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Preface

The Social Value Bank is a resource to support the valuation of community investment. The Value Calculator¹ and Value Insight and *Measuring the Social Impact of Community Investment: A Guide to using the Wellbeing Valuation Approach*² (*The Guide*) enable you to apply the values to understand a basic assessment of the impact of individual activities, generate an Impact Valuation Statement, and inform a strategic approach.

As we described when we launched the Social Value Bank and *The Guide*, the approach would develop based on discussions with and feedback from users. These Practice Notes aim to address questions arising from the practical application of the values. We will continue to gather learnings from their application and re-issue these notes on a regular basis.

These Practice Notes include updates on how to use some values and tightened up the use of others.

We state in the *The Guide* (page 31) you should include an 'Estimates and Assumptions' section to your Impact Valuation Statement on any:

- Estimates, assumptions or judgements
- Sampling information
- Use of the 'unknown results' values

In this document we refer to this section as the 'Notes' and remind you to document any relevant judgements or deviations from the guidance in your analysis in this section.³

When publishing your Impact Valuation Statement you should include an indication of which update of the process it has been prepared in line with (in this case, Update 2014/1).

¹ Available for free download from <http://www.hact.org.uk/social-impact-value-calculator>

² *Measuring the Social Impact of Community Investment: A Guide to using the Wellbeing Valuation Approach*. Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara. March 2014. Available for free download from <http://www.hact.org.uk/social-value-publications>

³ You should use labels in your Impact Valuation Statement e.g. 'Note 1' and use that reference in the Notes section e.g. 'Note 1' to then explain the note that refers to that section.

Contents



Time _____ 4

1. Time thresholds
2. Duration and drop off

Scales _____ 5

3. How are values within a scale matched against the amount of change?

Data collection and evidence _____ 5

4. Using evidence to apply values - summary
5. Can we apply the values based on our own survey questions?
6. Our intervention does not have neat start and end times
7. Should we survey the same people at the start and the end?
8. Can I use sampling?
9. The beneficiaries are not the individuals we have contact with
10. What about negative value?



Quality _____ 7

11. What do our results tell us about quality of delivery?

The values _____ 8

12. What if a value I want is not in the Social Value Bank?
13. Can we compare these to the values in HACT's report 'The Social Impact of Housing Providers'?
14. Will the values change over time?

Value-specific issues _____ 8

15. Is salary included in the employment values?
16. Apprenticeship value
17. Never arrested
18. Married parents (youth)
19. Afford to keep house well-decorated



Inputs _____ 9

20. Should you include staff time in inputs?

What are we responsible for? _____ 9

21. What would have happened anyway?
22. Partnership funding
23. Should we apply values to outcomes we did not expect?
24. We do not have any data and cannot do any surveys. What can we do?



Specific activities _____ 11

25. One day events

Adding values together _____ 12

26. The Relationships Tab in the Value Calculator

HACT support _____ 14

Time

1. Time thresholds

The values have been calculated based on the wellbeing uplift achieved by an increase in annual earnings and therefore the wellbeing uplifts are also annual. It is therefore most appropriate to apply to outcomes that stretch out over a significant part or all of a year.

For the majority of values, you should apply the full value as the benefit to wellbeing is projected to last across the year, for example, if someone moves into employment, changes how they feel about crime, or does a training course.

You should not apply the value in the following instances:

- **When an individual does an activity, hobby or sport listed in the table for less than two months** as this short-term engagement does not qualify for the annual value. This threshold has been set to establish a standard approach for those using the Social Value Bank.

EMP1408	Regular volunteering
EMP1409	Regular attendance at voluntary or local organisation
SOC1401	Member of social group
SOC1402	Active in tenants group
SPO1401	Football
SPO1402	Keep fit
SPO1403	Walking
SPO1404	Yoga or Pilates
SPO1405	Dance
SPO1406	Frequent moderate exercise
SPO1407	Frequent mild exercise
HOB1401	Gardening
HOB1402	Hobbies

- **You have data that the previous situation has been returned to**, for example that someone returned to unemployment, returned to feeling unsafe in their neighbourhood or that their general health is not good. In these cases you should apply the proportion of the value for the number of weeks that it was true.
- **For an apprenticeship or training course you have data that someone did not complete** their apprenticeship or training course. In this instance you should apply no value.

