Social Value

Social Value, What does it mean for Voluntary and Community Groups in Salford

Increasingly voluntary and community sector groups are being asked to demonstrate their social value. Requirements to prove social value are likely to increase with the passing of Public Service (Social Value) Act and its implementation from January 2013.

Public Services (Social Value) Act 2012 requires public authorities to have regard to economic, social and environmental well being when procuring and awarding contracts

In their Guide to the Public Services (Social Value Act), Social Enterprise UK describes social value as:

'A way of thinking about how scarce resources are allocated and used. It involves looking beyond the price of each individual contract and looking at what the collective benefit to a community is when a public body chooses to award a contract. Social value asks the question: 'If £1 is spent on the delivery of services, can that same £1 be used, to also produce a wider benefit to the community?'

They also quote from The Department for Communities and Local Government's new guidance which states:

"Under the Duty of Best Value [...] authorities should consider overall value, including economic, environmental and social value, when reviewing service provision. As a concept, social value is about seeking to maximise the additional benefit that can be created by procuring or commissioning goods and services, above and beyond the benefit of merely the goods and services themselves."

If Commissioners are taking social value in to account, they should be looking for the most economically advantageous tender not just the cheapest

"Investing Public Funding → for maximum benefit

"More Bang for your Buck"
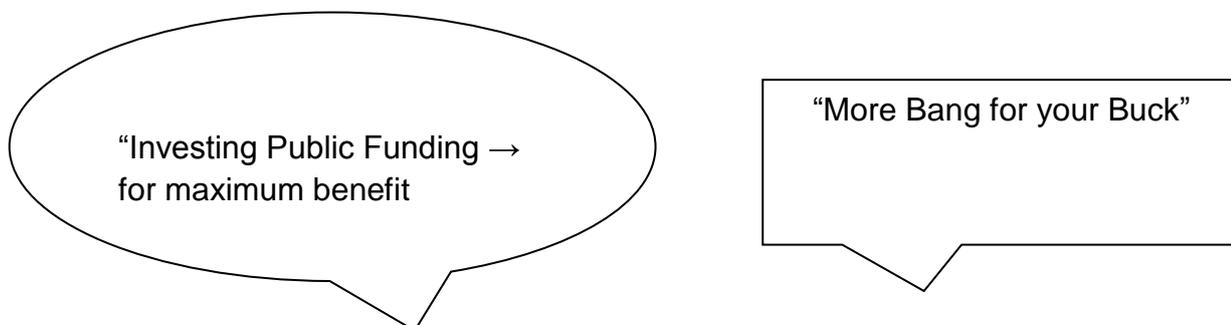
"Social value is the boarder social, environmental and economic outcomes an organization or project can bring to the community they are operating within.

It not just about the commissioned service it's the ripple effect of for example, employing local people, recruiting volunteers and sourcing local resources.

Outcomes

To measure social value an organisation needs a clear understanding of their outcomes. They need to clearly understanding of how users are affected by their activities.

They need to be able to clearly understand, evidence and measure their all their outcomes: Intended → unintended →positive →negative

They need to recognise whether their outcomes are short term – medium term or long term and to be able to map the journey of change experienced by their service users.

To demonstrate Social Value organisations need to demonstrate a board range of outcomes.

Social – Economic –Environmental

Recording outcomes in all these areas should enable organisations to produce a "Triple Bottom Line" demonstrating their Social, Economic and Environmental impact.

Theory of Change

Organisations are more likely to understand their outcomes if their work is underpinned by a "Theory of Change".

An organisation needs to know what social change they are trying to achieve. An organisation needs to have in place clear aims and objectives and activities, that impact on that area of change.

If they know what they are trying to do they are more like to be able to prove they are doing it.

More information regarding the Theory of Change is available from The Charity Evaluation Service

[Charities Evaluation Services | Publications free downloads | Making Connections: Using a Theory of Change to Develop Planning and Evaluation](#)

Outcomes Measuring Tools

The theory is that if you know the difference you are making there will be a tool to measure that difference.

