

HALL AITKEN

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Sunderland XL Youth Villages
much more than just great fun
Report



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XL Youth Villages have been a huge success and achieved a range of outcomes for different groups. Calculations are based on a series of assumptions but it is reasonable to say that the social return on investment achieved by XL Youth Villages is somewhere between £3.06 and £6.83 for every £1 spent.

Assurance statement

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.

Executive Summary

This report sets out the findings from our evaluative analysis of the Social Return on Investment (SROI) of Sunderland XL Youth Villages.

XL Youth Villages to get young people off the streets

Sunderland has hotspots that experience long-standing problems between young people and local communities. The XL Youth Villages project provides positive activities for young people in the city's regeneration areas, using mobile facilities and creating a festival atmosphere. The council's youth development group delivers the project in partnership with local partners, including the police and fire and rescue services.

XL Youth Villages offer mobile youth provision to engage young people into positive activities on Friday and Saturday evenings from 5.30 to 8.30 pm. The model is flexible in its delivery and young people in each of the areas decide themselves what should be on offer. But they always include elements of information, advice and guidance, offering agencies an access route to the young people they want to reach. This SROI analysis looked at 30 village events in the Washington area in 2010.

Measuring social value using SROI

Social Return on Investment (SROI) is an approach for measuring the social, economic and environmental value created by a project or organisation. The analysis process consists of six stages and follows seven principles, three of which underpin the whole process: materiality, transparency and stakeholder engagement. It involves putting a monetary value against less tangible outcomes, such as increased aspirations. The six stages are:

- Establishing scope - setting the boundaries of the research and identifying key stakeholders
- Mapping outcomes - creating a theory of change
- Valuing outcomes - looking for data that might help in measuring outcomes and giving the outcomes a value
- Attributing impact: measuring the impact of the desired changes
- Calculating the SROI
- Reporting back to the stakeholders.



Youth villages achieve a range of outcomes

The analysis explored how XL Youth Villages are achieving a range of outcomes for different groups of stakeholders. Stakeholders in the SROI sense are those groups that are affected by a project. We worked with the different groups directly – or indirectly through project staff – to identify outcomes and ways of valuing them. In summary the outcomes – some of which are intermediate outcomes - are:

- Positive engagement and enjoyment, as well as increased confidence and aspirations for young people through feeling listened to and being involved in positive activities;
- Health and lifestyle-related outcomes, such as smoking cessation and increased health awareness, from which the young people themselves benefit, but also the NHS through cost savings;
- Better chances in life for the NEET young people working as Young Riggers, who gain work experience to make them more employable and get involved with agencies and services that can help them;
- Local residents feeling safer in their neighbourhood because there is less anti-social behaviour – or *perceived* anti-social behaviour - of young people, and the project team as well as the police take residents' concerns seriously;
- A reduction in youth disorder which has benefited most of the stakeholder groups, including Northumbria Police, Tyne and Wear Fire and Rescue Service and Gentoo Housing;
- A better qualified and highly motivated project team as the project allows staff to gain

additional, relevant qualifications and offers them a rewarding experience; and

- An increased profile for the city's youth work activity which manifests itself in wide-ranging media coverage and interest from others wanting to copy the approach.

SROI is at least £3.50 for every pound spent

We valued outcomes by identifying suitable indicators, quantifying them and then either attaching a real value or using financial proxies. We also considered what would have happened anyway - without the project (deadweight), if the problem has just moved somewhere else (displacement), how other interventions have contributed (attribution) and if an outcome decreases over time (drop-off). We applied these calculations to arrive at the impact figure. In doing so we took a rather prudent approach so not to overclaim.

The calculations led to an SROI ratio of 3.56: £1, which means that for every pound invested, YL Youth Villages create a social value of £3.56. However, we are reluctant to present the SROI as one single figure since it is based on assumptions and some points need to be considered:

- Some outcomes were – for different reasons - not included in the calculations: increased confidence and aspirations (young people), improved partnership working, a highly committed and motivated workforce, as well as a high profile of SYDG and the project (SYDG), personal development outcomes (Young Riggers), reduction in ASB outcomes not

covered by police outcomes (Gentoo and fire brigade);

- Some values for health outcomes might be higher than what we assumed – we haven't included, for example, the number of young people that are less likely to start drinking, taking drugs or smoking because of the advice they received;
- The duration of some outcomes might be longer but we were prudent in our estimates so not to overclaim;
- The SYDG outcomes such as increased profile are likely to lead to future benefits in terms of increased capacity for future delivery.

We also carried out a sensitivity analysis to see how variations of some assumptions would affect the ratio. Taking the results of the sensitivity analysis and the above points into account it is reasonable to say that **the social return on investment achieved by XL Youth Villages is somewhere between £3.06 and £6.83 for every £1 spent.**

Recommendations for future analysis

The analysis has been a useful exercise for introducing the idea of measuring social value to the project. The process benefited from SYDG's positive attitude towards evaluation and the effective data collection processes that are in place to support quality assurance of interventions. It would have been useful, however, to have more robust information on certain aspects.

We recommend:

- Reviewing the monitoring and data collection systems to find out if they could be improved even further to facilitate future SROIs;
- Gather relevant local or regional level NHS data to make valuation of health outcomes more robust;
- Collect information on which other provision young people get involved in as a result of their youth village experience;
- Explore the personal development outcomes for Young Riggers more in-depth so they can be included in the calculations;
- Consider possibilities for valuing outcomes related to improved partnership working;
- Undertaking further evaluative SROI analyses to see how the ratio develops over time;
- Embed SROI-type discussions with different groups into existing stakeholder contact.

Using findings to get future support

The findings from the analysis confirmed the story of change by showing how the activities and approach are suitable for addressing the identified need, how they lead to a range of outcomes for the different groups affected by the project, and what the social value of these outcomes is.

Amending individual assumptions for the sensitivity analysis highlighted the potential of lifestyle and health-related information, advice and guidance for creating social value. Existing research and experience have shown that the duration of an intervention impacts on the outcome duration as positive habits tend to stick more the longer an intervention lasts. So we can assume that the longer the youth villages last for, the more its positive effects will lead to real changes in attitudes and behaviours as opposed to short term actions.

Introduction & background

This report sets out the findings from our analysis of the Social Return on Investment (SROI) of Sunderland XL Youth Villages, looking at youth village events in the Washington area in 2010. This section provides some background, including a brief description of the SROI approach to measuring social value.

Sunderland Youth Development Group (SYDG)

Sunderland Youth Development Group within Sunderland City Council is the leading partner and main funder of the XL Youth Villages project. The Core Youth Offer underpins the work of the group. The framework covers youth provision at different levels:

Figure 1 - Sunderland core youth offer in 2010

LEVEL	KEY FEATURES
Universal & Ward Level	<p>Universal open access provision in every ward of the city.</p> <p>Every ward across the city has a minimum allocation of three youth work sessions per week.</p> <p>A stable mix of youth work provision planned against population and delivered by relevant local voluntary sector agencies through the commissioning of youth work contracts.</p> <p>Youth Opportunity Fund and Youth Capital Fund projects.</p>
Targeted & Regeneration Area Level	<p>Every Regeneration Area has a minimum of:</p> <p><i>XL Youth Village events at weekends (30 per year).</i></p> <p>Youth mobile bus weekly session.</p> <p>Targeted Provision to meet the needs of young people at risk of poor outcomes. (Positive Activities)</p> <p>Social Inclusion Project in each area. (Young LDD)</p> <p>Targeted Youth Support integrated within the 0 to 19 years Locality Based Working arrangements</p>
Specialist & City-wide Level	<p>All young people in the city will have access to opportunities for volunteering and events which promote positive images of young people.</p> <p>A Youth Information Service</p> <p>Youth Parliament and City Equals</p> <p>Programmes of personal and social development (e.g. Duke of Edinburgh Awards).</p> <p>Young Achievers and Youth Arts</p> <p>International Events</p>
Regional & National Level	<p>A fit for purpose framework that is able to attract external funding and respond to future opportunities and government policy.</p>

Source: Sunderland City Council

As Figure 1 shows, XL Youth Village events are among the city's core activities for targeting young people at regeneration area level. It is part of the 'deepened' offer for the regeneration areas that is flexible and resourced to meet the needs of young people who have more complex needs or are 'at risk' of slipping through the net of other provision.

