



Social Return on Investment (SROI) Analysis of the Greenlink, a partnership project managed by the Central Scotland Forest Trust (CSFT)



“Now you’re more likely to see a bird on a branch than a burnt out car”

5 October 2009
Ea O’Neill
greenspace scotland

CONTENTS

<u>1. Introduction</u>	3
<u>2. Scope and stakeholders</u>	5
<u>3. Investment in the activity</u>	10
<u>4. The theory of change</u>	11
<u>5. Outcomes and evidence</u>	18
<u>6. Impact</u>	31
<u>7. Social Return Calculation</u>	33
<u>8. Recommendations</u>	35
<u>9. Audit trail</u>	38
<u>10. Appendices</u>	39

1 Introduction

This SROI analysis is one of two “pathfinder projects” undertaken by **greenspace scotland** In order to further develop a SROI programme for the greenspace sector. **greenspace scotland** is a national charity working with a wide range of national and local partners to improve the quality of life of people living and working in urban Scotland through the planning, development and sustainable management of greenspaces.

1.1 The Greenlink

The Greenlink is a 7 km cycle path creating a direct route from Strathclyde Country Park to Motherwell Town Centre. The Greenlink project is the result of a 3 year partnership between North Lanarkshire Council, CSFT, Scottish Enterprise Lanarkshire, Scottish Natural Heritage, Fresh Futures and Forestry Commission Scotland.

The project is managed by CSFT on behalf of the Greenlink Steering Group. The first year of the project saw the creation of the lit tarmac cycle way and some adjoining walk ways were upgraded. There is ongoing programme of woodland management, conservation and community events and activity taking place as part of the project, developed in partnership with the communities along the route; Daisy Park, Forgewood and Orbiston.

For a map of the Greenlink cycle route please see Appendix C

The Greenlink project has just entered a new 3 –year phase of development funded by The Robertson Trust, Paths to Health, SNH and North Lanarkshire Council (in kind contributions and materials) In addition to this funding bids are being prepared for specific sites and activities along and associated with the Greenlink, e.g. the Shields Glen park, where a bid to the WIAT fund for a 5-year development has been submitted.

1.2 Policy context for the Greenlink

Urban greenspace can make an important contribution to a healthier, safer and stronger, wealthier and fairer, smarter and greener Scotland. In particular, when speaking to stakeholders of the Greenlink it became apparent that improving health and wellbeing is a major issue in the locality of the project and therefore a focus for the Greenlink.

The Scottish Government’s strategic objective for a healthier Scotland is to help people sustain and improve their health, especially in disadvantaged communities – which many of the communities around the Greenlink area.

Government recognises that Quality greenspaces make a significant contribution to improving the health and wellbeing of our communities. Nicola Sturgeon, Deputy First Minister and Cabinet Secretary for Health and Wellbeing has stated that *“Clearly, the environment in which people live and*

the prosperity that they enjoy have significant impacts on their health and wellbeing” and The Health Inequalities Taskforce report and action plan **equally well** identifies that improving health is not simply the job of health services but needs a truly cross-cutting approach. The report recognises the key role of greenspace in creating healthy, sustainable communities and states:

The Government recognises the importance of greenspace and is committed to the provision of an environment which contributes towards well-designed, sustainable places with access to amenities and services. The importance of the environment, nature and greenspace in promoting mental health and wellbeing is recognised

1.4 Social Return on Investment

Social Return on Investment (SROI) is a method for measuring and communicating a broad concept of value that incorporates social, environmental and economic impacts. It is a way of accounting for the value created by our activities and the contributions that make that activity possible. It is also the story of the change affected by our activities, told from the perspective of our stakeholders.

SROI measures change in ways that are relevant to the people or organisations that experience or contribute to it. It tells the story of how change is being created by measuring social, environmental and economic outcomes and uses monetary values to represent them.

This enables a ratio of benefits to costs to be calculated. For example, a ratio of 3:1 indicates that an investment of £1 delivers £3 of social value. In the same way that a business plan contains much more information than the financial projections, SROI is much more than just a number. It is a story about change, on which to base decisions, that includes case studies, qualitative, quantitative and financial information.

The principles of the SROI approach are set out in Appendix A.

1.5 SROI type and purpose of analysis

There are two types of SROI; **evaluative**, which is conducted retrospectively and based on actual outcomes that have already taken place and **forecast**, which predicts how much social value will be created if the activities meet their intended outcomes.

This SROI analysis is an evaluative SROI which forms part of exploratory work by **greenspace scotland’s making the case for greenspace SROI programme**. In order to further develop the programme brief and attract funding for wider work it was decided to engage with two projects to carry out “rapid” SROI analysis with pathfinder projects. The learning from going

through the process with Greenlink will feed into the planning of the programme pilot (July – Nov 2009) and **greenspace scotland** will continue to work with CSFT during the pilot.

The SROI report will mainly be for CSFT internal use and the approach can potentially be used across CSFT projects. The report and lessons learned from the process will also form part of a **greenspace scotland** report on the pathfinder projects.

The Greenlink and CSFT project staff agreed to take part in the process, because they are keen to be able to demonstrate the value of the investment in the cycle route and related activities. In 1995 a cost benefit impact analysis carried out for the then Central Scotland Countryside Trust, showed a return of £3 to £1. This was a purely economic return and there's a feeling that activities like the Greenlink offers much more which isn't taken into account.

It is hoped that a SROI analysis will help make the case for replication of a "Greenlink type" project elsewhere and will also assist in attracting funding for further developing the Greenlink.

2 Scope & Stakeholders

2.1 Project Activity

The Greenlink project undertakes a wide range of activities including conservation activities, health walks, mountain bike club, scramble bike up lift and amnesty, community physical activity events, and is working towards an allotment project. All of the above activities could be part of a project wide SROI analysis.

2.2 Scope

This SROI analysis focuses on the conservation volunteering in the woodlands surrounding the Greenlink route in the CSFT financial year September 2007 - 2008. The scope was agreed by CSFT and Greenlink Staff in initial coping meeting as they felt it would be very valuable to identify the impact of the conservation volunteering in terms of community involvement and restoration of pride in the area. It was felt that the conservation volunteers "looks after the investment made" in the original tarmac cycle route.

The conservation sessions take place every Tuesday, from 10am until 1pm and involve practical tasks such as tree planting, wild flower planting or clean-ups. The aims of these sessions are to provide an opportunity for exercise, increase the biodiversity of the woodland and deliver informal training and experience of woodland management. The conservation volunteers remove damaged trees, clear fire sites, plant wild flowers and trees and remove fly-tipping.

The Greenlink provides volunteers with training, personal protective equipment and travel expenses. Training is provided on the basis of what is relevant to each volunteer's personal development, the project's requirements and budget availability.

The main beneficiaries of the conservation volunteering are the local residents and the volunteers themselves – approximately 21 core volunteers attend the conservation sessions, some whom are local residents. Project staff and volunteers describe how local residents were hesitant to embrace the conservation efforts when the project first began *“When we first started there was a lot of people resented us being there. Who are they to come in here and tidy up our place?”*

This attitude has changed over time *“There is a difference in the community, it's more friendly, people talk to you. They will talk when we're out on a Tuesday, ask ‘What are you doing now?’”*

2.2 Stakeholders and stakeholder engagement

The analysis focuses on 7 stakeholder groups: The conservation volunteers (including the local residents), CSFT Board and management, North Lanarkshire Council, NLC (5 departments), Forestry Commission Scotland, Motherwell Community Police and the NHS.

A list of other stakeholders was identified, but they have not been included in this analysis. The reasons for this are contained in Section 9 'Audit Trail' below.

Stakeholders were involved in the analysis through a variety of methods agreed with CSFT and Greenlink Staff at the initial scoping meeting.

The first stakeholder workshop had representation from the volunteer group, North Lanarkshire Council, and the Greenlink and CSFT staff groups. At this workshop the draft stakeholder map was reviewed and the nature of the change brought about for different stakeholders by the conservation volunteering was explored. The workshop also considered displacement (have “problems” just been moved on?), deadweight (what would happened anyway) and attribution (what other factors contributed to the change)

From the themes emerging at the workshop the format of a workshop for all of the volunteers was devised. Nine volunteers attended the workshop and gave a valuable insight into what the conservation volunteering means to them in terms of change and how to value this change. The volunteer group consisted of two volunteers from the Friends of the Shields Glen group and seven “general” Greenlink conservation volunteers.

Additional information has since been gathered via email and phone conversations and a questionnaire was distributed to volunteers not able to attend the workshop.

When developing indicators and proxies following on from the workshops we have also discussed these with the relevant stakeholders who have agreed that they are reasonable and make sense or have suggested alternatives.

During the process a range of stakeholders were identified, but not included in the analysis. The reasoning for this is explained in detail below, but this was mainly due to lack of data or because stakeholders were defined as not significantly influenced by the activity

2.2.1 The conservation volunteers

Volunteers play a central role in the development of the Greenlink, both in terms of conservation work, events planning and organising (Halloween, Christmas, Easter events among others) and health walks. 2006-2007 saw volunteers contribute with 2,240 working hours which equates to nearly £15,000 of in kind contribution (Greenlink annual report 2006-2007) this conflict with the value in the impact map which is 427 hours, but this is due to the scope of the analysis which focuses on conservation volunteering only.

The volunteers are recruited through word of mouth, Wishaw Volunteer Centre, the website and newsletters (10,000 homes along the Greenlink receive this). There are also good links to local Social Work departments and some volunteers with learning difficulties attend with their carers.

Greenlink staff and volunteers work in partnership with community groups, nurseries, schools, and national and local agencies to develop sites and activities along the Greenlink. Residents have joined together to form the Greenlink Community Development Group (GCDG).

Since the Group was constituted on 14th February 2006, they have made big difference to the area. The Group has helped to remove tonnes of fly-tipping from the woodland surrounding the Greenlink and have helped to bring some of the wooded area of the Greenlink under management.

The GCDG works with the Greenlink team to host community events which focus on promoting health, fitness and the local environment. The Group is also involved in the development of the Greenlink Allotment Project and were recently awarded £2500 from SEPA to remove fly tipping and provide free community skips for the area.

2.2.2 The local residents

Around 10,000 people are estimated to live in the core Greenlink area. Of these, 18% are children, 62% are working age and 20% are retired. These proportions are similar to the rest of the country as a whole (*GRO(S), 2006*) However, The total number of people claiming benefits in the immediate area is around 1,700 or 29% of the working age population. This is much higher than the Scottish average of 17% and 17% local residents of working age are in receipt of benefits for health related issues, again this is much higher than the national average of 10%. (*ONS, Department for Work and Pensions, April 2007*)

Using the Scottish Index of Multiple Deprivation (SIMD) data (2006) 5 of the 13 of datazones which make up the core area are ranked within the bottom 15% of all Scottish datazones. It is estimated that 4,500 people live in these areas. In addition, all the other datazones are ranked below the Scottish average. Results also indicate that 6 datazones are severely deprived both in terms of crime and also employment. Over 3,700 residents are estimated to be severely deprived in terms of health.

As outlined above, health deprivation appears to be a key problem in the area. In particular, Coronary Heart Disease is exceptionally prevalent in the core area. Eight of the thirteen datazones have CHD admission rates which are well above the Scottish average of 625 per 100,000. In fact, three of the datazones were in excess of three times the Scottish average.

More demographic details are available in Appendix C

2.2.3 Central Scotland Forest Trust (CSFT)

The Greenlink is a partnership project managed by the Central Scotland Forest Trust (CSFT). The Central Scotland Forest Trust leads the partnership which is creating the Central Scotland Forest. There are formal partners (the Scottish Government, Scottish Enterprise, Forestry Commission Scotland, the area's five Local Authorities and Scottish Natural Heritage) and informal partners including local communities, voluntary organisations, the private sector, farmers and landowners.

