



Essential Living Future

The Cornwall Exchange: A Social Return on Investment (SROI) Report

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Introduction	5
Chapter 1: Who Are Essential Living Future and What Are We Measuring?.....	6
1.1 Who are Essential Living Future?.....	6
1.2 The Cornwall Exchange	6
1.3 Delivery Partners.....	7
1.4 Theory of Change	7
1.5 Theory of Change – Cornwall Exchange	9
1.6 Refined Theory of Change.....	10
1.6 Refined Theory of Change – Cornwall Exchange	11
Chapter 2: The Scope of the SROI.....	12
2.1 What is SROI?.....	12
2.2 Our Approach – Research Methods.....	12
2.3 Why an SROI?.....	12
2.4 Why analyse the Cornwall Exchange?	13
2.5 What will we do with the results?	13
Chapter 3: Stakeholders of the Cornwall Exchange.....	14
3.1 Identifying Stakeholders	14
3.2 Table of Stakeholders.....	15
3.3 How Stakeholders were involved in the Analysis	15
Chapter 4: Inputs & Outputs of The Cornwall Exchange	18
4.1 Inputs & Outputs.....	188
4.2 Table of Inputs	18
4.3 Table of Outputs	18
Chapter 5: The Outcomes of the Cornwall Exchange	19
5.1 What are Outcomes?	19
5.2 Establishing Outcomes.....	19
5.3 Evidencing outcomes: Chain of Events & Indicators.....	19
5.4 Table of Outcomes	20
5.5 Materiality and Excluded Outcomes.....	23
5.6 How much Changed?	23
5.7 Table Demonstrating How Much Changed.....	23
5.8 Valuing Change	24
5.9 Table of Values.....	24
Chapter 6: Impact of the Cornwall Exchange	27
6.1 Deadweight	27
6.2 Table of Deadweight by Outcome	27
6.3 Attribution.....	28
6.4 Displacement	28

6.5 Duration & Drop-off.....	29
6.6 Overall Impact Table	29
Chapter 7: Calculating the SROI & Transparency.....	31
7.1 SROI Analysis – How it is calculated?.....	31
7.2 Table of Calculated Values	31
7.3 SROI Ratio.....	32
7.4 Sensitivity Analysis	32
7.4.1 Deadweight	32
7.4.1.2 Scenario 1: Double Deadweight.....	33
7.4.1.3 Scenario 2: Half Deadweight.....	34
7.4.2 Attribution.....	35
7.4.2.1 Scenario 1: Half Attribution	35
7.4.3 Displacement	36
7.4.4 Distance Travelled.....	36
7.4.4.1 Scenario 1: Half Distance Travelled	37
7.4.5 Double Counting	38
7.4.5 Transparency.....	39
Conclusion – Discussion and Recommendations for the Future	40
Appendices.....	41
Appendix 1: References	41
Appendix 2: Financial Proxies	42
Appendix 3: Surveys.....	43
Appendix 3.1 : Pre-Trip Survey.....	43
Appendix 3.2: On-Trip Survey	46
Appendix 3.3: Post-Trip Surveys	48
Appendix 3.4: Wider Beneficiary Survey.....	50
Appendix 4: Stated-Preference Outcome Valuation Phone Interview Template.....	51
Appendix 5: Draft Post-Trip Questionnaire (incl. rankings, impact, deadweight & attribution ...	52
Appendix 6: Value Map.....	55

Introduction

This report presents a forecast SROI calculation of a project undertaken by Essential Living Future in 2016. This intervention engaged NEETs (Not in Education, Employment or Training) in a residential trip to Cornwall, known as the Cornwall Exchange, which widened their experience and furnished them with the confidence and aspiration to enter employment or training.

We have chosen to embark on an SROI calculation due to the holistic and rigorous approach it takes to measuring impact. This method measures tangible, participant-endorsed changes to create a well-rounded analysis of an intervention. Through providing financial proxies for social, economic and environmental outcomes, organisations can understand what their true impact is. This allows us to improve on delivering positive outcomes, rather than being focused on getting young people through a “treadmill training” which does not cater for their needs.

SROI reveals a more effective way of analysing our approach to unlocking young people’s potential by focusing on their individual strengths and weaknesses, what is important to them and facilitating an environment where these changes can happen.

Chapter 1: Who Are Essential Living Future and What Are We Measuring?

This Chapter will outline who Essential Living Future are, what project this report is analysing and our approach to youth engagement.

1.1 Who are Essential Living Future?

Essential Living Future is a Community Interest Company (CIC) founded in 2015 in order to inspire, engage and develop young people across London. It is an independent company which has been working on a consultancy basis with property developer Essential Living (EL) providing support in developing and implementing education, training and community programmes within London and specifically in the neighbourhoods where EL construction is taking place.

Essential Living Future has an explicit focus on supporting NEETs into careers or training in construction. There is currently a skills gap in this industry from traditional trades such as Scaffolders to Professional Services such as Chartered Surveyors¹. By providing and facilitating work experience, training, apprenticeships and pastoral support Essential Living Future aims to open Young People's eyes to opportunities in this sector.

1.2 The Cornwall Exchange

The rationale for the Cornwall Exchange centred on extensive research that exists linking participation in outdoor activities, specifically sports, with positive outcomes for young people². When engaged in sports young people experience a myriad of additional social and emotional benefits, such as increased confidence, raised aspirations and better mental health. This is alongside the obvious health improvements that come with sporting activity.

Research shows that NEETs often suffer from a lack of the outcomes listed above³. This is holding them back from fulfilling their potential and can become a vicious downward spiral⁴. Furthermore, the estimated lifetime fiscal costs for Government of a NEET person, according to HM Treasury, can be as much as £70,240. This evidence demonstrates the high personal and community cost of allowing young people to remain NEET.

The Exchange was a four-day residential trip for 8 young people who had been NEET for 6 months or more. These young people were referred to Essential Living Future from Fight for Peace (FFP), a London-based youth group. This trip exposed participants to new skills, new environments and new experiences of sports and outdoor activities, as well as a combination of employment skills, training workshops and courses delivered by partnership organisation, Elemental UK.

The Cornwall Exchange was a purposefully low-pressure environment where the focus was on developing as individuals and not over-loading with classroom learning, tests and paperwork. This approach was developed alongside FFP, who had deep-level understanding of what techniques would allow the young people to develop their skills, confidence and motivation.

Furthermore, the Cornwall Exchange offered the opportunity for Young Londoners to experience a completely different environment than what they were used to. A number of FFP participants have never been outside the capital and taking part in experiences outside of one's comfort zone can often help raise aspirations and change mind-sets.

¹ Farmer, M. *The Farmer Review of The UK Construction Labour Model: Modernise or Die- Time to Decide the Industry's Future*. London: Construction Leadership Council (2016)

² Davies et al. *A Review of the Social Impacts of Culture and Sport*. London: Case, (2015)

³ Hollingworth et al. *Report on students who are not in Education, Employment or Training (NEET)*. London: Institute of Education (2014)

⁴ Grubb et al. *Moving the Goal Posts – Poverty and Access to Sport for Young People*. London: CASE (2015)

1.3 Delivery Partners

Essential Living Future has established a partnership with FFP, one facet of which was the Cornwall Exchange. Essential Living Future chose FFP as a partner as many of the young people they engage are NEET, come from disadvantaged backgrounds and may not have the networks to gain the experiences that Essential Living Future can offer them.

Elemental UK was engaged as the delivery arm of the workshops on the Exchange due to their extensive experience in this arena. They have a track-record of delivering outward-bound activities with positive outcomes, making them a natural partner for Essential Living Future.

1.3.1 Who are Fight for Peace?

Fight for Peace (FFP) is an international charity working primarily in Brazil and the UK combating the effects of violence, crime, exclusion and poverty on Young People through sports, education and personal development. FFP was founded in 2000 in Rio de Janeiro before expanding to London, and recently Jamaica, as well as having an alumni network in many more countries.

FFP's target group are young men and women at risk of violence (particularly gang violence), school exclusion, young offenders and economic marginalisation. FFP tries to change a young person's potentially damaging behaviour through improving their self-perception, relationships with others and how they see their future.

1.3.2 Who are Elemental UK?

Elemental UK was set up in 2006 with the aim of immersing people in the Cornish Coast. It was established by Dany Duncan who emphasises the importance of connecting with the elements and the additionalities it can bring. This includes increased confidence, a better understanding about yourself, learning new skills and becoming healthier.

Elemental UK place importance on the journey that people go on through their workshops and residential trips. This is more than just participating in an outdoor activity but enabling people to develop themselves.

1.4 Theory of Change

Prior to the operational stage of the Cornwall Exchange, Essential Living Future established a Theory of Change (ToC) expected for the project. This mapping process is a methodology that is useful for planning a programme as it allows the examination of how you expect the intervention to impact the beneficiaries. It is included in this report to demonstrate our approach to positively impacting young people. The below section will explain the process behind our original ToC, before moving on to demonstrate the refined ToC which was developed after taking into account real-life information and experiences. This new ToC will be used as a basis for future exchanges.

We used the Centre for Social Action and Innovation Fund model of creating a ToC (see fig.1)⁵. This allowed us to explicitly acknowledge the assumptions made about our participants, define our long-term goals and work backwards from these goals to identify the steps needed to achieve them. This can be described as the 'missing middle' between what activities a programme does and what it wishes to achieve⁶. This should always be considered from a beneficiary's point of view.

⁵ Nesta. *Guidance for Developing a Theory of Change for Your Programme*. London: TSIP

