

A SOCIAL RETURN
ON INVESTMENT
FORECAST REPORT

NORTH LANARKSHIRE SCRAMBLE AND QUAD BIKE CLUB



Supported by



Executive Summary

The report provides a forecast of the social return from investing in the North Lanarkshire Scramble and Quad Bike Club (NLSQBC)

This report forms part of a series of reports prepared in a two year research programme, *greenspace is good – so prove it!* The programme, funded by the Big Lottery Fund, has supported 10 community groups to apply a SROI approach to one of their activities. The analysis was undertaken during 2010-2011 by greenspace scotland supported by members of NLSQBC.

Social Return on Investment (SROI) provides a principled approach that can be used to measure and account for a broad concept of value. It enables the social, environmental and economic benefits a project delivers to be calculated.

The analysis identified those most affected by the activity and recorded and valued some of the changes they experienced. These include:

The bikers will become happier, healthier and better citizens. Their confidence will increase as a result of developing skills and knowledge. By gaining this learning they will be less likely to injure themselves and others. They will take part in ecological activities, such as tree planting to offset carbon emissions, and will be able to consider their activities within a wider environmental context.

The parents and relatives of the bikers who volunteer in the club will form a community which will improve family bonds, create friendships, and increase skill levels and awareness of environmental issues. Furthermore, adults (mostly parents and family members) who provide transport for the young bikers to get to and from the Balbackie, will be encouraged to volunteer in the activities and running of the club. As well as social benefits, this will provide them with comprehensive training opportunities.

Partner agencies, in this case the Police, Forestry Commission Scotland and North Lanarkshire Council, will be able to manage a form of anti-social behaviour on a sustainable basis which will allow them to use their resources more effectively and improve service delivery.

By providing a place for bikers, the wider communities, in which the bikers live or travel to, will enjoy a higher quality local environment without being subject to the problems attributed to illegal biking such as noise, path destruction and physical intimidation.

It was found that every £1 invested would generate around £4 of benefits. By applying a sensitivity analysis, or varying any assumptions made in the calculation, the value of the benefits derived ranges from £4 to £7

The report will shortly be peer reviewed or assured by the SROI network. This independent verification process may result in minor changes and amendments.
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1. Introduction

The report provides a forecast of the social return from investing in North Lanarkshire Quad and Scramble Bike Club. The report looks at the social value created by the project, from the perspective of those for whom the project made a difference.

The work carried out for this report was undertaken during 2010 and 2011 by greenspace scotland supported by North Lanarkshire Quad and Scramble Bike Club.

1.1 Background to the *greenspace is good – so prove it!* programme

This report forms part of a series of 10 Social Return on Investment (SROI) analyses of community based activities in urban greenspaces. All the analyses were undertaken as part of a two year research programme, *greenspace is good – so prove it!* Supported by the Big Lottery Fund, the programme enabled greenspace scotland to support environmental community groups to use a Social Return on Investment (SROI) approach to measure the value of their activities.

The ten community groups who took part in the programme have been able to identify those groups of individuals and organisations who derive multiple benefits from being able to take part in events and activities in Scotland's greenspaces and have placed a financial value on what the experience is worth to them. This has made it possible to prove the value of the positive effects delivered by activities such as community growing, environmental volunteering, health walks, using greenspace for diversionary activities, and community engagement with parks, youth ranger schemes and cycling activities in wooded areas.

More information on how the identified objectives were fulfilled, learning and recommendations from the programme can be found in the programme overview report¹.

The SROI analyses in relation to *greenspace is good – so prove it!* are part of a more comprehensive body of evidence that has been produced by greenspace scotland on the potential of using an SROI approach to demonstrate the value of a wide range of greenspace activities in different settings. Further information on this, and other SROI developments, can be found at www.greenspacescotland.org.uk/SROI/

1.2 North Lanarkshire Quad and Scramble Bike Club

The club was formed by Bob Reid a former North Lanarkshire Council Ranger as a result of greenspace misuse by moto-crossers and quad bikes within and around North Lanarkshire. Key partners involved in establishing the club were Strathclyde Police Force, North Lanarkshire Council and the Scottish Autocycle Union (SAU).

The club runs two or three times a month from March to November each year. The track activities are based in Balbeckie, near Fauldhouse. The club is open to children of all ages, but most bikers are in their early teens.

NLSQBC is considered innovative in that it is more than a recreational club using a facility, it is a community. As such, it is committed to providing facilities for young people for the enjoyment of their bikes at the same time as giving them opportunities for personal development and to become responsible citizens. It also offers the bikers ecological education, enabling them to consider their activities including scramble biking within a wider

¹ www.greenspacescotland.org.uk/communitySROI

environmental context. For example, they are given the opportunity to plant trees in order to offset the carbon emissions from their motorbikes.

Furthermore, adults (mostly parents and family members) who provide the transport for the young bikers to get to and from the Balbackie, are encouraged to volunteer in the activities and running of the club. As well as social benefits, this effectively provides them with comprehensive training opportunities such as First Aid, Marshalling, Bike Maintenance, Riding skills and Rider Coaching. As a result of this pro-active approach, more than 300 people are now members of NLSQBC. They have taken part in numerous events to promote the safe and legal use of these vehicles working to the motto of "*do not criminalise - legalise*". The club reports that in the first year of operation (2002) the number of complaints received by the police in relation to scramble bike activity fell by around 6,000.

The chosen activity that formed the scope of this SROI analysis was an exploration of the value of the Club as a positive tool to combat anti-social scramble and quad-biking.

1.3 Policy Context

Although scramble and quad biking is not specifically mentioned, the revised Planning Policy Guidance 17: Planning for Open Space, Sport and Recreation (PPG17), addresses the issue of conflict; this can occur if unauthorised biking occurs in greenspace areas.

It advises local authorities to provide the strongest protection for open space, to resist development pressures that could diminish recreational provision and to adopt a strategic approach to the provision and protection of sports facilities.

PPG17 identifies the requirement for all local authorities to assess the existing and future needs of their communities for open space, sport and recreational facilities. This includes undertaking an audit to measure the quantity and quality of open space.

North Lanarkshire Council's support for the bike club is directly related to this policy guidance. It recognises, the nuisance of illegal scramble and quad bikes usage on public footpaths, roads, green spaces and in country parks throughout the council area and is fully committed to developing a solution that works for local communities, the police and - crucially - for the bikers themselves.

Balbackie has two tracks established on a former explosives site owned by 'Explosives Developments Ltd'. It is located on eastern edge of North Lanarkshire Council border. The remote location, within a Forestry Commission plantation, ensures that bikers do not come into conflict with local communities of Fauldhouse and Whitburn (West Lothian) and Harthill and Shotts (North Lanarkshire). This is believed to be the first biking facility in Scotland (and possibly in the UK) to be developed in conjunction with a local authority (North Lanarkshire Council), Strathclyde Police and the Scottish Auto Cycle Union (SACU).

1.4 Social Return on Investment

Social Return on Investment (SROI) provides a principled approach that can be used to measure and account for a broad concept of value.

SROI measures social, environmental and economic change from the perspective of those who experience or contribute to it. It can be used to identify and apply a monetary value to represent each change that is measured. The resultant financial value is then adjusted to take account of contributions from others. In this way the overall impact of an activity can be calculated and the value generated compared to the investment in the activities. This enables a ratio of cost to benefits to be calculated. For example, a ratio of 1:3 indicates that an investment of £1 in the activities has delivered £3 of social value.²

² In SROI, 'social' is taken as a shorthand for social, economic and environmental value

Whilst an SROI analysis will provide a headline costs to benefits ratio, it will also deliver a detailed narrative that explains how change is created and evaluates the impact of the change through the evidence that is gathered. An SROI analysis is based on clear principles and progresses through set stages. SROI is much more than just a number. It is a story about change, on which to base decisions, and that story is told through case studies, qualitative, quantitative and financial information. The principles of the SROI approach are set out in Appendix 2.