The Central Scotland Forest Trust has two key roles in the creation of the Central Scotland Forest. Strategically, it defines the vision for the Forest, assembles the resources to create it, engages and co-ordinates partners, promotes the Forest and woodlands and monitors progress. On a practical level, it acts as an implementer, undertaking projects including woodland planting (on derelict land, farmland and in urban areas), woodland management, access and recreation works (paths and facilities) and a range of community projects and landscape improvements.

CSFT has a strong focus on monitoring and evaluation. The organisation carried out a social impact study in 2005 and undertook a follow up study in 2007. It has also undertaken a programme of focus group studies with different types of the Forest users and for each CSFT project (including the Greenlink) a bespoke monitoring strategy is designed to deliver key information on outputs and outcomes.

2.2.4 North Lanarkshire Council (NLC)

The Greenlink runs through and connects the Daisy Park, Forgewood and Orbiston communities of North Lanarkshire, in addition to this; it connects the planned Ravenscraig new town with the rest of Motherwell via a sustainable transport route. In terms of the Greenlink SROI study it was decided at the first stakeholder meeting to split NLC into individual stakeholders, which are all affected by the Greenlink in different ways, namely

- Grounds and Maintenance (Environmental services)

- Conservation & Greening (Environmental Services)
- Regeneration Services (CEO office)
- Smartways (Roads and Transportation)
- Social Services

2.2.5 Forestry Commission Scotland (FCS)

The Forestry Commission Scotland serves as the forestry directorate of the Scottish Government, advising on and implementing forestry policy and managing the national forest estate. It's mission is to protect and expand Scotland's forests and woodlands and to increase their value to society and the environment.

Relevant to the Greenlink, FCS administers the Forestry Challenge Funds: Woodlands in and around Town (WIAT) and Forestry for People (F4P) under the Scotland Rural Development Programme (SRDP).

The Woodlands in and around Town (WIAT) Challenge Fund aims to bring urban woodland into sustainable management and improve recreation facilities by carrying out an agreed programme of work. The funding is targeted at woods within 1 km of settlements with a population of over 2000 people. The aim is to regenerate the woodland environment close to centres of population, improving the quality of life for people living and working there. The Forestry for People Challenge Fund covers all Scotland, including the WIAT area. It supports local involvement in woodland projects for health, learning and strengthening communities.

2.2.6 Community Policing Team, Motherwell, Strathclyde Police

With approximately 8,000 police officers and 2,700 police staff working round the clock, Strathclyde Police is Scotland's largest police force, and one of the biggest in the UK. There are eight territorial divisions within Strathclyde Police, each headed by a divisional commander. Each division is divided into sub divisions, serving the public at a local level and Community Policing Teams serving grouping of individual neighbourhoods.

The relevant Community Policing Team for the Greenlink area is the Motherwell South East and Ravenscraig Community Policing Team which covers the areas known as North Lodge, Knowetop, Muirhouse, Wishawhill, Ravenscraig, Craigneuk.

At the request of the Community Police team a Community forum was set up in 2006/07 to look at providing youth activities in the Daisy Park area. The group looked at supporting grant applications to provide a range of outdoor activities on the Greenlink and surrounding areas. Strathclyde Police donated £500 to provide mountain biking on the Greenlink in summer 2007 and the Greenlink and Craigview newsletter to encourage residents to report anti-social behaviour.

Most recently the Police and Greenlink staff and volunteers are working together on tackling the issue of motor cycles on the Greenlink. The police will be taking a zero tolerant approach to motor cycle misuse in and around the

Greenlink. According to the Police The diversionary work (mountain bike club) undertaken by the Greenlink Team helps to promote a real partnership approach to tackling this issue and an amnesty for motor cycles “*is particularly inventive and although not so popular with some of the harder core riders is particularly popular with parents.*”

2.2.7 The NHS

The NHS was not initially identified as a stakeholder of the Greenlink as there are no contributions made to the project from the local health board of NHS Scotland. However, it became clear that the Greenlink are providing outcomes for the NHS in terms of health improvement for healthier adults and children.

According to Jonathan Smith, NLC, NHS Lanarkshire is actively encouraging GPs to encourage their patients to use greenspace and NHS Lanarkshire and NLC have been working together on developing health indicators which includes greenspace.

3 The investment in the activity

We have calculated that the investment in the conservation volunteering in the CSFT financial year October 2007 – September 2008 is **£127,907**.

The total investment for the project year (CSFT financial year October 2007 – September 2008) was £69,361.50. Of this twenty percent or £13,872 has been spent on conservation activity. Although this was mainly Forestry Commission funding from the Woodlands in and around Town (WIAT) fund, it was felt that the different funders all had contributed to the three-year programme and that we wouldn't just consider the Forestry Commission as a single funder for year three.

Also included in the investment is £8006 which is the estimated valuation of the volunteers' time for the year (GL annual report) and £33,667 which is the apportioned cost of a major fly tip clean up by NLC. This clean up was carried out in 2006-07, but it was decided to include one third of the cost as investment in the year under study, as without it, the Greenlink conservation work could not have gone ahead.

There was significant investment in the first two years of the Greenlink from funders such as SNH, NLC and Scottish Enterprise Lanarkshire. For example North Lanarkshire Council invested in excess of £1M into the development of the tarmac cycle way and upgrading of surrounding walkways.

Although we acknowledge that the funding of the first two years of the Greenlink to some degree has made the conservation volunteering in year three possible, we still think it is possible to analyse the impact of the conservation volunteering activity in year three in its own right.

4 The theory of change

The theory of change which we are basing our analysis on is that through consistent and sustained conservation volunteering community engagement is generated and positive behaviour and engagement with the environment is promoted. From this overall theory a lot of outcomes are generated under the themes of physical health, mental well-being, community spirit and pride.

The Greenlink is unique in its combination of a major capital investment (the cycle route) and a staff team working with the local communities in a sustained and consistent way. The project manager and community officer think of themselves as “*as a community ranger service*” and the chairman of the Greenlink Community Development Group also acts as a link to the authorities “*You see dog walkers and bikes and now people say hello to you whereas they wouldn’t before... They come to see me if they see people doing stuff wrong and I ring the police*”

Research evidence from Glasgow Centre for Population Health shows that a community ranger service could increase the use of urban greenspace because a sense of individual safety has become a major barrier to use of facilities. Many people displayed high levels of community mindedness and would feel safer simply being able to report graffiti, vandalism or anti-social behaviour when they witnessed it. The personal touch is important to this sense of safety. Knowing there is an individual whose role is to care about the user’s experience is important. (GCPH July 2008, *It’s more than just the park – facilitators & barriers to the use of urban greenspace study*)

4.1 Change from the perspective of the conservation volunteers

The conservation volunteers come to the Greenlink for a range of different reasons

- Work experience for working outdoors
- Recovery from mental breakdown
- Autism assistance
- Cancer recovery
- Special needs
- A teenager comes with step dad as the step dad wants him out of bed in the morning
- Health improvement

However, health improvement through working outside does seem to be the common denominator for the volunteers – both physically and mentally. All the volunteers at the volunteer workshop agreed that they are more physically active than they would have been and that they “feel better”

“Healthwise, I’m outside more than I used to be and I get outside days other than the Tuesday [conservation day] too”

One volunteer described how it's good to experience a sense of community
“didn't know it existed now – young people now are “dog eat dog” – it is nice to speak to people”

The volunteers are offered training in a lot of areas and many have learned new skills through the Greenlink.

“It's amazing the things you can learn – even old dogs can learn new tricks”

Training courses include

- Walking leaders' course
- Committee course
- Events management course
- How to carry out risk assessments
- First Aid
- Use of tools (saw, spades, loppers)

As well as requiring new skills volunteers have realised they have skills they weren't aware of

“I realised I had a way with children through GL events”

And a group of volunteers have build up confidence and skills to run their own conservation work, without the GL staff present. The Greenlink has taken out liability insurance so the group is able to do this.

Some of the volunteers describe how working on the Greenlink has inspired them to look for work in outdoor education and conservation. One volunteer found a work placement on the back of the Greenlink and another went on a workweek at Dondreggan estate doing things like tree planting and fence removal

“I want to find work in conservation and get away from my usual work which I am unhappy with and get little satisfaction from now”

A volunteer's story

Peter joined the Greenlink as volunteers early on through an open day event. *"We were sitting in the house one day and had nothing better to do – there was also the promise of a free lunch".*

Peter says that Greenlink has benefited him in a number of ways

- His health has improved; he is outside more and more physically active
- He is more confident; he has taken on a role in the community development group steering group
- He has more knowledge about the environment; he is more aware of his surroundings – recognises birds, animals and plants and is able to pass this knowledge on.

Why does he do it? He enjoys it! Especially working with the children from the schools and nurseries seeing them enjoy nature "the smile on their faces"

Peter is also very proud of what the project has achieved and the difference that he has made to the community

"I think I'm making a difference to the environment and I can see the difference I've made in the last 3 years. I've lived here all my days. I've seen it come from nothing to something. You see mothers pushing buggies, people walking dogs, and when you pass people stop and say hello to you where before they'd walk by."

At the same time Peter also acknowledges that there are still challenges to be faced on the Greenlink he says about his fellow residents *"They're not taking as much rubbish out and dumping it. We've won a lot of battles but not the war. Some fly tipping still happens"*

4.2 Change from the perspective of local residents

4.2.1 Young people

In July 2007 the Greenlink conducted a youth survey engaging with 140 children living nearby or going to school close to the Greenlink. Most of the children were aged 9 to 13 years old. Three out of five respondents had heard of the new cycleway and half of the sample had actually been to the Greenlink. The majority of these indicated that they really liked it and thought that the project has had a positive effect on the local area. Most of the children enjoy using it for recreation purposes – primarily cycling and walking, however, some do use it to get to and from school.

The survey was carried out prior to the activity we are analysing, but can still be seen as a useful indicator of the change brought about by the Greenlink for young people. Indeed things that the young people mention that they don't like about the Greenlink are litter and broken glass – things which the conservation volunteers now deal with.

Most of the young people thought the Greenlink is a safe place to be, but still presences of gangs and drunks were mentioned as something they didn't like. One of the aims of the woodland management and conservation programme is to open up that landscape so antisocial behaviour is harder to hide and hence happen less. Hence the hope would be that young people 2 years later would not mention gangs and drunks in relation to the Greenlink.

4.2.2 Adults

In January 2009 CSFT published the results of an online survey as part of a small research project into the perceived impact of the Greenlink project upon the local environment and people's lives. A total of 38 people responded to the survey – the majority of them did it in November 2008, so the timing of the survey fits well with the year we are analysing.

All of the respondents think the Greenlink has made a positive difference to the local landscape and people now feel they have a recreational resource on their doorsteps. Furthermore, 92% (35) use the area either *a lot more* or *more than before* the Greenlink project started.

“the physical transformation is tremendous; a brighter and safer area to use.”

97% of the respondents are also convinced that the Greenlink has made a difference to the local community as it provides opportunities for local people to interact.

“You not only have a nicer green link [.....] but you find that there is much more community spirit with families and individuals chatting to each other along the walks and getting involved in the summer events”

The above views correspond with those of the Greenlink volunteers and staff who told us that the community were now more involved with the project and were taking a greater interest in the space and the activities of the project. A lot more people now use the space, and feel safer using the space.

“When we first started they said ‘You’re wasting your time.’ Now they don’t and have come around to the concept of what we want to do and some have joined in to help us”

4.3 Change from the perspective of Central Scotland Forest Trust

CSFT manages the Greenlink project and staff team on behalf of the funding partners, and has as such improved the partnership skills of the organisation and its staff. The Greenlink has had a positive effect on the CSFT in terms of learning how to involve communities and local people in greenspace management and activities. The project has “brought it home” that it is not enough to create a physical change i.e. a cycle route and cleaned up woodland, it is just as important to actively encourage (through a dedicated staff team) local people to use and take responsibility for their surroundings.

The Greenlink has also provided positive PR for CSFT – it is described as a flagship project and it has raised the profile of the CSFT in North Lanarkshire and nationally.