⁶ <http://www.theoryofchange.org/what-is-theory-of-change/>

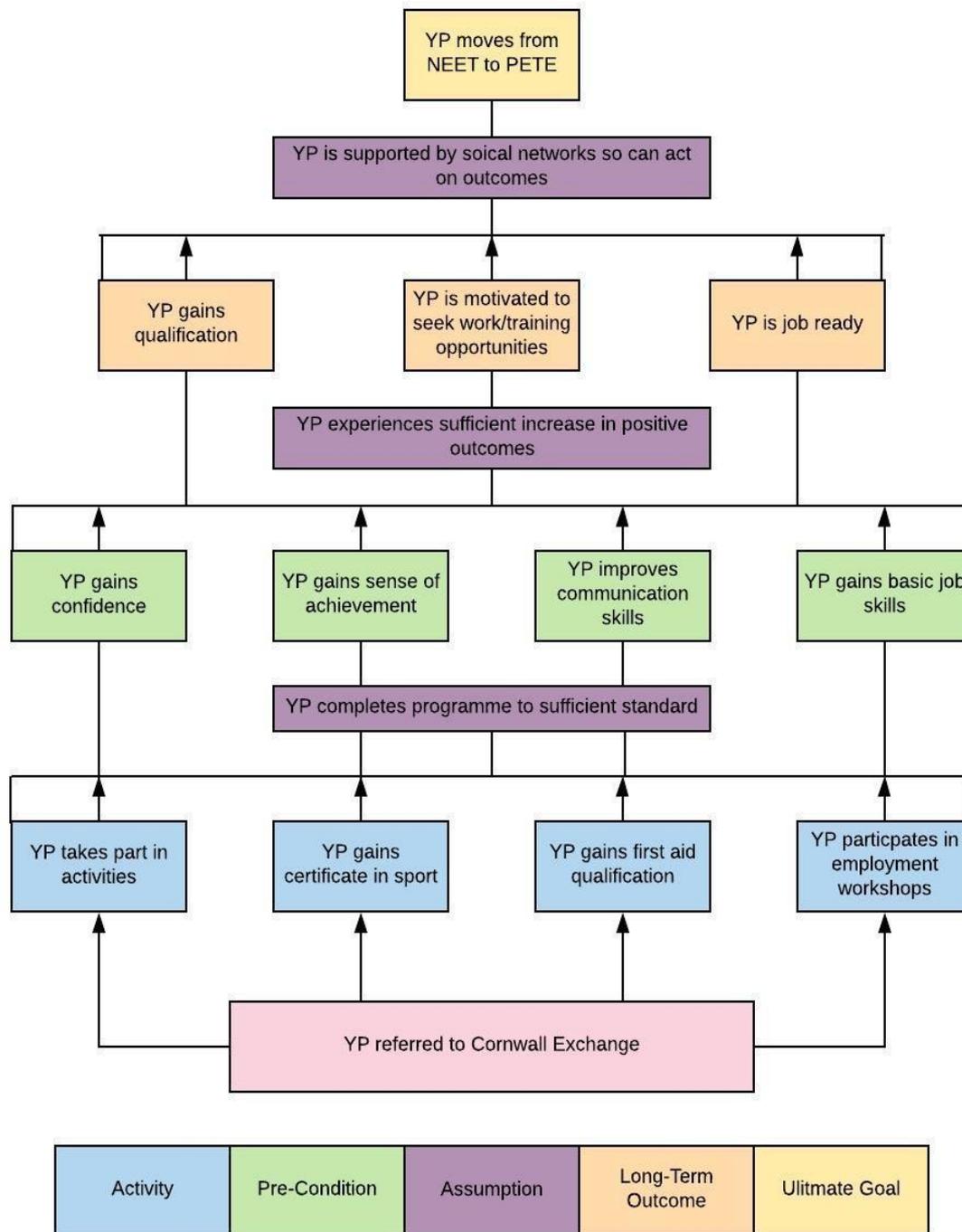
Fig. 1



The Cornwall Exchange’s ultimate goal was for the young person to develop the skills to move from NEET to Participating in Education, Training or Employment (PETE). Section 1.5 shows our ToC, from this diagram you can see that working backwards from the ultimate goal of moving NEETs into PETE’s we identified three long-term outcomes that would need to be achieved in order to reach this goal. These were: gaining qualifications, being motivated to seek work/training opportunities and ensuring the young person is job ready. Prior to these outcomes, we identified four pre-conditions, called intermediate outcomes, necessary to achieve the long-term outcome. These were: the young people gaining confidence, having a sense of achievement, improving their communication skills and gaining basic job skills. The final stage of the ToC is mapping the activities that will help achieve each successive outcome.

We also considered some assumptions that are implicit in our ToC (fig. 2 purple boxes), in order to acknowledge that there may be some reasons why the casual links do not happen in practice. This is particularly pertinent when dealing with young people who can be affected by a number of social and environmental factors.

1.5 Theory of Change – Cornwall Exchange



1.6 Refined Theory of Change

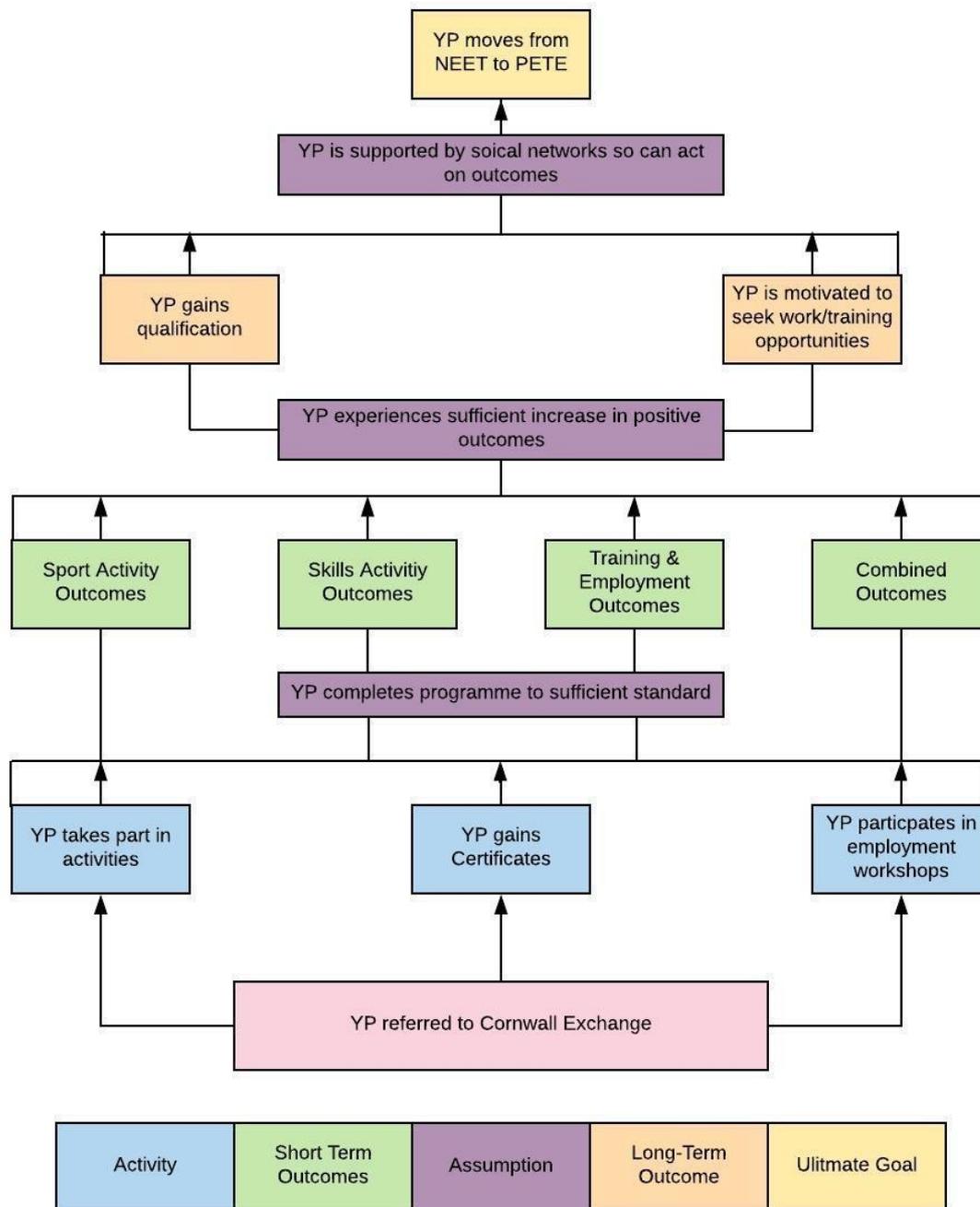
It is important to acknowledge for this report that whilst a ToC is a useful tool for planning a project and examining what your organisation wants to achieve, for an SROI analysis you have to look beyond your ToC. There is a danger that by focusing only on outcomes which are identified in a pre-decided ToC you can miss other positive outcomes you have not considered or miss important negative outcomes. It is crucial to include all material outcomes, whether they be positive or negative in a SROI to evaluate the true impact of an intervention.

Therefore, post-exchange we refined our ToC to reflect participants experience after examining participant data. This is taken from information in the Value Map. This new ToC will be used as a basis for future exchanges.

There have been the following changes:

- 'Pre-Conditions' changed 'Short-Term Outcomes'. These reflect groupings, as described in the Value Map, of outcomes that Participants recorded as happening on the exchange or as an immediate effect of the exchange
- the Activities 'YP gains certificates in Sports' and 'YP gains first aid qualification' have been combined as they both represent a formal achievement and learning to the participant
- Removed 'YP is job ready' as a long-term outcome as it was recognised that other factors in the YP life would also contribute to this

1.6.1 Refined Theory of Change – Cornwall Exchange Refined



Chapter 2: The Scope of the SROI

This Chapter will outline what an SROI is, our approach to it and the scope of this analysis.

2.1 What is SROI?

SROI is a framework used to measure the value of an action on the people, communities and environments. In the UK, Social Value and SROI has become increasingly prominent since the introduction of the Public Services Act in 2012. This act compelled public bodies to consider social value when tendering for services on high-value contracts. It is now being recognised as a key part of how organisations measure the success of activities they undertake.

Nicholls et al, credited with the development of the SROI framework used by the nationally recognised Social Value UK, describes it as telling a ‘story of how change is being created’. It takes the principles of triple bottom line approaches to social accounting (people, planet, profit) and applies financial proxies to non-market outcomes in order to calculate the total impact of a project. By applying the principles of this methodology, you can get a full picture of the value added by a project and the value for money of a project.

2.2 Our Approach – Research Methods

Our approach to the SROI calculation is based on the Nicholls et al 2012 Guidance⁷, which is published by the Cabinet office. This report acts as an evaluation of the Cornwall Exchange undertaken by Essential Living Future, FFP and Elemental UK focusing on what value is attributable to Essential Living Future. This evaluation spans 1 year as the participants were monitored to establish the long-time impact of the project.

A mixed methods approach was used for this SROI analysis - participants in the exchange were surveyed using open and closed questions on paper (surveys prior to and after the intervention) as well as phone interviews. The surveys used are based on recognised self-evaluation surveys used by established charity Catch 22, covering many different well-being dimensions. Open and closed questions were included in these surveys to avoid participants being led to provide certain answers, as a way to ensure that a full range of outcomes were captured. Furthermore, the professional case-workers at FFP were also interviewed to help establish an objective view of the young people before and after the intervention, as well as the materiality of outcomes stated by the young people.⁸

By following the 2012 Guidance on SROI calculations, alongside Social Value UK’s seven principle approach a robust, verifiable and replicable study has been achieved.

2.3 Why an SROI?

The purpose of this analysis is to examine what impact Essential Living Future has on the young people that it aims to support. As an organisation established to transform the lives of young people, we are acutely aware of the need to maximise positive changes to the individual, rather than putting participants through a ‘cookie-cutter’ programme which does not cater to their needs. Essentially, this boils down to a repeal of ‘results-based’ funding which has grown since the mid-1990s⁹. By undertaking an SROI analysis we can bring the focus back to what truly impacts the individuals and engenders positive change rather than meeting externally set targets.

⁷ Nicholls et al. *A Guide to Social Return on Investment*. Liverpool: The SROI Network, (2012)

⁸ Social Value UK. *Supplementary Guidance on Materiality*. Liverpool: Social Value UK (2012)

⁹ Milbourne, L. & Cushman, M. *From the Third Sector to the Big Society: How Changing UK Government Policies Have Eroded Third Sector Trust*. London: LSE (2012)

2.4 Why analyse the Cornwall Exchange?

ELF undertook this analysis of the Cornwall Exchange as it was a time-limited project with a small number of participants. This means that we can examine each participant in depth as well as the effect of each activity. This is a forecast report, this is because from the data collection methods used we cannot tell the extent each outcome was achieved by each stakeholder, therefore we use some external sources of data and assumptions. Where appropriate recommendations will be made to improve future data collecting methods to evaluate other exchanges. The duration of one year was chosen for the forecast, as after one year you would expect other factors and life events to have more of an impact on participants. We chose a small- scale project due to the resources of Essential Living Future to undertake this analysis, the main resources required to undertake this SROI is Essential Living Future staff time which is limited.

2.5 What will we do with the results?

The results of this analysis will be used for two primary reasons. Firstly, to provide Essential Living Future with critical analysis of our own work. By analysing ourselves we can learn what activities we need to invest in and what type of organisations we should partner with. The second use of this report will be to share the outcomes with our partners, FFP and Elemental UK, to improve their own learning and gain feedback from them on how to improve future analysis.

Chapter 3: Stakeholders of the Cornwall Exchange

This Chapter will outline what stakeholders are, how we identified them and how they were involved throughout the analysis.

3.1 Identifying Stakeholders

Stakeholders are the people who either have an affect or are affected by a project.

