

BUILDING SOCIAL CAPITAL: CROWN GREEN BOWLING



OVERVIEW

This project involved the upgrading of the shelters at Sugden's Crown Bowling Green in Barnsley. A notable feature of the project is that the Council extended the way they evaluate /monitor projects using the Social Value Engine. Historically they only measured volunteer time. For this project they included the value to individuals of being a part of a vibrant social group.

THE CASE STUDY

Barnsley Council devolves funding to the Ward Alliance to distribute £10,000 to very localised communities. These alliances involve a wide range of stakeholders deciding on investment priorities. The change required was to increase the club's forty-four member's wellbeing, strengthening their social group, by increasing spectator numbers.

The thing that mattered was that the shelters provided for spectators and visiting teams was dilapidated and not fit for purpose in wet or sunny weather. This drastically reduced the community's participation in the club's activities. What was most material was the difference the upgraded shelters would make over their expected 15-year lifespan. The volunteer hours input, over one year, were also material.

The Committee members were involved in estimating the expected outcomes. The project was verified by East Riding of Yorkshire Council (ERYC) and the number of outputs reduced from six to two to ensure we did not overclaim. The project has given the Council valuable data to assess the social utility of the club. This provides a strong basis for potential future investment - for example a sprinkler system to allow the club to compete in higher level bowling leagues.

KEY FIGURES

£14.42 SROI per £1 invested.

Gross present value £26,000.

Net present value £24,000 (incl deflators)

Financial investment £850

Volunteer investment over one year (70 hours @£13.70 / hour) was £1k

WHAT NEXT?

The club is reporting attendance levels. We plan to survey club member's satisfaction. We recognise all Ward Alliance projects are vastly different and that a generic questionnaire is not sufficient. The Social Value Engine is a better tool. Measuring additional impact is complex and peer-review is essential. We will continue our relationship with ERYC to better measure additional impact.

"The upgraded shelters have allowed more families to attend, young people to get involved, and extended the playing season. Our members definitely feel part of a more vibrant and sustainable social grouping."

Ian Faine - Committee Member SCBG