There are two types of SROI analyses: a forecast SROI predicts the impact of a project or activity and an evaluative SROI measures the changes that it has delivered. This report is a forecast SROI.

1.5 Purpose of the analysis

The Club believes it has had profound positive impacts on a number of levels, for example:

- For the bikers, they become happier, healthier and better citizens. Their confidence increases from developing skills and knowledge and this learning means they are less likely to injure themselves and others.
- For partner agencies, like the Police and the Council it has sustainably treated a form of antisocial behaviour
- A community of parents and relatives of the bikers who volunteer in the club has been developed. This has improved family bonds, created friendships, increased skills and awareness of environmental issues
- By providing a place for bikers, the wider communities in which the bikers live can enjoy a higher quality local environment without the incivilities attributed to illegal biking such as noise, path destruction and physical intimidation

These and other benefits are explored more fully in the report. Furthermore, the Club wanted to investigate these benefits with a view to reproducing the NLSQBC approach in other areas across Scotland and the UK.

It was considered that SROI is an appropriate tool for undertaking such a study in that there are many far reaching and 'soft' benefits which people and organisations obtain from participating in and supporting the club. A forecast SROI analysis will identify and quantify such impacts.

The Club hope to use the report for press, public relations purposes and to interest potential funders.

The potential audience for this report is all organisations, communities and individuals affected by scramble and quad bike misuse. It will be of interest to Local Authorities, land owners, those working in greenspace settings, national bodies with relevant policy objectives, regional police and local community organisations.

2. Scope and stakeholders

2.1 Project activity

The project activity under analysis is the establishment of the NLSQBC itself as a transferable model which is able to decrease the usage of illegal biking in greenspace areas. It only considers one year of the club, but this does include some, but not the majority, of the original set-up costs incurred in the construction of the Balbeckie track. It is anticipated in that in many instances the outcomes generated from this single year of investment will last longer than a year.

It is recognised that the geographic coverage of the Club is particularly wide. In this respect it benefits from close proximity to Junction 4 of the M8. Indeed, it has been calculated that residents as far Paisley (Renfrewshire) in the west and Edinburgh in the east, Killearn (Stirling) in the north and Uddingston (South Lanarkshire) in the South are all within one-hour drive time. Furthermore, the site is at the heart of the central belt – the most populated area within Scotland. It is estimated that well over 2.5 Million people are within an hour of the site. If this SROI forecast was to be used for another area of Scotland, such as in the Northwest, the geographic impact would be far smaller as the road network is not as well developed and fewer people live in the area.

The activity is expected to achieve its objectives through three main means. Firstly it alerts and educates unauthorised bikers to the fact that their activities are illegal and carry weighty consequences if they are caught. Secondly, it offers an exciting area, a purpose built track, where the bikers can enjoy their activity. Lastly, as it is a club it creates a culture of inclusiveness and supportive camaraderie. This encourages a progression of club members towards other organised legal events such as organised competitions. This latter point establishes a sustainable dimension to the club as a solution to illegal biking.

2.2 Scope

This is a forecast of the social return from investing in a model that can be used to tackle the problems caused by unauthorised use of greenspace by quad and scramble bikers. It covers the period 2010 to 2011

As the main purpose of the study was to assess the value of the Club as an approach to dealing with anti-social biking in greenspace environments, it was considered appropriate to undertake a forecast SROI. In this way, the results could be presented to interested parties (such as Local Authorities) as a solution to local problems.

2.3 Stakeholder identification and consultation

NLSQBC and greenspace scotland identified all those who were likely to experience change as a result of the project (the stakeholders), considered the nature of any changes that might be experienced and explored how such changes might be measured. At the end of the discussions a list of those organisations or individuals whom it was believed would be significantly affected was drawn up (the 'included' stakeholders). Details about the rationale for including these stakeholders are provided in Appendix 1.1. More detail about these stakeholders can be found in Appendix 1.2.

A list of those whom it was thought would not experience significant change, and hence it was not considered appropriate to contact for further discussion, was also identified (the 'excluded' stakeholders). More details on this group and the reason for their exclusion can be found in Appendix 1.1.

A consultation plan was established for each of the identified stakeholders using methodologies that best suited their individual needs. Consultation was carried out by greenspace scotland and NLSQBC Appendix 1.3 sets out the engagement methods used for each stakeholder.

Stakeholders were consulted initially to confirm the identified outcomes and to explore any additional outcomes, which could be either positive or negative. This was done through small discussion groups, structured questionnaires and, in relation to young people and children, through the use of drawing, games and quizzes Stakeholders were consulted at all stages of the process and were sent draft findings, on a regular basis, for comment and review.

3. Theory of change from the perspective of stakeholders

The aim of the activity was to use an organised club and a dedicated area in a diversionary approach that would provide an appropriate place for the use of bikes and quads. As a result quad and scramble bike riders would stop engaging in illegal activities that caused destruction to greenspace areas and nuisance to communities.

3.1 North Lanarkshire Council

Although, the Council could claim several benefits, the main one which is specific to the organisation alone is the fact that bikers have been removed from their greenspace into a non-Council owned site which is properly managed for the bikers' enjoyment. This has resulted in a decrease in biking activity on Council managed greenspace and therefore it has had to undertake less greenspace remediation works.

This change has been quantified by the Bike Club which reports that there are on average 36 local bikers accessing the Balbackie site per session. As these bikers are being educated in terms of social responsibility and environmental awareness it is anticipated that they will not access greenspace illegally. It is assumed that this change of behaviour is sustainable as the young bikers have 'turned a corner', do not return to illegal biking and indeed progress from the recreational biking towards competitive activities run by the SACU.

3.2 Participants (Scramble and Quad Bikers)

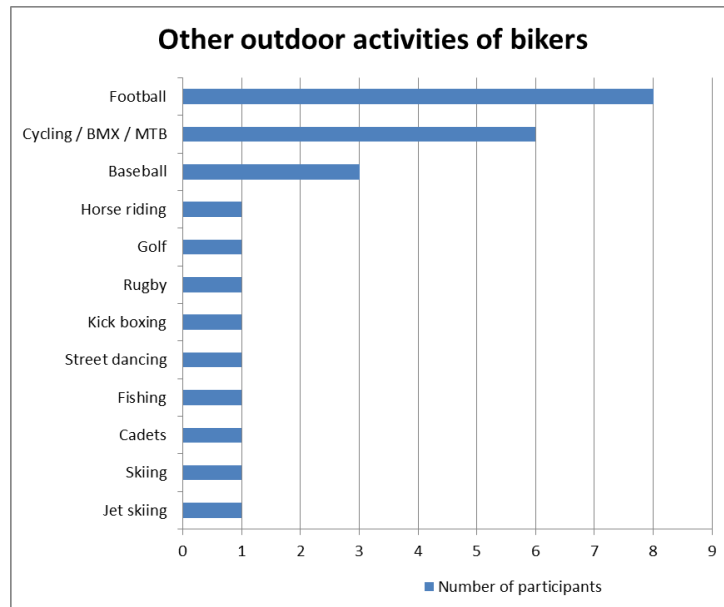
A representative sample of participants was involved in evaluation exercises which were designed to reveal what they felt had changed for them as a result of being a member of the Bike Club. Results from this activity were aggregated up to represent the 36 new bikers who joined in the period of the study. There were no negative changes noted by the participants, the most important changes described by the participants were:

- Less likely to take part in illegal biking activities – becoming better citizens and are not involved into social behaviour
- Feeling happier and more confident – attaining pride in self and sense of achievement makes them feel better about themselves
- Can ride their bike safer – having improved their skills from the training provided
- Have more friends – due to having attended meetings, events and sharing experiences
- Spent more time outdoors feeling healthier - due to the physical nature of biking which in particular exercises the core of the body as site maintenance duties with a shade
- Learnt more about environment – due to training provided on the site and literature distributed by the SACU on the biker's environmental code

Of these positive changes, possibly the most pervasive, but also most difficult to quantify is the first. Bikers have experienced a lifestyle change, effectively turning their backs on an illegal activity which could have escalated into something with lasting negative consequences (e.g. into a criminal prosecution, inability to obtain provisional licence etc). Whilst, there is perhaps a danger of overstating the impact here, it should be acknowledged that the participants are at an impressionable age and searching for excitement, possibly without consideration as to whether these thrills are socially acceptable or not. NLSQBC offers them a chance to practice their adrenaline filled hobby at the same time as improving their life chances.