XL Youth Villages

The XL Youth Villages project provides positive activities for young people in Sunderland's regeneration areas, using mobile facilities and creating a festival atmosphere. The council's youth development group delivers the project in partnership with local partners, including the police and fire and rescue services.

XL Youth Villages offer mobile youth provision to engage young people into positive activities on Friday and Saturday evenings from 5.30 to 8.30 pm. Events take place in different locations across the five regeneration areas of Sunderland North, East, West, Washington and Coalfields – areas with little or no youth provision. The events are staffed and controlled by a large team of qualified youth workers and the event location is fenced off.

The Youth Village model is flexible in its delivery and young people in each of the areas decide themselves what should be on offer. But they always include elements of information, advice and guidance, offering agencies an access route to the young people they want to reach. Villages include, for example, a marquee for music and cultural activities such as street dance performance, a football cage, a sexual health caravan and a games console trailer - all staffed by qualified youth workers. Outreach youth workers help target those

that are most vulnerable and hardest to reach. The aims of the project, according to the management team are "to provide:

- Highly visible, safe and attractive places for young people to go to in their leisure time where they can get involved in a wide range of positive activities;
- More young people, particularly those who are disadvantaged, with the opportunity to participate in activities that support their personal and social development and achieve positive outcomes;
- More young people with access to information advice and support from places they feel are comfortable;
- A new dynamic partnership between the city council and the private and public sector partners to deliver and operate a financially sustainable option for young people;
- A reduction in young people drinking alcohol and being involved in anti-social behaviour;
- Health advice, including sexual health screening and drug and alcohol advice;
- More young people accessing opportunities and achieving recorded and accredited outcomes;
- Opportunities for volunteering and employment for young people as riggers and helpers."

Following a successful pilot in the summer of 2008 - delivered in partnership with the A690 Project - Youth Villages were rolled out across the city at 10 different venues during 2009 to run 78 summer village events, involving 1,230 young people. This SROI analysis looks at the villages in the Washington area.

SROI

Social Return on Investment (SROI) is an approach for measuring the social, economic and environmental value created by a project or organisation. The analysis process consists of six stages:

1. Establishing scope - setting the boundaries of the research and identifying key stakeholders
2. Mapping outcomes - creating a theory of change
3. Valuing outcomes - looking for data that might help in measuring outcomes and giving the outcomes a value
4. Attributing impact: measuring the impact of the desired changes
5. Calculating the SROI
6. Reporting back to the stakeholders.

Value measurement using SROI follows seven principles which underpin the process, as laid out in the table opposite.

The following sections describe the SROI analysis of the XL Youth Villages following this process and set out the findings.

We took advantage of the opportunity of trying out the Social Evaluator software for this analysis. Social Evaluator has been developed by a Dutch social enterprise of the same name, in cooperation with the UK SROI Network, to provide a platform to facilitate impact measurement following SROI Principles¹. This report builds on the basic report created through Social Evaluator and develops its contents further.

Principle		Explanation
1	Involve stakeholders	Involve beneficiary groups in planning what gets measured and how.
2	Understand what changes	Develop a story of change and gather evidence of positive and negative change.
3	Value the things that matter	Give financial value to non-financial outcomes.
4	Only include what is material	In the accounts include everything – but no more – to give a more accurate picture.
5	Do not over-claim	Calculate true additionality of your intervention.
6	Be transparent	Explain clearly how you established social value.
7	Verify the result	Verify the result through independent assurance.

¹ <http://www.socialevaluator.eu/>

Scope and stakeholders

This section covers the first stage of the SROI process – establishing scope. This involved setting the boundaries of the research and deciding which stakeholders should be included.

Evidence of impact to get future support

Sunderland XL Youth Villages are widely recognised as a hugely successful intervention for addressing youth issues in the city's hotspots. Positive feedback from the police, local residents, various agencies and the young people was proof of this success. The project offered itself for exploring the value it created for different groups of people through SROI as the analysis would pull together data and feedback to illustrate the story of change and add another dimension to the evidence base.

At the initial scoping meeting the project management team identified project partners, elected members, the scrutiny committee and the council's management as the main audiences for the findings. The main purpose is to get future support for the project by providing evidence of its impact.

Evaluative SROI of Washington events in 2010

The research looked at youth village events in Washington, which is one of the five project areas. The timeframe for the analysis was 1 January to 31 December 2010, covering all events held during this period.

Initially the plan was to draw on the data and feedback from the pilot phase to undertake an SROI forecast for the year 2010. However, the research experienced delays which led to a review of the scope and the decision to turn it into an evaluative SROI analysis, using outcomes data the project team collected during 2010. This provided an opportunity to carry out primary research specifically tailored for this analysis.

Project staff contributed to the SROI process by collecting and providing information, as well as working directly with some stakeholder groups.

Including and engaging stakeholders

Stakeholders in the SROI sense are those groups which the project affects and which experience change through the project. During the initial scoping exercise with the youth villages project management we identified a list of stakeholders which was then cut down to the key groups affected.

XL Youth Villages has an overarching city-wide steering group and an operational group in each of the five project areas, representing:

- Sunderland City Council's Youth Development Group;
- Youth projects;
- Northumbria Police;
- Ward councillors;
- Other council representatives and interested parties
- Tyne and Wear Fire and Rescue Service.

We used a meeting of the operational group for Washington to introduce the SROI process and run a workshop session on identifying outcomes and ways of measuring them. This provided a good starting point for working with individual stakeholders.

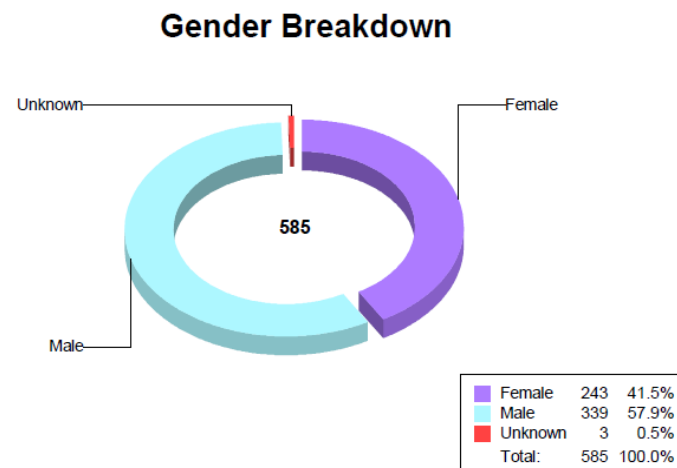
Young people

Local young people are at the heart of XL Youth Villages. In 2010, 30 events took place and 585 individuals in total took part, up to 95 young people at a time. The project's monitoring system differentiates between 'individual contacts' and 'individual participants'. The latter are those young people that attended at least four events. This applied to 219 young people. Figure 2 opposite shows the breakdown of individual contacts by gender and Figure 3 by age:

More males than females attended the events and just under three quarters (431 young people) were aged between 13 and 16.

