



SROI-Forecast of Phase 1 of the Vineburgh Development

Report for **Cunninghame Housing Association**

December 2011





Contents

1.	Introduction	2
2.	Scope and Stakeholders	7
3.	Input	16
4.	Outcomes and Evidence	18
5.	Impact	49
6.	Social Return On Investment (SROI)	58
7.	Sensitivity Analysis and Verification of Results	59
8.	Analysis and Conclusion	61

The SROI Network
Accounting for Value

“This report has been submitted to an independent assurance assessment carried out by The SROI Network. The report shows a good understanding of the SROI process and complies with SROI principles. Assurance here does not include verification of stakeholder engagement, data and calculations. It is a principles-based assessment of the final report”.



1. Introduction

This section introduces Cuninghame Housing Association, its Vineburgh Development Programme and provides information on Social Return on Investment (SROI) as a methodology.

Cuninghame Housing Association

Cuninghame Housing Association (CHA) was established in 1984 as the Three Towns Housing Association as a result of the dissatisfaction of Cuninghame Community Council and local community activists with the ability to improve the run down housing stock and urban regeneration.

In 1986 the newly formed association completed its first eight flats in Saltcoats. In 1990 the Association changed its name to Cuninghame Housing Association and has continued to grow at a significant rate over that period to the present day.

Currently CHA is the largest registered housing association in Ayrshire with a total of 2,159 homes for rent, one homeless persons' facility (with 27 en-suite bedrooms) and two commercial social enterprise centres.

Its wholly owned subsidiary company, Cuninghame Enterprises Ltd, also provides property management factoring services to 444 owner-occupiers and to 29 shared ownership owners and 53 shared equity owners. This company is located in Ardrossan and has its own Board of Directors that meets on a quarterly basis.

CHA is set up as an Industrial and Provident Society and operates across North and East Ayrshire. The Association is run by a voluntary Board of Management of 16 members, employs 89 staff members and has a total asset base of £49 million. In 2007 it became a registered charity.

Since 1996 CHA has developed a portfolio of community regeneration initiatives which have contributed significantly to local communities by:

- using capital funding and property development expertise to build important new community facilities;
- creating training and employment opportunities for local unemployed people;
- providing direct financial assistance to community organisations;
- committing staff time to mentor the development of community businesses;
- supporting the development of local social enterprises;
- piloting innovative new approaches to working with disadvantaged groups;
- encouraging enterprise initiatives within local schools; and
- committing and acquiring substantial resources to these programmes, leveraging significant new investment into disadvantaged communities.



Some examples of the wider role initiatives 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;
- Opp2mise Programme – a support and development programme for local social economy organisations in North Ayrshire;
- First Steps Childcare – the provision of childcare support for disadvantaged groups in the community;
- North Ayrshire Fab Pad – a project to support young people in sustaining their tenancy and securing training and employment opportunities;
- ILM Initiatives – a range of Intermediate Labour Market (ILM) projects providing a bridge between unemployment and the mainstream labour market for unemployed local residents; and
- Radio City – a healthy living centre containing a community hall, gym, café, learning centre, office accommodation for small businesses, and space for a radio station and childcare centre.

CHA's mission is to be “Making Our Communities Better Places - More Than Just A Landlord!” and it has formulated its values as follows:

- We will focus on the needs of our customers and deliver a customer driven service.
- We will be fair and consistent with our people, customers and business partners by being open, honest and accountable at all times.
- We will involve our stakeholders by promoting clear communication, participation and engagement in order to improve our effectiveness and efficiency and grow our business.
- We will provide a quality service to all our people to ensure added value and satisfaction.
- We will invest in our people, products and places, to create environments that are positive, motivating, challenging and rewarding.
- We will learn from our experiences and embrace change for the better. We will develop new ideas and take measured risks to exceed customer expectations and serve their needs.



The association's strategic objectives are:

- **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 Development

The redevelopment of Vineburgh is a 5 year, £37 million project to tackle the high level of deprivation and low demand in the Vineburgh area in Irvine – manifest 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 demolishing 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 have appointed MAST Architects to design the new houses. Local construction company Ashleigh (Scotland) Ltd was sub-contracted to build the houses.

The redevelopment of Vineburgh will:

- achieve high design quality to create homes and spaces which are desirable;
- introduce planting and trees to transform the character of the area;
- change perceptions of the area;
- provide homes with high levels of insulation, making them more energy efficient and economical to heat;
- provide a broad range of house types to meet current and future needs, including 10% of new houses adapted for wheelchair use;



- ensure the continuation of the bus route; and
- make the area safer and more secure and reduce crime and anti-social behaviour.

Phase 1 (highlighted area on the map) is now completed with 82 new houses having been built (75 for rent and 7 being sold under a shared equity scheme). Of the new houses 72 units (97%) have been allocated to existing Vineburgh residents and the remainder to applicants from the North Ayrshire Housing Register.

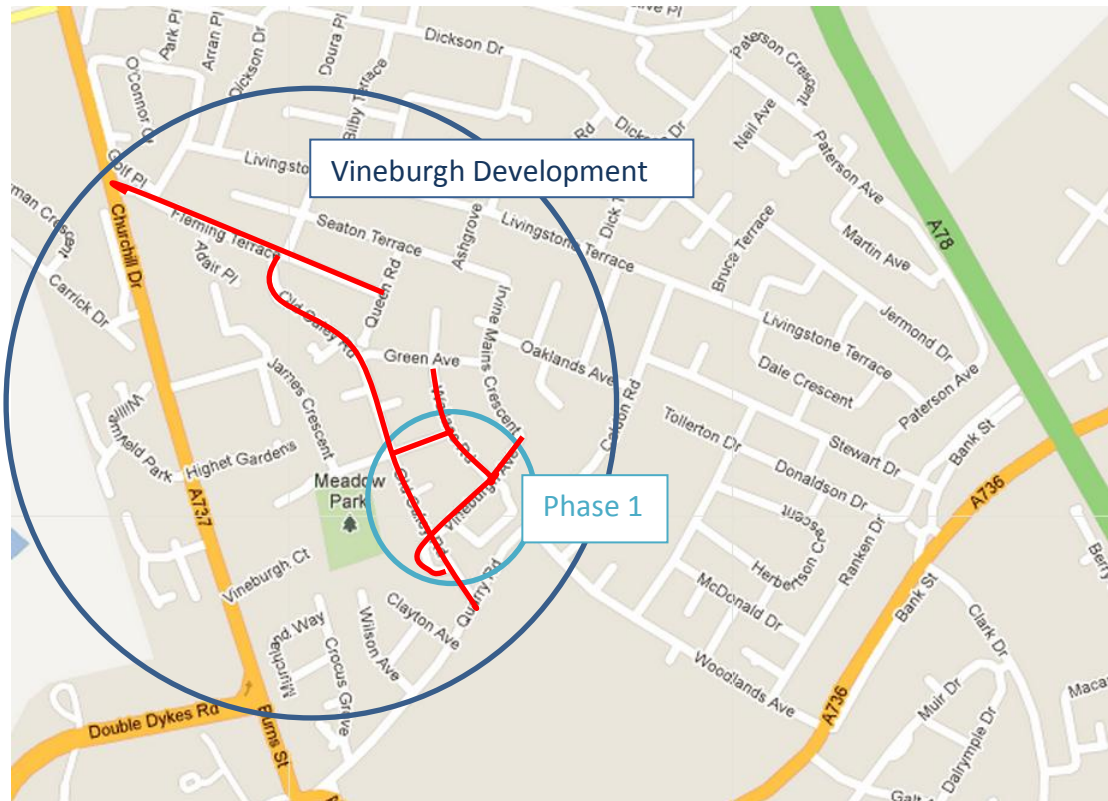


Table 1.1 shows the number of properties and their destination for the total Vineburgh development.

Table 1.1: Vineburgh Development

	Homes for rent	Homes for Shared Equity	Total
Phase 1	75	7	82
Phase 2	80	14	94
Phase 3	53	10	63
Phase 4 ¹	48	0	48
Total	256	31	287

¹ Phase 4 is currently under discussion with the Local Authority.



Social Return On Investment (SROI)

SROI is a method developed to measure the social and environmental impact of activities, projects, programmes and policies and put a monetary value on them. In conducting this SROI analysis we have followed the principles as developed by the SROI Network, and endorsed by the Office of the Third Sector. 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.

This SROI-evaluation has been produced following the SROI Network's guidance and adheres to the SROI principles².

² A Guide to Social return on Investment, Office of the Third Sector



2. Scope and Stakeholders

This Section defines the scope and boundaries of the study and describes the various stakeholders of the Vineburgh Development.

Scope

The principal aim of this study is to help CHA to understand the wider economic, social and environmental impact of the Vineburgh Development and the social value created for its stakeholders.

CHA will use the SROI evaluation to:

- assess the social value created by the Vineburgh development;
- provide public agencies with the evidence of cost savings and opportunities for resource re-allocation by investing in physical regeneration initiatives;
- design a monitoring and evaluation framework that is able to capture the social impact of the development; and
- help CHA to demonstrate additional value that Registered Social Landlords (RSLs) create in the physical regeneration of deprived areas.

This SROI analysis focusses on the completed Phase 1 of the Vineburgh Development programme and captures the value of it for all material stakeholders. However, although Phase I is completed the new tenants have just moved in. We believe at this moment in time, it is only possible to fully capture the immediate benefits of the development and for the longer term impact there is still an element of forecasting involved. Therefore we have decided to treat this study as an **SROI-forecast**.

CHA is committed to undertake another SROI evaluation in 3-5 years' time to validate the longer term impact and to capture any new impacts.

The time frame of this SROI evaluation is one year from **1 January – 31 December 2010**, roughly the time it took to complete Phase 1.

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, Director of Asset Management & Investment, Steven Good, Director Of Property Services, and Hugh McGhee, Head of Social and Economic Development.

The stakeholder consultations have been undertaken by a team of Rick Rijdsdijk and Holly Wright and Craig Paxton, two of Social Value Lab's researchers.



Stakeholders

SROI explores the changes to stakeholders as a result of the Vineburgh Development programme through a dialogue with these stakeholders. The first step has been to identify all 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: Long list Stakeholders

Stakeholder	Included	Reason
Tenants	Yes	Main beneficiaries of the programme.
Tenants (previously homeless)	No	We expect significant outcomes for this group, but homeless people will be given homes in phase 2 and 3 and therefore cannot be consulted yet.
Shared Equity Owners	No	At this stage there is no sufficient distinction between tenants and shared equity owners so we have included these in the main tenants group.
Vineburgh Residents (Council tenants and owner occupiers)	Yes	Important stakeholder that will benefit from the programme.
Apprentices	Yes	Important stakeholder that will benefit from the programme.
Fencing Apprentices	Yes	Important stakeholder that will benefit from the programme.
Housing Trainees	Yes	Important stakeholder that will benefit from the programme.
Parents/Carers Apprentices	No	Although this is an important stakeholder, we are not able to interview them
Parents/Carers Housing Trainees	Yes	Important stakeholder that will benefit from the programme.
Vineburgh Steering Group volunteers	Yes	Although these are also tenants/residents, we believe there have been significant additional outcomes achieved by the volunteers.
NAC Housing	Yes	Significant changes expected because reduction in turnover rates.
Strathclyde Police	Yes	Significant impact on workload and resource allocation expected.
Community Wardens	Yes	Significant impact on workload and resource allocation expected.
Strathclyde Fire Brigade	No	No significant impact expected.
John Galt Primary School	No	Impact on the school's catchment expected, but not significant enough to justify inclusion



Stakeholder	Included	Reason
Cunninghame Housing Association	Yes	Significant impact by strategic importance of a presence in Irvine and contributions to financial sustainability
Cunninghame Housing Association staff	Yes	Significant impact caused by sustained employment.
Ashleigh Construction	Yes	Significant impact on long-term sustainability and the creation of local jobs expected.
Sub-Contractors	No	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	No	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.
North Ayrshire Council / Community Planning Partnership	No	No material impact expected. Any outcomes for NAC/CPP are achieved and valued through the beneficiaries of the programme. Valuing them separately would be double counting.
Community organisations in the area (Boxing Club, Impact Arts, Community Centre)	No	The effects on these organisations are difficult to predict and probably immaterial to the project. The organisations will be financially more sustainable by funding provided by CHA and strengthened by the increased community cohesion, but any outcomes arising from the funding and increased community cohesion are achieved and valued through the beneficiaries of the programme. Valuing them separately would be double counting.
Vineburgh Councillors	No	Although there may be a reduction in their workload this would not be significant.
Scottish Government	Yes	The transitional employment opportunities created by the programme will provide resource reallocation opportunities for the Scottish Government



Materiality

SROI, like financial accounting, only considers outcomes that are material to the stakeholders and the scope of the project. Any approach to understanding the impact of an organisation or its activities will need to find a way to focus on those impacts that are relevant and significant. If this is not achieved the process of understanding and reporting will spend time and energy on issues that are not relevant or significant.

For this SROI report this means to determine what information and evidence is significant and relevant to be included in the analysis to give a true and fair picture of the programme. Table 2.1 (above) identifies whether stakeholders are material to this study and whether they are included in this study or not.

Theory of Change

For all the stakeholders included in this report we have developed a theory of change, a description of what CHA and its funders and partners expect to change as a result of the Vineburgh Development.

We have developed our theory of change on the basis of the Vineburgh Regeneration Masterplan, which was based on a comprehensive programme of consultation with the community and other key stakeholders, and the experience of the CHA SROI Steering Group with the Vineburgh Development.

Tenants

We expect a number of changes for the tenants that move into the new Vineburgh houses. Because of the better quality of the new homes, that are drier and warmer than the demolished ones, we expect tenants to report an improved physical health.

The design of the new homes reflects the spatial needs of the population, which will improve the satisfaction with their living space and result in a better general mood.

The new development will increase safety and reduce criminal and anti-social behaviour, which will give the tenants an increased feeling of safety.

Living in this new and improved environment that is welcoming, better suited to people's needs, and designed for safety will have a positive impact on the stress levels of the people.

Moving into the new homes in a welcoming physical environment will install pride in and a sense of ownership of the place they live.



Vineburgh residents suffer from high unemployment rates with significant barriers to accessing work. Those in work frequently are in low skilled, low paid, part-time jobs. The Vineburgh Development will create employment opportunities for the Vineburgh residents. We believe that the increased confidence as a result of moving into their new home will help them become more employable and access these job opportunities.

Moving from a Council tenancy to a community based housing association will give tenants more influence on the management and maintenance of their home. This will increase their feeling of self-worth.

We expect that tenants will also report some negative changes as a result from the move into their new homes. CHA sets much stricter rules for its tenants with regards to maintaining the exterior of their home and garden. For example, CHA insists its tenants will cut their grass regularly and prohibits the erection of satellite dishes on the external fabric of houses.

There may also be some dissatisfaction about getting new neighbours as a result of the relocation. In some cases people have been neighbours for many years and now get completely new neighbours.

Vineburgh Residents (Council Tenants, Owner Occupiers)

The development does not include all of Vineburgh and the properties surrounding CHA's development remain in Council ownership or have been purchased under Right to Buy. Although not directly involved with the new development by getting a new house, the residents surrounding the development area will be influenced by it.

The demolition and redevelopment of difficult to let and empty boarded-up properties next to their homes will improve their wellbeing and satisfaction with their living environment.

The redevelopment of one of the worst parts of Vineburgh will increase their pride of living in Vineburgh.

Making the Vineburgh development area a safer place will also increase the feeling of safety of the residents living around it.

Living in a better environment will reduce people's stress and therefore impact positively on their mental health.

There will also be negative outcomes of the development for the Vineburgh residents. The people living around the new development will have suffered from noise and other disruption as a result of the construction activities.

We also believe that there may be feelings of envy of the people moving into the new houses, which constitutes another negative outcome.



Apprentices

In order to increase the leverage for the community, CHA stipulated the requirement for 12 apprenticeships for local young people in the contract for the Vineburgh Development.

The apprenticeships will provide local young people with work experience and qualifications that will improve their employability.

We also expected a number of personal developments as a result of their transition into employment, including an increase in confidence, self-esteem and independence and an increased sense of what they want to do with their life.

Fencing Apprentices

CHA also stipulated the requirement for 12 local apprentices in the fencing contract for the Vineburgh Development. Like the construction apprentices they will have gained increased work experience and qualifications that will increase their employability.

We believe these apprentices will have also achieved some of the personal development outcomes experienced by the construction apprentices, but unfortunately we have not been able to consult with any of the apprentices. Therefore, to avoid over claiming, we have only valued the increased employability as an outcome for this stakeholder group.

Housing Trainees

With the increased activity as a result of the Vineburgh Development, CHA was able to develop the North Ayrshire Housing Career Training Programme (NAHCTP). This programme introduced 10 local young people (aged 16-19), who were unemployed or just leaving school, to the housing sector as a career opportunity.

The NACCTP provides work experience and qualifications that will increase their employability.

Like the construction apprentices, this experience will influence their confidence, self-esteem and independence in a positive way and give the trainees a better idea what they want to do with their life and career.

Parents/Carers³ Housing Trainees

Seeing their children getting on with their career and improving their personal development will create peace of mind and a sense of fulfilment for their parents. This will also make the parents proud of their child.

³ As all interviewed were parents we will refer to this stakeholder group as parents throughout this document



The fact that their child is earning an income will influence the family income in a positive way.

Vineburgh Steering Group Volunteers

There are three volunteers who are representing the Vineburgh community in the Vineburgh Steering Group. These are tenants and their outcomes in that capacity are expressed and valued under that stakeholder group. However, we believe these volunteers have achieved additional outcomes from their involvement with the Steering Group.

They will have an increased knowledge of and experience in economic regeneration that will be useful in their further professional and/or community life.

The Steering Group membership will give people increased status in the community.

By being involved at strategic level in a major regeneration project the Steering Group members will also have increased their confidence.

Strathclyde Police

Because of the regeneration activities there will be less vandalism and anti-social behaviour, which means that less police resources have to be allocated to Vineburgh.

Because the new development complies with the Secure by Design standard police work in it will be easier, which will lead to police officers getting more job satisfaction from working in Vineburgh.

Community Wardens

The role of Community Wardens in the new Vineburgh Development will change. They will have fewer responsibilities for estate management and can spend more time on their other tasks.

We also believe that over time it will be easier for the Community wardens to establish rapport with young people in the area.

NAC – Housing

Through the transfer of stock in the Vineburgh area to Cunninghame NAC disposes of undesirable homes that have a significant turnover of tenants (19%)⁴.

There is a huge demand for social rented housing in North Ayrshire. Per year there are more than 6,000 requests for around 1,000 social rented properties. Through the transfer of low demand Council stock to CHA, a social landlord, NAC can, via the North Ayrshire Common Housing register, reduce the waiting list for social rented houses.

⁴ Vineburgh Monitoring Framework, Ref No 6. The average turnover rate for CHA properties is 8%.



NHS

Research⁵ has shown that people living in a warmer, drier and more appropriate home result in better health and thus less demand for NHS services. This enables the NHS to use the budget saved on Vineburgh to deliver services to others.

