

Social Return on Investment for the Vineburgh Regeneration Initiative

Report for Cunninghame Housing Association



Social Research



Service Design & Innovation



Strategy & Collaboration



Evaluation Support



Social Impact Measurement

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This report has been prepared by Social Value Lab on behalf of Cunninghame Housing Association.

The report presents the findings from the Social Return on Investment (SROI) evaluation of Cunninghame Housing Association's Vineburgh Regeneration Initiative



“This report has been assured by Social Value UK. The report shows a good understanding of, and is consistent with, the Social Value process and principles. Assurance here does not include verification of stakeholder engagement, data and calculations.”

Index/

1: Introduction	1
2: Scope and Stakeholders	4
3: Input	18
4: Outcomes and Evidence	19
5: Impact	30
6: Social Return on Investment	33
7: Sensitivity Analysis and Verification of Results	34
8: Analysis and Conclusion	35
- Appendix A: Impact Map	37
- Appendix B: Case Studies Apprentices	38
- Appendix C: Outcome Indicators	41
- Appendix D: Financial Proxies	43
- Appendix E: Attribution	45
- Appendix F: Deadweight	47
- Appendix G: Consultation Questionnaires	49
- Appendix H: Quantity	62
- Appendix I: Duration	63
- Appendix J: Materiality	65
- Appendix K: Audit Trail	67

1: Introduction

This report describes the social impact of Phases 1-3 of Cunninghame Housing Association's Vineburgh Regeneration Initiative using the Social Return on Investment methodology.

Introduction

Cunninghame Housing Association (CHA) is Ayrshire's largest registered social landlord and the driving force behind the physical and social regeneration of the Vineburgh area of Irvine.

As part of its regeneration activities CHA has taken over 306 dilapidated North Ayrshire Council owned properties in the Vineburgh area in Irvine and in partnership with North Ayrshire Council redeveloped the area in four Phases in compliance with the Vineburgh Regeneration Masterplan. The new houses are a mixture of social rented and New Supply Shared Equity accommodation. This involved decanting 105 existing tenants and rehousing them in the new build properties. The first three phases of the Vineburgh Regeneration Initiative are now complete and all the existing tenants have returned to their new homes.

In 2010 CHA commissioned a Social Return on Investment (SROI) forecast of the wider social impact on the returned tenants, the other residents of the Vineburgh area and other relevant stakeholders. Now the project has been completed, CHA wants to re-assess the wider social impact of the regeneration initiative and has commissioned Social Value Lab to undertake an SROI evaluation of the Vineburgh Regeneration Initiative

Cunninghame Housing Association

The Association currently manages 2,362 socially rented properties and 429 factored properties across North and East Ayrshire, which makes it the largest registered social housing association in Ayrshire. It also operates a homeless persons' facility (with 27 en-suite bedrooms) and two commercial social enterprise centres.

The Association is set up as a Registered Society under the Co-operative and Community Benefit Societies Act 2014), governed by a voluntary Board of Management of 15 members, employing 81 staff and net assets of £6.1 million.

CHA is one of the leading social enterprises in Ayrshire and a Charity registered in Scotland (since 2007).

Since 1996 CHA has developed a portfolio of community regeneration initiatives, making an impact on the communities they work in beyond the provision of housing, including building new community facilities, creating local training and employment opportunities, providing financial assistance to community organisations, supporting the development of local social enterprises and delivering services that address the needs of tenants and residents.

Some examples of wider regeneration activity CHA has introduced over the years include:

-
- **Michael Lynch Centre** – a centre for enterprise in Ardrossan, providing office, training and conference space for social and private sector enterprises.
-
- **Moffat Enterprise** - an enterprise centre with office and meeting space for small and medium sized businesses.
-
- **North Ayrshire Housing Trainee programme** – providing paid training and work experience for 65 young North Ayrshire residents in partnership with North Ayrshire Council and local housing associations with 85% moving on to work or further education.
-
- **Cunninghame Furniture Recycling Company** – a charitable subsidiary social enterprise which aims to divert unwanted furniture from landfill, assists low income families to furnish their homes and creates job and training opportunities.
-
- **Citrus Energy** - a commercial energy brokering social enterprise which provides ethical services to businesses, social enterprises and the public sector to reduce fuel bills and supports Ayrshire households to tackle fuel poverty and energy affordability issues .
-

CHA's mission is to be "Making Our Communities Better Places - More Than Just A Landlord!" and has six strategic objectives as follows:-

- **Customers First** – to deliver service excellence, putting customers and communities at the heart of our services by encouraging participation through engagement.
- **Growth** – to achieve sustained growth and financial sustainability through partnership working.
- **Quality** - to provide affordable quality homes that meet the Scottish Housing Quality Standards and the needs and aspirations of our customers and our communities.
- **Regeneration** - to contribute to the social and economic regeneration of our communities.
- **Social Responsibility** - To deliver effective leadership, good governance and effective brand positioning to produce a positive impact on our business, our people and the communities in which we operate.
- **Continuous Improvement** - To seek continuous improvement in our operations by investing in and developing further our people and our business processes.

The Vineburgh Regeneration Initiative

The redevelopment of Vineburgh is a 5 year, £33.3 million project to tackle the high level of deprivation and low demand in the Vineburgh area in Irvine – manifesting in significant void levels and accumulation of social issues.

On 27th June 2007 North Ayrshire Council formally adopted the Vineburgh Regeneration Masterplan, which details the vision for the new Vineburgh.

This plan included the demolition of 306 properties in Fleming Terrace, Meadow Avenue, Old Caley Road, Queen Road and parts of Vineburgh Avenue and Wallace Road and replacing them with a mixture of social rented housing and private ownership. CHA was appointed Lead Developer for this project and appointed MAST Architects to design the new houses. Local construction company Ashleigh (Scotland) Ltd was contracted to build the houses.



The plan stated a number of objectives for the Vineburgh initiative:

- achieving high design quality to create homes and spaces which are desirable;
- introducing planting and trees to transform the character of the area;
- changing perceptions of the area;
- providing homes with high levels of insulation, making them more energy efficient and economical to heat;
- providing a broad range of house types to meet current and future needs, including 10% of new houses adapted for wheelchair use;
- ensuring the continuation of the bus route; and
- making the area safer and more secure and reducing crime and anti-social behaviour.

Social Return on Investment (SROI)

Every day our actions and activities create and destroy value; they change the world around us. Although the value we create goes far beyond what can be captured in financial terms, this is, for the most part, the only type of value that is measured and accounted for.

Social Return on Investment (SROI) is a framework for measuring and accounting for the full social, economic and environmental impact of activities, including the ones that have no direct monetary value.

The key principle of SROI is that it measures change in a way that is relevant to the people that are experiencing it. The main difference from other methods of social impact measurement is that it puts a monetary value on these impacts and calculates a ratio of return for those organisations that are contributing to create the change.

The international SROI Network has developed and published the 'Guide to Social Return on Investment' that is now widely accepted as the standard for SROI work¹. In conducting this SROI analysis, we have followed the principles of this guide. These are:

-
- involvement of stakeholders;

 - a focus on understanding what changes;

 - value the things that matter;

 - only include things that are material;

 - avoid over-claiming;

 - transparency; and

 - verification of the result.

The Assured SROI Forecast

In 2011 CHA published an SROI Forecast on the Vineburgh Development that has been assured by the SROI Network.

For this SROI evaluation we have used the same methods and values as much as possible.

For the SROI evaluation we have only been able to consult with 5 of the 22 apprentices/trainees, which did not give us enough confidence to change the quantity of outcomes used in the SROI Forecast. Also, the 5 consulted young people were those that were still working at the place of their apprenticeship/traineeship, and therefore perhaps too much positively biased. To avoid over-claiming we have therefore used the quantity of outcomes that has been established in the SROI Forecast.

For the financial proxies we have also stayed as close as possible to the ones used in the SROI Forecast. For most proxies this meant updating the values to current prices, using the original sources. For proxies based on the Family Spending report we have updated them to the 2014 values.

For financial proxies expressing resource reallocation opportunities for public agencies we have, where possible, the values adjusted to those developed by the Cabinet Office in their Unit Cost Database.

¹ A Guide to Social Return on Investment, The SROI Network, 2012.
http://www.thesroinetwork.org/publications/doc_details/241-a-guide-to-social-return-on-investment-2012

2: Scope and Stakeholders

This Section defines the scope and boundaries of the study, describes the main stakeholders to the programme and determines the value of the resources used to provide the service.

Scope of the Analysis

The principal aim of this study is to help CHA to understand the wider social impact of the regeneration of the Vineburgh area on tenants, residents, apprentices and others and the value created for its stakeholders.

Cunninghame HA will use the assessment to:

- demonstrate the social value created by the Vineburgh Regeneration Initiative to its tenants and other stakeholders;
- provide public agencies with the evidence of cost savings and opportunities for resource re-allocation by investing in physical regeneration initiatives; and
- help CHA to demonstrate additional value that Registered Social Landlords (RSLs) can create in the physical regeneration of deprived areas.

This SROI analysis focuses on the completed Phase 1-3 of the Vineburgh Regeneration Initiative programme and captures the value of it for all material stakeholders.

The main beneficiaries of the Vineburgh Regeneration Initiative are those that lived in the demolished dilapidated houses and have opted to return to the redeveloped area. With the completion of Phase 3 the last of these returned tenants have moved into their new homes.

The vast majority of these returned tenants have been living more than one year in their new homes, many of them even as long as four years. We believe that it is now possible to fully capture the impact of the regeneration initiative by undertaking an **SROI-evaluation**.

The time frame of this SROI evaluation is over the **4 year period that Phases 1-3 took to complete** (2010-2014) and included 105 returning tenants.

CHA has commissioned Rick Rijdsdijk of Social Value Lab, an accredited SROI Practitioner, to provide support in undertaking an SROI. The SROI project has been guided and managed by a project team consisting

of Rick Rijdsdijk of Social Value Lab, Frank Sweeney, Chief Executive of CHA, Linda Anderson, Executive Director of Operations, Steven Good, Director of Property Services, and Hugh McGhee, Head of Social & Economic Development.

Stakeholder Analysis

This SROI evaluation explores the changes to stakeholders as a result of the activities. Stakeholders are the people and organisations that experience changes as a result of their involvement with the initiative. These can be positive or negative, and intended or unintended.

The first step has been to produce a long list of stakeholders relevant to the scope of this analysis and make a decision whether these stakeholders would be included in the study or not.

Table 2.1 shows all the identified stakeholders and their reason for being included in or excluded from this study.

TABLE 2.1 MATERIAL STAKEHOLDERS

Stakeholder	Material	Rationale
Returned Tenants	Yes	Main beneficiaries of the programme
Other Tenants	No	No significant outcomes expected
Shared Equity Owners	No	No significant outcomes expected
Residents	Yes	Important stakeholder that benefited from the programme
Apprentices and trainees	Yes	Important stakeholder that benefited from the programme
Parents Apprentices and trainees	Yes	Important stakeholder but outcomes not valued because we were not able to interview them
NAC Housing	Yes	Significant changes due to reduction in turnover rates
NAC Homelessness	Yes	Significant changes because additional opportunities to house
Strathclyde Police	Yes	Significant impact on workload and resource allocation expected
CHA	Yes	Significant impact by strategic importance of a presence in Irvine and contributions to financial
CHA staff	No	The SROI forecast has shown this impact is not material
Scottish Government	Yes	Resource reallocation opportunities through the transitional employment opportunities created
NHS	Yes	Resource reallocation opportunities through improved health tenants
Vineburgh Steering Group	No	The SROI forecast has shown this impact is not material
Community Wardens	No	Community wardens scheme does not exist anymore
Strathclyde Fire Brigade	No	No significant impact expected.

John Galt Primary School	No	The Head Teacher was interviewed as part of the SROI forecast on the impact on the impact on the school's catchment, but no significant impact was established, therefore not material
Ashleigh Construction	No	The SROI forecast has shown this impact is not material

Materiality

SROI, like financial accounting, only considers stakeholders and outcomes that are material to the stakeholder and to the scope of the project.

We have treated materiality as described in the Social Value UK's additional guidance². The Guide describes two tests to decide whether a stakeholder or an outcome is material:

- **Relevance** – an assessment of whether the outcome can be delivered by the intervention given the internal policy environment, the expressed need of the stakeholder, external evidence and social norms.
- **Significance** – an assessment of the magnitude and probability of the outcome.

We have therefore focused on those impacts that are relevant to the Vineburgh Regeneration Initiative and significant in size in order to give a true and fair picture of the impact of the service.

We have consulted with a number of the stakeholders in the previous SROI Forecast for whom the value of the achieved outcomes were not significant. Table 2.2 provides an overview of the outcomes and their value in relation to the total value created by the project.

TABLE 2.2 IMMATERIAL STAKEHOLDERS

Stakeholder	Outcomes	% of total value created in the Forecast
CHA staff	-Increased job security -Job easier to manage	0.17%
Vineburgh Steering Group	- Increased ability to speak up for themselves and others - Increased self-	0.33%

² Supplementary Guidance on Materiality, Social Value UK,

Ashleigh Construction	<ul style="list-style-type: none"> - Increased ability to employ local peoples - Reduced CO2 emission 	1.31%
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comprehensive programme of consultation with the community and other key stakeholders, the outcomes established in the SROI Forecast and the experience of the CHA SROI Steering Group.

The following pages provide a visual representation of the Theory of Change for each stakeholder.

For these stakeholders the valuation of the achieved outcomes compared to the total value created by the project are not significant and therefore immaterial.

For the SROI Forecast we have consulted with the parents of the apprentices and trainees and established a number of outcomes:

- Increased peace of mind and feeling of fulfilment because the child is getting a career/given an opportunity
- Increased pride because their child is doing well
- Improved family life resulting in an improved atmosphere at home and a better relationship with their child.
- Increased family income because their child contributed to the family income and/or was less of a burden on the family income

However, the forecast was produced more than four year ago and most of the apprentices and trainees have moved on into other employment, and it was not possible to consult with this stakeholder group again. We have tried to access external research on the impact of apprenticeship and employment on parents, but the only research available is on the perspective of parents on apprenticeships (e.g. their relative value compared to an academic education)³. There is no readily available research in the public domain that evidences the effects of a successful apprenticeship on parents/carers as we have established in the forecast.

Therefore, to avoid over-claiming, we have decided to not to value these outcomes in the SROI calculation.

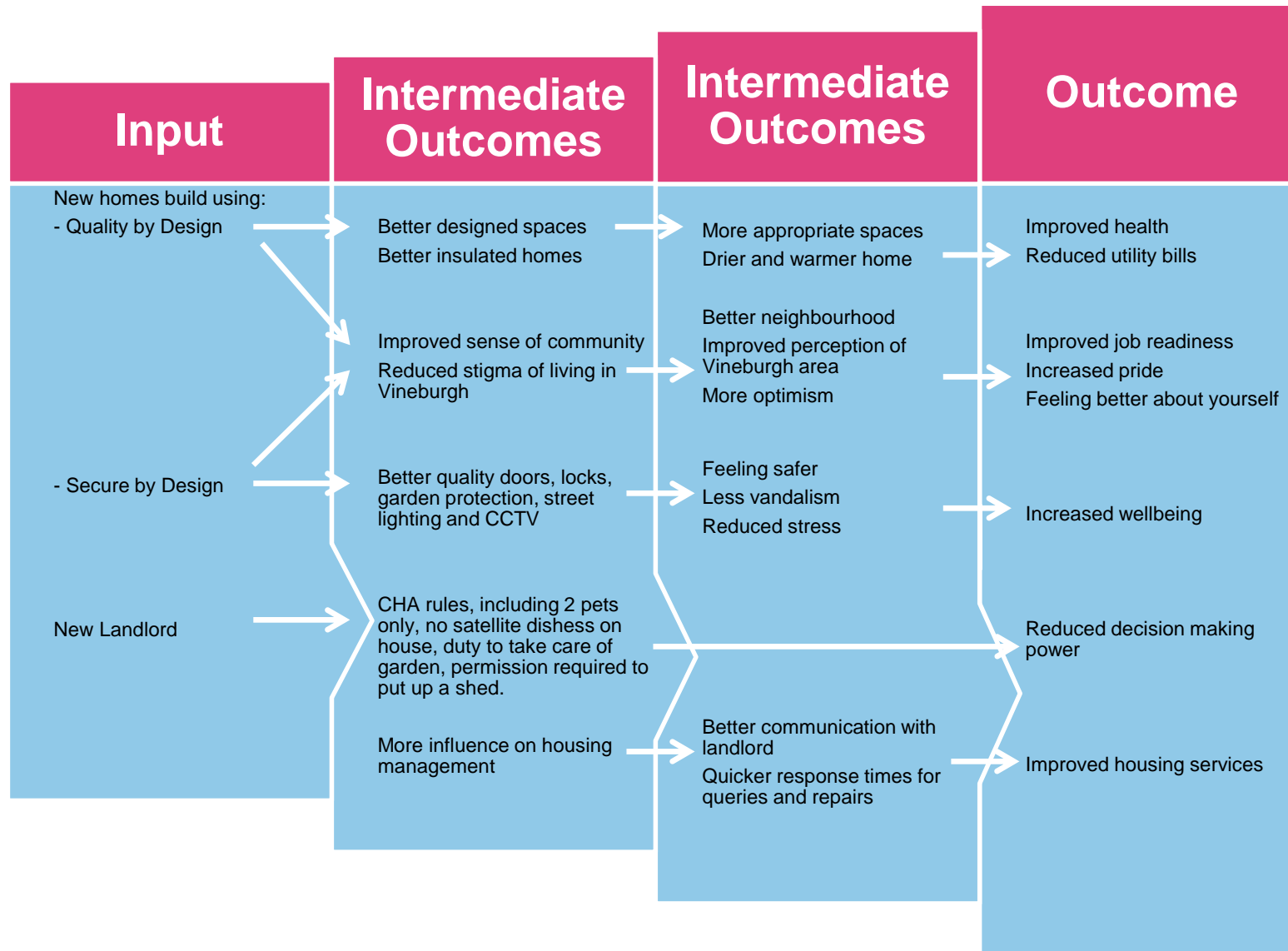
Theory of Change

We have developed a Theory of Change for all material stakeholders. The Theory of Change sets out what CHA and its funders and partners expect to change as a result of the Vineburgh Development and how these outcomes relate to each other.