Background information was made available for the research by NLSQBC who have undertaken a brief survey of 17 bikers. This reveals that bikers identified a total of 32 other activities which they undertake in addition to biking. Tellingly, well under half of these (12)

are outdoor activities and only 3 are recorded by more than one person. From this information, it is possible to conclude that although the bikers do partake in a wide variety of other activities. The majority of these are indoor and for those activities that do take place outside, not many of the bikers participate. Data on outdoor activities is shown in the chart below.



We can therefore conclude that biking fulfils a key greenspace function for the participants. Principally this is benefiting from healthy cardio-vascular exercise in the fresh air.

3.3 SACU

Change from the perspective of the SACU is that by working with the NLSQBC, it now has a well-developed good practice model that can be replicated elsewhere. This helps to raise the profile of the Union as an organisation which can provide credible solutions to a UK wide greenspace issue.

Adoption of this model in places such as Dumbarton, Fife, Cupar Angus, Fraserborough, Arran and Islay also assists the organisation by increasing membership and providing a pool of skilled volunteers for events.

3.4 The Greenlink

By interviewing the Greenlink project manager, it was revealed that the Greenlink supports the bike club because it has the ability to contribute towards the removal of illegal bikers from the Greenlink path network.

However, it also has experienced a beneficial change from working with the Club on the uplift scheme in that new networks have been accessed and partnerships created which will help deliver Greenlink ambitions. For example, it has subsequently worked with the police on other projects not related to the bike club following introductions through the bike club.

3.5 Volunteers

In the early stages, it became apparent that the parents and close family members who transport the participants to and from Balbackie site are brought into the workings and running of the Club. For example, they are encouraged to help out in maintenance and marshalling of the track.

A questionnaire based survey was used to establish the changes that the volunteers have experienced since becoming part of the club and other key data. A total of 33 volunteers filled in the survey.

On average it takes the volunteers around 28 minutes to get to the Balbackie site, and they live on average 16 miles away from it. However, one in three volunteers live further than this distance and it takes them over 45 minutes to access the site. Indeed, it takes two people around one hour to get there. The fact that so many volunteers will undertake a one to two hour round-trip shows clearly that they think the journey is worth the effort and costs of fuel.

All the changes noted by the volunteers in the survey are beneficial, the top responses were:

- Gained new interest in scramble and quads and feel happier because of this
- Enjoyed watching bikers on the track
- Improved relationship with son/daughter
- Develop new friends and social networks
- Increase personal confidence
- Bike maintenance training
- First aid training
- increased understanding of legal aspects of biking
- Improved countryside environmental awareness

3.6 The Police

It is considered that there is a change from the perspective of this organisation. Firstly, there is a cost saving on the number of call outs and a corresponding ability to direct resources to other incidents. Secondly a better engagement will exist with potential offenders by being able to offer a diversionary activity as opposed to just saying no. Ultimately this will result in less crimes being committed.

Figures for out with the North Lanarkshire area are not available, but over a period of 9 months (between 1/1/10 and 8/9/10) N Division (covering part of North Lanarkshire) recorded 994 incidents of youths causing annoyance with illegal biking. Of these there were 22 cases reported to the courts.

It should be noted that this figure of 994 incidents is merely a proxy figure and not an exact record as to the extent of illegal biking activity for two reasons: firstly N Division is a small sub-section of the catchment area for Bike Club, and secondly it is anticipated that most instances of illegal biking are not in fact reported to the police.

Constable Ali Byiers who covers the immediate area around the bike club was able to supply more statistics. The officer noted that that in the year under consideration, within the area of Fauldhouse, Longridge and Stoneyburn, call-outs to incidents related to off road biking dropped by 80% from a high of 60 a year to just 12. It should be noted however, that this is just one relatively small area, close to the Balbackie site.

4. Inputs and outputs

4.1 Investment (inputs)

Stakeholder	Description	Amount
North Lanarkshire Council	Use of vehicles and time	£3,450.00
1Bikers	Time and membership fees	£7185.00
Scottish Auto Cycle Union	Materials and staff costs	£11,110.00
Greenlink	Time	£120.00
Volunteers	Time and travel	£5,538.96
Police	Bike uplift scheme	£5,000.00
Total inputs for the year under study		£32,402.96

4.2 Outputs

The outputs describe, in numerical terms, the activities that took place as a result of the inputs. These activities or outputs will lead to change (or outcomes) for each of the identified stakeholders. The outputs identified are:

Stakeholder	Relevant outputs
North Lanarkshire Council	36 fewer bikers removed from NLC greenspace
Bikers	36 bikers take part in around 20 club activities
Scottish Auto Cycle Union	10 volunteers help at events
Greenlink	Networking meeting
Volunteers	19 volunteers take part in around 20 club activities
Police	24 fewer call outs

5. Outcomes and valuation

Detailed results from the stakeholder engagement and information collection are represented in the impact map information in Appendix 1.

5.1 Outcomes evidence

The changes (or outcomes) which were identified, following consultation with each stakeholder, are detailed below along with information on how the outcome was measured (indicators). All of the outcomes reported were positive. The outcomes which had to be excluded and the reason for this are listed in Appendix 1.4.

Stakeholders	Description of Outcome	Indicator	Source
Local Authority	Increase in environmental respect and pro active engagement of bikers issues resulting in less path damage on other sites	Number of fewer maintenance jobs needed to repair paths from scramble and quad bike damage - each rider can cause 1 hole in a path per year	Stakeholder interviews / LA records
Bikers	Young people become better citizens and are not involved in anti-social behaviour	Number of fewer participants involved in anti-social or illegal activity	Stakeholder interview - self reported in survey
	Young bike riders are more confident and secure and have a sense of achievement which makes them feel better about themselves	Number of participants reporting improved confidence	Stakeholder interview - self reported in survey
	Young bike riders are less likely to injure themselves and aware of health and safety risks of riding a motorised vehicle.	Number of bikers moving from starter course to second course.	NLSQBC records
	Young people make new friends who share their interests	Number of participants reporting they have made new friends	Stakeholder interview - self reported in survey
	Young people feel healthier	Number of participants reporting they are in a better physical health condition	Stakeholder interview - self reported in survey
	Young people are aware of their responsibility for the environment and become involved in practical remedial work	The number of participants who gain a John Muir Award certification	Stakeholder interviews
Scottish Auto Cycle Union (SACU)	Develop and pilot a good practice model that can be replicated - case study for 2010 Guidance Note	Number of model case studies that can help develop new projects	Stakeholder interviews / SACU records