Ashleigh Construction

The winning of 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.

Cunningham Housing Association (organisation)

For CHA the Vineburgh Development will provide the opportunity to grow and increase its future sustainability. The Vineburgh regeneration is also important for CHA as it has allowed it to grow in terms of properties in management and to roll out a programme of investment in social and economic activity.

It is expected that the Vineburgh Development will provide CHA the stepping stone to be involved in further regeneration developments in a challenging time and that it has increased its strategic relevance in Ayrshire.

Cunninghame Housing Association staff

For Cunningham Housing Association staff the Vineburgh Development means longer-term security of employment.

We have tested this theory of change through the process of stakeholder consultation to determine the value created by the programme.

Stakeholder Engagement

Table 2.2 summarises the theory of change for each stakeholder included in the SROI evaluation and shows the method of how we have engaged with them.

Table 2.2: Stakeholder Engagement

Stakeholder	Number	Method of Engagement
Tenants	191	Face to face interview with 37 tenants (Jun 2011)
Vineburgh Residents	200 ⁶	Face to face interview with 39 residents (Jun 2011)
Apprentices	12	Survey completed by 8 apprentices (Dec 2010)
Housing Trainees	10	Survey completed by all 10 trainees (Dec 2010)

⁵ 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

⁶ This is an estimate of the number of people living around the Vineburgh Development area



Stakeholder	Number	Method of Engagement
Parents of Housing Trainees	10	Survey completed by all 10 parents (Dec 2010)
Vineburgh Steering Group volunteers	3	Focus Group with 3 volunteers (Jun 2011)
Strathclyde police	1	Telephone interview with Community PC (Jul 2011)
Community Wardens	5	Face to face interview with 4 wardens (Jun 2011)
John Galt Primary School	1	Telephone interview with Head Teacher (Jul 2011)
North Ayrshire Council – Homelessness Team	1	Telephone interview with NAC Principal Officer Homelessness Team (Jul 2011)
North Ayrshire Council – Housing Services	1	Telephone interview with Divisional Housing Manager (Jul 2011)
Cunninghame Housing Association	1	Face to face interview with Chief Executive and 2 senior staff members (Jul 2011)
Cunninghame Housing Association staff	5	Focus group discussion with 4 staff members (Jun 2011)
Ashleigh Construction	1	Face to face interview with Director (Jul 2011)

For the interview pro-formas for all stakeholder engagement please refer to Appendix D.



3. Input

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

Capital Cost

The total capital investment required for Phase 1 of the Vineburgh Development is made up by three distinct elements:

- Housing Association Grant (HAG) of £3,698,000 made available by the Scottish Government
- A grant of £225,000 from Scottish Water
- Mortgage taken out by CHA of £3,551,000, which will be covered by the rent CHA is charging

The total capital input in the programme is £7,474,000 for Phase 1. The economic life of the new homes is 60 years and the repayment period for a commercial mortgage CHA takes out is 30 years. Taking this into account there are two ways of valuing the input:

- The annual value of £7,474,000 over 60 years = £124,567
- The value of the input could be calculated by the following formula: total capital investment (HAG + Scottish Water grant + CHA mortgage payments) + projected lifecycle cost – total projected rental income / 30 years. This value is £150,712⁷

For this study we have taken the second, more realistic and conservative value of £150,712.

We have considered the effects of the other input value in the sensitivity analysis.

⁷ £3,698,000 + £225,000 + £7,258,388 (total capital cost) + £1,500,000 (lifecycle) - £8,160,000 (total rent) / 30 = £150,712.93. Monthly repayment of £20,162.19 for a commercial mortgage of £3,551,000, 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 = £20,162.19*12*30 =£7,258,388.40



Intermediate Employment

The cost for the apprentices and housing trainees for 1 year is £205,162. The costs are detailed in Table 3.1.

Table 3.1: Cost intermediate employment

	Apprentices	Housing Trainees	Total
Beneficiary Allowances	£41,344	£96,500	£137,844
Travel Expenses		£4,469	£4,469
Clothing & PPE		£2,948	£2,948
CHA Staff Costs	£6,883	£20,812	£27,695
Training Level 2 & 3		£13,640	£13,640
Workforce Development			
Training		£5,999	£5,999
Marketing & Promotion	£3,000	£948	£3,948
Recruitment	£5,625	£2,996	£8,621
Total	£56,852	£148,312	£205,164

Input

The total input is:

£150,712
£205,164

£355,876



4. Outcomes and Evidence

This section describes the identified output and outcomes of the activities, the indicators for achieving the outcomes, the quantity and duration of the outcomes and the financial proxies identified to measure the value of the outcomes.

4.1 Outcomes

The consultation with stakeholders has identified a range of outcomes for the various stakeholders.

From the stakeholder consultations a range of outcomes emerged. The output of phase 1 of the Vineburgh Development and outcomes identified through the stakeholder consultations are shown in **Table 4.1**.

Table 4.1: Outcomes

Stakeholder	Output	Outcomes
Tenants	82 new homes in the Vineburgh area	<ul style="list-style-type: none"> Improved health because of a warmer, drier, more appropriately sized house Reduced utility bills because of a better quality house Feeling safer, reduced stress levels and improved confidence because of living in a better neighbourhood Improved job readiness Increased pride because of an improved perception of the area and/or their house Feeling better about yourself because of the improved reputation of Vineburgh Improved housing services because of better communication with landlord, quicker repairs and more influence on landlord Reduced satisfaction with living environment because of anti-social behaviour Reduced decision making power in and around the house
Residents	82 new homes in the Vineburgh area	<ul style="list-style-type: none"> Improved appearance of the neighbourhood Improved community spirit because of reduced anti-social behaviour Feeling less stressed and safer because of improved design and improved community Feeling better about yourself because of the improved reputation of Vineburgh Annoyance by building works (noisy and messy)



Stakeholder	Output	Outcomes
Apprentices	4 year apprenticeship for 12 young people	<ul style="list-style-type: none"> • Reduced quality of life because more people with chaotic lifestyles in the neighbourhood • Improved employability because of improved skills and increased work experience • Increased confidence • Increased independence • Improved social life • Increased self-esteem because having gained a qualification/job • Better idea of what to do with their life and career • Improved family relations
Fencing Apprentices	6 months apprenticeship for 12 young people	<ul style="list-style-type: none"> • Improved employability because of improved skills and increased work experience
Housing Trainees	21 months placement for 10 young people	<ul style="list-style-type: none"> • Improved employability because of improved skills and increased work experience • Increased confidence • Increased independence • Improved social life • Increased self-esteem because having gained a qualification/job • Better idea of what to do with their life and career • Improved family relations
Parents of Housing Trainees	21 months placement for 10 young people	<ul style="list-style-type: none"> • Increased peace of mind and feeling of fulfilment because the child is getting a career/given an opportunity • Increased pride because child is doing well • Improved family life • Increased family income
Vineburgh Steering Group volunteers	82 new homes in the Vineburgh area	<ul style="list-style-type: none"> • Increased knowledge, ability and confidence to speak up for themselves and others • Increased self-esteem and pride of their role in the community
Strathclyde Police	82 new homes in the Vineburgh area	<ul style="list-style-type: none"> • Reduced police presence in Vineburgh
Community Wardens	82 new homes in the Vineburgh area	<ul style="list-style-type: none"> • Freeing up time because of no responsibility for estate management anymore • Reduction in fly-tipping • Extra time required because of the building site
NAC – Housing	82 new homes in the Vineburgh area	<ul style="list-style-type: none"> • Reduction of turnover in the Vineburgh area • Increased ability to fulfil demand for social rented housing
NHS	82 new homes in the Vineburgh area	<ul style="list-style-type: none"> • Reduced health cost as a result of people living in a warmer and drier home leading to resource reallocation opportunities



Stakeholder	Output	Outcomes
Ashleigh Construction	82 new homes in the Vineburgh area	<ul style="list-style-type: none"> Increased ability to employ local people Reduced CO2 emission because of less travel because most employees are local More vandalism than usual during construction
Scottish Government	22 transitional employment opportunities	<ul style="list-style-type: none"> Increased number of young people into transitional employment
Cunninghame HA staff	82 new homes in the Vineburgh area	<ul style="list-style-type: none"> Increased job security Job easier to manage because of improved relationships with tenants
Cunninghame HA	82 new homes in the Vineburgh area	<ul style="list-style-type: none"> Reduced rent arrears and tenants taking better care of their home improved ability to do more large developments in the future increased longer-term sustainability

Materiality of Outcomes

The outcomes reported in **Table 4.1** represent the outcomes that we believe to be material. Some of the outcomes that were mentioned were very specific to the personal situation of the stakeholder and have not been included in this evaluation to avoid over-claiming.

Although we did consult with John Galt primary and NAC Homelessness Department and both identified positive outcomes from the Vineburgh Development, we believe the changes were not significant enough to be material to the project. We have therefore excluded these from the study. The reported outcomes for John Galt Primary and NAC Homelessness Department are:

John Galt Primary	<ul style="list-style-type: none"> Changed dynamic of pupils helping to increase school attainment and bridge the gap with schools in more affluent areas.
NAC - Homelessness	<ul style="list-style-type: none"> 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



Tenants

The tenants that move into the new homes are the main beneficiaries of the Vineburgh Development. From the consultation with the residents nine main outcomes emerged:

- **Improved health because of a warmer, drier, more appropriately sized house** – most tenants stated that their new house was warmer than their old home and had no dampness, which were issues in their old home. They also reported that they have more space, larger rooms, or more storage space and therefore a home better suited to the needs of their family. Research⁸ evidences the relationship between warmer, drier and less overcrowded homes and health benefits. Many of the consulted tenants mentioned health benefits, such as fewer colds and flu-like illnesses, and a significant improvement in dealing with asthma and arthritis.
- **Reduced utility bills because of a better quality house** – some tenants reported a noticeable reduction in their utility bills. Although we think that all tenants will notice a reduction in their utility bills, we have only counted this outcome for the tenants that reported it in the consultation.
- **Feeling safer, reduced stress levels and improved confidence because of living in a better neighbourhood leading to increased wellbeing** – we have identified a range of intermediate outcomes leading to a feeling of increased wellbeing. People felt safer because of the design of the new homes and area, including CCTV, better locks and better quality doors. People also felt safer because they have better neighbours, an improved community spirit and they experience less vandalism and other anti-social behaviour and the gang culture and drugs are now less prominent. Tenants reported reduced stress levels because they felt they lived in a better area and in a more suitable home. Many reported increased confidence levels stemming from their new home and their improved community. This has led to people being more outgoing and some even reported losing weight and having started a business. All these outcomes are interrelated and led to the final outcome of an increased sense of well-being, which is the outcome we have valued.
- **Improved job readiness** – when asked about changes in their employment status, a small group of people said that, now they were settled in their new home, they were now more job-ready and have started to take steps towards employment.
- **Increased pride because of an improved perception of the area and/or their house** – the view of others is important. It is obvious that the vast majority of tenants are happy with their new homes and neighbourhood, but other people from outside the Vineburgh area have also changed their view. Historically Vineburgh is viewed as a non-desirable area with a negative

⁸ 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



stigma attached to it. Because of the regeneration of the area, this view is changing, which makes the Vineburgh tenants (and residents) proud.

- **Feeling better about yourself because of the improved reputation of Vineburgh** – people’s self-esteem, the way they view and value themselves, has improved because of the regeneration of the area.
- **Improved housing services because of better communication with landlord, quicker repairs and more influence on landlord** – tenants are slowly beginning to notice the difference between North Ayrshire Council as a landlord and CHA. Because CHA is a local landlord there is more direct communication. Tenants know the relevant CHA staff by name and know where to go locally if they have any issues. Repairs are being done quicker than the Council would have done them and tenants feel they have more influence on the management of their homes.
- **Reduced satisfaction with living environment because of anti-social behaviour** – in some cases people keep the same neighbours as before the development, but in other cases they get new neighbours. The majority of people are happy with their neighbours in the new development, but some feel they are worse off. Some reported the bullying of their children, more violence and anti-social behaviour near their home, more alcohol and/or drugs and cases of vandalism to their property or car. For these people the move into the new neighbourhood also had a negative outcome.
- **Reduced decision making power in and around the house** – CHA, as most other RSLs, has strict requirements what people have to do, such as 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 houses. People were under the impression that this would mean they could not continue their SKY TV subscription. As satellite dishes are allowed to be installed in the garden, this perception is not true. No garden sheds or other outbuildings or other alterations are allowed in the first year of the tenancy and only after written consent of CHA. Another restriction is that you can have a maximum of two pets. This has been viewed as a negative aspect of the move by a significant group of tenants.

Residents

The consultation with residents, people living around the Vineburgh Development, revealed six outcomes emerging:

- **Improved appearance of the neighbourhood** – the replacement of some of the most dilapidated houses in Vineburgh with brand new homes reflects also on the people that live around the development area and improves their living environment.
- **Improved community spirit because of reduced anti-social behaviour** – people reported a decrease in anti-social behaviour in the area and subsequently an improved sense of community.



- **Feeling less stressed and safer because of improved design and improved community** – residents said that they felt less stressed and safer in their neighbourhood, because of the regeneration of the area.
- **Feeling better about yourself because of the improved reputation of Vineburgh** - like the tenants, people found it important that Vineburgh lost some of its stigma attached and is getting an improved reputation.
- **Annoyance by building works (noisy and messy)** – demolition and building works have caused some annoyance to the people living around the development. There were complaints about the noise and the mess that the construction caused. This was seen as a negative consequence of the development.
- **Reduced satisfaction with living environment because of anti-social behaviour** – like the tenants, for some people the relocation of tenants in the new development meant that more people causing trouble were located nearer to them.

Apprentices⁹ and Housing Trainees

The consultation with the apprentices and trainees resulted in a similar set of outcomes for both groups¹⁰. The outcomes emerging were:

- **Improved employability because of improved skills and increased work experience** – both programmes provided the young people with a mix of work, on the job training, and formal qualifications (through college and SVQ).
- **Increased confidence** – because of their status as apprentice/trainee and their increased skills, experience and qualifications the confidence of the young people increased.
- **Increased independence** – because they earn money the apprentices/trainees become more independent of their parents. Consultees reported that their increased income allowed them to get their driving license, buy a car, go on holiday, buy the clothes they want and contribute to the household income. Apart from this financial independence many consultees said that since they started working their parents and other adults saw and treated them more as an adult.
- **Improved social life** – the trainees and apprentices reported that they made new friends from their colleagues and their fellow apprentices/trainees.
- **Increased self-esteem because having gained qualification/job** – the programme they went through and the achievement at the end of it made young people look differently at themselves. Some were surprised that they were able to achieve a qualification or be good at their chosen career. Many also reported to be very proud that they were selected from over 200 candidates for the position. Most apprentices/trainees had a higher opinion of themselves.

⁹ For the fencing Apprentices we have only valued the first outcome (improved employability)

¹⁰ We have treated these as two stakeholder groups because there are differences in the valuations of the proxies



- **Better idea of what to do with their life and career** – because the apprentices/trainees are experiencing working in the housing and construction sectors, they get a clearer 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.
- **Improved family relations** – young people and parents both reported improved family relations. The young person feels more treated like an adult and feels he is not constantly 'moaned at'. The parents are happy their child is working and is starting to become independent. The fact that many young people pay 'dig money' is helping to make the relationship more equal.

Overlap and Double Counting

There seems to be a direct relationship between increased confidence, increased self-esteem, increased independence and an improved social life. We have valued these as separate outcomes because they represent different changes to the apprentices/trainees. It would be possible for them to achieve one outcome without achieving any of the others.

Increased confidence is clearly related to the different things the apprentices/trainees are now doing because of their changed status as a working person and their newly gained skills and experience. Increased self-esteem reflects the way the young people see themselves. Increased independence is due to the fact that they now earn money, which makes them less relying on their parents. Improved social life is due to the new contacts the apprentices/trainees have made as a result of their involvement with the programme.

Parents of the Housing Trainees

- **Increased peace of mind and feeling of fulfilment because the child is getting a career/given an opportunity** – parents naturally want the best for their child and many feel a sense of fulfilment and peace of mind when the child reaches certain milestones on their way to independence. Finding employment is such an important milestone.
- **Increased pride because child is doing well** – parents reported that they were very proud of the achievements of their child. The fact that they have managed to get the apprenticeship/trainee placement and that they were doing well at it was reported as a source of pride.
- **Improved family life** – like the young people, parents reported an improved atmosphere at home and a better relationship with their child.
- **Increased family income** – many parents indicated that the fact that their child contributed to the family income and/or was less of a burden on the family income.



Vineburgh Steering Group volunteers

- **Increased knowledge, ability and confidence to speak up for themselves and others** – the three volunteers of the Vineburgh Steering Group have been involved in the whole process of planning and development and thus gained knowledge of and experience with negotiation processes and dealing with public agencies. Through this process they have learned how to speak up for themselves and the community of Vineburgh to ensure the interest of the community was represented. The volunteers have used this knowledge, ability and confidence to further their own interest and help others in the community to do the same.
- **Increased self-esteem and pride of their role in the community** – by representing the community in the regeneration process the Steering Group members have gained the respect of the community, which has led to an increased self-esteem and pride in the role they have played in the regeneration of the Vineburgh area.

Strathclyde Police

- **Reduced police presence in Vineburgh** – although not evident at this moment, Strathclyde police expects that over time they can reduce their presence in the area. Currently the building work and the young people's behaviour cause extra work for the police, but their experience in other regeneration areas has proven that Secure by Design will lead to a reduced police involvement.

Community Wardens

- **Freeing up time because not responsible for estate management anymore** – for properties under Council management, the Community Wardens are responsible for some estate management tasks (e.g. ensuring grass and gardens are kept tidy). CHA has taken over these tasks for its tenants, which frees up time for Community wardens to spend on other tasks or in other areas.
- **Reduction in fly-tipping** – because the neighbourhood looks good and CHA is ensuring the area is kept in a good state, people are less likely to leave rubbish and dump unused items on the roads, which lightens the burden on the Community Wardens, who would be responsible for getting it cleared up.
- **Extra time required because of the building site** – at the moment the Community Wardens are spending extra time in Vineburgh, because the building sites are attracting a lot of unwanted attention from young people.



NAC Housing

- **Reduction of turnover in the Vineburgh area** - turnover of tenancies in the Vineburgh area was 19% before the regeneration, while the average turnover for CHA properties is 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** – on average there is a long waiting list of 6,000 people for around 1,000 free lets every year. The transformation from undesirable Council stock into housing association housing will reduce this deficit.

NHS

- **Reduced health cost as a result of people living in a warmer and drier home leading to resource reallocation opportunities** – living in a warmer and drier home leads to an improved health. 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.