4.4 Change from the perspective of North Lanarkshire Council

North Lanarkshire Council (NLC) is a major funder of the Greenlink and funded the initial creation of the tarmac cycle route. NLC has also provided in kind funding by carrying out clean ups and fly-tipping removal in the project area and by providing office space at the Strathclyde Country Park. In stakeholder terms it made sense to split NLC into five different stakeholders

4.4.1 Grounds and Maintenance (Environmental services)

North Lanarkshire Council funded the initial removal of 100 tonnes for fly-tipping from the woodland and open space around the Greenlink and South Calder Walkway. Volunteers and GL staff believe that the fly tipping has decreased significantly and the local Grounds and Maintenance manager confirms that whilst there are some isolated incidences of fly tipping in the area, comparatively the area is not as bad as it was prior to Greenlink's inception. There is a regular routine inspection of the area by the street cleansing team but they do not keep statistics.

From a maintenance perspective there are no records of particular problems with vandalism in this area.

So we may have a situation where the number of fly tipping incidents has reduced, but local people are now more likely to report if they come across any fly-tipped material (they now use the space) in addition to this the Greenlink volunteers pick up rubbish and bring it to the road.

“Conservation volunteers bag rubbish taken from the Greenlink, Shields Glen, etc. Then they tell the council where they left it and the council come and pick it up” (GL project manager)

“Before the conservation group started there were no calls at all, but now calls have escalated as more people respect the site” (NLC)

4.4.1 Conservation & Greening (Environmental Services)

As the green and open spaces along the Greenlink have been cleaned up, and paths have been renovated more local people use the spaces and incidents of vandalism and antisocial behaviour have declined leading to a reduction in maintenance and repair costs.

“I’ve never been down here in years, I thought it was too overgrown but it great and it’s is right on our doorstep.” (local resident)

“It’s been made better and now community is involved, taking greater interest in the greenspace around about them. There are a lot of people using it and feeling safer now it’s opened up” (conservation volunteer)

There is also anecdotal evidence that the biodiversity is increased. The Greenlink volunteers and local schools are planting native species of wild flowers and through the woodland management programme dangerous and non-native trees have been replaced with native broadleaved species which increase biodiversity. However, no biodiversity audit has been carried out after the first 3 years of Greenlink.

4.4.2 Regeneration Services (CEO office)

From the stakeholder workshop it became clear that the Greenlink has had a positive impact on Regeneration services in North Lanarkshire and that there are plans to broaden out the project.

“(the Greenlink is)...filling a gap in community development especially as council budget for ranger services is being squeezed...we don't as a Council provide wider community planning initiatives like this. The Greenlink helps us hit national outcome indicators...” Local Regeneration Manager, NLC

“The Council Officers struggle to make connections and are not as effective at dealing with local level issues. I'd like to develop Greenlink approach over the rest of Motherwell. It's something we'd like to broaden out using a similar method into the West part of Motherwell, into Wishaw and into the new town” Local Regeneration Manager, NLC

The Greenlink has meant the NLC is more cognisant of the environment as a whole and acknowledges that it is a key community asset. From the Fairer Scotland fund each local regeneration area in NL has a local development fund, which focuses on developing the local environment and open/green spaces. The area which incorporates the Greenlink and surrounding greenspaces was awarded 430,000/year.

In each area an audit of spaces was carried out at individual neighbourhood level and it ways in which the fund could add value was identified. There was a clear indication that residents were less willing to accept the urban environment as it was due to the experience of the Greenlink.

4.4.3 Smartways (Roads and Transportation)

The aims of SMARTways are to promote walking, cycling, public transport, car sharing and healthy activity within North Lanarkshire. The project has a particular interest in the Greenlink as a sustainable transport link between the Ravenscraig new town and other communities of Motherwell.

Unfortunately, there are no data showing that North Lanarkshire residents are using the Greenlink for active travel and hence using their cars less. With respect to the Ravenscraig new town the residential developments have been delayed, so there are as such no commuters yet. This autumn Motherwell College and a sports facility will open at Ravenscraig and then it might be possible to see an increased use of the Greenlink for active travel.

4.4.4 Social Services

Three volunteers with learning difficulties attend the conservation sessions regularly with their carers. There are no day centres for people with learning difficulties in North Lanarkshire anymore, so the Greenlink provides an opportunity for people with support needs to take part in horticultural outdoors activity. According to one of the carers from NLC, there is currently no alternative to the Greenlink in the area. The conservation volunteering allows the volunteers in question to maintain their skills and work with others outdoors.

4.5 Change from the perspective of Forestry Commission Scotland

The Greenlink was one of the projects that had an influence on the Forestry Commission's approach by providing a clear demonstration of the importance of complementing support for the physical improvement of woodlands with a strong programme of community involvement to maximise the public benefits.

There was a number of initiatives including the SWT project in Cumbernauld Glen which applied for both funding for physical improvement work and resources to directly support community engagement (community officers) under the first phase of WIAT (2005-2008)

However, in the later rounds of the programme funding for these types of activities (e.g. staff time) was deemed to be out with the rules of the challenge fund - also a risk that it would end up funding existing local authority posts. This has now been addressed through the creation of an additional forestry Challenge Fund: Forestry 4 People (F4P).

The F4P challenge fund was specifically designed to complement the WIAT funding for physical woodland improvement work available under phase 2 of the WIAT programme (2008-2011).

There has always been a strong focus for community engagement in WIAT projects. What Greenlink and other projects highlighted was the value of having a dedicated resource focusing on community involvement. Forestry Commission Scotland has always funded physical woodland work and some community activity, however, now there is an explicit funding mechanism to further promote people use and enjoyment of these areas

4.6 Change from the perspective of Motherwell Police (Strathclyde)

The Community Police at Motherwell Police is very supportive of the Greenlink and its activities.

"I have only taken up post at Motherwell since April 2009 and have been very impressed with the work undertaken by the Greenlink Team particularly Susan & Michala..... I know the Community Police Officers that work in the area covered by the Greenlink are particularly complimentary about the impact the Greenlink initiative has had and continues to have" (Sergeant Mark Nicol)

In terms of change experienced, the Police focused on the Forgewood area, Police beat 53. Forgewood is one of the most challenging areas of Motherwell. It is ranked on the Scottish Index of Multiple Deprivation as being the 31st of 6505 datazones most affected by crime in Scotland. 1st being the most affected.

Comparing the reported disturbance calls before and after the Greenlink year of Sep 2007 –Oct 2008 shows a marked reduction in calls. In the period Sep/Oct 2007 there were 62 reported disturbance calls reported to the police in and around the Greenlink/Forgewood. In the same period the following year this figure had reduced to 42 reports a reduction of 32%.

4.7 Change from the perspective of the NHS

As mentioned above NHS Lanarkshire was not an active partner in the Greenlink project in the time period we are looking at.

Records show that that the Greenlink encourages young people and adults to be more physically active and assist more people in meeting the minimum level of exercise level recommended by the NHS. The Greenlink also provides a place for exercise, which the local NHS if it was to reach the same amount of people, does not have to provide.

It should be noted that since October 2008, involvement from the Health sector has grown; Paths to Health now provide funding for the Greenlink and the Motherwell Health Forum has offered to sponsor two Halloween events.

5 Outcomes & evidence

The impact map developed for the Greenlink Project shows the relationship, for each stakeholder, between inputs, outputs and outcomes, shows how a figure of impact is then arrived at, and the value of any outcomes which endure for more than the period under study. SROI also places a requirement on practitioners to identify negative outcomes, as well as positive outcomes.

The following tables show the relationships between inputs, outputs and outcomes for each stakeholder.

A full description of all assumptions, sources and calculation method is contained in Appendix B. Not all outcomes identified in the impact map could be included, and a list of outcomes not included together with the reasons for the decision is described in the Audit Trail in Section 9. The audit trail also gives a reason for the decisions made about materiality – why something is not included as it was not considered material to the analysis.

5.1 Conservation volunteers

In terms of inputs, outputs and outcomes it makes sense to split the conservation volunteers into 4 subgroups. A total of 182 individuals took part in conservation volunteering during the year.

5.1.1 Regular volunteers

Table 1

input	output	outcomes
Energy and enthusiasm Time – material so valued in the impact map	427 days of conservation activity (3 hours/day)	-Giving something back to the community -Increased physical health/stamina -Improved wellbeing and positive thinking from being outdoors -meeting new people from the community -more confidence -better tolerance of children and young people
	11 environmental skills training sessions provided	-Learning new environmental skills
	13 Volunteers on formal core skills training courses	-Getting a job -more likely to get a job in the future
	1062 hours spent socialising (within and outwith GL sessions)	-making new friends

5.1.2 People with learning disabilities

Table 2

input	output	outcomes
Energy and enthusiasm time– material so valued in the impact map	276 hours spent on conservation volunteering by 2 volunteers	maintaining skills by having something to do

5.1.4 Young volunteers

Table 3

input	output	outcomes
Energy and enthusiasm time– material so valued in the impact map	276 hours spent on conservation volunteering by 2 young volunteers	better tolerance of other generations

5.2 Local residents

For the purposes of this analysis it makes sense to split the local residents into 3 groups; children and young people, all local residents and older adults.

5.2.1 Children and young people

Table 4

input	output	outcomes
participation	-3120 additional informal visits to the Greenlink - 1,336 children attending events - 43% reported more cycling and walking (22,360 sessions)	-Play outside with friends more -Fun events to go to -Walking and cycling more

5.2.2 All local residents

Table 5

input	output	outcomes
Participation, support	Upgrading of green space adjacent to the GL	Nicer place to live
	9846 adults at events	Fun events to go to Friendlier community
	7km of accessible, safe and secure paths for walking and cycling	-More physically active adults -Improved mental wellbeing

5.2.3 Older adults

Table 6

input	output	outcomes
Participation, support	7km of accessible, safe and secure paths for walking and cycling	-Feeling safe outside leads to more walking -Reduced fear/more tolerance of young people

5.3 Central Scotland Forest Trust (CSFT)

Table 7

input	output	outcomes
Staff time and funding apportioned to conservation volunteering - valued in impact map commitment	427 days of conservation activity (3 hours/day) 22 events managed	Enhanced PR Enhanced sustainability of GL Improved learning for organisation Higher profile in North Lanarkshire CSFT commitment to GL model

5.4 North Lanarkshire Council (NLC)

In terms of inputs, outputs and outcomes the council into five stakeholders, unfortunately it has been impossible to obtain data to evidence the outcomes identified for most of the stakeholder groups within the council. The exceptions are regeneration services and social services.

5.4.1 Regeneration Services (CEO office)

Table 8

input	output	outcomes
Funding	92% of residents report using space more	Changed perception in NLC as greenspace as asset to communities

5.4.2 Social Services

Table 9

input	output	outcomes
Funding In-kind support	276 day opportunities for people with disabilities	Replacement of lost horticultural activity outdoors for clients

5.5 Forestry Commission Scotland

Table 10

input	output	outcomes
Funding	Areas adjacent to the Greenlink with improved physical infrastructure	-Opening up woodland to public access -Demonstration of importance of community involvement
	Higher number of native species growing	-Safer woodlands -Improved biodiversity

5.6 Motherwell Police

Table 11

input	output	outcomes
Time commitment	32% Fewer disturbance incidents reported	Less anti social behaviour

5.7 The NHS

Table 12

input	output	outcomes
none	427 additional days of physical activity of volunteers and 7km of accessible and safe paths for walking and cycling	-Healthier children -Healthier adults - more activities for people encouraging physical activities

5.8 Valuing outcomes

Table 13 below shows the descriptions of the indicators and financial proxies that represent the value of the above outcomes for each stakeholder, the quantities achieved for each outcome based on the project information, stakeholder workshops and information, and the value of each financial proxy used.

A full description of all assumptions, quantities, sources and calculation methods are contained in Appendix B. In order to replicate the calculation, Table 13 has to be read in conjunction with Appendix B and Table 14. the 'impact figure' in table 14 is derived from 'quantities' times 'value' less Deadweight, Attribution and Displacement.

