely most could happen anyway	75
Very likely all would happen anyway	100

The following % deadweight were then assigned to the different groups of outcomes for the different service user groups to calculate the average deadweight:

Table 13: Average determined Deadweight by stakeholder and outcome group

	Parents	Adults	Over 50
Changes from taking part in activities	14.1	23.8	8.9
Changes from relationship with staff	12.2	25.0	7.3
Changes from community spirit	10.1	25.0	8.1
Changes from meeting new people	15.1	27.5	9.7
Changes from access to information	16.9	27.6	13.7
Changes from job related support/work experience	18.6	43.2	12.5
Changes from children's involvement	12.7		

Older people were more likely to rate deadweight lower; suggesting that they feel outcomes would have been unlikely without the Community House. Other adults were most likely to rate deadweight higher suggesting that they are more likely to have experienced outcomes without any support. Outcomes as a result of activities, relationships with staff and community spirit had a lower deadweight across all stakeholder groups suggesting that these outcomes were less likely to have happened anyway.

Attribution

The attribution values have been informed by the stakeholder engagement and the follow up survey. It is important that the impacts of other agents of influence that may have also contributed to service users making changes are not under-represented. In the stakeholder workshops service users identified other influences such as family members and friends they used for support as sources of a contribution towards them achieving important outcomes.

As with deadweight, the follow up survey was used to support the attribution data and asked service users what proportion of the change was due other support other than the Community House. Again the outcomes were grouped as above.

The average proportions were calculated for each group to represent the proportion of the change that was not considered to be attributable to the Community House.

Table 14: Average determined Attribution by stakeholder and outcome group

	Parents	Adults	Over 50
Changes from taking part in activities	28.5	26.5	22.4
Changes from relationship with staff	24.9	22.0	21.7
Changes from community spirit	25.7	28.8	22.4
Changes from meeting new people	28.2	27.6	24.7
Changes from access to information	28.0	31.3	23.3
Changes from job related support/work experience	22.5	35.0	23.3
Changes from children's involvement	30.3		

Attribution was similar across all stakeholder groups, although was slightly lower for older people. The outcomes as a result of relationships with staff also had the lowest attribution.

Deadweight and Attribution values have been calculated through estimates informed by stakeholder views. This is considered a reasonably robust method of arriving at outcome values that can be claimed as a direct result of the Community House, but for prudence nevertheless, the values arrived at have been subjected to sensitivity analysis testing, which is dealt with later in the report.

Duration and drop-off

In the follow-up survey service users were asked how long they expected outcomes to last for (between 0 and 5 years). Most felt that outcomes would last up to 2 years, with many assuming the outcomes would only last as long as the Community House continued.

Therefore, to ensure that value is not over-claimed, duration of just 1 year was used across all outcomes that depended on the continuation of activities and 2 years was applied to those that were longer term, such as starting employment. This was tested in the sensitivity analysis.

Displacement

The majority of the outcomes that result from the work of the Community House do not displace outcomes that could be experienced by others. One exception to this is the employment outcome that was assigned a displacement rate of 75% on the basis that one person from the area gaining a job would simply displace another from gaining that job.

9 SROI RESULTS & CALCULATIONS

THE SROI RATIO

This study tells the story of the social value created by the work of Voluntary and Community Action at Sandhills Community House - which is all about important change for the main end users of the service; the residents who use the Centre as well as other stakeholders. The outcomes that make up that story for all the stakeholders have been established as having a strong causal link to the community development strategy adopted by Voluntary and Community Action and the manifestation of the strategy through local staff members. An important and unique aspect of SROI is the valuation of outcomes in order to view them as a return for the investment in the activities. The table below shows the value of outcomes experienced by the groups of stakeholders.

TABLE 15 Share of value by Stakeholder group.

Outcomes for	Value attributable to Voluntary and Community Action	% Share of value
Adults 50 and under who attend the centre	£254,167	20%
People over 50 who attend the centre	£83,562	7%
Parents who attend the centre (with young children)	£625,802	50%
Young children who attend the centre with parents	£59,619	5%
Volunteers	£93,309	8%
Owner of Community House property	£15,000	1%
NHS	£113,622	9%
Total Value	£1,245,081	

The SROI ratio; the return value from the activities expressed as a ratio of the investment is set out below. Calculations include discounting to take account of reduced value of money over time (discounted at 3.5% as advised in Government Green Book for grant-aided investments). This results in the total present value shown below.

