

Workshop 1: Social Value in Practice...



Wool Room (This Room): Social Value Masterclass

HACT Staff

Tweed Suite: Demystifying Social Value in procurement: Launch of the Social Value Credit Model

Matthew Baxter, Echelon

Corduroy Room: Social Value Exchange: An online marketplace where resources are channelled into solving local problems

Dan Ebanks, Firesouls

#NHCsv19



Please note this workshop took the form of a Q&A session without a presentation

Workshop 2: Social Value in Practice...



Tweed Suite: Social Value in Practice: The Experience of Leeds City Council

Jackie Fox, Leeds City Council

Wool Room (This Room): Five Years of Using the UK Social Value Bank

Elaine Sams, forviva

Corduroy Room: How Procurement and Communities Teams Work Together to Tackle Social Issues: an interactive game

Barry Malki and Adam Chester, HACT

#NHCsv19



Fifth annual social value conference
HACT and Northern Housing Consortium

Five years of using the UK Social Value Bank

Elaine Sams, ForViva Group

ForViva 

Content

- About ForViva
- How we got started
- Our progress
- Challenges
- Principles we follow
- Examples
- Community Insight



How we got started

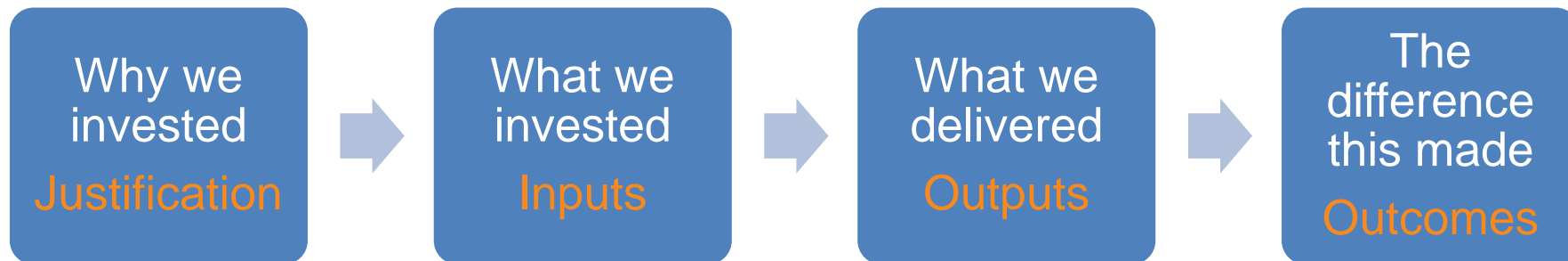


We picked 8 activities across the housing association

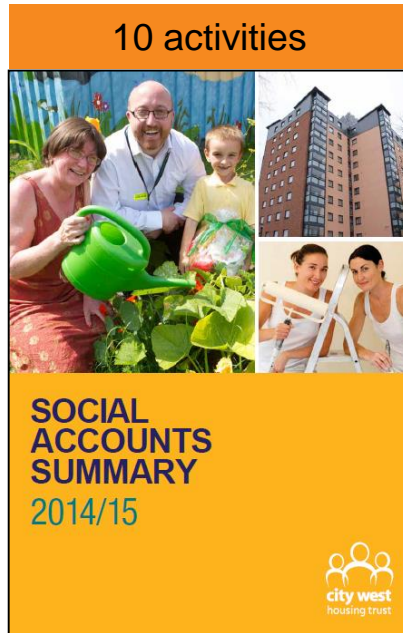
Wanted to calculate 'social value' – that is 'the difference made' in the areas of:

- SOCIETY (People)
- ECONOMY (Money)
- ENVIRONMENT (Planet)

Standard format of a 'social account' we now call 'outcome statement'