5 main types of financial proxies have been used:

- Average household spending
- Value of people's time
- Cost of equivalent activities
- House values
- Avoided costs of treatment for health conditions

Table 13 shows the description of indicators and financial proxies

Stakeholders	Outcomes	indicators	quantities	Data source	Financial proxy	source	Value £
Regular volunteers	Giving something back to the community	Positive comments passed onto volunteers by community	214	Volunteer workshop	Average family spend on small gifts	Family Spending : A report on the Expenditure and Food Survey 2007 (EFS) Office of National Statistics http://www.statistics.gov.uk/StatBase/Product.asp?vlnk=361	1.50
	Learning new environmental skills	Number of formal environmental skills training sessions provided	11	CSFT email	Cost of commercial/alternative training provision	Internet search	100.54
	Increased physical health/stamina	Number of people reporting improved fitness	21	Volunteer workshop	Average family spend on sports/leisure	Expenditure and Food survey	243.8
	Improved wellbeing and positive thinking from being outdoors	Number of people reporting improved wellbeing from being outdoors	966	Volunteer workshop	Cost per hour of group therapy	Internet search	13.33
	Making new friends	Amount of time spent with friends in the team	966	Volunteer workshop	Cost of conservation holiday per hour	Internet search	5.42
	Meeting new people from the community	Numbers of friends reported in	690	Volunteer workshop	Cost of club membership	RSPB website	0.3

		the community					
	Gaining more confidence	Extra hours of community involvement	138	Volunteer workshop	GL calculation of value of volunteer time	GL annual report 2006/07	6.25
	Better tolerance of children and young people	Amount of time spent with children and young people on event days	445	CSFT records	GL calculation of value of volunteer time	GL annual report 2006/07	6.25
Stakeholders	Outcomes	indicators	quantities	Data source	Financial proxy	source	Value £
Volunteers on formal training programmes	Learning new core skills	Number of formal core skills training sessions provided	13	CSFT email	Cost of commercial training provision	Internet search	74.15
	Getting a job	Number of people getting a job and earning more	2	CSFT email	Increased net income from employment	Annual Survey of Hours and Earnings (ASHE), ONS http://www.statistics.gov.uk/statbase/product.asp?vlnk=15187	13.500
	More likely to get a job in the future	Getting a work placement	1	CSFT email	Income from work placement	JC + website	1856
		Getting a job interview	5	CSFT email	GL calculation of value of volunteer time	GL annual report 2006/07	18.75
Volunteers with learning difficulties	Maintaining skills by having something to do	Amount of time spent practising skills	276	Volunteer workshop	Cost of commercial/alternative training provision	Internet search	10.05

Young volunteers	Better tolerance of other generations	Amount of time spent with non peers	276	Volunteer workshop	GL calculation of value of volunteer time	GL annual report 2006/07	6.25
Stakeholders	Outcomes	indicators	quantities	Data source	Financial proxy	source	Value £
Local residents – children and young people	Play outside with friends more	Number of additional sessions children are playing outside	3120	GL Youth survey	Cost of an after school club session	Day Care Trust Survey of Childcare Costs 2009 http://www.daycaretrust.org.uk/data/files/Policy/costs_survey_2009.pdf	6.50
	Fun events to go to	Number of children attending events	1336	CSFT records	Average family spend on sports/leisure	Expenditure and Food survey	0.76
	More cycling and walking	Number of additional hours spent cycling and walking	22,360	GL Youth survey	Cost of an outdoor activity session	Daycare Trust	8.29
All local residents	Nice place to live	Number of people reporting that the GL is making a positive contribution to the landscape	38	GL online survey	Average 5% of house values for area	Statistics on house price trends by LA area, with data from previous period (Registers of Scotland) http://www.ros.gov.uk/public/news/indepth_house_prices.html#	5,872
		Number of people reporting that they have made more	3220	GL online survey	Value of time spent using the GL	ASHE	9.93

		use of space					
	Fun events to go to	Number of adults attending events	9846	CSFT records	Average family spend on sports/leisure	Expenditure and Food survey	0.76
	More physically active	Number of people using the GL for exercise	1610	GL online survey	Cost of gym sessions	Boat House, Strathclyde Country Park	4.50
	Friendlier community	Numbers of people reporting GL was making a difference to the community	56,350	Volunteer workshop	Average spend on culture, recreation and leisure	Expenditure and Food survey	0.29
Local residents - older adults	Feeling safer outside leads to more walking	Number of additional hours spent walking	36,800	GL online survey	Value of time spent walking	Income old age pension per hour	2.86
Stakeholders	Outcomes	indicators	quantities	Data source	Financial proxy	source	Value £
CSFT board and management staff	Enhanced PR	More people reporting that they support CSFT because of the GL	98	assumption	% of people at events donating to the CSFT	assumption	5.00
	Enhanced sustainability of GL	Continuation funding for project	1	CSFT	Amount of continuation funding secured	CSFT	28000
	Improved	New	1	CSFT	Value of short course	Internet search	500

	learning for the organisation	community development skills in the staff group			in community development		
	Higher profile in North Lanarkshire	More funding for another CSFT project in NL from NLC	1	CSFT	NLC contribution to another CSFT project in NL	CSFT	50,000
North Lanarkshire Council – Regeneration services	Changed perception in NLC of greenspace as asset to communities	Changed priorities for investing new fund	1	JS email	Size of fund prorata applied to greenspace	JC email	21,5000
North Lanarkshire – social services	Replacement of lost horticultural outdoor activity for clients	Amount of day care not used	276	Volunteer workshop	Cost of equivalent day care “saved”	Beyer et al 2008	28
Stakeholders	Outcomes	indicators	quantities	Data source	Financial proxy	source	Value £
Forestry Commission Scotland	Opening up woodlands to public access	Number of people reporting they made more use of the space	35	GL online survey	Entrance fee NTS parks	internet	40.00
	Demonstration of importance of community involvement	New fund set up to support community involvement	1	FCS	Forestry for people allocation		500,000
Motherwell police	Less antisocial	Reduced number of	20	Motherwell Community	Unit cost for attending disturbance call	Updated from 'The economic and social costs of crime against individuals and households	69.88

	behaviour	disturbance calls from Forgewood area		Police email		2003/04', 2005, Home Office On Line Report 30/05 http://www.crimereduction.homeoffice.gov.uk/statistics/statistics39.htm	
The NHS	Healthier children	Number of additional children meeting the minimum exercise levels	430	GL youth survey	Avoided costs of treatment for long term health conditions	Valuing Health Outcomes appendix adapted from SROI report on Salford Health Matters Refresh project	60.40
	Healthier adults	Number of additional adults meeting the minimum exercise levels	35	GL online survey	Avoided costs of treatment for long term health conditions	As above	60.40
	More activities for people encouraging physical activity	Avoided number of activity sessions needed in area	22,364	Both GL surveys	Cost of gym sessions	The Boathouse, Strathclyde Country Park	4.5

Table 14 shows the percentages used for deadweight etc. for all outcomes and show how this affects the final calculation of the impact

Stakeholders	Outcomes	Deadweight %	Attribution %	Displacement %	Impact £
Regular volunteers	Giving something back to the community	13.7%	33%	0	185
	Learning new skills	13.7%	33%	0	639
	Increased physical health/stamina	13.7%	33%	0	2,960
	Improved wellbeing and positive thinking from being outdoors	13.7%	33%	0	7,447
	Making new friends	13.7%	33%	0	3,328
	Meeting new people from the community	13.7%	33%	0	120
	Gaining more confidence	13.7%	33%	0	499
	Better tolerance of children and young people	13.7%	33%	0	1,608
Volunteers on formal training programmes	Getting a job	25%	25%	18%	12,454
	More likely to get a job in the future	0%	33%	0	1,392
Volunteers with learning difficulties	Maintaining skills by having something to do	13.7%	33%	0	1,604
Young volunteers	Better tolerance of other generations	13.7%	33%	0	997
Local residents – children and young people	Play outside with friends more	24%	25%	0	11,560
	Fun events to go to	25%	25%	0	569
	More cycling and walking	45%	45%	0	76,463

Stakeholders	Outcomes	Deadweight %	Attribution %	Displacement %	Impact £
Local residents - adults	Nice place to live	0	0	0	223,123
		44	5	0	17,010
	More physically active	39	50	0	2,210
	Friendlier community	0	50	0	8,050
	Fun events to go to	15	50	0	3,168
Local residents - older adults	Feeling safer outside leads to more walking	15	0	0	89,371
CSFT	Enhanced PR	15	25	0	314
	Enhanced sustainability of GL	0	40	0	16,800
	Improved learning for the organisation	0	66	0	170
	Higher profile in North Lanarkshire	0	25	0	37,500
North Lanarkshire Council – Regeneration services	Changed perception in NLC of greenspace as asset to communities	50	25	0	80,625
North Lanarkshire – social services	Replacement of lost horticultural outdoor activity for clients	0	0	0	7,712
Forestry Commission Scotland	Opening up woodlands to public access	55	5	0	599
	Safer woodlands				
	Demonstration of importance of community involvement	85	85	0	11,250
	Improved biodiversity				
Motherwell police	Less antisocial behaviour	0%	50%	0%	699
The NHS	Healthier children	69	25	0	6,038
	Healthier adults	39	25	0	967
	More activities for people encouraging physical activity	54	25	0	34,720

6. Impact

The above figures (table 13) are used to calculate the value of outcomes achieved for each stakeholder. In order to calculate the overall impact, these values have to be reduced to take account of deadweight (what would have happened anyway), attribution (who else creates these outcomes) and displacement (where there are negative outcomes for stakeholders not included in the impact map).

6.1 Deadweight

To calculate deadweight, reference is made to comparison groups or benchmarks. The perfect comparison would be if you could compare people who has benefited from the activity we are analysing with people from the same group of people who has not. This is known from drugs-trials, where some participants are given placebo-medicine. However, this is not possible when analysing greenspace interventions Therefore measuring deadweight will always be an estimate, but the more similar the comparison group, the better the estimate will be.

The detailed assumptions and sources for deadweight etc. are contained in Appendix B. Table 14 shows the percentages used for deadweight etc. for all outcomes and shows how this affects the final calculation of the impact.

For the Greenlink the main areas of deadweight which had to be investigated were around volunteering, use of the outdoors/greenspaces and physical activity levels. To calculate the impact of the Greenlink on those 3 main areas it was important to ascertain how many people would have volunteered anyway, visited greenspaces and been physical active.

6.1.1 Volunteering

In terms of volunteering the Scottish Household Survey shows that general volunteering in North Lanarkshire is 13.7% and Volunteer Development Scotland's' annual statistics show that 12% of the population volunteer 'in the environment' Hence we estimate that 13.7% of the Greenlink volunteers would have volunteered whether the Greenlink was there or not.

6.1.2 Use of the Outdoors/greenspaces

The Greenlink has obviously inspired local residents to use the greenspace right at their doorstep – the question is how many people would have used it anyway? In terms of children and young people, The Daycare Trust reports that 24% of children in UK have a patch of nature near their homes and go there once or twice a week. For adults the Scottish Recreation Survey shows that the Percentage of adults who have visited the outdoors one or two times a week in 2008 was 44%.

6.1.3 Physical activity levels

One of the aims of the Greenlink was to get all age groups to be more physically active in the outdoors, using the route for cycling and the adjacent path network for walking. In terms of what would have happened anyway 45% of 5-15 year olds across the country cycle at least 20 mins a week according to the Department for Transport National Travel Survey 2007. The percentage of Scottish adults who meet the recommended minimum physical activity levels is 39% with a corresponding 15% when it comes to adults 65+ (Scottish health Survey 2003)

6.2 Attribution

Attribution is an assessment of how much of the outcome achieved was caused by the contribution of other organisations or people. As with deadweight, it is not possible to get a completely accurate assessment of attribution; but we need to be aware that the activity analysed may not be the only one contributing to the change observed.