Table 16: Net SROI Ratio

Total Value	£1,245,081
Total present value (discounted at 3.5%)	£1,201,228
Investment cost	£130,329
Net Ratio	£8.22

The Net present Value is the value of outcomes less the cost of the investment needed to create them. The Ratio here is therefore the return value of outcomes derived from dividing the added value by the investment cost. Before looking at sensitivity analysis to test any assumptions or areas that may need stronger supporting data in future, the initial finding is that **Voluntary and Community Action returns over eight times the value of the investment in its activities at Community House.**

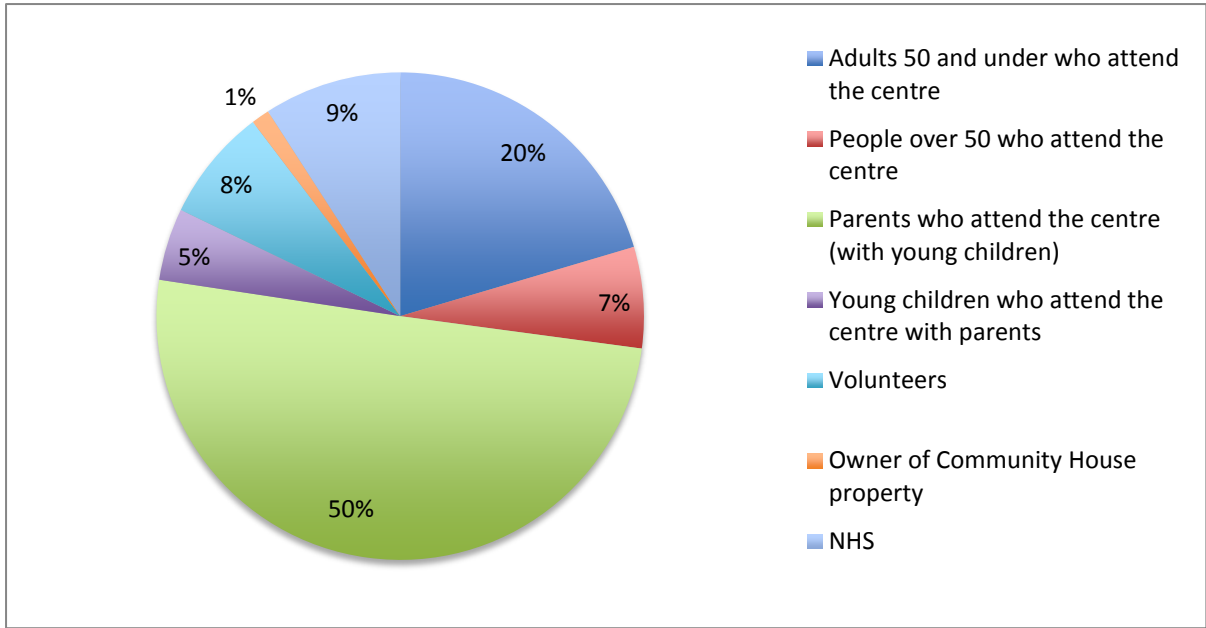
It is worth taking a short time to consider this result. For example, considering the available rate of return on £1 invested in the financial world may help give some comparison. If one was investing in High Street institutions, investing at a 2.5 or 3% return is typically currently available and anything approaching 5% is impossible to find (at December 2014). In terms of the Social Value world, an SROI return of say £2 for every £1 invested may inadvisably be considered quite low yet it represents a 100% return on investment. This Sandhills Community House SROI analysis conservatively demonstrates social value returned at a level of not two or three or five times the investment **but in fact over eight times.** This is remarkable and demonstrates the extent of benefits accruing to engaged local residents that is solely attributable to the work of this Voluntary and Community Action project.

PAYBACK PERIOD

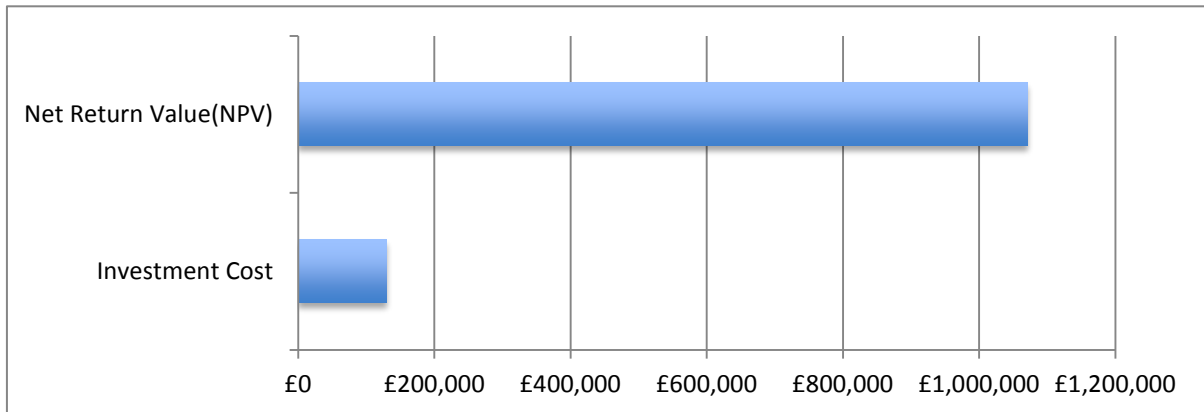
One way to view the context and extent of impact evidenced here is to consider the payback period – the amount of time that would need to pass before the return value is equal to the investment made in the activities at Sandhills.