In this analysis, we have split the stakeholders into two main groups, Primary Stakeholders and Secondary Stakeholders. The Primary Stakeholders refer to the young people who participated in the Cornwall Exchange, and the Secondary Stakeholders are split into two sub-groups; those that contribute into the project (either financially or through staff) and wider beneficiaries.

Essential Living Future staff were responsible for the identification of the Primary Stakeholders and the Secondary Stakeholders who contributed to the project. Through the on-trip surveys (see appendix 3.2) with the Primary Stakeholders the wider beneficiary sub-group was added. This was a useful exercise as it demonstrated the ripple effect a project can have on a young person's life.

Ultimately, outcomes for the sub-groups within the Secondary Stakeholders – Contributor category were excluded from the analysis. This was due to materiality considerations. The relevance and significance of these stakeholder outcomes were viewed as negligible. The reasons for this are listed in Table 3.2.

This analysis therefore focuses on the Primary Stakeholders and Secondary Stakeholders - Wider Beneficiary Categories. As this is a forecast report and is concerning a very small group of participants, it was decided that the most useful analysis could be done by keeping participants in both categories as congruent groups. This was because the reason for YP referral to the project was based NEET status, and not on other factors. Furthermore, despite different family characteristics the 'family members' were also kept as a congruent group as they were linked to the project through being related to, or part of the familial household of, the young person as their common characteristic.

However, as not all Primary Stakeholders, and not all Secondary Stakeholders – Wider Beneficiary experienced the same outcomes it suggests that further segmentation might be necessary in future SROI evaluations. So, although they seem like homogenous groups this might not be the case. Therefore, this report recommends that when collecting data in the future information around; gender, educational background, job-training levels, and support networks should be collected to help ascertain if certain outcomes are connected to certain characteristics.

3.2 Table of Stakeholders

<u>Stakeholder Type</u>	<u>Status</u>	<u>Group Name</u>	<u>Included/Excluded</u>	<u>Reason</u>	<u>Number</u>
Primary Stakeholder	Direct Beneficiary	NEET Young People	Included	Intended beneficiaries of the program	8
Secondary Stakeholder	Contributor	FFP Staff	Excluded	Part of paid responsibility to employer, no extra benefits	4
Secondary Stakeholder	Contributor	Elemental UK Staff	Excluded	Part of paid responsibility to employer, no extra benefits	5
Secondary Stakeholder	Contributor	Essential Living Future	Excluded	Where not involved in direct delivery of project	2
Secondary Stakeholder	Wider Beneficiary	Families of NEET Young People	Included	Experienced significant outcomes from the exchange	5

3.3 How Stakeholders were involved in the Analysis

In SROI it is important to embed stakeholders throughout the entire process. This is because the analysis should consider what is important to those who are affected by the intervention. Below is an explanation of how stakeholder groups were involved throughout this report.

Identifying and Including Stakeholders

As briefly mentioned above during the identification of stakeholder phase, Essential Living Future initially identified the Primary Stakeholders, and the Secondary Contributor stakeholders. However, through survey data from the young people it was established that a wider beneficiary sub-group of family could be added. Therefore, subsequently to analysing the primary stakeholder data, surveys were sent out to this group to capture the impact on them.

Identifying and Including Outcomes

Stakeholders are crucial to identifying outcomes. This is key to establishing the materiality of what is claimed in an SROI. All outcomes listed in this report are outcomes that are drawn directly from surveys completed by stakeholders, rather than a pre-established Theory of Change.

Semi-structured surveys were used with a mixture of open and closed questions and completed by all stakeholders included in the SROI analysis. All these surveys can be found in Appendix 3. For the Primary Stakeholders, this took the form of a pre-participation survey to gauge how they felt about themselves and their future, a post-participation survey to gauge if anything had changed for them, and a follow-up survey six months later to gauge the long-term impact of the trip. These aimed to be completed with minimal interference from FFP and Elemental UK Staff, with the young people being left to independently complete the questions in order to reduce leading answers. All 8 young people

were used due to the small size of the group. The same style of survey was adopted for the Wider Beneficiary questionnaires (Appendix 3.4), with an emphasis on its voluntary and anonymous qualities, in order to generate a range of responses. The outcomes generated from the wider beneficiaries' survey are somewhat limited due to the small number of responses returned (5).

One important aspect of this approach is to only include outcomes that were listed by stakeholders; this is especially important for the Primary Stakeholders as the main beneficiaries of this programme. Although Elemental UK and FFP staff through phone interviews and informal conversations listed other outcomes, these have been excluded. This is based on the age range of the participants (16– 25 years old). Academic studies have suggested that young people this age can make their own decisions about their wellbeing. All outcomes that were listed were considered material with one exclusion, further explained in Chapter 6.

However, we recognise that we were limited in our approach to identifying and including outcomes. As this is a forecast report it is important to note that this might not be an exactly accurate representation of what participants truly experience. In the future ELF would recommend using a scale, such as a Likert Scale in an end of project questionnaire on each outcome listed in order to gauge the 'distance travelled' by each participant on each outcome. Those outcomes where there was evidence that a significant distance was travelled, such as 3+ points, would then be included. This would give more information on which outcomes were truly relevant and made a significant impact on participants, so only those are included in the final report. In its current forecast format, this report includes all outcomes listed so as to capture as much data as possible, in the future more outcomes could be excluded by using the above data collection techniques to make it an evaluation. In order to account for this potential over-claiming of outcomes please see the sensitivity analysis in Chapter 7.

This report is also limited in that there were no negative outcomes collected. This might be put down to researcher-bias, where participants feel pressure to answer positively to please the researcher. By using a scale, as described, we would be able to collect negative data much more easily, as it would enable people to gauge their changes in a less binary fashion. For example, young people might become aware through the intervention of how much they need to improve their writing skills for example, this could be recorded if a scale was used to show how much they think they improved by.

Establishing Impact

Primary and Secondary stakeholders were involved in establishing impact through a three-step process.

Firstly, in order to establish the journey that the young person went on, they were asked to rate themselves on various categories identified in the unrefined ToC before and after the trip, as well as being given free space to list their own outcomes. This allowed us to establish the impact of each outcome involved in the analysis as we could extract from the surveys both the size of the change they had made and the participants' own thoughts on what outcomes they had achieved. The inclusion of open questions also demonstrates that we did not limit the outcomes to our own pre-conceived ideas.

Secondly, in order to establish impact, the relative value of outcomes to one another required consideration. The Primary Stakeholder surveys were used to establish this by asking participants to pick 6 top areas they would like to work on before the trip, and also how important each outcome was to them after the trip. The results showed a diverse range of importance placed on different outcomes. As each outcome would be ranked in differing orders for each NEET there is no robust way of providing an overall ranking of importance. We therefore decided to weight them equally. This decision was supported through consulting Secondary stakeholders, FFP caseworkers.

Thirdly, we consulted the Primary and Secondary stakeholders to establish the 'value' or financial proxy for each outcome, as well as the indicators that they achieved them in reality. It is vital to involve stakeholders in this process as it is the value to the participants that is essential, and how those outcomes rank in terms of their lives. In order to do this, we conducted follow-up phone interviews, in which we asked participants whether they would be willing to pay the financial proxy in order to achieve that outcome, with both the Young People and the Family Member involved. This was a willingness to pay analysis and although there are flaws in this process as it is a blunt way to measure, it does provide a basic proxy for each outcome.

However, not all outcomes included in the final SROI calculation were mentioned in the original ToC. This means the level of impact of some outcomes has not been established, as we do not know the distance travelled, in the future the Likert Scale method would need to be included in the future to create a more accurate representation of the impact of all outcomes. In the future we would be able to rank the relative value of outcomes compared to one another by improving our data collection in relation to establishing the materiality of each outcome to each stakeholder.

Valuing Proxies

The financial proxies used in this report are from external sources with no weighting from stakeholders, although checked using a stated preference technique with the primary stakeholders. However, in the future in order to value proxies more accurately we would need to put controls in to establish the materiality to stakeholders so that if one matters more to them it costs more. Therefore, we would recommend that in the future a weighting method is used for each stakeholder, via them ranking the importance of each outcome from highest to lowest, and then using the most reliable financial proxy selected, where it most reflects the amount participants would be willing to pay, to calculate how much an outcome is worth. This would enable a more accurate reflection of what each outcome means to each participant.

Verifying Results

In order to ensure that the results are verified, the list of outcomes provided by the Primary Stakeholders has been checked with FFP staff who have extensive knowledge of the participants involved. As previously stated the approach to the relative importance of the outcomes was also checked with FFP Staff. As a forecast report it was decided not to involve the Primary Stakeholders in verifying the outcomes after the report as the information they gave was already directly used in the analysis. However, in the future we would need to present this report, in a palatable way to young people attending future exchanges, to establish what needs, aspirations and expected changes young people come into the exchange have. This might make the program more useful for them.

Other Involvement of Stakeholders

Chapter 6 will explain how in future reports stakeholders will be involved in establishing deadweight and attribution, which must be considered when looking at impact.

Chapter 4: Inputs & Outputs of The Cornwall Exchange

This Chapter will outline the inputs which enabled the Cornwall Exchange to take place and the outputs that resulted from this.

4.1 Inputs & Outputs

Inputs are the resources needed to deliver an activity. These can be monetised or non-monetised. It is important to list all inputs into a project in order to accurately calculate the SROI. All inputs that enable an activity to happen need to be recorded. The table below lists the inputs and their values for the Cornwall Exchange. These were established by Essential Living Future staff who were responsible for the implementation of the project and therefore had oversight of what resources were embedded in the project.

The only monetary input into the Cornwall Exchange was the cash-funding by Essential Living Future. This covered the costs of the FFP and Elemental UK Staff and included the accommodation and expenses for the participants. Due to the FFP and Elemental UK staff being employees of these organisations we have discounted any outputs and outcomes associated to them due to participation in this project, as it is part of their contractual responsibility and does not give extra benefit to them.

4.2 Table of Inputs

Stakeholder	Input	Use	Value
Essential Living Future	Monetary	Funding for Project Inc. Transport/Expenses	£4,000
FFP	Staff	Chaperoning NEETS	Incl.
Elemental UK	Staff	Delivery of Workshops/Accommodation	Incl.

Outputs can also be described as ‘the quantitative summary of an activity’¹⁰. In other words what actually took place during the Exchange. These outputs are the same for all the young people. .

4.3 Table of Outputs

It is from these outputs that we draw the outcomes which will form the basis of the SROI analysis

Stakeholder	Output
NEET YP	YP takes part in sports activities
NEET YP	YP gains certificate in sports
NEET YP	YP gains First Aid Qualification
NEET YP	YP participates in employment workshops

¹⁰ Nicholls et al. *A Guide to Social Return on Investment*. Liverpool: The SROI Network, (2012)

Chapter 5: The Outcomes of the Cornwall Exchange

This Chapter will outline the outcomes for the Cornwall Exchange, including what was achieved, how it was measured, what impact was made and the value (financial proxies) for these outcomes.

5.1 What are Outcomes?

Outcomes are the changes that occurred during the course of a programme. These can be positive or negative, intended or unintended and fall under a wide range of themes. This is why it is important to involve stakeholders in defining what outcomes occurred so that a full picture can be established of changes that actually occurred.

