

Measuring Impact using SROI

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Measuring impact

- What is SROI?
- From outcomes to impact
- Examples from the *Local Food Programme* SROI
 - Measuring change in outcomes
 - Valuing Outcomes

The Spirit of SROI..

- "Too much and too long, we seem to have surrendered community excellence and community values in the mere accumulation of material things. Our Gross National Product [GNP].....
- "Yet [GNP] does not allow for the health of our children, the quality of their education, or the joy of their play. It measures neither our wit nor our courage; neither our wisdom nor our learning; neither our compassion ... it measures everything, in short, except that which makes life worthwhile."
- Robert F Kennedy

So SROI measure the things that matter...and

- It is driven by stakeholders and focussed on outcomes
- It explores, measures and values change
- It tries not to over claim

Three stages...

- Exploring (describing) change.. Theory of Change to identify outcomes and chain of events
- Evidencing (measuring) change.. Indicators to measure change in outcomes over time (distance travelled)
- Valuing (monetising) change.. Financial proxies to calculate the return on investment, and to compare impact across outcomes / themes

Local Food: An SROI Approach

A 700% return on investment
(Ratio 1:7)

Food affordability 2%

Training and education 8%

Community Vibrancy 26%

Physical health 24%

Mental health and well being 38%

Local economy and enterprise 2%

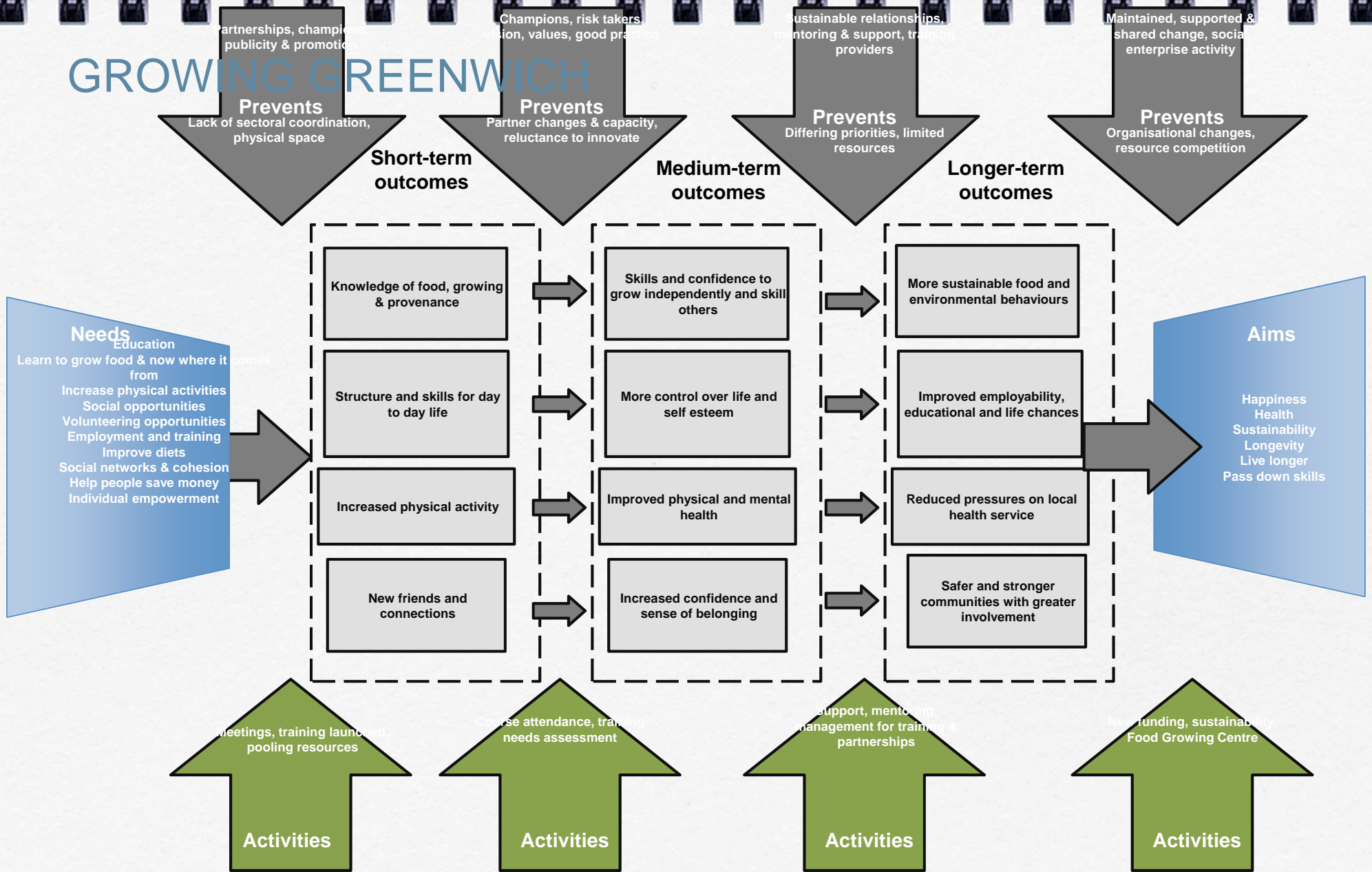
Social innovation
Social Prescribing
Happiness



