

# An introduction to measuring social value

15<sup>th</sup> December 2020



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- **Aims of today's session**

- To understand the aims of social value
- To explore and practice ways of measuring social value
- To look at examples of social value

## Social value workshop series

- 17<sup>th</sup> November – social value the commissioners perspective
- 15<sup>th</sup> December – how do we measure social value
- 19<sup>th</sup> January – social value exemplars real life examples and case study
- 16<sup>th</sup> February – social value master class
- January / February - 1:1 advice on social value statements
- April – Joint presentation of social value statements

# Context:

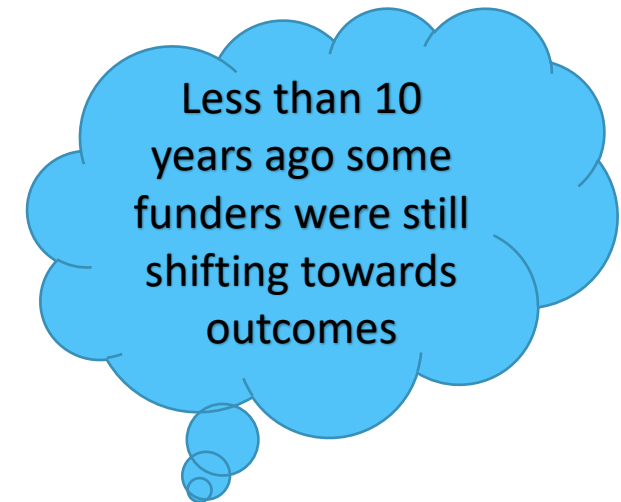
- Underpinned by the social value act 2012
- Linked to value for money / wider value when procuring services via government
- Widening procurement opportunities from charities, VCSE, CIC's etc
- *An umbrella term for these broader effects, and organisations which make a conscious effort to ensure that these effects are positive can be seen as adding **social value** by contributing to the long-term wellbeing and resilience of individuals, communities and society...(Social Value Portal)*
- *How what is proposed to be procured might improve the **economic, social and environmental** well-being of the borough – (Islington Council)*

# Objectives of social value

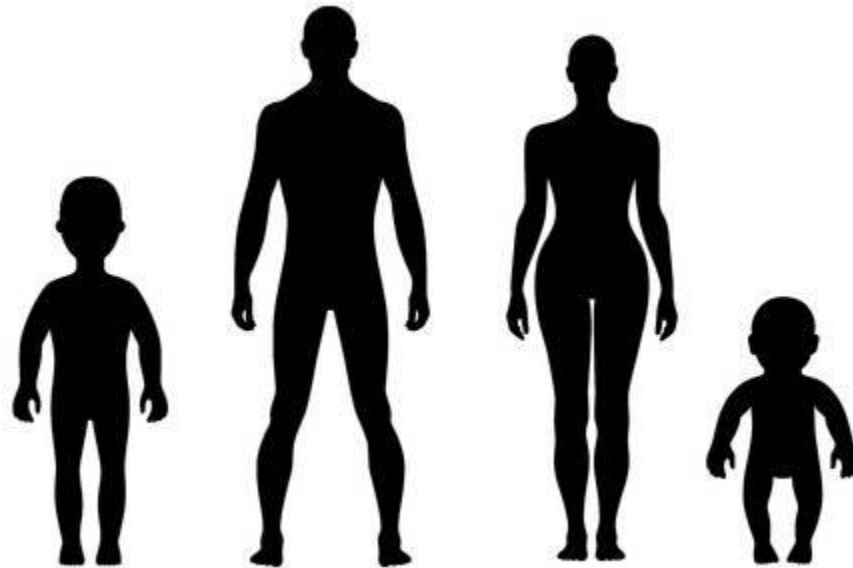
- **Promote employment** and economic sustainability
- Raise the living standards of local residents – working towards living wage, maximise employee access to entitlements such as childcare
- Promote participation and citizen engagement - encourage resident participation and promote active citizenship
- Build the capacity and sustainability of the voluntary and community sector
- **Promote equity and fairness** – target effort towards those in the greatest need or facing the greatest disadvantage, tackle deprivation
- **Promote environmental sustainability** –
  - MP Danny Krueger has added - *‘helping local communities manage and **recover from COVID***
  - *’ and ‘Improving health and wellbeing and community integration’*