5.2 Establishing Outcomes

In order to establish the full range of outcomes achieved, a two-step process of mapping outcomes was undertaken. Firstly, Essential Living Future established intended themes for outcomes. This centred on the Young's Foundations identification of young people's aspirations:

- Achieving in Education
- Career Success
- Being Healthy
- Having Positive Relationships
- Involvement in meaningful, enjoyable activities

We took these guidelines and adapted them to our project, this resulted two main themes for intended outcomes being established:

- YP improves attitude to employment/training
- YP improves emotional and physical well-being

The second stage of mapping our outcomes came through analysing our Primary Stakeholders surveys. We found through engaging with our primary stakeholders that we had wider themes for our outcomes. This was realised due to the range of outcomes reported by the NEET young people. Therefore, outcomes fall under the following themes:

- YP improves attitude to employment/training
- YP improves emotional well-being
- YP improves physical well-being
- YP Gains Skills for the Future
- YP Moves into Employment/Training

We then drew from qualitative and quantitative survey data provided by the young people a list of outcomes that had occurred.

5.3 Evidencing outcomes: Chain of Events & Indicators

Evidencing the outcomes achieved is the process of identifying what has changed for the individuals. This process includes placing each outcome in a chain of events, providing context and identifying where a project adds value¹¹. We have also identified appropriate indicators to show that these outcomes have occurred.

In order to develop our chain of events data was drawn from the surveys completed by the young people, as well as using the professional judgement of FFP Caseworkers who had insight into the young people. The answers given within these surveys form the basis of evidencing that these outcomes happened and allow us to identify who experienced what changes.

¹¹ Social Value UK. *Supplementary Guidance for Principle 2: Understand What Changes – Part One: Creating Well-Defined Outcomes*. Liverpool: Social Value UK, (2012)

For a stakeholder to be considered to have achieved an outcome, i.e. experienced change, there needs to be evidence of at least one objective or one subjective indicator. These indicators were formulated with the FFP caseworkers who have extensive experience of seeing change in young people.

The last ‘outcome’ in each chain has been tested for materiality and included in the SROI. This is because there would be no further change after this outcome which can be attributed to the Cornwall Exchange.

As previously stated this forecast aims to capture as much information as possible. By using the methods explained in Chapter 3 and Chapter 6 around ranking, valuation, deadweight, attribution and displacement in the future a more robust and evaluative set outcomes can be created, with less chance of double-counting.

A full Value Map detailing these outcomes can be found in Appendix 4.

5.4 Table of Outcomes

<u>Stakeholder</u>	<u>Input</u>	<u>Output</u>	<u>Chain of Events</u>	<u>Well-Defined Outcome</u>	<u>Indicator</u>	
					<u>Objective</u>	<u>Subjective</u>
Primary Stakeholder	Monetary Elemental UK Staff	Sports Activity Kayaking Sailing Abseiling Orienteering	Create change of scenery ≥ willing to participate in activities ≥ experienced positive competition ≥ increased motivation	Increase in self-motivation	Applying for Jobs/Training/Education opportunities post-exchange	Feeling positive about applying for jobs/training/education
Primary Stakeholder	Monetary Elemental UK Staff	Skills Activity First Aid Course	Identify Short-term Learning Targets ≥ receive feedback on performance ≥ Implement feedback to achieve goals ≥ improved own learning	Improvement in own learning	Set short/mid-term targets with FFP Caseworker	Ability to identify strengths/weaknesses
Primary Stakeholder	Monetary Elemental UK Staff	Sports Activity Kayaking Sailing Abseiling Orienteering	Sense of control over activity ≥ communicate with new people ≥ become more assured in decisions ≥ increased confidence	Improvement in confidence	Has a goal for the future	Feeling better about own future
Primary Stakeholder	Monetary Elemental UK Staff	Sports Activity Kayaking Sailing Abseiling Orienteering	Exposure to new experiences ≥ participate in a variety of activities ≥ positively interact with adult role models ≥ Increase Aspiration	Improvement in aspirations	Can identify potential Job/Training pathways	Feeling more able to achieve

Primary Stakeholder	Monetary Elemental UK Staff	Sports Activity Kayaking Sailing Abseiling Orienteering	Offer challenging experiences ≥ make own decisions ≥ handle responsibility ≥ increase in self-esteem	Improvements in self-esteem	Takes on new responsibilities	Feeling more able to handle new situations
Primary Stakeholder	Monetary Elemental UK Staff	Employment /Training Activity Thinking about your Future Workshop	Provide a safe environment ≥ opportunity to explore emotions ≥ ability to self-manage emotions ≥ increase ability to manage in stressful situations ≥ increased emotional resilience	Increased emotional resilience	Less reporting of anti-social behaviour	Better at processing negative emotions
Primary Stakeholder	Monetary Elemental UK Staff	Sports Activity Kayaking Sailing Abseiling Orienteering	Opportunity to meet new people ≥ complete tasks together ≥ interact constructively with new people ≥ ability to build new relationships	Ability to build new relationships	Has joined a new activity	Feels more positive about meeting new people
Primary Stakeholder	Monetary Elemental UK Staff	Skills Activity Sailing Certificate	Opportunity to gain recognised qualifications ≥ new challenge ≥ sense of personal achievement	Increased sense of personal achievement	Passing sports certificates	Feeling like have learnt new skills
Primary Stakeholder	Monetary Elemental UK Staff	Sports Activity Kayaking Sailing Abseiling Orienteering	Opportunity to take on challenges ≥ engage in independent thinking ≥ makes own decisions ≥ increased problem-solving skills	Improved problem solving	Has completed own tasks	More able to persevere with tasks
Primary Stakeholder	Monetary Elemental UK Staff	Sports Activity Kayaking Sailing Abseiling Orienteering	Situation with new people ≥ opportunity to develop interpersonal skills ≥ become more comfortable communicating with new people ≥ improved communications	Improved communication skills	Complete mock interviews	Feeling confident in social situations
Primary Stakeholder	Monetary Elemental UK Staff	Sports Activity Kayaking	Take out of comfort zone ≥ learn new vocabulary from new experiences ≥ need to	Improved use of English*	Use of new language	Can clearly explain what was learnt

		Sailing Abseiling Orienteering	communicate these ≥ improved use of English	*All NEET YP did not have English as primary home language		
Primary Stakeholder	Monetary Elemental UK Staff	Employment /Training Activity Thinking about your Future Workshop	Engage in un-aided learning ≥ use different research tools ≥ demonstrate knowledge from research ≥ improved research skills	Improved Research Skills	Shown FFP caseworker own research on job/education/t raining	Demonstrate wider knowledge
Primary Stakeholder	Monetary Elemental UK Staff	Employment /Training Activity CV writing Workshop	Need to use comprehension skills ≥ use of basic literacy to complete task ≥ apply in test-based situation ≥ improved basic skills	Improved basic skills	Demonstrated application of new skills to FFP caseworker	Willingness to try new things
Primary Stakeholder	Monetary Elemental UK Staff	Sports Activity Kayaking Sailing Abseiling Orienteering	Opportunity to learn practical skills ≥ improve ability to act under pressure ≥ more competent in handling stressful situations ≥ improved life skills	Improved Life Skills	Demonstrated application of new skills to FFP caseworker	Feels safer in life
Primary Stakeholder	Monetary Elemental UK Staff	Sports Activity Kayaking Sailing Abseiling Orienteering	Participate in new outward-bound activity ≥ increased time doing physical activity ≥ Improved physical health	Improved Physical Health	More hours spent doing sport	Feels more fit and healthy
Primary Stakeholder	Monetary Elemental UK Staff	Sports Activity Kayaking Sailing Abseiling Orienteering	Environment where teamwork is necessary ≥ active participation is needed ≥ takes initiative in a group ≥ listens to others and responds ≥ co- operates ≥ improved teamwork	Improved Teamwork skills	Demonstrated application of new skills to FFP caseworker	More comfortable working with others
Primary Stakeholder	Monetary Elemental UK Staff	Sports Activity Kayaking Sailing Abseiling Orienteering	Relaxed environment Willing to join new groups or club ≥ positive reinforcement when joins in ≥ comfortable trying new things ≥ improved likelihood of participating	Improved likelihood of participating in activities	Has joined new groups or clubs	Acknowledges need for co- operation

Primary Stakeholder	Monetary Elemental UK Staff	Combination	Participation in Cornwall Exchange ≥ positive attitude ≥ raises skills ≥ applies for jobs ≥ YP moves into employment	YP Moves into Employment	Gets job	N/A
Primary Stakeholder	Monetary Elemental UK Staff	Combination	Participation in Cornwall Exchange ≥ positive attitude ≥ raises skills ≥ applies for courses ≥ YP moves into training	YP Moves into Training	Starts Training Course	N/A
Secondary Stakeholder	Monetary Elemental UK Staff	Combination	YP future-ready on return ≥ more conversations about future ≥ less conflict about future ≥ better communication	Family member has better communication with YP	Family members report fewer arguments	Family member feels more able to communicate with YP
Secondary Stakeholder	Monetary Elemental UK Staff	Combination	YP has goals/targets ≥ Family member is less worried about future	Family member feels less stressed	Family member spends less time worrying about YP	Family member feels less scared for YP future
Secondary Stakeholder	Monetary Elemental UK Staff	Combination	YP gains job/training ≥ YP spends less time out ≥ Family member spends more time with YP	Family member spends more time with YP	Family member records more evenings spent as a family	Family member feels like relationship with YP has improved

5.5 Materiality and Excluded Outcomes

In SROI it is crucial to only include what is material to the analysis, this means only analysing what is relevant and significant.

On this basis, it is decided that one outcome will be excluded from the analysis, that of improved physical health. This is because although it was noted by the young people that they enjoyed the effects of engaging in mild exercise and ‘getting outdoors’, this is unlikely to have a longer term positive impact on participants. NHS guidance states that young people should exercise at least 3 times a week to have a significant positive effect on health, and the Cornwall Exchange was too short to have a long-term impact on physical health¹².

All other outcomes are included in the analysis as it was seen that if a young person or family member recorded it during questionnaires then it was material enough to include. As mentioned in Chapter 2 future reports will most likely exclude more outcomes due extra materiality tests which will be taken which are not included in this forecast.

5.6 How much Changed?

The next stage of assessing outcomes is gaging how much has changed for participants. This was assured through extracting data from each Young Person’s questionnaire and recording if they had experienced each outcome. If a change was noted by the person then this counts as the outcome occurring. As mentioned in Chapter 2 future reports will be able to demonstrate the

¹² <https://www.nhs.uk/Livewell/fitness/Pages/physical-activity-guidelines-for-young-people.aspx>

'distance travelled' and therefore the materiality of the outcome more accurately by using a Likert Scale.

5.7 Table Demonstrating How Much Changed

Outcome	No. of Stakeholders experiencing change
YP has Increase in Self-Motivation	8
YP has Improvement in Own Learning	7
YP has Improvement in Confidence	8
YP has Increase in Aspiration	5
YP has Improvement in Self-Esteem	4
YP has Increased Emotional Resilience	2
YP has Improved Ability to Build New Relationships	4
YP has Increased Sense of Personal Achievement	7
YP has Improved Physical Health	2
YP has Improved Problem Solving-Skills	8
YP has Improved Communication Skills	8
YP has Improved Use of English	8
YP has Improved Research Skills	8
YP has Better Basic Skills	2
YP has Better Life Skills	8
YP has Improved Teamwork Ability	8
YP has Better Likelihood of Participating in Activities	7
YP Moves into Employment	4
YP Moves into Training	4
Family member has better communication with YP	5
Family member feels less stressed	3
Family member spends more time with YP	2

5.8 Valuing Change

The final step in recording outcomes for an SROI is applying the financial proxy, or valuing, the outcome. This process allows the monetisation of outcomes that do not have a readily available market price. Furthermore, through assigning a value to different outcomes the process of determining the significance of different outcomes can be established. However, in the case of the Cornwall Exchange it was decided, after consultation with FFP caseworkers, that each outcome would be given equal weighting, despite different 'market values'. This is because FFP did not want to rank different outcomes in terms of importance due to their ethos of treating each participant as a unique individual, making it impossible to produce overall rankings.