Our progress

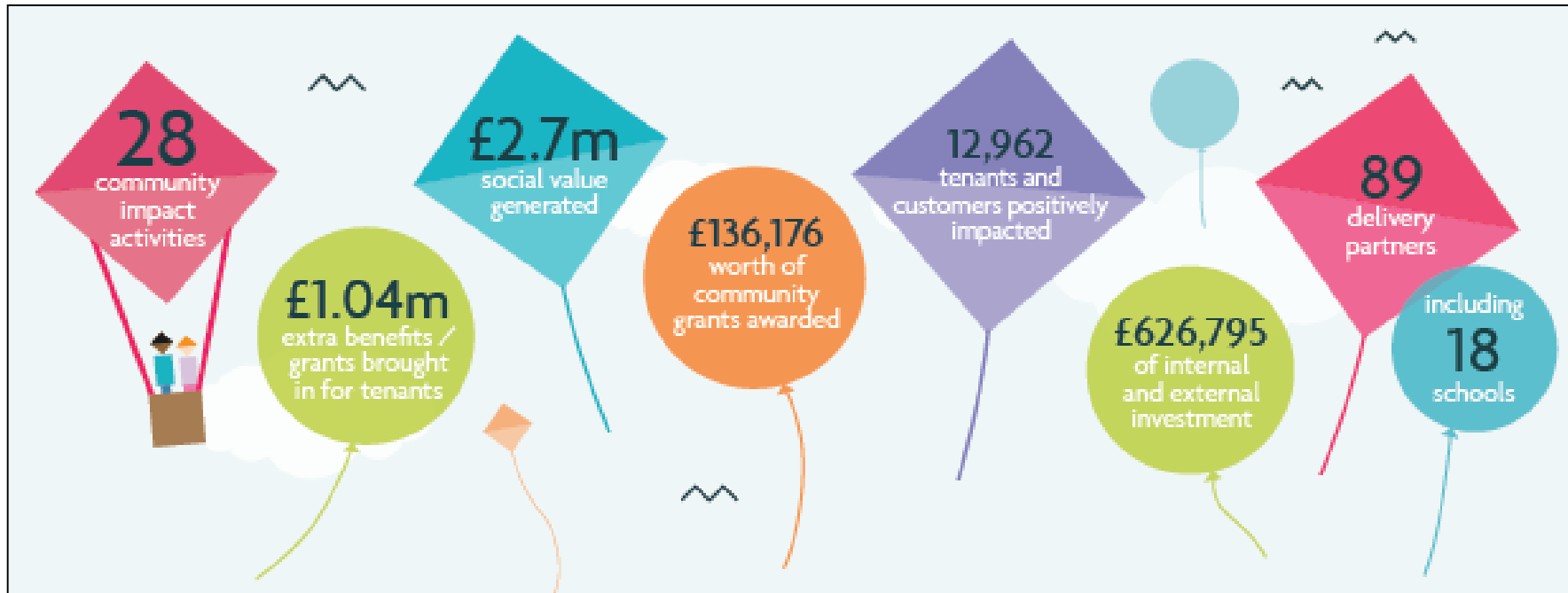


Over the next four years:

- Evaluated more and more activities – 10 in the first year compared to 28 last year, each year something new
- Now Group wide including commercial activities
- Use a range of methodologies and proxies
- Have always used HACT wellbeing values

Our progress

- Now report overview rather than project by project to produce infographic



Challenges - Is it appropriate to put a financial value on 'improving lives'?

- We make sure we tell the personal side of the story as well as claiming the financial value (case studies, quotes, films, photos)
- We can not always claim a financial value but if we can we do
- Calculating the return is also good for ensuring you know how much it cost
- Whether audiences like financial values or not they do tend to prefer return on investment ratios to make value easy to understand



Key Learning
Calculating social value is the easy part
Collecting the data is the difficult part
So is getting costs from partners



Accounting principles

1. Follow recognised accounting methodologies e.g. HACT, New Economy Manchester, The Warwick-Edinburgh Mental Wellbeing Scale (WEMWBS)
2. Engage with customers and other stakeholders in a range of ways
3. Challenged by the Board and Executive Management Team
4. Scrutiny Panel gives a value for money rating based on the difference made to those taking part in the context of cost
5. Publish with Directors' Report and Accounts to give a complete picture of our business activities
6. Don't over-claim value, recognise the contribution of others, particularly partners who work with us to deliver the activity

Example 1 - Youth Clubs 2017/18

- 87 participants attended Brookhouse Youth Club held on Tuesdays
- Of these 28 (32%) attended 20 times or more
- Of these 11 had previously 'Hardly ever' or 'Never' attended 'youth clubs, scouts, girl guides or other organised activities?'
- Value = £1,996 per participants (can only claim once)

How often do you go to youth clubs, scouts, girl guides or other organised activities?