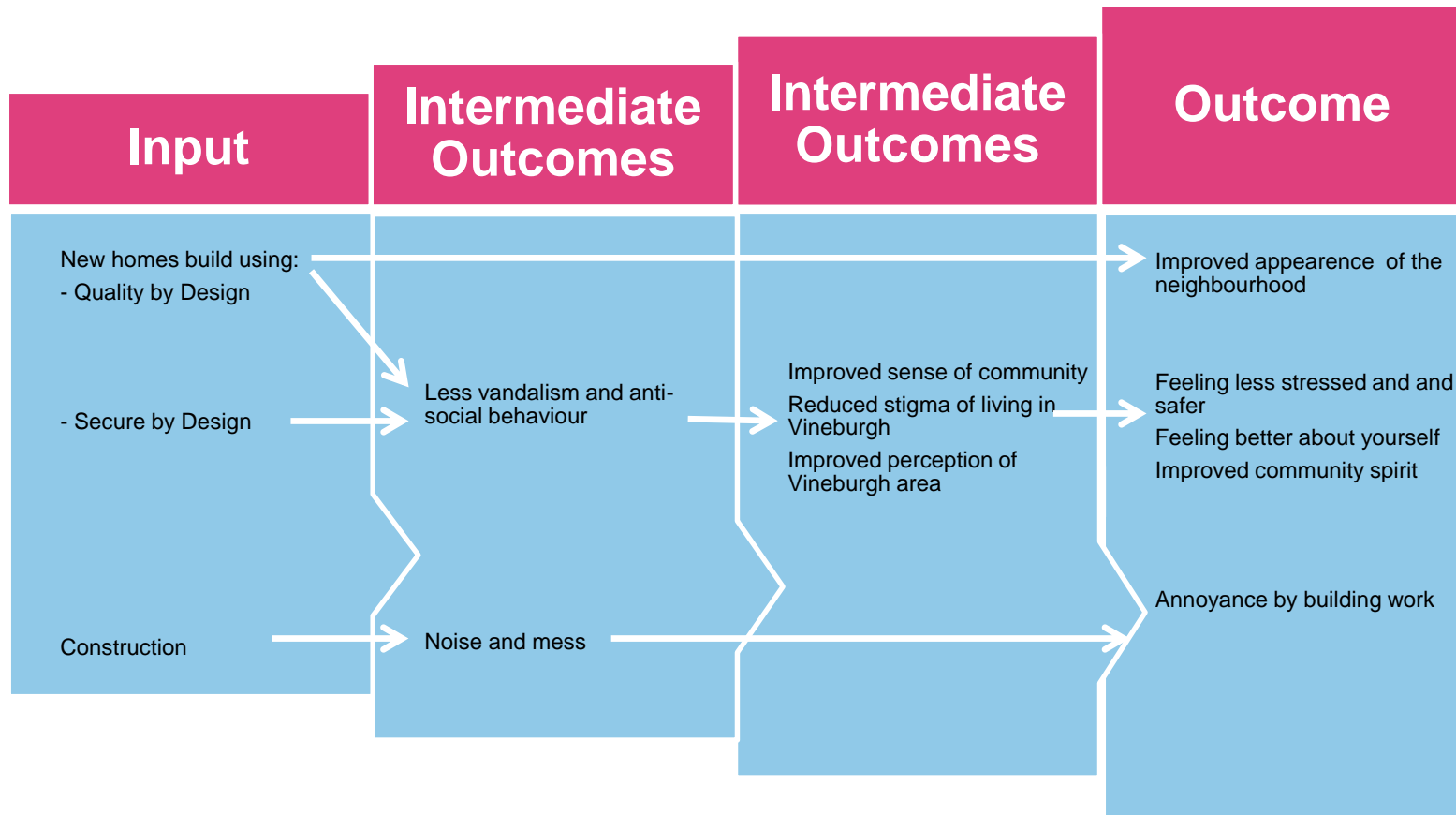
The basis for the Theory of Change is the Vineburgh Regeneration Masterplan, which was based on a

³ For example: The Commission On Apprenticeships Duncan O'Leary, Ian Wybron, Demos, March 2015, ISBN 978-1-909037-83-0

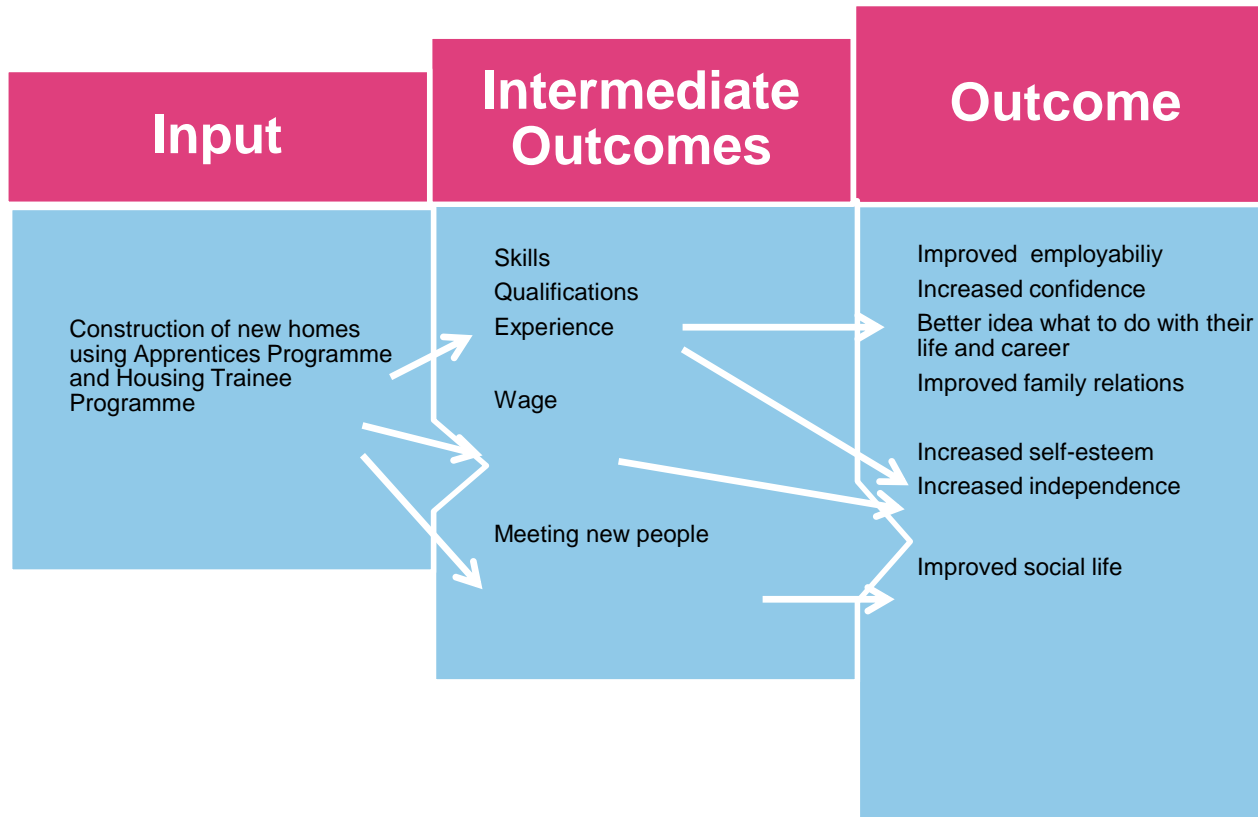
THEORY OF CHANGE: TENANTS



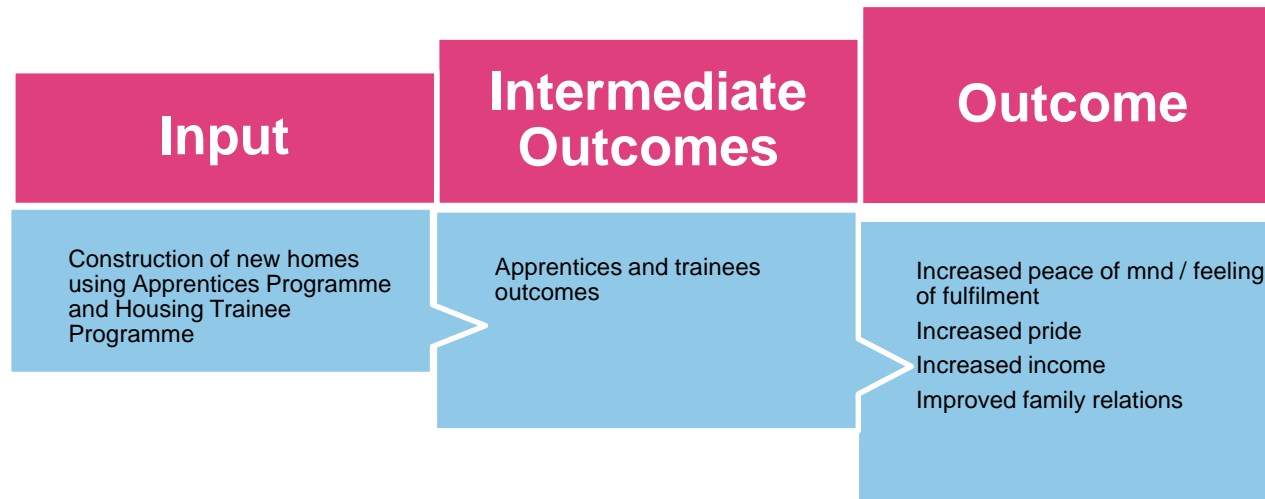
THEORY OF CHANGE: RESIDENTS



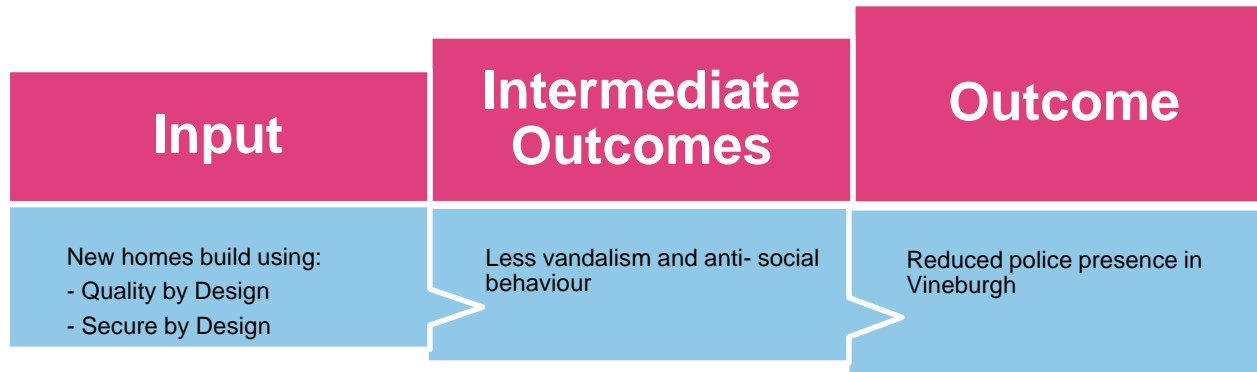
THEORY OF CHANGE: APPRENTICES AND TRAINEES



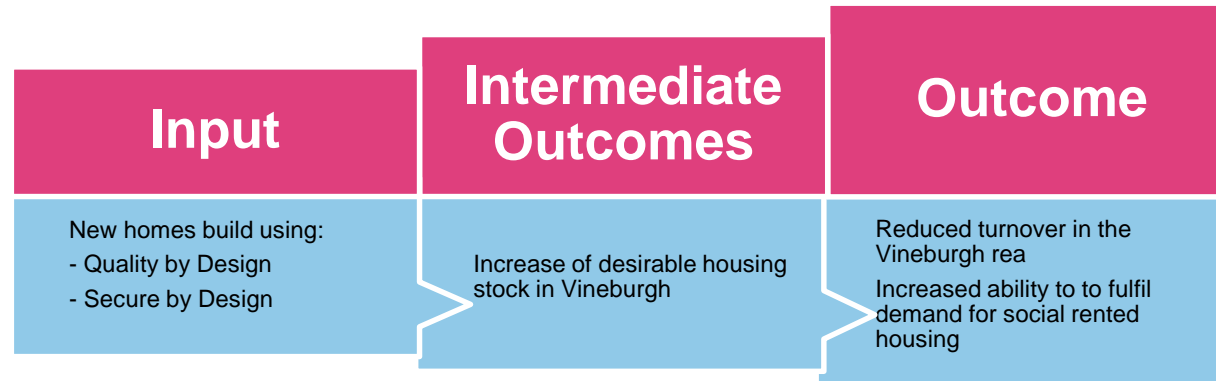
**THEORY OF CHANGE: PARENTS APPRENTICES AND
TRAINEES**



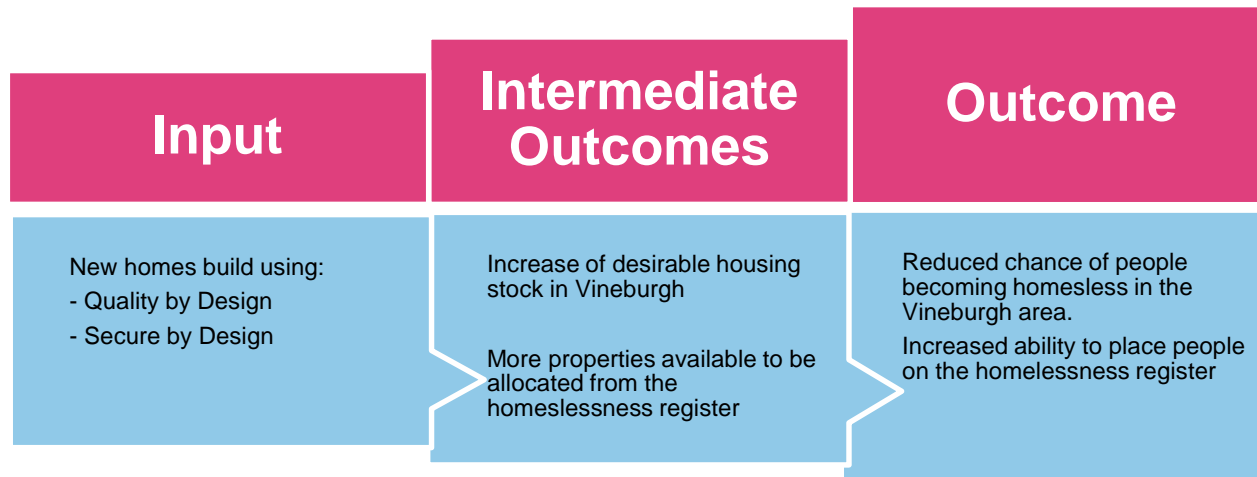
THEORY OF CHANGE: STRATHCLYDE POLICE



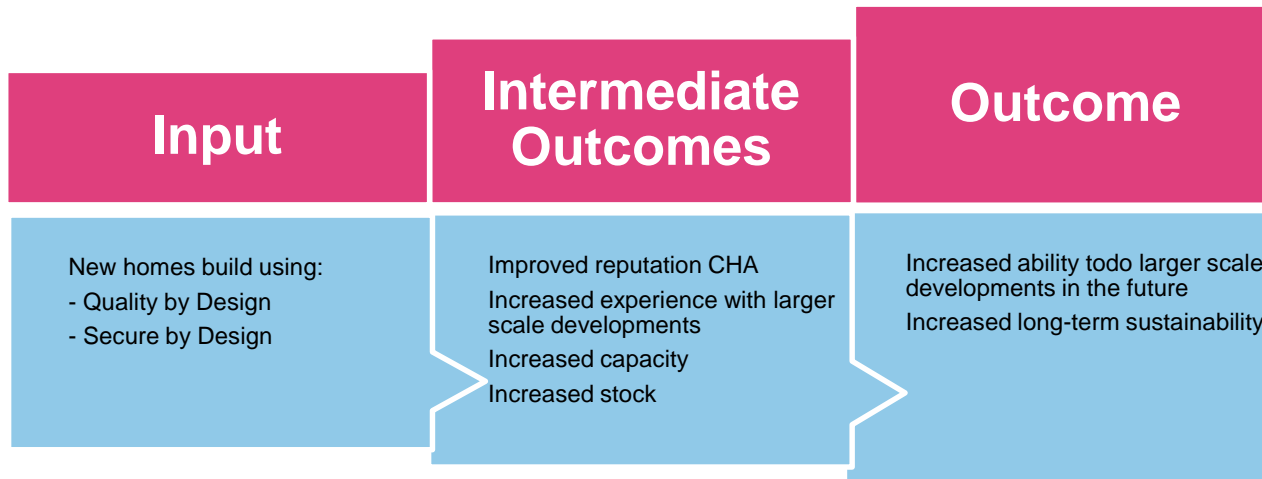
THEORY OF CHANGE: NAC-HOUSING

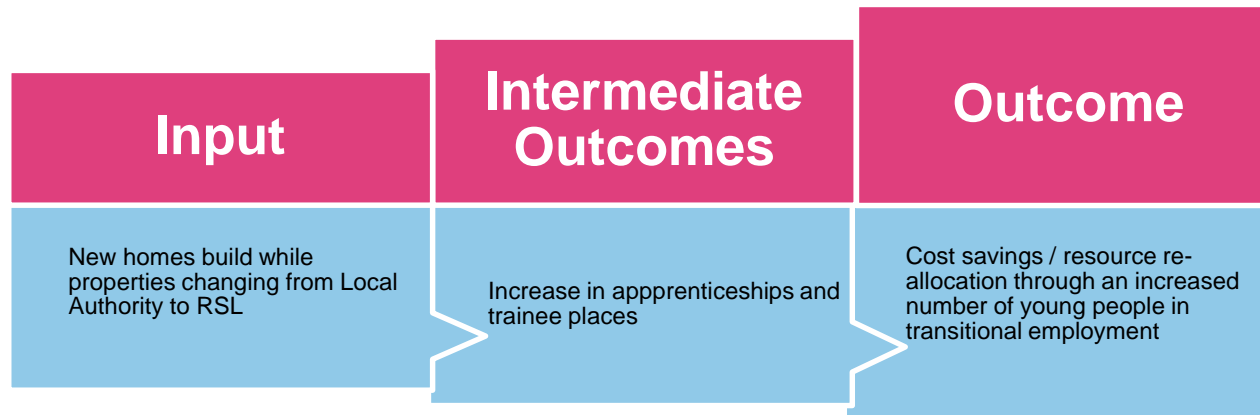


THEORY OF CHANGE: NAC HOMELESSNESS



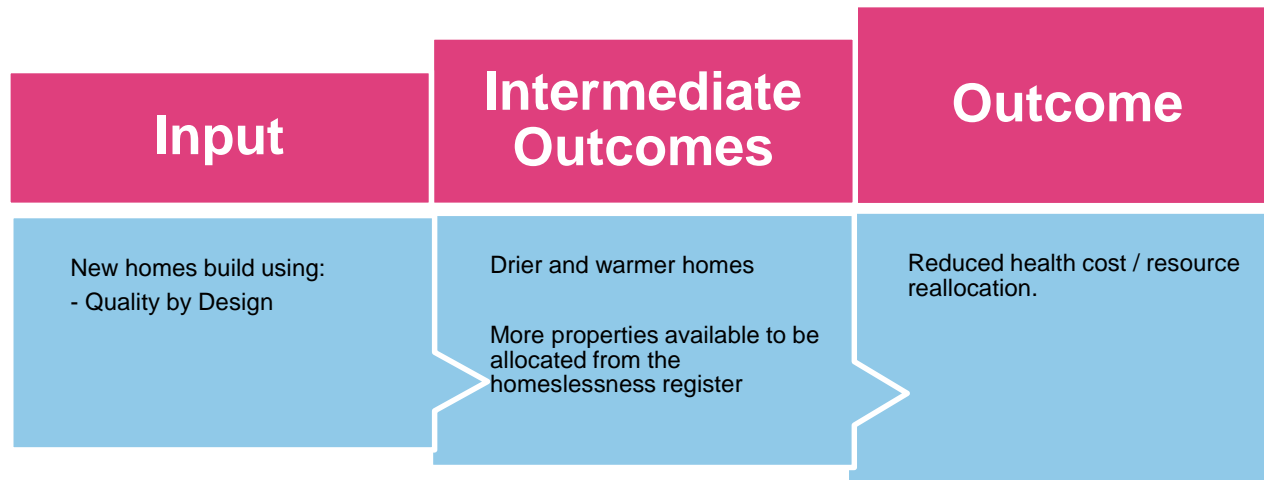
THEORY OF CHANGE: CHA





THEORY OF CHANGE: GOVERNMENT

THEORY OF CHANGE: NHS



Stakeholder Engagement

An SROI analysis explores the changes to stakeholders as a result of the Vineburgh Regeneration Initiative interventions. We have undertaken a comprehensive programme of consultations with a relevant sample of the stakeholders.