The Value Calculator and Value Insight do not currently calculate a proportion of value. This is something we will continue to keep under consideration, and may be introduced in a future version.

If you wish to use the values in an SROI or CBA⁴, you can apply the values as recommended within those approaches.

⁴ Social Return on Investment or Cost-Benefit Analysis

2. Duration and drop off

You should only apply a value for an individual for one year, therefore assuming that any outcome only lasts a year. This is a simplifying assumption we have consistently applied across all outcomes, to avoid having to assess on a case-by-case basis the duration of the benefit.

This simplifying assumption is to help make the tool more practical. Whilst it inevitably means that some impacts will be undercounted and some will be overcounted, as the outcomes last for less or more than a year, it avoids the need for either substantial data collection or estimates/assumptions.

To avoid overcounting, in the current version of the approach we do not permit impact to be counted as extending past a year even if you collect data that indicates that the beneficiary continues to be in the improved state. This is because of the increasing level of deadweight that would occur over time (the proportion of people in your intervention who would have achieved the same outcome without your activity at some point over the coming years). We will keep this under review and, if possible, will seek to undertake further analysis to attempt to resolve this issue.

This does not prevent you using the values in other impact valuation methodologies that do permit the use of informed judgements around duration and drop off.

Scales

3. How are values within a scale matched against the amount of change?

The value represents an average movement on the scale from a non-valuable option to a valuable option. This represents a move between any of these points, for example, in the case below, it would include both movements from 5 to 1, or 3 to 2. It is worth noting that most of the movement in these types of scales will be clustered around the middle.

How do you feel about X these days?	1. Very Good	x
	2. Good	x
	3. Neither good or bad	
	4. Bad	
	5. Very bad	

This was a simplifying method made for ease of application, but also reflects the extent to which the datasets used to generate the values demonstrate 'break points' at which significant social value can be observed as a result of some types of intervention.



Data collection and evidence

4. Using evidence to apply values - summary

To apply values you need the required evidence as detailed in the Value Calculator or Value Insight.

- The values are derived from national survey datasets; each one relating to a specific question within the survey. The survey questions included in this approach mirror those questions so the application of the values is kept in line with how they were derived.
- If you have no evidence, you can apply the reduced value using the 'unknown results' option as a transitional measure. **This 'unknown result' option will soon be retired.**

5. Can we apply the values based on our own survey questions?

Some of the values can be applied with your own data (registers, records etc.) with no issue at all. Details are contained in the Value Calculator on the tab titled Descriptions and Evidence, in the column labelled Evidence Needed or the Evidence Needed button in Value Insight.

To apply some of the values, you should use the survey questions as detailed on page 19 of The Guide. If you wish to apply the values based on data previously collected using questions that are very close to the survey questions but not exactly the same, you can do so as a transitional measure but must be completely clear about any assumptions made in your 'Notes'.

You must make the reader fully aware that your social impact assessment does not follow the method defined in The Guide and you should begin to use the correct wording in your data collection in the future.

For the most part applying the values to your own data will be least problematic when it is a simple binary outcome, such as employment, that has not been created based on a redefinition of a response scale such as the one set out in section 3 above. Here definitions of the outcomes in the national datasets are likely to match closely with standard or lay definitions.

6. Our intervention does not have neat start and end times

Your start and end times may not be clean cut or your intervention may be ongoing. If people access your intervention in a staggered fashion (coming and going at different times), you can survey individuals as they sign up and again when they leave (whether that be weeks or months later). If your engagement with people is on an ongoing basis, then you can survey at annual or six monthly intervals. This will then enable you to measure change and attach value on an annual basis. You should report on your social value annually to mirror your financial reports.