1. Most days*
2. More than once a week*
3. Less than once a week*
4. Hardly ever
5. Never

To qualify must move from a non
* answer to a * answer to
evidence the change

Does this require a survey or data from organisational records?	In which region is this activity?	Average person value	No. of participants/beneficiaries				Total value	Total minus deadweight
			Age unknown	Under 25	25-49	50+		
Youth survey	Outside of London	£ 2,300		11			£ 27,107	£ 21,957

Adding the personal story



Add photos

Interviewed 25 young people

Life choices – ‘learnt about consequences’ and ‘to never give up’

Community cohesion – ‘get on better together’, ‘made lots of new friends’

Skills – ‘learnt new things’

Wellbeing – ‘makes me go home with a smile on my face’, ‘more confident’ and ‘feel safe here’

Less ASB – ‘keeps me out of trouble’

Make a [film](#)



Outcomes

1

- **Social - Physical activity to improve / maintain health** (Evidence - Proxy NHS)

2

- **Economic - Financial inclusion** (Evidence - Value of similar activities)

3

- **Social - Improved wellbeing** (Evidence - HACT value £21,957)

SELF-ASSESSED
ON EVIDENCE AS
Quite low cost
Quite high return

4

- **Economic - Savings to public purse** (Evidence – Proxy 68 x £500 = £34,000)

5

- **Social - Advice for staying safe and being healthy** (Evidence - Quotes, photos from trip out, sessions on keeping safe online and eating healthy, outreach work for issues including drugs and/or alcohol, hate crime, smoking cessation)

Example 2 - The Prince's Trust Team Programme 2015/16

12-week personal development programme aimed at NEETs - chance to gain new skills, take a qualification and meet new people

Data	HACT outcome Under 25 outside London	Value per person	Total	Rationale
23 completed (out of 27)	General training for job - General work-related training to help find new job, to increase skills for job or to improve skills for job	£2,131	£49,013	Length of programme and skills gained have sustained impact
5 got jobs (3 full time, 1 part time and 1 an apprentice) <u>due to the</u> <u>programme</u>	Full time employment	£11,647	£35,567	You can not claim apprentice (see relationships) Must be unemployed before
	Part time employment	£627		
24 volunteered	Volunteering - At least once per month for at least two months	£2,075	£0	Does not qualify since 2 weeks
Total wellbeing value (social outcome)			£84,573	

Working it out

Associated outcome / value	Evidence you need to apply the value	Which survey? Or is it an activity value?	In which region is this activity?	Average person value	No. of participants (+ ages)					Total value	Total minus deadweight
					Age unknown	Under 25	25-49	50+	No. with unknown results		
Part-time employment	Record of individuals moving from unemployment into PT employment	Employment survey	Outside of London	£ 1,229		1				£ 737	£ 627
Full-time employment	Record of individuals moving from unemployment into FT employment	Employment survey	Outside of London	£ 14,433		3				£ 41,106	£ 34,940
Regular volunteering	Record of individuals with regular voluntary position	Employment survey	Outside of London	£ 3,249		0				£ -	£ -
General training for job	Record of individuals attending training	Employment survey	Outside of London	£ 1,567		23				£ 57,655	£ 49,006

Overall social impact	
£	84,573
£	84,573
£	-

- A method for placing values on things that do not have a market value through being bought and sold.
- Analyses data from national surveys to isolate the impact of a specific aspect of life on wellbeing. It then finds from the data the equivalent amount of money needed to increase someone's wellbeing by the same amount.
- You can only apply a value to an individual once.