TABLE 2.2 STAKEHOLDER ENGAGEMENT

Stakeholder	Number	Method of engagement
Returned Tenants	191	Face-to-face interviews with 46 households covering 75 tenants
Residents	200 ⁴	Face-to-face interviews with 50 households covering 83 residents
Apprentices and trainees	22	Telephone interviews with 5 apprentices and trainees plus information from the survey completed by 18 apprentices/trainees as part of the Assured SROI Forecast ⁵
NAC Housing	1	Telephone interview with NAC Divisional Housing Manager
NAC Homelessne	1	Telephone interview with NAC Principal Officer
Strathclyde Police	1	Telephone interview with Police Officer responsible for the
CHA	1	Face to face interview with Chief Executive and Executive Director of Operations

⁴ This is an estimate of the number of people living around the Vineburgh Regeneration Initiative area.

⁵ Many apprentices/trainees have moved on into other employment and could not be contacted anymore.

3: Input

This Section describes and values the input of the various stakeholders to the Vineburgh Regeneration Initiative.

Capital Cost

The total capital investment required for Phase 1-3 of the Vineburgh Regeneration Initiative is made up by three distinct elements:

- Housing Association Grant (HAG) of £10.7 million made available by the Scottish Government
- A grant of £580,000 from Scottish Water
- NAC contribution of £1million
- Mortgage taken out by CHA of £11.2 million, which will be covered by the rent CHA is charging

The total capital input in the programme is £23.48 million for Phase 1-3. The total number of houses constructed with this capital input is 208, of which 105 are for returning tenants, who are the focus of this SROI evaluation. This makes the total capital input £11,852,885, made up of £5,401,442 HAG, £292,788 Scottish Water grant, £504,807 NAC and £5,653,846 mortgage. The repayment period for a commercial mortgage CHA takes out is 30 years.

We have calculated the value of the annual input by using the formula agreed with the SROI Network assessor for the Assured SROI Forecast:

- Total capital investment (HAG + Scottish Water grant + NAC + CHA mortgage payments) + projected lifecycle cost – total projected rental income / 30 years. This value is £213,870⁶

For the period of the SROI evaluation the total capital input is £855,480 (4 years).

Intermediate Employment

The cost for the apprentices and housing trainees for 1 year is £205,164. The costs are detailed in Table 3.1.

TABLE 3.1 COST INTERMEDIATE EMPLOYMENT

Item	Amount
Beneficiary Allowances	£137,844
Travel Expenses	£4,469
Clothing & PPE	£2,948
CHA Staff Costs	£27,695
Training Level 2 & 3	£13,640
Workforce Development	£5,999
Marketing & Promotion	£3,948
Recruitment	£8,621
Total	£205,164

Total Input

The total input for the Vineburgh Regeneration Initiative is £855,480 plus £205,164 = £1,060,644.

⁶ (£5,401,442 + £292,788 + £504,808 + £11,556,691 (total capital cost) + £2,652,002 (lifecycle) - £13,991,630 (total rent)) / 30 = £213,870.05. Monthly repayment of £32,101.92 for a commercial mortgage of £5,653,846, 30 years, interest and repayment, with an interest of 5.5%

(<http://www.mortgagesforbusiness.co.uk/content/Commercial/Knowledgebase1/MortgageCalculator.aspx>). 30 years mortgage cost = £32,101.92*12*30 = £11,556,691.20

4: Outcomes and Evidence

This Section describes the identified outcomes of the Vineburgh Regeneration Initiative, the indicators for achieving these outcomes, the quantity and duration of the outcomes, and the financial proxies identified to value them.

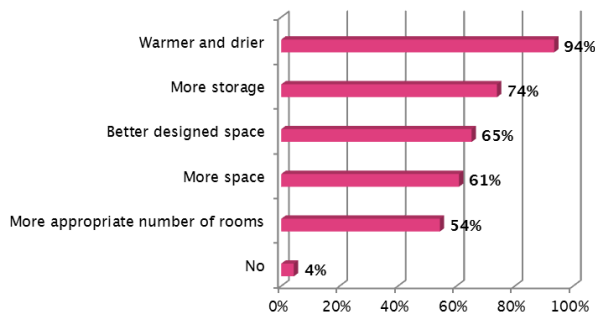
From the stakeholder consultations a range of outcomes emerged for the material stakeholders.

Outcomes for Returned Tenants

Improved health because of a warmer, drier, more appropriately sized house

Almost all tenants (96%) stated that their new house is better than their old one. Figure 4.1 shows the reasons why tenants rated their new home higher, including that it was warmer than their old home, that they have more space, more storage space, a more appropriate number of rooms or better designed space and therefore a home that is better suited to the needs of their family.

Figure 4.1: Is your new house better than your old one?



There is ample research⁷ that provides evidence of the relationship between warmer, drier and less overcrowded homes and health benefits.

In the SROI Forecast the vast majority of the consulted tenants (94%) mentioned their home to be warmer, drier and more appropriate and this number was used as the quantity for the health outcome.

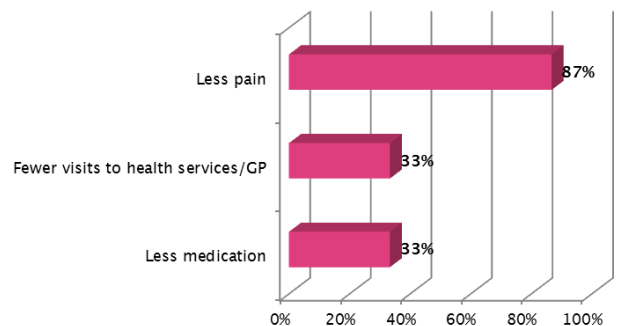
“There was damp in the old house and because of the wheelchair it had to be modified for him. The new house was designed for him this time.”

For this SROI evaluation we changed the quantity for this outcome to those tenants that actually reported an improvement of their health as a result of their new home.

Almost half of the consulted tenants (46%) reported that their old home caused health problems. More than three quarters of those (76%) mentioned a significant improvement of their health due to a warmer and drier house which had an effect on their asthma, osteoporosis and arthritis.

Figure 4.2 shows the health outcomes reported by tenants.

Figure 4.2: Health Outcomes



“My mother’s health was suffering in the old house but not now in this house.”

“My arthritis was affected before because there was never enough hot water.”

“My health has improved yeah; I used to get nose bleeds before.”

⁷ The Health Cost of Cold Dwellings, BRE Client Report Number ED2792, 2011; The Costs of Poor Housing, Peter Ambrose, Paper for presentation

at the HAS conference, 2002; Good Housing Leads To Good Health, Chartered Institute for Environmental Health, 2008

Reduced utility bills because of a better quality house

In the forecast SROI only 29% of tenants reported reduced utility bills. When asked in the consultation for this evaluation more than two-thirds of tenants (67%) reported a noticeable reduction in their utility bills, both for gas and electricity. For one tenant this resulted in cutting his utility bills by 50%.

“Houses are fantastic and my utility bills have now halved.”

“It’s brilliant now, warmer and cosier and there was a significant reduction.”

Although reduced utility bills should occur for almost all tenants, because of living in a better built and better insulated home, not all tenants reported this outcome and we have only valued this outcome for those that reported it.

From the comparison with the forecast, it is clear that over time more and more tenants are realising the reduction in cost.

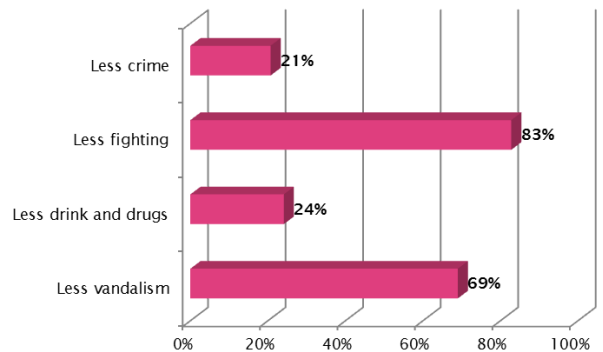
Feeling safer, reduced stress levels and improved confidence because of living in a better neighbourhood leading to a feeling of increased wellbeing

In the forecast half the tenants (50%) reported an increase in wellbeing. This was established through a number of interrelated intermediary outcomes.

In the consultation for this evaluation we have asked tenants again about their wellbeing using the same intermediary outcomes.

More than three quarters of tenants (77%) felt safer because of the design of the new homes and area, including CCTV, better locks and better quality doors and because they experience less vandalism and other anti-social behaviour and the gang culture and drugs are now less prominent.

Figure 4.3: Feeling safer in the new house



“We have great neighbours now opposite and adjacent that keep an eye out for the house when we’re on holiday.”

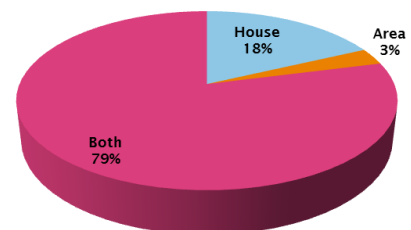
“There was drug users about before, was noisier but they’ve calmed down, CHA has a low tolerance on that. There’s also better street lighting now and I feel like walking up the streets.”

“The high fences are good in the back and the CCTV puts thieves off. My housework also takes no time at all now.”

“Yeah, there’s no kids throwing stones and the area is very quiet now.”

For some tenants the feeling of increased safety was caused by their new home, for others it was the regeneration of the area and for most it was a combination of both.

Figure 4.4: Does your new house make you feel safer or is it the regeneration of the total area?

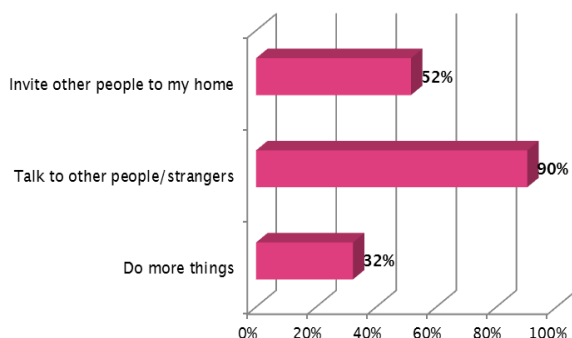


Almost three quarters (73%) reported reduced stress levels because they felt they lived in a better area and in a more suitable home. Figure 4.5 shows the impact of the reduced stress on the tenants.

“I am less stressed, it took a while to settle but I’m happy now.”

Almost three quarters of tenants (73%) also reported increased confidence levels stemming from their new home and their improved community. Figure 4.6 shows what impact this increased confidence has on their lives.

Figure 4.6: impact of increased confidence



"Yes I feel much more confident, more settled."

"My security and confidence is back."

All these intermediate outcomes are interrelated and led to the final outcome of an increased sense of well-being, which is the outcome we have valued.

It is clear that over time the feeling of wellbeing has increased compared to the SROI forecast.

For the forecast SROI we valued those that simply answered yes to any of the relevant questions. For the evaluative SROI we have only deemed this outcome to be achieved to such an extent that it merited valuation for those that answered yes to all three questions and could mention at least one indication of increased wellbeing (52%).

Improved job readiness

From the forecast it has become clear that for some tenants (19%) living in a better home in a regenerated area had an effect on their employability.

Tenants in the old dilapidated homes of the Vineburgh development and the chaotic, violent community life would not have been ready to look for employment.

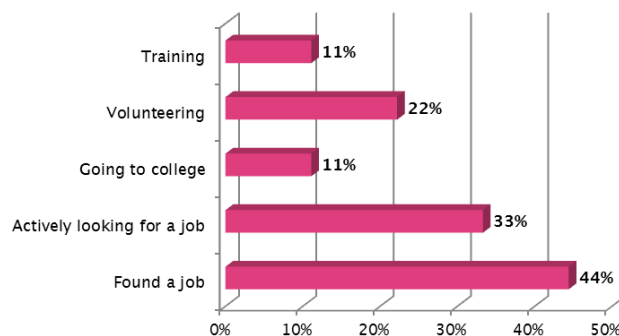
The increased job readiness stems from living in a better neighbourhood, being seen by others not to come from a drugs and violence ridden area and generally being more optimistic about what may be possible for the future.

The consultation undertaken for the evaluation has shown that many people have now undertaken concrete steps towards employment, which they attributed to the regeneration.

The consultation for the evaluation has shown no great movement on this outcome. Still a fifth of tenants (20%) reported a change in their employment status and indicated that they were now more job-ready.

In the consultation, however, this was more of an ambition and a state of mind, but at this time people could also mention which steps towards employment they have taken. Figure 4.7 shows what steps tenants have taken.

Figure 4.7: Increased employability



"Yeah I got my security badge and I'm trained as a security guard and now got a job!"

"The job centre found a job for me, I was out of work for ten years and now I've got a new house and a new job."

"Yeah I've found a job, got one really quickly."

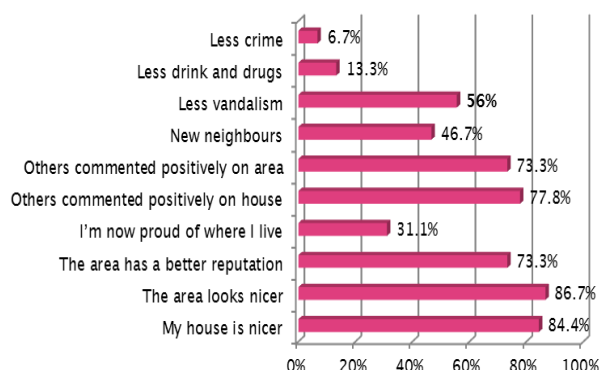
Increased pride because of an improved perception of the area and/or their house

Historically Vineburgh was viewed as a non-desirable area with a negative stigma attached to it. This has changed because of the Vineburgh Regeneration Initiative.

At the time of the forecast just over half of the tenants (51%) acknowledged the regeneration of the area and the impact that had on their pride.

At the time of the consultation for the evaluation, all tenants (100%) reported an increased feeling of pride in their home and neighbourhood. Figure 4.8 provides an overview of why people are more proud.

Figure 4.8: Why do you feel better about your home and neighbourhood?



"The area is absolutely beautiful and I feel proud of where I live. People see it's better."

"I'm proud to say I live here. The perceptions of folk have now changed a bit."

"It's great, I've settled really well, it's been just great coming to a brand new house...everybody likes it here and it's quiet. Lots of folk would love to move up here now."

For the forecast SROI we valued those that simply answered yes to the relevant question. For the evaluative SROI we have specifically asked for the reasons of their increased pride and we only deemed those that could provide three or more reasons to have achieved this outcome to the extent that we could value it (61%).

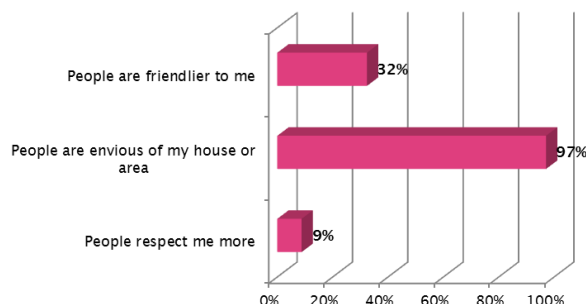
Increased self-esteem because of the improved reputation of Vineburgh

The regeneration of the area and their new home also increased tenant's self-esteem, the way they view and value themselves.

In the forecast consultation an improved self-esteem of the tenants was emerging. Almost a quarter (24%) reported feeling better about themselves.

At the time of the evaluation, more than three quarters (78%) reported an improved self-esteem. Figure 4.9 shows the improved reputation of the Vineburgh area.

Figure 4.9: Improved reputation Vineburgh



"I'm cheerier at work now or when digging my garden. I'm more happy than before and my family have noticed."

"I feel so much better than I did before and people are trying to keep it nice and tidy here, it's mentally been a boost."

"I'm feeling more confident now; it's been the best thing that could have happened to the area. It's a very tight-knit community so I understand how some were hesitant... the perception now is that it's a great place."

For this outcome we have only deemed respondents that could give two or more indications of how they could tell that their self-esteem has improved to have achieved the outcome to the extent that it justified valuation (32%).

This outcome seems to overlap with the previous outcome of increased wellbeing. However, we believe that although related these are two distinct outcomes. The wellbeing outcome reflects on how the person feels about himself, namely he feels safer, calmer and more confident, which leads to an increased feeling of wellbeing. The outcome of increased self-esteem reflects on how the tenant feels about himself as a result how others view him.

Improved housing services because of better communication with landlord, quicker repairs and more influence on landlord

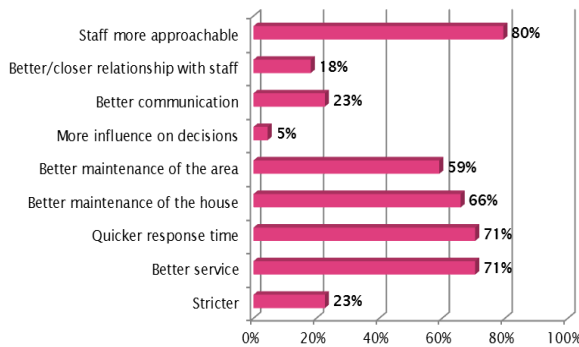
North Ayrshire Council has transferred the Vineburgh development properties to CHA in order to facilitate the regeneration. This means that the returned tenants have a new landlord.

At the time of the forecast the advantages of a Housing Association over the Local Authority were not well understood yet, as only 41% appreciated the improved communication and quick response time that CHA offered.

At the time of the evaluation almost all tenants (97%) find CHA as a landlord an improvement since there is more direct communication with tenants, they know the relevant CHA staff by name and know where to go if they have any

issues. Repairs are being carried out quicker than the Council would have achieved and tenants feel they have more influence on the management of their homes. Figure 4.10 shows the perception of the tenants of CHA as a landlord

Figure 4.10: Perception of CHA



"They are friendly and approachable, lovely to speak to really."

"They put you through to the right people. There's now outside lights and they do yearly checks."

"I've got a really good landlord and CHA have been good with anti-social behaviour, they've been supportive."

Reduced decision making power in and around the house

Similar to most RSLs, CHA has strict requirements for their tenants, including keeping their grass and garden tidy, and some restrictions to what people are allowed to do in and around their home. For example, satellite dishes are not allowed to be erected onto the fabric of houses⁸ and garden sheds or other outbuildings or other alterations are subject to written consent of CHA. Another restriction is that you can have a maximum of two pets.

At the time of the forecast, this was a negative outcome for almost half of the tenants (49%). Now four years later, there is still a significant group of tenants (20%) experienced this as a negative aspect of the transfer to CHA.

"There are limitations and you have to ask permission and apply for everything all the time."

Outcomes for Residents

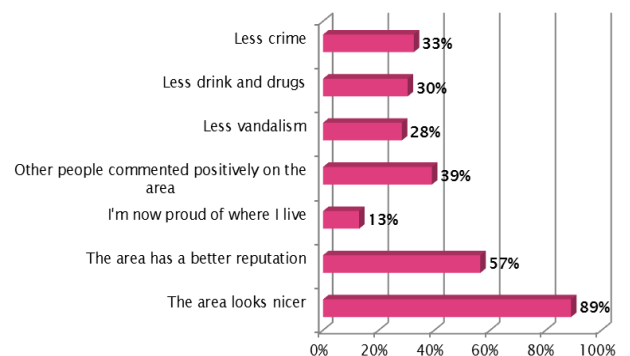
Improved appearance of the neighbourhood

The regeneration of some of the most dilapidated houses in the heart of the Vineburgh area and the construction of well-designed new homes has also had an effect on the people that live around the development area (the residents) and improves their living environment.

At the time of the forecast, 56% of the residents reported the improved appearance of the neighbourhood as an important outcome.

At the time of the evaluation this has increased to the vast majority of residents (92%) that reported their satisfaction with their improved neighbourhood. Figure 4.11 provides an overview of what aspects of the regenerated area the residents appreciated.

Figure 4.11: Area improvements



"The area is nicer now and looks a lot better."

"The area is just much better with the re-development."

"It looked so much worse before, it was just a tip."

For his outcome we have only deemed those respondents that could give two or more indications of what that meant to them to have achieved to such an extent that it justified valuation (71%).