7. Should we survey the same people at the start and the end?

Yes, take an ID number (or perhaps a nickname) when completing the 'before' survey and repeat the survey with the same individual at the end of the intervention. It is important



to take appropriate care of any survey data you complete, particularly as some of the responses may reveal sensitive information about your respondents. You may need to discuss this with your local data protection officer if you are unsure how to proceed.

Further practice advice in the future will examine the possibility of using random samples for your surveying at the start and the end, which may be a potential alternative in certain circumstances if your programmes work with large numbers of people.

8. Can I use sampling?

It may not always be appropriate or possible to survey everyone involved or potentially benefitting from your intervention (see number 9 below). If you do sample, you must select people at random and the sample size must be at least 30-40 people. You will need to be confident that you have an understanding of relevant sampling good practice and be able to randomise in a way that does not risk introducing bias. If the stakeholder group is 25 people or fewer then all the people should be surveyed.

You must clearly explain your sampling method in your 'Notes'.

9. The beneficiaries are not the individuals we have contact with

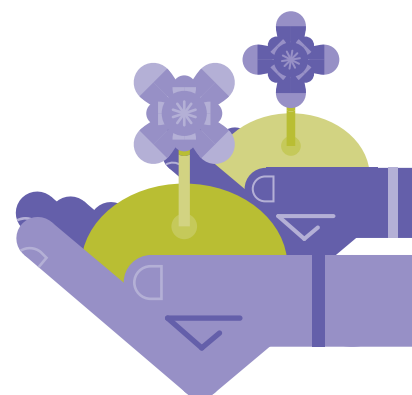
The benefit may accrue to someone not directly involved with your intervention e.g. people living on an estate benefiting from your anti-social behaviour (ASB) diversionary intervention.

The standard approach in this instance would be to conduct a survey in the area affected. This could either be a survey of all households in the affected area or a sample survey, as described below:

- Say that the area benefiting from the activity is estimated as an estate, housing 300 people.
- Select an appropriate random sample (see number 8, above). Work out the percentage of responses that move from a non-valuable to a valuable answer. Apply that percentage to the overall number of people.
 - E.g. if we survey 40 people and find 4 of them moved to 'Not at all worried about crime' from a non-valuable answer, you can apply the value to 10% of people in the defined area, which is 30 of the 300 residents provided that your sample is based on a random selection of residents in that area.
- You will need to apply the value accordingly
 - E.g. not worried about crime value: £11,873
 - % of sample population who moved from non-valuable to valuable answer: 10% (4 out of 40 people surveyed)
 - Estimated number of people impacted on: 300
 - The equation is $11,873 \times (10\% \text{ of } 300) = £356,190$
 - Value of ASB diversionary activity on estate = £356,190 per year.

10. What about negative value?

If no change occurs, you apply no value. If there is negative movement (i.e. from a valuable answer to non-valuable) you should subtract the value for that outcome from the total. The



Value Calculator or Value Insight do not have this capability yet but we suggest you take this into account in your social value calculations.

We plan to include the assessment of negative value in a future iteration of this model.

Quality

11. What do our results tell us about quality of delivery?

The activity values relate to the average effect on life satisfaction to the average person who does a specific activity (e.g. football, employment training). So, while quality is not assumed, a balance of good and bad delivery and high and low quality is in effect represented through the (average) values from the national datasets. The trade-off we face is that whilst quality cannot be directly linked from the national data to your interventions, we are able to benefit from the larger samples in the national datasets to provide us with a better reflection of how the outcomes impact on people's lives and how they are valued.

The outcome values are applied to an observed change experienced by an individual (e.g. improvement in confidence) and therefore reveal something about the quality of your intervention.

This approach should not serve as a performance or project management system but should inform decisions alongside such data.

The values

12. What if a value I want is not in the Social Value Bank?

We have values to cover the main areas of community investment, but there are gaps where there is not yet an associated value; for instance opening a bank account or work experience. These outputs may ultimately lead to outcomes that do have an available value (e.g. financial comfort and moving into employment) and the surveys may reveal as much over the year.