In terms of valuing change we used a stated preference approach, conducted in follow-up phone interviews. This was a blunt tool to use, as it might not reflect how stakeholders truly value the change because it creates an artificial choice. However, it does provide some guidance on how much stakeholders value a certain change. We used a single-bounded dichotomous choice, or referendum, method during our valuation process. The advantages of this is that it offers a simple choice to the participants, simplifying the judgement that participants must make, and also mirrors real-life choices such as choosing goods in a supermarket. Furthermore, in terms of analysis it reduces the chance of no, or vague responses as well as extreme outliers. However,

there are limitations to this model, sometimes resulting in values being larger than in open-ended question, researcher-pleasing answers and less sensitive to the individual.

Furthermore, during this forecast as an estimation of value the stakeholders were not involved in formulating the values. However, in the future we would involve stakeholders in creating the financial proxies, using a Payment Card Elicitation method, where participants are asked to select the different amounts they would be willing to pay and amounts they would not be willing to pay from a range of options. This allows increased amount of context for the values and more choice for the participant to reflect an accurate evaluation.

5.9 Table of Values

Outcome	Value	Financial Proxy Explanation* (*All links to financial proxies can be found in the appendices)
Increase in Self-Motivation	£269	Cost of Course to Improve Self-Motivation
Improvement in Own Learning	£27.95	Cost of ASDAN course which improves young people's own learning
Improvement in Confidence	£570	Cost of Confidence Coaching Session
Increase in Aspiration	£2,300	Cost of Princes Trust Program to raise Aspirations
Improvement in Self-Esteem	£1313.50	Data from Global Value Exchange on raised spending due to low self-esteem
Increased Emotional Resilience	£450	Data from Global Value Exchange on cost of course which improves emotional resilience
Improved Ability to Build New Relationships	£549	Cost of Course to improve your ability to build relationships personally and professionally
Increased Sense of Personal Achievement	£180	Cost of Stage 1 Royal Yachting Sailing Qualification
Improved Problem Solving-Skills	£179	Cost of Course to improve critical thinking skills
Improved Communication Skills	£1,740	Data from Global Value Exchange on cost of course to communicate effectively*
Improved Use of English	£632.50	Cost of basic ESOL course
Improved Research Skills	£21.50	Cost of ASDAN course which builds research skills
Better Basic Skills	£622	Cost of course which builds basic skills
Better Life Skills	£69	Cost of First Aid Qualification
Improved Teamwork Ability	£150	Cost of Team Building Course
Better Likelihood of Participating in Activities	£78	Average Membership of being in a sports club member UK

YP Moves into Employment	£9,089	HACT value for securing job
YP Moves into Training	£1,798	HACT Value for moving into vocational training
Family member has better communication with YP	£110	Cost of one Family Therapy Session
Family member feels less stressed	£80	Cost of Stress Therapy Session
Family member spends more time with YP	£74.10	Cost of Family Day out (Cinema)

Chapter 6: Impact of the Cornwall Exchange

This chapter will address the principle in SROI of not over-claiming your impact. If the following principles are applied: deadweight, attribution, displacement, duration and drop off, then this will ensure that you are only analysing what resulted from your activity. This chapter will include our approach to these conditions for each outcome, creating a robust financial proxy.

6.1 Deadweight

Deadweight is a percentage applied to a proxy which represents how much of an outcome would have happened anyway. To some extent this percentage is always an estimate as you are unlikely to find comparable datasets which exactly match your stakeholders' experience or project scope. The simplest way to describe deadweight is that it acknowledges changes that would have happened even if your intervention hadn't occurred.

For the Cornwall Exchange we have chosen to use the HACTS established deadweight estimates¹³. This approach has been selected as they have been rigorously tested and are verified using longitudinal data and surveys. Therefore, they are considered to be robust values which are a better estimates of deadweight than the limited research Essential Living Future staff could undertake or stakeholder estimates¹⁴. However, we acknowledge as a short-term intervention the use of these percentages may not be ideal. In future, for a non-forecast we would include the stakeholders in establishing how much they think would have changed anyway if the Exchange did not happen during the post-project questionnaires. This would be established in the questionnaire (as seen in appendix 5) where respondents would be asked to rank out of 5 how much influence they think that they personally had on the outcome. This can then be calculated as a percentage out of a factor of 100. In order to account for this potential overclaiming deadweight will be discussed in the sensitivity test in Chapter 7.

The below table outlines each deadweight percentage that will be applied to each outcome. HACT splits its deadweight estimates into 4 programme types. These are listed in the final column, according to the most appropriate category for each outcome which was established through examining HACT's Measuring the Social Impact of Community Investment Guidance.

6.2 Table of Deadweight by Outcome

Outcome	Deadweight (%)	Programme Type
Increase in Self-Motivation	27%	Health
Improvement in Own Learning	15%	Training and Access to Labour
Improvement in Confidence	27%	Health
Increase in Aspiration	27%	Health
Improvement in Self-Esteem	27%	Health
Increased Emotional Resilience	27%	Health
Improved Ability to Build New Relationships	19%	Community and Social
Increased Sense of Personal Achievement	15%	Training and Access to Labour
Improved Physical Health	27%	Health
Improved Problem Solving-Skills	15%	Training and Access to Labour
Improved Oral Presentation	15%	Training and Access to Labour
Improved Communication Skills	15%	Training and Access to Labour
Improved Use of English	15%	Training and Access to Labour

¹³ Fujiwara et al. *Measuring the Social Impact of Community Investment: A Guide to Using the Wellbeing Valuation Approach*. London: HACT, (2014)

¹⁴ HACT & The SROI Network. *SROI and HACT's Social Value Bank Linkages Paper*. London: HACT, (2015)

Improved Research Skills	15%	Training and Access to Labour
Better Basic Skills	15%	Training and Access to Labour
Better Life Skills	15%	Training and Access to Labour
Improved Teamwork Ability	15%	Training and Access to Labour
Better Likelihood of Participating in Activities	19%	Community and Social
YP Moves into Employment	15%	Training and Access to Labour
YP Moves into Training	15%	Training and Access to Labour
Family member has better communication with YP	19%	Community and Social
Family member feels less stressed	27%	Health
Family member spends more time with YP	19%	Community and Social

6.3 Attribution

Attribution is a percentage applied to the proxy based on how much other organisations have contributed to achieving an outcome. In other words, how much of the outcome is attributable to your organisation. This underwrites the principle of not over-claiming as it is an attempt to accurately assess how much impact your input had and acknowledging other actors' contributions to a project.

For the Cornwall Exchange an attribution rate of 33% has been applied for Essential Living Future on each outcome. This was based on the fact that there were three input-stakeholders, Essential Living Future, FFP and Elemental UK. As stated in Chapter Four, Essential Living Future contributed a cash input, FFP provided the staff to complete the trip and Elemental UK delivered the workshops. It was decided that each organisation should be allocated equal attribution rates as each were equally valuable in making the trip happen. It was decided not to involve other stakeholders, apart from Essential Living Future, in assigning this percentage as we were the organisers of this trip and therefore best placed to decide who was attributable for what.

However, in this report we have not discounted for the attribution of other influences in the stakeholders lives that might have resulted in these outcomes, such as family, friends and other training courses. As a forecast it is difficult to establish this, however in the future we would ensure that data is collected on the fuller picture of participants lives and how much they attribute to the Exchange in the post-project questionnaires. For example, we would ask questions as part of the 6 month post-exchange questionnaire for participants to rate how important The Cornwall Exchange was in contributing to that change compared to other potential influencers, and convert this into a percentage that would be applied (as seen in appendix 5).

To account for this Attribution is included in the sensitivity test in Chapter 7.

6.4 Displacement

Displacement is a percentage applied which refers to how much the outcome recorded has displaced other outcomes, acknowledging if your outcome was achieved at the expense of another existing outcome.

When considering displacement for the Cornwall Exchange, we have split outcomes into two groups. One group consists of the two 'hard' outcomes of primary stakeholders moving into employment and training, and the other main group is all other outcomes. We will only consider displacement for the first group of outcomes in the final calculation because these might have a level of displacement for those outside the exchange (if by these people moving into jobs or training takes the place of a non-participant NEET who would have otherwise taken this place). Whereas, it was established through engaging with our primary stakeholders that the displacement for the second group of

outcomes was negligible, and therefore no percentage will be applied to these outcomes. This was due to the nature of the programme, the short-term change in routine for participants meant that existing commitments would not be adversely affected in the long run. Furthermore, no displacement was identified in any of the participant feedback recorded.

It is important to admit that displacement does occur when people move into jobs or training as there may be finite amount of opportunities. However, there is no unified way to calculate this. As a forecast, we have undertaken advice from Social Value UK to apply a displacement rate of 50% to the two outcomes (move into employment and training), this will be tested in the Sensitivity analysis in Chapter 7. In the future, the best method to address this is by examining available public data on whether NEETs move into the types of employment or training that our participants moved into.

6.5 Duration & Drop-off

Duration refers to how long each outcome will last for. Some outcomes might only last as long as the programme is provided, but some outcomes may have a longer-term impact.

For the Cornwall Exchange we have decided that the duration for each outcome will be one year. The rationale behind this rests on the assumption that as a forecast we would continue to track each young person for one year after their participation and by 6 months on all Young People had either entered employment or training. This means that it would be safe to assume that one year after the exchange their new experiences in the workplace or at training would have more impact on their wellbeing than the Cornwall Exchange. The duration for the Secondary Stakeholders Wider Beneficiaries is also one year for the same reason. In terms of inputting data the duration put into the value map has been recorded as 0 as it was up to a year, to avoid double counting the outcome for over one year.

Drop-off refers to the diminishing worth of an outcome over time. As one year is the duration we have established, we have therefore not included drop-off in the calculations as it is commonly only used for outcomes that last more than one year.

As neither of these measures are included no stakeholders were consulted on duration or drop-off impact.

6.6 Overall Impact Table

Outcome	Financial Proxy	Deadweight	Attribution	Displacement	Duration (years)	Calculated Proxy
Increase in Self-Motivation	£269	27%	33%	N/A	1	£64.80
Improvement in Own Learning	£27.95	15%	33%	N/A	1	£7.84
Improvement in Confidence	£570	27%	33%	N/A	1	£137.31
Increase in Aspiration	£2,300	27%	33%	N/A	1	£554.07
Improvement in Self-Esteem	£1313.50	27%	33%	N/A	1	£316.42
Increased Emotional Resilience	£450	27%	33%	N/A	1	£108.41
Improved Ability to Build New Relationships	£549	19%	33%	N/A	1	£146.74
Increased Sense of Personal Achievement	£180	15%	33%	N/A	1	£50.49

Improved Problem Solving-Skills	£179	15%	33%	N/A	1	£50.21
Improved Communication Skills	£1,740	15%	33%	N/A	1	£488.07
Improved Use of English	£632.50	15%	33%	N/A	1	£177.42
Improved Research Skills	£21.50	15%	33%	N/A	1	£6.03
Better Basic Skills	£622	15%	33%	N/A	1	£174.47
Better Life Skills	£69	15%	33%	N/A	1	£19.35
Improved Teamwork Ability	£150	15%	33%	N/A	1	£42.08
Better Likelihood of Participating in Activities	£78	19%	33%	N/A	1	£20.85
YP Moves into Employment	£9,089	15%	33%	50%	1	£1274.73
YP Moves into Training	£1,798	15%	33%	50%	1	£252.17
Family member has better communication with YP	£110	19%	33%	N/A	1	£29.40
Family member feels less stressed	£80	27%	33%	N/A	1	£19.27
Family member spends more time with YP	£74.10	19%	33%	N/A	1	£19.81

Chapter 7: Calculating the SROI & Transparency

This chapter will calculate the SROI, including the SROI ratio. It will then go on to discuss the sensitivity analysis undertaken for this project, which tests the assumptions that are implicit in the model. Finally, data transparency is discussed.