	Recruit new volunteers to help SACU	Number of volunteers directed towards SACU from Bike Club	Stakeholder interviews / SACU records
	Recruiting new racers to competitive sport which enhances the profile of SACU	Number of riders accessing SACU competitive events from Bike Club	Stakeholder interviews / SACU records
Greenlink	Increased opportunities for engagement resulting in new partnerships with the police	Number of new projects created from partnerships resulting from Bike Club engagement	Stakeholder interviews
Volunteers	Closer family relationship	Number of people reporting closer family relationship since started volunteering	Stakeholder interview - self reported in survey
	More friends	Number of people reporting more friends since started volunteering	Stakeholder interview - self reported in survey
	Increased confidence	Number of people reporting increased confidence since started volunteering	Stakeholder interview - self reported in survey
	Trained in bike maintenance	Number people trained in bike maintenance	NLSQBC records
	Trained in first aid	Number people trained in first aid	NLSQBC records
	Feel they can inform people why it is important to stop illegal biking	Number of volunteers who feel they can inform people why it is important to stop illegal biking	Stakeholder interview - self reported in survey
	Greater understanding of how their behavior needs to change to protect the environment	Number of people who act more sustainably since they started volunteering	Stakeholder interview - self reported in survey
Police	Fewer call outs to deal with illegal biking.	The number of fewer call outs to deal with illegal biking	Estimated - 6,000 fewer complaints in first year causing a total of 52 fewer call-outs to be made.
	Reducing the likelihood of young people committing offences	The number of fewer young people who are no longer involved in illegal activity and likely to commit offences	Stakeholder interview - self reported in survey

5.2 Valuation

Financial proxies have been identified which allow a monetary value to be placed on the changes experienced by individual stakeholders. Wherever possible, stakeholders have been consulted on the appropriateness of these measures. In identifying the value given to a financial proxy an attempt has been made to link the financial amount to the level of importance placed on the change by individual stakeholders.

Further information on how each outcome is valued is provided in Appendix 1.5.

6. Social return calculation and sensitivity analysis

6.1 Duration and drop off

Before the calculation can be finalised a decision has to be made as to how long the changes produced by the club will last. In an SROI analysis the length of time changes endure is considered so that their future value can be assessed. The question to be answered is *'if the activity stopped tomorrow, how much of the value would still be there?'*

To predict the length of time changes will continue stakeholder opinion and independent research are both taken into account. There will be variations in the length of time benefits last according to the nature of the change and also the characteristics of individual stakeholders. Where significant assumptions have been required about the likely duration of change these have been considered in the sensitivity analysis in Section 6.4.

Many of the benefits gained by stakeholders have been the acquisition of new skills and it is expected that these will last three years. This is line with several certified practical skills assessments (e.g. first aid) in which competency levels are expected to last for a defined period. Other benefits have been considered to endure for a year as there is little supporting evidence that they will last longer.

The track and club infrastructure will be available for the community to use and benefit from for at least five years and perhaps longer.

Outcomes which will continue to have a value in future years cannot be expected to maintain the same level of value for each of these years. This has been dealt with by assuming that the value will reduce or 'drop off' each year.

Appendix 1.7 sets out the duration and drop off assumptions.

6.2 Reductions in value to avoid overclaiming

As well as considering how long the changes a project or activity delivers will last, it is necessary to take account of other factors that may be influential. The recorded change might have happened regardless of the activity, something else may have made a contribution to it or the activity may have displaced changes taking place elsewhere. In considering the extent to which each of these factors have played a part in the total impact a realistic approach should be adopted. The aim is to be pragmatic about the benefits actually provided by the Quad and Scramble Bike Club and to recognise that the value it creates is affected by other events. The SROI methodology does this by taking all these factors into account in calculating the actual impact a project or activity delivers.

6.2.1 Deadweight

A reduction for deadweight reflects the fact that a proportion of an outcome might have happened without any intervention.

The detailed assumptions about deadweight are contained in Appendix 1.6.

6.2.2 Attribution

Attribution takes account of external factors, including the contribution of others that may have played a part in the changes that are identified.

The detailed assumptions about attribution are contained in Appendix 1.6.

6.2.3 Displacement

Displacement applies when one outcome is achieved but at the expense of another outcome, or another stakeholder is adversely affected.

6.3 Calculation of social return

Appendix 1.8 details the values for each outcome that a stakeholder experiences and takes into account deductions to avoid over-claiming. These individual values have been added together then compared with the investment in the Quad and Scramble Bike Club provided at section 4.1 above.

The results show a social return on investment of around £4 for every £1 invested based on the assumptions set out above.

6.4 Sensitivity analysis

In calculating the social return on investment it has been necessary to make certain assumptions or to use data which is not subject to universal agreement. To assess how much influence this has had on the final value that has been calculated a sensitivity analysis is carried out and the results recorded. By doing this the value of the benefits can be expressed within defined limits.

The most significant assumptions that were made were tested in the sensitivity analysis as detailed below:

Option 1

The question was asked, 'how much would it cost to create the NLSQBC as a model as "the solution" to illegal biking - from scratch?' A conservative estimate in calculating the likely costs was used. It was felt that £25,000 to pay for a consultant to create the model and pilot it in order to demonstrate that it works was reasonable. A more realistic figure, which takes in to account the time period to set up the considerable engagement activities of key partners, might be in the region of £50,000. However, doubling the amount had a limited effect and it was decided to remain with the conservative estimate of £25,000 – recognising that this is likely to be a considerable underestimate.

Option 2

Another initial assumption was that 10% of the NLSQBC bikers would be prosecuted each year at a cost of £2,518 per case. This percentage was an estimate, as accurate records of prosecution for the various areas from which the bikers come from was not available. However, towards the end of the analysis a report was accessed which revealed that 994 reports of illegal biking activities had resulted in 22 being taken forward for prosecution. This would reduce the potential number of bikers prosecuted to just 2.2%

If only 2.2% of illegal bikers were prosecuted then the SROI result would be reduced significantly. However, as mentioned in Section 3.6 it is recognised that this figure is likely to underestimate the true reality across the whole area from which the bikers come.

Option 3

Lastly, the assumption that the bikers (and therefore the volunteers) all stay in the club for at least three years is worth considering in terms of the sensitivity analysis. If we consider only one years worth of activity and benefits, then the return is significantly reduced although possibly less than one might have expected.

Stakeholders were asked to indicate the number of years that the bikers and volunteers stay with the club. This was difficult as in some instances they had not been members of the club for very long. However, evidence was gathered that indicated most saw themselves staying with the club for the foreseeable future. Furthermore, the Bike Club Chairman said that a three year pattern of engagement was common place. Therefore, it is considered that the original assumption of three years should be retained. However, it is recommended that accurate records of biker and volunteer activity should be kept and monitored over time to ensure that this assumption is accurate.

Taking into account all the available data and the impact of three important assumptions tested in the sensitivity analysis, it has been decided to reject changes from Options 1 and 3 but accept Option 2.

Applying sensitivity adjustments to key assumptions produces a range for the SROI ratio of between £4 and £7 for every £1 invested.

7. Conclusion and recommendations

There is a clear positive return from investing in this Bike Club model. As noted above a conservative approach was adopted regarding recording inputs, however, between £4 and £7 is generated for every £1 invested. Furthermore, it is highly likely that if better primary data (particularly consistent police data) were to be made available, this figure would in fact increase markedly.

Irrespective of the ratio calculated, one statistic stands out as being quite remarkable. Police records reveal an 80% (60 incidents to 12) reduction in illegal biking reports in an area near to the Balbackie site. It is noted that this is a small area, within close proximity to the Club's site, and the number of incidents under consideration is only relatively small. However, it is believed by the Police that the Club is the main reason for this decrease.