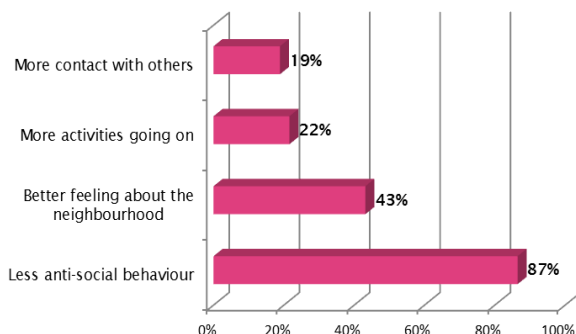
Improved community spirit because of reduced anti-social behaviour

When we consulted residents for the forecast SROI only 15% said that the community has improved because there was less anti-social behaviour.

⁸ This does not mean that tenants cannot subscribe to SKY TV; it only means that satellite dishes should be installed in the garden.

Now, the vast majority of residents (87%) reported a reduction in anti-social behaviour which had a positive impact on the community as a whole. Figure 4.12 provides the evidence.

Figure 4.12: Improved community



“There used to be anti-social behaviour years ago but it’s gotten progressively better now.”

“There’s now a community centre, more stuff going on.”

“People are more likely to move here.”

“Just a big mixture of people now.”

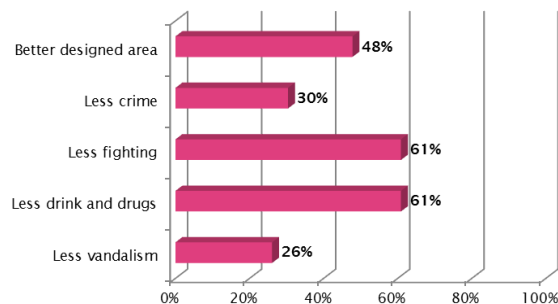
For the forecast SROI we valued those that simply answered yes to the relevant question. For the evaluative SROI we have only deemed those to have achieved the outcome to such an extent that it could be included for valuation that could provide two or more indication of how the community spirit has increased (53%).

Feeling less stressed and safer because of improved design and improved community

At the time of the forecast, only 18% of the residents reported an increased feeling of safety.

Now more than three-quarters of the residents (76%) said that the regeneration of Vineburgh made them feel safer in their neighbourhood. Figure 4.13 provides an overview.

Figure 4.13: Feeling safer in the neighbourhood



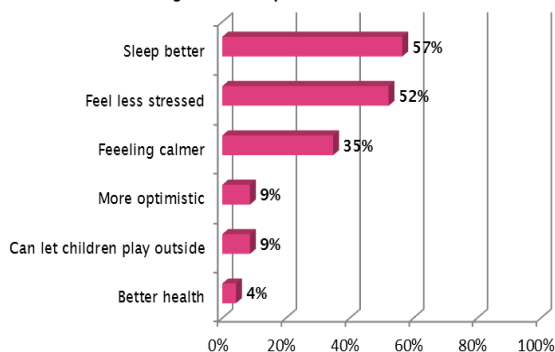
“It’s generally more safe now, less noise and it’s just a nicer area now.”

“Crime here used to be ridiculous, the CCTV helps... used to be all druggies before.”

“It’s safer now since it’s been built and not so much openness.”

For a majority of residents (63%) the regeneration of the Vineburgh area led to reduced stress levels. Figure 4.14 shows the impact the reduced stress has on residents.

Figure 4.14: Impact reduced stress



For the forecast SROI we valued those that simply answered yes to one of the relevant questions. For the evaluative SROI we have only include those that have answered yes to both questions and could provide two or more indications of why they felt safer and how that has decreased their stress (61%).

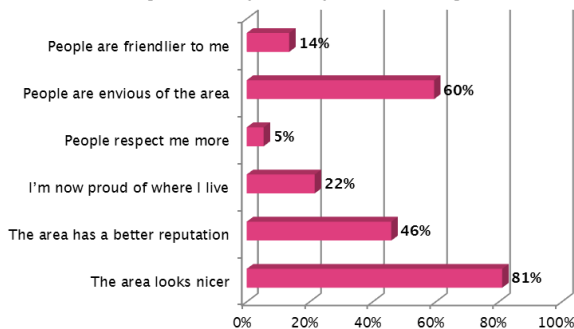
Increased self-esteem because of the improved reputation of Vineburgh

Like the tenants, more than three-quarters (77%) of the residents found it important that Vineburgh improved its reputation and lost some of its stigma.

This is a considerable increase from the 21% that reported this outcome at the forecast.

Figure 4.15 shows the improved reputation of the Vineburgh area.

Figure 4.15: Improved reputation Vineburgh



"The area does have a slightly better reputation now."

"I'm talking to more people now."

"It's quieter and they are lovely houses."

"I'm more calm here...it's less anti-social."

For the forecast SROI we valued those that simply answered yes to the relevant questions. For the evaluative SROI we have only deemed those that could

give two or more reasons for their increased self-esteem to have achieved the outcome to such an extent that it justifies valuation (67%).

Annoyance by building works (noisy and messy)

The demolition and construction of the houses caused some annoyance to the people living around the development, which was seen as a negative consequence of the development.

At the time of the forecast almost half of the residents (46%) reported this as a negative outcome. Now a minority of residents (14%) still reported this as a negative outcome.

"It was noisy and busy with all the traffic."

"There was noise and dirt before, dust as well."

Outcomes for Apprentices and Trainees

We were only able to interview five of the apprentices and trainees, the rest had moved on without leaving contact details. Therefore we have used the consultation we did at the forecast and only changed the number of outcomes where the individual interviewee has given a different answer. This was the case for one interviewee that now reported increased confidence and had not reported this at the time of the forecast and one interviewee that reported an improved social life.

Improved employability because of improved skills and increased work experience

The apprentices and trainees were provided with of work experience, on the job training, and formal qualifications (through college and SVQ). The completion of the programme has made all of them (100%) more employable.

"It's improved my future chances because of the qualifications I've got and the experience."

"Yeah I've learnt lots, people skills, customer services, skills in my trade which I think I'm good at and I just really enjoy. Talking to people really, that kind of thing. Just lots of improvement."

Increased confidence

The increased skills, experience and qualifications and the status attached to the apprentice/ traineeship had a positive influence on the confidence of the young people involved. More than three-quarter (78%) reported an increased confidence.

"It 100% improved my confidence, being able to meet new people, I do customer service now because of it, it's helped that much. I'd never be able to speak to the public before the way I do now, I think it's matured me."

"It really improved my communication, being on the phone, talking to people and in front of people, those are important for working in housing so I improved there, it was also confidence building. It really helped as I wasn't good with any of that before. I can now talk to people fine."

Increased independence

The majority of apprentices/trainees (89%) have become more independent from their parents because they started to earn their own money. They reported that their increased income allowed them to get their driving licence, buy a car, go on holiday, buy the clothes they want and contribute to the household income. Apart from this financial independence many apprentices/trainees said that since they started working their parents and other adults saw and treated them more as an adult.

"The wage wasn't that great to start with but it increased each year and I could go out and buy clothes, I couldn't do that before."

: "Before I did a milk run and that seen me through but I was living off my parents. It's been a major increase in pocket compared to what I was used to."

Increased self-esteem because having gained qualification/job

The young people involved in the programmes started to look differently at themselves as a result of achieving their aims. Some were surprised that they were able to achieve a qualification or be good at their chosen career. There was also a great pride that they were selected from over 200 candidates for the positions. Half of the apprentices/trainees (50%) reported increased self-esteem.

"I can now build new things for myself too. I'm more positive, if I never had this I could easily have gone off the tracks, just been a bum."

We have adjusted the number of young people that have achieved this outcome to such an extent that justifies valuation to those that could provide two or more reasons why their self-esteem has increased.

Better idea of what to do with their life and career

For most of the apprentices/trainees (72%) experiencing working in the housing and construction sectors, gave them a better idea of what career they want to pursue and how they see themselves in the longer-term future. Most want to pursue a career in housing or construction, but for some this experience has shown them it is something else they want.

"If I hadn't done it things would be totally different. I'd probably have gone down a worse road, living off the brew, living off Mum and Dad, maybe I would have stayed at school but it wouldn't be as beneficial."

"...now I know the possibilities, that I can do the management side of it too. It's definitely improved my future; I'll still rely on this experience for the rest of my life..."

Improved family relations

All young people (100%) reported improved family relations. The young people felt that they are treated more like adults and felt that they are not constantly criticised and 'moaned at'. This was mirrored by the parent interviews undertaken as part of the Assured SROI Forecast. Parents are happy their child is working and starting to become independent. The fact that many young people pay 'dig money' is helping to make the relationship more equal.

"I was delighted with my first wage. I was only 16, I was over the moon, and so were my Mum and Dad. It was just at the time when the recession kicked in too so I was really lucky."

For the evaluative SROI we have limited the number of young people that have achieved this outcome to such an extent that valuation is justified to those that could mention two or more examples of how their family life has improved.

Appendix B provides two case studies that tell the story of two of the apprentices.

Outcomes for Strathclyde Police

Reduced police presence in Vineburgh

The Vineburgh Regeneration Initiative has implemented the Secured by Design principles, which means that the area is designed in such a way that it prevents crime and helps the police to address issues when they arise.

Due to the design and the reduced anti-social behaviour Strathclyde Police have been able to reduce their presence in the area.

We interviewed a representative of Strathclyde Police when we prepared the forecast, and now we interviewed the Strathclyde Police officer responsible for the Vineburgh area (different officer). At the time of the forecast, the outcome was very much aspirational, but now the outcome was confirmed to have actually happened by Strathclyde Police.

Outcomes for NAC Housing

For the SROI forecast we interviewed the Divisional Housing Manager. For the evaluation we have interviewed the same person, who then confirmed the outcomes actually happening.

Reduction of turnover in the Vineburgh area

Before the regeneration the turnover rate in the area was high at 19%, especially viewed against the average turnover for CHA properties of 8%. Through the stock transfer to CHA the Council has reduced its undesirable housing stock with a high turnover rate, which will improve the overall turnover rate of Council stock.

Increased ability to fulfil demand for social rented housing

There is a long waiting list for social rented housing in North Ayrshire. On average there are around 6,000 people waiting for around 1,000 free lets every year. The transformation from undesirable Council stock into housing association stock has reduced the pressure on this deficit.

Outcomes for NAC Homelessness

Reduced instances of homelessness leading to resource reallocation opportunities

One of the initial objectives of the Vineburgh Regeneration Initiative was to provide homes for people on the Homelessness register. The Vineburgh Regeneration Initiative means that there is additional housing stock available for people on the homelessness register, which resulted in less demand on public funds to house people in private sector accommodation and B&Bs.

We interviewed the Principal Officer Homelessness team for the forecast. At that time there was no evidence that

the Vineburgh Development would have an impact on homelessness in Irvine and we decided not to include this outcome in the forecast. We interviewed the same officer for the evaluation again and now he could confirm the outcome actually happening.

Outcomes for CHA

For the forecast we interviewed the CEO and two senior officers of CHA, who predicted the outcomes. For the evaluation we interviewed the CEO again and the Executive Director Operations, who could confirm the outcomes.

Improved ability to do more large developments in the future

The Vineburgh Regeneration Initiative has assured CHA and its strategic partners that it has the knowledge, expertise and leadership to undertake similar large scale projects.

Increased longer-term sustainability

The Vineburgh Regeneration Initiative has increased CHA's housing stock by more than 10%. A larger housing stock increases the rental income for CHA and allows economies of scale to happen and thus improves its longer-term financial sustainability.

Outcomes for the Government/NHS

The Vineburgh Regeneration Initiative has had a positive effect on the public purse.

It should be noted that the identified cost savings and increased income for the public purse are not always 'cashable savings' but, as a result of displacement effects, should be seen as an opportunity for resource reallocation.

Increased number of young people into transitional employment

The Vineburgh Regeneration Initiative has created a total of 22 transitional employment places for local young people (12 apprenticeships with Ashleigh Construction and 10 Housing Trainees). These local young people are all still working or have moved on to another employment. The placement has increased their employability and has saved the Government costs in the longer term.

Reduced health cost as a result of people living in a warmer and drier home leading to resource reallocation opportunities

There is ample research that living in a warmer and drier home leads to an improved health⁹. For the NHS this means that it can redirect resources from the people in the Vineburgh area, who will place less of a burden on the NHS, to other areas of need.

Reduced health cost as a result of less instances of homelessness leading to resource reallocation opportunities

Research evidences that health problems, in particular mental health problems, substance misuse and alcohol dependency are more prevalent among the homeless population¹⁰. Allocating homes in the Vineburgh area to homeless people provides a resource re-allocation opportunity for the NHS.

Summary Comparison with Forecast

Table 4.1 provides a summary overview of the change in outcomes between the forecast and the evaluation.

TABLE 4.1: COMPARISON FORECAST - EVALUATION

Outcome	Forecast	Evaluation
Tenants		
Improved health	94%	35% ¹¹
Reduced utility bills	24%	67%
Feeling safer, reduced stress and improved confidence	50%	52% ¹²
Improved job readiness	19%	20%
Increased pride	51%	61% ¹³
Increased self-esteem	24%	32% ¹⁴
Improved housing services	41%	97%
Reduced decision making power	49%	20%
Residents		
Improved appearance of the neighbourhood	56%	71% ¹⁵
Improved community spirit	15%	53% ¹⁶
Feeling less stressed and safer ¹⁷	18%	58%
Increased self-esteem ¹⁸	21%	67%
Annoyance by building works	46%	14%
Apprentices and trainees		
Improved employability	100%	100%
Increased confidence	73%	77%

⁹ For example: Social impact of poor housing, Danny Friedman March 2010

¹⁰ For example:
 - Evidence review of the costs of homelessness, Department for Communities and Local Government. August 2012
 - Health and homelessness: Understanding the costs and role of primary care services for homeless people, St Mungo's, July 2013

¹¹ For this outcome we have changed the quantity of the forecast, everybody that reported a warmer, drier, more appropriate home (potentially healthier) to those that had health issues and reported a

Outcome	Forecast	Evaluation
Increased independence	91%	91%
Improved social life	41%	N/a
Increased self-esteem	50%	50%
Better idea of what to do with life/career	73%	73%
Improved family relations	100%	100%
Strathclyde Police		
Reduced police presence	forecast	evidenced
NAC – Housing		
Reduction tenancy turnover	forecast	evidenced
Increased ability to fulfil demand for social rented housing		Evidenced
NAC – Homelessness		
Reduced homelessness	Not included	evidenced
CHA		
Reduction tenancy turnover	forecast	evidenced
Increased ability to fulfil demand for social rented housing	forecast	evidenced

Table 4.1 shows that the outcomes that emerged in the SROI forecast evaluation for a significant number of people, but not the majority, have now extended for all outcomes to the (vast) majority of stakeholders.

There were a number of negative outcomes that emerged in the forecast for tenants and residents around having new neighbours after the re-allocation of homes. Some tenants and residents found that they had worse neighbours than before. At the time of the forecast only a limited number of homes were completed and the remainder of the area was still a building site, which attracted a considerable amount of anti-social behaviour, which resulted in another negative outcome.

In the evaluation consultation we probed again for negative outcomes, but these negative outcomes had disappeared.

Unintended Outcomes

The original Assured SROI Forecast found a number of unintended outcomes that were not part of our original Theory of Change. The stakeholder consultation for this SROI evaluation found that some of these unintended outcomes were sustained:

significant improvement to their health. Like for like this measure would have increased to 96%.

¹² Like for like with the forecast this measure would have increased to 77%

¹³ Like for like with the forecast this measure would have increased to 100%

¹⁴ Like for like with the forecast this measure would have increased to 78%

¹⁵ Like for like with the forecast this measure would have increased to 92%

¹⁶ Like for like with the forecast this measure would have increased to 87%

¹⁷ Like for like with the forecast this measure would have increased to 76%

¹⁸ Like for like with the forecast this measure would have increased to 77%

-
- Tenants: reduced utility bills because of a better quality house
-
- Residents: improved community spirit because of reduced anti-social behaviour
-
- Apprentices/Trainees: improved family relations
-

Negative Outcomes

Interventions seldom only have positive changes - sometimes negative outcomes also occur.

In the forecast consultation a number of negative outcomes emerged. We specifically asked for these and other negative outcomes in the consultation for the evaluation, but it emerged that the negative outcomes have diminished and in some cases, those related to having new neighbours after the re-allocation of homes, have completely disappeared.

For example, some residents did still mention the disruption that the construction period generated, but far less people mentioned this as a negative outcome.

In the forecast evaluation no other negative outcomes have emerged

To paint a true picture of the impact of the Vineburgh Regeneration Initiative and to avoid over-claiming, we have specifically probed for negative outcomes in our consultations and several have been reported:

-
- Tenants: Reduced decision making power in and around the house
-
- Residents: Annoyance by building works (noisy and messy)
-

Outcome Indicators

For each outcome we have identified appropriate outcome indicators. An outcome indicator allows performance, impact and change to be measured. In other words, an outcome indicator shows how we would know if an outcome has been achieved.

Where possible we have identified an objective and subjective indicator for each outcome. Where it was not feasible to identify objective indicators, we have only used a subjective one.

Appendix B shows the outcome indicators for the identified outcomes.

Quantity

For the returning tenants, the residents and the apprentices/trainees we have analysed the consultation responses and calculated the number of times a certain outcome was reported by the stakeholder. This gave us overall percentages of occurrence of the outcome, which we then multiplied by the total number of stakeholders and rounded the result to the nearest one digit.

The outcomes for the Government and NHS are directly derived from the outcomes achieved by the tenants and apprentices/trainees.

The quantity for NAC Homelessness and Housing are determined by the number of homeless people and people from the waiting list who are placed in Vineburgh.

The quantities are shown in the Impact Map (Appendix A) and Appendix H provides a Table detailing how the quantities were determined..

Duration

Some outcomes have the potential to last for the rest of someone's life (e.g. confidence, skills) while others will only last for the time when the activity occurs.

We have now evidence that outcomes are lasting at least 3.5 years, the time between the consultation undertaken for the Assured SROI Forecast between December 2010 and June 2011 and the current round of consultations of November-December 2014. Therefore we have considered the outcomes where applicable for a maximum of four years.

The Impact Map (Appendix A) shows the details on duration of outcomes and the duration for individual outcomes is further explained in Appendix I.

Financial Proxies

SROI analysis uses financial proxies to establish the value of the identified outcomes. Usually price is used as a proxy for the value of products and services when there is an associated market price.

There are several techniques to determine financial proxies, including

-
- **Cost saving** - a direct cost-saving for the stakeholder. For public spending this is in most cases not a 'cashable saving' and should be considered a resource re-allocation.
-
- **Increased income** - an increase of income for the stakeholder.
-

- **Contingent valuation** - a survey-based stated preference technique for the valuation of non-market resources (willingness to pay/accept).
- **Revealed preference** - a price-based technique that looks at people's behaviour in related markets and takes the value from the price of related market-traded goods.
- **Travel cost method** - a form of revealed preference that takes the value of the time and travel cost people are willing to spend to access the good or service.
- **Wellbeing Valuation** - a relative new technique that looks at determinants of people's wellbeing (e.g. life satisfaction or quality of life), whereby income is one of the determinants.

Appendix D provides an overview of the financial proxies used for this SROI evaluation, their value and the type of proxy for each identified outcome. The source of the proxy can be found in the Impact Map (Appendix A).

When looking at financial proxies to value intangible outcomes it is important to keep in mind that it is irrelevant whether stakeholders can afford to buy something, they are simply ways of putting a monetary value on an outcome without a market price.