Ashleigh Construction

- **Increased ability to employ local people** – by winning the Vineburgh contract in very challenging market circumstances Ashleigh Construction has been able to retain and recruit local people. Ashleigh has a policy to employ as many local people as possible and by winning this contract it has safeguarded local jobs. If another construction firm had won the contract local people working for Ashleigh would have been made redundant and people from outside North Ayrshire would have been employed.
- **Reduced CO2 emission because less travel because most employees are local** – because the majority of people Ashleigh employs are local to the area the amount of travel miles is reduced, compared to when the contract would have gone to a company based outside North Ayrshire.
- **More vandalism than usual during construction** – due to the high levels of deprivation in Vineburgh and the related problems, Ashleigh has experienced more vandalism of the half-finished properties than it expected, based on their experience of other building sites. This was considered a negative outcome.

Scottish Government

- **Increased number of young people into transitional employment** – in phase 1 of the Vineburgh Project 22 transitional employment places have been created for local young people (12 apprenticeships with Ashleigh Construction and 10 Housing Trainees). These local young people have increased their chances on employment and will save the Scottish Government costs in the longer term.



Cunninghame Housing Association staff

- **Increased job security** - the Vineburgh Development enabled CHA to retain at least three staff members (Development Officer, Housing Trainee, Clerk of Works) whose posts would otherwise not have been required.
- **Job easier to manage because of improved relationships with tenants** – through the development process CHA staff have developed good personal relationships with the new tenants, which makes it easier for them to deal with issues and problems in the future.

Cunninghame Housing Association

- **Improved ability to do more large developments in the future** – the RSL landscape in Scotland is changing. In the future the Scottish Government will form strategic partnerships with a limited number of RSLs in a region, who will undertake all development activity for that area. The Vineburgh Development puts CHA in pole position to become the development RSL for Ayrshire.
- **Increased longer-term sustainability** – the Vineburgh Development increases CHA's housing stock, which increases its rental income and thus its longer-term financial sustainability.

Unintended Outcomes

Many of the outcomes reported by the stakeholders in the consultation were intended by the programme and part of our original Theory of Change. However, we also found a number of unintended positive and negative changes:

Tenants:

- Reduced utility bills because of a better quality house
- Reduced satisfaction with living environment because of anti-social behaviour

Residents:

- Improved community spirit because of reduced anti-social behaviour
- Reduced satisfaction with living environment because of anti-social behaviour

Apprentices / Housing Trainees

- Improved social life
- Improved family relations

Parents of the Housing Trainees

- Improved family life



Community Wardens:

- Reduction in fly-tipping
- Extra time required because of the building site

Ashleigh Construction

- Reduced CO2 emission because less travel because most employees are local
- More vandalism than usual during construction

Negative Outcomes

Interventions seldom only have positive changes as a result, most of the time negative outcomes also occur. To paint a true picture of the impact of the Vineburgh Development and to avoid over-claiming, we have specifically probed for negative outcomes in our consultations and several have been reported:

Tenants:

- Reduced satisfaction with living environment because of anti-social behaviour
- Reduced decision making power in and around the house

Residents:

- Annoyance by building works (noisy and messy)
- Reduced satisfaction with living environment because of anti-social behaviour

Community Wardens:

- Extra time required because of the building site

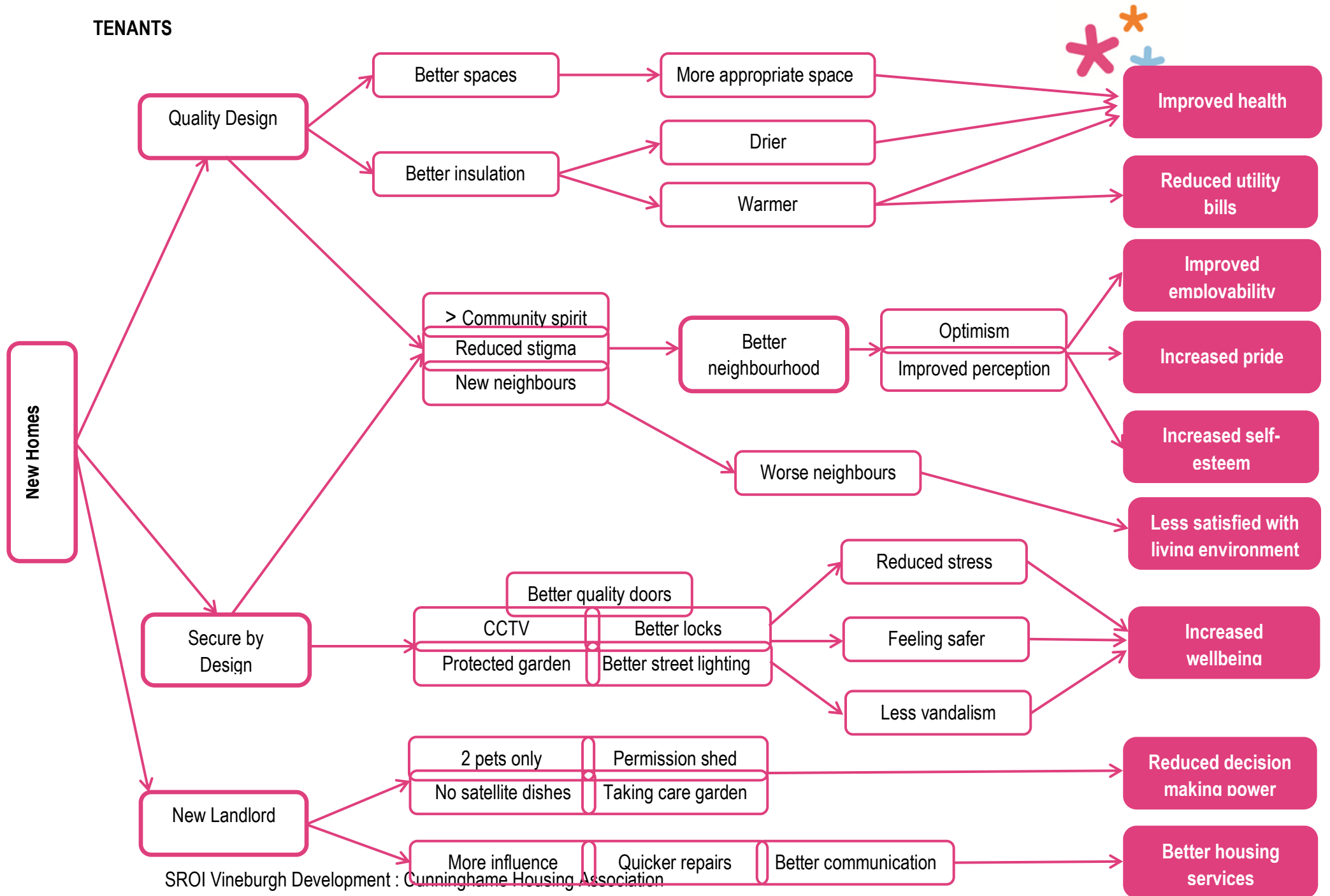
Ashleigh Construction:

- More vandalism than usual during construction

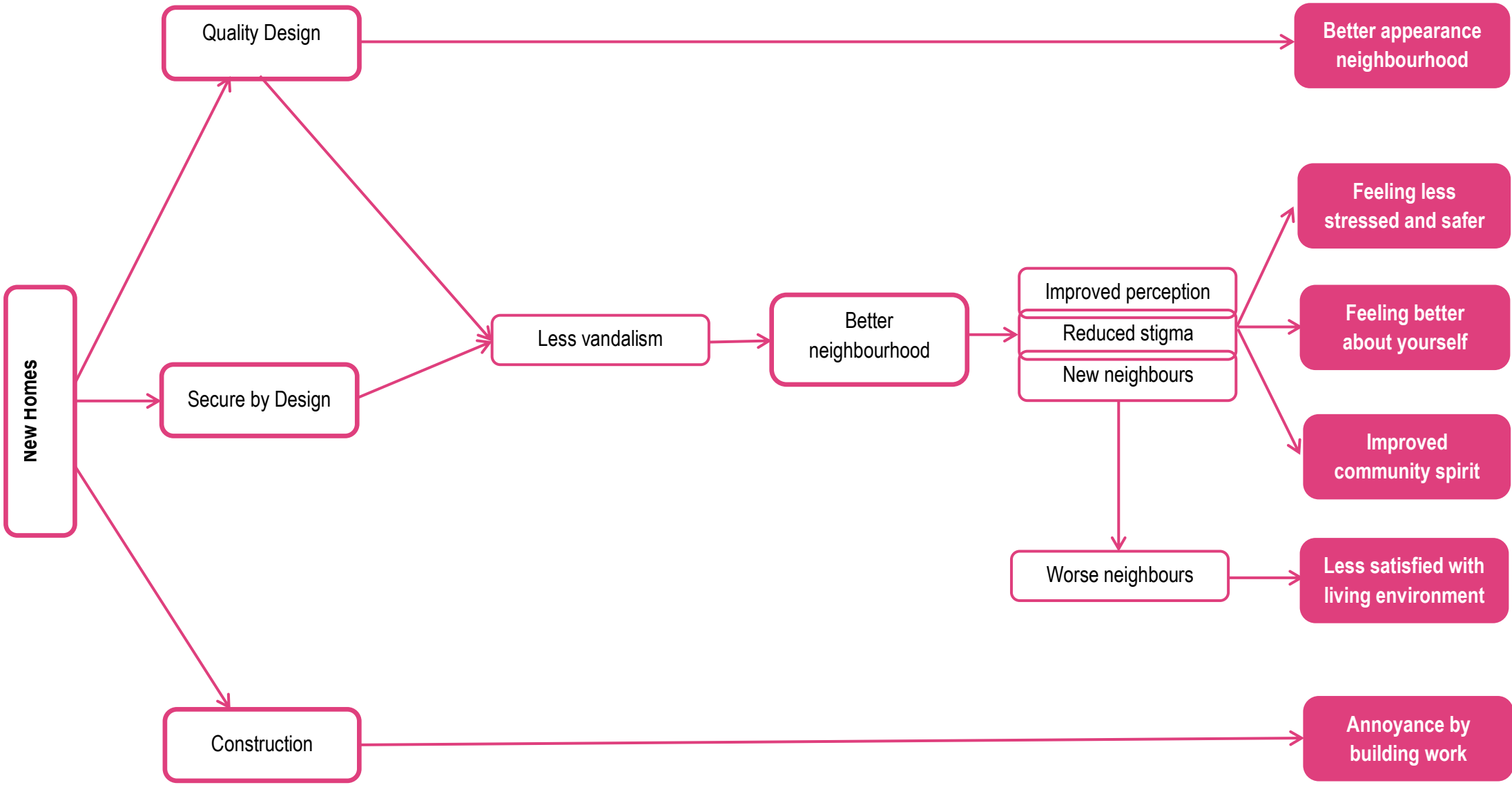
4.2 Theory of Change

After the consultation we have been able to refine our Theory of Change to reflect the changes evidenced. Figure 4.1 shows the refined Theory of Change.

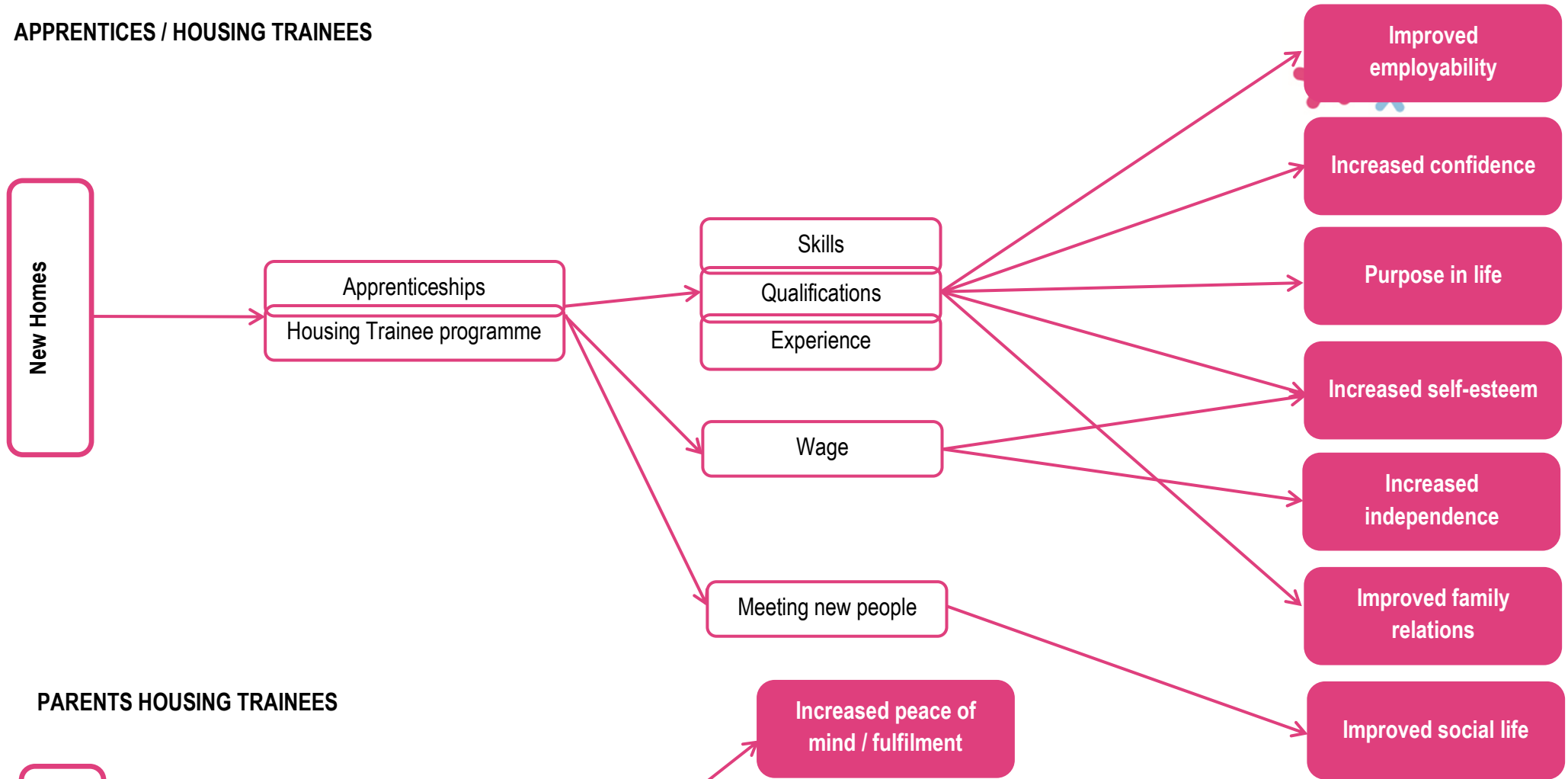
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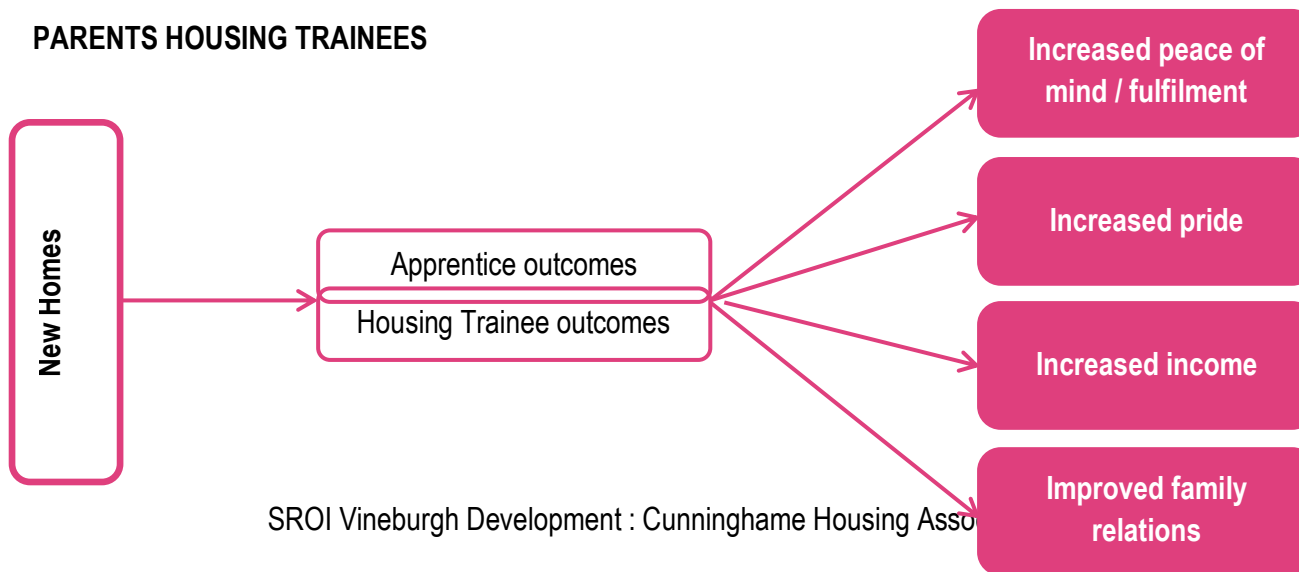
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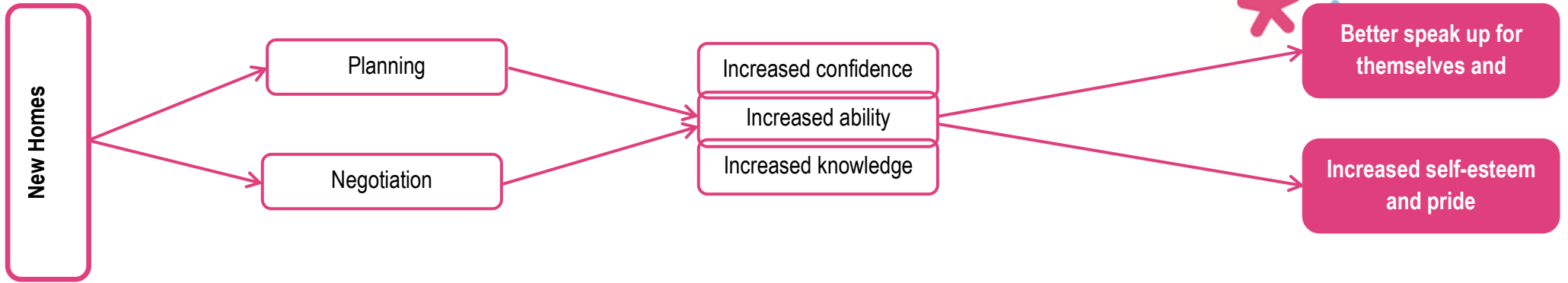
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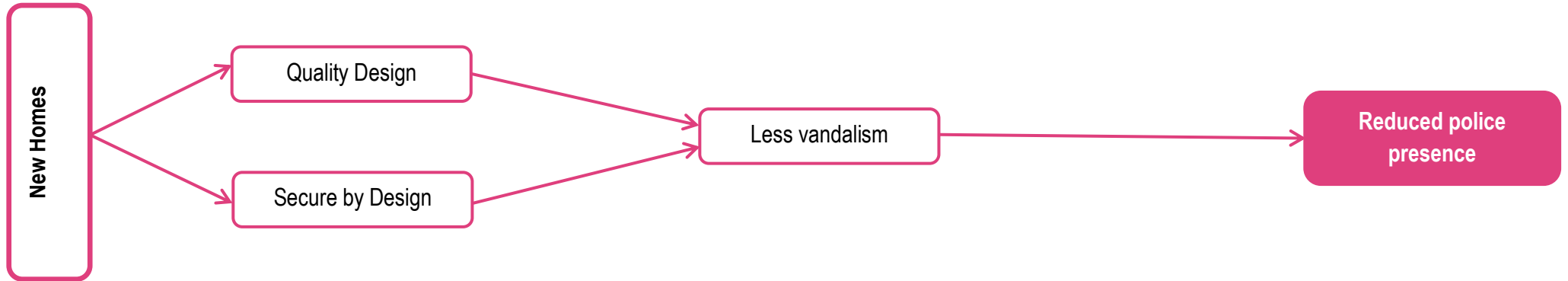
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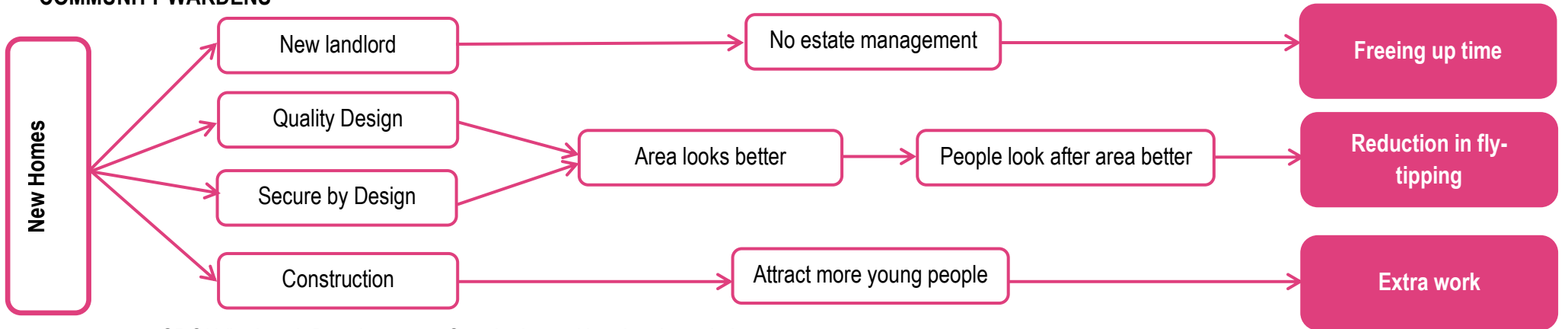
STEERING GROUP VOLUNTEERS