Based on our experience and discussions, regarding outcomes we have assumed that for local people living near the Greenlink, peer pressure contributes towards the use of the Greenlink. This is relevant for both for children / young people and also adults. In addition, weather has a significant impact! This is not an uncommon finding as the Forestry Commission attributes the relatively lower numbers of people visiting the Scottish Woodlands in 2006/07 to the “unusually wet summer of 2007” (Forest Research, 2008)

For volunteers, 33% had come through referrals from other agencies, such as the Volunteer Centre. We therefore took 33% as the attribution elsewhere for volunteer outcomes.

In terms of how much the success of the Greenlink influenced the creation and design of the Forestry for People grant programme (Forestry Commission) it is recognised that the Greenlink was one of four high profile projects with a major community involvement angle funded by the Woodlands In and Around Town WIAT programme. Therefore, we have assumed 5% attribution elsewhere and added in an additional 10% for general policy trends influencing the Forestry Commission.

6.3 Displacement

We found no major displacement issues with most of the outcomes created by the Greenlink. When identifying displacement we consider how much of the outcomes achieved have displaced other outcomes. Displacement often figures in relation to anti-social behaviour, which is in effect “moved on” and not reduced. This doesn’t seem to be the case for the Greenlink according to stakeholders. Another displacement issue could have been littering and fly – tipping if stopped in one area; does it just take place elsewhere? Again in discussion with stakeholders we found that this was not the case and that residents had actually changed their behaviour.

One outcome which always carries some displacement with is getting a job; the Scottish jobs density is 0.82 i.e. for every job seeker there are 0.82 jobs, which equates to 18% displacement i.e. someone else has 18% less chance of getting a job.

7 Social Return Calculation

Before we are able to calculate the Social Return on the investment in the Greenlink the issues of duration of outcomes and drop off have to be considered.

7.1 Duration

Clearly the effect of some outcomes will last longer than others and some will depend on the activity continuing and some not. When calculating the Social Return we project the value of the outcomes achieved into the future depending on what we believe the duration to be. Discussions and research into the duration of commonly used outcomes is being undertaken through the SROI Project in Scotland, and the 'Measuring Social Value' project in England, but the results have yet to be published.

In the case of the Greenlink, we have taken a conservative view on duration, in the light of lack of research evidence to draw on. We have assumed that changes in the attitudes and perceptions of greenspace improvements of local residents last for between two and three years. Health outcomes we have assumed last up to 5 years.

7.2 Drop off

We need to take into account how long outcomes last. It is considered that in future years the amount of outcomes directly attributable to the Greenlink is likely to diminish. As a consequence, over time it is likely that changes experienced by people will be more influenced by other factors external to the project. Drop off is used to account for this.

For example, a group of the conservation volunteers is now going out on its own doing conservation which is independent of the Greenlink staff. If we were to come back in ten years time and find that this group was still active, we would have to attribute this as much to the stamina and determination of the volunteers as to the original Greenlink project.

In terms of the Greenlink we have no historical data on the extent to which the outcome reduces over time, so for most outcomes (lasting more than one year) we have used 15% as a standard percentage.

7.3 The calculation of the Social Return Value is described here

Expressed as a ratio of return it is derived from dividing the Impact Value by the Investment. However before the calculation the Impact Value is adjusted to reflect the Present Value (PV) of the Impact. This is to reflect the present day value of benefits projected into the future. In this social value account, most outcomes are projected for a period of 1 year and so the effect of discounting for PV is very small. PV is applied however to those values here that have been projected for longer than 1 year. The interest rate used to discount the value of future benefits in this case is 3.5% as determined in the Government Green Book – recommended discount rate for public funds. This gives the impact over 5 years arising from the Greenlink conservation volunteering of:

Table 15

	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Present Value	662,764	283,867	56,140	4,302	3,657	£1,010,732
Net Present Value	£640,352	£274,268	£54,242	£4,157	£3,533	£976,552

In the account that has been created for this SROI the total impact calculation is as follows:

The total impact calculated from the impact map for the Greenlink is £976,552.

The total investment figure in the same period, to generate this value, was £127,906.

The SROI index is a result of dividing the impact by the investment.

This gives a social return of £7.63 for every £1 invested.

7.4 Sensitivity analysis

One purpose of a sensitivity analysis is to vary the main assumptions in the above 'base case' that have been made, which could affect the social return. The aim of the analysis is to test which assumptions have the greatest effect on the model.

Assumptions can be changed in terms of estimated deadweight, attribution and drop off, duration, financial proxies, quantities of outcome and the value of inputs where we've used non-financial inputs.

In case of the Greenlink it makes sense to carry out a sensitivity analysis where the duration of outcomes is restricted to one year; and where attribution is higher.

In terms of financial proxies we should test the ones concerning the Greenlink project impacting on the level of funding/design of grant funds and the financial proxy regarding the impact on house values.

We are also interested in seeing what would happen if we scaled the outcomes reported in the on-line survey up to the whole community around the Greenlink i.e. 10,000 people, or 3,000 households. In the base case we are only using the sample; 38 people who completed the survey.

Table 16

Base case assumptions	Revised assumptions	New SROI index
Outcomes endure	No outcomes endure	5.01
Deadweight is 23% on average	Deadweight is higher, at 50%	5.66
Attribution is 30% on average	Attribution is 50% on average	5.19
Some outcomes valued through grant funding and house prices	These values are not included	2.68
Outcomes of 'Nicer place to live' and 'More physically active' for local residents based on 38 responses	Survey results scaled up to 10,000 residents	77.97

8 Recommendations

8.1 Complying with SROI good practice

For most of the attribution percentages we had to rely on assumptions in assessing how much of the Greenlink outcomes were caused by the contribution of other organisations (not included in the impact map). This is not unusual in SROI analysis, but it would be useful to have a better understanding of the attribution issues in relation to use of greenspace and might be an area which warrants dedicated research.

Through the process we went back and checked that indicators made sense and seemed relevant to the stakeholders. This has both strengthened our analysis and kept stakeholders involved.

8.2 Key findings and recommendations for stakeholders

This section will outline key findings and recommendations for the key stakeholders and funders of the Greenlink; CSFT board and staff, North Lanarkshire Council and the Forestry Commission Scotland.

8.2.1 CSFT board and management staff

Key findings

The SROI analysis shows that the Greenlink has had a number of important impacts on CSFT. Firstly it has improved the PR of the organisation. This has been principally achieved by close association with the project highlighted in positive media coverage. Secondly, it has enhanced and stimulated the development of the skillset within the organisation. For example the CSFT Human Resources, IT Officer, Admin Team and the Line Manager have all had to adapt to the demands of managing staff who are based outwith the Trust's headquarters. Another example is the Monitoring and Evaluation Officer in the Trust, who has learned how to set up an online survey as a direct result of working with the Greenlink. Subsequently, this skill has been used in several other CSFT projects.

The Greenlink has also provided opportunities to work closer with existing partners (such as FCS) as well develop new supportive partnerships with agencies and departments which otherwise might never have occurred (such as NLC Social Services). This has led to additional CSFT projects being established within North Lanarkshire.

Recommendations

In terms of looking to the future it could be useful for the CSFT to have a clearer picture of the amenity value of the greenspace in different housing areas. This could be the object of a dedicated community survey.

When calculating the effect of greenspace on house prices we had to use a Dutch study as research reference and adapt it. There is a lack of Scottish research evidence in the area and it would be useful for the CSFT to support research locally.

We would also recommend that CSFT reflects on and embed general approaches to evaluation/monitoring derived from the SROI approach. Having gone through the SROI process should influence how surveys are done and data collected even if it is not monetised through an SROI calculation.

Duration of greenspace outcomes and drop off is another area which could benefit from dedicated research – either by CSFT or research partners, as it influences the impact of greenspace interventions.

8.2.2 North Lanarkshire Council

Key findings

It is clear that NLC is a significant stakeholder of the Greenlink; both as a funding partner and in terms of achieving a range of outcomes through the Greenlink. Unfortunately, the analysis shows that it has been difficult to obtain data to evidence outcomes achieved by the Council through the Greenlink.

The outcomes which were identified, but which we could not find any data/evidence on were:

- Fewer attendances for fly-tipping collection
- More standard rubbish collections
- More community use for greenspace leading to less maintenance
- Increased biodiversity
- Improved community spirit
- Changed perception in NLC of greenspace as an asset to communities
- More people using the Greenlink for active travel

Recommendations

Hence we would recommend that North Lanarkshire Council and CSFT discuss how data is best collected over the new 3 year funding period for the Greenlink, so the identified potential outcomes for the council can be evidenced and financialised.

8.2.3 The Forestry Commission Scotland

Key findings

The Greenlink conservation work has delivered on Forestry Commission Scotland outcomes in terms of the opening up of woodlands to more users and safer and more bio-diverse woodland areas close to the Greenlink. Unfortunately, there was no data available on the biodiversity outcome as no biodiversity audit has been carried out following the first 3years of the Greenlink. However, the Greenlink volunteers and staff have a clear feeling that bio-diversity has increased, and it would be interesting to look at this more closely.

A different type of Greenlink outcome for the Forestry Commission is the identified “demonstration of the importance of community involvement” of which we took the design (which allows for funding of a dedicated staff resource) of the new fund “Forestry for People” (F4P) to be an indicator. This was discussed with the Forestry Commission and although it is clear that the Greenlink wasn’t the only woodland project influencing the focus of the F4P it did have an impact.

Recommendations

We would recommend that the Forestry Commission Scotland and CSFT design ways of quantifying the increase in bio-diversity and the levels of “safety” achieved by removing dangerous and non-native species in the woodlands adjacent to the Greenlink

9 Audit trail

The stakeholder groups identified but not included in the analysis, and the reasons for exclusion, are presented in the table below

Table 17

stakeholder	Reason for exclusion
Schools and nurseries	change is recognised as access to quality greenspace, but no data available
Dog walkers	No data available
SNH	Funder, not material impact
Fresh Futures	Funder, not material impact
Scottish Enterprise Lanarkshire	Funder, not material impact
Greenlink Community Development Group	Outwith scope
Health walks volunteers	Outwith scope
Strathclyde Fire Service	No data available

The outcomes identified but not included in the analysis for stakeholders, and the reasons for exclusion, are presented in the table below

Table 18

stakeholder	outcome	Reason for exclusion
Grounds and Maintenance (Environmental services) North Lanarkshire Council	More standard rubbish collections	No data available
Smartways (Roads and Transportation) NLC	Fewer attendances for fly tipping More people using the Greenlink for active travel	No data available
Conservation & Greening (Environmental Services) NLC	Increased biodiversity	No data available
Conservation & Greening (Environmental Services) NLC	More community use leads to less maintenance	No data available
Children and young people	A safe and peaceful place to play outcome not included	No data and possible the same outcome as the “play outside with friends more” outcome
All residents	Improved wellbeing	May be double counting with “a nice place to live” outcome

All identified indicators were given a financial proxy.