Relationships

Which values can we apply together?	Employment											
	Full-time employment	Self-employment	Part-time employment	Government training	Secure job	Apprenticeship	Vocational training	Regular volunteering	Regular attendance at	General training for job	Employment training	Employed parent for
Employment												
Full-time employment		x	x	✓	x	x	x	✓	✓	✓	✓	✓
Self-employment	x		x	✓	x	x	✓	✓	✓	✓	✓	✓
Part-time employment	x	x		✓	x	x	✓	✓	✓	✓	✓	✓
Government training scheme	✓	✓	✓		✓	x	x	✓	✓	x	x	✓
Secure job	x	x	x	✓		✓	✓	✓	✓	✓	✓	✓
Apprenticeship	x	x	x	x	✓		x	✓	✓	x	x	✓
Vocational training	x	✓	✓	x	✓	x		✓	✓	x	x	✓
Regular volunteering	✓	✓	✓	✓	✓	✓	✓		x	✓	✓	✓
Regular attendance at voluntary or local	✓	✓	✓	✓	✓	✓	✓	x		✓	✓	✓
General training for job	✓	✓	✓	x	✓	x	x	✓	✓		x	✓
Employment training	✓	✓	✓	x	✓	x	x	✓	✓	x		✓
Employed parent for children (11-15)												

Values you
can and
can not claim
together

Adding the personal story



Add photos



Make a [film](#)



"Ask me what I wanted to do with my life 12 weeks ago and I would have been clueless, but from the skills and experiences I've learnt through this course I've decided I want to work with people, care work, support work, from how much the people I've met."



Add quotes

"On the residential I learnt how to live with new people. I also learnt new skills such as working in a team cooking and cleaning. This experience made me feel more confident to be more independent."



Outcomes

**RETURN ON
INVESTMENT**
£1 = £2.19*
of social value

**Social Value
Ratio 1:2.41**

1

- **Economic - Improved employability, chances of getting a job** (Evidence - qualifications attained, skills gained including job search)

2

- **Social - Improved wellbeing due to being employed, specifically NEETs** (Evidence - HACT value £84,573)

3

- **Economic - Savings to public purse** (Evidence - No longer claiming Job Seekers Allowance proxy £8,998)

4

- **Economic - Increased resources for good causes and Environment - Improved appearance and introduced recycling** (Evidence – 1,016 hours volunteered and photos)

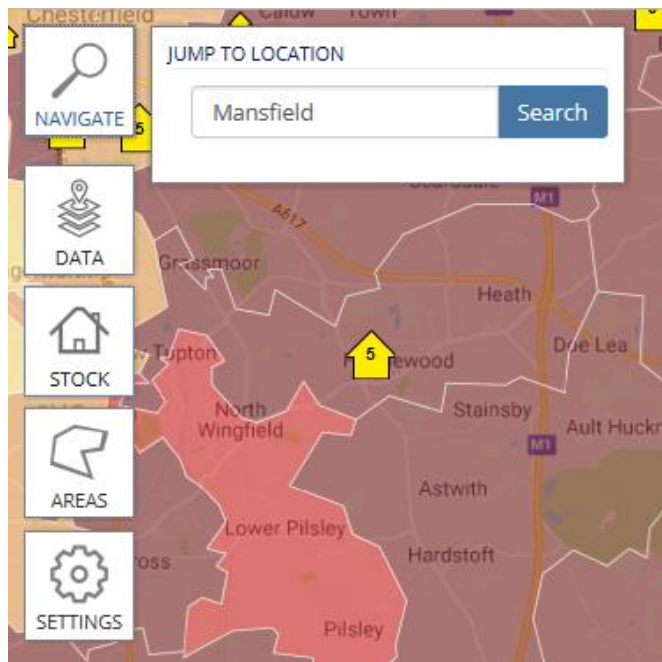
5

- **Economic - Higher earning potential 12-15% to spend in local economy and Social - More opportunities due to financial inclusion** (Evidence - Proxy 'Radical scheme to rescue NEETs' report)

