

Social Value: Why bother?

**Salford CVSE Conference
5th February 2015**

Anne Lythgoe

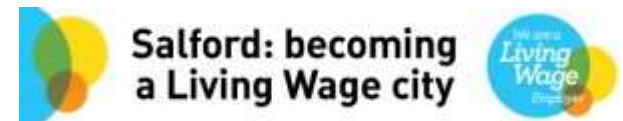
Salford City Partnership



social accounting and audit for the community sector



Social Value
in Salford



Salford City Partnership



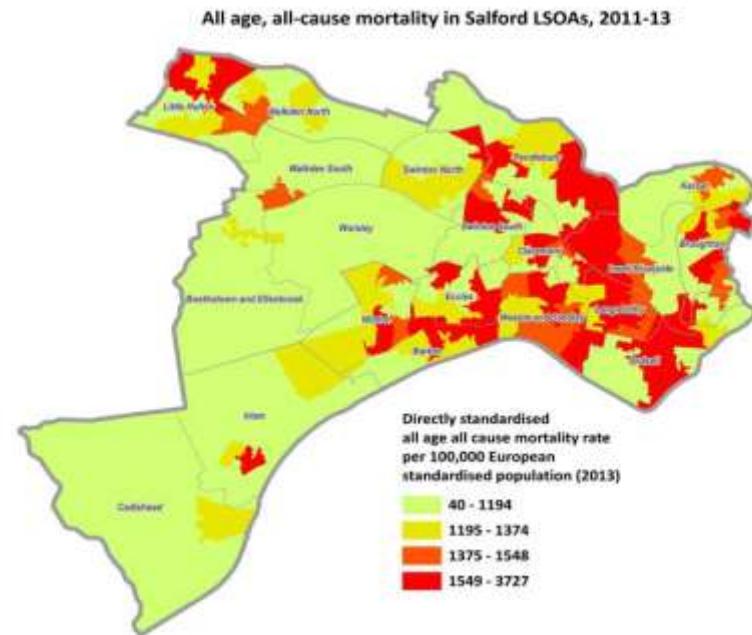
Local economy and culture for the community now





Why Bother?

Life expectancy gap between most deprived and least deprived areas is **11.5 years for men** and **8.5 years for women**



Child Poverty

The 2010 Salford average for children living in poverty was 28.6%, there had been a slight drop when comparing the 2009 average of 29.2%.

The 2010 average for England was 20.6%, again showing a slight drop from the 2009 average of 21.3%

In 2008 this was equivalent to income levels before housing costs of:

- £225 per week for a single adult with two dependent children under 14.
- £294 per week for a couple with two dependent children under 14.

This means that families living in poverty may have less than £11 per day per person to buy everything they need.

Children in Poverty 2010

Ward	%	Ward	%
Irwell Riverside	51.3%	Swinton North	27.2%
Langworthy	48.1%	Irlam	26.9%
Ordsall	44.9%	Swinton South	22.1%
Little Hulton	44.4%	Kersal	20.0%
Broughton	40.5%	Cadishead	19.5%
Winton	38.2%	Eccles	19.2%
Walkden North	32.4%	Walkden South	15.0%
Weaste & Seedley	30.7%	Claremont	8.6%
Barton	30.3%	Boothstown & Ellenbrook	5.9%
Pendlebury	28.2%	Worsley	2.8%



Legend

% Children living in poverty



Children and families are officially considered to be living in poverty if the household is either out of work and in receipt of benefits, or in receipt of tax credits where the reported income is less than 60% median income.





Legal compliance -
Social Value Act

Better value for
money / return from
investment

Joint working

Why **SOCIAL VALUE**?