If even only a small part of this impact is reproduced across the wider area in which the Club draws membership from, then the benefits are huge and gives credence to the SACU claim that 'the solution is here' as proposed in its recent planning note.

It should not be overlooked that although this report has mainly considered biking and associated voluntary activity, one of the main beneficiaries of the Club is the people living in the communities from which the bikers come from. More of these people have been given the opportunity to enjoy their local greenspace, unmolested by noise, physical intimidation and footpath destruction.

Recommendations

R1. Police forces should be asked to provide relevant data

R2. Consultation should be undertaken with the wider community to identify and measure their outcomes

R3. This forecast analysis should be used as the basis for evaluating the results of the project when it is replicated in other areas

R4. An evaluation of the club at North Lanarkshire should be undertaken using the data collected in this forecast and collecting additional information as suggested

R5. It is recommended that any future study should ensure the Bike Club which implements the NLSQBC model is included fully in the research.

Appendix 1: Audit trail and impact map information

1.1 Stakeholders identified who were included or excluded

Stakeholder	Included/excluded	Rationale
Bikers	Included	The club was designed to be of direct benefit to young bikers accessing greenspace illegally
Volunteers	Included	A noted feature of the Club is that it engages parents and relatives of the bikers to get involved and that they in return get something out of the club
SACU	Included	The organisation is fully supportive of the NLSBC and has been closely involved with the project from its inception until present day
North Lanarkshire Council	Included	North Lanarkshire Council is an obvious key supporter of the project benefiting from the potential removal of bikers from its greenspace. Various departments (e.g. education service) may well have a claim to outcomes (e.g. Curriculum for Excellence) but these have been redistributed to the bikers themselves
Police	Included	One of the aims of the Club was to reduce anti-social, so outcomes were expected for the police (though in truth this might be appropriately the domain of existing greenspace users - see point below).
The Greenlink	Included	A supporter of the Club and a partner on a bike uplift scheme which seeks to remove illegal bikers from the Greenlink
Local greenspace users	Excluded	Because of the vast size of the designated catchment area (i.e. within an hours drive of the site). It was considered unmanageable to canvass the views of all greenspace users regarding the impact of the bike club. Therefore, the potential benefits that the bike club for local greenspace users was redistributed towards other stakeholders e.g. the police received a reduction in antisocial activity
Forestry Commission	Excluded	Neither a land owner of the site or a direct funder might have some shared outcomes but these have been attributed to the Council. However, it is an interested observer of the project and can be considered an enabler
NHS Scotland	Excluded	A notoriously difficult stakeholder to research, a decision was taken to attribute any health benefits directly to the bikers themselves without regard to money saved to the NHS due to reduction in the treatment of childhood obesity or fractures resulting from illegal biking etc.
Volunteer Development Scotland	Excluded	Historic interest in club not likely to experience outcomes

1.2 About the ‘included’ stakeholders

1.2.1 North Lanarkshire Council

North Lanarkshire Council has around 6,600 Ha of openspace including a network of paths and sports pitches requiring constant maintenance and repair to ensure they are usable for local residents and visitors. Scramble and quad bikes are not encouraged in these areas for two reasons. Firstly, they are illegal and anti-social - affecting the ability of other users to appreciate these areas. Secondly, such bikes tear up the ground underneath them and repair is costly particularly on sports pitches and paths.

After a series of biking incidents between 2000 and 2002, throughout the Council’s park and woodlands, the Council was encouraged by local politicians, communities groups and the Ranger Service to be proactive in dealing with the issue of illegal biking and supported the establishment of the Bike Club.

It was never expected that the Club would appeal to all illegal bikers, but it was hoped that this would provide an alternative for some of them. The Council has been surprised as to the level of success which the bike club has been. This is not only a result of what is on offer (i.e. the Balbackie site and the club itself) but also due to the engaging community outreach work undertaken by the club members and volunteers.

In terms of Council inputs it is difficult for costs to be singled out. For example, path damage may be due to a number of factors of which illegal bike use is only one. Also, path maintenance works are managed through one budget – regardless of cause of path failure. Other inputs such as loan of machinery to the bike club is absorbed within other budgets as these machines are not used by councils over the weekend.

1.2.2 Scramble and Quad Bikers (Participants)

On average around 36 bikers use the Balbackie tracks each session. In addition to being obvious stakeholders, they are a primary source of income for the club in that they collectively pay around £6,000 each year for access to the track.

A sample of the bikers was accessed during the SROI research and the results are detailed in the next section. It should be noted that the bikers also spend time and effort in maintaining the track for themselves and colleagues to enjoy and several are included in organisational meetings and promotion events.

1.2.3 Scottish Auto Cycle Union (SACU)

The SACU is the governing body for Motorcycle Sport in Scotland and it is a key stakeholder in the Club. The organisation’s aims are to ensure that the sport is exciting, safe and competitive. It is fully supportive of the NLSBC and has been closely involved with the project from its inception until present day. The President of the SACU was contacted directly by the SROI researcher and interviewed.

The Union receives a small amount of income from the NLQSC as all riders are required to join the SACU for insurance purposes. SACU also provides funding to Bob Reid to help run the club and be an ambassador for the SACU and uses the Club as a best practice example to further the development of Scottish biking. For example, NLSQBC is profiled in the recently published, SACU Planning Advice and Guidance Notes on establishing Clubs and Facilities: *“The Solution is here in Scotland” How Planning Properly Designed Facilities can remove illegal off road motor biking throughout Scotland, June 2010*

1.2.4 The Greenlink

The Greenlink is a 7km cycle path in North Lanarkshire creating a direct route from Strathclyde Country Park to Motherwell Town Centre. The Greenlink project is staffed by two

full-time workers who co-ordinate activities such as a volunteer conservation group, planting with schools and also a mountain bike club.

The project was identified as a stakeholder in that it is closely linked with NLQSC having set up a free up-lift service for North Lanarkshire bikers to get them and their bikes to Balbackie. It is hoped that this scheme has the effect of reducing the amount of illegal scramble and quad bike activity on the Greenlink path. It is also considered that the Greenlink's association with the scramble bike club is mutually beneficial in terms of networking and building partnerships.

1.2.5 Volunteers

The majority of participants can not get to the site on their own and require the assistance of others (usually parents or close family members) to provide transport for them and bikes. By providing this service, the parents are giving support to the participants but the Club actively encourages them to take further action and become volunteers in a full range of bike club activities.

It appears that these volunteers not only enjoy the physical on-site track maintenance activities but they are also increasing their skills, developing social networks and increasing personal confidence. As such, they have been identified as being key stakeholders and a survey of volunteers was undertaken as part of the SROI. The results are included in section 3.5 below.

1.2.6 Police Force

It is assumed the police would be a key stakeholder because if successful, the bike club has the potential of reducing anti-social behaviour such as illegal biking.

There is evidence to showing police support for the bike club, a sizable investment of £5,000 was used to help establish the club. Also community police officers have participated in events. After sustained efforts best we were able to speak directly with a member of one of the two police forces (Strathclyde Police and Lothian & Borders Police) which are considered to have a direct interest in the bike club as a decrease in anti-social behaviour is considered to be a fundamental output in the Club.

The following extract from 'Break the Circle of Violence' a report on illegal off-road biking by the North Lanarkshire Division of Strathclyde Police is particularly useful in describing Police attitudes towards the practice of illegal biking.

The easy accessibility of these types of vehicles means that the "sport" is growing fast and this can lead to unsupervised and illegal use of the bikes and quads not only increasing the danger to the public but also damaging the country side and endangering livestock. Mini Moto's, Mopeds, Go-carts, Quad Bikes and Dirt track, Bikes/Scramblers are considered by many people to be toys and as such they do not understand the laws surrounding their use. It must be stressed that these machines are not toys and that Road Traffic Law controls the use of them. If not used properly these machines can cause death and serious injury.