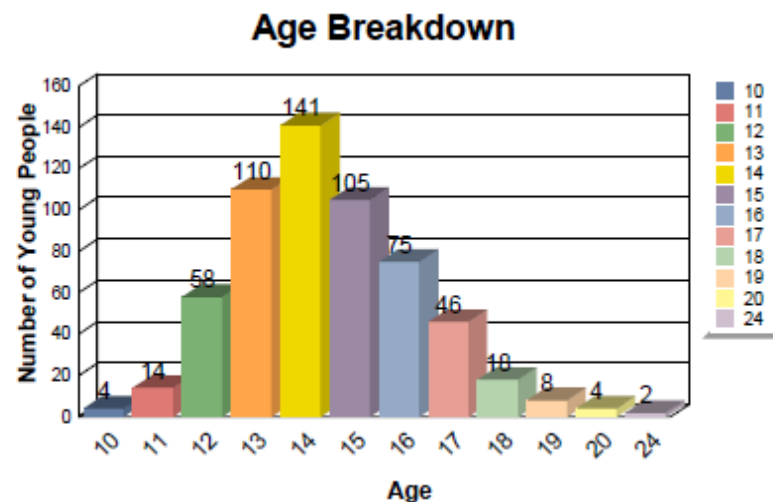
The main contact among youth workers involved in Washington youth villages was identified as the most suitable person for engaging with the young people throughout the SROI process. She engaged and carried out informed interviews with 80 young people – individually and in group discussions - and linked the information to data the project is collecting already. Discussions covered the outcomes young people were experiencing and ways of valuing them. The sessions also helped to make estimates of deadweight, attribution and so on.

Figure 2- Individual contacts by gender



Source: Sunderland Youth Development Group

Figure 3 - Individual contacts by age



Source: Sunderland Youth Development Group

Sunderland has good and robust data collection processes in place for getting information on and from young people. Some are linked to Voice Platform Action, a model developed by their Youth Strategy Team to provide a framework for involving young people and ensuring that involvement goes beyond consultation.

Young Riggers

The analysis looked at the Young Riggers as a separate group. Young Riggers are local young people from the NEET group which are paid by the XL Youth Villages to help with setting up and taking down equipment. The project employed seven Young Riggers in Washington in 2010.

The main youth worker contact was also the person engaging with Young Riggers to get information for the research. Information from this group was gathered and discussed in a less formal way at events.

Sunderland Youth Development Group (SYDG)

As well as being the main project funder and providing the project management, the city council's youth development group experiences change through the project. For the purpose of this analysis, the youth villages project management and youth workers count as one group. Across the city the project uses a team of 12 youth workers to run the events.

For this research we worked closely with the group - face-to-face, by phone and by email – to go through the SROI process for their own outcomes, but also

to discuss the analysis as a whole and gather information from other groups.

Local residents

With the events taking place in the heart of local communities, the project considered local residents an important stakeholder from the outset.

Since before the youth villages started the youth development group – including the project leader - has been undertaking door-knocking exercises on a regular basis to engage with local residents, inform them about the project and consider their feedback. Our research used these exercises through the project team to carry out primary research on outcomes and get a sense of their value to residents.

Northumbria Police

The local police force is one of the partners within the Washington operational group for the youth villages. In addition to being an information source on how the project is impacting on their records and statistics, they have a role in engaging with young people and local residents.

Northumbria Police were represented at our initial meeting with the operational group. We followed up by phone and email to put this stakeholder's outcomes through the SROI process.

Tyne and Wear Fire and Rescue Service

The Neighbourhood Fire Team of the fire service is represented on the local operational group. They offer storage space for equipment and provide fire

safety workshops at youth village events. Following a telephone interview with a representative of the team to discuss outcomes, ways of measuring them and so on, we formally requested information under the Freedom of Information Act from where data is stored centrally.

NHS

The NHS wasn't among the stakeholders identified at scoping stage. However, the analysis identified some outcomes around positive lifestyle changes which benefit the young people but also the NHS in the form of cost savings. So we included the NHS later on. There was no direct engagement with NHS staff but we undertook secondary research and consulted published data at valuing stage.

Gentoo Housing

Gentoo Housing is a social landlord with housing in the project areas. They give financial support (£6000 per year for Washington) for the hire of fencing, generators and floodlights. They are committed to community projects and recognise their positive impact on their tenants. Since the youth villages started they have noticed a decrease in youth order. The events have also allowed them to engage with young people and gather information on their housing needs through the Gentoo pod. We carried out an interview with the main contact and followed up by telephone and email.

Further stakeholders were considered but not included. A list is available in Appendix 1.

Stakeholder inputs and outputs

Figure 4 below summarises the inputs and outputs for some of the stakeholders of Washington XL Youth Villages:

Only those stakeholders with inputs have outputs in the SROI sense. The contact from Tyne and Wear Fire and Rescue Service considered their inputs – staff time – negligible.

Sunderland Youth Development Group

The group is the main funder and deliverer of youth villages and provided £50,000 for events in the Washington area in 2010. SYDG members also manage the project and provide 12 youth workers as core staffing across the five locations. The Washington share of higher level project management time accounts for another £6,000. These inputs resulted in 30 successful events in which a total of 585 individual young people took part.

Northumbria Police

Normally two community service officers are allocated to police each event. Their role is to ensure security before, during and after the events. But they also engage with the young people and address the concerns of local residents. Neighbourhood Police Teams support the events by encouraging young people to participate.

Northumbria Police normally allocate 2 officers to each event, which would be there for around 5 hours. This costs the organisation around £100 if the officers are on a normal tour of duty. On average one in five events had to be policed by officers brought in on overtime, which brought up the cost to £150 for those events. So we calculated 24 events at £100 and 6 events at £150, which adds up to a total cost of £3,300.

Gentoo Housing

Gentoo Housing provide around £30,000 worth of security fencing per year and across the city, which makes Washington's share around £6,000. They also place the so-called Gentoo Pod on the event site, a mobile booth with an Apple Mac computer for young people to use. Sometimes a staff member of Gentoo attends an event.

The fencing ensures the sites are enclosed so the project can control access. The Gentoo Pod helps the housing organisation to gather data on young people's housing needs.

Figure 4 – Inputs and outputs by stakeholder

Stakeholder	Inputs	Value (£)	Outputs
Sunderland Youth Development Group	Funding, staffing, management	56,000	30 youth village events 585 young people took part in events
Northumbria Police	Staff time	3,300	Security, community engagement
Gentoo Housing	Fencing equipment & Gentoo Pod	6,000	Secure fencing at events, data on young people's housing needs
Total		59,300	

Theory of change

This section explains the theory of change that underpins the XL Youth Villages – from the need the project set out to address to the longer term outcomes it aims to achieve. Mapping outcomes and establishing a theory of change form the second stage of the SROI process.