7.1 SROI Analysis – How it is calculated?

Table 6.5 demonstrates the value of each proxy as if it was experienced by one stakeholder, therefore to calculate the total value of each outcome the following formula is used:

$(\text{Financial Proxy} \times \text{No. Experiencing Outcome}) \times \text{deadweight (\%)} \times \text{attribution (\%)}$

Each total value is then added together to find the Present Value. You can then find the Net Present Value by subtracting the financial inputs into the project. The below table (7.2) shows these figures.

The overall Present Value of the Cornwall Exchange was **£19,344.41**, and the Net Present Value was **£15,344.41**

7.2 Table of Calculated Values

Outcome	Financial Proxy (incl. Impact Measures)	No of People Experiencing Outcome	Present Value
Increase in Self-Motivation	£64.80	8	£518.42
Improvement in Own Learning	£7.84	7	£54.88
Improvement in Confidence	£137.31	8	£1,098.50
Increase in Aspiration	£554.07	5	£2770.35
Improvement in Self-Esteem	£316.42	4	£1265.68
Increased Emotional Resilience	£108.41	2	£216.80
Improved Ability to Build New Relationships	£146.74	4	£586.99
Increased Sense of Personal Achievement	£50.49	7	£353.43
Improved Problem Solving-Skills	£50.21	8	£401.68
Improved Communication Skills	£488.07	8	£3,904.56
Improved Use of English	£177.42	8	£1419.33
Improved Research Skills	£6.03	8	£48.25
Better Basic Skills	£174.47	2	£348.94
Better Life Skills	£19.35	8	£154.84
Improved Teamwork Ability	£42.08	8	£336.60
Better Likelihood of Participating in Activities	£20.85	7	£145.95

YP Moves into Employment	£2549.46	4	£5,098.93
YP Moves into Training	£504.34	4	£1,008.93
Family member has better communication with YP	£29.40	5	£147.02
Family member feels less stressed	£19.27	3	£57.82
Family member spends more time with YP	£19.81	2	£39.61
OVERALL PRESENT VALUE			£19,344.41
OVERALL NET PRESENT VALUE			£15,344.41

7.3 SROI Ratio

To calculate the SROI ratio a simple sum is used:

SROI Ratio: $\frac{\text{Present Value}}{\text{Value of Inputs}}$

This results in a **1: 4.83** ratio. This means that for every **£1** that Essential Living Future invested in the Cornwall Exchange a Social Return of **£4.83** was produced.

7.4 Sensitivity Analysis

This forecast contains estimates and assumptions, resulting in suggestions on how to improve data collection and methodology throughout this report

Due to these estimates and assumptions, a sensitivity analysis must be undertaken as the values in this report would not be subject to universal agreement. The figures must be reviewed to consider how much confidence we have in the overall SROI figure.

This sensitivity analysis will address the following areas: deadweight, attribution, displacement and the 'distance travelled' in each outcome. For this sensitivity analysis we will take the approach that we will remain confident that the exchange had a positive impact if the ratio remains above 1:1

7.4.1 Deadweight

As previously stated, we have taken the deadweight values for this report from HACT, a government-verified data source. However, these were not directly tested with the stakeholders. Therefore, to account for this we will undertake a sensitivity analysis we will double the deadweight applied in one scenario, to evaluate if we can still be confident in our impact, and halve in another to help account for over-estimating deadweight in the forecast.

7.4.1.2 Scenario 1: Double Deadweight

Outcome	Financial Proxy	Deadweight	Attribution	Displacement	No of People Experiencing Outcome	Duration (years)	Calculated Proxy
Increase in Self-Motivation	£269	54%	33%	N/A	8	1	£326.67
Improvement in Own Learning	£27.95	30%	33%	N/A	7	1	£45.20
Improvement in Confidence	£570	54%	33%	N/A	8	1	£692.21
Increase in Aspiration	£2,300	54%	33%	N/A	5	1	£1,745.70
Improvement in Self-Esteem	£1313.50	54%	33%	N/A	4	1	£398.78
Increased Emotional Resilience	£450	54%	33%	N/A	2	1	£136.62
Improved Ability to Build New Relationships	£549	38%	33%	N/A	4	1	£449.30
Increased Sense of Personal Achievement	£180	30%	33%	N/A	7	1	£291.06
Improved Problem Solving-Skills	£179	30%	33%	N/A	8	1	£330.79
Improved Communication Skills	£1,740	30%	33%	N/A	8	1	£3,215.52
Improved Use of English	£632.50	30%	33%	N/A	8	1	£1,168.86
Improved Research Skills	£21.50	30%	33%	N/A	8	1	£39.73
Better Basic Skills	£622	30%	33%	N/A	2	1	£287.36
Better Life Skills	£69	30%	33%	N/A	8	1	£127.51
Improved Teamwork Ability	£150	30%	33%	N/A	8	1	£277.20
Better Likelihood of Participating in Activities	£78	38%	33%	N/A	7	1	£111.71
YP Moves into Employment	£9,089	30%	33%	50%	4	1	£4,199.12
YP Moves into Training	£1,798	30%	33%	50%	4	1	£830.68
Family member has better communication with YP	£110	38%	33%	N/A	5	1	£36.43
Family member feels less stressed	£80	54%	33%	N/A	3	1	£36.43
Family member spends more time with YP	£74.10	38%	33%	N/A	2	1	£39.61
TOTAL PRESENT VALUE							£14,962.60

As this table demonstrates with Scenario 1 to there is a total present value of **£14,962.60** and therefore a SROI ratio of **1: 3.74**, so is therefore still significant.

7.4.1.3 Scenario 2: Half- Deadweight

Outcome	Financial Proxy	Deadweight	Attribution	Displacement	No of People Experiencing Outcome	Duration (years)	Calculated Proxy
Increase in Self-Motivation	£269	13.5%	33%	N/A	8	1	£614.29
Improvement in Own Learning	£27.95	7.5%	33%	N/A	7	1	£59.72
Improvement in Confidence	£570	13.5%	33%	N/A	8	1	£1301.65
Increase in Aspiration	£2,300	13.5%	33%	N/A	5	1	£3,282.68
Improvement in Self-Esteem	£1313.50	13.5%	33%	N/A	4	1	£749.88
Increased Emotional Resilience	£450	13.5%	33%	N/A	2	1	£255.42
Improved Ability to Build New Relationships	£549	9.5%	33%	N/A	4	1	£655.84
Increased Sense of Personal Achievement	£180	7.5%	33%	N/A	7	1	£382.54
Improved Problem Solving-Skills	£179	7.5%	33%	N/A	8	1	£4,249.08
Improved Communication Skills	£1,740	7.5%	33%	N/A	8	1	£3,215.52
Improved Use of English	£632.50	7.5%	33%	N/A	8	1	£1,536.22
Improved Research Skills	£21.50	7.5%	33%	N/A	8	1	£52.22
Better Basic Skills	£622	7.5%	33%	N/A	2	1	£377.68
Better Life Skills	£69	7.5%	33%	N/A	8	1	£167.59
Improved Teamwork Ability	£150	7.5%	33%	N/A	8	1	£364.32
Better Likelihood of Participating in Activities	£78	9.5%	33%	N/A	7	1	£162.16
YP Moves into Employment	£9,089	7.5%	33%	50%	4	1	£5,518.84
YP Moves into Training	£1,798	7.5%	33%	50%	4	1	£1,091.75
Family member has better communication with YP	£110	38%	33%	N/A	5	1	£68.11
Family member feels less stressed	£80	9.5%	33%	N/A	3	1	£36.43
Family member spends more time with YP	£74.10	9.5%	33%	N/A	2	1	£30.32
TOTAL PRESENT VALUE							£21,520.76

As this table demonstrates with Scenario 2 to there is a total present value of **£21,520.76** and therefore a SROI ratio of **1: 5.38**, which would account for any over-estimating deadweight.

7.4.2 Attribution

In this forecast it was decided that the three delivery partners would be attributed equal weighting for their contribution to this project. However, it could also be argued that Essential Living Future should have a lower attribution rate as they only provided the funding and were not responsible for the delivery of activities which resulted in the outcomes. Further, they were not responsible for the Information, Advice and Guidance provided by the FFP Caseworkers in the follow-up from the project.

In addition, in the future better data collection methods would need to be implemented around collecting information on what other sources in participants lives affected these outcomes, such as friends, family, other training courses. This would result in a fuller picture of impact and might result in a more accurate approach to targeting participants. For example, you might find that those who moved into employment all had attended other training courses previously, this might affect who we recruit into future exchange to have the most impact.

As it is unlikely, due to the reasons listed above that we have over-estimated the attribution, for sensitivity testing we will halve the attribution given to ELF to evaluate if we can still be confident in our impact, in the forecast.

7.4.2.1 Scenario 1: Half-Attribution

Outcome	Financial Proxy	Deadweight	Attribution	Displacement	No of People Experiencing Outcome	Duration (years)	Calculated Proxy
Increase in Self-Motivation	£269	27%	16.5%	N/A	8	1	£259.21
Improvement in Own Learning	£27.95	15%	16.5%	N/A	7	1	£45.20
Improvement in Confidence	£570	27%	16.5%	N/A	8	1	£549.25
Increase in Aspiration	£2,300	27%	16.5%	N/A	5	1	£1,385.18
Improvement in Self-Esteem	£1313.50	27%	16.5%	N/A	4	1	£316.42
Increased Emotional Resilience	£450	27%	16.5%	N/A	2	1	£108.41
Improved Ability to Build New Relationships	£549	19%	16.5%	N/A	4	1	£293.50
Increased Sense of Personal Achievement	£180	15%	16.5%	N/A	7	1	£176.72
Improved Problem Solving-Skills	£179	15%	16.5%	N/A	8	1	£200.84
Improved Communication Skills	£1,740	15%	16.5%	N/A	8	1	£1,952.28
Improved Use of English	£632.50	15%	16.5%	N/A	8	1	£709.67
Improved Research Skills	£21.50	15%	16.5%	N/A	8	1	£24.12
Better Basic Skills	£622	15%	16.5%	N/A	2	1	£174.47
Better Life Skills	£69	15%	16.5%	N/A	8	1	£77.42

Improved Teamwork Ability	£150	15%	16.5%	N/A	8	1	£168.30
Better Likelihood of Participating in Activities	£78	19%	16.5%	N/A	7	1	£72.97
YP Moves into Employment	£9,089	15%	16.5%	50%	4	1	£2,549.46
YP Moves into Training	£1,798	15%	16.5%	50%	4	1	£504.34
Family member has better communication with YP	£110	19%	16.5%	N/A	5	1	£73.51
Family member feels less stressed	£80	27%	16.5%	N/A	3	1	£28.91
Family member spends more time with YP	£74.10	19%	16.5%	N/A	2	1	£19.81
TOTAL PRESENT VALUE							£9,672.21

As this table demonstrates with Scenario 2 to there is a total present value of **£9,672.21** and therefore a SROI ratio of **1: 2.41** which would still show confidence in The Cornwall Exchange having a positive impact.

7.4.3 Displacement

In order to address potential of mis-applying displacement impact measures due to a lack of data we will apply the same method that has been used for attribution and for deadweight, of doubling and halving the percentages applied.

When doubling the percentage applied this will result in the displacement being 100%. This is not an unreasonable position to take, as there may be limited opportunities for jobs or training. Essentially, this would remove these outcomes from the analysis, resulting in a Total Present Value of **£13,236.81**, and ratio of **1:3.30** which would still show confidence in The Cornwall Exchange having a positive impact.

