



**Salford CVS**  
making a difference in Salford

# Social Value Made Easy

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***Making a difference in Salford***  
*since 1973*

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## Quick Definition

Social impact or “...‘social value’ refers to wider non-financial impacts of programmes, organisations and interventions, including the **wellbeing of individuals and communities, social capital and the environment.**”

- Measuring Social Value, Claudia Wood and Daniel Leighton - Demos, [www.demos.co.uk](http://www.demos.co.uk), 2010, p. 20



# When I say 'social impact' what do you think of?

- What's the point?
- What's it all for?
- Who is it for?
- Why would we do it?
- How might it help us?
- How might it hinder us?



- To build teams and increase morale
- To stop or reduce 'mission drift'
- To encourage innovation
- To encourage knowledge sharing
- To inform strategy and improve performance
- To better allocate (scarce) resources
- To stimulate impact *measurement*
- To keep up with changing expectations of funders and commissioners



## IMPACT REPORT RUBIES IN THE RUBBLE

January – December 2014



**Rubies in the Rubble** is dedicated to making delicious products, based on the principle of using fruit and vegetables that would otherwise be discarded. We work closely with UK Farmers and provide a secondary market for produce that has failed aesthetic criteria, or is in glut due to supply and demand imbalances.

While there is more than enough food to feed everyone, not everyone has enough. We need to start valuing what we've got and using our resources better. Through the sale of our products, we aim to raise awareness about food waste, whilst offering a practical solution to unnecessary surplus.

Founded in 2011, **Rubies in the Rubble** is looking to grow substantially in the next 5 years. This report sets out what we have achieved so far and what we plan to achieve with the growth of our business and expansion of our range of products. It sets out **10 things you need to know about Rubies in the Rubble:**



We believe the more you put in, the more you get out.

**1: Rubies in the Rubble** sold **19,000** jars of chutney and jam in **2014**, working with **8** farmers and pack houses (**7** of whom were paid for their produce).

- 2: We processed:**
- **1** ton of bananas
  - **3** tone of tomatoes
  - **3.3** tone of apples
  - **5** tone of onions
  - **5** tone of pears

As a result, over **12 tons** of perfectly good fresh fruit and vegetables have been rescued.

**3: Based on average water footprint/silo of each fruit and vegetable we use, this represents over 6.1 million litres of water that would have been wasted to grow this produce. Its disposal would have caused 5400m<sup>2</sup> of greenhouse gas emissions.**

**4: UK farmers** have been supported through **Rubies in the Rubble** to add value to their 'seconds' and command a price for them.

**5: What our supply partners say about us:**

'Our second grades are often not even worth picking and are left to rot on the ground. I hate seeing all this fruit going to waste...This is just the sort of thing we need to be doing.'

Apple Grower, Kent

**6: Through direct purchase of products, 19,000 customers** have potentially been encouraged to think more carefully about food waste. **Rubies in the Rubble** also featured in national newspapers **10 times**, expanding the number of people reached. Consequently, up to **c.3 million people** have potentially been made aware of the problem, and encouraged to think more carefully about their own attitudes towards wasting food.

**7: Rubies in the Rubble** has inspired people to set up similar ventures to tackle food waste, both in the UK and globally. 'Confiture Rebelles' in France, set up their own jam business based on the Rubies model.

**8: What other stakeholders say about us:**

'Inspired by your project, my best friend Phil and I just launched a company called MISFIT Juicery.' University Students, USA

'Inspired by your awesome work we are about to set up a food rescue project based upon picking and preserving.' Community Chef, Cornwall

**9: We frequently hear that people love the Rubies in the Rubble concept, but simply don't eat chutney. We are keen to increase our impact by making products with a faster run rate and a larger market size.**

**10: In 2015 we are hoping to expand into the foodservice market to drive greater volumes and are in conversation with EAT about a potential contract to supply. We are looking to raise investment to develop, manufacture, and trial new products, and take them to market on a large scale.**

**Rubies in the Rubble** began trading in 2011 and launched on Ocado in July 2014. They now stock products in all Waitrose branches across London and recently launched in Whole Foods.