For this SROI evaluation we have taken the financial proxies used in the Assured SROI Forecast as a starting point. However, since the forecast there are a number of public resources developed that provide financial proxy data, underpinned by thorough research and endorsed by respectable institutions. These include:

- **Cabinet Office's Unit Cost Database:** for outcomes related to resource reallocation for public agencies we have adjusted financial proxies to the far more accurate data available from the Cabinet Office's Unit Cost Database that covers over 600 cost estimates derived from government reports and academic studies, and specifically designed to inform evaluations.
- **HACT Social Value Bank:** a bank of methodologically consistent and robust social values that can be used to provide a basic assessment of social impact, provide evidence of value for money, and compare the impact of different programmes, and calculate SROI or Cost-Benefit Analysis.
- **The Social Impact of Hou8ssnig Providers:** a research report produced by Daniel Fujiwara for HACT focused on the social impact of housing providers using the wellbeing valuation methodology.

5: Impact

This Section examines the impact of the Vineburgh Regeneration Initiative with reference to the other factors that influence it.

It is important to establish the impact of the service in order to ensure credibility and to avoid over-claiming. The impact of the service will be determined by considering attribution, displacement, deadweight and drop off.

Attribution

Attribution is the assessment of the contribution of others to achieving the outcomes. In many cases change is not caused by one single activity or intervention, but comes as a result of more than one service and/or persons working together.

The Impact Map (Appendix A) shows the attribution percentages and Appendix D provides more details of the attribution percentages used for this SROI evaluation.

Displacement

Displacement is an assessment of how much of the outcomes have displaced other outcomes. The SROI Guide¹⁹ states: "This [displacement] does not apply in every SROI" and mentions a few specific cases where displacement might be applicable.

We have assessed the reported outcomes on displacement effects but have not been able to identify any. None of the tenants or residents has given up other activity or opportunity when moving into the new development. Since the tenants were already living in these homes and were temporarily decanted, they also do not displace tenants living in other areas.

The intermediate employment opportunities for the apprentices/trainees are purely additional; without the Vineburgh development CHA would have not been able to implement any of the programmes. There are no other known intermediate employment programmes active in the area that have lost out because of the CHA programmes.

In order to not totally disregarding possible displacement effects, we have included the existence of displacement in the sensitivity analysis (Section 7)

Deadweight

Deadweight is a measure to assess what part of the outcomes would have happened anyway, even if the activity or intervention had not taken place. For this report we have defined the deadweight as what would have happened if the Vineburgh Regeneration Initiative would not have happened.

For tenants, residents and apprentices/trainees the deadweight is calculated on the basis of the answers of respondents on the relevant questions in the interviews.

For the other stakeholders we have taken the assessment percentages used in the Assured SROI Forecast that were based on the experiences of CHA staff.

The Impact Map (Appendix A) shows the deadweight percentages and Appendix E provides an overview of the assessments made in the Assured SROI Forecast.

Drop Off

For outcomes that last longer than one year, it is likely that the effect of the outcome will decline over time. The outcome will be influenced by other factors and it will be less attributable to the activity. This is calculated by deducting a straight percentage from the outcome each year.

For outcomes lasting longer than one year we have assumed a drop off percentage of 10% for outcomes that are directly related to the new houses and 33% for the other outcomes that last more than a year.

¹⁹ A Guide to Social Return on Investment, The SROI Network, 2012. http://www.thesroinetwork.org/publications/doc_details/241-a-guide-to-social-return-on-investment-2012

Materiality of Impact

In our analysis of attribution and deadweight we have found no outcomes where attribution and deadweight or a combination of these two has led to an impact that is not relevant or significant and therefore not material.

Impact

The impact of the Vineburgh Regeneration Initiative is calculated by the quantity of the outcomes multiplied by the value of the financial proxy, minus attribution and deadweight. For the impact of the first year see Table 5.1 overleaf. The Impact map (Appendix A) shows the impact over the whole period.

TABLE 5.1: IMPACT

Stakeholder	Outcome	Quantity	Proxy Value	Attribution	Deadweight	Impact
Returned Tenants	Improved health	67	£1,068.00	10%	11%	£57,316.36
	Reduced utility bills	128	£130.00	10%	11%	£13,328.64
	Feeling safer, reduced stress and improved confidence	99	£6,403.00	3%	11%	£547,243.28
	Improved job readiness	38	£285.60	4%	11%	£9,272.63
	Increased pride	117	£1,747.00	25%	11%	£136,436.33
	Increased self-esteem	61	£561.60	25%	11%	£22,866.95
	Improved housing services	185	£973.00	0%	11%	£160,204.45
	Reduced decision making power	38	-£258.00	0%	11%	-£8,725.56
Residents	Improved appearance of the neighbourhood	142	£348.40	10%	2%	£43,635.01
	Improved community spirit	174	£484.00	25%	2%	£37,708.44
	Feeling less stressed and safer	126	£650.00	25%	2%	£55,419.00
	Increased self-esteem	154	£561.60	25%	2%	£55,311.98
	Annoyance by building works	28	-£78.00	0%	2%	-£2,140.32
Apprentices/ Trainees	Improved employability	22	£694.50	10%	10%	£12,375.99
	Increased confidence	17	£540.00	10%	10%	£7,435.80
	Increased independence	20	£7,261.85	10%	10%	£117,641.93
	Increased self-esteem	9	£561.60	10%	10%	£4,094.06
	Better idea of what to do with life/career	16	£834.00	10%	10%	£10,808.64
	Improved family relations	13	£1,815.46	10%	10%	£19,116.81
	Strathclyde Police	Reduced police presence	1	£23,328.00	0%	5%
NAC Housing	Reduction tenancy turnover	1	£83,353.60	25%	10%	£56,263.68
	Increased ability to fulfil demand for social rented housing	151	£1,152.00	0%	10%	£156,556.80
NAC Homelessness	Reduced homelessness	9	£2,900.00	0%	0%	£26,100.00
CHA	improved ability to do more large developments in the future	1	£76,000.00	25%	25%	£42,750.00
	increased longer-term sustainability	1	£272,000.00	25%	25%	£153,000.00
Government	More young people into transitional employment	22	£9,446.00	10%	10%	£168,327.72
NHS	Reduced health cost because better house	181	£221.55	0%	0%	£40,100.55
	Reduced health cost because less homelessness	9	£3,630.00	0%	0%	£32,670.00

6: Social Return on Investment

In this Section we calculate the overall Social Return on Investment produced by the Vineburgh Regeneration Initiative.

SROI Ratio

The Social Return value is expressed as a ratio of return and is derived from dividing the value of the impact by the value of the Investment. However, before the calculation is made, the Impact Value is adjusted to reflect the Present Value (PV) of the projected outcome values. This is to reflect the present day value of benefits projected into the future.

$$\text{SROI} = \frac{\text{Total Present Value}}{\text{Total Input}}$$

Discounting is applied to those values 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%²⁰.

In our calculations²¹ of the impacts we have established the total of all impacts of the project at £5,286,499. This represents the total value created by the Vineburgh Regeneration Initiative.

The Total Present Value for the project, at a discount rate of 3.5%, is £4,907,056. This represents the total value created by the Vineburgh Regeneration Initiative whereby the earning capacity of the amounts in the future is discounted.

The Net Present Value, the Total Present Value minus the total of all investments (£1,060,644) is £3,846,412. This amount represents the total extra value created by the Vineburgh Regeneration Initiative.

This gives an SROI ratio of £4,907,056/ £1,060,644= **£4.63: £1**. This means for every pound of investment in Vineburgh Regeneration Initiative £4.63 social value is created.

²⁰ This is based on the UK Government Green Book recommended discount rate for public funds.

²¹ All amounts are rounded to Pounds

7: Sensitivity Analysis and Verification of Results

This Section applies a sensitivity analysis on the impact assessment and describes the verification process.

The results presented in this SROI evaluation are based on assumptions and variables according to available evidence including qualitative data on the experience of stakeholders.

We have undertaken a sensitivity analysis to test these assumptions and variables given that there are areas of the base case that could be derived from imperfect evidence.

Table 7.1 shows which areas we selected as those with the most potential to affect the results.

Item	Base Case	New Case	SROI
Average increase in income by joining the programme	Survey data	Wellbeing Valuation: value apprenticeship from HACT Social Value Bank, £1,861	£4.42:£1
Value of living in a good neighbourhood	Wellbeing Valuation	Revealed preference: average spend on repair and maintenance, £348.40	£4.30:£1

TABLE 7.1: SENSITIVITY ANALYSIS

Item	Base Case	New Case	SROI
Attribution	0-25%	50% attribution for all outcomes	£2.58:£1
Deadweight	0-25%	50% deadweight for all outcomes	£2.57:£1
Displacement	0%	25% displacement for all outcomes	£3.47:£1
Outcomes Tenants	Impact Map	Only 50% of outcomes achieved	£3.23:£1
Outcomes Resident	Impact Map	Only 50% of outcomes achieved	£4.36:£1
Outcomes Gov't (NAC, NHS, Gov't)	Impact Map	Only 50% of outcomes achieved	£4.25:£1
Sensitivity Outcomes			
Outcome - Feeling safer, reduced stress and improved confidence	Reported outcome	Only 50% of outcome achieved	£3.81:£1
Increased self-esteem	Reported as separate outcome	Not treated as separate outcome but part of Feeling safer etc.	£4.56:£1
Increased pride	Reported outcome	Only 50% of outcome achieved	£4.42:£1
Increased independence (apprentices)	Reported outcome	Only 50% of outcome achieved	£4.50:£1
Sensitivity Proxies			
Value of having no problem with anti-social behaviour	Wellbeing valuation	Revealed preference: cost of moving house; £1,393	£3.35:£1

The sensitivity analysis shows that if the already conservative values used in the analysis are reduced even further, the SROI index does not fall below £2.57:£1. This value would be achieved if the deadweight all outcomes was 50%, meaning the unlikely situation that half of the outcomes would have happened without any intervention. Even in this worst case scenario the Vineburgh Regeneration Initiative is unlikely to return less than £2.57 for every £1 invested.

Verification

To verify the results of our evaluation we organised a discussion with the three community representatives (tenants and residents) of the Vineburgh Steering Group, CHA Board members (many who are tenants) and CHA's Tenant Participation & Engagement Officer. We have presented the outcomes and valuation of the outcomes to check back the result.

The stakeholders confirmed the outcomes once again and agreed with the impact and valuation in the main. This gave us confidence that our SROI report is accurate and believable.

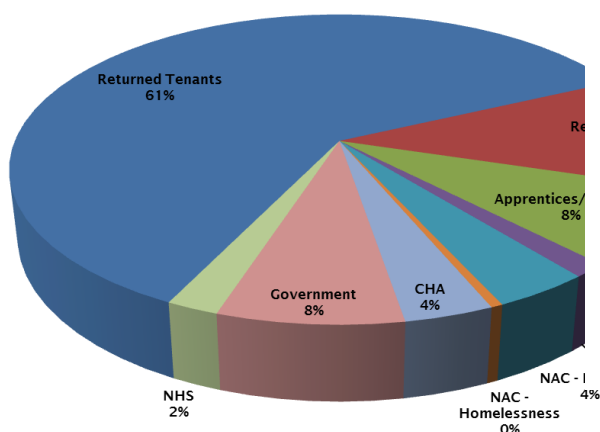
8: Analysis and Conclusion

This Section presents an analysis of the social value created by the programme and outlines our conclusions from the study.

Social Value Created

Figure 8.1 presents the value created for each of the stakeholder groups.

Figure 8.1: Value per stakeholder



As expected the majority (61%) of the value is created for the returned tenants. Other stakeholders for whom a considerable value is created are Residents (12%), apprentices/trainees (8%), Government (8%). Further value is created for NHS, NAC Housing and Homelessness, Strathclyde Police and CHA.

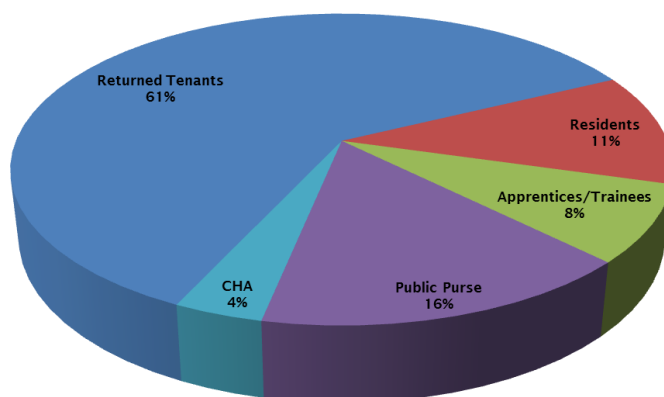
Figure 8.2 shows the value created for aggregate stakeholder groups.

Table 8.1 shows the comparison with the SROI Forecast.

TABLE 8.1: COMPARISON WITH SROI FORECAST

Stakeholder Group	SROI Forecast	SROI Evaluation
Returned Tenants	44%	61%
Residents	3%	11%
Apprentices/ Trainees	18%	8%
CHA	16%	4%
Public Purse	17%	16%
Others	2%	N/A

Figure 8.2: Value Aggregate Stakeholder Groups



Stakeholder Group	SROI Forecast	SROI Evaluation
Total	100%	100%

Table 8.1 shows that over time the value of the Vineburgh Regeneration Initiative has increased for the tenants and residents and decreased for the Apprentices/Trainees and CHA.

The Vineburgh Regeneration Initiative has created almost £840,000 additional social value for the public purse, approximately £405,000 for the Government, £240,000 for NAC, £115,000 for NHS and £75,000 for Strathclyde Police²². The SROI ratio for the Intermediate Employment programme is £3.78:£1, meaning that for every pound of ESF and Wider Role funding an additional value of just over £3.75 has been created.

The SROI ratio for the physical regeneration side of the Vineburgh area is £4.83:£1. This means that for every pound invested in the physical regeneration a social value of almost £5 has been created.

²² Amounts rounded to the nearest £5k.

Conclusions

CHA initiated the Vineburgh Regeneration Initiative to provide high quality homes to more people in North Ayrshire and thus help them turn their life around and, at the same time, secure the housing association's long-term sustainability and position themselves as the main regional development RSL.

This SROI evaluation has shown that the Vineburgh Regeneration Initiative has achieved this and more and has created a considerable social value of around £4.63 (with a sensitivity range between £2.57 and £4.63) for every pound of investment.

As expected the vast majority of value (73%) is created for the tenants and residents of the area.

As predicted from the previous SROI Forecast this SROI analysis also brought to light the value created for the public purse of almost £840,000

The expectation expressed in the SROI Forecast that the outcomes will become more evident over time has also been confirmed with the SROI ratio rising from £3.95:£1 to £4.63:£1.

Further Information

If you require any further information, in the first instance please contact:

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IMPACT MAP - Vineburgh Development																							
Stage 1			Stage 2			Stage 3						Stage 4				Stage 5							
Stakeholder	Stakeholders' Objectives	Inputs	Outputs	Description	Indicator	Source	The Outcomes		Financial Proxy Description	Value	Source	Attribution %	Displacement %	Deadweight %	Drop off %	Impact	Calculating Social Return						
						Quantity		Duration						Discount rate (%)									
														3.5%									
Returning Tenants	better quality house; increased safety; reduced stress levels; increased pride in the area; increased employability; more influence; reduced freedom because of CHA's restrictions;	time and effort	0	256 new homes built in the Vineburgh area	Improved health because of a warmer, drier, more appropriately sized house	number of tenants reporting improved health; number of tenants in a warmer, drier and more appropriately sized house	Tenants survey	67	4	Value of the housing quality indicator: Damp	£1,068.00	The Social Impact of Housing Providers, Daniel Fujiwara and HACT, 2013, (Table 6)	10%	0%	11%	10%	£57,316.36	£57,316.36	£51,584.72	£46,426.25	£41,783.62	£0.00	
					Reduced utility bills because of a better quality house	number of tenants reporting reduced utility bills, reduction in utility bills	Tenants survey, tenant's utility bills	128	4	10% reduction on the average annual spending on electricity, gas and other fuels	£130.00	Family Spending 2014, A report on the Living Cost and Food Survey, Office for National Statistics, Table A35	10%	0%	11%	10%	£13,328.64	£13,328.64	£11,995.78	£10,796.20	£9,716.58	£0.00	
					Feeling safer, reduced stress levels and improved confidence because of living in a better neighbourhood leading to a feeling of increased wellbeing	number of tenants reporting increased safety, reduced stress and improved confidence; number of complaints; number of police incidents	Tenants survey; CHA records; Police records	99	4	Value of having no problem with anti-social behaviour	£6,403.00	HACT Social Value Bank	3%	0%	11%	10%	£547,243.28	£547,243.28	£492,518.95	£443,267.06	£398,940.35	£0.00	
					Improved job readiness	number of tenants reporting looking for a job; number of tenants actively looking for a job; number of tenants getting off housing benefit	Tenants survey; CHA records	38	4	Cost of commercial support to find a job	£285.60	Mid career CV + job interview preparation (http://www.cvcconsultants.co.uk/cv_services.html). The value of this proxy is updated from the Global Value Exchange (http://www.globalvalueexchange.org/valuations/).	4%	0%	11%	33%	£9,272.63	£9,272.63	£6,212.66	£4,162.48	£2,788.86	£0.00	
					Increased pride because of an improved perception of the area and/or their house	number of tenants reporting increased pride; number of tenants that are reprimanded to maintain their home/garden	Tenants survey; CHA records	117	4	Value of living in a good neighbourhood	£1,747.00	HACT Social Value Bank	25%	0%	11%	10%	£136,436.33	£136,436.33	£122,792.70	£110,513.43	£99,462.09	£0.00	
					Increased self-esteem because of the improved reputation of Vineburgh	number of tenants reporting improved reputation of Vineburgh; number of times Vineburgh is mentioned positive in local media	Tenants survey; local media	61	4	Average spend on personal care	£561.60	Family Spending 2014, A report on the Living Cost and Food Survey, Office for National Statistics, Table A35. The value of this proxy is updated from the VOICE database (The SROI Network, http://www.thesroinetwork.org/vois-database).	25%	0%	11%	10%	£22,866.95	£22,866.95	£20,580.25	£18,522.23	£16,670.01	£0.00	
					Improved housing services because of better communication with landlord, quicker repairs and more influence on landlord	number of tenants reporting improved housing services; number of tenants having repairs done within target time	Tenants survey; CHA records	185	4	The value of the difference between living in a poor quality local authority home and a good quality housing association home	£973.00	The Social Impact of Housing Providers, Daniel Fujiwara and HACT, 2013, (Table 7)	0%	0%	11%	10%	£160,204.45	£160,204.45	£144,184.01	£129,765.60	£116,789.04	£0.00	
					Reduced decision making power in and around the house	number of tenants reporting dissatisfaction with CHA rules; number of complaints	Tenants survey; CHA records	38	4	Cost of a SKY entertainment pack for 1 year	£258.00	http://www.sky.com/shop/tv/	0%	0%	11%	10%	-£8,725.56	-£8,725.56	-£7,853.00	-£7,067.70	-£6,360.93	£0.00	
Residents	improved living environment; increased pride; reduced stress levels; disruption from the building activity; feelings of envy on the new homes	none	0	256 new homes built in the Vineburgh area	Improved appearance of the neighbourhood	number of residents reporting improved appearance	Residents survey	142	4	Average annual spend on repair and maintenance of a home	£348.40	Family Spending 2014, A report on the Living Cost and Food Survey, Office for National Statistics, Table A35	10%	0%	2%	10%	£43,635.01	£43,635.01	£39,271.51	£35,344.36	£31,809.92	£0.00	
					Improved community spirit because of reduced anti-social behaviour	number of residents reporting reduced anti-social behaviour; reduced number of police incidents	Residents survey, police records	106	4	Average cost of 4 community mediation per year	£484.00	The Role of Mediation in Tackling Neighbour Disputes And Anti-Social Behaviour, http://www.scotland.gov.uk/Publications/2003/09/17863/23804	25%	0%	2%	33%	£37,708.44	£37,708.44	£25,264.65	£16,927.32	£11,341.30	£0.00	
					Feeling less stressed and safer because of improved design and improved community	number of residents reporting reduced stress levels and increased safety	Residents survey	116	4	Value of living in a safe area	£650.00	The Social Impact of Housing Providers, Daniel Fujiwara and HACT, 2013, (Table 9)	25%	0%	2%	10%	£55,419.00	£55,419.00	£49,877.10	£44,889.39	£40,400.45	£0.00	
					Increased self-esteem because of the improved reputation of Vineburgh	number of residents reporting feeling better about themselves	Residents survey	134	4	Average spend on personal care	£561.60	Family Spending 2014, A report on the Living Cost and Food Survey, Office for National Statistics, Table A35. The value of this proxy is updated from the VOICE database (The SROI Network, http://www.thesroinetwork.org/vois-database).	25%	0%	2%	10%	£55,311.98	£55,311.98	£49,780.79	£44,802.71	£40,322.44	£0.00	
					Annoyance by building works (noisy and messy) because of the building activity	number of residents reporting noise and mess because of the building activity	Residents survey	28	4	Average cost of 1 day cleaning by a commercial house cleaning contractor	-£78.00	http://www.topmops.co.uk/faq.asp and http://www.selcneayshire.co.uk/specialoffers.html	0%	0%	2%	10%	-£2,140.32	-£2,140.32	-£1,926.29	-£1,733.66	-£1,560.29	£0.00	
Apprentices and Trainees	gaining work experience, getting qualifications, improved employability; increased confidence; increased self-esteem; increased independence; better idea of what they want in the future	time and effort	0	22 young people completed apprenticeship	Improved employability because of improved skills and increased work experience	number of apprentices finishing apprenticeship; number of apprentices gaining a qualification	Apprentices and Trainee survey; CHA records	22	4	The value of undertaking a part-time course	£754.00	The Social Impact of Housing Providers, Daniel Fujiwara and HACT, 2013, (p.32)	10%	0%	10%	33%	£13,436.28	£13,436.28	£9,002.31	£6,031.55	£4,041.14	£0.00	
					Increased confidence	number of apprentices reporting increased confidence	Apprentices and Trainee survey	17	4	The value of feeling more confident with family and other people	£690.00	The Social Impact of Housing Providers, Daniel Fujiwara and HACT, 2013, (p.32)	10%	0%	10%	33%	£9,501.30	£9,501.30	£6,365.87	£4,265.13	£2,857.64	£0.00	
					Increased independence	number of apprentices reporting increased independence; number of apprentices paying 'dig money'	Apprentices and Trainee survey	20	4	Average increase of income by joining the programme. (minus dig money)	£7,261.85	Apprentice and trainee interviews	10%	0%	10%	33%	£117,641.93	£117,641.93	£78,820.09	£52,809.46	£35,382.34	£0.00	
					Increased self-esteem because having gained qualification/job	number of apprentices gaining a qualification; number of apprentices getting a job	Apprentices and Trainee survey	9	4	Average spending on personal care	£561.60	Family Spending 2014, A report on the Living Cost and Food Survey, Office for National Statistics, Table A35. The value of this proxy is updated from the VOICE database (The SROI Network, http://www.thesroinetwork.org/vois-database).	10%	0%	10%	33%	£4,094.06	£4,094.06	£2,743.02	£1,837.83	£1,231.34	£0.00	
					Better idea of what to do with their life and career	number of trainees reporting a better idea of what to do with their life and career	Apprentices and Trainee survey	16	4	Cost of career change programme	£834.00	http://www.careeranalysts.co.uk/prices/	10%	0%	10%	33%	£10,808.64	£10,808.64	£7,241.79	£4,852.00	£3,250.84	£0.00	
					Improved family relations	number of apprentices reporting improved family relations; number of parents reporting improved family relations	Apprentices and Trainee survey	13	4	Average value of 'dig money'	£1,815.46		0%	10%	0%	10%	33%	£19,116.81	£19,116.81	£12,808.26	£8,581.54	£5,749.63	£0.00
					£0.00	£0.00	£0.00	£0.00	£0.00	£0.00													
Strathclyde police	reduced incidents;	time and effort	0	256 new homes built in the Vineburgh area	Reduced police presence in Vineburgh	number of police incidents	police records	1	4	3 less anti-social behaviour incidents reported in Vineburgh per month	£23,328.00	Cabinet Office, Unit Cost Database (http://data.gov.uk/sib_knowledge_box/toolkit) based on The Economic and Social Costs of Anti-Social Behaviour: a review' (London School of Economics and Political Science, 2003), p.43	0%	0%	5%	10%	£22,161.60	£22,161.60	£19,945.44	£17,950.90	£16,155.81	£0.00	
NAC - Housing	reduced turnover of tenancies; improved ability to allocate homes	none	0	256 new homes built in the Vineburgh area	Reduction of turnover in the Vineburgh area	turnover rate in Vineburgh area	NAC Housing, CHA records	1	1	reduction of void rent loss from 19% (old NAC tenancies) to the average of 8% (CHA average)	£83,353.60	Cabinet Office, Unit Cost Database (http://data.gov.uk/sib_knowledge_box/toolkit), Cost of re-letting property post-void, based on Research briefing: Immediate costs to government of loss of home (Shelter, 2012), p.6. (£2,960*256 houses * 19%-8%)	25%	0%	10%	0%	£56,263.68	£56,263.68	£0.00	£0.00	£0.00	£0.00	
					Increased ability to fulfil demand for social rented housing	number of new houses available for the waiting list; reduction in housing waiting list	NAC Housing, CHA Records	151	1	Value of Council Tax Band D	£1,152.00	http://www.north-ayrshire.gov.uk/CouncilAndGovernment/CouncilTax/CouncilTaxAnnualNotification.aspx	0%	0%	10%	0%	£156,556.80	£156,556.80	£0.00	£0.00	£0.00	£0.00	
NAC - Homelessness	cost savings / resource re-allocation	none	0	256 new homes built in the Vineburgh area	Reduced chance of people becoming homeless from Vineburgh and the increased ability to place homeless people through the creation of additional stock in the area leading to resource reallocation opportunities for NAC	number of people from the homelessness register placed in Vineburgh	CHA records	9	1	Average cost of a homelessness case to NAC	£2,900.00	Cabinet Office, Unit Cost Database (http://data.gov.uk/sib_knowledge_box/toolkit) based on Research briefing: Immediate costs to government of loss of home (Shelter, 2012), p.7	0%	0%	0%	0%	£26,100.00	£26,100.00	£0.00	£0.00	£0.00	£0.00	
CHA	improved strategic positioning; increased long-term	time and effort	855480	256 new homes built in the Vineburgh area	Improved ability to do more large developments in the future	number of new developments	CHA records	1	1	Salary cost to retain the CHA Development Team	£76,000.00	CHA records	25%	0%	25%	0%	£42,750.00	£42,750.00	£0.00	£0.00	£0.00	£0.00	
					Increased longer-term sustainability	increased turnover	CHA records	1	1	additional annual rental income	£272,000.00	CHA records	25%	0%	25%	0%	£153,000.00	£153,000.00	£0.00	£0.00	£0.00	£0.00	
Government	regeneration of the Vineburgh area	none	0	22 people in transitional employment	Increased number of young people into transitional employment	number of young people in transitional employment	CHA records	22	4	cost of Jobseekers Allowance	£9,446.00	Cabinet Office, Unit Cost Database (http://data.gov.uk/sib_knowledge_box/toolkit) based on The Department for Work and Pensions Social Cost-Benefit Analysis framework (Working Paper 86) / response to parliamentary questions (HC Deb 6 February 2013, vol 558, col 352W)	10%	0%	10%	33%	£168,327.72	£168,327.72	£112,779.57	£75,562.31	£50,626.75	£0.00	
NHS	improved physical and mental health of Vineburgh people	none	0	256 new homes built in the Vineburgh area	Reduced health cost as a result of people living in a warmer and drier home leading to resource reallocation opportunities	number of people moving into a new home	CHA records	67	4	health cost of cold dwellings to NHS	£221.55	The Health Cost of Cold Dwellings, Andrew Griffiths, BRE, 2011, table 6.	0%	0%	0%	33%	£14,843.85	£14,843.85	£9,945.38	£6,663.40	£4,464.48	£0.00	
					Reduced health cost as a result of less instances of homelessness leading to resource reallocation opportunities	number of homeless people moving into Vineburgh	NAC Homelessness, CHA records	9	4	average health cost for a homeless person	£3,630.00	The value of this proxy is the average of the cost identified in 2 research studies by NEF (Work it out - barriers to employment for homeless people, http://www.bicc.org.uk/resources/publications/homelessness.html) and New Policy Institute (HOW MANY, HOW MUCH?, Single homelessness and the question of numbers and cost, http://www.crisis.org.uk/data/files/publications/HowManyHowMuch_full.pdf)	0%	0%	0%	33%	£32,670.00	£32,670.00	£21,888.90	£14,665.56	£9,825.93	£0.00	
ESF and Wider Role	0	Grant funding	205164	22 people in transitional employment	0											£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	

Appendix B: Case Studies Apprentices

Albert²³

Whilst still in secondary school, Albert was thinking about his future and looking for an apprenticeship with a reputable company. After seeing the advert from CHA for an apprentice for the Vineburgh development, he immediately applied. After completing several entrance tests and interviews, Albert was offered an apprenticeship by CHA and turned down an offer from another company.

Albert had no previous formal training but had a keen interest in craft and design at school and the apprenticeship was something that he thought would further his interest in joinery. He thoroughly enjoyed the beginning of the apprenticeship and although having no expectations of it, felt very fortunate to have been accepted and receiving his first income: "No it was all new to me, I got started over in Irvine and I was that delighted with my first wage. I was only 16, I was over the moon, and so were my Mum and Dad. It was just at the time when the recession kicked in too so I was really lucky."

Albert began working on the Vineburgh site and was involved in various stages of the process from building the 'skeleton' of the houses to their completion. Jobs included joinery work, kitchen fitting and building the roof with him learning many new techniques and various skills. When asked what he wanted to achieve from the apprenticeship, he replied: "I wanted my trade at the end of it really. I just wanted to get as much as I could out of it."

Albert has gained new qualifications due to his apprenticeship including an HNC in Construction Management and is in the process of attending night school to obtain further qualifications. Regarding his qualifications, Albert stated: "I probably wouldn't have gotten those without my apprenticeship and I wouldn't have been able to expand into the management side of things." Albert is still working with his employer in construction and praises his apprenticeship for the many opportunities to learn new skills: "Yeah I've learnt lots, people skills, customer services, skills in my trade which I think I'm good at and I just really enjoy. Talking to people really, that kind of thing. Just lots of improvement."

Earning his own income, increased independence and being able to support himself were some of the factors that Albert liked best about his apprenticeship: "Yep it's definitely increased my independence, I wouldn't be able to drive or pay for driving lessons or buy a car before. I'm now looking to buy a house; I wouldn't have been able to do that without this." His confidence has also vastly improved throughout the experience and he has found himself doing things now he did not think he would ever do: "It 100% improved my confidence, being able to meet new people, I do customer service now because of it, it's helped that much. I'd never be able to speak to the public before the way I do now, I think it's matured me."

Albert believes his apprenticeship has had a very positive impact on his future career aspirations and is now enjoying a permanent position within the company: "...now I know the possibilities, that I can do the management side of it too. It's definitely improved my future; I'll still rely on this experience for the rest of my life..." The apprenticeship also improved Albert's self-esteem and helped him to see what he could accomplish when he put his new skills to use. This made Albert feel more positive about his life and his abilities: "I can now build new things for myself too. I'm more positive, if I never had this I could easily have gone off the tracks, just been a bum."

The apprenticeship also increased Albert's social skills and introduced him to new people who he has formed good friendships with. Albert also stated that his apprenticeship has helped him interact with other friends who are in trades as they have more in common now: "I'm speaking to more people now, I've more things in common with my mates who are also in the trade, we can talk about work stuff at the pub or wherever." An increase in income has been another positive factor of the apprenticeship as Albert can now afford to buy new clothes, go out and treat himself which were things he couldn't do before working: "The wage wasn't that great to start with but it increased each year and I could go out and buy clothes, I couldn't do that before."

Working for CHA has had a very positive impact for Albert and when asked if he would recommend the apprenticeship to someone else he stated: "I would encourage someone as best as I could to do this. There's always going to be a job

²³ Names are changed for privacy reasons.

in this industry and if you'd like to be in it, it's stable. It's got its good and bad points but I'd definitely encourage them to try it."

Bernard²⁴

Before his traineeship, Bernard was at secondary school and contemplating what he would like to do once he left. He had taken part in a short work-experience programme with a printing company through the school and had a part-time 'milk run' job, but was struggling to find experience and career prospects he was interested in. After seeing an advert looking for trainees for the Vineburgh project in the local newspaper, Bernard decided to apply to CHA because he was: "...attracted by the money, the experience, the fact that it was for trainees that I could come from school and do it and just start from the bottom and work my way to the top." Having no previous training or any expectations about the traineeship, Bernard was hopeful he would be given a chance. Bernard was successful with his application and started his training soon afterwards. Tasks and duties included group training to get familiar with each other, improving presentational, communication and interview skills as well as confidence building and learning about the administrative and customer service aspects of CHA.

Bernard praised his traineeship for developing his communication skills and stated: "It really improved my communication, being on the phone, talking to people and in front of people, those are important for working in housing so I improved there, it was also confidence building. It really helped as I wasn't good with any of that before. I can now talk to people fine." Bernard discovered he was highly interested in the IT side of the organisation and made the switch from housing to IT to pursue his new ambitions. Training with CHA also gave Bernard more responsibility which he positively responded to as he was happy to be more involved in the organisation and play an active role.

Prior to the training, Bernard had a few qualifications from school but now has his Housing Level 3, an SVQ in IT and a qualification in Admin due to his involvement in the Vineburgh Development. CHA were so impressed with Bernard's commitment and ability to his traineeship that he was offered a full-time position and continues to work for the organisation presently.

Due to his traineeship, Bernard's confidence levels have increased and he explained that this has also improved his socialisation: "Yes I'm more confident, I'm going out with friends more, I can do things around the house now, I could start paying dig money, it all made me feel more mature like." Bernard also met new friends whilst training and remains close to them: "I'm still chatting to folk who did the training; two of them still work here. I was lucky enough to be kept on with them." As well as increasing his socialisation, Bernard also stated that training helped his independence and allowed him to pay for driving lessons so he no longer had to rely on others for transportation. Making money also contributed to increasing his independence as it enabled him to afford activities with his friends, go out more and buy his own clothes: "Before I did a milk run and that seen me through but I was living off my parents. It's been a major increase in pocket compared to what I was used to."

The traineeship also helped Bernard to think more positively about his future and career development: "It's improved my future chances because of the qualifications I've got and the experience." Because of the training, Bernard has gained enough experience and qualifications that he can progress further in a career in IT and work in a field that he is highly motivated in. When asked what would have happened if he had not applied for the training position, Bernard stated: "If I hadn't done training I wouldn't have gone down the IT path. At school I was more interested in doing a trade or apprenticeship but I'm glad I didn't."

Bernard said that the thing he liked best about his traineeship was the people he was training with and the fact that "it was informal; we could have a laugh and a chat and get to know each other," and could not think of anything negative about his time training with CHA. Instead, Bernard felt very positively about the way his training was managed and commended the simple transition from school to a work environment: "They really did themselves a bonus with the way they did it; it was like school, they broke you in easy. It helped with the transition." When asked if he would recommend his traineeship to others he enthusiastically agreed and said: "It's a good thing to get into, it gets you used to working, the qualifications are beneficial and it's good to have a wage coming in."

Overall Bernard is incredibly pleased with his traineeship and believes things would have been worse for him if he had not taken the opportunity: "If I hadn't done it things would be totally different. I'd probably have gone down a worse road, living off the brew, living off Mum and Dad, maybe I would have stayed at school but it wouldn't be as beneficial."

²⁴ Names are changed for privacy reasons.

Appendix C: Outcome Indicators

TABLE B: OUTCOME INDICATORS

Stakeholder	Outcome	Indicator	Source
Returned Tenants	Improved health	Number of tenants reporting improved health; number of tenants in a warmer, drier and less overcrowded house	Tenants survey
	Reduced utility bills	Number of tenants reporting reduced utility bills, reduction in utility bills	Tenants survey, tenant's utility bills
	Feeling safer, reduced stress and improved confidence	Number of tenants reporting increased safety, reduced stress and improved confidence; number of complaints; number of police incidents	Tenants survey; CHA records; Police records
	Improved job readiness	Number of tenants reporting looking for a job; number of tenants actively looking for a job; number of tenants getting off housing benefit	Tenants survey; CHA records
	Increased pride	Number of tenants reporting increased pride; number of tenants that are reprimanded to maintain their home/garden	Tenants survey; CHA records
	Increased self-esteem	Number of tenants reporting improved reputation of Vineburgh; number of times Vineburgh is mentioned positively in local media	Tenants survey; local media
	Improved housing services	Number of tenants reporting improved housing services, number of tenants having repairs done within target time	Tenants survey; CHA records
	Reduced decision making power	Number of tenants reporting dissatisfaction with CHA rules; number of complaints	Tenants survey; CHA records
Residents	Improved appearance of the neighbourhood	Number of residents reporting improved appearance	Residents survey
	Improved community spirit	Number of residents reporting reduced anti-social behaviour, reduced number of police incidents	Residents survey, police records
	Feeling less stressed and safer	Number of residents reporting reduced stress levels and increased safety	Residents survey
	Increased self-esteem	Number of residents reporting feeling better about themselves	Residents survey
	Annoyance by building works	Number of residents reporting noise and mess because of the building activity	Residents survey
Apprentices and Trainees	Improved employability	Number of apprentices finishing apprenticeship, number of apprentices gaining a qualification	Apprentices survey; CHA records
	Increased confidence	Number of apprentices reporting increased confidence	Apprentices survey
	Increased independence	Number of apprentices reporting increased independence, number of apprentices paying 'dig money'	Apprentices survey
	Improved social life	Number of apprentices reporting new friends	Apprentices survey
	Increased self-esteem	Number of apprentices gaining a qualification, number of apprentices getting a job	Apprentices survey; CHA records
	Better idea of what to do with life/career	Number of trainees reporting a better idea of what to do with their life and career	Apprentices survey
	Improved family relations	Number of apprentices reporting improved family relations, number of parents reporting improved family relations	Apprentices survey
Strathclyde Police	Reduced police presence	number of police incidents	Police records
NAC Housing	Reduction tenancy turnover	turnover rate in Vineburgh area	NAC Housing, CHA records
	Increased ability to fulfil demand for social rented housing	number of new houses available for the waiting list; reduction in housing waiting list	NAC Housing, CHA Records
NAC Homelessness	Reduced homelessness	number of people from the homelessness register placed in Vineburgh	CHA records
CHA	improved ability to do more large developments in the future	number of new developments	CHA records
	increased longer-term sustainability	increased turnover	CHA records
Government	More young people into transitional employment	number of young people in transitional employment	CHA records

Stakeholder	Outcome	Indicator	Source
NHS	Reduced health cost because better house	number of people moving into a new home	CHA records
	Reduced health cost because less homelessness	number of homeless people moving into Vineburgh	NAC Homelessness, CHA records

We have identified one subjective indicator for every outcome and tried to back that up with an objective one. This should not be viewed as two indicators, but as a subjective and objective part of the indicator to avoid double counting. It is recommended to develop objective indicators for the outcomes where we have not been able to identify any.