STRATHCLYDE POLICE

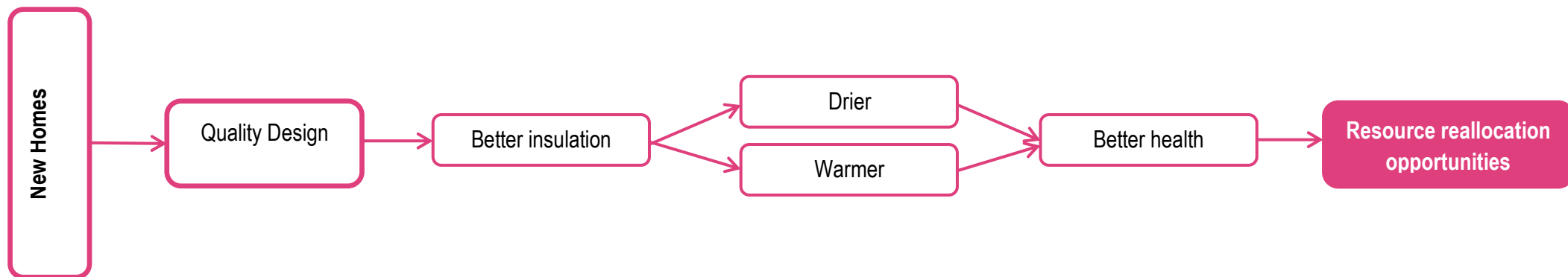


COMMUNITY WARDENS



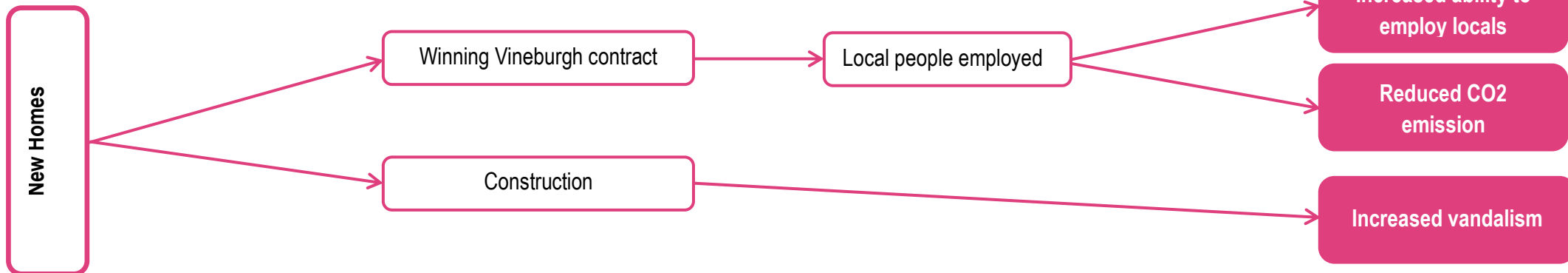


NHS

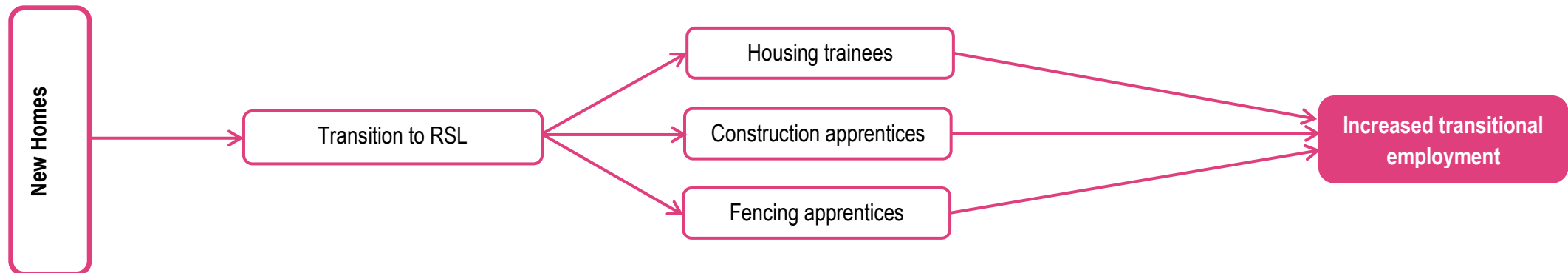




ASHLEIGH CONSTRUCTION

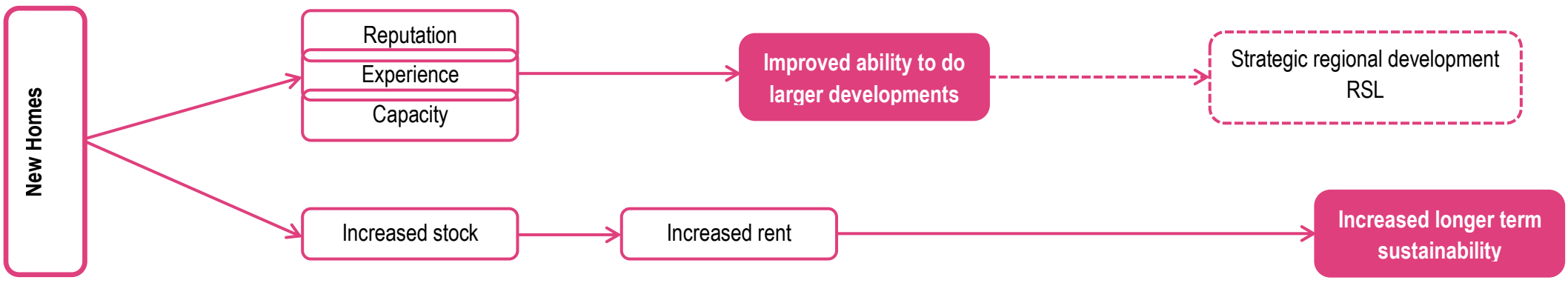


SCOTTISH GOVERNMENT

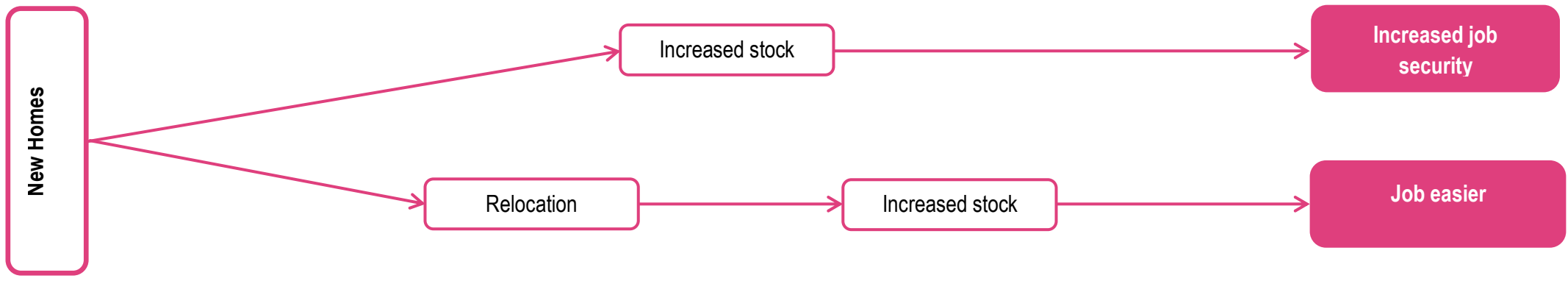




CUNNINGHAME HOUSING ASSOCIATION



CUNNINGHAME HOUSING ASSOCIATION STAFF





4.3 Outcome Indicators

Table 4.2 shows how we would know if the identified outcome has been achieved (indicator) and the sources of these indicators.

Table 4.2: Outcome Indicators

Stakeholder	Outcomes ¹¹	Indicator	Source
Tenants	<ul style="list-style-type: none"> Improved health 	number of tenants reporting improved health; number of tenants in a warmer, drier and less overcrowded house	Tenants survey
	<ul style="list-style-type: none"> Reduced utility bills 	number of tenants reporting reduced utility bills, reduction in utility bills	Tenants survey, tenant's utility bills
	<ul style="list-style-type: none"> 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
	<ul style="list-style-type: none"> 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
	<ul style="list-style-type: none"> Increased pride 	number of tenants reporting increased pride; number of tenants that are reprimanded to maintain their home/garden	Tenants survey; CHA records
	<ul style="list-style-type: none"> Feeling better about yourself 	number of tenants reporting improved reputation of Vineburgh; number of times Vineburgh is mentioned positive in local media	Tenants survey; local media
	<ul style="list-style-type: none"> Improved housing services 	number of tenants reporting improved housing services, number of tenants having repairs done within target time	Tenants survey; CHA records
	<ul style="list-style-type: none"> Reduced satisfaction with living environment (anti-social behaviour) 	number of tenants reporting reduced satisfaction with their living environment; number of complaints	Tenants survey; CHA records
	<ul style="list-style-type: none"> Reduced decision making power 	number of tenants reporting dissatisfaction with CHA rules; number of complaints	Tenants survey; CHA records

¹¹ For practical reasons the description of the outcomes have been shortened in the rest of this report. For the full description see Table 4.1 or the Impact Map.



Stakeholder	Outcomes ¹¹	Indicator	Source
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
	• Feeling better about yourself	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
	• Reduced satisfaction with living environment (anti-social behaviour)	number of residents reporting more people with chaotic lifestyles	Residents survey
Apprentices ¹²	• 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 their life and 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
Housing Trainees	• Increased confidence	number of trainees finishing traineeship, number of trainees gaining a qualification	Housing Trainee survey; CHA records
	• Improved employability	number of trainees reporting increased confidence	Housing Trainee survey

¹² For the Fencing Apprentices we have only valued the first outcome (improved employability)



Stakeholder	Outcomes ¹¹	Indicator	Source
	<ul style="list-style-type: none"> Increased independence Improved social life Increased self-esteem Better idea of what to do with their life and career Improved family relations 	<ul style="list-style-type: none"> number of trainees reporting increased independence, number of trainees paying 'dig money' number of trainees reporting new friends number of trainees gaining a qualification, number of trainees getting a job number of trainees reporting a better idea of what to do with their life and career number of trainees reporting improved family relations, number of parents reporting improved family relations 	<ul style="list-style-type: none"> Housing Trainee survey Housing Trainee survey Housing Trainee survey; CHA records Housing Trainee survey Housing Trainee survey
Parents of Housing Trainees	<ul style="list-style-type: none"> Increased peace of mind and fulfilment Increased pride Improved family life Increased family income 	<ul style="list-style-type: none"> number of parents indicating greater peace of mind and feeling of fulfilment number of parents reporting increased pride number of parents reporting improved family life number of young people paying 'dig money' 	<ul style="list-style-type: none"> Parent survey Parent survey Parent survey Parent survey
Vineburgh Steering Group volunteers	<ul style="list-style-type: none"> Increased ability to speak up for themselves and others Increased self-esteem and pride 	<ul style="list-style-type: none"> number of Steering Group members reporting increased ability to speak up for themselves; number of incidents whereby Steering Group members have spoken up number of Steering Group members reporting increased pride of their role in the community 	<ul style="list-style-type: none"> Survey Steering Group members: CHA records Survey Steering Group members
Strathclyde Police	<ul style="list-style-type: none"> Reduced police presence 	<ul style="list-style-type: none"> number of police incidents 	<ul style="list-style-type: none"> Police records
Community Wardens	<ul style="list-style-type: none"> Freeing up time because no more estate management Reduction in fly-tipping Extra time because of building site 	<ul style="list-style-type: none"> number of community wardens working in Vineburgh number of fly tipping incidents number of community wardens reporting extra time spent on the building site 	<ul style="list-style-type: none"> NAC records NAC records Community wardens survey
NAC – Housing	<ul style="list-style-type: none"> Reduction tenancy turnover Increased ability to fulfil demand for social rented housing 	<ul style="list-style-type: none"> turnover rate in Vineburgh area (new lets) reduction in housing waiting list 	<ul style="list-style-type: none"> NAC Housing, CHA records NAC Housing,



Stakeholder	Outcomes ¹¹	Indicator	Source
NHS	<ul style="list-style-type: none"> Reduced health cost 	number of people moving into a new home	CHA records
Ashleigh Construction	<ul style="list-style-type: none"> Increased ability to employ local people Reduced CO² emission More vandalism 	number of local people continued to be employed number of employees living locally number of vandalism incidents	Ashleigh records Ashleigh records Ashleigh records
Scottish Government	<ul style="list-style-type: none"> more young people into transitional employment 	number of young people in transitional employment	CHA records
Cunninghame HA staff	<ul style="list-style-type: none"> Increased job security Job easier to manage 	number of jobs safeguarded number of staff reporting improved relationships; number of personal contacts with Vineburgh tenants	CHA records Staff survey, CHA records
Cunninghame HA	<ul style="list-style-type: none"> improved ability to do more large developments in the future increased longer-term sustainability 	number of new developments increased turnover	CHA records 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.

The next step in the SROI-evaluation is to establish for how many of the people in each stakeholder group the identified outcomes will happen (quantity) and for how long will they last (duration).

4.4 Quantity

We have analysed the consultation responses from the tenants and residents and we have calculated the number of times a certain outcome was reported by the stakeholder. This gave us overall percentages of occurrence of the outcome. We then multiplied these percentages with the total number of stakeholders and rounded the result to the nearest one digit.

Appendix B shows the detailed calculation of the percentages used for extrapolation.

Table 4.3 shows the quantity of the outcomes.



Table 4.3: Quantity

Stakeholder	Outcomes	Quantity
Tenants	• Improved health	181
	• Reduced utility bills	57
	• Feeling safer, reduced stress and improved confidence	96
	• Improved job readiness	36
	• Increased pride	97
	• Feeling better about yourself	46
	• Improved housing services	78
	• Reduced satisfaction with living environment (anti-social behaviour)	46
	• Reduced decision making power	94
	Residents	• Improved appearance of the neighbourhood
• Improved community spirit		30
• Feeling less stressed and safer		36
• Feeling better about yourself		42
• Annoyance by building works		92
• Reduced satisfaction with living environment (anti-social behaviour)		46
Apprentices	• Improved employability	12
	• Increased confidence	6
	• Increased independence	11
	• Improved social life	3
	• Increased self-esteem	6
	• Better idea of what to do with their life and career	9
	• Improved family relations	12
Fencing Apprentices	• Improved employability	12
Housing Trainees	• Improved employability	10
	• Increased confidence	10
	• Increased independence	9
	• Improved social life	6
	• Increased self-esteem	5
	• Better idea of what to do with their life and career	7
	• Improved family relations	10
Parents of Housing Trainees	• Increased peace of mind and fulfilment	5
	• Increased pride	7
	• Improved family life	8
	• Increased family income	7
Vineburgh Steering Group volunteers	• Increased ability to speak up for themselves and others	3
	• Increased self-esteem and pride	3
Strathclyde Police	• Reduced police presence	1
Community Wardens	• Freeing up time because no more estate management	4
	• Reduction in fly-tipping	1
	• Extra time because of building site	4
NAC – Housing	• Reduction tenancy turnover	1
	• Increased ability to fulfil demand for social rented housing	75
NHS	• Reduced health cost	191



Stakeholder	Outcomes	Quantity
Ashleigh Construction	• Increased ability to employ local people ¹³	12
	• Reduced CO2 emission ¹⁴	60
	• More vandalism	1
Scottish Government	• more young people into transitional employment	22
Cunninghame HA staff	• Increased job security	3
	• Job easier to manage	3
Cunninghame HA	• improved ability to do more large developments in the future	1
	• increased longer-term sustainability	1

4.5 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 not been able to identify any research done on comparable projects to establish the duration of the outcomes. Therefore we have made general assumptions based on the stakeholder consultation and the experience of CHA's Project Team.

For the purpose of this study the outcomes have been considered for a maximum of three years, because after three years it will be considerable more difficult to credibly link the outcomes with the Vineburgh Development (e.g. move into a new home). There is an argument to be made that the outcomes related to the physical structure will occur during the economic life of the house (30-60 years), but we clearly felt that could be regarded as over-claiming.

CHA is committed to undertake another SROI evaluation in 3-5 years' time, which will provide further evidence for the duration of the outcomes.

Table 4.4 shows the duration and the rationale for the duration.

¹³ It is estimated that the construction of Phase 1 of the Vineburgh Development took 120 man-years of labour. A conservative estimate is that 10% of this are local jobs safeguarded.