Improved place

Increased local
employment and growth

Public Health and wellbeing
benefits

Community resilience



Salford City Partnership



Local economy and skills for the community now



Salford City Partnership



Local economy and culture for the community now



Salford City Partnership



Social accounting and audit for the community sector



SOCIAL VALUE



BigLife
Centres

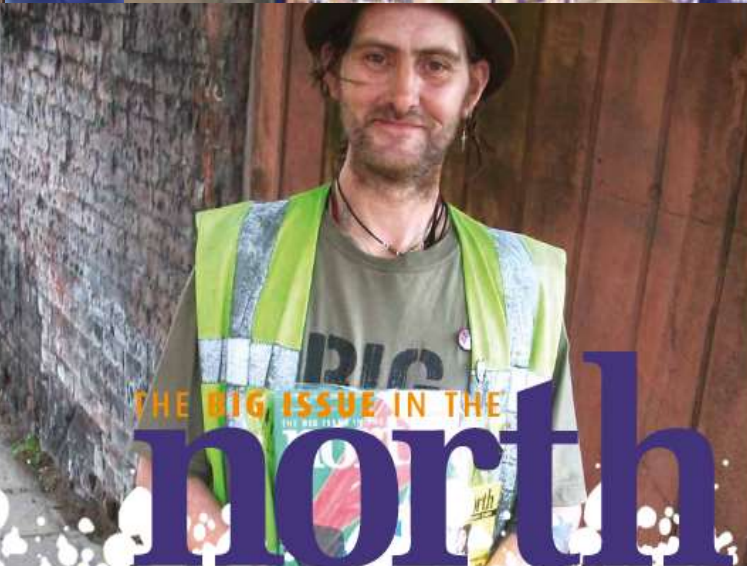
Health and Community Resource Centres

The
BigLife
group
business changing lives

Who Are We?

- A Level 2 Health & Wellbeing Service commissioned through Public Health at Salford City Council
- A new way in commissioning services
- Multiple Issues
- Coaching model
- A large outcome framework
- A learning project





<http://www.thebiglifegroup.com/news/impact-reports-2014/>

es
lves

ort
2014

Where to start?

A word cloud of various terms related to business and social impact, arranged in a circular pattern. The words are in different colors and orientations, creating a dynamic visual effect. The terms include:

- Stakeholders
- External Partners
- Weight Standards
- Participants
- Benchmarking
- Coaches
- Innovative
- Activity
- Suppliers
- Alcohol
- Apprentices
- Low
- Mood
- Case Studies
- 3rd Sector
- Smoking
- Volunteers
- KPIs
- recerrers
- Salford
- Recruitment
- Procurement
- Monetary Value

**DON'T
PANIC**

How to plan?

- What do we already do
 - What records do we collect?
- Are there any standards we hold as an organisations?
 - Where do we keep our evidence?
- What reports have we written?
- What did we say in our tender/grant applications?
- What policies do we follow?



What do we have?

Individual	Improved health status at 0 and 12 months	Number who persisted with health goals after 1 year (My future and follow up forms)	Estimated value	Participant case studies
	Sustained well-being at 0 and 12 month follow up	Average improvement in well-being score	Estimated value	Participant case studies
	Sustained self-care at 0 and 12 month follow up	Average improvement in self-efficacy score	Estimated value	Participant case studies




What do we have pt 2

Community	Employment	Number of local people employed and trained (employees and Apprentices)	Calculation of wages	Staff case studies
	Volunteering	Number of volunteering hours Number of volunteers receiving training	Hours volunteering costed by minimum wage	Volunteer Case studies Volunteer surveys
	Direction to relevant services	Number of participants directed to appropriate services	Number of referrals made to other services Number of signpostings to other services	Stakeholder Surveys
	Improved outcomes for other services	Outcomes of those individuals who have used BWS and another service i.e. HIS or SCL	Comparison of individuals who have used BWS alone, HIS alone (for example) and those who have used both	Staff case studies



What do we want?

Healthcare Services	GP visits	Average reduction measured after 12 months (compared to previous 6 months period) for each of these extrapolated from a sample (Demand and Cost)	Saving based on applying an average cost per item	Stakeholder Surveys	Cross reference BWS with SHM patients. Code SHM patients
	Testing new model of service delivery	Satisfaction with the partnership Volume and diversity of participants	Estimated value	Interviews with SCC & partners	Postcode, ethnicity and age of participants from CMS.
Supporting Development of Provision	Management & Sub-contracting arrangements	Description of development of partner organisations	Estimated financial gains as a result of partnership arrangements	Interviews within partnership board	Videos with PVM Performance reports
	Partnership delivery	Integration and innovation		Interviews within partnership board and SCC.	Videos with Performance 

File Task Resource Project View Format

Gantt Chart View

Paste

Cut Copy Format Painter

Clipboard

Calibri 12

B *I* U [Color] [Font]