You should not disregard results of activities simply because there is not an associated value in the bank. If you have results that do not have a value, such as number of people opening a bank account, we suggest you report these outputs alongside your social impact results; these should typically be reported as counts: you should not normally place monetary values on them using proxies derived with incompatible methods.

We plan to add values and expand the Social Value Bank in due course. If you are interested in exploring the creation of additional values that reflect your community investment priorities in greater detail please contact info@hact.org.uk.

13. Can we compare these to the values in HACT's report The Social Impact of Housing Providers?

The housing values in Part A of The Social Impact of Housing Providers are directly comparable with those in the Social Value Bank. The values in Part B have been superseded by the Social Value Bank due to original analysis and advances in the methodology.

14. Will the values change over time?

There will be two major effects: (i) inflation and (ii) growth in income/GDP per capita which would impact on the valuations. The figures will need to be updated at regular intervals (approximately every three to four years) to ensure they remain in line.

We may also re-run the models when large amounts of new data become available (such as future waves of the Understanding Society dataset) and this could see changes in the values.

Value-specific issues

15. Is salary included in the employment values?

No. The values associated with moving into employment represents only the uplift in wellbeing separate from any extra money in the pocket, which should be seen as an additional benefit.

16. Apprenticeship value

The apprenticeship value in the Social Value Bank (EMP1406) represents the value of holding an apprenticeship qualification across a lifetime rather than currently being enrolled in one. The value was derived in this way due to restrictions in the data. After reviewing how people wished to use the value, it was decided to review how to value apprenticeships.

For currently being enrolled on an apprenticeship, the value has been updated to:

- Vocational training value (EMP1407) + Part-time employment value (EMP1403)

This value will now be applied automatically in v.2.0 of the Value Calculator and in Value Insight.

We will keep this value under review and consider whether it needs to be amended or updated in future iterations of the model.

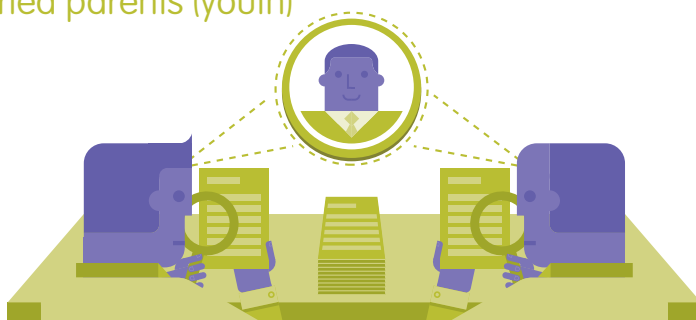
17. Never arrested

This value (YOU1405) should be viewed as a proxy value of helping someone avoid getting involved in crime and covers the perspective of the potential criminal rather than potential victims.

This value has issues of deadweight that are different to the others in the Social Value Bank, and should require a robust assessment of the counterfactual (the likelihood that individuals would have been arrested without your intervention).

We will keep this value under review and consider updates in future iterations of the model.

18. Married parents (youth)



This value (YOU1404) was derived in the context of interventions to prevent family breakdown. Similar to the above, it is currently problematic to practically apply this value.

We will keep this value under review and consider updates in future iterations of the model.

19. Afford to keep house well-decorated

This value (FIN1402) is about ability to pay, regardless of whether the household actually wants the item.

Inputs

20. Should you include staff time in inputs?

Yes. The input figure must represent the cost to deliver the outcomes and therefore include staff costs in this delivery, as well as any partnership funding. It may not be straightforward to do this calculation and so you may wish to estimate a figure and explain your estimation in your 'Notes'. Voluntary time should also be costed at the market wage for the time forgone.

What are we responsible for?

21. What would have happened anyway?

The model uses average deadweight figures from the HCA Additionality Guidance 2014 which acknowledges that a proportion of change would have happened without your intervention to prevent overclaiming. Using the HCA figures saves additional research or a less robust figure being used.