¹⁴ It is estimated that the construction of Phase 1 of the Vineburgh Development took 120 man-years of labour. A conservative estimate is that 50% of these are living local.



Table 4.4: Duration

Stakeholder	Outcomes	Duration (yrs.)	Rationale
Tenants	<ul style="list-style-type: none"> Improved health Reduced utility bills Feeling safer, reduced stress and improved confidence Improved job readiness Increased pride Feeling better about yourself 	1	These outcomes have the potential to last longer, but to avoid over-claiming we have only valued them for one year
	<ul style="list-style-type: none"> Improved housing services 	1	This outcome has the potential to last as long as the home is owned by CHA, but we cannot predict the level of services in the future
	<ul style="list-style-type: none"> Reduced satisfaction with living environment (anti-social behaviour) 	1	We expect this outcome to last only for the first year after people moved into their home
	<ul style="list-style-type: none"> Reduced decision making power 	1	This outcome has the potential to last longer, but to avoid over-claiming we have only valued them for one year
Residents	<ul style="list-style-type: none"> Improved appearance of the neighbourhood Improved community spirit Feeling less stressed and safer Feeling better about yourself 	1	These outcomes have the potential to last longer, but to avoid over-claiming we have only valued them for one year
	<ul style="list-style-type: none"> Annoyance by building works 	1	This outcome only occurs during the construction
	<ul style="list-style-type: none"> Reduced satisfaction with living environment (anti-social behaviour) 	1	We expect this outcome to last only for the first year after people moved into their home
Apprentices	<ul style="list-style-type: none"> Improved employability 	1	This outcome will last for a number of years
	<ul style="list-style-type: none"> Increased confidence 	1	This outcome has the potential to last longer, but to avoid over-claiming we have only valued it for one year
	<ul style="list-style-type: none"> Increased independence 	1	This outcome has the potential to last for a lifetime
	<ul style="list-style-type: none"> Improved social life Increased self-esteem 	1	These outcomes have the potential to last longer, but to avoid over-claiming we have only valued them for one year
	<ul style="list-style-type: none"> Better idea of what to do with their life and career 	1	This outcome has the potential to last for a lifetime
	<ul style="list-style-type: none"> Improved family relations 	1	This outcome has the potential to last longer, but to avoid over-claiming we have only valued it for one year



Stakeholder	Outcomes	Duration (yrs.)	Rationale
Housing Trainees	<ul style="list-style-type: none"> Improved employability 	1	This outcome will last for a number of years
	<ul style="list-style-type: none"> Increased confidence 	1	This outcome has the potential to last longer, but to avoid over-claiming we have only valued it for one year
	<ul style="list-style-type: none"> Increased independence 	1	This outcome has the potential to last for a lifetime
	<ul style="list-style-type: none"> Improved social life Increased self-esteem 	1	These outcomes have the potential to last longer, but to avoid over-claiming we have only valued them for one year
	<ul style="list-style-type: none"> Better idea of what to do with their life and career 	1	This outcome has the potential to last for a lifetime
	<ul style="list-style-type: none"> Improved family relations 	1	This outcome has the potential to last longer, but to avoid over-claiming we have only valued it for one year
Parents of Housing Trainees	<ul style="list-style-type: none"> Increased peace of mind and fulfilment Increased pride Improved family life Increased family income 	1	These outcomes have the potential to last longer, but to avoid over-claiming we have only valued them for one year
Vineburgh Steering Group volunteers	<ul style="list-style-type: none"> Increased ability to speak up for themselves and others Increased self-esteem and pride 	1	These outcomes have the potential to last longer, but to avoid over-claiming we have only valued them for one year
Strathclyde Police	<ul style="list-style-type: none"> Reduced police presence 	1	This outcome is caused by the design of the homes and neighbourhood and potentially last as long as the homes and infrastructure exist, but we have only valued it for one year
Community Wardens	<ul style="list-style-type: none"> Freeing up time because no more estate management 	1	This outcome has the potential to last longer, but to avoid over-claiming we have only valued them for one year
	<ul style="list-style-type: none"> Reduction in fly-tipping 	1	This outcome is caused by the design of the homes and neighbourhood and last as long as the homes and infrastructure exist, but we have only valued it for one year
	<ul style="list-style-type: none"> Extra time because of building site 	1	This outcome only occurs during the construction
NAC – Housing	<ul style="list-style-type: none"> Reduction tenancy turnover Increased ability to fulfil demand for social rented housing 	1	These outcomes will only last for one year



Stakeholder	Outcomes	Duration (yrs.)	Rationale
NHS	<ul style="list-style-type: none"> Reduced health cost 	1	This outcome has the potential to last longer, but to avoid over-claiming we have only valued them for one year
Ashleigh Construction	<ul style="list-style-type: none"> Increased ability to employ local peoples Reduced CO2 emission More vandalism 	1	These outcomes only occurs during the construction
Scottish Government	<ul style="list-style-type: none"> more young people into transitional employment 	1	To avoid over-claiming we have only valued this outcome for one year
Cunninghame HA staff	<ul style="list-style-type: none"> Increased job security Job easier to manage 	1	These outcomes have the potential to last as long as CHA owns the properties, but we have only valued them for 1 year
Cunninghame HA	<ul style="list-style-type: none"> improved ability to do more large developments in the future increased longer-term sustainability 	1	To avoid over-claiming we have only valued these outcomes for one year

4.6 Financial Proxies

SROI 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 a market to trade on. Most of the outcomes reported by the stakeholders cannot be traded at an open market or are intangible. For these we have identified the closest comparable value of a product/service with a market price.

Table 4.5 shows the description of the financial proxy for each identified outcome and the value of this proxy. The source of the proxy can be found in the Impact Map (Appendix A).

Stakeholder	Outcomes	Financial Proxy	Value
Tenants	<ul style="list-style-type: none"> Improved health 	Value of the reduction of days being ill having the flu 3 times a year for 3 days to the average of 2 times (at minimum wage)	£866.52
	<ul style="list-style-type: none"> Reduced utility bills 	10% reduction on the average annual spending on electricity, gas and other fuels	£95.68
	<ul style="list-style-type: none"> Feeling safer, reduced stress and improved confidence 	Average cost of moving house	£6,093.67
	<ul style="list-style-type: none"> Improved job readiness 	Cost of commercial support to find a job	£309.60



Stakeholder	Outcomes	Financial Proxy	Value
	<ul style="list-style-type: none"> Increased pride 	Average annual spend on repair and maintenance of a home	£280.80
	<ul style="list-style-type: none"> Feeling better about yourself 	Average spend on personal hygiene	£514.80
	<ul style="list-style-type: none"> Improved housing services 	Average increase in rent from moving into a CHA property	£795.60
	<ul style="list-style-type: none"> Reduced satisfaction with living environment (anti-social behaviour) 	Average cost of 1 community mediation per month	-£1,452.00
	<ul style="list-style-type: none"> Reduced decision making power 	Cost of a SKY entertainment pack for 1 year	-£240.00
Residents	<ul style="list-style-type: none"> Improved appearance of the neighbourhood 	Average annual spend on repair and maintenance of a home	£280.80
	<ul style="list-style-type: none"> Improved community spirit 	Average cost of 1 community mediation per month	£1,452.00
	<ul style="list-style-type: none"> Feeling less stressed and safer 	Cost of stress management course	£630.00
	<ul style="list-style-type: none"> Feeling better about yourself 	Average spend on personal hygiene	£514.80
	<ul style="list-style-type: none"> Annoyance by building works 	Average cost of 1 day cleaning by a commercial house cleaning contractor	-£72.00
	<ul style="list-style-type: none"> Reduced satisfaction with living environment (anti-social behaviour) 	Average cost of 1 community mediation per month	-£1,452.00
Apprentices ¹⁵	<ul style="list-style-type: none"> Improved employability 	Cost of SVQ level 2 Construction Operations	£685.00
	<ul style="list-style-type: none"> Increased confidence 	Cost of Assertiveness and Building Personal Confidence training	£510.00
	<ul style="list-style-type: none"> Increased independence 	Average increase of income by joining the programme (minus dig money)	£6,228.04
	<ul style="list-style-type: none"> Improved social life 	Value of one activity with friends once a week	£972.40
	<ul style="list-style-type: none"> Increased self-esteem 	Average spending on personal care	£509.60
	<ul style="list-style-type: none"> Better idea of what to do with their life and career 	Cost of career change programme	£997.00
	<ul style="list-style-type: none"> Improved family relations 	Average value of 'dig money'	£1,883.96
Housing Trainees	<ul style="list-style-type: none"> Increased confidence 	Cost of Assertiveness and Building Personal Confidence training	£510.00
	<ul style="list-style-type: none"> Improved employability 	Cost of level 2 Certificate in Housing	£975.00
	<ul style="list-style-type: none"> Increased independence 	Average increase of income by joining the programme (minus dig money)	£6,853.60
	<ul style="list-style-type: none"> Improved social life 	value of one activity with friends once a week	£972.40
	<ul style="list-style-type: none"> Increased self-esteem 	Average spending on personal care	£509.60

¹⁵ For the Fencing Apprentices we have only valued the first outcome (improved employability)



Stakeholder	Outcomes	Financial Proxy	Value
	• Better idea of what to do with their life and career	Cost of career change programme	£997.00
	• Improved family relations	Average value of 'dig money'	£1,778.40
Parents of Housing Trainees	• Increased peace of mind and fulfilment	Cost of relax day in spa once a month	£1,680.00
	• Increased pride	Average cost of a birthday party	£269.92
	• Improved family life	Cost of relationship counselling (6 sessions)	£255.00
	• Increased family income	Average value of 'dig money'	£1,778.40
Vineburgh Steering Group volunteers	• Increased ability to speak up for themselves and others	Accredited Mediator Qualification	£2,154.00
	• Increased self-esteem and pride	Advanced subscription to Awards Entry Service	£474.00
Strathclyde Police	• Reduced police presence	5 days less police presence in Vineburgh per month	£8,640.00
Community Wardens	• Freeing up time because no more estate management	10% of community warden's time	£1,905.01
	• Reduction in fly-tipping	Average cost of a 10 fly-tipping incidents per month	£7,273.75
NAC – Housing	• Extra time because of building site	10% of community warden's time	-£1,905.01
	• Reduction tenancy turnover	Reduction of void rent loss from 12.8% (old NAC tenancies) to the average of 0.5% (Irvine NAC average)	£57,207.53
NHS	• Increased ability to fulfil demand for social rented housing	Value of Council Tax Band D	£1,152.00
	• Reduced health cost	Health cost of cold dwellings to NHS	£221.55
Ashleigh Construction	•		
	• Increased ability to employ local people	Average cost of staff turnover	£3,150.00
	• Reduced CO2 emission	Cost of offsetting CO2 for travel miles	£83.06
Scottish Government	• More vandalism	Increased glass breakages	-£7,500.00
	• more young people into transitional employment	Cost of Jobseekers Allowance	£2,779.40
Cunninghame HA staff	•		
	• Increased job security	Cost of income protection insurance	£816.48
Cunninghame HA	• Job easier to manage	Cost of Measuring Customer Service Excellence	£450.00
	• improved ability to do more large developments in the future	Salary cost to retain the Development team	£76,000.00
	• increased longer-term sustainability	Additional annual rental income	£272,000.00

Most proxies are self-explanatory, but some proxies require an explanation. Some are simple cost savings or increased income, including reduced utility bills; increase of income; reduced police presence; freeing up time and extra time spend by community wardens; cost of cleaning up fly-tipping; cost of a homelessness case; health cost;



cost of staff turnover; cost of increased glass breakage; cost of job-seekers allowance; and additional rental income.

Others are established using the 'revealed preference' method. This means that the value is derived from the price of related market-traded goods, another way in which you could possibly achieve the same outcome (whereby it is irrelevant whether the market-traded goods are accessible or affordable to the stakeholder or not).

- Improved health – because tenants live in warmer, dryer more convenient homes they are less susceptible to getting flu and having to take time of work. For this proxy we have taken the value of the wages someone could have earned on these missed working days using the minimum wage.
- Feeling safer, reduced stress and improved confidence – tenants achieve this outcome because they are living in a better home in a regenerated area. They could achieve this outcome by moving house into a better area.

For residents, who did not move house and who achieve the outcome at a much reduced level we have used the cost of stress management course.

- Increased pride in home / improved appearance neighbourhood – people are proud of their new homes and the improved neighbourhood, which could be reflected by taking good care of their homes. Therefore the average amount of what people spend on repairs and maintenance is a good proxy for this outcome.
- Feeling better about yourself / 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 housing services – the average amount of rent that people are willing to pay to move into a CHA home and receive a better service could be regarded as the value of this outcome.
- Increased / reduced satisfaction with living environment – a way to do something about the anti-social behaviour of neighbours 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.
- Increased ability to speak up for themselves and others – as a mediator you learn to speak up for yourself and on behalf of others.



- Increased self-esteem and pride (volunteers) – people getting an award or on the honours list feel proud of themselves. Therefore a service that will help people to get nominated for awards can be used as proxy for this outcome.
- 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 of 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.



5. Impact

It is important to establish the impact of the service to provide credibility and avoid over-claiming. The impact of the service will be determined by:

- attribution – what part of the outcome can be attributed to your activities and what part to others;
- displacement – what activities or services are displaced by your service;
- deadweight – how much of the outcome would have happened anyway; and
- drop off – the decline of the outcome over time.

Attribution

In many cases change is not caused by one single activity, but a result of more than one service and/or persons working together. SROI uses attribution, a term stemming from economic cost-benefit analysis, to assess how much others have attributed to the identified outcome. In SROI attribution is taken as a straight percentage and deducted from the total impact.

Table 5.1 shows the attribution of others to the identified outcomes.

Table 5.1: Attribution

Stakeholder	Outcomes	Attribution	Rationale
Tenants	<ul style="list-style-type: none"> • Improved health 	10%	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
	<ul style="list-style-type: none"> • Reduced utility bills 	10%	We have assumed an attribution of 10% to reflect energy saving measures taken by tenants, such as avoiding unnecessary lighting, heating and appliances.
	<ul style="list-style-type: none"> • Feeling safer, reduced stress and improved confidence • Improved job readiness • Increased pride • Feeling better about yourself 	25%	We have assumed an attribution of 25% to account for other voluntary and public services tenants attend and help they have received from others
	<ul style="list-style-type: none"> • Improved housing services 	0%	This outcome is only the result from transferring to CHA as a landlord
	<ul style="list-style-type: none"> • Reduced satisfaction with living environment (anti-social behaviour) 	0%	No attribution to others
	<ul style="list-style-type: none"> • Reduced decision making power 	0%	This outcome is only the result from transferring to CHA as a landlord



Stakeholder	Outcomes	Attribution	Rationale
Residents	<ul style="list-style-type: none"> Improved appearance of the neighbourhood 	10%	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 Development
	<ul style="list-style-type: none"> Improved community spirit Feeling less stressed and safer Feeling better about yourself 	25%	We have assumed an attribution of 25% to account for other voluntary and public services residents attend and help they have received from others
	<ul style="list-style-type: none"> Annoyance by building works 	0%	No one but the new homes attribution to this outcome
	<ul style="list-style-type: none"> Reduced satisfaction with living environment (anti-social behaviour) 	25%	We have assumed a 25% attribution to reflect for the anti-social behaviour that is not caused by the tenants but by people out with Vineburgh
Apprentices	<ul style="list-style-type: none"> Improved employability Increased confidence Increased independence Improved social life Increased self-esteem Better idea of what to do with their life and career Improved family relations 	10%	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
Housing Trainees	<ul style="list-style-type: none"> Improved employability Increased confidence Increased independence Improved social life Increased self-esteem Better idea of what to do with their life and career Improved family relations 	10%	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
Parents of Housing Trainees	<ul style="list-style-type: none"> Increased peace of mind and fulfilment Increased pride Improved family life Increased family income 	10%	The outcomes for parents are directly linked to the outcomes achieved by their child, so the attribution percentage is the same as for the housing trainees
Vineburgh Steering Group volunteers	<ul style="list-style-type: none"> Increased ability to speak up for themselves and others Increased self-esteem and pride 	25%	We have assumed an attribution of 25% to account for other voluntary and public services the volunteers attend and help they have received from others
Strathclyde Police	<ul style="list-style-type: none"> Reduced police presence 	0%	This outcome is fully attributable to the Secure by Design concept of the Vineburgh Development
Community Wardens	<ul style="list-style-type: none"> Freeing up time because no more estate management 	0%	This outcome is fully attributable to the fact that CHA took over the properties



Stakeholder	Outcomes	Attribution	Rationale
	<ul style="list-style-type: none"> Reduction in fly-tipping Extra time because of building site 	25% 0%	<p>We have assumed a 25% attribution of the Council's general campaigns and measures against fly-tipping</p> <p>This outcome is solely attributable to the construction of the new homes</p>
NAC – Housing	<ul style="list-style-type: none"> Reduction tenancy turnover Increased ability to fulfil demand for social rented housing 	25% 0%	<p>This is to reflect the general measures NAC is taking to reduce tenancy turnover</p> <p>This is fully attributable to the building of new social rented housing stock</p>
NHS	<ul style="list-style-type: none"> Reduced health cost 	0%	This is fully attributable to the building of the new homes
Ashleigh Construction	<ul style="list-style-type: none"> Increased ability to employ local people Reduced CO2 emission More vandalism 	25% 0% 0%	<p>This is to reflect that others have helped safeguarded these jobs</p> <p>This is fully attributable to the Vineburgh Development</p> <p>This is fully attributable to the Vineburgh Development</p>
Scottish Government	<ul style="list-style-type: none"> more young people into transitional employment 	0%	This is fully attributable to the Vineburgh Development
Cunninghame HA staff	<ul style="list-style-type: none"> Increased job security Job easier to manage 	0% 25%	<p>This is fully attributable to the building of the new homes</p> <p>We have assumed 25% attribution to reflect any support the staff receive from training and supervision</p>
Cunninghame HA	<ul style="list-style-type: none"> improved ability to do more large developments in the future increased longer-term sustainability 	25%	We have assumed a 25% attribution to account for the other development activity and networking CHA is doing

Displacement

Displacement is an assessment of how much of the outcomes have displaced other outcomes. We have not been able to identify any displacement of other services or activities.

None of the tenants or residents has given up given up other activity or opportunity when moving into the new development. The Housing Trainees and Apprentices did not give up any activity to join the programmes. The Steering Group members did not report that there were any activities they have given up to attend the meetings.



Deadweight

Deadweight is a measure to describe the amount of outcome that would have happened anyway, even if the activity had not taken place. For this report we have defined the deadweight as what would have happened if the Vineburgh Development would not have happened.

Table 5.2 shows the deadweight of the outcomes identified.