Over the year of study the project creates some £1.2M in returned social value. **The time during that year to accrue enough value equal to the investment of £130K would be less than 1.5 months.**

The total added value claimed here is based on most outcomes lasting only during the period of investment due to the dependence of outcomes on continuing social contact making the social value claim conservative. **If outcomes continued longer, the final return could actually be higher.** Some outcomes are thought to continue after the period of investment (a number for 2 years) but only 10% of the value of these is claimed for the 2nd year – again because their longevity would trail off substantially without the continuation of the project. The chart below shows the share of value experienced by different stakeholders:



The figure below shows the Investment cost as a proportion of the Total Value returned (discounted to Present Value).



SENSITIVITY OF THE FINDINGS

There are some reporting conditions and assumptions that are inherent in the development of the social account, and these are subjected to sensitivity analysis in order to judge the robustness of the result. This is about recognising that where proximity to value is provided, where assumptions require testing or where data could be stronger; such elements require further focus to test effects. The items included here are as follows:

- Deadweight values – testing for variable value above and below baseline.
- Attribution values
- The duration of outcomes
- Outcomes that are proportionally higher in value in relation to other outcomes in the account

The table below shows the variables tested and the effect on the final ratio:

Table 17: Variables tested in sensitivity on final result

Item	Baseline Value	New Value	Baseline Ratio	Ratio Change
Deadweight	Variable – average is 13% across all outcomes	Increased to 20% across all outcomes	£8.22	£7.73
	Variable – average is 13 % across all outcomes	Decrease to 5% across all outcomes	£8.22	£9.37
Attribution	Variable – average is 16% across all outcomes	Increase to 32% across all outcomes	£8.22	£7.34
Outcomes durations	Variable - values between 1 and 2 years	Reduce all outcome durations to 1 year	£8.22	£7.83
Well-being values used in relation to avoided serious mental health problems	£36,766	Reduce well-being value used by 50%	£8.22	£7.48

The deadweight variable appears not to be sensitive in reducing the final result from £8.22 to £7.73. This supports the stakeholder view that Deadweight is low as they strongly maintained that their outcomes would not have happened without the existence of the Community House. A further adjustment downwards of Deadweight to 5% to reflect stakeholder opinion increases the ratio to £9.37. However, the use of the baseline 10% average (different outcomes had different values) is considered prudent to guard against over-claiming and to support a robust final conclusion on the social value claimed.

Most delivery organisations are tempted to over state the stakeholder value that is attributable to their activities. In this case, testing sensitivity on adjustments for the value that may have been created by others and hence not attributable to Voluntary and Community Action shows that even if that element doubled to a 32% applied on average across all outcomes, the return value is not reduced significantly.

A number of outcomes in the analysis are defined through increased well-being for stakeholders. The valuations are based on Life Satisfaction comparisons derived from The British Household Survey and other sources of data used in Meta-analysis. While extremely robust and based on over 20 years of trends in reporting life satisfaction as a guide to the value of well-being, it would seem that values tend to be higher from these sources than when other Financial Proxies (albeit less robust) are used. For this reason and in the interest of prudence the relatively high values in this study attached to avoiding serious mental health issues are reduced by 50% (from £36,766 down to £18,383). This reduces the result from £8.22 to £7.48 and is not considered at all sensitive in impacting on the final ratio conclusion.

The ratio result claimed for this study is £1: £8.22 based on considerable review of primary data and secondary research. Should further prudence be required for stated claims, sensitivity testing shows that variation of Impact adjustments made to outcome values would provide a ratio in the range of **£1: £7.34 - £1: £9.37**.

10 DISCUSSION

An SROI Social Value account marks an important step in the development of reporting structures for any organisation. It is designed not to be a single report that sits still in time but more a framework for modelling the value of change that the organisation is achieving. It could evolve into a number of reports. The beginning of this journey for Voluntary and Community Action is the particular focus on the Community House Project at Sandhills and the part that a community development strategic approach plays in helping residents to become engaged, empowered and active in their community.

This analysis evidences the many ways in which local residents have articulated the meaning and importance in their lives of belonging to a vibrant community as opposed to living in an area without real connection to it. Overcoming isolation is a large part of what has been reported by a range of different age groups who use the Community House and they have gone on to report the importance of this to not just themselves but also to members of their family. Crucial to a lot of people we engaged with was the positive change in their lives that has come about as a result of having a place to meet, exploring new activities and being able to share with others who are in very similar circumstances to themselves. This last aspect relates to an identified shared identity in order to deal with issues that inevitably arise in people's lives and to create a mutual support system for one another would simply not happen at Sandhills without the existence of the project.