# Outcomes & social value

- **Outcomes - a reminder**
- The **CHANGE** you are trying to achieve in your beneficiary group
- The **DIFFERENCE** you want to be able to make to your beneficiary's lives
- You want to **ENABLE** them to do something or **REDUCE** the impact of something



## Exercise: **Who are your stakeholders**



## Talking with your stakeholders

- Identify a list of stakeholders to speak to – make sure that this includes representatives of most of the groups you make a significant difference to.
- Ask them “what change they have experienced as a result of their involvement/participation in your project/service/organisation?”
- What changes do they hope to see for themselves / or their organisation as a result of our work





## Talking to your stakeholders - three key questions –

- What do you think are the most important changes we produce?
- How could we know that these changes are happening?
- How could we involve you in understanding the value we create in the future?



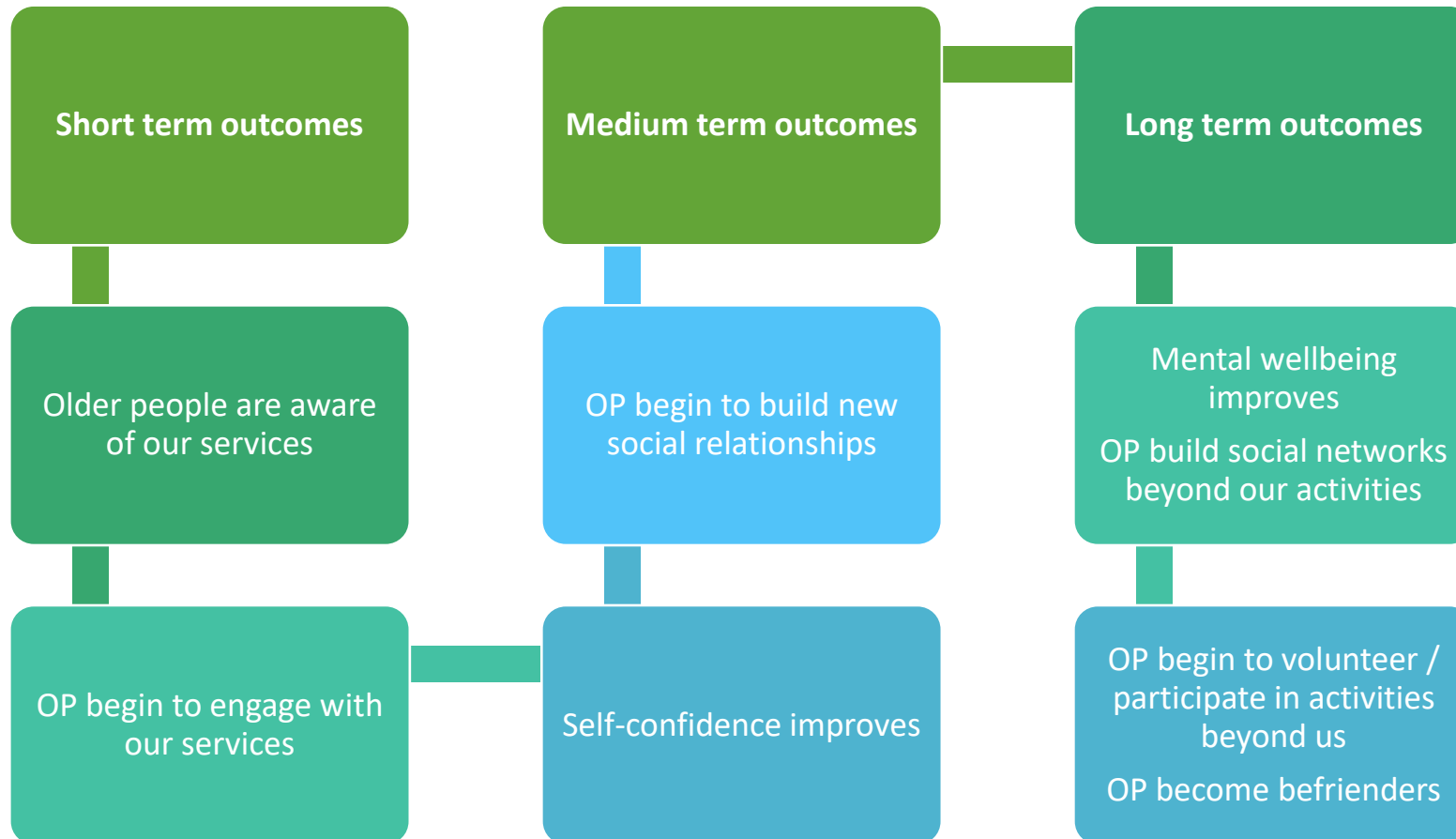
## Exercise **Your story of change**

- Start by listing your outcomes
- Group them into short - medium and long term
- Once you have these you have your draft story of change



# What a story of change might look like

**Mission:** to promote wellbeing of older people. To enable them to lead fulfilling lives



## Exercise - Where is your evidence

- Choose 4 -5 of your most important outcomes
- Set out what evidence you currently have about this outcome – [reported, observed, evidence gathered through measurement tools, questionnaires, focus groups..]
- For each outcome score the quality of your evidence on a scale of 0 (none at all) to 5 (robust evidence from three separate sources).



## Example of evidence gathering

	Outcome	Evidence (how do you know)	Source
1	Older people engaging with our services become less isolated	Ongoing & consistent engagement with our services	Baseline assessment Attendance at our weekly events Questionnaire at week xx