The Local Food programme:

A Social Return on Investment Approach

GROWING GREENWICH



Some example questions

The Warwick-Edinburgh Mental Well-being Scale

Below are some statements about feelings and thoughts. Please tick the box that best describes your experience of each over the last 2 weeks

STATEMENTS	None of the time	Rarely	Some of the time	Often	All of the time
I've been feeling optimistic about the future	1	2	3	4	5
I've been feeling useful	1	2	3	4	5
I've been feeling relaxed	1	2	3	4	5
I've been feeling interested in other people	1	2	3	4	5
I've had energy to spare	1	2	3	4	5
I've been dealing with problems well	1	2	3	4	5
I've been thinking clearly	1	2	3	4	5
I've been feeling good about myself	1	2	3	4	5
I've been feeling close to other people	1	2	3	4	5
I've been feeling confident	1	2	3	4	5
I've been able to make up my own mind about things	1	2	3	4	5
I've been feeling loved	1	2	3	4	5
I've been interested in new things	1	2	3	4	5
I've been feeling cheerful	1	2	3	4	5

The development of Warwick-Edinburgh Mental Well-being scale was funded by the Scottish Executive National Programme for improving mental health and well-being, commissioned by NHS Health Scotland and developed by Warwick University and Edinburgh University. It is jointly owned by NHS Health Scotland, Warwick University and Edinburgh University.

Before your involvement in growing Greenwich	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
My life involved a lot of physical activity					
I had a lot of energy					
I felt generally healthy					
Since your involvement in growing Greenwich	Strongly Agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
My life involves a lot of physical activity					
I have a lot of energy					
I feel generally healthy					
Before your involvement in growing Greenwich	None of the time	Rarely	Some of the time	Often	All of the time
I had been feeling optimistic about the future					
I had been feeling useful					
I had been feeling relaxed					
I had been dealing with problems well					
I had been thinking clearly					
I had been feeling close to other people					
I had been able to make my mind up about things					
Since your involvement in growing Greenwich	None of the time	Rarely	Some of the time	Often	All of the time
I've been feeling optimistic about the future					
I've been feeling useful					
I've been feeling relaxed					
I've been dealing with problems well					

Issues around measuring impact

- Looking back or forward? (Evaluative or forecast)
- Ideally longitudinal - building in Distance Travelled
- Where possible use validated / tested questions (nef, European Social Survey)
- Triangulate / validate with appropriate secondary data / comparable SROIs
- Dovetailing with existing evaluations or monitoring - consistency in questioning

Counterfactual

- Deadweight - What would have happened anyway (Secondary data)
- Attribution - How much change can you really attribute to this project or programme? (Scale)
- Displacement – Where an activity displaces other benefits or dis-benefits in the area, or simply moves them from one area to another

Translating outcomes into impact

- Financial Proxies (Approximations)
- Three main types: Stated preference (WTP); revealed preference (market data); Cost / income
- Benefit period, drop-off and discount rate
- Calculation of Net present Value (NPV)
- Sensitivity analysis to examine effect of varying assumptions

Health related proxies

Outcome	Financial Proxy	Value/unit	Source	Rationale
Improved competence, engagement and purpose	Cost of personal development course on 'Delivering Beyond Yourself'	£660 p.p	REED Learning http://www.reedlearning.com/training-courses/personal-development/delivering-beyond-yourself	PD Course is likely to achieve a similar set of outcomes
Improved mental health	Mental health service costs per individual (anxiety and depression)	941 p.p (p.a)	SROI Wiki Vois Database - The Troubled Families Cost Database http://neweconomymanchester.com/stories/1336-evaluation_and_costbenefit_analysis	Represents a unit cost saving to the NHS through improved mental health as a result of the project.
Improved physical health	Economic benefits associated with preventing premature death due to physical inactivity	34,818 p.p	SROI Wiki Vois Database - Scottish Executive 'Let's make Scotland more active: A Strategy for Physical Activity' http://www.scotland.gov.uk/Resource/Doc/47032/0017726.pdf	A key outcome is the promotion of physical activity through food growing, so considered a relevant proxy for physical health benefits arising from the project.
Increased resilience and self esteem	Cost of CBT to build psychological resilience and self esteem	1240 p.p	Personal Social Services Research Unit (PSSRU)	CBT could achieve equivalent outcomes. Used in previous SROI on growing Social Capital
Reduced dependence on welfare support	Benefits for an adult annually	12896 p.p (p.a)	SROI Network VOIS Database - New Ground in Tackling Anti-Social Behaviour; Evaluation of the Dundee Families Project http://www.york.ac.uk/chp/hsa/papers/spring02/scott.pdf B reaking	