Appendix D: Financial Proxies

TABLE D: FINANCIAL PROXIES

Stakeholder	Outcome	Financial Proxy	Value	Type of Proxy
Returned Tenants	Improved health	The value of the housing quality indicator Damp, from The Social Impact of Housing Providers, Daniel Fujiwara and HACT, 2013, (Table 6),	£1,068.00	Wellbeing Valuation
	Reduced utility bills	10% reduction on the average annual spending on electricity, gas and other fuels	£130.00	Cost saving
	Feeling safer, reduced stress and improved confidence	Value of having no problem with anti-social behaviour, from HACT Social Value Bank	£6,403.00	Wellbeing Valuation
	Improved job readiness	Cost of commercial support to find a job	£285.60	Revealed preference
	Increased pride	Value of living in a good neighbourhood, from HACT Social Value Bank	£1,747.00	Revealed preference
	Increased self-esteem	Average spend on personal care, updated from forecast	£561.60	Revealed preference
	Improved housing services	The value of the difference between living in a poor quality local authority home and a good quality housing association home, from The Social Impact of Housing Providers, Daniel Fujiwara and HACT, 2013, (Table 7),	£973.00	Wellbeing Valuation
	Reduced decision making power	Cost of a SKY entertainment pack for 1 year	-£258.00	Revealed preference
Residents	Improved appearance of the neighbourhood	Average annual spend on repair and maintenance of a home	£348.40	Revealed preference
	Improved community spirit	Average cost of 1 community mediation per month	£1,452.00	Revealed preference
	Feeling less stressed and safer	Value of living in a safe area, from The Social Impact of Housing Providers, Daniel Fujiwara and HACT, 2013, (Table 9)	£650.00	Wellbeing valuation
	Increased self-esteem	Average spend on personal care	£561.60	Revealed preference
	Annoyance by building works	Average cost of 1 day cleaning by a commercial house cleaning contractor	-£78.00	Revealed preference
Apprentices and Trainees	Improved employability	The value of undertaking a part-time course	£754.00	Wellbeing valuation
	Increased confidence	The value of feeling more confident with family and other people	£690.00	Wellbeing valuation
	Increased independence	Average increase of income by joining the programme (minus dig money)	£7,261.85	Increased income
	Improved social life	value of one activity with friends once a week	£1,014.00	Revealed preference
	Increased self-esteem	Average spending on personal care	£561.60	Revealed preference
	Better idea of what to do with life/career	Cost of career change programme	£834.00	Revealed preference
	Improved family relations	Average value of 'dig money'	£1,815.46	Revealed preference
Strathclyde Police	Reduced police presence	3 less anti-social behaviour incidents reported in Vineburgh per month	£23,328.00	Resource reallocation
NAC Housing	Reduction tenancy turnover	Reduction of void rent loss from 19% (old NAC tenancies) to the average of 8% (CHA average)	£83,353.60	Resource reallocation
	Increased ability to fulfil demand for social rented housing	Value of Council Tax Band D	£1,152.00	Increased income
NAC Homelessness	Reduced homelessness	Average cost of a homelessness case to NAC	£2,900.00	Resource reallocation
CHA	Improved ability to do more large	Salary cost to retain the CHA Development Team	£76,000.00	Revealed preference

Stakeholder	Outcome	Financial Proxy	Value	Type of Proxy
	developments in the future			
	Increased longer-term sustainability	Additional annual rental income	£272,000.00	Revealed preference
Government	More young people into transitional employment	Cost of Jobseekers Allowance	£9,446.00	Resource reallocation
NHS	Reduced health cost because better house	Health cost of cold dwellings to NHS	£221.55	Resource reallocation
	Reduced health cost because less homelessness	Average health cost for a homeless person	£3,630.00	Resource reallocation

Most proxies are self-explanatory, but some proxies require an explanation.

- Increased self-esteem – people who feel good about themselves take pride in their personal care. Therefore the average value of what people spend on personal hygiene can be seen as a proxy for this outcome.
- Improved community spirit– a way to do something about the anti-social behaviour that reduces the community spirit would be to use a community mediator to solve these issues.
- Reduced decision making power – the most used complaint with regards to this outcome was that CHA does not allow satellite dishes on the fabric of the building, because of which people thought they could not get SKY anymore.
- Improved family relations – parents and trainees/apprentices got along better in the house because the young people were actively doing something towards their future, were out of their parent’s way and less of a financial burden. Consultees linked this outcome frequently with the fact that the young people were now contributing to the household income.
- Reduction tenancy turnover – the tenancy turnover in the Council houses in the Vineburgh area was 19%, while the average of CHA properties is 8%. For the value of this proxy we have taken the difference between the void cost for 19% and 8%. Note: this is not a cost saving, but a valuation of the outcome.
- Increased ability to fulfil demand for social rented housing – the value for this outcome is reflected by the increased income through Council Tax.
- Improved ability to do more large developments – to do large scale developments CHA needs a development team and the price of these services of this development team is expressed in their salary.

Where possible we have looked for new financial proxies using the HACT Social Value Bank, Daniel Fujiwara’s research report “The Social Impact of Housing Providers” and the Cabinet Office’s Unit Cost Database. Where that was not possible we have used the financial proxies that were used in the assured SROI forecast, but updated these to 2014 values. Where possible we have used the updated research reports (e.g. the Family Spending Survey was updated to the values of 2014), in other revealed preference cases we have looked for the 2014 price for the products.

Appendix E: Attribution

Table E provides an overview of the percentages used for attribution in this analysis

TABLE E: ATTRIBUTION

Stakeholder	Outcome	Attribution	Rationale
Returned Tenants	Improved health	10%	Consultees were not able to comment meaningfully on the attribution issues for this outcome. We have therefore reverted to the assumptions used in the assured forecast to avoid the risk of over-claiming. We have assumed an attribution of 10% to reflect preventative measures tenants have taken to reduce chances on illnesses, such as proper clothing and healthy eating
	Reduced utility bills	10%	Consultees were not able to comment meaningfully on the attribution issues for this outcome. We have therefore reverted to the assumptions used in the assured forecast to avoid the risk of over-claiming. We have assumed an attribution of 10% to reflect energy saving measures taken by tenants, such as avoiding unnecessary lighting, heating and appliances.
	Feeling safer, reduced stress and improved confidence	3%	For this outcome we were able to specifically ask consultees about attribution. For those who reported support from other organisations in achieving this outcome we have assumed an attribution of 50%. This resulted in an average attribution on the three questions used to evidence this outcome of 4%.
	Improved job readiness	4%	For this outcome we were able to specifically ask consultees about attribution. For those who reported support from other organisations in achieving this outcome we have assumed an attribution of 50%. This resulted in an average attribution of 4%.
	Increased pride	25%	Consultees were not able to comment meaningfully on the attribution issues for this outcome. We have therefore reverted to the assumptions used in the assured forecast to avoid the risk of over-claiming. We have assumed an attribution of 25% to account for other voluntary and public services tenants attend and help they have received from others
	Increased self-esteem	25%	Consultees were not able to comment meaningfully on the attribution issues for this outcome. We have therefore reverted to the assumptions used in the assured forecast to avoid the risk of over-claiming. We have assumed an attribution of 25% to account for other voluntary and public services tenants attend and help they have received from others
	Improved housing services	0%	There is no attribution because this outcome is only the result from transferring to CHA as a landlord
	Reduced decision making power	0%	There is no attribution because this outcome is only the result from transferring to CHA as a landlord
Residents	Improved appearance of the neighbourhood	10%	Consultees were not able to comment meaningfully on the attribution issues for this outcome. We have assumed an attribution of 10% to reflect the residents own contributions and any upgrading the Council has done to the area surrounding the Vineburgh Regeneration Initiative
	Improved community spirit	25%	

Stakeholder	Outcome	Attribution	Rationale
	Feeling less stressed and safer	0%	Consultees were not able to comment meaningfully on the attribution issues for this outcome. We have assumed an attribution of 25% to account for other voluntary and public services residents attend and help they have received from others
	Increased self-esteem		
	Annoyance by building works		
Apprentices and Trainees	Improved employability	10%	We have only been able to interview a limited number of apprentices/trainees for the evaluation, therefore we have taken the attribution from the assured forecast SROI. We have assumed a 10% attribution to reflect that other activities they attend (e.g. sports) and the effort of others (e.g. family) contributes to the achievement of these outcomes
	Increased confidence		
	Increased independence		
	Improved social life		
	Increased self-esteem		
	Better idea of what to do with life/career		
	Improved family relations		
Strathclyde Police	Reduced police presence	0%	This outcome is fully attributable to the Secure by Design concept of the Vineburgh Regeneration Initiative
NAC Housing	Reduction tenancy turnover	25%	This is to reflect the general measures NAC is taking to reduce tenancy turnover
	Increased ability to fulfil demand for social rented housing	0%	This is fully attributable to the building of new social rented housing stock
NAC Homelessness	Reduced homelessness	0%	This is fully attributable to the building of new social rented housing stock
CHA	Improved ability to do more large developments in the future	25%	We have assumed a 25% attribution to account for the other development activity and networking CHA is doing
	Increased longer-term sustainability		
Government	More young people into transitional employment	10%	Some of these local young people would have got a transitional employment opportunity
NHS	Reduced health cost because better house	0%	Without the Vineburgh Regeneration Initiative none of this would have happened
	Reduced health cost because less homelessness		

Appendix F: Deadweight

For the tenants the deadweight is calculated by attaching a value of 0% to those who said nothing would have happened, 10% for those who said most of the outcomes would not have happened and 100% for those who said they would have been better off. The average comes to 11%.

Deadweight Tenants	No respondents	Sample	%
- nothing would have happened	31		
- most of the outcomes would have not happened	20		
- better off	4		
Deadweight	600%	55	11%

For the residents the deadweight is calculated by attaching a value of 10% to those who said the area would have been the same without the regeneration and 0% for those who said the area would go downhill. Nobody said that the area was better before. The average comes to 2%.

Deadweight Residents	1	Sample	%
- the area would have been the same	15		
- the area would have gone downhill	67		
- the area was better better before	0		
Deadweight	150%	84	2%

For the apprentices the deadweight is calculated by attaching a value of 25% deadweight for those who reported that they would have been unemployment, 10% for those who said they would have gone to college and 0% for those who reported to be not sure, or unemployed. The average of these figures is 10%

Deadweight	1	2	3	4	5	6	7	8	1	2	3	4	5	6	7	8	9	10			
- same job I don't like							25%		25%	25%											
- not sure if I would get a job / unemployed											0%	0%	0%	0%							
- college	10%	10%	10%	10%	10%	10%		10%							10%	10%	10%	10%			
Deadweight	10%	10%	10%	10%	10%	10%	25%	10%	25%	25%	0%	0%	0%	0%	10%	10%	10%	10%	185%	18	10%

TABLE E: DEADWEIGHT

Stakeholder	Outcome	Deadweight	Rationale
Strathclyde Police	Reduced police presence	5%	Some improvement could have happened in the area that would have resulted in less police presence
NAC Housing	Reduction tenancy turnover Increased ability to fulfil demand for social rented housing	10%	If the Vineburgh Regeneration Initiative would not have happened some small scale new housing would be built in Irvine
NAC Homelessness	Reduced homelessness	0%	Without the Vineburgh Regeneration Initiative none of this would have happened
CHA	Improved ability to do more large developments in the future Increased longer-term sustainability	25%	There would have been a chance that CHA would become the regional development RSL CHA would have looked at other opportunities to strengthen its future sustainability
Government	More young people into transitional employment	10%	Some of these local young people would have got a transitional employment opportunity elsewhere
NHS	Reduced health cost because better house Reduced health cost because less homelessness	0%	Without the Vineburgh Regeneration Initiative none of this would have happened

Appendix G: Consultation Questionnaires

The following Interview Pro Forms used in the stakeholder consultation have been appended:

- Tenants Interview Pro Forma
- Residents Interview Pro Forma
- Apprentices and Trainees Interview Pro Forma
- Apprentices and Trainees Case Study Interview Pro Forma
- Strathclyde Police Interview Pro Forma
- NAC Housing Department Interview Pro Forma
- NAC Homelessness Department Interview Pro Forma
- CHA Interview Pro Forma

All interviews have been face-to face, in the case of tenants, residents, apprentices and trainees in person and the rest by phone.

The bullet points under the questions should be viewed both as a checklist for the interviewer to assure all main points have been covered and as follow up questions when the interviewee got stuck.

Vineburgh SROI – Tenants Pro Forma

Background Info: How long in House?

Household (Total)	
--------------------------	--

	1	2	3	4	5	6	7	8	9	10
Demographics: Age, M/F? (eg M42)										

1. **Can you tell me how your and your family’s life has changed as a result of moving into your new house?**
 - How can you tell? Can you give me some examples?
 - Would any of this have happened without you having moved into a new house?
 - How would you value this?

2. **Is your new house better than your old one?**
 - If so why would you say that?
 - What impact does this have on you and your family?
 - How could you tell the difference? Can you give some examples?

3. **Did your old house cause health problems for you or your family?**
 - If yes, how has your new home made a difference?
 - What does that allow you to do differently?
 - How would you value this?

4. **Do you have reduced utility bills compared to your old home?**
 - If yes, gas, electricity or both?
 - What does the extra money allow you to do?

5. **Do you and your family feel safer now you have moved into your new house?**
 - If yes, why is that so?
 - How does that make you feel?
 - What different things does this allow you to do?
 - How would you value this?

6. **If you feel safer, does your new house make you feel safer or is it the regeneration of the total area?**

7. **Do you and your family feel less stressed since you’ve moved into your new house?**
 - If yes, how can you tell?
 - What does this allow you to do different?
 - What effect has this on your family?

8. Has your confidence changed since you moved into your new house?

- If yes, how can you tell?
- What do you do differently now?
- Do you think other people would say you are now more confident?
- How does that make you feel?
- How would you value that?

9. Since you have moved in your new home, has your employment situation changed?

- What does that mean to you and your family?
- What things can you do now that you could not do before?
- How does that make you feel?

10. Has your feeling about your home and neighbourhood changed as a result of the new houses?

- If changed, how?
- Does this allow you to do things differently or make you behave differently?

11. Do you think other people now view you differently now you have a new house or because the Vineburgh area is improved?

- If yes, what is different?
- Does this make you act or behave differently?
- How can you tell? Can you give some examples?

12. Your landlord has changed from North Ayrshire Council to Cunninghame Housing Association. Has this made any difference?

- If yes, how?
- Can you give some examples?

13. Are there any negative aspects for you or your family from moving into a new house?

- If so which
- How does that affect you and your family? Can you give some examples?
- How important is this to you?

14. Have you had help from any other services or voluntary organisations with any of the following:

- **Feeling safer**
Yes, who.....
- **Reducing Stress**
Yes, who.....
- **Gaining confidence**
Yes, who.....
- **Finding employment**
Yes, who.....

15. What do you think would have happened to you, your families and your neighbourhood if the new houses in Vineburgh would have not been built?

Chose one:

- area more run down
- would have tried to move
- lived in good area

Chose one:

- I would be better off
- I would be worse off, none of the above would likely have happened
- I would be worse off, most of the above would likely have not happened

16. Do you think you would have done up your Council house yourself, if you would not have got a new house?

- If Yes: How much of your own money would you have spent (compulsory to answer this question!!!)

Vineburgh SROI – Residents Pro Forma

<i>How long in House?</i>		
<i>Household : No adults</i>		
<i>Household: No Children</i>		
<i>Tenancy</i>	<i>Council</i>	<i>Other</i>

1. Do you think the neighbourhood has improved because of the new houses?

- If yes, how?
- How does that make you feel?

2. Do you and your family feel safer now the new houses are being built?

- Why would you say that?
- Why is this important to you and your family?
- Does this allow you to do different things?

3. Do you and your family feel (more settled) less stressed since the new houses have been built?

- If yes, how can you tell?
- How does that affect the life of you and your family? Can you give some examples?

4. Do you think other people view you/your situation differently now that the Vineburgh area is improved?

- If yes, how?
- How can you tell? Can you give me some examples?
- How does that make you feel?

5. Do you think the community in Vineburgh has improved as a result of the new development?

- If yes, why would you say that?
- Can you give some examples?
- Why is this important to you?

6. Are there any negative aspects for you or your family from the new houses?

- If yes, why would you say that?
- How important is this to you?

7. Who else helped you achieve these outcomes?

8. What do you think would have happened if the new houses in Vineburgh would have not been built?

- The area would have got worse
- The area would have stayed the same
- The area would have got better
 - If better, how would that have happened?

Vineburgh SROI – Apprentices and Trainees Pro Forma

9. Do you think the new skills you gained and the experience you got from your apprenticeship has made it easier for you to get a job?

- If yes, are you working now?
- Why would you say that? Can you give an example?

10. Has your apprenticeship made you more confident in yourself?

- If yes, how can you tell? W
- What do you do differently now?
- Can you give an example?
- How could your friends and family tell you are more confident?
- How important is that to you?

11. Did your apprenticeship help you to become more independent?

- If yes, how can you tell?
- Is there a difference in how people treat you? Your parents? Your friends?
- What would have happened to you if you would not have had your apprenticeship/traineeship?

12. Did you make new friends through your apprenticeship?

- If yes, are you still seeing some of them now?
- How do you keep in touch?
- What do you do when you see them?
- How does that make you feel?
- What is the advantage for you of these new friendships?

13. Do you feel better about yourself because you have completed an apprenticeship?

- If yes, why would you say that?
- What of the apprenticeship/traineeship is it exactly that make you feel that way?
- Why is that important to you?

14. Did the apprenticeship help you getting a better idea of what you wanted to do with your career and life?

- If so, what are your plans?
- Have your plans /ideas worked out so far?
- How important was that for you?

15. Has starting working as an apprentice helped you to get on better with your parents?

- If yes, how can you tell?
- Do you treat your parents differently?
- Do your parents treat you differently?
- How has the atmosphere changed in the house?
- How important is this to you?

16. Looking back, are there any other positive effects of your apprenticeship that we have not discussed yet??

- If yes, which?
- How important is this for you?

17. Looking back, are there any other negative effects of your apprenticeship??

- If yes, which?
- How important is this for you?

18. Who else helped you achieve these outcomes?

19. What would have happened to you if you would not have had the apprenticeship / traineeship?

- Nothing, very little, still unemployed, found other traineeship/apprenticeship (where and how), found other job (where and how).

Vineburgh SROI – Apprentices and Trainees Case Study Pro Forma

- 1. Can you tell me what you were doing before you began your training/apprenticeship?**
 - Were you working?
 - In education?
 - Unemployed?

- 2. How did you become involved in the training/apprenticeship?**

- 3. What attracted you to the opportunity?**

- 4. Had you completed any training like it previously?**

- 5. Did you have any expectations?**
 - What did you hope to achieve?

- 6. Can you describe what the training/apprenticeship entailed?**
 - Tasks, duties etc.
 - Hours, weekday/evenings

- 7. Did you have any formal qualifications before?**

- 8. Have you gained any since completing your training/apprenticeship?**

- 9. Did you learn any new skills?**
 - If yes, can you explain what? E.g Time management, IT skills, communication, etc.

- 10. What did you like best about the training/apprenticeship?**

- 11. Was there anything you didn't like or feel could be improved?**

- 12. How did the training/apprenticeship affect your confidence/self-esteem?**
 - If yes, how can you tell?
 - What do you do differently now?

- 13. How did the training/apprenticeship affect your independence?**
 - If yes, how can you tell?

14. Did the training/apprenticeship make you think more about your future or career possibilities?

- Do you think it improved them? How?

15. Did the training/apprenticeship give you more responsibility(ies)?

16. Would you recommend the experience to a friend?

- If yes, what would you tell them?

17. Did receiving a financial income impact your life?

- If yes how?

Vineburgh SROI – Strathclyde Police Pro Forma

- 1. How do you think the new Vineburgh development has affected the work of Strathclyde Police in the area?**
 - Why would you say that? Can you give an example?
 - Why is this important to you?