Theory of change overview

Figure 5 overleaf is a visual representation of the theory of change. It shows the links between the need for, as well of the inputs, outputs and outcomes of XL Youth Villages.

Project addresses an identified need

Sunderland has hotspots that experience long-standing problems between young people and local communities which are recognised by the local authority, residents, agencies as well as the young people. These manifest themselves in a range of youth issues.

Police reported high levels of incidents of anti-social behaviour, particularly at weekends, as well as regular complaints from local residents about young people drinking on the streets. The young people, on the other hand, said there was nothing for them to do and they had no safe places to go.

The Sunderland Fear of Crime Survey (March 2008) found that the fifth most important priority for residents to feel safer was 'more activities and facilities for young people'. The survey had also found residents' greatest perceived problem was young people hanging around in the streets. 27% of people thought that made them feel less safe than they would otherwise.

According to Sunderland's Local Multi-Agency Problem Solving Group, local residents identified as a top priority for them to be the tackling of youth disorder, particularly relating to alcohol consumption.

And consultation with young people had revealed high attendance at youth clubs during the week. Young people requested that something different was organised at the weekends.

To address these issues, a pilot project was established in Summer 2008 in response to the 'Aiming High' strategy, to engage 13 to 19 year olds in constructive leisure activities. It revealed that there was not enough for young people to do at weekends, that some areas had little or no provision, and where there was provision it wasn't accessed effectively.

The following sections will explore to which outcomes the activities and outputs have led through XL Youth Villages.

Figure 5 – XL Youth Villages theory of change



Outcomes and evidence

This section reflects the third stage of the SROI process – valuing outcomes. It identifies which outcomes stakeholders experienced, which of these are considered material and how we valued them.

Outcomes that matter

As at the other stages of the SROI process, we applied the materiality principle to ensure only those outcomes that really matter get included. The principle states:

‘Determine what information and evidence must be included in the accounts to give a true and fair picture, such that stakeholders can draw reasonable conclusions about impact.’²

The recently published guidance on materiality³ uses relevance and significance as the filters for determining what outcomes are material. Using Social Evaluator as a supporting tool helped to focus on the most important issues.



² SROI Guide, 2009

³ SROI Network *Supplementary guidance on materiality*, March 2011

Young people

For the young people taking part in the discussions having a fun and safe place to go at weekends has been the most important thing. They appreciated that someone had actually listened to them, taken on board what they said and come up with something that really interests them. This gave them a sense of ownership and made them feel more valued.

Increased confidence was one of the outcomes young people identified. We consider increased confidence an intermediate outcome that leads to other outcomes. When asking the question “what is different as a result of feeling more confident?” we found that the young people have got more interested in getting involved in positive activities, that they wanted to come back and try out new things. They also had raised aspirations which, in turn, led to them being more likely to access other youth provision.

We considered different indicators for the outcome of increased confidence and increased aspirations. We accept that this is an important outcome. However, without effective before and after measures we don't think it is possible to include this outcome. Such measures would be the self-efficacy scale or the systematic use of qualitative tools such as before and after video recordings, both of which we have used in other contexts. For the calculations we valued the outcome of positive engagement and enjoyment to reflect the quality of life aspect.

One of the *intended* outcomes of the project, according to project staff, has been young people achieving accredited outcomes through the youth

villages. We had included this outcome initially but dropped it later as it turned out that the processes for making this outcome happen weren't quite in place yet in 2010. While accredited outcomes may be useful as intermediate outcomes in the future they have little intrinsic value.

The project has also made a difference to health and lifestyle attitudes and behaviours. This started with the requirement that strictly nobody under the influence of drugs or alcohol is allowed to enter the site. There is anecdotal evidence that young people – some of them previously known as trouble makers - had to be refused access to the events because they turned up drunk. And that the same young people made sure they were sober just to be able to take part at later events.

At the events a youth bus or tent offers advice on sexual health, drugs and alcohol, as well as smoking cessation. It is staffed by qualified youth workers able to register young people for contraceptive services. Participants in the discussion groups came up with a range of lifestyle outcomes:

- Stopped smoking;
- Drinking less;
- Stopped taking drugs; and
- Increased awareness of sexual health.

Young Riggers

For this sub-group of young beneficiaries the youth villages offer an opportunity to 'do something useful'. Through the work experience from the events they gain basic skills which make them more employable.

There is anecdotal evidence that some have also achieved personal development outcomes as a result of their involvement. An example is one young person who had been homeless and who found a route into a more structured lifestyle and housing. Working as a Young Rigger put him in touch with a number of agencies who took a joined up approach in getting him off the street. Because of the low number for such outcomes occurring and the lack of available information this outcome was not researched further.

Sunderland Youth Development Group

XL Youth Villages are an important means of delivering the council's commitment under the youth offer. As well as the project helping the service in meeting objectives and targets, SYDG identified a highly skilled and motivated workforce, and the increased profile of the youth services department as material outcomes. These are intermediate outcomes which have a positive effect on the staff's work in general and help the department gaining political and other support.

Sunderland City Council and its youth development group have already picked up several awards for their work on XL Youth Villages. And as well as getting significant press coverage, the project team has also been asked to deliver youth village events elsewhere against payment. This national and regional recognition gives an indication of likely future benefits from the project through attracting further support, thus enabling SYDG to increase capacity and deliver further positive outcomes for young people and other stakeholders in the future. It was not possible to quantify these future benefits

within the scope of this SROI assessment, but they are worth noting.

SYDG also reported improved partnership working as a result of partners working together on XL Youth Villages. Partnership working is an important outcome of the project with level of continuous involvement and number of spin-off activities being possible indicators. However, as it was not possible to quantify this outcome or to find a suitable financial proxy, it was not included in the calculations.

We have shown the indicators, quantities and values of the main SYDG outcomes in the following section to give an idea of their extent. However, we did not include them in the calculations of the SROI ratio to avoid double counting as they are also the funder and deliverer of the activity⁴.

⁴ We set the outcome duration at zero so the impact map still shows the outcomes but they didn't get considered in the ratio.



Local residents

Residents reported back through the project's door knocking exercise that they now have a more positive perception of young people in their area. They also said the youth village had improved the community where they live. This manifested itself in reduced litter, less incidents of fire-setting and less young people drinking in the streets at weekends. As a result they now feel safer in their neighbourhood which was identified as the most significant outcome.

Local residents also appreciated the regular contact and updates from the project team. They felt that their concerns were taken seriously and that much effort was made to address them. This made them feel more involved which contributed to feeling safer and more comfortable in the area.

Northumbria Police

The local police force had recorded a reduction in anti-social behaviour, as well as a reduction in crime in general, across the project area. Across the city they could report a 34% reduction in youth disorder at the time of the events. The presence of police officers at youth villages has also helped to improve the relationships with young people and local residents.

Tyne and Wear Fire and Rescue Service

The local fire brigade had also recorded a drop in the number of call outs and the number of secondary fire incidents related to youth disorder. However, in the discussion their view was this might be a general trend and that attribution to the project would be very difficult. Since there is also likely to be overlap between this outcome and the anti-social behaviour outcome related to Northumbria Police it wasn't included separately in the value calculations.

NHS

As we mentioned earlier, the NHS was introduced to the SROI process at a later stage. When identifying suitable financial proxies for the health related outcomes of young people, direct benefits to them were only part of the picture. To capture these outcomes more fully it seemed reasonable to introduce proxies related to cost savings for the NHS through young people drinking less, stopping smoking and so on.