During the study residents have expressed the detail of what important changes take place for them while at the same time being realistic about those claims in relation to their relative value. Nevertheless, none of the people we spoke directly to are of the opinion that the changes in their lives could happen in any significant way had the Community House not existed. Some of these changes were to do with enjoying having more social contact and having the opportunity for new relationships with other people in the area – something that some might consider to be a luxury – while others had truly life changing significance. The avoidance of physical ailment through keeping both mind and body active stood out for older people as well as other residents. Support for issues from staff members at The Community House helped people feel safer living in their area as well as in their homes, access to reliable information was important, opportunities for a significant number of people to give something back to the community that supported them was mentioned by many, the ability to deal with stress better through having a support structure was a key theme and there were those who went as far as to say that they feared they would have experienced more serious mental health issues if they did not have access to such a facility.

This social value account has set out the most important changes, explains how these changes were evidenced and measured and also puts a monetary value on the change for those who are regarded as stakeholders.

Insight into the more significant areas of social value that Voluntary and Community Action creates will give stakeholders a view of how the organisation might act in future to ensure that such social value continues to be created while minimising any conditions that could give rise to negative value. One of the issues for Sandhills is the future of the Community House. For future funders and investors care will need to be taken to ensure that whatever community provision pertains in the future, vital social value for residents is not wiped out without consideration of how the conditions can be maintained to allow it to continue and grow.

The following were the more significant areas of social value creation (selected at and above around £60K):

Stakeholder	Outcome	Value	% of total
Parents who attend the centre (with young children)	Value of well-being due to avoided mental health decrease.	£134,471	12.5%
Parents who attend the centre (with young children)	Increased feeling of security and safety in area and at home	£114,092	10.6%
Parents who attend the centre (with young children)	Improved well- being through increasing external relationships	£110,136	10.3%
NHS	Individuals not requiring treatment for increased physical illness	£102,336	9.5%
Parents who attend the centre (with young children)	Improved family relationships	£86,728	8.1%
Volunteers	Increased sense of purpose and fulfilment through volunteering	£67,109	6.3%
Parents who attend the centre (with young children)	Decreased stress and anxiety	£62,543	5.8%
Young children who attend the centre with parents	Better prepared for school	£59,619	5.6%

Although there were significant areas of value for other stakeholders, the value created for one stakeholder group is striking. While artificiality can be caused by deciding on a cut-off point for the highest values nevertheless it is clear that in terms of sheer numbers attending and the likely issues that can exist with younger families, the aims and mission of the Community House are to some extent directed by the needs of this particular stakeholder group. Parents of young children were often at home with their children during the day and were more likely to be new to the area. They were more likely to experience the positive outcome of improved relationships with partners or other family members due to the stimulus of new friendships and activities that meant that when feeling negative they relied less on support from loved ones at home. Activities based around the needs of this very significant section of the local community will be an important programming issue for the Community House in the future.

The issue of the effect on family of say a parent attending the Community House can clearly work two ways. For a significant number of the group, the ability to seek support outside the home had very positive connotations for the main partner relationship at home. However for others, there could also be a negative connotation. Some stakeholders expressed the view that seeking support outside the home could impact negatively on a partner who may feel their support role was being undervalued or replaced which could consequently result in some tension. This has no implication for questioning the fundamental existence of the Community House but does give rise to the potential for negative social value and should be regarded as something that should be further investigated and tracked into the future to determine significance.

For this reason, the negative social value has been measured for this stakeholder group (it was not significantly reported by other groups) and a negative value has been included in the social account. The potential existence of this outcome in the future for this group is likely to have implications for specific activity programming at the centre which might help individuals address issues around how support provided through other relationships is perceived in their key family relationships.

While a view of which outcomes create the greater social value is important, it does not provide the full picture where there are large variations in the size of respective groups as mentioned above.

The following information provides a snapshot of value per head to show the significance of value created for stakeholder groups that are smaller in number. The findings from the engagement and the analysis of survey respondents suggest that older people and parents of young children have greater needs for the Community House.

This is particularly so for those over 50. In fact, notwithstanding the highest total social value per outcome in the figures above, the over 50's group experiences the highest social value per head of any other group in the analysis.

Table 18: Social Value per head

Stakeholder	Value per group	Number in group	Value per head
Adults 50 and under who attend the centre	£254,167	248	£1,025
People over 50 who attend the centre	£83,562	45	£1,857
Parents who attend the centre (with young children)	£625,802	385	£1,625
Volunteers	£93,309	111	£841

Change for older people was often around finding renewed purpose in their lives and after retirement, avoiding loneliness, lack of motivation/self-esteem which otherwise could lead to them experiencing depression. Older people tended to be more likely to experience most of the outcomes than the other stakeholder groups and they also felt that they would be much less likely to experience these outcomes without the Community House.

Adults who were not parents of young children and were under 50 were less likely than other stakeholder groups to experience the outcomes identified but this may be due to this group having fewer needs. They were more likely to work full time and to have lived in the area for longer, consequently likely to have some networks established and so may have less need or time for social interactions offered at the centre. This could have a few implications for future work. It may be necessary to identify the nature of activity and support that would meet the needs of this age group or simply to ascertain that there is not a pool of unmet need among this grouping.