- 2. Does the new Vineburgh Development have an impact on the rest of the Vineburgh area?**
 - If so, what influence (positive/negative)?
 - Why would you say that? Can you give some examples?
 - How does that affect your work?

- 3. Do you think there will be fewer incidents in the area because of the new development?**
 - Why would you say that? Can you give some examples?
 - Have figures already gone down or is it too early to tell?
 - Do you think you have to spend less time in the area (how much time on average now)?
 - If less time spent in Vineburgh, what do you do with the freed up time?
 - What would have happened without the new Vineburgh development?

- 4. Do you think the improved design of the area has made police work easier?**
 - Why would you say that? Can you give some examples?
 - What difference does that make to your work?
 - Do you think you have to spend less time in the area (how much time on average now)?
 - If less time spent in Vineburgh, what do you do with the freed up time?

Vineburgh SROI – NAC Housing Department Pro Forma

- 1. How do you think the new Vineburgh development has affected the work of NAC Housing Department?**
 - Why would you say that? Can you give an example?
 - Why is this important to you?

- 2. Do you think the Vineburgh regeneration has had an effect of the turnover rate in the Vineburgh area?**
 - Why is that important to NAC?
 - What would have happened without the new Vineburgh development?
 - Does that have a financial implication for the Council?

- 3. Are you better able to fulfil the demand for social rented housing in North Ayrshire because of the Vineburgh development?**
 - Why is this important
 - Is there a long waiting list?
 - What would have happened to those that got a house in Vineburgh without the redevelopment?

- 4. Are there any negative aspects for you or your staff from the Vineburgh Development?**
 - If so, can you give us some examples?

Vineburgh SROI – NAC Homelessness Pro Forma

1. How do you think the new Vineburgh development has affected the work of NAC Homelessness Department?

- Why would you say that? Can you give an example?
- Why is this important to you?

2. Has the Vineburgh regeneration allow you to place more people from the homelessness register?

- Why is that important to NAC?
- What would have happened without the new Vineburgh development?
- Does that have a financial implication for the Council?

3. Are there any negative aspects for you or your staff from the Vineburgh Development?

- If so, can you give us some examples?

Vineburgh SROI – CHA Pro Forma

- 1. How has the new Vineburgh development affected you and your organisation?**
 - Why would you say that? Can you give an example?
 - Why is this important to you?

- 2. How has the Vineburgh Development helped you improve your strategic position?**
 - Why would you say that? Can you give some examples?
 - What do you hope this will enable you to do in the future?
 - What would have happened without the new Vineburgh development?
 - Why is this important to you?

- 3. Do you think the regeneration of the area will have a positive influence on the longer-term sustainability of CHA?**
 - Why would you say that?
 - How can you tell?
 - What would have happened without the new Vineburgh development?
 - How would you value this outcome?

- 4. Are there any negative aspects for you, your work or your employer from the Vineburgh Development?**
 - If so, can you give us some examples?

Appendix H: Quantity

Table H provides an overview of the survey responses have led to the quantities used in the Impact Map.

TABLE H: QUANTITIES

Stakeholder	Outcome	Reported changes	No. positive answers	Sample ²⁵	%	Total	Quantity
Returned Tenants	Improved health	Question 2	26 tenants	75 tenants	35%	191	67
	Reduced utility bills	Question 4	49 tenants	73 tenants	67%	191	128
	Feeling safer, reduced stress and improved confidence	Question 5,7,8	39 tenants that answered positive to all 3	75 tenants	52%	191	99
	Improved job readiness	Question 9	15 tenants who reported actual activity	75 tenants	20%	191	38
	Increased pride	Question 10, with 3 or more indications why	46 tenants	75 tenants	61%	191	117
	Increased self-esteem	Question 11 with 2 or more indications why	24 tenants	74 tenants	32%	191	61
	Improved housing services	Question 12	73 tenants	75 tenants	97%	191	185
	Reduced decision making power	Question 13	15 tenants	75 tenants	20%	191	38
Residents	Improved appearance of the neighbourhood	Question 1, with 2 or more indications why	59 residents	83 residents	71%	200	142
	Improved community spirit	Question 5 with 2 or more indications why	44 residents	83 residents	53%	200	106
	Feeling less stressed and safer	Question 2,3	50 residents (who answered both questions)	79 residents	58%	200	116
	Increased self-esteem	Question 4 with 2 or more indications why	62 residents	81 residents	67%	200	134
	Annoyance by building works	Question 6	12 residents	84 residents	14%	200	28
Apprentices And Trainees	Improved employability	Forecast	18 young people	18 young people	100%	22	22
	Increased confidence	Forecast	14 young people	18 young people	78%	22	17
	Increased independence	Forecast	18 young people	18 young people	89%	22	20
	Increased self-esteem	Forecast with 2 or more indications why	7 young people	18 young people	39%	22	9
	Better idea of what to do with life/career	Forecast	18 young people	18 young people	72%	22	16
	Improved family relations	Forecast with 2 or more indications why	11 young people	18 young people	61%	22	13

²⁵ Number of respondents that answered the question.

Appendix I: Duration

Table I provides an overview of the rationale behind the duration used in this analysis.

TABLE I: DURATION

Stakeholder	Outcome	Duration	Rationale
Returned Tenants	Improved health	4	This outcome was present in the forecast evaluation and has now emerged even stronger. It is quite reasonable that this outcome lasts for the four year period where we have measured it, because it is entirely related to the new house. In the much longer time the 'new' house will deteriorate as well and better options may become available
	Reduced utility bills	4	This outcome was present in the forecast evaluation and has now emerged even stronger. It is quite reasonable that this outcome lasts for the four year period where we have measured it, because it is entirely related to the new house. In the much longer time the 'new' house will deteriorate as well and better options may become available
	Feeling safer, reduced stress and improved confidence	4	This outcome was present in the forecast evaluation and has now emerged even stronger. We believe that it is reasonable to count this outcome for the four year period as the transformation of the area predicted in the forecast has become reality for most tenants as evidenced by their answers to the survey questions
	Improved job readiness	4	In the forecast evaluation this outcome was more aspirational; people mentioned that they were now more ready and willing to find employment as their home situation has improved. These aspirations have become reality four years later as people now could point at what they have actually done to find employment (from accessing training to actually finding a job)
	Increased pride	4	This outcome was present in the forecast evaluation and has now emerged even stronger. This outcome is related to their new house and the regeneration of the area, which is still present four years later.
	Increased self-esteem	4	This outcome was present in the forecast evaluation and has now emerged even stronger. The evaluation evidence has clearly proven that the feeling that prevailed at the time of the forecast has fully materialised.
	Improved housing services	4	This outcome was present in the forecast evaluation and has now emerged even stronger. It is reasonable to assume that this outcome will last as long as the Housing Association provides the same level of service
Residents	Reduced decision making power	4	This outcome was present in the forecast evaluation and has now diminished. It is quite reasonable to assume that these tenants have been unhappy about their loss of control for the whole period.
	Improved appearance of the neighbourhood	4	This outcome was present in the forecast evaluation and has now emerged even stronger. This outcome is related to the building of the new homes and the regeneration of the area, which is still present four years later.
	Improved community spirit	4	This outcome was present in the forecast evaluation and has now emerged even stronger. At the time of the forecast people were a bit reserved about this outcome and had a 'wait and see' attitude towards it, but time has proven that the community spirit has increased dramatically.
	Feeling less stressed and safer	4	This outcome was present in the forecast evaluation and has now emerged even stronger. Like community spirit time has proven that this outcome is emerging ever stronger.
	Increased self-esteem	4	This outcome was present in the forecast evaluation and has now emerged even stronger. Like community spirit time has proven that this outcome is emerging ever stronger.
Apprentices And Trainees	Annoyance by building works	4	This outcome was present in the forecast evaluation and has now diminished. It is quite reasonable to assume that the residents that still bring this up as a negative outcome have been unhappy about this for the whole period.
	Improved employability	4	There is ample research that employability only reduces when the person becomes unemployed for a long period of time again. All apprentices and trainees that we were able to track down are still working and those that left have all gone into full time employment after their apprenticeship / traineeship
	Increased confidence	4	The confidence of apprentices/trainees is related to their skills, their experience and the fact that they have found a job. All apprentices/trainees are still in a job as far as we can tell and for the apprentices/trainees that we were able to interview for the evaluation this outcome has strongly been confirmed to still last after 4 years.

Stakeholder	Outcome	Duration	Rationale
	Increased independence	4	Independence for a young person is a transitional event, once you have flown the nest, you are out for good. All interviewees that were able to locate for the evaluation confirmed that this outcome was still strongly in place.
	Improved social life	4	All interviewed apprentices/trainees for the evaluation confirmed this outcome still being prevalent after four years. This outcome would only cease to exist if something dramatically would happen in the person's life.
	Increased self-esteem	4	All interviewed apprentices/trainees for the evaluation confirmed this outcome still being prevalent after four years. This outcome would only cease to exist if something dramatically would happen in the person's life.
	Better idea of what to do with life/career	4	All interviewed apprentices/trainees for the evaluation confirmed this outcome still being prevalent after four years. This outcome is a transitional event, once you know what you want with your life and career, you won't lose that, except at a time of dramatic life events.
	Improved family relations	4	All interviewed apprentices/trainees for the evaluation confirmed this outcome still being prevalent after four years
Strathclyde Police	Reduced police presence	4	The interview with Strathclyde Police confirmed the duration of this outcome.
NAC – housing	Reduction tenancy turnover	1	The duration of this outcome is hard to quantify. Therefore to avoid over-claiming we have only valued it for one year.
	Increased ability to fulfil demand for social rented housing	1	The duration of this outcome is hard to quantify. Therefore to avoid over-claiming we have only valued it for one year.
NAC – Homelessness	Reduced homelessness	1	The duration of this outcome is hard to quantify. Therefore to avoid over-claiming we have only valued it for one year.
CHA	Improved ability to do more large developments in the future	1	The duration of this outcome is hard to quantify. Therefore to avoid over-claiming we have only valued it for one year.
	Increased longer-term sustainability	1	The duration of this outcome is hard to quantify. Therefore to avoid over-claiming we have only valued it for one year.
Government	More young people into transitional employment	4	The duration of this outcome is integrally linked to the apprentices/trainees achieving this outcome.
NHS	Reduced health cost because better house	4	The duration of this outcome is integrally linked to the tenants achieving health outcomes.
	Reduced health cost because less homelessness	4	The duration of this outcome is linked to the new homes being build and available for tenancies.

Appendix J: Materiality

Table J provides a detailed discussion of the materiality of the individual outcomes.

TABLE J: MATERIALITY

Stakeholder	Outcome	Rationale Materiality
Returned Tenants	Improved health	This outcome is strongly linked to the new homes and therefore relevant to the Vineburgh regeneration project. From the consultation it emerged that this outcomes is achieved for a large group of tenants and the valuation of this outcomes results in a significant impact.
	Reduced utility bills	This outcome is strongly linked to the new homes and therefore relevant to the Vineburgh regeneration project. From the consultation it emerged that this outcomes is achieved for a large group of tenants and the increased disposable income for tenants and their families has a significant impact.
	Feeling safer, reduced stress and improved confidence	This outcome occurs because of the new safer homes and public spaces (Safety by Design) and the reduced anti-social behaviour that results from this. Therefore this outcome is very relevant to the project and has a significant impact on tenant's lives.
	Improved job readiness	Tenants in the old dilapidated homes of the Vineburgh development and the chaotic, violent community life would not have been ready to look for employment. Now the area has been regenerated and stabilised, tenants start thinking about their future and looking for employment. The consultation undertaken for the evaluation has shown that many people have now undertaken concrete steps towards employment, which they attributed to the project. This makes this outcome relevant to the project with a significant impact.
	Increased pride	The complete regeneration of the area and the subsequent social improvements caused by the Vineburgh Development has caused this outcome. The consultation proved that this was an important outcome for tenants.
	Increased self-esteem	For people who have lived with the stigma attached to coming from this area for a long time, the project has significantly raised their self-esteem, which tenants found an important outcome..
	Improved housing services	This outcome is due to the transfer from Council tenancy to RSL tenancy, which makes this outcome relevant to the project. Almost all respondents strongly value the improved service they receive.
	Reduced decision making power	This outcome is also only occurring because of the transfer from the Council as landlord to the Housing Association. The respondents that are still mention this as a negative outcome feel very strongly about this.
Residents	Improved appearance of the neighbourhood	This outcome only occurred because the project demolished the dilapidated houses that were an eyesore and attracted anti-social behaviour. Tenants found this an important outcome as it also reflected on them.
	Improved community spirit	Because of the new-built homes in the heart of the area and the related changes in attitudes and behaviours of its tenants the sense of community in the whole area improved, which was acknowledged by the vast majority of residents.
	Feeling less stressed and safer	Because of the reduced anti-social behaviour in the area due to the new homes, their design and the associated changes in attitudes and behaviours, residents were less afraid to go about, felt safer in their homes and streets and generally were less stressed. This was deemed an important outcome by the residents.
	Increased self-esteem	Because of the regeneration of Vineburgh area, the whole area's reputation improves and the stigma of coming from Vineburgh reduces. This has also had a positive impact on the residents. A majority of the interviewed residents found this a significant outcome.
	Annoyance by building works	The disruption caused by the construction is only caused by the project. The fact that residents still mentioning it four years later as a negative outcome makes it a significant one.
Apprentices And Trainees	Improved employability	Without the Vineburgh Development CHA would not have been able to offer the apprenticeship and traineeship programmes and the outcome would not have happened.

Stakeholder	Outcome	Rationale Materiality
	Increased confidence	Without the Vineburgh Development CHA would not have been able to offer the apprenticeship and traineeship programmes and the outcome would not have happened.
	Increased independence	Consultees reported the apprenticeship/traineeship as a stepping stone towards becoming independent from their parents. It provided them with an income and awarded them status which then changed the relationship to a more equal one.
	Increased self-esteem	Without the Vineburgh Development CHA would not have been able to offer the apprenticeship and traineeship programmes and the outcome would not have happened.
	Better idea of what to do with life/career	Without the Vineburgh Development CHA would not have been able to offer the apprenticeship and traineeship programmes and the outcome would not have happened. Most trainees/apprentices were either unemployed or stuck in low-paid jobs they did not really wanted to do. Without the programme they would not have had the chance to develop skills and experience in a field that can provide them with a long-term career.
	Improved family relations	Employment has improved the relationship between parents and young people. This was confirmed in the consultation with apprentices and trainees as well as with their parents.
Strathclyde Police	Reduced police presence	Without the regeneration project the Police still had to come out to the Vineburgh area relatively more than other areas. For the Police this is a significant outcome because they have great pressures on their time and capacity and the project allows them to spend more time in other areas.
NAC – housing	Reduction tenancy turnover	Tenancy turnovers are expensive and therefore this outcome is an important one for NAC.
	Increased ability to fulfil demand for social rented housing	There is a long waiting list for social rented housing in North Ayrshire. The project has increased their desirable stock and makes it easier for them to allocate homes from the waiting list
NAC – Homelessness	Reduced homelessness	Homelessness is an issue in Irvine and an expensive one. The project helps reducing homelessness in two ways. People in Vineburgh are now living in desirable homes that they look after better and do not want to give up, which reduces the instances of homelessness from the Vineburgh area that was previously relatively high. The whole development has also increased the housing stock available for people on the homelessness register from across North Ayrshire, who were a special target group for allocating homes to in the original project plan.
CHA	Improved ability to do more large developments in the future	The ability to undertake larger scale development projects is important for CHA to establish and consolidate their position as the development RSL for Ayrshire. The Vineburgh project has improved their reputation and credibility to deliver large projects on budget and on time.
	Increased longer-term sustainability	CHA has grown in turnover and staffing from the Vineburgh Development, which is important to create economies of scale which in turn increases the longer-term sustainability.
Government	More young people into transitional employment	The Scottish Government's policy 'Developing the Young Workforce - Scotland's Youth Employment Strategy' targets youth unemployment. The apprenticeship and traineeship programmes related to the Vineburgh project specifically targeted local young people and gave them a boost up the employment ladder.
NHS	Reduced health cost because better house	This outcome is strongly related to tenants having a warmer and drier home with more appropriate spaces.
	Reduced health cost because less homelessness	The link between health and homelessness is well established (see note 7) and the Vineburgh development helps to target homelessness in Irvine and North Ayrshire.

Appendix K: Audit Trail

Table K1 and K2 provide an overview of the stakeholders we have considered but not included and the outcomes that we found but were not included.

TABLE K1: STAKEHOLDERS NOT INCLUDED

Stakeholder	Rationale
Other CHA tenants	CHA Tenants that not live in the Vineburgh area will benefit from a more sustainable landlord, but we believe this outcome to be too far detached from the Vineburgh development project to be relevant and no significant impact is expected.
Shared equity owners	Shared equity owners living that live around the Vineburgh area are treated as residents. We do not believe the only fact that they part own their home would make a significant difference. Other shared equity owners are too far detached from the Vineburgh development project to be relevant and no significant impact is expected.
CHA Staff	For CHA staff the Vineburgh Development means longer-term security of employment. We interviewed CHA staff as a stakeholder for the SROI Forecast, but the impact was so insignificant (0.33%) that we have decide to exclude it here.
Vineburgh Steering Group Volunteers	We also included the Vineburgh Steering Group volunteers in the SROI Forecast, but again the impact turned out to be negligible (0.17%), so we excluded them here
Community Wardens	The role of Community Wardens in the Vineburgh Development has changed. They had fewer responsibilities for estate management and could spend more time on their other tasks. This outcome was established through consultation in the forecast, but the Council has scrapped the Community Wardens Scheme to meet their budget savings targets.
John Galt Primary School	The Head Teacher was interviewed as part of the SROI forecast on the impact on the school's catchment, but no significant impact was established, therefore not material
Ashleigh Construction	Winning the contract for the Vineburgh Development has been essential to Ashleigh Construction, a local construction company. It has provided them with a stream of work at a challenging time in construction and allowed them to sustain local employment. We included Ashleigh Construction as a stakeholder in the SROI Forecast, but the impact turned out to be insignificant (1.33%)
Sub-Contractors	There will be a very high displacement (if the Vineburgh Development had been awarded to someone else, another sub-contractor would have got the job) or deadweight (the sub-contractor would have also been involved if the contract would have been awarded to someone else). Whatever local impact there is we will value through Ashleigh Construction to avoid double counting.
Suppliers	There will be a very high displacement (if the Vineburgh Development had been awarded to someone else, another supplier would have got the job) or deadweight (the supplier would have also been involved if the contract would have been awarded to someone else). Whatever local impact there is we will value through Ashleigh Construction to avoid double counting.

TABLE K2: OUTCOMES NOT INCLUDED

Stakeholder	Outcome	Rationale
Returned Tenants	Disturbance by children playing	Some tenants mentioned the fact that there are children playing on the street who make noise. We have not included this (negative) outcome because it has nothing to do with the project. Children are part of life and would be heard as well as tenants would move to another home in another area. We deemed this outcome not relevant to the project.
	Having the same neighbours	When re-allocating houses CHA has made an effort to locate old neighbours that have indicated they wish so together. This made it easier for the tenants to settle in. This outcome was mentioned by a few tenants only and for that reason we have deemed it not significant enough to include it.
	Loss of the Community Wardens	Some tenant linked the abolishment of the Community Wardens Scheme by NAC with the transfer to CHA. This is not the case, the Community Wardens Scheme would have been abolished in any case, as it was guided by the Council's need to make budget savings.

Stakeholder	Outcome	Rationale
Residents	Issues with the number of cars and parking	For some reasons the residents living around the area had expected that the existing problems with the number of cars and the limited parking space would have been solved by the project. This was an unrealistic expectation and not relevant to the project.
Apprentices and Trainees	Improved social life	This outcome had been included in the forecast SROI, but for the evaluative SROI we were not able to establish to what extent the outcome had been achieved, so we have not included this for valuation.

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