1.2.7 Forestry Commission Scotland (FCS)

Although FCS do own and manage plantations near the site, as noted above, it does not own Balbackie, and people visiting the site do not use FCS roads/paths to access it. Therefore, the Forestry Commission is not considered to be a direct stakeholder.

However, an interview with a local FCS Ranger revealed that he was instrumental in assisting the NLSQBC when it was established by suggesting the Balbackie site as a possible location for the tracks.

Furthermore, in more general terms FCS is supportive of the club as a model for dealing with illegal scramble biking and notes that the approach is very positive and pro-active. The Ranger interviewed noted the explosion in the popularity of illegal biking activity in recent years and would like to see schemes similar to NLSQBC established around the country.

1.2.8 Local Communities

A potential section of stakeholder which was identified but not accessed was the local communities. These are the people who access greenspace who are inconvenienced and harassed by illegal bikers. It was considered that this group is important to the study, however, given the circumstances and time constraints, too difficult to involve in the research. The principal reason behind this lies in the fact that the geographic influence of the Bike Club is vast and, as outlined above, around 2.5 million live in this area. This is too many to undertake a full and proper engagement exercise with.

It is recommended that any future study should find a way of ensuring this stakeholder group is included fully in the research. This is likely to be easier in a SROI considering another location, away from the central belt's main motorway network where the geographic zone of influence (i.e. one hour drive time) will be much smaller than the NLSQBC.

1.2.9 The Bike Club

During the stakeholder mapping exercise, it was realised that if this project were to be reproduced elsewhere a key stakeholder would be the leadership group who sets-up and establishes the bike club. This is the legal entity which undertakes all the day-to-day running and has directly benefits from the bike doing well in that it continues and expands as an entity.

In the case of this SROI, this aspect of the Bike Club is represented by the other stakeholders and benefits achieved are attributed to each of these. In most respects this works well. However, the exception is the fact that the NLSQBC is a ready-made, viable model for other bike clubs to copy. In this instance, this beneficial outcome has been attributed to the SACU which seeks to support such clubs and has created a guidance note, drawing deeply upon the NLSQBC experience.

It is recommended that any future study should ensure the Bike Club which implements the NLSQBC model is included fully in the research.

1.3 Engagement methods for 'included' stakeholders

Stakeholder	Method of Engagement	Date	Number
North Lanarkshire Council	Interviewed on the phone Follow on email correspondence	March 2011	4
Participants (Scramble and Quad Bikers)	Survey session using participant observation techniques Follow on email correspondence with Club Chair	Feb 2011	12
The Greenlink	Manager of project was interviewed Follow on email correspondence with Club Chair	Feb 2011	1
SACU	President of the Union was interviewed on the phone	Feb 2011	1
Volunteers	one-2-one structured interviews	March 2011	14
	self-completed	April 2011	9
Strathclyde Police Force	Report	April 2011	1
	Interview		1

1.4 Outcomes identified but not measured

During the study, some outcomes were identified which were not included in the final impact map:

Stakeholder	Outcome	Indicator and proposed method of measurement	Rational for exclusion
Community	Greater enjoyment of greenspace areas	To be identified	Method of engagement required

1.5 Financial proxies

All of the outcomes that were included had a financial proxy assigned to them.

Stakeholders	Description of Outcome	Financial Proxy Description	Value	Source
Local Authority	Increase in environmental respect and pro active engagement of bikers issues resulting in less path damage on other sites	3 men X 350 repair + costs = at least £1000 per repair	£1,000	Stakeholder interviews / LA records
Bikers	Young people become better citizens and are not involved in anti-social behavior	Cost of a drink driving rehabilitation course	£175	www.vmc1.com/index.php?page=7&cid=483
	Young bike riders are more confident and secure and have a sense of achievement which makes them feel better about themselves	Cost of one day course on self esteem and confidence	£500	http://www.centreforconfidence.co.uk/index.php
	Young bike riders are less likely to injure themselves and aware of health and safety risks of riding a motorised vehicle.	Bike course fee - basic BMW off road course fee for 1 day tuition	£479	www.bmw-motorrad.co.uk/world-of-bmw/off-road-skills/level-one/
	Young people make new friends who share their interests	The average spent each year by young people aged 11-17 using mobile phones to maintain friendships	£683	The Mobile Life 2006 Survey found the average numbers of texts and call made by this age group, and standard rates for mobile phone operators were applied to these numbers. www.yougov.co.uk/extranets/ygarchives/content/pdf/CPW060101004_2.pdf
	Young people feel healthier	Cost of juvenile membership of North Lanarkshire gym facilities	£160	www.nlleisure.co.uk/detail-10
	Young people are aware of their responsibility for the environment and become involved in practical remedial work	Cost of a one hour environmental discovery course	£95	www.wildernesscentre.co.uk
Scottish Auto Cycle Union (SACU)	Develop and pilot good practice model that can be replicated - case study for 2010 guidance note	Cost of getting consultant to develop model and a project worker to implement it.	£25,000	Estimate
	Recruit new volunteers to help SACU	Estimated value of new volunteer time contributed to SACU	£619	2 hours per week at £5.95 per hour
	Recruiting new racers to competitive sport which enhances the profile of SACU	Advertising cost in motocross magazine - one advert per new racer @ £400 per advert	£3,200	Estimate from SACU staff
Greenlink	Increased opportunities for engagement resulting in new partnerships with the police	Attendance fee for networking event or conference = 100	£117	14th European Forum on Urban Forestry Conference = £117 per day

Volunteers	Closer family relationship	£36.42	£692	Mean average in stakeholder survey evaluation multiplied by % of volunteers who highly rated the variable
	More friends	£91.92	£919	Mean average in stakeholder survey evaluation multiplied by % of volunteers who highly rated the variable
	Increased confidence	£51.00	£408	Mean average in stakeholder survey evaluation multiplied by % of volunteers who highly rated the variable
	Trained in bike maintenance	£17.00	£204	Mean average in stakeholder survey evaluation multiplied by % of volunteers who highly rated the variable
	Trained in first aid	£48.57	£437	Mean average in stakeholder survey evaluation multiplied by % of volunteers who highly rated the variable
	Feel they can inform people why it is important to stop illegal biking	£22.00	£308	Mean average in stakeholder survey evaluation multiplied by % of volunteers who highly rated the variable
	Greater understanding of how their behavior needs to change to protect the environment	£132.77	£929	Mean average in stakeholder survey evaluation multiplied by % of volunteers who highly rated the variable
Police	Fewer call outs to deal with illegal biking.	Cost per call out	£2,208	'The economic and social cost of crime against individuals and households 2003/04', 2005, Home Office Online Report 30/05, uprated to 2010 prices
	Reducing the likelihood of young people committing offences	The average cost savings from dealing with a young first time offender through warnings and cautions	£1,994	Misspent youth', 1998, Audit Commission, uprated to 2010 prices, at www.audit-commission.gov.uk/SiteCollectionDocuments/AuditCommissionReports/NationalStudies/misspentyouth98.pdf

