



Measuring Social Value in the Voluntary and Community Sector

NWTWC Targeted Support Funding
GM sub-regional review meeting

Mark Bolger

Social Value Project

Key aims and outputs

- Report showing wider social value of VCS
 - Evaluate current projects
 - Inform future commissioning
 - Understand added value of sector
- Social Value Toolkit
 - Enable organisations to measure SV themselves
- Training package
 - Support people using the Social Value toolkit

What is Social Value?

- Broad concept of value incorporating social, environmental and economic costs and benefits
- Typically described as ‘soft’ outcomes of an activity or organisations interventions
- Assign monetary figure and show value in financial terms
- Makes possible to weigh social benefit against costs of investment in particular actions
- Show the value created by an VCS organisation

Why measure Social Value?

- Move from measuring outputs to outcomes across UK
- Outputs top down and outcomes service user informed
- Want to engage and hear from service users on impacts of services
- Inform future development of project and improvements to monitoring

Value of the Social Value for VCS

- Demonstrate added value of the sector not accounted for by traditional methods
- Public accountability – enable to demonstrate impact of use of funds to external organisations
- Efficient and effective – system to monitor and improve activities based on service user feedback

Value of the Social Value for VCS

- SV Toolkit and training package designed to enable organisations to monitor and evaluate outcomes of activities and assign financial value to impact and report findings
- SV Toolkit and training package will require further development beyond end of this project and will be based on feedback from users

Activities

1. General social activities
2. Building stronger communities
3. Employment, education and training
4. Addressing inequalities
5. Improving health and well-being
6. Capacity building of the local community
7. Volunteering
8. Access to services
9. Engagement in culture/arts
10. Advice and guidance
11. Environmental well-being

Outcomes to be measured

1. Independent Living
2. Reduced Isolation
3. Positive Behaviour/Respect
4. Social Cohesion
5. Confidence Building
6. Improved Health
7. Improved mental well-being
8. Increased Skills
9. Gain/retain employment
10. Gain/retain volunteering



The results of the project

General approach to Social Value

Macro-level

- **Charitable Grant funding 26:1**
- **A voluntary and Community organisations own income generation 10:1**
- **Local Authority 8:1**
- **Government Grant funding 22:1**

(Where Government Grant funding is delivered by a Local authority to commission the voluntary and community sector a combined ratio of 30:1 could apply).

Detailed approach to Social Value

Micro-level

The five tools to measure Social Value:

1. **Social Value Monitoring Assessment Screening Proforma**
2. **Social Value Monitoring Assessment Proforma**
3. **Outcomes Evaluation Proforma (Percentage Weighting)**
4. **Social Value Indicators and Proxies Table**
5. **Social Value Calculator Table**

Using the Toolkit

Tool 1- A screening proforma to assess whether you need to measure a particular outcome.

Tool 2 - If the screening proforma suggests you should monitor the outcome, use the monitoring proforma to get all the details about the outcome.

Tool 3 – Outcomes Evaluation Proforma (% Weighting)

Outcomes	(Name of organisation/activity/project)			
	Had a positive impact		Had a negative impact	
	Number of individuals	% Attributed to the activity	Number of individuals	% Attributed to the activity
Your clients / service users				
1. Independent Living				
Have fewer accidents and falls at home	20	60	15	10
Feel happier/ safer with their home	15	55	10	30
Needs are being met at home	11	80	4	20

Tool 4: Outcomes Framework

Lower Level Outcomes	Indicator	Possible Proxies	Unit value	Source	Notes
Have fewer accidents and falls at home	Reports by older people combined with family members and/or GP's of fewer incidents of falling or accidents at home	Value of time that was avoided being spent at home being unable to go out and do things, value of time spent doing other activities than going to medical services; cost of equivalent service to enable outcome	£451		The interviews with older people recorded a 20% increase in spend. The Family Spending Survey 2008 average spend for older person households was used
Feel happier/ safer with their home	Older people reporting they feel happier with their home; reports that without assistance they would have been likely to have had to give up their home, combined with reports from family members and/or GP's and other agencies that they were likely to have had to go into care without receiving support, the improvement in the home as a result of aids and adaptations being fitted and small repairs being carried out	Amount spent on home improvements and saved cost of moving home	£2,144	nef valuation framework	If actual information was not available, then one could use information from the Family Survey 2009 to calculate the average spend in the UK on decorating and equipping a new home
Needs are being met at home	Number of older people who can stay in their own homes for longer; older people report that their needs are being met at home	Cost of private residential care	£24,284	Direct fees for private care from PSSRU 2008 'Unit Cost of Health and Social Care	

SOCIAL VALUE FORMULA

HAD A POSITIVE IMPACT

(Unit Value x % Attributed to the activity x
Number of individuals)

MINUS

HAD A NEGATIVE IMPACT

(Unit Value x % Attributed to the activity x
Number of individuals)

Tool 5: Social Value Calculator Table

Outcome	Indicator	Unit Value	Weighting	Social Value
Have fewer accidents and falls at home	Reports by older people combined with family members and/or GP's of fewer incidents of falling or accidents at home	£451	(UV x 60% x 20) – (UV x 10% x 15) £5,412 – £676.5 =	£4,735.5
Feel happier/ safer with their home	Older people reporting they feel happier with their home; reports that without assistance they would have been likely to have had to give up their home, combined with reports from family members and/or GP's and other agencies that they were likely to have had to go into care without receiving support, the improvement in the home as a result of aids and adaptations being fitted and small repairs being carried out	£2,144	(UV x 55% x 15) – (UV x 30% x 10) £17,688 – £6,432 =	£11,256
Needs are being met at home	Number of older people who can stay in their own homes for longer; older people report that their needs are being met at home	£24,284	(UV x 80% x 11) – (UV x 20% x 4) £213,669.2 – £4,856.8 =	£208,812.4

Project Limitations

- Timescale for the deliver of the project was short
- Aims of this stage of project are to:
 - establish broad picture of SV created by sector
 - create useable toolkit to enable capturing of outcomes and social value
 - Enable feedback from users for future development
- Future development will involve inclusion of more activities and broader involvement of stakeholders and service users themselves in determining outcomes