There are various tools available to support groups indentify outcomes linked to Social Value. There a number of documents that describe a variety of different tools that organisations may be able to use to measure outcomes.

The Young Foundation have produced a document for organisations working with young people

http://youngfoundation.org/wp-content/uploads/2012/10/Framework-of-outcomes-for-young-people-July-2012.pdf

New Economic Foundation have produced a document called Tools for You

http://www.neweconomics.org/page/-/files/Tools_for_You.pdf

The Charities Evaluation Service has also had an extensive range of information around outcome measuring and outcome indicators on their site.

Charities Evaluation Services | Outcomes and outcome indicators | Measuring outcomes and distance travelled

Another useful source of information is the Prove and Improve website: Charities Evaluation Service and NEF

http://www.proveandimprove.org/

Individual Tools

There also a number of individual tools available below are number of examples.

Eco-mapping

Tools that support organization to look at environmental impact from water use to waste. There appears to be a number of eco-mapping tools available. An example of a free eco mapping tools is on the ECO-Mapping website

: http://www.ecomapping.com/en/index.html

LM3 – Local Multiplier 3

A tool for assessing how the money you spend works in the local economy and how to improve your impact. Developed by NEF their free downloadable publication is on their Website

The Money Trail | the new economics foundation

Volunteering Impact Assessment Toolkit

The Volunteering Impact Assessment Toolkit is suitable for helping organisations in any sector to measure that difference that volunteering makes.

Volunteering England members will receive a 20% discount on the toolkit, paying £23.99. Non-members pay the full price of £29.99.

[Measuring the Impact of Volunteering - Volunteering England](#)

The Outcomes Star,

 Developed by Triangle Consulting, Outcome Stars are an assessment tool that enable organisations to map users progress There are Outcomes Star covering a variety of different service area including Work Star, Family Star and Older People's Star. It is free to download paper copies of the stars themselves and guidance on their use

[Outcomes Star - Outcomes Star](#)

Frameworks

Once you started to measure your outcomes you need a framework in place to organise the information you collect, analysis it and communicate it to others

There are a number of Frameworks available to organisations**.**

Impact Measuring

A relative simple starting point may to use an Impact Measuring Map

http://www.proveandimprove.org/documents/Impact%20Map%20Download.doc

Social Return on Investment

The most acknowledge framework for measuring social value

SROI is an extension of cost benefit analysis → which incorporates wider social, economic and environmentally impact. A cost benefit analysis combined with social analysis.

It places a monetary figure on an organisations impact

A guide to Social Return on Investment is available from the SORI Network

[Document Details | A Guide to Social Return on Investment 2012 - The SROI Network](#)

Social Audit

Another well know framework for measure Social Value is Social Accounting. If differs from than Social Return on Investment in that it does not seek to "Monetise"

Its unique selling point is the idea of external verification

A good source of information on Social Audit is the Social Audit Network

Home | the Social Audit Network

There are other frameworks and systems available to support organisation measure Social Value

You're Value! Has been developed by Community Matters.

Community Matters - Demonstrate your social impact with Your Value! - Measuring social value

£100 + vat for an annual subscription for Non members

Online Systems

There are also a number of online systems that might help organise their outcomes and social value evidence.

For example

Social Impact Tracker

Social Impact Tracker Online is a **secure**, web-based **database** application that allows you to capture and report your **outputs**, **outcomes** and your **social impact**.

Costs: £99.00 monthly or £999.00 annual fee.

Social Impact Tracker | Monitoring Outcomes database | ESF Reporting Software | Reporting Outcomes | Secure Online Database for Community and Voluntary Organsiations .

Views

Views is an online project management and impact reporting platform, developed by social research cooperative Substance. It is for organisations that want to prove their excellence.

Home | Views from Substance

Cost from £50 for a monthly single licence fee

June 2013