When halving the percentage applied, to account for over-estimating, to 25% displacement it results in the Total Present Value being bumped up to £22,398.22m and a 1:5.59 ratio.

7.4.4 'Distance-Travelled'

The accuracy of this forecast is limited in that each outcome has been calculated as a 'full-change'. This means that each participant has had a full and significant improvement in this outcome. This might not be a true representation of how they feel. As previously stated, in future evaluations and exchanges ELF would use a Likert scale to judge the distance travelled, and therefore how much of the change applies.

Furthermore, by using a Likert scale it would allow stakeholders to report both positive and negative change in future data collection making that all outcomes are reported, not only positive ones. This also allows us to account for people were there was no change, or where there might have been a positive or negative change but it was not to do with the exchange.

In order to account for the 'full-change' claimed in the SROI, we will halve the value of the amount claimed for each outcome.

7.4.4.1 Scenario 1: Half Distance Travelled

Outcome	Financial Proxy	'Half Distance Travelled' Financial Proxy	Deadweight	Attribution	Displacement	No of People Experiencing Outcome	Present Value
Increase in Self-Motivation	£269	£134.50	27%	33%	N/A	8	£259.21
Improvement in Own Learning	£27.95	£13.975	15%	33%	N/A	7	£27.44
Improvement in Confidence	£570	£285	27%	33%	N/A	8	£549.25
Increase in Aspiration	£2,300	£1150	27%	33%	N/A	5	£1385.17
Improvement in Self-Esteem	£1313.50	656.75	27%	33%	N/A	4	£638.84
Increased Emotional Resilience	£450	£225	27%	33%	N/A	2	£108.4
Improved Ability to Build New	£549	£274.50	19%	33%	N/A	4	£293.49
Increased Sense of Personal Achievement	£180	£90	15%	33%	N/A	7	£176.71
Improved Problem Solving-Skills	£179	£89.50	15%	33%	N/A	8	£200.84
Improved Communication Skills	£1,740	£870	15%	33%	N/A	8	£1952.28
Improved Use of English	£632.50	£316.25	15%	33%	N/A	8	£709.66
Improved Research Skills	£21.50	£10.75	15%	33%	N/A	8	£23.12
Better Basic Skills	£622	£311	15%	33%	N/A	2	£174.47
Better Life Skills	£69	£34.5	15%	33%	N/A	8	£77.42
Improved Teamwork Ability	£150	£75	15%	33%	N/A	8	£168.30
Better Likelihood of Participating in	£78	£39	19%	33%	N/A	7	£72.97
YP Moves into Employment	£9,089	£4544.5	15%	33%	50%	4	£2549.46
YP Moves into Training	£1,798	£899	15%	33%	50%	4	£504.46
Family member has better communication	£110	£55	19%	33%	N/A	5	£73.51
Family member feels less stressed	£80	£40	27%	33%	N/A	3	£28.91
Family member spends more time with YP	£74.10	£37.05	19%	33%	N/A	2	£19.80
Total Present Value							£9672.20

As this table demonstrates with this sensitivity test applied there is a total present value of **£9,672.20** and therefore a SROI ratio of **1: 2.41** which would still show confidence in The Cornwall Exchange having a positive impact

7.4.5 Double Counting

It is important in an SROI to make sure that each outcome is separate. This avoids double-counting, where the same outcome is calculated twice, this might be because the chains of events for outcomes have not been well-defined, which results in the potential that some outcomes might result from one another, rather than be stand-alone outcomes.

In order to account for the possibility that in this forecast there has been double counting, a calculation where outcomes are grouped more broadly has been included in this sensitivity analysis. As mentioned previously, as a forecast the purpose of this study is to capture as much information as possible, but in the future we would be able to exclude more outcomes, or group them, based on more rigorous materiality testing (an example of which is shown in appendix 5).

For this analysis, the outcomes have been grouped into 5 categories:

- 1) Motivation
 - YP has increase in self-motivation**
 - YP entered employment
 - YP entered Training
 - YP has an increase in aspiration
- 2) Self-Esteem
 - YP has an improvement in self-esteem
 - YP has an improvement in confidence**
 - YP has an increased sense of personal achievement
- 3) Resilience
 - YP has increased emotional resilience
 - Family Member feels less stressed**
- 4) Socialization
 - YP has improved ability to build new relationships
 - YP has improved communication skills**
 - YP has improved teamwork ability
 - Family member has better communication with YP
 - Family member spends more time with YP
- 5) Skills
 - **YP has improved use of English**
 - YP has improvement in own learning
 - YP has improved research skills
 - YP has better basic skills
 - YP has better life skills

For the purpose of this sensitivity test the outcome within each category which the most number of participants experienced is selected (if one category has multiple outcomes with the same number of participants experiencing it they one with the highest financial proxy, shown in bold, will be taken forward, as the participants agreed to this proxy) as the proxy to take forward to test the confidence in the SROI ratio. However, in the future with better data collection methods the one ranked most valuable by the most number of participants would be used.

Based on this the Total Present Value would be: **£7,087.83** and the SROI ratio would be **1: 1.77**, still showing confidence in The Cornwall Exchange's impact.

7.5 Transparency

In this report there is, of course, the risk of errors in data, misinterpretation, leading participants to give certain answers and double counting. Essential Living Future have tried to minimise these risks by cross-checking the data recorded with other stakeholders aside from the Primary Stakeholders, and Secondary Stakeholder – Wider Beneficiary categories. This means that the results are verified by professionals who work with the young people on a regular basis, attempting to minimise the risk of misinterpreting questionnaire data.

By using open questions, our aspiration was to encourage participants to give a range of answers, but acknowledge that we might not have captured all, or the full range of outcomes that were experienced. Furthermore, we may have lead participants to focus on certain outcome areas. From this lesson we will improve our data collection methods.

We have tried to avoid double counting in our analysis by not counting the same outcomes for different stakeholder groups. Although we have used the same inputs and outputs for different outcomes, each outcome was a separate result of these inputs/outputs so needs to be counted separately.

Conclusion – Discussion and Recommendations for the Future

Overall, this analysis has shown that The Cornwall Exchange produced added value beyond the monetary contribution from Essential Living Future. By using the SROI method it demonstrates a way to provide a clear financial proxy for what interventions similar to the one demonstrated is worth to its participants and wider beneficiaries.

From this process we have learnt the importance of trying to accurately capture what participants truly experience, rather than relying on pre-conceived ideas of what they should gain from a project. However, this has also been a learning experience for Essential Living Future staff. It has highlighted the need to develop our data capturing methods, to make sure we are not only focusing on the positive outcomes in our next project. Although we used open questions which may have had the ability to capture this data, we need to ensure that we do not lead participants in the next analysis. This will provide a more realistic picture of our impact, and aspects that Essential Living Future can work on.

Finally, we are pleased with our SROI Ratio, for every £1 invested in the Cornwall Exchange, £4.83 was produced in social value. This clearly demonstrates the importance of investing in young people's skills and wellbeing to not only the individuals, but communities and societies at large.

Appendices

Appendix 1: References

References List

- 1 Farmer, M. *The Farmer Review of The UK Construction Labour Model: Modernise or Die- Time to Decide the Industry's Future*. London: Construction Leadership Council (2016)
- 2 Davies et al. *A Review of the Social Impacts of Culture and Sport*. London: Case, (2015)
- 3 Hollingworth et al. *Report on students who are not in Education, Employment or Training (NEET)*. London: Institute of Education (2014)
- 4 Grubb et al. *Moving the Goal Posts – Poverty and Access to Sport for Young People*. London: CASE (2015)
- 5 Nesta. *Guidance for Developing a Theory of Change for Your Programme*. London: TSIP
- 6 www.theoryofchange.org/what-is-theory-of-change/
- 7 Nicholls et al. *A Guide to Social Return on Investment*. Liverpool: The SROI Network, (2012)
- 8 Social Value UK. *Supplementary Guidance on Materiality*. Liverpool: Social Value UK (2012)
- 9 Milbourne, L. & Cushman, M. *From the Third Sector to the Big Society: How Changing UK Government Policies Have Eroded Third Sector Trust*. London: LSE (2012)
- 10 Nicholls et al. *A Guide to Social Return on Investment*. Liverpool: The SROI Network, (2012)
- 11 Social Value UK. *Supplementary Guidance for Principle 2: Understand What Changes – Part One: Creating Well-Defined Outcomes*. Liverpool: Social Value UK, (2012)
- 12 www.nhs.uk/Livewell/fitness/Pages/physical-activity-guidelines-for-young-people.aspx
- 13 Fujiwara et al. *Measuring the Social Impact of Community Investment: A Guide to Using the Wellbeing Valuation Approach*. London: HACT, (2014)
- 14 HACT & The SROI Network. *SROI and HACT's Social Value Bank Linkages Paper*. London: HACT, (2015)

Appendix 2: Financial Proxies

Financial Proxies

Increase in Self- Motivation - www.reed.co.uk/courses/workforce-motivation-training--workforce-politics-relations-level-2-two-accredited-courses-in-1/213781#/courses/motivation

Improvement in Own Learning - www.asdan.org.uk/courses/qualifications/certificate-of-personal-effectiveness-level-1-and-2

Improvement in Confidence-
www.lucyseifertcoachingtraining.co.uk/london/index.php?page=14#option2

Improvement in Aspirations – www.socialvalueuk.org/app/uploads/2016/04/Final-SROI-revised-assurancev1-2-TVB.pdf

Improvement in Self-Esteem www.globalvaluexchange.org/valuations/8279e41d9e5e0bd8499f5fd8

Increased Emotional Resilience -
[www.globalvaluexchange.org/outcomes/search?q=emotional&page=1&filters\[status\]=Approved](http://www.globalvaluexchange.org/outcomes/search?q=emotional&page=1&filters[status]=Approved)

Ability to Build New Relationships - www.activia.co.uk/personal-development/relationships-training

Increased Sense of Personal Achievement - www.ahoy.org.uk/wp-content/uploads/2017/02/Course-programme-2018-Individuals-Groups.pdf

Improved Problem-Solving Skills - www.citylit.ac.uk/courses/critical-thinking/HP058-1718

Improved Oral Presentation - www.city.ac.uk/courses/short-courses/presentation-skills

Improved Communication Skills -
www.globalvaluexchange.org/valuations/8279e41d9e5e0bd8499f5af0

Improved Use of English - <https://conel.ac.uk/courses/english-for-speakers-of-other-languages/59-entry-level/2113-esol-16-18-entry-level-3.html>

Improved Research Skills - <https://www.asdan.org.uk/courses/programmes/enterprise-short-course>

Improved Basic Skills - <http://www.barkingdagenhamcollege.ac.uk/en/courses-for-over-19s/courses.cfm/page/0000005584/level/1/course/PathwaysProgramme>

Improved Life Skills - https://www.sirentaining.co.uk/first-aid-courses-london/?gclid=CjwKCAiAatorUBRBnEiwAfcp_Y2arapq2GY2eE8FfoYMoU3OdjgcafKPRGA5Hu7JUXzP1jI2QPvtyBoCEksQAvD_BwE

Improved Team Work Skills - <https://www.teambuilding.co.uk/teambuilding-event-costs.html>

Improved Likelihood of Participating in Activities -
[http://sramedia.s3.amazonaws.com/media/documents/Sports%20Club%20Survey%202013_2\(1\).pdf](http://sramedia.s3.amazonaws.com/media/documents/Sports%20Club%20Survey%202013_2(1).pdf)

YP Moves into Employment – Fujiwara, D. & HACT. *The Community Investment Values from the Social Value Bank*. www. Socialvaluebank.org (https://creativecommons.org/licenses/by-nc-nd/deed.en_GB)

YP Moves into Training - Fujiwara, D. & HACT. *The Community Investment Values from the Social Value Bank*. www. Socialvaluebank.org (https://creativecommons.org/licenses/by-nc-nd/deed.en_GB)

Family Member has Better Communication with YP -
<https://www.familytherapy.org.uk/freehelpandfees.html>

Family Member Feels Less Stressed - <https://www.harleytherapy.co.uk/book.htm>

Family Member Spends less Time with YP - <https://inews.co.uk/essentials/trip-cinema-now-cost-100/>

Appendix 3: Surveys

Appendix 3.1 : Pre-Trip Survey

Introduction

Message from Essential Living

This trip is about having fun and enjoying new experiences, but also presents an opportunity to learn new skills and experience a different way of life.