Table 5.2: Deadweight

Stakeholder	Outcomes	Deadweight	Rationale
Tenants	<ul style="list-style-type: none"> Improved health Reduced utility bills Feeling safer, reduced stress and improved confidence Improved job readiness Increased pride Feeling better about yourself Improved housing services Reduced satisfaction with living environment (anti-social behaviour) Reduced decision making power 	13%	The deadweight percentages are a result of the number of interviewees identifying some of the outcomes would have happened without the Vineburgh Development (see appendix C)
Residents	<ul style="list-style-type: none"> Improved appearance of the neighbourhood Improved community spirit Feeling less stressed and safer Feeling better about yourself Annoyance by building works Reduced satisfaction with living environment (anti-social behaviour) 	5%	The deadweight percentages are a result of the number of interviewees identifying some of the outcomes would have happened without the Vineburgh Development (see appendix C)
Apprentices	<ul style="list-style-type: none"> Improved employability Increased confidence Increased independence Improved social life Increased self-esteem Better idea of what to do with their life and career Improved family relations 	12%	The deadweight percentages are a result of the number of interviewees identifying some of the outcomes would have happened without the Vineburgh Development (see appendix C)



Stakeholder	Outcomes	Deadweight	Rationale
Housing Trainees	<ul style="list-style-type: none"> Improved employability Increased confidence Increased independence Improved social life Increased self-esteem Better idea of what to do with their life and career Improved family relations 	9%	The deadweight percentages are a result of the number of interviewees identifying some of the outcomes would have happened without the Vineburgh Development (see appendix C)
Parents of Housing Trainees	<ul style="list-style-type: none"> Increased peace of mind and fulfilment Increased pride Improved family life Increased family income 	9%	The outcomes for parents are directly linked to the outcomes achieved by their child, so the deadweight percentage is the same as for the housing trainees
Vineburgh Steering Group volunteers	<ul style="list-style-type: none"> Increased ability to speak up for themselves and others Increased self-esteem and pride 	0%	None of the outcomes would have happened without the Vineburgh Development
Strathclyde Police	<ul style="list-style-type: none"> Reduced police presence 	5%	Some improvement could have happened in the area that would have resulted in less police presence
Community Wardens	<ul style="list-style-type: none"> Freeing up time because no more estate management Reduction in fly-tipping Extra time because of building site 	0%	None of the outcomes would have happened without the Vineburgh Development
NAC – Housing	<ul style="list-style-type: none"> Reduction tenancy turnover Increased ability to fulfil demand for social rented housing 	10%	If the Vineburgh Development would not have happened some small scale new housing would be built in Irvine
NHS	<ul style="list-style-type: none"> Reduced health cost 	0%	Without the Vineburgh Development none of this would have happened
Ashleigh Construction	<ul style="list-style-type: none"> Increased ability to employ local people Reduced CO2 emission More vandalism 	10%	Without the Vineburgh Development Ashleigh would have won some amount of local work
Scottish Government	<ul style="list-style-type: none"> more young people into transitional employment 	10%	Some of these local young people would have got a transitional employment opportunity
Cunninghame HA staff	<ul style="list-style-type: none"> Increased job security 	10%	There is a small chance that without the Vineburgh Development these staff members would have found employment in the housing sector
	<ul style="list-style-type: none"> Job easier to manage 	25%	Without the intensive contact with tenants some form of relationship would have developed



Stakeholder	Outcomes	Deadweight	Rationale
Cunninghame HA	<ul style="list-style-type: none"> improved ability to do more large developments in the future 	25%	There would have been a chance that CHA would become the regional development RSL
	<ul style="list-style-type: none"> increased longer-term sustainability 	25%	CHA would have looked at other opportunities to strengthen its future sustainability

Materiality of Impact

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

Impact

The impact of the service is calculated by the quantity of the outcomes multiplied by the value of the financial proxy, minus attribution and deadweight.

Table 5.3 shows the impact for the first year for the identified outcomes.



Stakeholders	Outcome	Quantity	Value Proxy	Attribution	Deadweight	Impact
Tenants	• Improved health	181	£866.52	10%	13%	£122,805.81
	• Reduced utility bills	57	£95.68	10%	13%	£4,270.29
	• Feeling safer, reduced stress and improved confidence	96	£6,093.67	25%	13%	£381,707.28
	• Improved job readiness	36	£309.60	25%	13%	£7,272.50
	• Increased pride	97	£280.80	25%	13%	£17,772.53
	• Feeling better about yourself	46	£540.80	25%	13%	£16,232.11
	• Improved housing services	78	£795.60	0%	13%	£53,989.42
	• Reduced satisfaction with living environment (asb)	46	-£1,452.00	0%	13%	-£58,109.04
	• Reduced decision making power	94	-£240.00	0%	13%	-£19,627.20
Residents	• Improved appearance of the neighbourhood	112	£280.80	10%	5%	£26,889.41
	• Improved community spirit	30	£1,452.00	25%	5%	£31,036.50
	• Feeling less stressed and safer	36	£630.00	25%	5%	£16,159.50
	• Feeling better about yourself	42	£540.80	25%	5%	£16,183.44
	• Annoyance by building works	92	-£72.00	0%	5%	-£6,292.80
	• Reduced satisfaction with living environment (anti-social behaviour)	46	-£1,452.00	25%	5%	-£47,589.30
Apprentices	• Improved employability	12	£685.00	10%	12%	£6,510.24
	• Increased confidence	6	£510.00	10%	12%	£2,423.52
	• Increased independence	11	£6,228.04	10%	12%	£54,258.68
	• Improved social life	3	£972.40	10%	12%	£2,310.42
	• Increased self-esteem	6	£540.80	10%	12%	£2,569.88
	• Better idea of what to do with their life and career	9	£997.00	10%	12%	£7,601.62
	• Improved family relations	12	£1,883.96	10%	12%	£17,905.16
	Fencing Apprentices	• Improved employability	12	£685.00	10%	12%
Housing Trainees	• Improved employability	10	£975.00	10%	9%	£7,985.25
	• Increased confidence	10	£510.00	10%	9%	£4,176.90
	• Increased independence	9	£6,853.60	10%	9%	£50,517.89
	• Improved social life	6	£972.40	10%	9%	£4,778.37
	• Increased self-esteem	5	£540.80	10%	9%	£2,214.58
	• Better idea of what to do with their life and career	7	£997.00	10%	9%	£5,715.80
	• Improved family relations	10	£1,778.40	10%	9%	£14,565.10



Stakeholders	Outcome	Quantity	Value Proxy	Attribution	Deadweight	Impact
Parents of Housing Trainees	• Increased peace of mind and fulfilment	5	£1,680.00	10%	9%	£6,879.60
	• Increased pride	7	£269.92	10%	9%	£1,547.45
	• Improved family life	8	£255.00	10%	9%	£1,670.76
	• Increased family income	7	£1,778.40	10%	9%	£10,195.57
Vineburgh Steering Group volunteers	• Increased ability to speak up for themselves and others	3	£2,154.00	25%	0%	£4,846.50
	• Increased self-esteem and pride	3	£474.00	25%	0%	£1,066.50
Strathclyde Police	• Reduced police presence	1	£8,640.00	0%	5%	£8,208.00
Community Wardens	• Freeing up time because no more estate management	4	£1,905.01	0%	0%	£7,620.03
	• Reduction in fly-tipping	1	£7,273.75	25%	0%	£5,455.31
	• Extra time because of building site	4	-£1,905.01	0%	0%	-£7,620.03
NAC Housing	• Reduction tenancy turnover	1	£30,150.59	25%	10%	£20,351.65
	• Increased ability to fulfil demand for social rented housing	75	£1,152.00	0%	10%	£77,760.00
NHS	• Reduced health cost	191	£221.55	0%	0%	£42,316.05
Ashleigh Construction	• Increased ability to employ local peoples	12	£3,150.00	25%	10%	£25,515.00
	• Reduced CO2 emission	60	£83.06	0%	10%	£4,485.24
	• More vandalism	1	-£7,500.00	0%	10%	-£6,750.00
Scottish Government	• More young people into transitional local employment	22	£2,779.40	25%	10%	£41,274.09
CHA staff	• Increased job security	3	£816.48	0%	10%	£2,204.50
	• Job easier to manage	3	£450.00	25%	25%	£759.38
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



Drop Off

For outcomes that last longer than one year, it is likely that the effect of the outcome will diminish 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.

We have not valued any outcomes for longer than 1 year, so drop off is not an issue.



6. Social Return On Investment (SROI)

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.

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% as determined in the Government Green Book – recommended discount rate for public funds.

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

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

In our calculations¹⁶ of the impacts we have established the total of all impacts of the project at £1,195,785. This represents the total value created in one year by Phase 1 of the Vineburgh Development.

The Total Present Value for the project, at a discount rate of 3.5%, is £1,155,348. This represents the total value created by Phase 1 of the Vineburgh Development 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 (£355,876) is £799,472. This amount represents the total extra value created by Phase 1 of the Vineburgh Development

This gives an SROI ratio of £1,155,348: £355,876= **£3.25:£1**. This means for every pound of investment in phase 1 of the Vineburgh Development £3.25 social value is created.

¹⁶ 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.

Table 7.1: Sensitivity Analysis

Item	Base Case	New Case	SROI
Input	£355,876	Economic life of 60 years = £117,581+205,164 = £329,729	£3.58:£1
Duration	1-3 years	5 years for all outcomes, with a drop off of 50%	£6.12:£1
Outcomes Tenants	Reported outcomes	Only 50% of the outcomes achieved	£2.53:£1
Outcomes Apprentices / Housing Trainees	Reported outcomes	Only 50% of the outcomes achieved	£2.96:£1
Attribution	Depending on outcome ranging from 0% to 25%	33% attribution for all outcomes	£2.69:£1
Deadweight	Depending on outcome ranging from 0% to 13% for positive outcomes	33% deadweight for all outcomes	£2.52:£1
Displacement	0% displacement	25% displacement for all outcomes	£2.43:£1
Outcome: Tenants – Improved health	Reported outcome	Only 50% of this outcome is achieved	£3.08:£1
Outcome: Tenants – safer, less stress and more confidence	Reported outcome	Only 50% of this outcome is achieved	£2.73:£1



The sensitivity analysis shows that if the already conservative values used in the analysis are reduced even further, the SROI ratio does not fall below £2.43:£1. This value would be reached if there would be displacement of 25% for all outcomes. Even in this worst case scenario the Vineburgh Development is unlikely to return less than £2.43 for every £1 invested.

When we assume that the outcomes last for five years, not unreasonable in this case, the SROI ratio increases to £6.12:£1.

Verification of Results

To verify the results of our evaluation we have organised a discussion with the three residents from the Vineburgh Steering Group and representatives of the local authority. We have presented the outcomes and valuation of the outcomes to check back the result.

As a result of this verification process we have refined the first outcome for tenants into: 'improved health because of a warmer, drier, more appropriately sized house'.

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 results, the conclusions and recommendations of the SROI evaluation.

Analysis

Figure 8.1 shows the value created by each of the stakeholder groups.

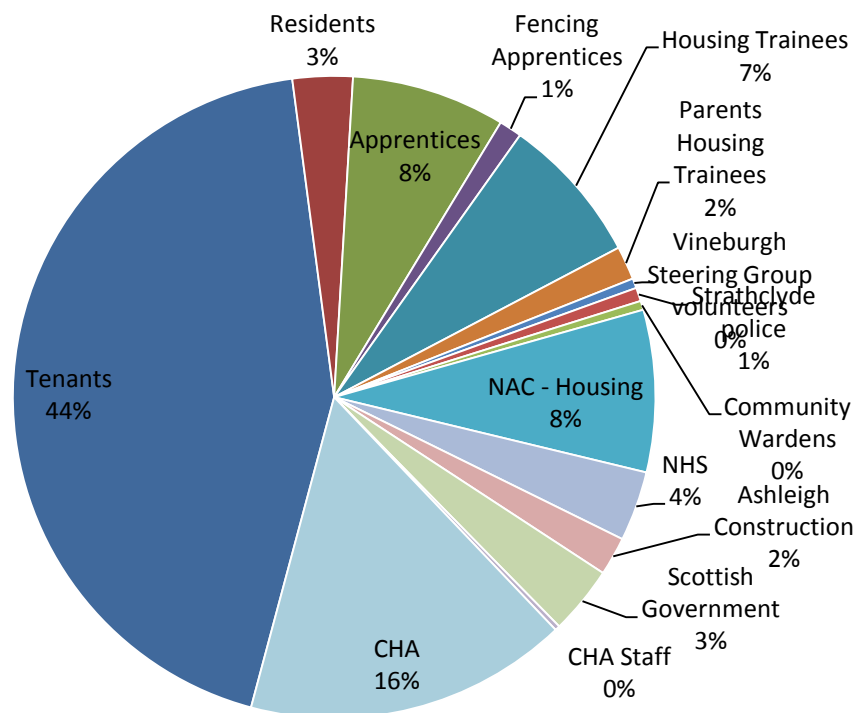


Figure 8.1 shows that, as expected, the greatest value is created for the tenants (44%). The second largest value is created for CHA (16%). Other stakeholders for whom a considerable value is created by the Vineburgh Development are the Apprentices (8%) and the Housing Trainees (7%), NAC Housing (8%), the residents (3%), the NHS (4%) and the Scottish Government (3%). The value created for the other stakeholders is relatively very small and could be excluded from future SROI analysis.



Figure 8.2 shows the value created for aggregated stakeholder groups.

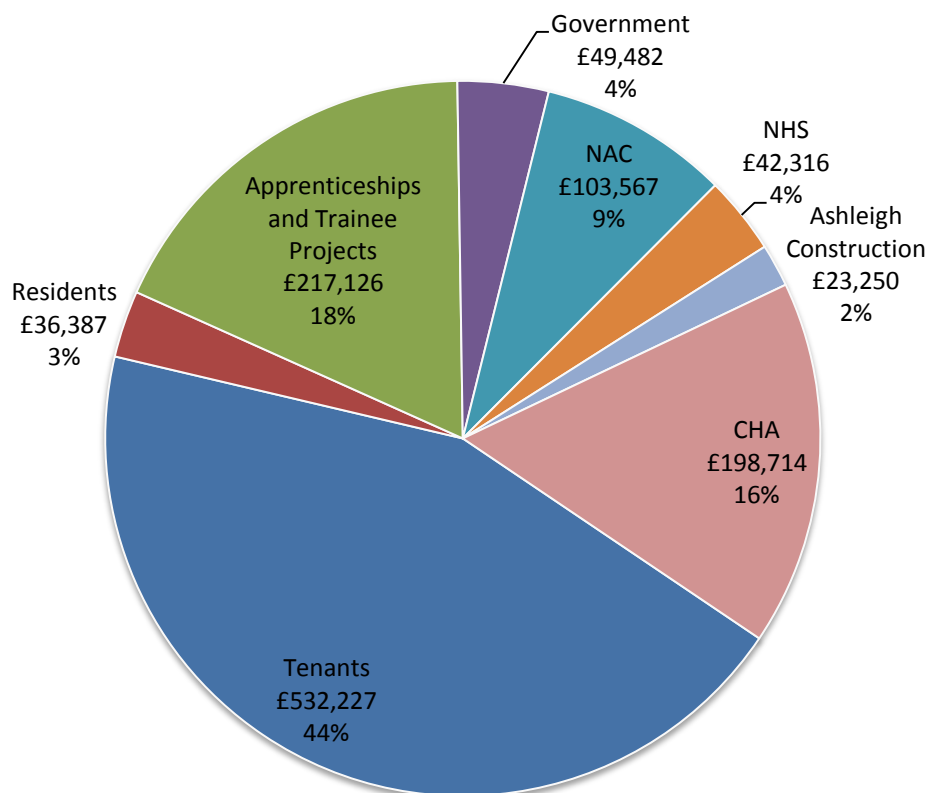


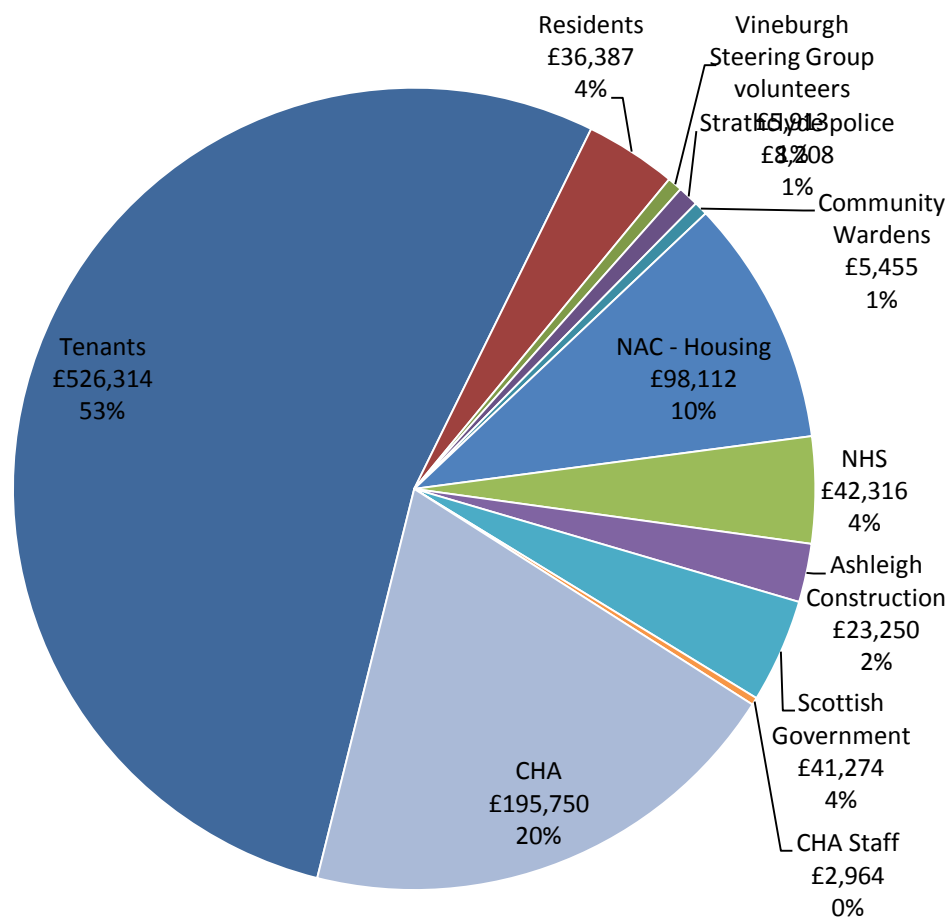
Figure 8.2 shows that, as expected, by far the greatest value (44%) is created for the tenants. Almost a fifth (18%) of the total value is created by the transitional employment projects and 16% for CHA.

The Apprenticeship and Trainee programmes can be seen as a separate part of the project with its distinct cost and outcomes. These outcomes could in principle be achieved without the Vineburgh Development.

Separated the physical regeneration programme of the Vineburgh Development would create a SROI ratio of £6.32:£1, meaning that for every pound invested in the physical regeneration a social value of £6.32 is created.



Figure 8.3 shows the value created for each of the stakeholder groups in the physical regeneration programme.





Conclusion

CHA initiated the Vineburgh Development 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.