22. Partnership funding

If you have joint-funded a project with another organisation, use one of the 'User Defined' columns in the Value Calculator to record this or in Extra Information in Value Insight. You must use the overall budget (rather than just your contribution) to get accurate cost-benefit calculations.

You must not attempt to make assumptions around the attribution of outcomes as it is unlikely to be as simple as claiming the proportion of social impact to costs. For example, your funding may have made the project possible. Instead, acknowledge where an activity is partnership funded and state this clearly, along with amounts etc. in your 'Notes'.

23. Should we apply values to outcomes we did not expect?

Interventions can have knock on benefits, for example a smoking cessation course may also contribute to an increase in confidence. You can claim for what you have survey data to support but you must be reasonable and explain any judgements you have made in your 'Notes'. This also includes negative knock-on effects.

24. We do not have any data and cannot do any surveys. What can we do?

We introduced the ‘unknown result’ option so values can be applied without collected data. This was designed to be a transitional measure while organisations establish data collection processes. **This ‘unknown result’ option will soon be retired.**

This 10% value should only ever be applied to the relevant population - that may not be all the people who went through the intervention. For example, a few people on the project may have been relieved of depression but there is no reason to believe that the whole group were depressed in the first place. It would be a different story if the participants had been specifically recruited to the project because they were depressed. This needs to be considered and any assumptions or judgements explained in your Impact Valuation Statement.

You can also run break-even analysis which is a simple calculation to find the number of people that would need to experience the relevant outcome for your intervention to produce a ‘break even’ result (where costs are covered by the value of the benefits). You can then make an assessment as to whether given your organisation’s experience and knowledge of the area it is likely that your intervention got enough people through to at least break-even. If it is likely that you got more people through to successful outcomes than the figure stipulated from the break-even analysis then you can make a tentative conclusion that your intervention has helped to create a positive social value, although to understand the exact magnitude of this value would require your organisation to undertake the surveys.

The break-even ratio is calculated as:

$$\frac{\text{Project budget}}{\text{Value in Social Value Bank}} = \text{Number of participants needed to do activity or experience outcome for the project to break even}$$

- E.g. An employment programme

$$\frac{\text{Cost of employment programme}}{\text{Full-time employment value}} = \text{Number of participants needed to secure full-time employment to break even}$$

$$\frac{85,000}{10,767} = 7.9$$

In summary, about eight people would need to find full-time employment for this programme to break even.

Specific activities

25. One day events

Many housing providers run one off ‘Community Day’ type events. The values in the Social Value Bank are not well-suited to fine-grained impacts such as a one-day event. An event may lead on to a future outcome, such as a training course or volunteering or a series of events (e.g. over summer or Easter holidays) and may have an effect on outcomes such as

'I feel belonging to this neighbourhood' and 'I regularly stop and talk with people in my neighbourhood'. You will need to ask these of a sample of the population before and after a series of events or activities. See number 8.

Adding values together

26. The Relationships Tab in the Value Calculator

Following feedback from users who have been applying the Social Value Bank to their community investment work we conducted a review of the relationships between the values. As a result of this review we have redefined some of these relationships.

These redefinitions have changed some values you are able to apply to the same individual in one year without it constituting double-counting.

Please remember that the indications of outcomes that cannot be applied together relate to a given individual beneficiary, not to a project or programme. There is nothing wrong with applying any combination of relevant values within a single project, if it is for different people.

For example, a project may seek to encourage people to increase their level of activity; for some people the result may be to get them doing moderate exercise, whilst for others they might end up doing mild exercise; it would be acceptable to count the relevant value for each individual, but you should not count one person as having achieved both the mild and moderate exercise outcomes.

We plan to carry out additional statistical modelling work in the future to further investigate how these different factors interact within the data. Until we are in a position to empirically establish the interactions between the outcomes we are introducing some additional restrictions based on user feedback.