Gentoo

This stakeholder also reported a decrease in anti-social behaviour in their area since the project started. Although they keep statistics on youth disorder no data was provided. During the interview Gentoo also identified better information on young people's housing needs, gathered through the Gentoo Pod, as an outcome. No further information towards quantifying and valuing these outcomes was provided. But it seems reasonable to say that the outcome related to housing needs data was not material and that the ASB outcome would be covered under the police outcomes.

Measuring and quantifying outcomes

The next step in the SROI process is to quantify the outcomes that were identified as material and to find suitable indicators for measuring them. Figure 6 gives an overview of this. We developed the indicators in discussion with stakeholders, drawing on our monitoring and evaluation expertise. Some outcomes have more than one indicator. The calculations that led to the quantities are available in Appendix 2.

Some outcomes last beyond the project activity. We have made estimates for the expected duration of the outcomes of XL Youth Villages. Our approach has been prudent rather than generous in making these estimates. The detail of these estimates is available in Appendix 3.

Figure 6 - Indicators and quantities for youth villages outcomes

Outcome	Indicator	Quantity
Positive engagement and enjoyment (Young people)	No of repeat positive activity sessions attended by young people	1473
Health-related positive lifestyle changes (Young people)	No of YP that stopped smoking	41
	No of YP that stopped taking drugs	33
	No of YP that drink less alcohol	94
Being more employable (Young Riggers)	No of YP gaining basic working skills	7
Highly skilled and motivated workforce (SYDG)	No of staff achieving qualifications through the project	21
	Difference to average staff turnover rate ¹	1.5
High profile of youth services department and the project (SYDG)	Media coverage in column inches	763
	No of paid for follow up events delivered elsewhere	10
Feeling safer (Local residents)	No of local residents reporting they felt safer	32
Reduction in ASB incidents (Police)	No of calls graded as ASBs	202
Cost savings due to health-related positive lifestyle changes (NHS)	No of YP that stopped smoking	41
	No of YP that stopped taking drugs	33
	No of YP that drink less alcohol	94
	No of avoided teenage pregnancies	2
	Reduction in STD cases	10

Source: Discussions with stakeholders and data provided by project team

Valuing outcomes

We carried out extensive research, and worked with the project team and other stakeholders to attach financial values and find suitable financial proxies for the outcomes. Figure 7 sets out what financial value we attached to individual indicators and how we determined it.

The impact map at the end of this report pulls together the steps so far, as well as the calculations in the following chapter, to show how we arrived at the impact figures.

Figure 7 - Financial values

Indicator	Way of valuing	Value per unit (£)	Source
No of repeat positive activity sessions attended by young people	Amount which comparable activities would cost if they were chargeable, as estimated by YP (weighted average of opinions)	8.50	Discussions between youth worker and young people
No of YP that stopped smoking	Young people reported they used to spend £10 per week on cigarettes. Since they won't all have stopped at the same time we used an average that assumed they had stopped half way through the year (6 months)	240	Discussions between youth worker and young people
No of YP that stopped taking drugs	Average amount spent on drugs - £20 per week (for 26 weeks as they wouldn't all have stopped in January)	520	Discussions between youth worker and young people
No of YP that drink less alcohol	Young people reported they spent around £10 per week less on alcohol. Since it's likely that this reduced spend set in quite early in the year so they could attend events we applied a 9 month period.	360	Discussions between youth worker and young people
No of YP gaining basic working skills	Financial benefits from work experience	795	DfE value for money calculations spreadsheet for myplace ¹
No of staff achieving qualifications through the project	There is a wide range of courses and qualifications including, first aid, NVQ Level 2 Youth Work, driving courses, Health and Safety, Pat Testing, COSHH, dance and sports coaching. This is an average annual training programme and these were delivered in-house through the project at a saving value of £22,800 (for 21 staff).	1,086	Calculation provided by project management
Difference to average staff turnover rate ¹	Savings due to zero staff turnover since the project started. The cost of replacing staff including publicity, recruitment, HR, CRB, induction, uniform etc is approximately £2,500 per recruitment. The average turnover of staff is 5% per year. This would equate to 1.5 members of staff per year.	2,500	Calculation provided by project management
Media coverage in column inches	Cost of buying advertising space	14.40	North East Press rate card for Sunderland Echo (2010)

Indicator	Way of valuing	Value per unit (£)	Source
No of local residents reporting they felt safer	Estimated cost benefits from reducing anti-social behaviour	212	DfE value for money calculations spreadsheet for myplace
No of calls graded as ASBs	Average cost of resolving an ASB incident.	288	Housemark Benchmarking Report 2010 http://www.lht.co.uk/FileUploads/Antisocial_behaviour_-_Yearbook_June_11.pdf
No of YP that stopped smoking	NHS cost savings per person that stops smoking (cessation classes, prescriptions etc.). Cessation sessions were provided through the project.	219	Policy Exchange http://www.policyexchange.org.uk/images/publications/pdfs/Cough_Up_-_March_10.pdf
No of YP that stopped taking drugs	Cost of a drug prevention worker to achieve the same effect, based on mean cost of face-to-face contact with a drugs and alcohol team from PSSRU Unit	372	PSSRU – Costs of health and social care http://www.pssru.ac.uk/uc/uc2009contents.htm
No of YP that drink less alcohol	Estimated cost benefits from reducing alcohol misuse treatment	1,357	DfE value for money calculations spreadsheet for myplace
No of avoided teenage pregnancies	Estimated cost benefits per avoided teenage pregnancy	30,000	DfE value for money calculations spreadsheet for myplace
Reduction in STD cases	Cost of GUM treatment for routine STDs	646	Centre for Reviews and Dissemination http://www.crd.york.ac.uk/CRDWeb/ShowRecord.aspx?ID=22008101117

Establishing impact and value

To establish the impact of XL Youth Villages, the figures and values we have identified needed to undergo further steps to calculate additionality of the difference the project is making, following the principle of not over-claiming. This section covers the fourth and fifth stages of the SROI process. As part of the latter we also carried out a sensitivity analysis to test the effect of making amendments to some assumptions we have made.

Attribution and the project's contribution

To establish additionality of the outcomes achieved by youth villages we have applied, where appropriate:

- Deadweight – how much of the outcome would have happened anyway;
- Displacement – what other activities or services were replaced by the project;
- Attribution – what part of the outcome needs to be attributed to other interventions; and
- Drop-off – the decline over time of those outcomes lasting more than one year.

The percentages we applied are set out in detail in the impact map in Appendix 4⁵. Please note that we excluded SYDG outcomes from the calculations for

the SROI ratio by setting the duration of the outcomes to zero to avoid double counting (as explained in previous sections).

Deadweight

Deadweight is a measure for the amount of outcome that would have happened even if the activity hadn't taken place. Stakeholders' views on the extent to which they might have experienced the same changes without the youth villages varied from group to group.

Young people, Young Riggers and local residents clearly felt that next to none of their outcomes would have occurred without the events so the deadweight rate was set at a low 10%. Northumbria Police, however, thought they might have been a general drop in antisocial behaviour across the city which led to a more prudent deadweight of 50%. The profile of the council's youth development group would have been relatively high anyway, but the project made a significant difference in enhancing it further at a regional and national level. This partly manifested itself in the project team being asked to deliver parts of the project elsewhere (40% deadweight). The deadweight they agreed on for the difference the project made to the dedication and motivation of the workforce was set much lower at 20%.