The SROI evaluation has shown that the Vineburgh Development has achieved this and more and has created a considerable social value of around £3.25 (with a sensitivity range between £2.43 and £6.12) for every pound of investment. There is no reason to expect that Phase 2-4 of the Vineburgh Development will create a different SROI ratio.

The SROI analysis also highlighted the effects of the Vineburgh Development on NAC and the NHS, who have not made a direct financial contribution towards the project. Extrapolating from the Phase 1 analysis, the completed Phase 1-4 will create an additional social value of around £148,000 for the NHS and £343,000 for NAC.

This SROI evaluation has captured a number of emerging outcomes. Other evaluations of similar physical regeneration initiatives and our experience have taught us that the outcomes will become more evident over time. We would expect to detect more and stronger positive outcomes of the Vineburgh Development if we would undertake an SROI analysis in 3-5 years' time. That would also allow us to increase the duration of outcomes for a longer period of time.

Recommendations

From the study, a number of main messages and implications emerge as significant for Cunninghame Housing Association. The main recommendations from this SROI-evaluation are:

1. Use this SROI evaluation to demonstrate the value created by the Vineburgh Development.
2. Use this SROI-evaluation to have discussions with other stakeholders (e.g. NAC and NHS) to support similar physical regeneration initiatives in the future.
3. Ensure funders, investors and partners learn about the outcomes of this SROI analysis and understand the implications of it.
4. Try to identify and/or develop additional objective outcome indicators for outcomes where only subjective, self-reported indicators are identified.
5. Commission another SROI evaluation of the Vineburgh Development in 3-5 years' time to capture the full impact of the project.



Appendix A: Impact Map

IMPACT MAP - Vineburgh Development																						
Stage 1		Stage 2		Stage 3										Stage 4				Stage 5				
Stakeholder	Stakeholders' Objectives	Inputs	Outputs	The Outcomes										Attribution %	Displacement %	Deadweight %	Drop off %	Impact	Calculating Social Return			
				Description	Indicator	Source	Quantity	Duration	Financial Proxy Description	Value	Source	Discount rate (%)	3.5%									
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	£0.00	82 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	181	1	Value of the reduction of days being ill having the flu 3 times a year for 3 days to the average of 2 times (at minimum wage)	£866.52	The Cost of Poor Housing, Urban Regeneration and Non-Housing Outcomes, Peter Ambrose, University of Brighton (http://www.york.ac.uk/inst/chp/papers/spring02/ambrose.pdf). The study shows a reduction of illness days from 37% to 5% (from 135 to 18 days per year) because of moving into a better quality house. Corrected for working days this means 83.5 days less that the tenant is not feeling well. We assume that not feeling well leads to not be able to work on 25% of the cases. This means 83.5 days * 25% * 7 hours * £5.93 minimum wage = £866.52	10%	0%	13%	10%	£122,805.81	£122,805.81	£0.00	£0.00	£0.00	£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	57	1	10% reduction on the average annual spending on electricity, gas and other fuels	£96.68	Family Spending 2010, A Report on the Living Cost and Food Survey, Office for National Statistics, Table A37	10%	0%	13%	10%	£4,270.29	£4,270.29	£0.00	£0.00	£0.00	£0.00
					Feeling safer, reduced stress levels and improved confidence because of living in a better neighbourhood	number of tenants reporting increased safety, reduced stress and improved confidence; number of complaints; number of police incidents	Tenants survey; CHA records; Police records	96	1	Average cost of moving house	£6,093.67	For the value of this proxy we have combined 3 values of the average cost of moving house: http://rightstaleagents.co.uk/property/news/wp-content/uploads/2011/03/cutting-estate-agent-fees-which-report.pdf (most expensive and cheapest), http://news.bbc.co.uk/1/hi/business/6483697.stm	25%	0%	13%	0%	£381,707.28	£381,707.28	£0.00	£0.00	£0.00	£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	36	1	Cost of commercial support to find a job	£309.60	Mid career CV + Job interview preparation (http://www.cvconsultants.co.uk/cv_services.html). The value of this proxy is updated from the VOICE database (The SROI Network, http://www.thesroinetwork.org/vois-database).	25%	0%	13%	0%	£7,272.50	£7,272.50	£0.00	£0.00	£0.00	£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	97	1	Average annual spend on repair and maintenance of a home	£280.80	Family Spending 2010, A report on the Living Cost and Food Survey, Office for National Statistics, Table A37	25%	0%	13%	0%	£17,772.53	£17,772.53	£0.00	£0.00	£0.00	£0.00
					Feeling better about yourself 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	46	1	Average spend on personal care	£540.80	Family Spending 2010, 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%	13%	0%	£16,232.11	£16,232.11	£0.00	£0.00	£0.00	£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	78	1	Average increase in rent from moving into a CHA property	£795.60	CHA records	0%	0%	13%	0%	£53,989.42	£53,989.42	£0.00	£0.00	£0.00	£0.00
					Reduced satisfaction with living environment because of anti-social behaviour	number of tenants reporting reduced satisfaction with their living environment; number of complaints	Tenants survey; CHA records	46	1	Average cost of 1 community mediation per month	-£1,452.00	The Role Of Mediation In Tackling Neighbour Disputes And Anti-Social Behaviour, http://www.scotland.gov.uk/Publications/2003/09/17863/23804	0%	0%	13%	0%	-£58,109.04	-£58,109.04	£0.00	£0.00	£0.00	£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	94	1	Cost of a SKY entertainment pack for 1 year	-£240.00	http://www.sky.com/shop/tv/entertainment-packs/	0%	0%	13%	0%	-£19,627.20	-£19,627.20	£0.00	£0.00	£0.00	£0.00
Residents	improved living environment; increased pride; reduced stress levels; disruption from the building activity; feelings of envy on the new homes	none	£0.00	82 new homes built in the Vineburgh area	Improved appearance of the neighbourhood	number of residents reporting improved appearance	Residents survey	112	1	Average annual spend on repair and maintenance of a home	£280.80	Family Spending 2010, A report on the Living Cost and Food Survey, Office for National Statistics, Table A37	10%	0%	5%	0%	£26,889.41	£26,889.41	£0.00	£0.00	£0.00	£0.00
					Improved community spirit because of reduced anti-social behaviour, reduced number of police incidents	number of residents reporting reduced anti-social behaviour, reduced number of police incidents	Residents survey, police records	30	1	Average cost of 1 community mediation per month	£1,452.00	The Role Of Mediation In Tackling Neighbour Disputes And Anti-Social Behaviour, http://www.scotland.gov.uk/Publications/2003/09/17863/23804	25%	0%	5%	0%	£31,036.50	£31,036.50	£0.00	£0.00	£0.00	£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	36	1	Cost of stress management course	£630.00	The value of this proxy is from the VOICE database (The SROI Network, http://www.thesroinetwork.org/vois-database).	25%	0%	5%	0%	£16,159.50	£16,159.50	£0.00	£0.00	£0.00	£0.00
					Feeling better about yourself because of the improved reputation of Vineburgh	number of residents reporting feeling better about themselves	Residents survey	42	1	Average spend on personal care	£540.80	Family Spending 2010, 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%	5%	0%	£16,183.44	£16,183.44	£0.00	£0.00	£0.00	£0.00
					Annoyance by building works (noisy and messy)	number of residents reporting noise and mess because of the building activity	Residents survey	92	1	Average cost of 1 day cleaning by a commercial house cleaning contractor	-£72.00	http://www.tpmops.co.uk/faq.asp and http://www.selceniayshire.co.uk/specialoffers.html	0%	0%	5%	0%	-£6,292.80	-£6,292.80	£0.00	£0.00	£0.00	£0.00
					Reduced satisfaction with living environment because of more people with chaotic lifestyles in the neighbourhood	number of residents reporting more people with chaotic lifestyles	Residents survey	46	1	Average cost of 1 community mediation per month	-£1,452.00	The Role Of Mediation In Tackling Neighbour Disputes And Anti-Social Behaviour, http://www.scotland.gov.uk/Publications/2003/09/17863/23804	25%	0%	5%	0%	-£47,589.30	-£47,589.30	£0.00	£0.00	£0.00	£0.00
Apprentices	gaining work experience, getting qualifications	time and effort	£0.00	12 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 survey; CHA records	12	1	Cost of SVQ level 2 Construction Operations	£685.00	http://www.sibbaltraining.com/pr/47/svq-construction-operations-level-2	10%	0%	12%	33%	£6,510.24	£6,510.24	£0.00	£0.00	£0.00	£0.00
					Increased confidence	number of apprentices reporting increased confidence	Apprentices survey	6	1	Cost of Assertiveness and Building Personal Confidence training	£510.00	http://www.plp.co.uk/Courses/ini/31	10%	0%	12%	0%	£2,423.52	£2,423.52	£0.00	£0.00	£0.00	£0.00
					Increased independence	number of apprentices reporting increased independence, number of apprentices paying 'dig money'	Apprentices survey	11	1	Average increase of income by joining the programme (minus dig money)	£6,228.04	Apprentice interviews	10%	0%	12%	33%	£54,258.68	£54,258.68	£0.00	£0.00	£0.00	£0.00
					Improved social life	number of apprentices reporting new friends	Apprentices survey	3	1	value of one activity with friends once a week	£972.40	cost of pizza regular Marguerita and soft drink (http://www.pizzahut.co.uk/restaurants/menus-deals/restaurant-menu.aspx) and a film (https://www.odeon.co.uk/fanaticbooking-interactive/62/p1894000023DVEOXJF)	10%	0%	12%	0%	£2,310.42	£2,310.42	£0.00	£0.00	£0.00	£0.00
					Increased self-esteem because having gained qualification/job	number of apprentices gaining a qualification, number of apprentices getting a job	Apprentices survey; CHA records	6	1	Average spending on personal care	£540.80	Family Spending 2010, 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%	12%	0%	£2,569.88	£2,569.88	£0.00	£0.00	£0.00	£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 survey	9	1	Cost of career change programme	£997.00	http://www.thecareercoach.co.uk/booking-and-fees.php	10%	0%	12%	33%	£7,106.62	£7,106.62	£0.00	£0.00	£0.00	£0.00
					Improved family relations	number of apprentices reporting improved family relations, number of parents reporting improved family relations	Apprentices survey	12	1	Average value of 'dig money'	£1,883.96	apprentice interviews: assumption 20% of total income is 'dig money'	10%	0%	12%	0%	£17,905.16	£17,905.16	£0.00	£0.00	£0.00	£0.00
Fencing Apprentices	gaining work experience, getting qualifications	time and effort	£0.00	12 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 survey; CHA records	12	1	Cost of SVQ level 2 Construction Operations	£685.00	http://www.sibbaltraining.com/pr/47/svq-construction-operations-level-2	10%	0%	12%	33%	£6,510.24	£6,510.24	£0.00	£0.00	£0.00	£0.00
Housing Trainees	improved employability, increased confidence, increased self-esteem, increased independence, better idea of what they want in the future	time and effort	£0.00	21 months placement for 10 young people	Improved employability because of improved skills and increased work experience	number of trainees finishing traineeship, number of trainees gaining a qualification	Housing Trainee survey; CHA records	10	1	Cost of level 2 Certificate in Housing	£975.00	http://www.housingworld.org/training/certificateinhousing/lyer.pdf	10%	0%	9%	33%	£7,985.25	£7,985.25	£0.00	£0.00	£0.00	£0.00
					Increased confidence	number of trainees reporting increased confidence	Housing Trainee survey	10	1	Cost of Assertiveness and Building Personal Confidence training (accredited for CPD by the Law Society)	£510.00	http://www.plp.co.uk/Courses/ini/31	10%	0%	9%	0%	£4,176.90	£4,176.90	£0.00	£0.00	£0.00	£0.00
					Increased independence	number of trainees reporting increased independence, number of trainees paying 'dig money'	Housing Trainee survey	9	1	Average increase of income by joining the programme (minus dig money)	£6,853.60	Housing trainee interviews	10%	0%	9%	33%	£50,517.89	£50,517.89	£0.00	£0.00	£0.00	£0.00
					Improved social life	number of trainees reporting new friends	Housing Trainee survey	6	1	value of one activity with friends once a week	£972.40	cost of pizza regular Marguerita and soft drink (http://www.pizzahut.co.uk/restaurants/menus-deals/restaurant-menu.aspx) and a film (https://www.odeon.co.uk/fanaticbooking-interactive/62/p1894000023DVEOXJF)	10%	0%	9%	0%	£4,778.37	£4,778.37	£0.00	£0.00	£0.00	£0.00
					Increased self-esteem because having gained qualification/job	number of trainees gaining a qualification, number of trainees getting a job	Housing Trainee survey; CHA records	5	1	Average spending on personal care	£540.80	Family Spending 2010, 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%	9%	0%	£2,214.58	£2,214.58	£0.00	£0.00	£0.00	£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	Housing Trainee survey	7	1	Cost of career change programme	£997.00	http://www.thecareercoach.co.uk/booking-and-fees.php	10%	0%	9%	33%	£5,715.80	£5,715.80	£0.00	£0.00	£0.00	£0.00
					Improved family relations	number of trainees reporting improved family relations, number of parents reporting improved family relations	Housing Trainee survey	10	1	Average value of 'dig money'	£1,778.40	Housing trainee interviews: assumption 20% of total income is 'dig money'	10%	0%	9%	0%	£14,565.10	£14,565.10	£0.00	£0.00	£0.00	£0.00
Parents Housing Trainees	peace of mind; increased pride; increased family income	time and effort	£0.00	21 months placement for 10 young people	Increased peace of mind and feeling of fulfillment because the child is getting a career/given an opportunity	number of parents indicating greater peace of mind and feeling of fulfillment	Parent survey	5	1	Cost of relax day in spa once a month	£1,680.00	Average cost deluxe pamper day in Stirling, http://www.spaseekers.com/spas/stirling/	10%	0%	9%	0%	£6,879.60	£6,879.60	£0.00	£0.00	£0.00	£0.00
					Increased pride because child is doing well	number of parents reporting increased pride	Parent survey	7	1	Average cost of a birthday party	£269.92	http://www.72point.com/coverage/parents-splash-out-5k-on-birthday-parties	10%	0%	9%	0%	£1,547.45	£1,547.45	£0.00	£0.00	£0.00	£0.00
					Improved family life	number of parents reporting improved family life	Parent survey	8	1	Cost of relationship counselling (6 sessions)	£255.00	www.relationships-scotland.org.uk/relationship_counselling.shtml#11	10%	0%	9%	0%	£1,670.76	£1,670.76	£0.00	£0.00	£0.00	£0.00
					Increased family income	number of young people paying 'dig money'	Parent survey	7	1	Average value of 'dig money'	£1,778.40	Housing trainee interviews: assumption 20% of total income is 'dig money'	10%	0%	9%	0%	£10,195.57	£10,195.57	£0.00	£0.00	£0.00	£0.00



IMPACT MAP - Vineburgh Development																												
Stage 1		Stage 2				Stage 3										Stage 4					Stage 5							
Stakeholder	Stakeholders' Objectives	Inputs		Outputs	Description	Indicator	Source	The Outcomes			Value	Source	Attribution %	Displacement %	Deadweight %	Drop off %	Impact	Calculating Social Return										
		Quantity	Duration					Quantity	Duration	Financial Proxy Description								Discount rate (%)	3.5%									
Vineburgh Steering Group volunteers	increased knowledge of economic regeneration; increased status; increased confidence	time and effort	£0.00	82 new homes built in the Vineburgh area	Increased knowledge, ability and confidence to speak up for themselves and others	number of Steering Group members reporting increased ability to speak up for themselves; number of incidents whereby Steering Group members have spoken up	Survey Steering Group members; CHA records	3	1	Accredited Mediator Qualification	£2,154.00	http://www.ukmediation.net/cms/Training_Courses_on_a_Budget	25%	0%	0%	0%	£4,846.50	£4,846.50	£0.00	£0.00	£0.00	£0.00						
					Increased self-esteem and pride of their role in the community	number of Steering Group members reporting increased pride of their role in the community	Survey Steering Group members	3	1	Advanced subscription to Awards Entry Service	£474.00	http://www.awardsintelligence.co.uk/subscribe.asp	25%	0%	0%	0%	£1,066.50	£1,066.50	£0.00	£0.00	£0.00	£0.00	£0.00					
Strathclyde police	reduced incidents; improved job satisfaction	time and effort	£0.00	82 new homes built in the Vineburgh area	Reduced police presence in Vineburgh	number of police incidents	police records	1	1	5 days less police presence in Vineburgh per month	£8,640.00	http://www.strathclyde.police.uk/recruitment/Police_Officers/Benefits_of_Being_a_Police_Officer/; £37,553/260 (52 wks*5 days)=£144 per day, 5*12*£144=£8,640	0%	0%	5%	0%	£8,208.00	£8,208.00	£0.00	£0.00	£0.00	£0.00						
Community Wardens	freeing up time because not responsible for estate management anymore; easier to build up report with young people	time and effort	£0.00	82 new homes built in the Vineburgh area	Freeing up time because of no responsibility for estate management anymore	number of community wardens working in Vineburgh	NAC records	4	1	10% of community warden's time	£1,905.00	Grade 5 £17,009 - £18,617 plus 12% unsocial hours payment (http://www.sjjobs.com/job/349098899.html); For this proxy we have taken the lowest grade	0%	0%	0%	10%	£7,620.03	£7,620.03	£0.00	£0.00	£0.00	£0.00						
					Reduction in fly-tipping	number of fly tipping incidents	NAC records	1	1	average cost of a 10 fly-tipping incidents per month	£7,273.75	http://news.keepscootlandbeautiful.org/DumbDumbers.asp?c=facts	25%	0%	0%	0%	£5,455.31	£5,455.31	£0.00	£0.00	£0.00	£0.00						
					Extra time required because of the building site	number of community wardens reporting extra time spent on the building site	Community wardens survey	4	1	10% of community warden's time	-£1,905.00	Grade 5 £17,009 - £18,617 plus 12% unsocial hours payment (http://www.sjjobs.com/job/349098899.html); For this proxy we have taken the lowest grade	0%	0%	0%	0%	-£7,620.03	-£7,620.03	£0.00	£0.00	£0.00	£0.00						
NAC - Housing	reduced turnover of tenancies; improved ability to allocate homes	none	£0.00	82 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)	£30,150.50	http://www.north-ayrshire.gov.uk/chiefexec/comra.nsf/e9ee67148fb9003802569d700533758/2a0f4a793e9fe78a80256f480044cd71?OpenDocument	25%	0%	10%	0%	£20,351.65	£20,351.65	£0.00	£0.00	£0.00	£0.00						
					Increased ability to fulfil demand for social rented housing	reduction in housing waiting list	NAC Housing,	75	1	Value of Council Tax Band D	£1,152.00	http://www.north-ayrshire.gov.uk/CouncilAndGovernment/CouncilTax/CouncilTax-AnnualNot	0%	0%	10%	0%	£77,760.00	£77,760.00	£0.00	£0.00	£0.00	£0.00						
NHS	improved physical and mental health of Vineburgh people	none	£0.00	82 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	191	1	health cost of cold dwellings to NHS	£221.55	The Health Cost of Cold Dwellings, Andrew Griffiths, BRE, 2011, table 6.	0%	0%	0%	10%	£42,316.05	£42,316.05	£0.00	£0.00	£0.00	£0.00						
Ashleigh Construction	safeguarding local jobs	time and effort	£0.00	82 new homes built in the Vineburgh area	Safeguarded local jobs	number of local jobs safeguarded	Ashleigh Construction records	12	1	average cost of staff turnover	£3,150.00	http://www.cipd.co.uk/binaries/recruitment_retention_turnover_annual_survey_2009.pdf	25%	0%	10%	0%	£25,515.00	£25,515.00	£0.00	£0.00	£0.00	£0.00						
					Reduced CO2 emission because less travel because most employees are local	number of employees living locally	Ashleigh records	60	1	cost of offsetting CO2 for travel miles	£83.06	12,000 miles per year (Glasgow - Irvine), 2008 VALUXHALL Astra, MY2007 5 Door Estate 1.8i 16v VVT 5 Door Estate with 15/16" tyre, A4 => 4.15 tonnes per year by Certified Emission Reduction credits (http://www.carbonfootprint.com/calculator.aspx)	0%	0%	10%	0%	£4,485.24	£4,485.24	£0.00	£0.00	£0.00	£0.00						
					More vandalism than usual during construction	number of vandalism incidents	Ashleigh records	1	1	increased glass breakages	-£7,500.00	Difference between usual glass bill of around £500 and actual glass bill in Phase 1 of £8,000, source Ashleigh Construction records	0%	0%	10%	0%	-£6,750.00	-£6,750.00	£0.00	£0.00	£0.00	£0.00						
Scottish Government	regeneration of the Vineburgh area	none	£0.00	22 people in transitional employment	Increased number of young people into transitional employment	number of young people in transitional employment	CHA records	22	1	cost of Jobseekers Allowance	£2,779.40	http://www.direct.gov.uk/en/MoneyTaxAndBenefits/BenefitsTaxCreditsAndOtherSupport/Employedorlookingforwork/DG_10018757	25%	0%	10%	0%	£41,274.09	£41,274.09	£0.00	£0.00	£0.00	£0.00						
CHA Staff	increased job security	time and effort	£0.00	82 new homes built in the Vineburgh area	Increased job security	number of jobs safeguarded	CHA records	3	1	cost of income protection insurance	£816.48	http://www.britishinsurance.com/payment-protection-cover.aspx?aid=1098&gid=CO251rGlyqsCFUVT#adGUB0zg (dob 1970, unemployment only, £1,200 per month)	0%	0%	10%	0%	£2,204.50	£2,204.50	£0.00	£0.00	£0.00	£0.00						
					Job easier to manage because of improved relationships with tenants	number of staff reporting improved relationships; number of personal contacts with Vineburgh tenants	Staff survey, CHA records	3	1	cost of Measuring Customer Service Excellence	£450.00	http://www.share.org.uk/TrainingDevelopment/bid/102/ModuleD/550/ItemD/727/m.cdf/EventDetails/Default.aspx?selecteddate=01/01/2011	25%	0%	25%	0%	£759.38	£759.38	£0.00	£0.00	£0.00	£0.00						
CHA	improved strategic positioning; increased long-term sustainability	time and effort	£150,712.00	82 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						
ESF and Wider Role		Grant funding	£205,164.00	22 people in transitional employment					1				0%	0%	0%	0%	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00						
		£355,876.00																										
																	£679,728.80		£1,195,784.69		£0.00		£0.00		£0.00		£0.00	
																			Total Present Value (PV)								£1,155,347.53	
																			Net Present Value								£789,471.53	
																			Social Return £ per £								3.26	