We aim to support users to:

1. **Be conservative and to prevent overclaiming**

We believe that it is preferential to underestimate social impact rather than to overinflate it

2. **Ensure the values are used in a robust way**

The following highlighted squares with a red cross are the newly defined values that **should not be added together**:

Local environment

Which values can we apply together?	Local environment									
	No problem with teenagers hanging around	No problem with vandalism/graffiti	Not worried about crime	No problem with anti-social behaviour	Police do good job	No litter problems	Able to obtain advice	Good neighbourhood	Feel belonging to	Talks to neighbours
Local environment										
No problem with teenagers hanging around	✓	✓	✓	✗	✓	✓	✓	✓	✓	✓
No problem with vandalism/graffiti	✓	✓	✗	✗	✓	✓	✓	✓	✓	✓
Not worried about crime	✓	✗	✓	✗	✗	✓	✓	✓	✓	✓
No problem with anti-social behaviour	✗	✗	✗	✓	✓	✓	✓	✓	✓	✓
Police do good job	✓	✓	✗	✓	✓	✓	✓	✓	✓	✓
No litter problems	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Able to obtain advice locally	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Good neighbourhood	✓	✓	✓	✓	✓	✓	✓	✗	✗	✗
Feel belonging to neighbourhood	✓	✓	✓	✓	✓	✓	✓	✗	✗	✗
Talks to neighbours regularly	✓	✓	✓	✓	✓	✓	✓	✗	✗	✗

Financial Inclusion

Which values can we apply together?	Financial inclusion							
	Debt-free	Afford to keep house well-decorated	Able to save regularly	Relief from being heavily burdened with debt	Able to pay for housing	Financial comfort	Access to internet	Able to insure home
Financial inclusion								
Debt-free	✓	✓	✓	✗	✓	✓	✓	✓
Afford to keep house well-decorated	✓	✓	✓	✓	✗	✗	✓	✗
Able to save regularly	✓	✓	✓	✓	✓	✗	✓	✓
Relief from being heavily burdened with debt	✗	✓	✓	✓	✓	✓	✓	✓
Able to pay for housing	✓	✗	✓	✓	✓	✗	✓	✗
Financial comfort	✓	✗	✗	✓	✗	✓	✓	✗
Access to internet	✓	✓	✓	✓	✓	✓	✓	✓
Able to insure home contents	✓	✗	✓	✓	✗	✗	✓	✓

(Continued on the next page)

Sports

Which values can we apply together?

	Sports (incl. health impact)	Football	Keep fit	Walking	Yoga or pilates	Dance	Frequent moderate exercise	Frequent mild exercise
Sports (incl. health impact)								
Football		✓	✓	✓	✓	✓	✗	✗
Keep fit		✓	✓	✓	✓	✗	✗	✗
Walking		✓	✓	✓	✓	✓	✗	✗
Yoga or pilates		✓	✓	✓	✓	✓	✗	✗
Dance		✓	✗	✓	✓	✓	✗	✗
Frequent moderate exercise		✗	✗	✗	✗	✗	✓	✗
Frequent mild exercise		✗	✗	✗	✗	✗	✗	✓

These new relationships have been amended in the Relationships Tab in v2. of the Value Calculator.

HACT support

Control groups

It is possible to conduct primary data collection to explore the effect of all of the outcomes in the Social Value Bank (including one day events) using a 'control group' as a comparison. Please get in touch if you would like to discuss this.

Certification

HACT is offering a Certification Process to which you can submit your Impact Valuation statement. The purpose of the process is to assess whether the values have been applied in accordance with the method defined in The Guide and and you will receive Certification that your results are an accurate representation of your organisation's social impact. Please get in touch to find out more.

Training

A range of training is available including an overview of the methodology, in-depth sessions on the full model, tailored hands-on workshops and training on how to use the values separately in Cost-Benefit analysis or Social Return on Investment.

If you have an interest in the development of a specific Practice Note to answer a particular question about an area of the Social Value Bank or application of a value, we would be keen to hear from you.