10 Appendices

Appendix A

The principles of SROI

Table 19

Principle	Description
Involve stakeholders	Inform what gets measured and how this is measured and valued by involving stakeholders
Understand what changes	Articulate how change is created and evaluate this through evidence gathered, recognising positive and negative changes as well as those that are intended or unintended
Value the things that matter	Use financial proxies in order that the value of the outcomes can be recognised. Many outcomes are not traded in markets and as a result their value is not recognised
Only include what is material	Determine what information and evidence must be included in the accounts to give a true and fair picture, such that stakeholders can draw reasonable conclusions about impact
Do not over-claim	Only claim the value that organisations are responsible for creating
Be transparent	Demonstrate the basis on which the analysis may be considered accurate and honest, and show that it will be reported to and discussed with stakeholders
Verify the result	Ensure independent appropriate assurance

The SROI Network has recently published a comprehensive Guide to SROI. This can be downloaded at www.sroinetwork.org.uk

Appendix B

Sources, references and assumptions in calculating the social return from the Greenlink Project

B.1 Quantities

Table 20

Stakeholders	outcomes	indicators	quantities	assumptions
Conservation volunteers	Learning new environmental skills	Number of formal environmental training sessions provided	11	Number of courses undertaken by the volunteer group in period
Local/core volunteers	Giving something back to the community	Positive compliments passed on to volunteers by community	214	Number of days out on site, assume a compliment is passed on to the team every two days
Local/core volunteers	Increased physical activity/stamina/get healthy	Number of people reporting improved fitness	21	applies to all regular volunteers
Local/core volunteers	Improved mental wellbeing and positive thinking from being outdoors	Number of people reporting improved well-being from being outdoors	966	Outcome applies to all volunteers (21) Need to quantify the no GL sessions equivalent to group therapy sessions Assume 3 hours per week volunteering, for 46 weeks is 138 hours, with one of the hours equivalent to a group therapy session, i.e. 46 hours
Local/core volunteers	Getting a job	Number of people getting a job and earning more	2	From CSFT records
Local/core volunteers	More likely to get a job in future	Getting a work placement	1	From CSFT records
		Getting a job interview	5	From CSFT records
Local/core volunteers	Learning new core skills	Number of formal core skills training sessions	13	Number of people doing training in period

		provided		
Local/core volunteers	Making new friends	Amount of time spent with new friends in the team	1062	Number of volunteers reporting new social friends in team was 7 GL is 3 hours input per week for 46 weeks = 966 hours. Also includes 96 hours of time spent socialising outside of project, through hillwalking, cycling together
Local/core volunteers	Meeting new people from the community	Numbers of new friends reported in the community	690	Number of volunteers reporting new regular social contacts in the community was 5 GL is 3 hours input per week
Local/core volunteers	More confidence	Extra hours of community involvement	138	3 volunteers reports of extra time spent in community activities, assume one hour per week
Local/core volunteers	Better tolerance of children and young people	Amount of time spent with children and young people on event days	445	89 days spent by volunteers at events lasting 5 hours (at least)
People with learning difficulties	Maintaining skills by having something to do	Amount of time spent practising skills	276	No of hours per week spent in activity by the 2 clients with learning disabilities
Young volunteers	Better tolerance of other generations	Amount of time spent with non peers	276	No of hours per week spent in activity by the 2 young volunteers who reported this change
Children and young people	Play outside with friends more	Number of additional sessions children are playing outside	3120	60 children & young people reported playing outside more, assume 2 hours per week extra use, so 1 session
Children and young people	Fun events to go to	Number of children attending events	1336	Number of children at children's events
Children and young people	More cycling and walking	Number of additional hours spent cycling and walking by children	22360	43% reported, assume the increase is equivalent to one additional morning or afternoon per week, i.e. one childcare session
Older adults	Feeling safer outside leads to more walking	Number of additional hours spent walking	36800	10000 people - 20% are pensioners - from study, are 40% more likely to walk one hour a week in

				safer/pleasanter environments Sugiyama and Ward Thomson 2008
All residents	Nicer place to live	Numbers of people reporting the GL is making a positive difference to the landscape	38	From Greenlink on-line survey
		Numbers of people reporting they made more use made of the space	3220	Assume two hours extra per week spent in using the GL
All residents	Friendlier community	Numbers reporting GL was making a difference to the community	56350	From volunteer workshop, estimate of 175 more people using GL each day
All residents	Fun events to go to	Number of adults attending events	9846	Number of adults at non children's events
All residents	More physically active due to better surroundings	Number of people using the GL for exercise	1610	35 people reported using it more in the online survey, assumes time spent is equivalent to one session at the Boathouse
CSFT board and management staff	Enhanced PR	More people reporting they support CSFT because of knowledge of GL	98	Assuming that 1% of people attending adult events donate to CSFT
CSFT board and management staff	Enhanced sustainability of GL	Continuation funding for project	1	
CSFT board and management staff	Improved learning for the organisation	New community development skills in staff group	1	
CSFT board and management staff	Higher profile in North Lanarkshire	More funding for another CSFT project in North Lanarkshire from NLC	1	

NHS	Healthier children	Number of additional children meeting the minimum exercise levels	430	Number of additional children taking the recommended minimum exercise levels
NHS	Healthier adults	Number of additional adults meeting the minimum exercise levels	35	From Greenlink on-line survey
NHS	More activity/ways to address health issues in the area	Avoided number of activity sessions needed in area	22364	Number of people and kids attending GL events, assume each event is two sessions
North Lanarkshire Council – Regeneration services	Changed perception of greenspace as an asset by NLC	Changed priorities for investing new funds	1	One fund has been influenced
NLC – social work services	Replacement of lost horticultural activity for clients	Amount of day care provision not used	276	No. of hours per week spent in activity by the 2 clients with learning disabilities
Forestry Commission Scotland	Opening up woodland to public access	Numbers of people reporting they made more use made of the space	35	Assume two hours extra per week spent in using the GL by the 35 people who reported more use
Forestry Commission Scotland	Demonstration of importance of community involvement	New funds set up to support community involvement - 'Forestry for People'	1	One fund has been influenced
Motherwell Community Police	Less anti-social behaviour in the areas adjacent to the Greenlink	Reduced number of disturbance calls from area surrounding GL	20	From Police records

B.2 Financial proxies

Table 21

Stakeholders	Outcomes	Financial proxies	Value £	Assumptions
Conservation volunteers	Learning new environmental skills	Cost of commercial/alternative training provision	100.54	Cost of getting same training through other routes
Local/core volunteers	Giving something back to the community	Average family spend on small gifts	1.50	From Expenditure and Food Survey (EFS) 2008 for Scotland: Books £1.50 pwk Toiletries £1.90 Cash gifts and donations £7.50, but includes lottery, charities etc.
Local/core volunteers	Increased physical activity/stamina/get healthy	Average family spend on sports/leisure	243.8	Costs of membership for leisure classes is £4.50 per session at Strathclyde CP, FES expenditure on sports and leisure is £5.30 per week, based on 46 week year
Local/core volunteers	Improved mental wellbeing and positive thinking from being outdoors	Cost per hour of group therapy	13.33	£7.80 cost per two hour session, Barratt and Byford PSSRU BUT what would individual have to pay to access group psychotherapy? Ranges between £13 and £23 per hour
Local/core volunteers	Getting a job	Increased net income from employment	13500	Assume average earnings for Lanarkshire, £9.93 per hour, 35 hrs per week, £18K pa, net disposable income plus WTC less tax and NI and less HB/CTB foregone
Local/core volunteers	More likely to get a job in future	Income from work placement	1856	Income on New Deal Environmental Task Force Option 6 months work placement

		Time spent in attending an interview	18.75	3 hours at GL volunteer hourly rate (annual report)
Local/core volunteers	Learning new core skills	Cost of commercial training provision	74.15	Courses were 2 health and safety at work, 2 first aid, 5 health and hygiene, 4 child protection Cost of getting same training through other routes
Local/core volunteers	Making new friends	Cost of a conservation holiday per hour	5.42	£300 for 8 days, responsibletravel.com (charity) BTCV £14 per day action breaks in Scotland this year National Trust for Scotland average of £160 per week, average of these three is £190 per week or £5.42 per hour
Local/core volunteers	Meeting new people from the community	Cost of club membership	0.3	Average recommended adult and family membership fee for RSPB translates to 3p per hour
Local/core volunteers	More confidence	Value of time spent in extra involvement	6.25	GL annual report volunteer hourly rate
Local/core volunteers	Better tolerance of children and young people	Value of time spent in events	6.25	GL annual report volunteer hourly rate
People with learning difficulties	Maintaining skills by having something to do	Cost of commercial/alternative training provision	10.05	Cost of getting same training through other routes Divided by 10 - 2 sessions per day
Young volunteers	Better tolerance of other generations	Value of time spent with non peers	6.25	GL annual report volunteer hourly rate
Children and young people	Play outside with friends more	Cost of an after school club session	6.50	Day care Trust survey of childcare costs 2009 Cost per 15 hours of out of school care in Scotland was £49, £3.27 per hour, times two hours to make a session

Children and young people	Fun events to go to	Average family spend on sports/leisure	0.76	£5.30 per week, divided by 35 hours with events lasting 5 hours
Children and young people	More cycling and walking	Cost of an outdoor activity centre session	8.29	Average cost in 2008 of holiday childcare in Scotland is £82.88 per week, assume this represents 10 sessions per week
Older adults	Feeling safer outside leads to more walking	Value of time spent walking	2.86	Income on old age pension per hour
All residents	Nicer place to live	Average of 5% of house values for area	5,872	Value from Registers of Scotland
		Value of time spent using GL	9.93	Average earnings for Lanarkshire per hour
All residents	Friendlier community	Average spend on culture, recreation and leisure	0.29	£2 per week spend from EFS on cinema, theatre etc. divided by 7 days
All residents	Fun events to go to	Average family spend on sports/leisure	0.76	£5.30 per week, divided by 35 hours with events lasting 5 hours
All residents	More physically active due to better surroundings	Cost of gym sessions	4.50	Cost per session at the Boathouse
CSFT board and management staff	Enhanced PR	Increased donations to CSFT	5.00	Instant donation on CFST website
CSFT board and management staff	Enhanced sustainability of GL	Amount of continuation funding secured	28000	Information from CSFT
CSFT board and management staff	Improved learning for the organisation	Value of short course in Community Development	500	Equivalent of one module in university masters course
CSFT board and management staff	Higher profile in North Lanarkshire	Funding for another project along the GL	50,000	Funding for Shields Glen
NHS	Healthier children	Avoided cost of treatment for long-term health conditions	60.40	Savings if everyone was of a healthy weight; £20.44 Cancer treatment saved £10.78 CHD/stroke costs saved (information from appendix D)
NHS	Healthier adults	Avoided cost of treatment for	60.40	Savings if everyone was of a healthy

		long-term health conditions		weight; £20.44 Cancer treatment saved £10.78 CHD/stroke costs saved. (information from Appendix D)
NHS	More activity/ways to address health issues in the area	Cost of gym sessions	4.50	Assume Boathouse costs will be similar to NHS providing an activity class
North Lanarkshire Council – Regeneration services	Changed perception of greenspace as an asset by NLC	Size of fund pro rata applied to greenspace	21,500	Influence of GL reported to be 5/7 on a scale of 10 in how the funds will be spent
NLC – social work services	Replacement of lost horticultural activity for clients	Cost of equivalent day care 'saved'	28	£14,998 was figure calculated for cost per place per annum, or £326 per week based on 46 hour week. In Beyer, 2008 (see refs) Assume full-time day care of 35 hours per week, so pro rata to 3 hrs
Forestry Commission Scotland	Opening up woodland to public access	Entrance fee for NTS parks	40.00	Family 3 day pass
Forestry Commission Scotland	Demonstration of importance of community involvement	Forestry for People fund allocation	500,000	As reported Bob Frost FCS
Motherwell Community Police	Less anti-social behaviour in the areas adjacent to the Greenlink	Unit cost of attending for a disturbance call	69.88	69.88 is the up rated cost for an arrest and caution.

