



**DURHAM
COMMUNITY
ACTION**

**Better Together Forum
18th June 2024**

Social Value: Kate Burrows & Jo Laverick



Social Value: Context

County Durham Pound – DCC/CD Partners procurement

Inclusive Economic Strategy – Economic partnership

Policy Forums (October 2023 & April 2024) – Better Together

NEMCA – VCSE Inclusive Economy Manifesto

NE Housing Partnership – Foundational Economy

Some matters arising:

- Role of VCSE in social & economic development: recipient or contributor (both?)
- Collaboration and shared research: evidence, outcomes & resources to target services effectively.
- Collective leverage for investment
- Rich seam of intelligence to add nuance and depth to strategic plans.
- Resources, time and money – *is it a distraction?*



...Context

On-line Information Sources:

- Social Value Portal (LA commissioning focus)
- Social Value UK
- New Economics Foundation (NEF)
- County Durham Pound
- Institute for Volunteering Research
- Social Value Engine (Rose Regeneration)
- Local Authorities & VCSE partnership sites (various)

Social Return On Investment (SROI)

Commonly adopted evaluation & data gathering models for baseline planning:

Outcomes Star (working to measure impacts with individual beneficiaries)

National TOMS (Themes Outcomes Measures)

DCMS (Money advice)



Key Points (...so far)

- National framework of TOMs seems to have been adopted widely across public sector in the country. Assume this is to ensure consistency in benchmarking their social value indicators against national investment streams.
- Local needs mapped against local data only in the context of national TOMs criteria, so only small indications of any additional or tailored approaches to adding nuance to the TOMs, particularly in terms of VCSE engagement.
- Thriving VCSE cited as desired outcome. Potential to develop a different focus and value for VCSE contribution to social, economic & environmental development.
- Most effective approach for VCSE will be focus of SROI model which addresses key TOMs themes, with negotiated “stretch” and added value which can be usefully adopted by public sector partners.

Why measure SROI?

...is it a distraction?



Anchor Institutions in County Durham already doing it

Some VCSE partners already establishing return on investment measures

What more can we learn...?

- Collective leverage: influencing investment and better services.
- Generating a strong inclusive evidence base – research/evaluation (what are the real impacts of interventions and are they reaching the right places and people?).
- Building an evidence base and profile for VCSE as *contributory* partners to economic & social development.
- Opportunities for staff development in data and intelligence gathering and better understanding around value and potential for effective “story telling”.



Establishing the Baseline

Establish the purpose for an SROI exercise:

Is it..?

Evaluative

retrospective & based on outcomes already achieved,
or for..?

Forecasting

predictive planning, new activity and approaches to smarter
monitoring systems?

What are you doing...

- As independent organisations,
- and as partners in thematic or operational networks



Tools: Social Value Engine (SVE)

- An on-line data gathering platform for assessing and “measuring” social value impacts (in terms of ££s) ...tested and adopted by some VCSE organisations and partnerships, plus some Local Authorities and other public sector partners.
- Opportunity to explore partnership approach to measuring SROI, using learning from the development of the SVE.

Questions:

- 💬 Timelines: Now, soon, and/or later for evaluation
- 💬 Who and how to estimate deadweight/deflators? Is this covered by software?
- 💬 How to get deflator questions right and in proportion?
- 💬 System/s used for data gathering and input: lessons learned?
- 💬 Case studies & testimonies: Tested effective models? Interviews, Outcomes Star, focus groups, project data, videos?
- 💬 Future proofing SVE software? As AI becomes more sophisticated, are there opportunities to develop & upgrade data gathering methods?

County Durham Pound Indicators



CDDP Local Needs Analysis Themes	CDPP Outcome Indicators
<p>JOBES: More local people in employment. More opportunities for disadvantaged people. Improved employability of young people.</p>	<p>Nos. of local people employed FTE. People from target groups and disadvantaged areas (NEETs, Ex Offenders, people with disabilities) Nos. of weeks in paid work experience; apprenticeships; vocational training provided, into work support (skills & mentoring) staff hours providing talks in local schools.</p>
<p>GROWTH: More opportunities for local SMEs & VCSE. Improved staff wellbeing & mental health. Reducing inequalities. Promotion of ethical procurement.</p>	<p>Hours of: professional business advice (Finance, HR, legal) to VCSEs & SMEs. Voluntary hours donated to VCSE. ££s spent on local supply chains via contracts; Contract staff provided with wellbeing programmes, diagnostic & support for anxiety & depression. Equality & diversity training provided for staff in supply chains.</p>
<p>SOCIAL: Creating a healthier community. Vulnerable people are helped to live independently. More working in the community.</p>	<p>Initiatives which tackle: Crime reduction e.g. youth groups, street lighting; Homelessness; Health interventions e.g. tackling obesity, alcohol & drug abuse; social isolation e.g. befriending schemes, digital inclusion. Donations & in kind (£s and materials) to local groups & projects. Hours of volunteering time to support community projects.</p>
<p>ENVIRONMENT: Carbon emissions & air pollution reduced. Safeguarding the natural environment. Resource efficiency & circular economies are promoted.</p>	<p>Savings on contract CO2 emissions; No. of miles saved via green transport schemes; No. of car miles driven using low/no emission staff vehicles; hard to recycle waste diverted from landfill</p>
<p>INNOVATION /PROMOTING SOCIAL INNOVATION: To promote local skills & employment; support responsible businesses, enable healthier, safer & more resilient communities, safeguard the environment & respond to climate emergency.</p>	<p>Promotion of local skills & employment via co-production with communities & stakeholders, delivering benefits while minimising carbon footprint. Themes: Responsible businesses; Healthier, safer & more resilient communities; environmental safeguarding.</p>

Scoping for a County Durham Approach?



Baseline & scoping: looking at tools available to support sector, implications for partners & identifying participating partners to test/model an approach,

- Current engagement with public sector commissioning
- Calendars for individual organisations (reporting & monitoring for funders)
- Current quality marks adopted & in date
- Any carbon reduction & environmental policies in place or development

Testing and modelling (Autumn):

- Particular themes, issues, areas of development where this work can usefully focus
- What can VCSE offer to enrich the Durham Pound Indicators?

Outcomes & Feedback:

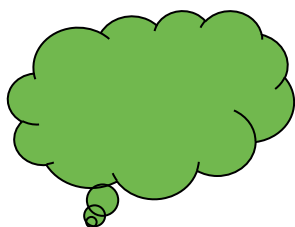
- Interim findings / consider opportunities (Policy Conference - October)
- Options for adoption/development (January)



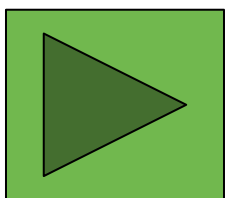
Next Steps...



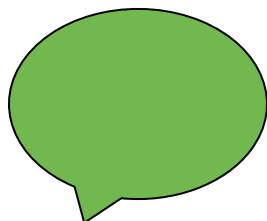
We'll be in touch through the Forum membership list



We want to hear your thoughts...
Just let us know if you're not interested



Establish the baseline & set up some modelling



Jo aims to talk to as many of you as possible...