1.6 Deductions to avoid over-claiming

1.6.1 Deadweight

Stakeholders	Outcome	% of Deadweight	Rationale
Local Authority	Increase in environmental respect and pro active engagement of bikers issues resulting in less path damage on other sites	0%	Ranger service quoted as saying illegal scrambling has been increasing in recent years, so trends are upwards and a reduction is unlikely
Bikers	Young people become better citizens and are not involved in anti-social behaviour	10%	May be a small impact of bikers becoming more responsible citizens due to pressure from the community and other initiatives that stress responsible attitudes towards the environment
	Young bike riders are more confident and secure and have a sense of achievement which makes them feel better about themselves	25%	The bikers are already gaining these benefits from illegal biking - but the confidence and achievement that comes from proper instruction is new and would not have otherwise happened. But biking can now be practiced and spoken to others (bragged about) openly to a wide range of people and not confined to those who might condone such actions
	Young bike riders are less likely to injure themselves and aware of health and safety risks of riding a motorised vehicle.	25%	The bikers are already gaining these benefits from illegal biking - but the safety awareness that comes from proper instruction is new and would not have otherwise happened. Unlikely that bikers would go out without appropriate safety clothing.
	Young people make new friends who share their interests	10%	Young people gain more friends as they get older. But it is important to note that these are supportive and sustaining friendships rather than 'the wrong crowd'.
	Young people feel healthier	25%	There may be other activities that the bikers are involved in, but most of these were sedentary e.g. X-box
	Young people are aware of their responsibility for the environment and become involved in practical remedial work	0%	Remedial work has occurred purely due to bike club activity
Scottish Auto Cycle Union (SACU)	Development of a good practice model that can be replicated - case study for 2010 guidance note	10%	Highly unlikely that such a successful model would have been developed by SACU alone
	Recruit new volunteers to help SACU	0%	The volunteers would not have approached SACU without NLQSQBC involvement.
	Recruiting new racers to competitive sport which enhances the profile of SACU	25%	Few bikers would have approached SACU without NLQSQBC involvement.
Greenlink	Increased opportunities for engagement resulting in new partnerships with the police	50%	There is a reasonable chance that networking might have occurred through other sources
Volunteers	Closer family relationship	28%	From Scottish Household Survey of adults in last 12 months who say they provide unpaid help to organisations at www.scotland.gov.uk/News/Releases/2010/08/23102257

	More friends	28%	From Scottish Household Survey of adults in last 12 months who say they provide unpaid help to organisations at www.scotland.gov.uk/News/Releases/2010/08/2310225
	Increased confidence	28%	From Scottish Household Survey of adults in last 12 months who say they provide unpaid help to organisations at www.scotland.gov.uk/News/Releases/2010/08/2310225
	Trained in bike maintenance	28%	From Scottish Household Survey of adults in last 12 months who say they provide unpaid help to organisations at www.scotland.gov.uk/News/Releases/2010/08/2310225
	Trained in first aid	28%	From Scottish Household Survey of adults in last 12 months who say they provide unpaid help to organisations at www.scotland.gov.uk/News/Releases/2010/08/2310225
	Feel they can inform people why it is important to stop illegal biking	28%	From Scottish Household Survey of adults in last 12 months who say they provide unpaid help to organisations at www.scotland.gov.uk/News/Releases/2010/08/2310225
	Greater understanding of how their behaviour needs to change to protect the environment	28%	From Scottish Household Survey of adults in last 12 months who say they provide unpaid help to organisations at www.scotland.gov.uk/News/Releases/2010/08/2310225
Police	Fewer call outs to deal with illegal biking.	0%	All the indication point out that illegal bike riding is on the increase
	Reducing the likelihood of young people committing offences	16%	Estimate of how many young people would not be charged with a first offence who were involved in low level anti-social behaviour

1.6.2 Displacement

Stakeholders	Outcome	% of Displacement	Rationale for Attribution
Local Authority	Increase in environmental respect and proactive engagement of bikers issues resulting in less path damage on other sites	0%	No other similar initiative in the area
Bikers	Young people become better citizens and are not involved in anti-social behaviour	0%	No other similar initiative in the area
	Young bike riders are more confident and secure and have a sense of achievement which makes them feel better about themselves	0%	No other similar initiative in the area
	Young bike riders are less likely to injure themselves and aware of health and safety risks of riding a motorised vehicle.	0%	No other similar initiative in the area
	Young people make new friends who share their interests	50%	They would have made friends anyway
	Young people feel healthier	0%	Displaced no physical activities, only around one-third of interests are outdoors orientated and comparatively few of the bikers participate.
	Young people are aware of their responsibility for the environment and become involved in practical remedial work	0%	Displaced no environmental activities
Scottish Auto Cycle Union (SACU)	Development of a good practice model that can be replicated - case study for 2010 guidance note	0%	Displaced no similar activities in the area
	Recruit new volunteers to help SACU	0%	Displaced no similar activities in the area
	Recruiting new racers to competitive sport which enhances the profile of SACU	0%	Displaced no similar activities in the area
Greenlink	Increased opportunities for engagement resulting in new partnerships with the police	10%	There is a low probability that working with the Bike Club displaces other activity that the GL is involved in
Volunteers	Closer family relationship	10%	Low level of likelihood that volunteering for NLSQBC displaced other activity which might have resulted in outcomes
	More friends	10%	Low level of likelihood that volunteering for NLSQBC displaced other activity which might have resulted in outcomes
	Increased confidence	10%	Low level of likelihood that volunteering for NLSQBC displaced other activity which might have resulted in outcomes

	Trained in bike maintenance	10%	Low level of likelihood that volunteering for NLSQBC displaced other activity which might have resulted in outcomes
	Trained in first aid	10%	Low level of likelihood that volunteering for NLSQBC displaced other activity which might have resulted in outcomes
	Feel they can inform people why it is important to stop illegal biking	10%	Low level of likelihood that volunteering for NLSQBC displaced other activity which might have resulted in outcomes
	Greater understanding of how their behaviour needs to change to protect the environment	10%	Low level of likelihood that volunteering for NLSQBC displaced other activity which might have resulted in outcomes
Police	Fewer call outs to deal with illegal biking.	0%	No other similar initiative in the area
	Reducing the likelihood of young people committing offences	0%	No other similar initiative in the area

1.6.3 Attribution

Stakeholders	Outcome	% of Attribution	Rationale for Attribution
Local Authority	Increase in environmental respect and proactive engagement of bikers issues resulting in less path damage on other sites	10%	May be a small impact of bikers becoming more responsible citizens due to pressure from the community and other initiatives that stress responsible attitudes towards the environment
Bikers	Young people become better citizens and are not involved in anti-social behaviour	25%	It is clear from survey evidence that biking and being part of the club is the main thing that these kids are looking forward to in summer months, it's what they spend their cash on and what they talk about at school
	Young bike riders are more confident and secure and have a sense of achievement which makes them feel better about themselves	25%	It is clear from survey evidence that biking and being part of the club is the main thing that these kids are looking forward to in summer months, it's what they spend their cash on and what they talk about at school
	Young bike riders are less likely to injure themselves and aware of health and safety risks of riding a motorised vehicle	0%	There is no other influence that would get them to wear protective clothing like neck braces and become safer bikers
	Young people make new friends who share their interests	50%	The new friends are only made as a result of the club activities. They could get friends elsewhere from other clubs.
	Young people feel healthier	25%	It is clear from survey evidence that biking and track maintenance provides the bulk of them their most significant physical work-out of any of their other activities
	Young people are aware of their responsibility for the environment and become involved in practical remedial work	25%	The outcome mainly exists due to the club activities, although there may be some external influence - this is not related directed to their principal hobby. Survey indicates that other hobbies tend to be indoors
Scottish Auto Cycle Union (SACU)	Development of a good practice model that can be replicated - case study for 2010 guidance note	25%	The outcome mainly exists due to the club activities, although SACU or similar body might have produced a similar type of guidance note, the suggested 'solution' would have not been so rigorously tested
	Recruit new volunteers to help SACU	50%	The outcome only exists due to the club activities, although SACU might have recruited volunteers from elsewhere