Displacement

Establishing displacement is an assessment of how much of the outcomes has displaced other outcomes. We have estimated displacement for the raised aspirations outcome for young people at 20% as some might have attended similar activities elsewhere. It is difficult to quantify displacement for employment, in this case the outcome for Young Riggers, as it is not possible to assess which jobs they are likely to get through their new basic working skills, and who would have got them otherwise. We made a conservative estimate for displacement of 50%.

Attribution

The rates of attribution set for different outcomes are an assessment of how much was caused by the contribution of other organisations or people. The rate was highest for the SYDG's increased profile (40%) as the department also has other achievements and activities that have contributed to this. Attribution for health-related outcomes was set at 30%. Young people will have been exposed to other outreach work and initiatives but from the discussions we can conclude that they were less effective in reaching and convincing them. Local residents clearly attributed their outcomes to the youth villages and their community engagement.

⁵ We recommend zooming it in on screen or printing it off in A3 format.

Drop-off

Some outcomes last beyond the project duration but they may deteriorate over time. The SROI calculation applied drop-off over time for outcomes that last for more than a year. We applied different drop-off rates for different outcomes as shown in the impact map in Appendix 4.

Social Return on Investment

The SROI calculation uses the total present value of a project and divides it by total inputs. The impact value we got after applying the measures described above needed to be adjusted to reflect the present day value of benefits projected into the future. We applied the 3.5% discount rate, which is the rate recommended for public funds in the HM Treasury's Green Book, to the outcome values that are expected to last for more than a year. From the total present value we calculated the social return on investment as follows:

Figure 8 - Social return on investment calculation

Total impact value	£242,209.86
Total present value (3.5% discount applied)	£232,644.74
Total investment	£65,300
SROI = $\frac{\text{Total present value}}{\text{Total investment}}$	3.56

As Figure 8 shows, Washington XL Youth Villages created a total value of around £232,644.74 from an investment on £65,300. This would equal an SROI ratio of 3.56, meaning that for every £ invested, a social return of £3.56 is achieved.

However, while some of the figures we applied came from statistics and monitoring data, others are based on estimates and assumptions. As we have mentioned previously, the estimates in this analysis have been prudent rather than generous. So the true SROI is likely to be higher than 3.56, considering:

- Some outcomes were – for different reasons - not included in the calculations: increased confidence and aspirations (young people), improved partnership working (SYDG), personal development outcomes (Young Riggers), reduction in ASB outcomes not covered by police outcomes (Gentoo and fire brigade);
- Some values for health outcomes might be higher than what we assumed – we haven't included, for example, the number of young people that are less likely to start drinking, taking drugs or smoking because of the advice they received;
- The duration of some outcomes might be longer but we were prudent in our estimates so not to overclaim;
- The SYDG outcomes such as increased profile are likely to lead to future benefits in terms of increased capacity for future delivery.

On the other hand, some outcomes might turn into negative outcomes in the event of the project ending. For example, young people reported they were drinking less because the events gave them something to do and they stayed sober to be able to attend them. It is reasonable to assume that many will have recognised the benefits of this and stick with it. But for some the frustration caused by the project ending the project might make them fall back into their old habits, or even cause them to drink more, take up drugs and so on.

Sensitivity analysis and SROI range

The SROI process includes a sensitivity analysis to vary the main assumptions in the 'base case' to test their effect on the ratio. Figure 9 below shows how the SROI ratio would change for different items:

The discussions with young people attending youth village events imply that the agencies engaging with them at the events manage to reach them in a way other interventions haven't managed. This makes it unlikely that the attribution for health related outcomes is higher than the 50% we have assumed. So it is reasonable to say that **the social return on investment achieved by XL Youth Villages is somewhere between £3.06 and £6.83 for every £1 spent.**

The sensitivity analysis also highlights the project's value as a vehicle for providing information, advice and guidance to hard to reach young people.

Verification

This report underwent an internal review by our company's managing director who is SROI trained and has in-depth knowledge of the methodology and the issues around it. We then sent the draft to Sunderland Youth Development Group who had the opportunity to share it with other project stakeholders. The main project contact approved the findings in writing.

Figure 9 - Sensitivity analysis

Item	Base case assumption	New assumption	SROI
Financial proxy for NHS cost savings related to smoking cessation	NHS costs for smoking cessation measures - £219	Total NHS cost savings per person that stops smoking- £4,649.23 (NSMC Vfm Smoking Tool)	£6.83: £1
Number of avoided teenage pregnancies	Quantity is 2, duration is 1	Quantity is 1, duration is 1	£3.32: £1
Number of avoided teenage pregnancies	Quantity is 2, duration is 1	Quantity is 4, duration is 5 with 20% drop off	£6.14: £1
Health-related outcomes	Attribution is 30%	Attribution is 10%	£4.30: £1
Health-related outcomes	Attribution is 30%	Attribution is 50%	£3.06: £1

Using the findings

Any form of evaluation or impact measurement is pointless unless the results are used for improving what you do. So as well as documenting and reporting findings, the sixth and final stage of the SROI process is about using and embedding results. In this section we reflect on the process and make some recommendations for using the findings of this SROI analysis of XL Youth Villages.

Reflecting on the process

Good data collection system supported the analysis

The analysis has been a useful exercise for introducing the idea of measuring social value to the project. The process benefited from SYDG's positive attitude towards evaluation and the effective data collection processes that are in place to support quality assurance of interventions. It would have been useful, however, to have more robust information on certain aspects – as explained in the recommendations below.

Project workers are best placed to engage with stakeholders

We used a combination of working directly with stakeholders and briefing project team members to

engage with some groups. This had the advantage that people who had already developed relationships with and earned the trust of young people and local residents discussed outcomes, values and so on with them. But the lack of direct contact also required some additional 'to-ing and fro-ing' which led to delays.

Recommendations for future analysis

We recommend:

- Reviewing the monitoring and data collection systems to find out if they could be improved even further to facilitate future SROIs;
- Gather relevant local or regional level NHS data to make valuation of health outcomes more robust;
- Collect information on which other provision young people get involved in as a result of their youth village experience;
- Apply effective before and after measures – such as the self-efficacy scale or video recordings - to produce soft outcome evidence related to increased confidence and increased aspirations;
- Explore the personal development outcomes for Young Riggers more in-depth so they can be included in the calculations;
- Consider possibilities for valuing outcomes related to improved partnership working;

- Undertaking further evaluative SROI analyses to see how the ratio develops over time;
- Embed SROI-type discussions with different groups into existing stakeholder contact.

Project achieves a range of outcomes

The 'SROI story' in this report has shown how XL Youth Villages are achieving a range of outcomes for different groups. In summary these are:

- Positive engagement and enjoyment, as well as increased confidence and aspirations for young people through feeling listened to and being involved in positive activities;
- Health and lifestyle-related outcomes, such as smoking cessation and increased health awareness, from which the young people themselves benefit, but also the NHS through cost savings;
- Better chances in life for the NEET young people working as Young Riggers, who gain work experience to make them more employable and get involved with agencies and services that can help them;
- Local residents feeling safer in their neighbourhood because there is less anti-social behaviour of young people, and the project team as well as the police take residents' concerns seriously;

- A reduction in youth disorder which has benefited most of the stakeholder groups, including Northumbria Police, Tyne and Wear Fire and Rescue Service and Gentoo Housing;
- A better qualified and highly motivated project team as the project allows staff to gain additional, relevant qualifications and offers them a rewarding experience; and
- An increased profile for the city's youth work activity which manifests itself in wide-ranging media coverage and interest from others wanting to copy the approach.