A key point of interest for future policy is that there is evidence from stakeholder engagement that the outcomes that are created by resident's involvement at the centre would not continue to happen without the existence of the centre. The full social value creation leading to these outcomes is dependent on the inputs (resources) and outputs (activities) at Sandhills.

Notable too is the knock-on effect for the NHS in areas of avoided treatment when individuals are engaged in activity that contributes to the maintenance of good mental and physical health.

Unintended Outcomes

A number of the outcomes that are valued in this study are those that one might expect from a community type support service. There are sometimes also 'unintended outcomes' that can emerge. When these are negative outcomes it is important that they are considered and addressed. When these are positive unintended outcomes this can be very significant as this part of the social value account represents value that has not before been accounted for by the project in past reporting and could hold important messages for the continuing mission of the project. It is not easy to be definitive about outcomes expected and unexpected but nevertheless some account has been taken of the distinction in this study. Outcomes that were considered close to the objectives of the project were deemed as 'expected' and those with a less obvious link 'unexpected'.

Expected outcomes tended to include:

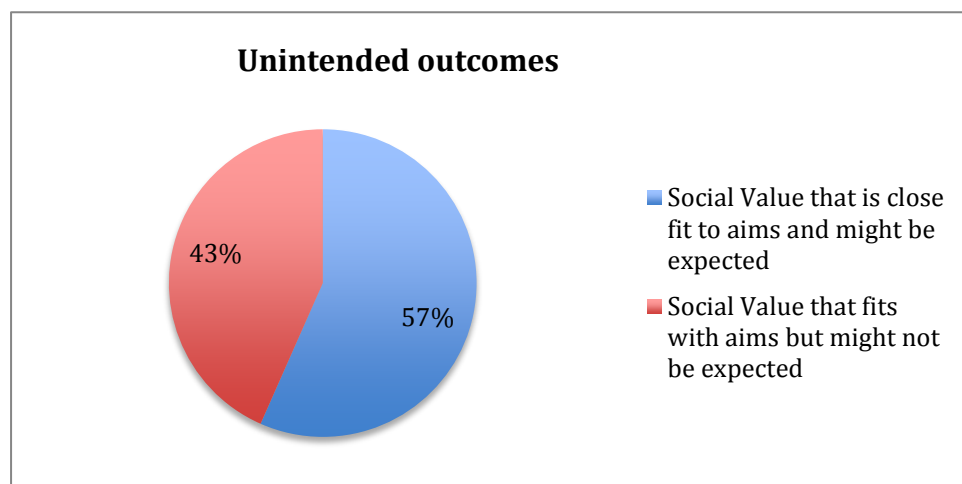
- Avoidance of stress and anxiety
- Avoidance of significant physical health issues
- Increased positive relationships at the Centre
- Increased personal fulfilment
- Increased feelings of security
- Improved access to other services through effective information

Those unexpected tended to include:

- Avoiding more serious mental health issues
- Improving relationships at home
- Increased tension in family
- Children being better prepared for school
- Volunteer outcomes relating to career decisions
- Outcomes for the NHS

Using the above, the proportion of expected social value creation verses the unexpected is as below.

A significant element of the social value created by Sandhills Community House has not been accounted for before.



Volunteer outcomes

The volunteer group represents a rather special group of people in that it is through the involvement of these individuals the activities at the Community House are sustained. The social value experienced by all the respective groups would not happen without the volunteers and it will be important in any future strategy that volunteer roles continue to be supported. In a sense, volunteers are not a separate stakeholder group as such.

Approximately 20% of all age groups using the Community House volunteer. It is a significant fact that the specific outcomes reported by volunteers as resulting from volunteer activity are additional to the outcomes these individuals experienced as members of other stakeholder groups.

This additional layering of social value is one of the key advantages to the work going on at the Community House.

Community Development

It is interesting to note that some stakeholders held some views on the role of community development and how much Voluntary and Community Action should engage in supporting people to become more vociferous in representing views or engaging politically. To be objective in this regard it is worth noting typical elements of community policy practised elsewhere. A strong rationale for community development is the aim of 'Helping Communities Help themselves'.⁹ An accepted core of such an approach includes elements such as:

- Supporting meaningful community participation
- Providing training to support staff, communities and other stakeholders
- Acting as an exemplar for Community Participation in Housing at strategic and local level.
- Maximising opportunities for partnership working.

Further information which gives a strong feel of community participation approaches can be found on the GOV.UK website where actions are detailed that relate to the issue of how people can have more say in influencing local decisions around new buildings and facilities.¹⁰ Some of the possible actions detailed under neighbourhood planning include potential inputs from neighbourhood forums and community groups.