Essential Living believe that by supporting opportunities like this, we will learn more about the needs and aspirations of the young people of London. This booklet is a short and simple 'learning log' which will enable us to create, develop and learn what the best ways to engage with young people are. We hope that you will fill this out throughout your trip and provide us with valuable feedback so we can plan future trips for young people. You can fill out this booklet anonymously.

We hope you enjoy the experience and take something positive from the experience.

Darryl Flay, CEO of Essential Living

Personal Details

Name

Age

Email

Previous jobs/ work experience

.....
.....

Career/ employment aspirations

.....
.....

Goals/ expectation for trip

.....
.....

Greatest personal strength

.....

.....

Greatest personal weaknesses

.....

.....

Pre Course Assessment

This is a short assessment on how you feel prior to arriving in Cornwall.

On a scale of 1- 5: **1 = Not Great** **2 = Low** **3 = Ok** **4 = Very Good** **5 = Exceptional**

Can you rate the following questions/statements:

1. How are you at getting involved in group work/activities?
2. How do you rate your ability to perform personal life skills such as cooking, cleaning etc?
3. How do you rate your self-confidence?
4. How do you rate your self-motivation?
5. How do you rate your ability to communicate with people you've just met?
6. How do you rate your ability to handle stressful situations?

Circle the top 6 things you would like to work on in your life?

Education	Employment	Relationships	Hobbies	Independence	Myself
Problem solving	Finding a job	Communication	Trying new activities	Be Safe	My confidence
Homework	Ringling up about a job	Make new friends	Join groups or clubs	Use the phone	My Skills
Behaviour	Application forms	Ability to Lead	Play sport	Organising myself	My Goals
Attendance	Work experience	Create Professional relationships	Meet new people	Understanding instructions	Controlling my anger
	Interview skills				

Please provide any additional comments you may have in the box below:

Appendix 3.2: On-Trip Survey

(EXAMPLE: Repeated for all activities)

Cornwall Exchange

Activity - Kayaking

Activity 1:

What went well?

.....

.....

.....

What could have gone better?

.....

.....

.....

How did I learn? (Listening, reading, practise, watching etc.)

.....

.....

.....

What skills did I use?

.....

.....

.....

What did I learn?

.....

.....

.....

Please tick if you used any of the following during this activity:

Learning

Teamwork

Problem solving

Numeracy and literacy

Trip Evaluation

How do you feel about the following?

(Circle each line - 1 is "not good" 10 is "very good")

The travel to/ from Cornwall	1	2	3	4	5	6	7	8	9	10
Staff at the activity centres	1	2	3	4	5	6	7	8	9	10
The accommodation	1	2	3	4	5	6	7	8	9	10

Can you please give a brief statement about the trip? This can include things like, your favourite moment, whether you would recommend this trip to other young people, what you would change if you could, whether you developed any new skills, or anything else.

We hope you had a great time and wish you all the best in the future.

Essential Living

Appendix 3.3: Post-Trip Surveys

Cornwall Exchange Follow-up Survey

This questionnaire has been written in order to find out your views on your experience with the Cornwall Exchange. This is to help Essential Living Future evaluate the value of this trip to you, and what changes you might have experienced due to the exchange. This is going to be used for a report on the Cornwall Exchange, all your data will be anonymous.

We have used the questionnaires you filled in at the time of the trip in order to create some of these questions.

After the Cornwall Exchange

- 1) It has been 6 months since The Cornwall Exchange, are you in employment or training?
- 2) Do you think that the Exchange made a difference to your outlook on searching for education/training opportunities (this can be positive, negative, or neutral)?

Impact of the Exchange

Drawing on the questionnaires filled in by participants on the Exchange the following outcomes were listed by participants.

- 1) Please could you tick which ones you think you experienced during or after the exchange?

Outcome	I experienced this outcome
Increase in self-motivation	
Improvement in own learning	
Improvement in confidence	
Improvement in aspirations	
Improvements in self-esteem	
Increased emotional resilience	
Ability to build new relationships	
Increased sense of personal achievement	
Improved physical health	
Improved problem solving	
Improved oral presentation	
Improved communication skills	
Improved use of English	
Improved Research Skills	
Improved basic skills (e.g. comfortable meeting new people)	
Improved Life Skills (e.g. being prepared in an emergency)	
Improved Teamwork skills	
Improved likelihood of participating in activities	
YP Moves into Employment	
YP Moves into Training	

- 2) Was there anything about the Exchange you would change?

3) Do you think you experienced any negative outcomes from the Exchange?

Value of Outcomes

For the report Essential Living Future are creating it is important to know how much you value these changes.

To Establish this could you please put a 1, 2 or 3 next to the outcomes you experienced:

1= I value this outcome highly

2= I value this outcome

3= I don't value this outcome very much

Outcome	Value
Increase in self-motivation	
Improvement in own learning	
Improvement in confidence	
Improvement in aspirations	
Improvements in self-esteem	
Increased emotional resilience	
Ability to build new relationships	
Increased sense of personal achievement	
Improved physical health	
Improved problem solving	
Improved oral presentation	
Improved communication skills	
Improved use of English	
Improved Research Skills	
Improved basic skills (e.g. comfortable meeting new people)	
Improved Life Skills (e.g. being prepared in an emergency)	
Improved Teamwork skills	
Improved likelihood of participating in activities	
YP Moves into Employment	
YP Moves into Training	

Wider Impact

1a) Were your relationships with anyone else effected by going on the Cornwall Exchange?
(positively or negatively)

Appendix 3.4: Wider Beneficiary Survey

Dear Sir/Madam,

This questionnaire has been written in order to find out your views on the Cornwall Exchange, a recent residential trip your family member took part. This is to help Essential Living Future evaluate the value of this trip to you, and what changes you might have experienced due to the exchange. This is going to be used for a report on the Cornwall Exchange, all your data will be anonymous.

- 1) What is the relationship of you to the FFP member?

- 2) Have you noticed any changes in your family member since the Cornwall Exchange (these can be positive or negative?)

- 3) Has your relationship with the family member changed in anyway?

- 4) Do you have any other comments on the exchange?

Appendix 4: Stated-Preference Outcome Valuation Phone Interview Template

Introduction:

Hi, XXX

This is Prudence Seaward from Essential Living Future. I am phoning to chat about your experience on the Cornwall Exchange. This conversation is private between us, and your answers won't be linked back to you.

The purpose of this conversation is to talk through your answers to the surveys about the Cornwall Exchange. This is not a test, we just want to gauge your views. I am currently doing a SROI (Social return on Investment) report on this activity, which means I am trying to put a money-based value on your experience.

We have come up with some potential financial proxies for outcomes you experienced from the real world, for example you said you felt more confident (as example) after the exchange, so we would use the cost of a confidence coaching session as a financial proxy.

From this conversation I want to test out if you agree or disagree with the value put on these proxies.

Question Format: EXAMPLE – Use format for relevant outcomes

Outcome:

Your questionnaire says that you felt 'OUTCOME' after the exchange.

Would you pay £XX (proxy amount) to achieve that outcome?

If, not....what price would you pay?

Appendix 5: Draft Post-Trip Questionnaire (incl. rankings, impact, deadweight and attribution)

Cornwall Exchange Follow-up Survey

This questionnaire has been written in order to find out your views on your experience with the Cornwall Exchange. This is to help Essential Living Future evaluate the value of this trip to you, and what changes you might have experienced due to the exchange. This is going to be used for a Social Return on Investment (SROI) report on the Cornwall Exchange, all your data will be anonymous.

We have used the questionnaires you filled in at the time of the trip in order to create some of these questions.

Outcomes of the Exchange

Drawing on the questionnaires filled in by participants on the Exchange the following outcomes were listed by participants.

- 1) It is important for us to know what changes (both negative and positive) you experienced as a result of the Cornwall Exchange. Please tell us what changed for you by choosing the most appropriate option or indicating that the outcome was not applicable to you

Changes in						
	Much worse	A little worse	No change	A little better	Much better	Not applicable
Self-motivation						
Own learning						
Confidence						
Aspirations						
Self-esteem						
Emotional resilience						
Sense of achievement						
Physical health						
Problem solving						
Presentation and communication skills						
Research skills						
Basic skills (e.g. comfortable meeting new people)						
Life Skills (e.g. being prepared in an emergency)						
Teamwork skills						

If you consider yourself BEFORE Cornwall Exchange, how likely would you:

	Very unlikely	Somewhat unlikely	Somewhat likely	Very likely
build new relationships in a constructive way				
Engage successfully in new activities				

If you consider yourself AFTER Cornwall Exchange, how likely would you be able to:

	Very unlikely	Somewhat unlikely	Somewhat likely	Very likely
build new relationships in a constructive way				
engage successfully in new activities				

Are you currently employed?

Yes

No

Are you currently in education or training?

Yes

No

If yes, to what extent do you think Cornwall Exchange influenced your ability to enter a job or training – on a scale from 0 to 5 where 0 is “no influence” and 5 “influenced a lot”

How Important are they?

Of the outcomes that you experienced please tick one answer of ‘Very Important’, ‘Important’, ‘Slightly Important’, ‘Not Important’. This will help us rank the outcomes that are most significant to you.

Outcome	Very Important	Important	Slightly Important	Not Important	Not applicable
Self-motivation					
Own learning					
Confidence					
Aspirations					
Self-esteem					
Emotional resilience					
Sense of achievement					
Physical health					
Problem solving					
Presentation and communication skills					
Research skills					
Basic skills (e.g. comfortable meeting new people)					
Life Skills (e.g. being prepared in an emergency)					
Teamwork skills					
Getting a job					
Moving into training/education					

How Much did you Experience?

In this section we would like to learn how much of a change happened. This is important as it will allow us to determine the significance of an outcome. If possible, for outcomes where you did not experience a change you can mark the same numbers in the ‘before’ scale and the ‘after scale’, if you experienced a negative change please mark this also.

EXAMPLE: Improvement in Confidence

Each Outcome

Please Rank yourself (with a tick) on this scale of 1-10 on your confidence level before the trip:

1 – Very Low	2	3	4	5 - Medium	6	7	8	9	10- Very High

Please Rank yourself (with a tick) on this scale of 1-10 on your confidence level after the trip

1 – Very Low	2	3	4	5 - Medium	6	7	8	9	10- Very High

How much difference did the Exchange make?

In this section we are trying to establish how much of the change you experienced is down to ELF and also what would have happened anyway without the exchange. These two factors are known in an SROI as attribution and deadweight.

We know that the changes you experience during the Cornwall Exchange are influenced by different people/organizations and we would like to understand who/what else contributed to the changes for you.

When thinking about all the outcomes that you experienced, please estimate the influence of the following on a scale from 1 to 5 where 1 is “minimum influence” and 5 is “maximum influence” or select “not applicable” if you think something had no influence on you:

- My family:
- My friends:
- Other programs I take part in :

Please, specify

- The Cornwall Exchange Program:
- Myself:
- Other

please, specify:

Appendix 6: Value Map – Please see attached Excel Spreadsheet