Findings confirm the story of change

The findings from the analysis confirm the story of change by showing how the activities and approach are suitable for addressing the identified need, how they lead to a range of outcomes for the different groups affected by the project, and what the social value of these outcomes is.

Longer term outcomes through longer term interventions

Amending individual assumptions for the sensitivity analysis highlighted the potential of lifestyle and health-related information, advice and guidance for creating social value. The assumptions we used for this SROI analysis were prudent, especially where the duration of positive outcomes are concerned. We took into account, for example, that the positive impact of reduced drinking may not last long beyond the project. Existing research and experience have shown that the duration of an intervention impacts on the outcome duration as positive habits tend to stick more the longer an intervention lasts. So we can assume that the longer the youth villages last for, the more its positive effects will lead to real changes in attitudes and behaviours as opposed to short term actions. For instance, young people will be more likely to realise the benefits of a drug free life two years after stopping, than after three months.



Appendix 1 – Stakeholders not included

Groups affected by youth villages	How we think the project affects them	Reason for exclusion
Elected members	Support, power, positive feedback	Considered a different angle of local residents
Voluntary sector partners	Events help to get YP engaged	No material outcomes for organisations themselves
Youth drug and alcohol services/ youth offending services	Get access to YP	No material outcomes for organisations themselves
Northumbria Water	Sponsor (bottled water)	No material outcomes for organisations themselves
Nike	Sponsor (uniforms)	No material outcomes for organisations themselves
Local press (incl. Sunderland Echo)	Help with promotion	No material outcomes for organisations themselves
SAFC Foundation	Sponsor	No material outcomes for organisations themselves
Other council departments (e.g. environmental services, licensing, parks and leisure)	Deal with formalities around the events	No direct impact

Appendix 2 – Quantification of outcomes

Indicator	Quantity	How we calculated this
No of repeat positive activity sessions attended by young people	1473	The accumulated number of participants in 2010 was 1692. We subtracted the total number of individual contacts (219) to get the number of sessions attended after the first visit.
No of YP that stopped smoking	41	Interviews with 80 YP: Out of the 80 the youth worker spoke to 15 YP had stopped smoking after getting support from the project. So we can assume that out of the 219 individuals that were involved in youth villages regularly, around 41 will have stopped.
No of YP that stopped taking drugs	33	Interviews with 80 YP: Of 80 YP 12 reported they had stopped using drugs. So we can assume that out of the 219 individuals that were involved in youth villages regularly, around 33 will have stopped. In addition, 67 became aware of drugs issues so may have been prevented from starting, but no evidence from was available on the likelihood of this happening. So it is likely that the actual value of the drugs advice is higher than that used in this analysis.
No of YP drinking less alcohol	94	94 YP reported they were drinking less as a result of attending the events.
No of YP gaining basic working skills	7	7 YP worked as Young Riggers at Washington XL Youth Villages
No of staff achieving qualifications through the project	21	21 people achieved qualifications through the project.
Difference to average staff turnover rate	1.5	The average staff turnover rate in the department is 5%. This would have been 1.5 member of staff per year.
Media coverage in column inches	763	No of column inches media coverage the project team has recorded.
No of paid for follow up events delivered elsewhere	10	No of follow up events delivered in 2010
No of local residents reporting they felt safer	32	Interviews with local residents: 32 local residents reported that they now felt safer in their local neighbourhood
No of calls graded as ASBs	202	Figure provided by Northumbria Police
No of YP that stopped smoking	41	Interviews with 80 YP: Out of the 80 the youth worker spoke to 15 YP had stopped smoking after getting support from the project. So we can assume that out of the 219 individuals that were involved in youth villages regularly, around 41 will have stopped.
No of YP that stopped taking drugs	33	Interviews with 80 YP: Of 80 YP 12 reported they had stopped using drugs. So we can assume that out of the 219 individuals that were involved in youth villages regularly, around 33 will have stopped. In addition, 67 became aware of drugs issues so may have been prevented from starting, but no evidence from was available on the likelihood of this happening. So it is likely that the actual value of the drugs advice is higher than that used in this analysis.
No of YP that drink less alcohol	94	94 YP reported they were drinking less as a result of attending the events.
No of avoided teenage pregnancies	2	The teenage pregnancy rate in the area was 52.7 in 1000 in 2008 (ONS). According to the project team, 78 YP registered for the SHOWT card and increased their awareness about teenage pregnancy, around half of them girls. So the assumption is that 2 girls might have become pregnant without the advice and support.
Reduction in STD cases	10	78 young people registered and accessed the SHOWT condom card scheme, and those that registered were now practising safe sex, therefore reducing there chances of getting an STI. They also increased their awareness on Sexually Transmitted infections. 20 young people of the 78 had had unprotected sex and took Chlamydia Tests. No information from PCT was available so the figure 10 is an estimate for how many might have been affected without the support and advice.

Appendix 3 – Duration of outcomes

Outcome	Estimate of duration (in years)	Rationale
Positive engagement and enjoyment (Young people)	2	We can reasonably assume that the outcome will last some time beyond the activity, i.e. that young people are more likely to look for and access positive activities.
Health-related positive lifestyle changes (Young people)	3 (stopped smoking)	Some young people might start smoking again at some stage. No consistent evidence on the average rate of re-starters was available.
	2 (stopped drugs)	Some young people might start taking drugs again, for others the positive experience will stop them from doing so.
	1 (drink less)	The low estimate for this outcome takes into account some of the young people might end up drinking more out of frustration about the project ending.
Being more employable (Young Riggers)	3	The young people can take away the work experience and skills with them. But they will have to do something with them to make the benefit last (e.g. use them to access more experience and skills elsewhere, apply for jobs)
Highly skilled and motivated workforce (SYDG)	3 (qualifications and low staff turnover rate)	Although qualifications are a lasting benefit, we kept to a low estimate to avoid distorting the picture by inflating this outcome which has a high financial value. The motivating effect of the project alone is likely to last for a certain time. We would expect it to drop off after around one year unless it is replaced by something comparable. <i>Please note that for the calculations of the SROI ratio we treated this outcome as having a duration of zero to avoid double counting</i>
High profile of youth services department and the project (SYDG)	2	Activities for disseminating the project's success, including media coverage, will continue beyond the events. <i>Please note that for the calculations of the SROI ratio we treated this outcome as having a duration of zero to avoid double counting</i>
Feeling safer (Local residents)	2	The positive effects are likely to last for some time beyond the project. However, frustration about the events ending could lead to negative behaviour in some young people.
Reduction in ASB incidents (Police)	1	The positive effects are likely to last for a certain time beyond the project. However, frustration about the events ending could lead to negative behaviour in some young people. Another reason for choosing a low estimate is that the value attached to this outcome is relatively high.
Cost savings due to health-related positive lifestyle changes (NHS)	3 (stopped smoking)	Some young people might start smoking again at some stage. No consistent evidence on the average rate of re-starters was available.
	2 (stopped drugs)	Some young people might start taking drugs again, for others the positive experience will stop them from doing so.
	1 (drink less)	The low estimate for this outcome takes into account some of the young people might end up drinking more out of frustration about the project ending.
	1 (sexual health)	Although awareness will have been raised, young people's behaviours tend to be influenced by many different factors such as peer pressure.