Appendix B: Quantity of Outcomes

Tables B1-5 shows how many consultees confirmed an outcome.

Table B1: Quantity Outcomes Tenants

Tenants	Total	%
Improved health because a warmer and drier house with more appropriate space	35	95%
Reduced bills because of a better quality house	11	30%
- Feeling safer because of living in a better neighbourhood	23	62%
- Reduced stress levels because living in a better neighbourhood	21	57%
- Improved confidence because living in a better neighbourhood	11	30%
Feeling safer, reduced stress levels and improved confidence because of living in a better neighbourhood		→50%
Improved job readiness	7	19%
Increased pride because of an improved perception of the area and/or their house	19	51%
Feeling better about yourself because the improved reputation of Vineburgh	9	24%
Improved housing services because of better communication with landlord, quicker repairs and more influence on landlord	15	41%
Reduced satisfaction with living environment because of anti-social behaviour	9	24%
Reduced decision making power in and around the house	18	49%



Table B2: Quantity Outcomes Residents

Residents	Total	%
Improved appearance of the neighbourhood	22	56%
Improved community spirit because of reduced anti-social behaviour	6	15%
Feeling less stressed and safer because of improved design and improved community	7	18%
Feeling better about yourself because of improved reputation of Vineburgh	8	21%
Annoyance by building works (noisy and messy)	18	46%
Reduced quality of live because more and more people with chaotic lifestyles in the neighbourhood	9	23%

Table B3: Quantity Outcomes Apprentices

Apprentices	Total	%
Increased confidence	4	50%
Improved employability because of improved skills and increased work experience	8	100%
Increased independence	7	88%
Improved social life	2	25%
Increased self-esteem because having gained a qualification/job	4	50%
Better idea of what to do with their life and career	6	75%
Improved family relations	8	100%



Table B4: Quantity Outcomes Housing Trainees

Housing Trainees	Total	%
Increased confidence	10	100%
Improved employability because of improved skills and increased work experience	10	100%
Increased independence	9	90%
Improved social life	6	60%
Increased self-esteem because having gained a qualification/job	5	50%
Better idea of what to do with their life and career	7	70%
Improved family relations	10	100%

Table B5: Quantity Outcomes Parents Housing Trainees

Parents Housing Trainees	Total	%
Increased peace of mind and feeling of fulfilment because the child is getting a career/given an opportunity	5	50%
Increased pride because child is doing well	7	70%
Improved family life	8	80%
Increased family income	7	70%



Appendix C: Attribution and Deadweight

Tenants

Deadweight	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	Total	%		
- area more run down	0%	0%	0%	0%	0%		0%	0%	0%	0%	0%	0%	0%		0%		0%		0%			0%	0%	0%	0%	0%		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%			
- would have tried to move							50%											50%		50%	50%						50%												50%		
- lived in good area														90%		90%																									
Deadweight	0%	0%	0%	0%	0%	0%	50%	0%	0%	0%	0%	0%	0%	90%	0%	90%	0%	50%	0%	50%	50%	0%	0%	0%	0%	0%	50%	0%	0%	0%	0%	0%	0%	0%	0%	0%	50%	480%	37	13%	

Residents

Deadweight	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	Total	%		
- same	0%		0%				0%		0%	0%							0%	0%	0%					0%	0%	0%	0%	0%						0%	0%		0%						
- downhill		0%		0%		0%				0%	0%	0%	0%	0%						0%		0%							0%	0%		0%	0%				0%		0%	0%			
- would have moved					50%																										50%												
- better before															90%																												
Deadweight	0%	0%	0%	0%	50%	0%	0%	0%	0%	0%	0%	0%	0%	0%	90%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	50%	0%	0%	0%	0%	0%	0%	0%	0%	0%	190%	39	5%	

Apprentices

Deadweight	1	2	3	4	5	6	7	8	Total	%
- same job I don't like								25%		
- not sure if I would get a job / unemployed										
- college	10%	10%	10%	10%	10%	10%		10%		
Deadweight	10%	10%	10%	10%	10%	10%	25%	10%	95%	12%

Housing Trainees

Deadweight	1	2	3	4	5	6	7	8	9	10	Total	%	
- same job I don't like	25%	25%											
- not sure if I would get a job / unemployed			0%	0%	0%	0%							
- college							10%	10%	10%	10%			
Deadweight	25%	25%	0%	0%	0%	0%	10%	10%	10%	10%	0.9	10	9%



Appendix D: Interview Pro-Formas

Vineburgh SROI – Tenants Pro Forma

Background Info:

Your age:

Male / Female

Family situation:.....

Lived in Vineburgh before / new to the area

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?

2. Is your new house warmer and drier than your old one?
 - What difference does that make to your life and that of your family?
 - Did your old house causes health problems for you or your family?
 - How can you tell? Can you give some examples?

3. Does your new house have better quality spaces than your old one?
 - Better number of rooms? Better size of the rooms? Better quality?
 - Why is this important to you?
 - How can you tell? Can you give some examples?

4. Do you and your family feel safer now you have moved into your new house?
 - Why would you say that? Can you give me some examples?
 - Does your new house make you feel safer or is it the regeneration of the total area?
 - Why is this important to you?



5. **Do you and your family feel less stressed since you've moved into your new house?**
 - **If so, how can you tell? Can you give me some examples that show you feel less stressed? (e.g. use medication, better relations with family members, sleep better, more optimistic, calmer)**
 - **Do you do things differently?**
 - **Why is this important for you?**

6. **Are you more confident since you moved into your new house?**
 - **How can you tell? Can you give me some examples that show you are more confident? What do you do differently now?**
 - **Do you think other people would say you are now more confident (who, how would they know/why would they say that)?**
 - **Do you think you will change your employment situation (get job, change job, go to college)?**
 - **Why is this important to you?**

7. **How has your feeling about your home and neighbourhood changed as a result of the new houses?**
 - **Why would you say that? Can you give me some examples?**
 - **Did you get comments from other people? What were they saying?**
 - **Why is this important to you?**

8. **Do you think other people now view you differently now you have a new house or because the Vineburgh area is improved?**
 - **Why would you say that? Can you give me some examples?**
 - **How did they view you before and what has changed in their opinion?**
 - **Why is this important to you?**



9. Your landlord has changed from North Ayrshire Council to Cunninghame Housing Association. How does this change affect you and your family?
- If so, how can you tell? Can you give me some examples?
 - Do you think you get a better quality of service from Cunninghame? What is better?
 - Do you think you have more influence with Cunninghame? If so, how and do you have any examples?
 - Why is this important to you?
10. Are there any negative aspects for you or your family from moving into a new house?
- If so, can you give us some examples?
 - Are there things you did before (and enjoyed) you now not do anymore?
11. How do you feel about the restrictions that Cunninghame poses to its tenants (e.g. regularly cutting grass, no satellite dishes, etc.)
- Is this positive or negative? Why would you say so?
12. How does it make you feel that you now have new neighbours?
- Positive, negative, indifferent?
 - What are the day-to-day changes in your and your family's life because you live next door to new people?
 - Can you give some examples of changes?
13. 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?
- Would any of the changes you have described have happened (if so, how?)
 - If so, would it be the same or different (less, slower)?



Vineburgh SROI – Residents Pro Forma

Background Info:

Your age:

Male / Female

Family situation:.....

Council tenant / Owner Occupier

1. Can you tell me how your and your family's life has changed as a result of the development of the new houses in Vineburgh?
 - How can you tell? Can you give me some examples?
 - Would any of this have happened without the new development?

2. Do you think the neighbourhood will improve/has improved because of the new houses?
 - Why would you say that? Can you give me some examples?
 - Would any of this have happened without the new development?
 - Why is this important to you?

3. Do you and your family feel safer now the new houses are being built?
 - Why would you say that? Can you give me some examples?
 - Why is this important to you?

4. Do you and your family feel less stressed since the new houses are being built?
 - If so, how can you tell? Can you give me some examples that show you feel less stressed? (e.g. use medication, better relations with family members, sleep better, more optimistic, calmer)
 - Do you do things differently?
 - Why is this important for you?



5. **Do you think other people view you differently now that the Vineburgh area is improved?**
 - **Why would you say that? Can you give me some examples?**
 - **How did they view you before and what has changed in their opinion?**
 - **Why is this important to you?**

6. **Are there any negative aspects for you or your family from the new houses?**
 - **If so, can you give us some examples?**
 - **Are there things you did before (and enjoyed) you now not do anymore?**

7. **How have the building works influenced you and your family?**
 - **Can you give some concrete examples?**

8. **Do you wish you would move into a new house as well?**
 - **Why would you say that?**
 - **How does that make you feel?**

9. **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?**
 - **Would any of the changes you have described have happened (if so, how?)**



Vineburgh SROI – Apprentices Pro Forma

1. Describe yourself and your circumstances before starting this apprenticeship. (consider your age status, work background, qualification levels)
2. What would you have done if you hadn't been offered this apprenticeship? What other options were you considering?
3. Why did you apply for this apprenticeship?
4. How did you feel when you were advised that you have been successful in gaining this job?
5. So far since joining, have your expectations been met? Please comment.
6. What has this apprenticeship allowed you to do that you possibly wouldn't be able to do if you weren't working? I.e. how have things changed in the following areas (good or bad)? If no changes then say so.
 - a. Knowledge and qualifications
 - b. Life and workplace skills
 - c. Financially
 - d. As an individual
 - e. Within your household
 - f. Career aspirations
 - g. Future earning potential
7. What do you think you would be doing now if you hadn't got this apprenticeship?
8. How do you rate yourself in comparison to your friends in what they are doing work/college wise?
9. Have there been any unexpected benefits for you since starting your apprenticeship?
10. What are your hopes and aspirations at the end of your apprenticeship?



Vineburgh SROI – Trainees Pro Forma

1. Describe yourself and your circumstances before starting the programme. (consider your age status, work background, qualification levels)
2. What would you have done if you hadn't been offered a place? What other options were you considering?
3. Why did you apply?
4. What did you expect to get from the programme?
5. Have your expectations been met? Give reasons for your answer.
6. What has this programme allowed you to do that you possibly wouldn't be able to do if you weren't on the programme? How have things changed in the following areas, either positively or negatively? If no changes then say so.
 - a. Life and workplace skills
 - b. Knowledge and qualifications
 - c. Financially
 - d. As an individual
 - e. Within your household
 - f. Career aspirations
 - g. Future earning potential
7. What do you think would you be doing now if you hadn't joined this programme?
8. Has your involvement in the programme brought any unexpected benefits?
9. What else do you expect to get from the programme?
10. What are you going to do next?



Vineburgh SROI – Parents Pro Forma

- 1. In your opinion what would your child have done if they haven't been offered a place on this programme? What other options did they have? What do you think they would be doing now?**
- 2. How have things changed for your child over the last 12 months due to their participation on this programme? Changes can be either positive or negative.**
 - a. Emotionally**
 - b. Socially**
 - c. Financially**
 - d. Aspirations**
- 3. How have things changed for you as a parent over the last 12 months due to your child's involvement in this programme? Changes can be either positive or negative.**
- 4. Has your child's involvement in the programme brought any unexpected changes, good or bad?**



Vineburgh SROI – Steering Group Focus group

1. How has you being a Steering Group member impacted on your life:
 - a. Your personal life?
 - b. Your working life?
 - c. Your family life?
 - Would any of this have happened without you being an SG member?

2. Do you think you have more knowledge and better insight in regeneration and development of the new houses?
 - Why is that useful for you?
 - Can you give any examples in how you have used this in your personal life or working life?
 - Would any of this have happened without you being an SG member?
 - Why is this important to you?

3. Do you think you are viewed differently because you are a member of the Steering Group?
 - By whom: community, statutory bodies, at work, in family
 - Why would you say that? Can you give me some examples?
 - Would any of this have happened without you being an SG member?
 - Why is this important to you?

4. Have you become more confident through being a member of the Steering Group?
 - Why would you say that? Can you give me some examples?
 - What do you do differently because of your new confidence?
 - Would any of this have happened without you being an SG member?
 - Why is this important to you?

5. Are there any negative aspects for you or your family from being a Steering Group member?
 - If so, can you give us some examples?
 - Are there things you did before (and enjoyed) you now not do anymore?



6. 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?

- **Would any of the changes you have described have happened (if so, how?)**



Vineburgh SROI – Pro Forma Strathclyde Police

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

2. How does the Vineburgh Development fit with Strathclyde police's strategic objectives for the area?
 - Why is this important to you?

3. 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?

4. 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?
 - How would you value this outcome?

5. Do you think the improved design of the area will make your 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?
 - Why is this important to you and how would you value this outcome?



6. **Do you think the new Vineburgh Development will increase your job satisfaction (better design, less incidents)?**
 - **Why would you say that? Can you give some examples?**
 - **Why is this important to you?**

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

8. **What do you think would have happened to you and your organisation if the Vineburgh development would not have gone ahead?**
 - **Would any of the changes you have described have happened (if so, how?)**



Vineburgh SROI – Pro Forma Community Wardens

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

2. Do you think that it will become easier to do your job because of the regeneration of the area?
 - Why would you say that? Can you give some examples?
 - What will you do different?
 - Are there things you want/need to do now but are not possible and will be possible when the regeneration has finished?
 - Are there things you do now you'll not be doing anymore as a result of the regeneration?
 - What would have happened without the new Vineburgh development?
 - Why is this important to you?

3. Does the regeneration make it easier for you to build up rapport with young people?
 - Why would you say that? Can you give some examples?
 - What can you now do differently because of the regeneration?
 - Why is this important to you?

4. Is there any other benefit to you, your work or your employer from the Vineburgh regeneration?
 - Why would you say that? Can you give some examples?
 - What would have happened without the new Vineburgh development?
 - Why is this important to you?

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



Vineburgh SROI – Pro Forma NAC Housing Department

1. How do you think the new Vineburgh development will affect 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 there is a financial implication for NAC's budget as a result of the Vineburgh Development?
 - What would have happened without the new Vineburgh development?
 - How would you value this outcome?

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

4. What do you think would have happened to you and your organisation if the Vineburgh development would not have gone ahead?
 - Would any of the changes you have described have happened (if so, how?)



Vineburgh SROI – Pro Forma Ashleigh Construction

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

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

3. **Have you increased or sustained local employment because of you winning the contract for the Vineburgh area?**
 - **Why would you say that?**
 - **What would have happened without the new Vineburgh development?**

4. **What would you say are the local benefits of Ashleigh having won the Vineburgh contract?**
 - **Can you give some examples?**
 - **What would have happened without the new Vineburgh development?**
 - **Why is this important to you?**

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



Vineburgh SROI – Pro Forma CHA Staff

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

- 2. Do you think that it will become easier to do your job because of the regeneration of the area?**
 - Why would you say that? Can you give some examples?
 - What will you do different?
 - Are there things you want/need to do now but are not possible and will be possible when the regeneration has finished?
 - Are there things you do now you'll not be doing anymore as a result of the regeneration?
 - What would have happened without the new Vineburgh development?
 - Why is this important to you?

- 3. Does the regeneration make it easier for you to build up report with young people?**
 - Why would you say that? Can you give some examples?
 - What can you now do differently because of the regeneration?
 - Why is this important to you?

- 4. Is there any other benefit to you, your work or your employer from the Vineburgh regeneration?**
 - Why would you say that? Can you give some examples?
 - What would have happened without the new Vineburgh development?
 - Why is this important to you?

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



Vineburgh SROI – Pro Forma Cunninghame Housing Association

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?