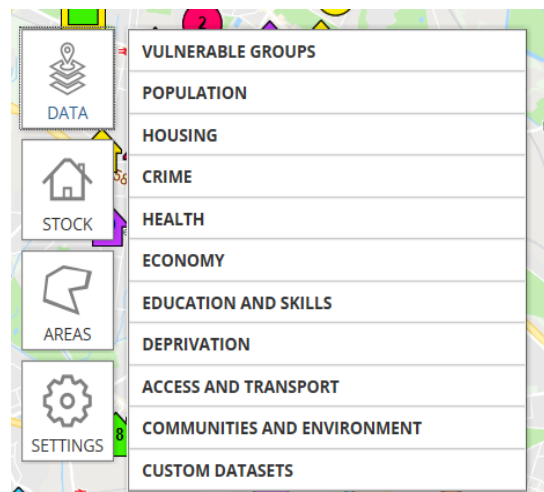
Other activities



We have run a total of 32 reports (29 for England and 3 for Wales) to inform commercial bids.



1. Choose area



2. Choose data theme

EDUCATION AND SKILLS

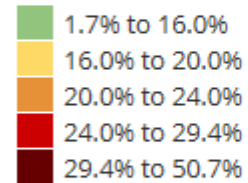
People with no qualifications

3. Choose data set

People with no qualifications

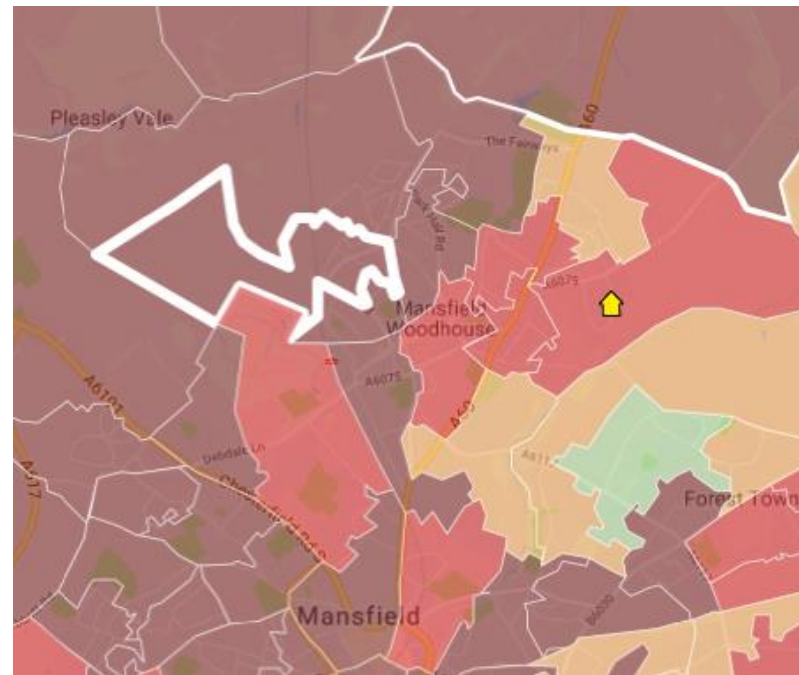
The colours on the map show % with no qualifications (as % of all people aged 16+)

Showing all areas at MSOA level



About the indicator

Data for your areas



Shows the proportion of adults (aged 16+) with no academic, vocational or professional qualifications. The highest level of qualification variable was derived from responses in the 2011 Census to both the educational and vocational qualifications question, and the professional qualifications question.