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Introduction & Activities

Outputs

Stakeholder Feedback

Outcomes

Impacts

Aspirations

# What are Inputs, Outputs, Outcomes and Impact?

## The Logic Model Approach



- Resources dedicated to or consumed by the project

- Usually a NOUN  
staff, facilities,  
money, time...

- What the project does with inputs to fulfill its mission

- Usually a GERUND  
a verb in its “-ing”  
form, such as  
assessing, enabling,  
reviewing...

- The volume of work accomplished by the project

- Usually a QUANTITY  
the number of  
projects, the number  
of case studies...

- Benefits or changes for participants during or after project activities

- Usually a CHANGE  
better projects,  
increased skills...

- The long term consequences of the intervention

- A fundamental  
CHANGE intended  
or unintended in a  
system or society

Your Planned Work

Your Intended Results



### *Skills2Build Trainees at The Big Life group staff awards*

Between April 2013 and March 2014 Skills2Build started **3** new apprentices, providing them with the opportunity to get work experience, develop their skills and get a qualification. This year saw Skills2Build secure a new Facilities Management contract following the expansion of another of The Big Life group's businesses – Big Life Nurseries.

In the four years from January 2009 to 2013, Skills2Build worked with **35** trainees.

**24** finished their traineeship.

**20** found employment within 6 months of finishing.

**78%** of trainees got a qualification before they left.

All trainees had been unemployed for at least a year before starting with Skills2Build and **16** had criminal convictions.

*“...it's changed my life, going from troublesome young lad to them putting me in a job, keeping me out of trouble. Fair enough, I've been in prison, it's not something I'm proud of, but I've changed my life. From having a criminal background, I now have a job. I've been in it eight months now, I've done my English, my maths, it has given me things that I need in life.”* Callum, Skills2Build Trainee



# Introduction & Activities

## IMPACT REPORT

### Banana Enterprise Network

2015



**Banana Enterprise Network** is helping unemployed people to become self-employed. We do this by providing training and mentoring programmes that help improve confidence, build self-esteem and identify skills. We provide self-employment education, personal and business skills development and remove barriers to self-employment!

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Trading since January 2015, **Banana Enterprise Network** has already established itself as the first choice of grass root level business startup support in Salford and Wigan. At the heart of what we do, lies our five key values; a positive and caring attitude to helping people interested in starting a business (or social enterprise), building confidence, having fun, growing the network and team work!. This report sets out what we have achieved so far and what we plan to achieve with the growth of our charity and expansion of our programmes. It also sets out **8** things you need to know about Banana Enterprise Network:



# Outputs

 **Banana Enterprise Network** chooses its partners carefully by engaging with other local agencies who work with mainly unemployed or disadvantaged people seeking employment. In the last year we have built referral relationships with Job centres, established community training programmes and started a grass roots level Business School with the Langworthy Cornerstone Association.

 Our 'First Steps to Enterprise' programme provides a comprehensive Business Advisor support service and training programmes. The service is tailored to each individual client's needs.

 Over the last 12 months, **Banana Enterprise Network** has provided over **800** hours of training and **1746** hours of mentoring for **291** people in Salford and Wigan.



# Outcomes & evidence from a service user

 **90%** of our clients have shown an improvement in their confidence and self-esteem of at least 4 points on an accredited 10-point scale.

What our clients say about us:

“I sought help from **Banana Enterprise Network** when I discovered the great work they do. It can be frustratingly complicated and sometimes quite defeating while attempting to set up on your own two feet and run the gauntlet of potential obstacles, but the help on offer from Banana offers hope and expertise second to none, so I've been thankful for that! - Jamie from Xyst Design

 **98%** of clients said their business planning skills had increased from a low starting point of **2** up to a **10** after receiving support from us.



# Impacts



**150** unemployed people have either started self-employment, progressed to the NEA programme, or accessed further training. **93** unemployed adults obtained a Level 2 SFEDI Accredited qualification in Creating and Starting a Business.



Once our clients start their new business, they provide much needed services in the community in addition to creating an income for themselves and for many people, it's a route out of poverty.