Appendix 4 – Impact map

Stakeholders	Stakeholders' Objectives	Inputs		Outputs		The Outcomes						Deadweight %	Displacement %	Attribution %	Drop off %	Impact	Calculating Social Return						
		What they invest (description)	What they invest (value £)	Summary of activity (quantified)	Description	Indicator	Source	Quantity (actual and estimate for 2010)	Duration	Financial Proxy Description	Value						Source	Discount rate (%)	3.5%	Year 1	Year 2	Year 3	Year 4
ISPARTO-LOW-KEY-10-10-10																							
Sunderland Youth Development Group	Deliver the youth offer	Funding	£56,000.00	30 Youth Village events	More Highly skilled workforce	No of staff achieving a qualification through the project	Training matrix	21	2	Value of training programme delivered through the project (per person)	£1,086.00	Project team	20%	0%	20%	0%	£14,595.84	£14,595.84	£14,595.84	£0.00	£0.00	£0.00	
	Reach more YP and those who don't usually access universal services				Highly motivated and committed workforce	Difference to average staff turnover rate (see comment)	Project team	1.50	2	Cost savings related to staff retention	£2,500.00	Project team	20%	0%	20%	50%	£2,400.00	£2,400.00	£1,200.00	£0.00	£0.00	£0.00	
					High profile of SYDG and the project	Column inches of media coverage	Publicity file (Project team)	763	2	Cost of buying advertising space	£14.40	North East Press rate card for Sunderland Echo (2010)	40%	0%	40%	25%	£3,955.39	£3,955.39	£2,966.54	£0.00	£0.00	£0.00	
					High profile of SYDG and the project	No of one-off follow up events delivered elsewhere	Project team	10	2	Net income from delivering events	£500.00	Project team	0%	0%	0%	0%	£5,000.00	£5,000.00	£5,000.00	£0.00	£0.00	£0.00	
Northumbria Police	Address levels of youth related crime and anti-social behaviour	Staff time	£3,300.00	2 community support officers per event have a security related role but they also engage with YP and residents	Reduction in anti-social behaviour	No of call-outs graded as ASB related to YP	Police records	202	1	Average cost of resolving an ASB incident	£288.00	Housemark Benchmarking Report 2010	50%	0%	10%	0%	£26,179.20	£26,179.20	£0.00	£0.00	£0.00	£0.00	
Young people	Have a fun and safe place to go at weekends				Positive engagement and enjoyment	No of positive activity sessions attended by YP	Young people/ project team	1473	2	Value of activities as perceived by YP (average)	£8.50	Discussion between project worker and 80 YP	20%	20%	20%	50%	£6,410.50	£6,410.50	£3,205.25	£0.00	£0.00	£0.00	
					Health-related positive lifestyle changes	No of YP that stop smoking	Young people/ project team	41	3	Average amount YP would have spent on cigarettes	£240.00	Discussion between project worker and 80 YP	10%	0%	30%	25%	£6,199.20	£6,199.20	£4,649.40	£3,487.05	£0.00	£0.00	
						No of YP giving up drugs	Young people/ project team	33	2	Average amount YP would have spent on drugs	£520.00	Discussion between project worker and 80 YP	10%	0%	30%	25%	£10,610.80	£10,610.80	£8,108.10	£0.00	£0.00	£0.00	
						No of YP drinking less	Project team	94	1	Average amount YP spent less on alcohol	£360.00	Discussion between project worker and 80 YP	10%	0%	30%	0%	£21,319.20	£21,319.20	£0.00	£0.00	£0.00	£0.00	
Young Riggers				YP are more employable	No of YP that have gained basic working skills	Young Riggers/ Project team	7	3	Value of work experience benefit	£795.00	DfE value for money calculations spreadsheet for myplace	20%	0%	40%	10%	£2,671.20	£2,671.20	£2,404.08	£2,163.67	£0.00	£0.00		
Local residents	Feeling safer (reduced fear of crime and ASB)				Feeling safer (reduced fear of crime and ASB)	No of people reporting this outcome	Results from door knocking exercise	32	2	Benefits for local area of reducing ASB	£212.00	DfE value for money calculations spreadsheet for myplace	10%	0%	0%	50%	£6,105.60	£6,105.60	£3,052.80	£0.00	£0.00	£0.00	
	Support diversionary activities for YP in their housing estates, get better information on what YP want and need in terms of housing provision	Security fencing	£6,000.00	Supporting 30 events with security fencing	Decrease in youth disorder in Gertoo estates	No of youth-related disorder incidents recorded	Gertoo statistics	no info	no info	Savings related to drop in youth disorder	no info	no info	0%	0%	0%	0%	£0.00	£0.00	£0.00	£0.00	£0.00		
Gentoo (social landlord)		Make Gertoo Pod available, sometimes staffed	no info	Engage with YP at event through Gertoo Pod	Better information on YP's housing needs	Quality of data	Gentoo records	no info	no info	Savings from not having to pay someone to do research	no info	no info	0%	0%	0%	0%	£0.00	£0.00	£0.00	£0.00	£0.00		
NHS					Cost savings related to smoking related diseases/ cost savings related to smoking cessation classes	No of YP that stop smoking	Project team	41	3	NHS costs per person that stops smoking (cessation classes, prescriptions etc.) - £219	£219.00	http://www.nhs.uk/consult/condsmo/condsmo.html	10%	0%	40%	0%	£4,848.66	£4,848.66	£4,848.66	£4,848.66	£0.00	£0.00	
					Cost savings related to teenage pregnancies	Reduction in no of teenage pregnancies	Project team	2	1	Benefits from reducing teenage conceptions	£30,000.00	DfE value for money calculations spreadsheet for myplace	10%	0%	40%	20%	£32,400.00	£32,400.00	£0.00	£0.00	£0.00	£0.00	
					Cost savings related to sexually transmitted diseases	Reduction in STD cases	Project team	10	1	Cost of GUM treatment for routine STDs - £646	£646.00	http://www.crd.york.ac.uk/CRD/DWts/ShowFile.cfm?ID=2300810117	10%	0%	40%	0%	£3,488.40	£3,488.40	£0.00	£0.00	£0.00	£0.00	
					Cost savings related to drugs treatment	No of YP giving up drugs	Project team	33	2	Cost of a drug prevention worker to achieve the same effect	£372.00	PSSRU Unit Costs of Health and Social Care 2009	10%	0%	30%	50%	£7,733.88	£7,733.88	£3,866.94	£0.00	£0.00	£0.00	
					Cost savings related to alcohol abuse	No of YP drinking less	Project team	94	1	Benefits from reducing substance misuse treatment	£1,357.00	DfE value for money calculations spreadsheet for myplace	10%	0%	30%	0%	£80,361.54	£80,361.54	£0.00	£0.00	£0.00	£0.00	
Total			£105,300.00														£201,479.04	£201,479.04	£20,000.00	£10,000.00	£10,000.00	£0.00	£0.00
Total Present Value (PV) (Net Present Value (NPV) minus the investment)																		£296,333.99	£251,033.99	£4.38			
Present value of each year Total Present Value																		£296,550.15	£50,314.00	£9,469.84	£0.00	£0.00	

Sunderland City Council:
Sunderland XL Youth Villages much more than just great fun

Report



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