B.3 Deductions

Table 22

Stakeholders	Outcome	Deadweight benchmark or assumptions	Attribution estimate	Displacement estimate
Conservation volunteers	Learning new environmental skills	13.7% - Volunteering in North Lanarkshire (NL) is 13.7% from Scottish household Survey VDS annual stats: 12% volunteer 'in the environment'	33% - percentage of volunteers who were referred to GL by Volunteer Centre and Social Work	0% - estimate
Local/core volunteers	Giving something back to the community	13.7% - Volunteering in NL is 13.7% from Scottish household Survey VDS annual stats: 12% volunteer 'in the environment'	33% - percentage of volunteers who were referred to GL by Volunteer Centre and Social Work	0% - estimate
Local/core volunteers	Increased physical activity/stamina/get healthy	13.7% - Volunteering in NL is 13.7% from Scottish household Survey VDS annual stats: 12% volunteer 'in the environment'	33% - percentage of volunteers who were referred to GL by Volunteer Centre and Social Work	0% - estimate
Local/core volunteers	Improved mental wellbeing and positive thinking from being outdoors	13.7% - Volunteering in NL is 13.7% from Scottish household Survey VDS annual stats: 12% volunteer 'in the environment'	33% - percentage of volunteers who were referred to GL by Volunteer Centre and Social Work	0% - estimate
Local/core volunteers	Getting a job	25% - Assume one of the two had 50% chance of getting a job anyway	25% - purely an estimate	18% - 0.82 i.e. for every job seeker there are 0.82 jobs, so 18% displacement
Local/core volunteers	More likely to get a job in future	0% - No deadweight	25% - encouragement from family or carer	0% - estimate
		13.7% - Volunteering in NL is 13.7% from Scottish household Survey VDS annual stats: 12% volunteer 'in the environment'	33% - percentage of volunteers who were referred to GL by Volunteer	0% - estimate

			Centre and Social Work	
Local/core volunteers	Learning new core skills	13.7% - Volunteering in NL is 13.7% from Scottish household Survey VDS annual stats: 12% volunteer 'in the environment'	33% - percentage of volunteers who were referred to GL by Volunteer Centre and Social Work	0% - estimate
Local/core volunteers	Making new friends	13.7% - Volunteering in NL is 13.7% from Scottish household Survey VDS annual stats: 12% volunteer 'in the environment'	33% - percentage of volunteers who were referred to GL by Volunteer Centre and Social Work	0% - estimate
Local/core volunteers	Meeting new people from the community	13.7% - Volunteering in NL is 13.7% from Scottish household Survey VDS annual stats: 12% volunteer 'in the environment'	33% - percentage of volunteers who were referred to GL by Volunteer Centre and Social Work	0% - estimate
Local/core volunteers	More confidence	13.7% - Volunteering in NL is 13.7% from Scottish household Survey VDS annual stats: 12% volunteer 'in the environment'	33% - percentage of volunteers who were referred to GL by Volunteer Centre and Social Work	0% - estimate
Local/core volunteers	Better tolerance of children and young people	13.7% - Volunteering in NL is 13.7% from Scottish household Survey VDS annual stats: 12% volunteer 'in the environment'	33% - percentage of volunteers who were referred to GL by Volunteer Centre and Social Work	0% - estimate
People with learning difficulties	Maintaining skills by having something to do	13.7% - Volunteering in NL is 13.7% from Scottish household Survey VDS annual stats: 12% volunteer 'in the environment'	33% - percentage of volunteers who were referred to GL by Volunteer Centre and Social Work	0% - estimate
Young volunteers	Better tolerance of other generations	13.7% - Volunteering in NL is 13.7% from Scottish household Survey VDS annual stats: 12% volunteer 'in the environment'	33% - percentage of volunteers who were referred to GL by Volunteer Centre and Social Work	0% - estimate
Children and young people	Play outside with friends more	24% - Percentage of children in UK that have a patch of nature near their homes and go there once or twice a week	25% - estimate of effect of peer group pressure	0% - estimate

Children and young people	Fun events to go to	25% - Proportion of local events that kids could go to free Internet search on NLC events programmes	25% - estimate of effect of peer group pressure	0% - estimate
Children and young people	More cycling and walking	45% - Percentage of 5-15 year olds who cycle at least 20 mins a week DfT National Travel Survey 2007	25% - estimate of effect of peer group pressure	0% - estimate
Older adults	Feeling safer outside leads to more walking	15% - Percentage of older adults 65+ who meet the minimum activity targets. From Scottish health Survey 2003 reported at http://www.scotland.gov.uk/Publications/2008/06/20155902/3	0% - estimate	0% - estimate
All residents	Nicer place to live	0% No deadweight - 0.3% drop in average price over last year, 0.3% increase in Oct to Dec 08	0% - Would be influence of the housing market in general - assumed to be 0 due to credit crunch	0% - estimate
		44% - Percentage of adults who have visited the outdoors one or two times a week in 2008, Scottish Recreation Survey http://www.scotland.gov.uk/About/scotPerforms/indicators/visitOutdoors	5% - Government campaigns on physical activity	0% - estimate
All residents	Friendlier community	0% - No deadweight	50% - External influence on respondents' mood when surveyed	0% - estimate
All residents	Fun events to go to	15% - Proportion of local events in woodlands that adults attend Forest Research 2008	50% - the effect of the Weather and campaigns around outdoor activity	0% - estimate
All residents	More physically active due to better surroundings	39% - The proportion of Scottish adults who meet the recommended minimum activity levels From Scottish Health Survey 2003 reported at http://www.scotland.gov.uk/Publications/2008/06/20155902/3	50% - the effect of the Weather and campaigns around outdoor activity	0% - estimate
CSFT board and	Enhanced PR	15 % - Television, websites	25% - Television, websites	0% - estimate

management staff				
CSFT board and management staff	Enhanced sustainability of GL	No deadweight	40% - Ratio of routine fundraising secured as a result of GL success, as opposed to not £31,926 + 50% of £108K raised	0% - estimate
CSFT board and management staff	Improved learning for the organisation	No deadweight	66% - 2 other members of staff helped the member of staff in question develop skills	0% - estimate
CSFT board and management staff	Higher profile in North Lanarkshire	No deadweight	25% - Impact of community representatives and residents association in supporting the project	0% - estimate
NHS	Healthier children	69% - The proportion of Scottish children who meet the recommended minimum activity levels From Scottish Health Survey 2003 reported at http://www.scotland.gov.uk/Publications/2008/06/20155902/3	25% - estimated peer pressure	0% - estimate
NHS	Healthier adults	39% - The proportion of Scottish adults who meet the recommended minimum activity levels From Scottish Health Survey 2003 reported at http://www.scotland.gov.uk/Publications/2008/06/20155902/3	25% - an estimate	0% - estimate
NHS	More activity/ways to address health issues in the area	54% - Average for children and adults meeting recommended minimum	25% - an estimate	0% - estimate
North Lanarkshire Council –	Changed perception of greenspace as an	50% - Estimate of proportion of fund that would have been spent on greenspace anyway	25% - an estimate	0% - estimate

Regeneration services	asset by NLC			
NLC – social work services	Replacement of lost horticultural activity for clients	0% - No deadweight - No day care provided now in NLC, and carers report no other gardening opportunities provided in area	0% - no day care provided	0% - estimate
Forestry Commission Scotland	Opening up woodland to public access	55% - Percentage of adults who regularly use their greenspace - at least once per week Scottish Environmental Attitudes and Behaviours Survey 2009	5% - government campaigns on physical activity	0% - estimate
Forestry Commission Scotland	Demonstration of importance of community involvement	85% - GL was 1 of 4 community involvement projects funded by WIAT, so 75% attribution elsewhere, plus 10% for policy trends	85% - GL was 1 of 4 community involvement projects funded by WIAT, so 75% attribution elsewhere, plus 10% for policy trends	0% - estimate
Motherwell Community Police	Less anti-social behaviour in the areas adjacent to the Greenlink	0% - No deadweight - Incidence of anti-social behaviour is rising	50% - estimate of the reduction in antisocial behaviour due to other interventions	0% - Motherwell Police report a reduction and do not see any displacement of anti-social behaviour elsewhere

B.4 Duration and drop off

Table 23

Stakeholders	Outcomes	Duration (years)	Assumption	drop off	Assumption
Conservation volunteers	Learning new environmental skills	1	We have assumed that mental and physical health outcomes last for two years, and changes in the attitudes and perceptions of greenspace improvements of local residents last for between two and three years. Health outcomes we have assumed lasts up to 5 years.		As we have no historical data on the extent to which the outcome reduces over time, so for most outcomes (lasting more than one year) we have used 15% as a standard percentage.
Local/core volunteers	Giving something back to the community	1			
Local/core volunteers	Increased physical activity/stamina/get healthy	2		10%	
Local/core volunteers	Improved mental wellbeing and positive thinking from being outdoors	1			
Local/core volunteers	Getting a job	2		10%	
Local/core volunteers	More likely to get a job in future	1			
		1			
Local/core volunteers	Learning new core skills	1			
Local/core volunteers	Making new friends	1		5%	
Local/core volunteers	Meeting new people from the community	1		5%	
Local/core volunteers	More confidence	1		15%	
Local/core volunteers	Better tolerance of children and young people	3			
People with learning difficulties	Maintaining skills by having something to do	1			
Young volunteers	Better tolerance of other generations	3		15%	
Children and young people	Play outside with friends more	1			

Children and young people	Fun events to go to	1	As above		As above
Children and young people	More cycling and walking	1			
Older adults	Feeling safer outside leads to more walking	1			
All residents	Nicer place to live	2		15%	
		2		15%	
All residents	Friendlier community	2			
All residents	Fun events to go to	1		15%	
All residents	More physically active due to better surroundings	2			
CSFT board and management staff	Enhanced PR	1			
CSFT board and management staff	Enhanced sustainability of GL	1			
CSFT board and management staff	Improved learning for the organisation	1		0%	
CSFT board and management staff	Higher profile in North Lanarkshire	3			
NHS	Healthier children	5		15%	
NHS	Healthier adults	5		15%	
NHS	More activity/ways to address health issues in the area	1			
North Lanarkshire Council – Regeneration services	Changed perception of greenspace as an asset by NLC	1			
NLC – social work services	Replacement of lost horticultural activity for				

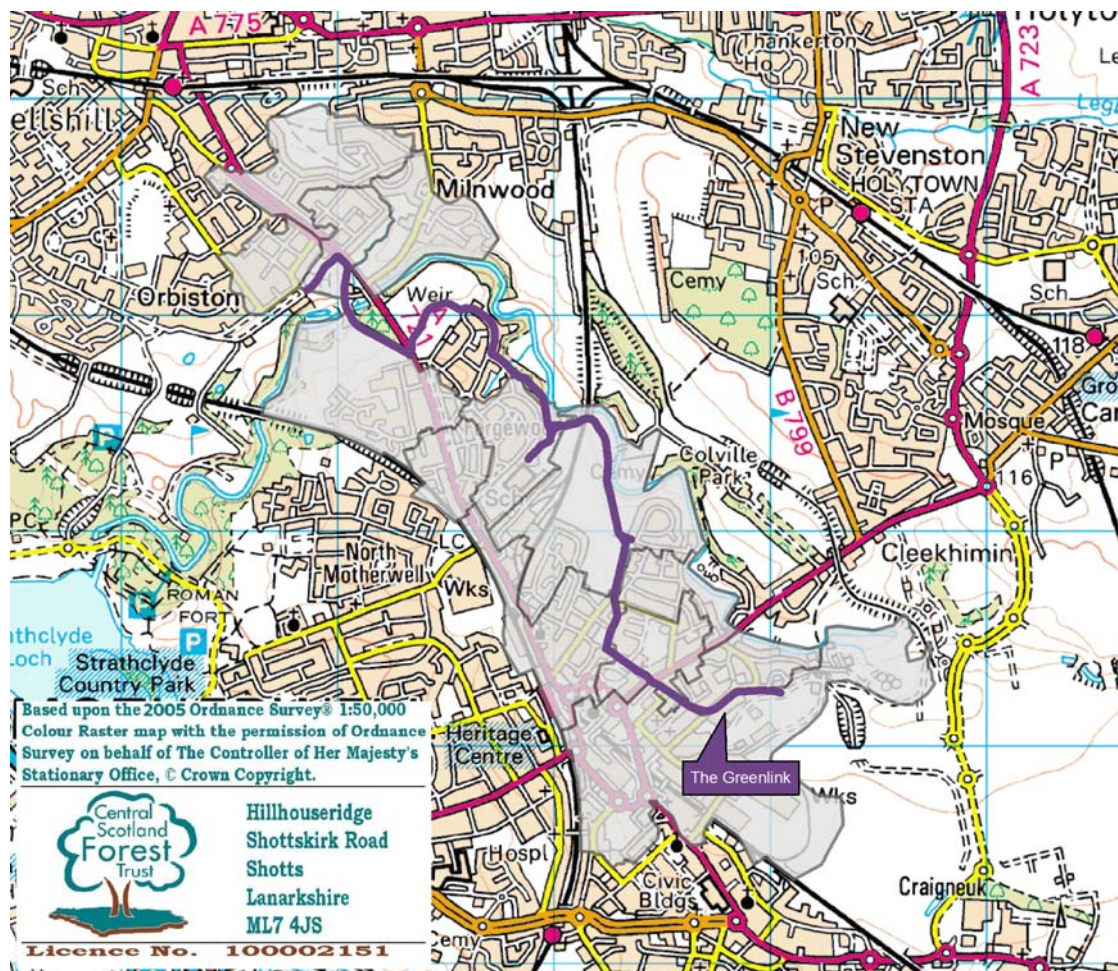
	clients	1	As above		As above
Forestry Commission Scotland	Opening up woodland to public access	1			
Forestry Commission Scotland	Demonstration of importance of community involvement	3		0%	
Motherwell Community Police	Less anti-social behaviour in the areas adjacent to the Greenlink	1			

Appendix C

Demographical information – the communities surrounding the Greenlink

There are a total of 13 datazones in close proximity to the Greenlink site. This core area is shown in the map below. It is estimated that 3,400 people live within 500 metres of a derelict site.