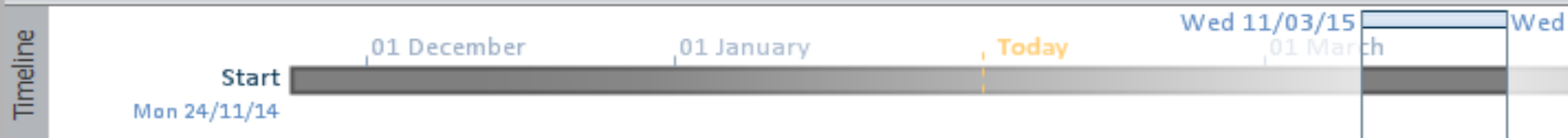
0% 25% 50% 75% 100%

Mark on Track Respect Links Inactivate

Schedule

Manually Schedule Auto Schedule

Tasks



		Task Mode	Task Name	Duration	Start	Finish	Predecessors
0			Evaluation Project	164 days?	Mon 24/11/14	Thu 09/07/15	
1			Meet with Jo Moore	1 day	Mon 24/11/14	Mon 24/11/14	
2			Get costs for Partnership analysis	1 day	Fri 28/11/14	Fri 28/11/14	1
3			Get costs for data analysis	1 day	Fri 28/11/14	Fri 28/11/14	2FF
4			Get costs for cost exercise	1 day	Fri 28/11/14	Fri 28/11/14	2FF
5			Receive design for partnership evaluation	1 day	Fri 12/12/14	Fri 12/12/14	4
6			Put proposal to board for evaluation costs	1 day	Mon 15/12/14	Mon 15/12/14	5
7			Confirm partnership research can start	1 day	Mon 22/12/14	Mon 22/12/14	6
8			Finalise return on investments/value for money tools	1 day	Tue 23/12/14	Tue 23/12/14	
9			Conduct questionnaires/interv	16 days	Wed 31/12/14	Thu 22/01/15	



Complexities

- Don't over generalise
- Use case studies to highlight some of the examples of your organisations work
- Don't include everything the first time!



Questions?



Social Accounting 2013/14

Elaine Sams

Quality and Performance Manager

About our social accounts

Summary of our
2013/14 Corporate
Social
Responsibility
(CSR) activities

Evidence the
difference made by
this investment



CSR at City West

Investments we don't have to make but we do because it's socially responsible

Not usually housing functions –
e.g. repairs, ASB, rent collection
It is usually non housing
functions



Prince's Trust Army Day



Litter Legacy Day



Love Fruit & Veg Volunteers

Social accounts content – 16 activities



7 themes
young persons
neighbourhood
healthy eating
financial inclusion
employability
Get Involved Find Time (GIFT)
green



Measuring the impact

Standard format for each social account

Why we invested

What we invested

– inputs

What this delivered

– outputs

The difference this made

– outcomes

Evaluation methods:

- Case studies
- Participant surveys
- Quotes
- Photos
- HACT Wellbeing Calculator
- Energy efficiency calculators
- Customer representatives visited estates to interview customers

Example – Change your Choices

CHANGE YOUR CHOICES SUMMARY

INPUTS	A Change your Choice activity costs £5,417 – one cohort, which equates to £601 for each of the participants.
OUTPUTS	Nine participants attended a week of workshops to highlight the consequences of ASB/ hate crime, increase aspirations and improve confidence.
OUTCOMES SOCIAL	Participant knowledge of subjects before and after rose by an average of 1.9 out of 5. Most participants aspired to have good jobs in the future.
OUTCOMES ECONOMIC	A reduction in agency involvement for the six months after Change your Choices saved the public purse £7,829.



“IT’S MADE ME REALISE WHAT COULD HAPPEN IF I DO THINGS LIKE THROWING FIREWORKS OR DRINK AND DRIVE.”

“THE COURSE HAS MADE ME SEE THAT I CAN DO ANYTHING I PUT MY MIND TO IN THE FUTURE.”

“JUST BECAUSE SOMEONE LOOKS DIFFERENTLY, DOESN’T MEAN THEY DESERVE TO BE TREATED ANY DIFFERENT.”

“POLICE ARE THERE TO HELP, SERVE AND PROTECT.”

Audit Panel

- . Our social accounts were audited on 6th August 2014
- . Now certified and on our website

Thank you - Questions

Contact us on
bigpledge@citywest.org.uk