# Aspirations & what the funders say they like

What our partners say about us:

“**Banana Enterprise Network** has plugged a gap in the market for grass roots level business support. They offer a caring professional service which is client centred. We especially like the way they tailor the support to the specific needs of each client” - John Phillips, Chief Officer at Langworthy Cornerstone Centre

 We aim to grow our service to support **1000** people per year across Greater Manchester and already have a new training programme ready to roll out once funding is secured.

**Banana Enterprise Network** is looking for additional partners and investment to significantly expand and deliver the “First Steps to Enterprise” programme across Greater Manchester during 2016-17.

# IMPACT REPORT

## Banana Enterprise Network

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Trading since January 2015, **Banana Enterprise Network** has already established itself as the first choice of grass root level business startup support in Salford and Wigan. At the heart of what we do, lies our five key values; a positive and caring attitude to helping people interested in starting a business (or social enterprise), building confidence, having fun, growing the network and team work!. This report sets out what we have achieved so far and what we plan to achieve with the growth of our charity and expansion of our programmes. It also sets out 8 things you need to know about Banana Enterprise Network:

1. **Banana Enterprise Network** chooses its partners carefully by engaging with other local agencies who work with mainly unemployed or disadvantaged people seeking employment. In the last year we have built referral relationships with Job centres, established community training programmes and started a grass roots level Business School with the Langworthy Cornerstone Association.

2. Our 'First Steps to Enterprise' programme provides a comprehensive Business Advisor support service and training programmes. The service is tailored to each individual client's needs.

3. Over the last 12 months, **Banana Enterprise Network** has provided over 800 hours of training and 1748 hours of mentoring for 281 people in Salford and Wigan.

4. 80% of our clients have shown an improvement in their confidence and self-esteem of at least 4 points on an accredited 10-point scale.

### What our clients say about us:

"I sought help from **Banana Enterprise Network** when I discovered the great work they do. It can be frustratingly complicated and sometimes quite defeating while attempting to set up on your own two feet and run the gauntlet of potential obstacles, but the help on offer from Banana offers hope and expertise second to none, so I've been thankful for that! - Jamie from Xyst Design

5. 88% of clients said their business planning skills had increased from a low starting point of 2 up to a 10 after receiving support from us.

6. 160 unemployed people have either started self-employment, progressed to the NEA programme, or accessed further training. 89 unemployed adults obtained a Level 2 SFEDI Accredited qualification in Creating and Starting a Business.

7. Once our clients start their new business, they provide much needed services in the community in addition to creating an income for themselves and for many people, it's a route out of poverty.

### What our partners say about us:

"**Banana Enterprise Network** has plugged a gap in the market for grass roots level business support. They offer a caring professional service which is client centred. We especially like the way they tailor the support to the specific needs of each client" - John Phillips, Chief Officer at Langworthy Cornerstone Centre

8. We aim to grow our service to support 1000 people per year across Greater Manchester and already have a new training programme ready to roll out once funding is secured.

**Banana Enterprise Network** is looking for additional partners and investment to significantly expand and deliver the 'First Steps to Enterprise' programme across Greater Manchester during 2016-17.

**Banana Enterprise Network** is a registered charity and Ltd Company by Guarantee established in July 2014 after our founder Jayne Allman spotted a gap whilst working as a Business Advisor on a Government business start-up programme (NEA).





# FLIPCHARTS

- In groups
- Imagine you represent ALL the Salford VCSE groups – the WHOLE sector
- Write a One-Page Impact Report for the SECTOR
- What would you say



- Intro & Activities – who are the sector and how would you describe what the sector does
- Outputs – How many people does the sector help – are there specific categories that would be useful to break down
- **Use X for the numbers you don't know**
- Outcomes – How could you measure what IMMEDIATE difference the sector makes AS A WHOLE – do we share similar PEOPLE outcomes
- Impact – How could you measure what LONGER-TERM difference the sector makes as a whole – what is our combined impact – PEOPLE / COMMUNITY / ECONOMY / ENVIRONMENT
- Make up some lovely feedback! (for this exercise) Use your knowledge of what people think about the sector



# The Big Question

- Could Salford VCSE organisations in Salford agree on some key shared outcomes to help to sell the 'total impact' of the sector?



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<http://onepageimpactreports.com>