⁹ Supporting Communities NI, Seven strategic Aims - 2014

¹⁰ GOV.UK Policy – Giving communities more power in planning local development – 2014 – www.gov.uk

KEY ISSUES ARISING

Voluntary and Community Action clearly creates social value through its work at Sandhills and a major element that makes this possible is the specifically planned and targeted Community Development Policy. The vast majority of positive change reported by survey residents (over 85% of it) would not take place without the existence of the Community House. A whole range of people from different age groups and with different needs clearly report that they would suffer a substantial drop in their quality of life and in some cases suffer reduced physical and mental health if the Community House did not exist.

This is a very clear message for agencies and groups who are tasked with developing future policy for the area in question.

It is clear from this study that the social value created cannot be maintained without the existence of such a facility.

Some take the view that the new Astral Park Sports and Community Centre can take over the function of the Community House. This needs careful consideration given the current sports focus of the new facility. To avoid wiping out the social value that the Community House creates (and the problems that would then be manifest in the lives of local residents who use it) care should be taken to consider how Social Value can be maintained and accounted for if the Community House ceased to function.

Most stakeholders who experience change from the existence of the Community House accept that it was intended to be a transitory project. However, the maintenance of the areas of social value as accounted for in this report would require a different approach at Astral Park than currently exists.

Any future policy for Sandhills must include specific programming to combat the main issues that face local residents – namely the dangers of isolation and loneliness. This can't be achieved through a general facility approach but needs developmental support to create activities that can help local people combat those issues. It needs both initial and sustaining support until local people become involved enough to take over the running of the activities themselves. This action of empowerment of residents resulting in them taking responsibility and getting involved in running activity for their peer group is what leads to the more significant elements of social value creation evidenced in this study.

The social value account presented in this SROI analysis clearly shows that work in particular with older people and with young parents needs to be protected and maintained. The seeding of volunteer activity has been extremely important in the lives of some 20% of resident users and this approach will not easily be replicated in a centre that only has a 'pay for hire' business model of use.

Whatever the outcome of the Community House as currently constituted, the tracking of positive and negative social value creation should continue. The SROI model and the skills that can be developed through Voluntary and Community Action staff will allow this approach to be more fully adopted and sustained for the area in the future.

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APPENDIX A – Glossary of terms specific to SROI

Attribution - An assessment of how much of an outcome was caused by the contribution of other organisations or people.

Deadweight - A measure of the amount of an outcome that would have happened anyway - even if the activity had not taken place.

Discounting - The process by which future financial costs and benefits are recalculated to present-day values.

Discount rate - The interest rate used to discount future costs and benefits to a present value.

Displacement - An assessment of how much of the outcome has displaced other outcomes.

Drop-off - The deterioration of an outcome over time.

Duration - How long (usually in years) an outcome lasts after the intervention, such as length of time a participant remains in a new job.

Impact - The difference between the outcomes for participants, taking into account what would have happened anyway, the contribution of others and the length of time the outcomes last.

Impact Map - A table that captures how an activity makes a difference: that is, how it uses its resources to provide activities that then lead to particular outcomes for different stakeholders.

Income - An organisation's financial income from sales, donations contracts or grants.

Inputs - The contributions made by each stakeholder that are necessary for the activity to happen.

Materiality - Information is material if its omission has the potential to affect the readers' or stakeholders' decisions. Material outcomes in SROI are determined by a test of both relevance and significance.

Monetise - To assign a financial value to something.

Outcome - The changes resulting from an activity. The main types of change from the perspective of stakeholders are unintended (unexpected) and intended (expected), positive and negative change.

Outputs - A way of describing the activity in relation to each stakeholder's inputs in quantitative terms.

Outcome indicator - Well-defined measure of an outcome.

Scope - The activities, timescale, boundaries and type of SROI analysis.

Sensitivity analysis - Process by which the sensitivity of an SROI model to changes in different variables is assessed.

Social return ratio - Total present value of the impact divided by total investment.

Stakeholders - People, organisations or entities that experience change, whether positive or negative, as a result of the activity that is being analysed or those that have an effect/influence on those activities.

APPENDIX B - Outcomes, Indicators and Financial Proxies

Outcome	Avoiding treatment for depression/mental health issues
Indicator	Number of people reporting that they felt they may have experienced decreased depression / Post Natal Depression / avoidance of mental illness or need for medical treatment of mental illness as a result of meeting other people (41) averaged by national statistics on people who suffer mixed anxiety and depressive disorder - 90 people per 1000 (9%). Further reduced by 50% to account for people who would suffer a more serious mental health problem despite access and engagement with community activities.
Data source for indicator	1. Stakeholder follow-up survey. 2. Surveys of Psychiatric Morbidity among Adults in Great Britain, Office for National Statistics in Working Paper - P31 'Measuring societal well-being in UK' - Skilton L, Equalities and Wellbeing Branch, Office for National Statistics, May 2009
Financial proxy description for outcome	Value of well-being due to avoided mental health decrease (consequent value to state shown elsewhere - reduced services use)
Value Financial proxy (per unit of outcome)	£36,766.00
Source of Financial proxy value	Housing Associations Charitable Trust, Social Value Bank: http://www.hact.org.uk/social-impact-value-calculator