Datazone Centroids within 500M of the Greenlink



Population

Around 10,000 people are estimated to live in the core Greenlink area. Of these, 18% are children, 62% are working age and 20% are retired. These proportions are similar to the rest of the country as a whole.

Source: GRO(S), 2006

Benefit Claimants

The total number of people claiming benefits in the immediate area is around 1,700 or 29% of the working age population. This is much higher than the Scottish average of 17%.

17% local residents of working age are in receipt of benefits for health related issues, again this is much higher than the national average of 10%. In the core area, 4.4% of the working age population receive Job Seekers allowance, again this is much higher than the North Lanarkshire (2.9%) and Scottish averages (2.5%).

Source: ONS (Department for Work and Pensions, April 2007)

Scottish Index of Multiple Deprivation (SIMD)

Using the latest SIMD data (2006) 5 of the 13 of datazones which make up the core area are ranked within the bottom 15% of all Scottish datazones. It is estimated that 4,500 people live in these areas. In addition, all the other datazones are ranked below the Scottish average.

Results also indicate that 6 datazones are severely deprived both in terms of crime and also employment. Over 3,700 residents are estimated to be severely deprived in terms of health.

The data indicates that SIMD deprivation is most manifest in the area by low income. A total of 7 datazones fall into the bottom 15% of all Scottish datazones. This means that over half of the people living near the Greenlink are severely income deprived.

Source: Scottish Government, 2006 and ISD Scotland

Health

As outlined above, health deprivation appears to be a key problem in the area. In particular, Coronary Heart Disease is exceptionally prevalent in the core area. Eight of the thirteen datazones have CHD admission rates which are well above the Scottish average of 625 per 1000,000. In fact, three of the datazones were in excess of three times the Scottish average.

Furthermore, records indicate that people living in the area also suffer disproportionately from poor mental health and lack of well-being. Data reveals that the local area has a higher than average proportion of the population suffering from anxiety, depression or psychosis. Figures reveal that 10.4% of the local people are in receipt of drugs to combat these conditions in comparison to the Scottish average of 8.2%.

Source: Scottish Government / ISD Scotland 2004.

Additional Health Data in support of the Green Link Project

Coronary Heart Disease

North Lanarkshire has the highest incidence of CHD in the whole of Scotland. 364 people per 100,000 North Lanarkshire residents suffered from CHD in 2006 compared with just 306 across Scotland as a whole. The North Lanarkshire figure is 19% higher than the national average.

The situation appears to be worse for women than men. The number of male incidences of CHD is 14% higher than the Scottish average whereas for women it is 27% higher.

*Source: Coronary Heart Disease. Table IC3 : Trends in incidence 1997 - 2006
ISD Scotland 2008*

Mortality / Life Expectancy

North Lanarkshire has the fifth lowest life expectancy in Scotland. On average, people born in this Local Authority are likely to live to just 71.7 years for men and 77.5 years for women. This less than the Scottish average (73.0 and 78.4 respectively) and much less than neighbouring East Dunbartonshire (which has 76.2 and 79.9 respectively).

However, this is by no means the full story; other data focussing on the number of expected *healthy* years (without suffering from limiting long term illness) reveals that quality of life varies considerably across Scotland.

On average, men in North Lanarkshire can expect to have just 46.8 healthy years. This is only marginally better than Glasgow (with 46.7) and considerably less than the Scottish average of 53.8 healthy years.

Women in North Lanarkshire have the lowest healthy life expectancy in Scotland - just 50 in comparison to the Scottish average of 56.7 years.

*Source: Healthy life expectancy measurement in Scotland
Authors: Macdonald, A. S. 1; Straughn, J.; Sutton, M.
British Actuarial Journal, Volume 12, Number 2, 2006 , pp. 327-394(68)*

Obesity

One in five P1 children (aged 4-6 years) in North Lanarkshire are *overweight*, this is in line with the Scottish average. However, findings indicate that incidence of *obesity* amongst this age group in North Lanarkshire is higher than the national average.

Figures show that the area has a higher proportion P1 children classed as *obese* (9%) and also *severely obese* (4.6%) than the Scottish average (8.5% and 4.3% respectively)

Source: 2006/07 data from ISD Scotland, CHSP-S

There is also evidence indicating that these early childhood patterns are continued throughout the school ages. A higher proportion of P7 children (10-12 years old) within NHS Lanarkshire are *overweight* (35%), *obese* (20%) and *severely obese* (12%) than the National average.

Source: 2004/04 data from ISD Scotland, CHSP-S

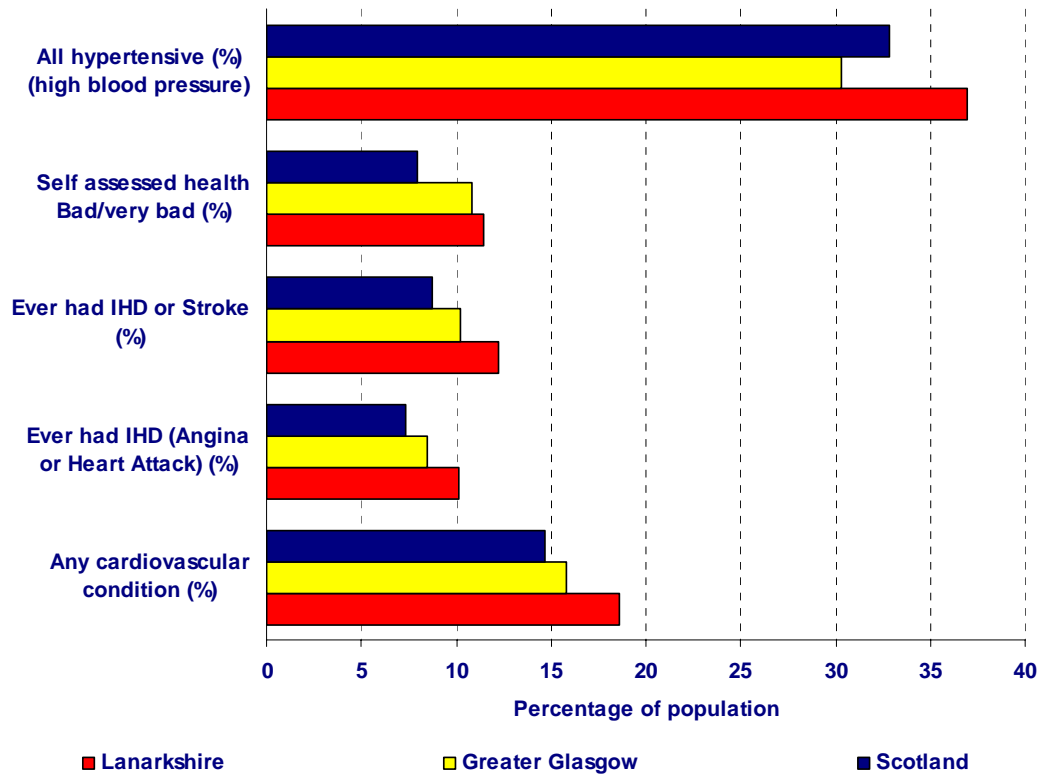
Further evidence indicating that obesity is a problem within the area is revealed by figures which show that Lanarkshire has the third highest per head rate of drugs prescribed in the treatment of the condition in Scotland. In 2005/06 there were nearly 13,000 prescriptions of obesity drugs (namely Orlistat & Sibutramine) in Lanarkshire a rate of 2.3% of the total population in comparison with the Scottish average of just 1.8%.

In recent years the number of prescriptions has increased dramatically. In fact, over the last five years in Lanarkshire, prescriptions increased fivefold totalling nearly £2.5Million in ingredient costs. This figure represents around £5.80 for every adult within the Health Board.

Source: 2003 Scottish Health Survey, Drugs used in the treatment of obesity, BNF 4.5

Scottish Health Survey Results

More results from the *2003 Scottish Health Survey* are shown in the chart below. It is clear from the information presented that the Lanarkshire Health Board area has a higher than average percentage of the population suffering from a wide range of conditions.



Appendix D

Valuing health outcomes

Health outcomes that might be anticipated from the Greenlink project, based on the available information, are:

- Reduced obesity from exercise and healthy eating
- Reductions in cancers from reduced obesity and healthy eating
- Reduced CVD, stroke and hypertension from reduced obesity and healthy eating

These health conditions are associated with overweight and obesity, but if these conditions are avoided through more exercise then future treatment and direct healthcare costs will be saved.

Obesity

The direct healthcare costs associated with obesity has been estimated at £1billion in England with total attributable costs estimated at £7billion.¹

As part of the National Obesity Forum, Lothian Health Board estimated in 2007 that a saving of £22million would result if everyone in Lothian was of a healthy weight.² The population of Lothian is 809,790, giving an estimated unit saving per head of population of £27.17. Uprating this to 2009 prices gives an estimate of £29.18 saved for every person of a healthy weight.

Cancer

In 2002, the cost of cancer treatment to the NHS in Scotland was calculated at £425.4million. Extrapolating this figure to England and uprating it to 2009 prices would result in a cost of cancer services of £1.473billion. Dietary factors are estimated to account for approximately 30% of cancers in industrialized countries, according to the World Health Organisation³. 30% of the cost figure for the population was then calculated and the figure was then discounted forward for 10 years, on the assumption that cancers would not start appearing until later years. The discount rate used was 3.5%, the Treasury's rate for discounting social values.

This suggested that the avoided cost of treatment for cancer due to increased physical activity could be £20.44 per person.

¹ Foresight Report

² A Walker, 2003, 'The economic costs of doing nothing – the economics of obesity in Scotland, National Obesity Forum

³ WHO Technical Report Series 916 'Diet, nutrition and the prevention of chronic diseases', 2003

Coronary Heart Disease and stroke

The British Heart Foundation has calculated the treatment costs for CHD and strokes⁴ in the UK.

The World Health Organisation study suggested that 'a universal reduction in dietary intake of sodium by 50 mmol per day would lead to a 50% reduction in the number of people requiring antihypertensive therapy, a 22% reduction in the number of deaths resulting from strokes and a 16% reduction in the number of deaths from coronary heart disease'.

If the impact of a reduction in salt intake through healthier eating does result in 22% reduction in future strokes and a 16% reduction in CHD, then the value of the Greenlink project activities in combating future CHD and strokes in 10 years time, in terms of avoided treatment costs could be £10.78 per person.

Taken together, this would suggest that £60.40 per person experiencing better health outcomes as a result of more physical exercise and better diet.

⁴ Original reference used by BHF was Allender S, Scarborough P, Peto V, Rayner M, Leal J, Luengo-Fernandez R and Gray A (2008) European cardiovascular disease statistics. European Heart Network: Brussels.