Rate calculated as = (No qualifications (census KS501))/(All usual residents aged 16 and over)*100

Date: 2011

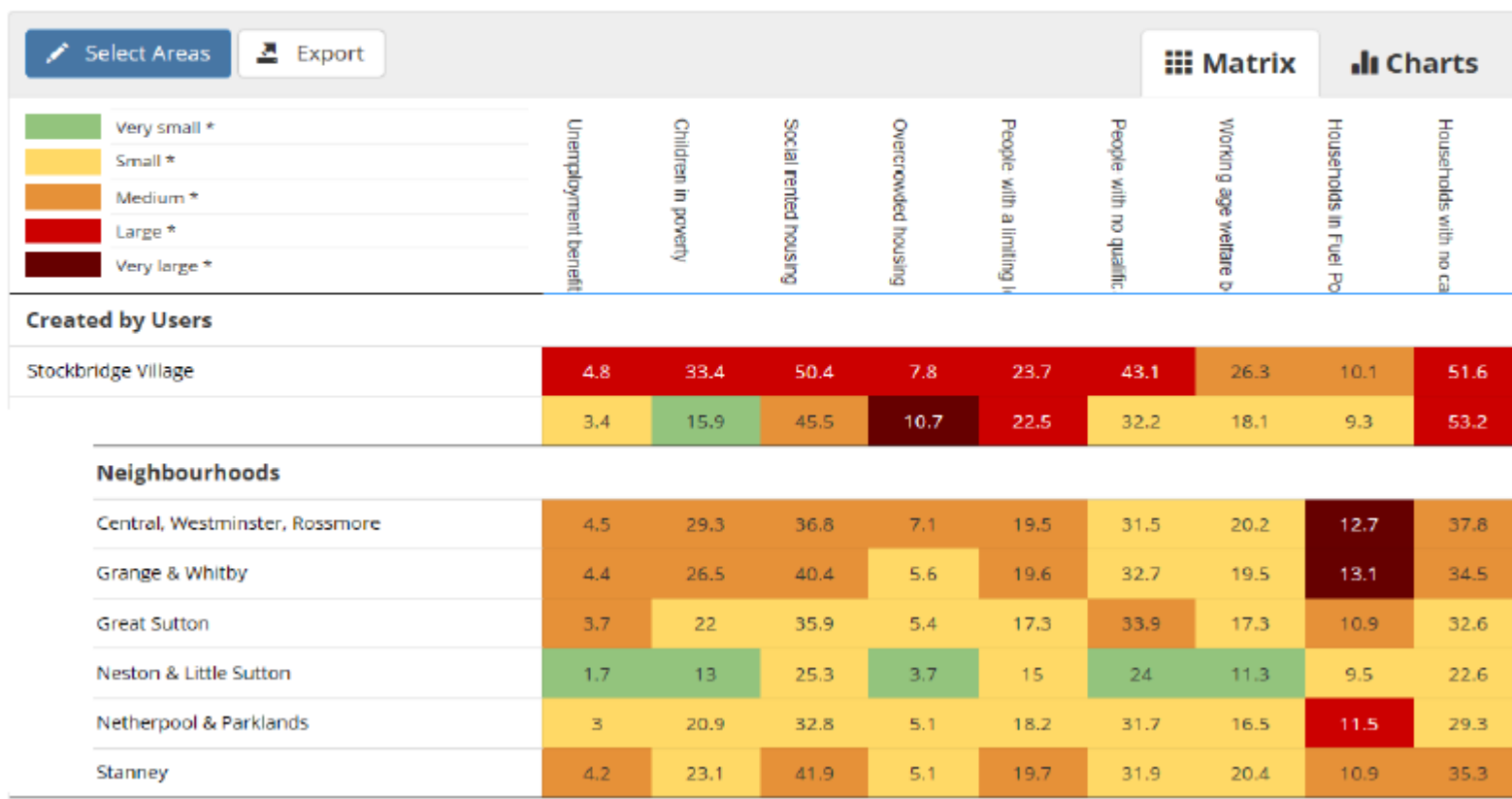
How often updated: 10 yearly (published January 2013)

Source: Census 2011 (<https://www.nomisweb.co.uk/census/2011/ks501uk>)

Use for business cases

Area Dashboard

The dashboard shows how your areas compare with each other on key indicators, with data shown as a matrix or charts. Use the "select areas" filter to select which areas to compare on the matrix table and charts. More information about the methodology of the dashboard can be found at our knowledge base. [Click here to read the article.](#)



Questions?