Outcome	Avoiding treatment for increased physical illness
Indicator	Number of people reporting avoidance of physical illness or need for medical treatment of physical illness as a result of meeting other people
Data source for indicator	Stakeholder follow-up survey.
Financial proxy description for outcome	1 Value of time that would be expended attending 10 specialist out-patient treatments over 1 year. 2. Value of avoided travel costs to out-patient centres (consequent value to state shown elsewhere - reduced services use)
Value Financial proxy (per unit of outcome)	£1,028.00
Source of Financial proxy value	1. Local Authority profile for Central Bedfordshire - NOMIS - https://www.nomisweb.co.uk/reports/lmp/la/1946157200/report.pdf 2. National Minimum Wage rates - https://www.gov.uk/national-minimum-wage-rates

Outcome	Decreased stress and anxiety
Indicator	Number of people reporting decreased anxiety and stress as a result of meeting other people
Data source for indicator	Stakeholder Follow Up Survey
Financial proxy description for outcome	Market value of what stakeholder would pay for support to deal with debilitating stress and anxiety state
Value Financial proxy (per unit of outcome)	£900.00
Source of Financial proxy value	http://www.counselling-directory.org.uk

Outcome	Increased personal fulfilment and satisfaction from opportunities to help others
Indicator	Number of people reporting increased personal fulfilment / satisfaction in helping others as a result of community spirit
Data source for indicator	Stakeholder Follow Up Survey
Financial proxy description for outcome	Value of satisfaction derived from making a £100 donation towards saving children's lives in Third World appeal.
Value Financial proxy (per unit of outcome)	£100.00
Source of Financial proxy value	Estimated amount to derive satisfaction

Outcome	Increased positive personal development
Indicator	Number of people reporting increased quality of life as a result of being involved in activities
Data source for indicator	Stakeholder Follow Up Survey
Financial proxy description for outcome	Market value of what stakeholder would need to pay to be exposed to similar experience - cost to undertake an Arts/Humanities based course studying local diversity/culture and cost of travel.
Value Financial proxy (per unit of outcome)	£207.00
Source of Financial proxy value	https://enrolonline.wea.org.uk

Outcome	Improved well- being through increasing external relationships
Indicator	Number of people reporting improved mental stability / positive mental health as a result of meeting other people
Data source for indicator	Stakeholder Follow Up Survey
Financial proxy description for outcome	Value of well-being for people socialising most days of the week through community based services provision. (Adjusted value for socialising 1 day/week on average)
Value Financial proxy (per unit of outcome)	£750.00
Source of Financial proxy value	P36, The Social Impact of Housing providers, Fujiwara D and HACT 2013

Outcome	Improved relationship at home or with close family members through having outside activities and interests providing break from family members
Indicator	Number of people reporting improved relationships at home as a result of meeting other people
Data source for indicator	Stakeholder Follow Up Survey
Financial proxy description for outcome	Equivalent market cost stakeholder would need to pay to achieve an improvement in family relationship
Value Financial proxy (per unit of outcome)	£580.00
Source of Financial proxy value	PSSRU Unit Costs of Health and Social Care 2013 - http://www.pssru.ac.uk/project-pages/unit-costs/2013/index.php?file=full

Outcome	Increased feeling of security and safety in area and at home
Indicator	Number of people reporting increased safety and security as a result of their relationship with staff
Data source for indicator	Stakeholder Follow Up Survey
Financial proxy description for outcome	Well-Being value of living in a safe area
Value Financial proxy (per unit of outcome)	£650.00
Source of Financial proxy value	P36, The Social Impact of Housing providers, Fujiwara D and HACT 2013

Outcome	Improved access to other services.
Indicator	Number of people reporting improved access to services as a result of access to information
Data source for indicator	Stakeholder Follow Up Survey
Financial proxy description for outcome	Cost the stakeholder would need to pay to become proficient in use of internet to research and acquire equivalent information
Value Financial proxy (per unit of outcome)	£118.00
Source of Financial proxy value	http://www.ecdl-training.co.uk

Outcome	Increased tension/stress with family members
Indicator	Number of people reporting increased tensions at home / stress with family as a result of meeting other people
Data source for indicator	Stakeholder Follow Up Survey
Financial proxy description for outcome	Equivalent market cost stakeholder would need to pay to avoid increased tension (expressed as negative value)
Value Financial proxy (per unit of outcome)	-£580.00
Source of Financial proxy value	PSSRU Unit Costs of Health and Social Care 2013 - http://www.pssru.ac.uk/project-pages/unit-costs/2013/index.php?file=full

Outcome	Better prepared for school
Indicator	Number of parents of under 5s reporting that children are better prepared for school as a result of their involvement
Data source for indicator	Stakeholder Follow Up Survey
Financial proxy description for outcome	Market cost of pre-school tutoring
Value Financial proxy (per unit of outcome)	£360.00
Source of Financial proxy value	UK simply learning tuition - http://www.simplylearningtuition.co.uk