2	Wellbeing and feelings of self-worth will improve	Active involvement with our activities Begin to build new social contacts	Observation (workshop facilitator) Focus groups Wellbeing framework (measurement tool)
3	An increased number of older people will maximise their income & improve their financial planning which will prevent / reduce financial hardship	Xx numbers attending our financial advice sessions Xx numbers of successful rebate / grant applications	Advice queries Numbers of advice sessions delivered Summary of ££ successful grant / rebate applications User feedback

## Valuing the things that matter – comparing outcomes

- Consult with your beneficiaries -
- Create a list of the most important outcomes you deliver for your key stakeholders – (6- 10 is reasonable.)
- Ask participants to allocate “importance points” to each outcome e.g. if you have 10 outcomes each person allocates one point to their lowest valued outcome and 10 to their highest.
- Collect the “votes” and produce a prioritised list of the outcomes.
- Ask participants in your discussion to explain the reasoning for their scores.

# The value game

<https://youtu.be/qgiMLsopdZU>



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## Value game cont'd

- Find out what matters to your beneficiaries through consultation
- **Avoid overclaiming your impact**
- List all the other organisations / stakeholders who contribute to the outcomes you have identified for your beneficiaries
- How much of the change they experience do they attribute to your organisation



# Some examples of social value

- [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/921437/PPN-06\\_20-Taking-Account-of-Social-Value-in-the-Award-of-Central-Government-Contracts.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/921437/PPN-06_20-Taking-Account-of-Social-Value-in-the-Award-of-Central-Government-Contracts.pdf)

## • Sources of information

- Manchester Local Authority
- Croydon Social value toolkit
- National Council for Voluntary Organisations (NCVO)
- Value Game <https://valuegame.org/>
- New Philanthropy Capital
- Gov.UK

# QUESTIONS, COMMENTS