	Recruiting new racers to competitive sport which enhances the profile of SACU	50%	The outcome only exists due to the club activities, although SACU might have recruited racers from elsewhere
Greenlink	Increased opportunities for engagement resulting in new partnerships with the police	75%	There is a relatively high probability that the GL is involved in other partnerships activity that would deliver the same outcome
Volunteers	Closer family relationship	25%	Moderate level of likelihood that closer bonds would have been attained through other sources.
	More friends	25%	Moderate level of likelihood that this outcome would have been attained through other sources
	Increased confidence	25%	Moderate level of likelihood that this outcome would have been attained through other sources
	Trained in bike maintenance	10%	Low level of likelihood that this training would have gathered this information from elsewhere
	Trained in first aid	25%	Moderate level of likelihood that this training have gathered this information from elsewhere
	Feel they can inform people why it is important to stop illegal biking	10%	Low level of likelihood that they would have gathered this information from elsewhere
	Greater understanding of how their behaviour needs to change to protect the environment	50%	Other external influences are at play in this outcome
Police	Fewer call outs to deal with illegal biking	0%	It appears that biking is on the increase (as evidenced by SPF report quoted in report) and present police action is insufficient to make effect change
	Reducing the likelihood of young people committing offences	16%	Effect of parents and other people in authority to dissuade them from pursuing illegal biking. The message simply isn't out there

1.7 Duration and drop off assumptions

Stakeholders	The Outcomes	Drop off %	Drop off assumption
Local Authority	Increase in environmental respect and proactive engagement of bikers issues resulting in less path damage on other sites	0%	As long as the bike club is in operation more people will gravitate towards it by word of mouth.
Bikers	Young people become better citizens and are not involved in anti-social behaviour	0%	All riders have had positive experience and exposure to positive role models and will therefore be better citizens due to Bike Club
	Young bike riders are more confident and secure and have a sense of achievement which makes them feel better about themselves	25%	All riders have had positive experience and exposure to positive role models and will therefore be more confident due to Bike Club
	Young bike riders are less likely to injure themselves and aware of health and safety risks of riding a motorised vehicle.	0%	All riders have had positive experience and will be safer due Bike Club training
	Young people make new friends who share their interests	50%	Some friendships will not last beyond the Bike Club
	Young people feel healthier	50%	Physical activity levels will not last beyond the Bike Club, only around one-third of interests are outdoors
	Young people are aware of their responsibility for the environment and become involved in practical remedial work	25%	Moderate likelihood that environmental awareness has not led to sustained change in behaviour
Scottish Auto Cycle Union (SACU)	Development of a good practice model that can be replicated - case study for 2010 guidance note	0%	As long as the bike club is in operation more people will gravitate towards it by word of mouth
	Recruit new volunteers to help SACU	0%	As long as the bike club is in operation more people will gravitate towards it by word of mouth and advertising
	Recruiting new racers to competitive sport which enhances the profile of SACU	0%	As long as the bike club is in operation more people will gravitate towards it by word of mouth and advertising
Greenlink	Increased opportunities for engagement resulting in new partnerships with the police	0%	As long as the bike club is in operation more people will gravitate towards it by word of mouth and there is the likelihood that they will hear about the GL
Volunteers	Closer family relationship	10%	Low likelihood that outcome is not sustained beyond bike club
	More friends	25%	Moderate likelihood that this outcome not led to sustained change
	Increased confidence	25%	Moderate likelihood that this outcome not led to sustained change
	Trained in bike maintenance	0%	Outcome is sustained beyond bike club

	Trained in first aid	0%	Certificate valid for three years
	Feel they can inform people why it is important to stop illegal biking	0%	Outcome is sustained beyond bike club
	Greater understanding of how their behaviour needs to change to protect the environment	25%	Moderate likelihood that environmental awareness has not led to sustained change in behaviour
Police	Fewer call outs to deal with illegal biking	0%	As long as the bike club is in operation more people will gravitate towards it by word of mouth
	Reducing the likelihood of young people committing offences	0%	As long as the bike club is in operation more people will gravitate towards it by word of mouth

1.8 Calculation

Stakeholder	Outcome	Quantity	Value	Less Deadweight	Less Displacement	Less Attribution	Less Drop Off	Impact
Local Authority	Increase in environmental respect and pro active engagement of bikers issues resulting in less path damage on other sites	4	£1,000.00	0%	0%	10%	0%	£3,600.00
Bikers	Young people become better citizens and are not involved in anti-social behaviour	36	£175.00	10%	0%	25%	0%	£4,252.50
	Young bike riders are more confident and secure and have a sense of achievement which makes them feel better about themselves	36	£500	25%	0%	25%	25%	£10,125.00
	Young bike riders are less likely to injure themselves and aware of health and safety risks of riding a motorised vehicle.	36	£479.00	25%	0%	0%	0%	£12,933.00
	Young people make new friends who share their interests	36	£683.00	10%	50%	50%	50%	£5,532.30

	Young people feel healthier	31	£160.00	25%	0%	25%	50%	£2,790.00
	Young people are aware of their responsibility for the environment and become involved in practical remedial work	36	£95	0%	0%	25%	25%	£2,565.00
Scottish Auto Cycle Union (SACU)	Develop and pilot a good practice model that can be replicated - case study for 2010 guidance note	1	£25,000.00	10%	0%	25%	0%	£16,875.00
	Recruit new volunteers to help SACU	10	£618.80	0%	0%	50%	0%	£3,094.00
	Recruiting new racers to competitive sport which enhances the profile of SACU	8	£3,200.00	25%	0%	50%	0%	£9,600.00
Greenlink	Increased opportunities for engagement resulting in new partnerships with the police	1	£117	50%	10%	75%	0%	£13.13
Volunteers	Closer family relationship	19	£692	28%	10%	25%	10%	£6,389.74
	More friends	10	£919	28%	10%	25%	25%	£4,467.31
	Increased confidence	8	£408	28%	10%	25%	25%	£1,586.30

	Trained in bike maintenance	12	£204	28%	10%	10%	0%	£1,427.67
	Trained in first aid	9	£437	28%	10%	25%	0%	£1,912.01
	Feel they can inform people why it is important to stop illegal biking	14	£308	28%	10%	10%	0%	£2,514.76
	Greater understanding of how their behaviour needs to change to protect the environment	7	£929	28%	10%	50%	25%	£2,107.86
Police	Fewer call outs to deal with illegal biking.	4	£2,208.00	0%	0%	0%	0%	£8832.00
	Reducing the likelihood of young people committing offences	4	£1,994.26	16%	0%	16%	0%	£19,043.64

Totals

	Year 1	Year 2	Year 3	Year 4	Year 5	Total Social Return	Total Present Value (PV)
Impact Value	£106,246	£48,590	£42,025	0	0	196,861	£153,514

The SROI calculation is expressed as a ratio of return from investment. It is derived from dividing the monetised value of the sum of all the benefits by the total cost of the investment. To get the true value of the impact it must first be adjusted to reflect its Present Value (PV); this process is called discounting and reflects the present day value of benefits projected into the future. PV 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 is 3.5%; the recommended discount rate for public funds in the Government Green Book³.

In this report the following figures were used to calculate the social return on investment.

- the total present value (PV) is £153,514
- the total investment figure in the same period to generate this value is £32402.96

The SROI ratio is calculated by dividing the present value by the investment.

The social return from investing in the Quad and Scramble Bike Club is predicted to be in the region of £5 for every £1 invested.

³ HM Treasury. The Green Book, Appraisal and Evaluation in Central Government
<http://www.nhstayside.scot.nhs.uk/chp/pkchp/focus/6.pdf>

Appendix 2: The Principles of SROI

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

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

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