Outcome	Increased sense of purpose and fulfilment through volunteering
Indicator	Number of people reporting increased personal fulfilment / satisfaction in helping others as a result of community spirit
Data source for indicator	Stakeholder Follow Up Survey
Financial proxy description for outcome	Well-being Value of regular attendance at Voluntary or local organisation.
Value Financial proxy (per unit of outcome)	£1,064.00
Source of Financial proxy value	Housing Associations Charitable Trust, Social Value Bank: http://www.hact.org.uk/social-impact-value-calculator

Outcome	Improved decision making ability on future career reducing time wasted on poor decisions
Indicator	Number of people reporting better decisions with regards to future careers as a result of job related support/work experience
Data source for indicator	Stakeholder Follow Up Survey
Financial proxy description for outcome	Market cost stakeholder would have to pay for equivalent outcome - a 1 year career development course
Value Financial proxy (per unit of outcome)	£1,316.00
Source of Financial proxy value	http://www.open.ac.uk/courses/modules/t122

Outcome	Moved into employment
Indicator	Number of people reporting moving into employment as a result of job related support/work experience
Data source for indicator	Stakeholder Follow Up Survey
Financial proxy description for outcome	Increased income through employment
Value Financial proxy (per unit of outcome)	£8,870.00
Source of Financial proxy value	1. Local Authority profile for Central Bedfordshire - NOMIS - https://www.nomisweb.co.uk/reports/Imp/la/1946157200/report.pdf 2. National Minimum Wage rates - https://www.gov.uk/national-minimum-wage-rates . 3. Estimate of average employment time over 1 year

Outcome	Timescale reduced for positive property purchase decisions.
Indicator	Stakeholder engagement
Data source for indicator	Interview
Financial proxy description for outcome	Sales promotion costs equivalent to faster sales process
Value Financial proxy (per unit of outcome)	Estimated sales promotion costs for materials and advertising
Source of Financial proxy value	£15,000.00

APPENDIX C - Outcomes, quantities per stakeholder group and Social Value

Stakeholder	Outcome	Quantity experiencing outcome	Duration of Outcome (years)	Social value
Adults 50 and under who attend the centre	Avoiding treatment for depression/mental health issues	2	1	£73,532
	Avoiding treatment for increased physical illness	31	1	£31,868
	Decreased stress and anxiety	62	1	£55,800
	Increased personal fulfilment and satisfaction from opportunities to help others	155	2	£15,500
	Increased positive personal development	186	2	£38,502
	Improved well- being through increasing external relationships	114	2	£85,500
	Improved relationship at home or with close family members through having outside activities and interests providing break from family members	93	2	£53,940
	Increased feeling of security and safety in area and at home	114	2	£74,100
	Improved access to other services.	145	1	£17,110
	People over 50 who attend the centre	Decreased anxiety and stress	13	1
Avoiding treatment for depression/mental health issues		1	1	£36,766
Avoiding treatment for increased physical illness		11	1	£11,308
Improved relationship at home or with close family members through having outside activities and interests providing break from family members		24	2	£13,920
Increased feeling of security and safety in area and at home		37	1	£24,050
Increased positive personal development		44	2	£9,108
Increased personal fulfilment and satisfaction from opportunities to help others		41	1	£4,100
Increased financial entitlements/benefits leading to significant increased financial security.				£0
Improved access to other services.		38	1	£4,484
Increased tension/stress with family members				£0
Parents who attend the centre (with young children)	Loss of support opportunity for new members leading to feeling for existing members that group is not functioning properly			£0
	Avoiding treatment for increased physical illness	81	1	£83,268
	Avoiding treatment for depression/mental health issues	6	1	£220,596
	Decreased stress and anxiety	114	1	£102,600
	Increased personal fulfilment and satisfaction in helping others	304	1	£30,400
	Increased feeling of security and safety in area and at home	242	2	£157,300
	Improved well- being through increasing external relationships	219	2	£164,250
	Improved family relationships	223	2	£129,340
	Improved access to other services.	290	1	£34,220
	Increased positive personal development	342	1	£70,794
Increased tension/stress with family members	43	2	-£24,940	

Young children who attend the centre with parents	Better prepared for school	271	1	£97,560
Volunteer	Increased sense of purpose and fulfilment through volunteering	83	1	£88,312
	Improved decision making ability on future career reducing time wasted on poor decisions	15	1	£19,740
	Moved into employment	9	2	£79,830
Owner of Community House property	Timescale reduced for positive property purchase decisions.	1	1	£15,000
NHS	Individuals not requiring treatment for depression/mental health issues	9	1	£11,286
	Individuals not requiring treatment for increased physical illness	123	1	£102,336

N.B. Items in blue font in tables above have been removed from the social account through repeated materiality testing (removed on relevance and/or significance criteria applied).