



“Not meaning to be dramatic, but it made the difference between people going hungry and being fed.” Project Co-ordinator James Deakin

PARTNERIAETH
MAESGEIRCHEN

PARTNERSHIP

SROI (COVID GRANT) REPORT



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Executive summary

This report will analyse the social value created by the Mantell Grant contribution to Partneriaeth Maesgeirchen Partnership (PMP), who received a sum of £1000 from Mantell Gwynedd as part of the Covid-19 resilience fund.

PMP is a community group that works in partnership with Maes Ni, Penrhyn House (NWRC) and Hive Caffi to deliver a joined-up support system for residents of Maesgeirchen and Tan-y-bryn in Bangor, Gwynedd. This includes providing boxes and bags of provisions, meals, activity packs for children, a crash fund to help with utilities, and a checking-in service for over 70s.

Due to the devastating impact Covid-19 had on the local community, there was a surge in demand and at the same time some services were out of action and taking time to come back into operation. The additional resources from the Covid 19 Emergency Fund were required to help to plug the gap.

The project was analysed using the Social Return on Investment (SROI) framework to understand the total value created for individuals who received food provisions. The results demonstrate that significant value was created through the project.

The result of £2.17:1 indicates that for each £1 of value invested, £2.17 of Social Value is created.

There are growing concerns around mental health, poverty, and isolation in our communities. This project was able to support individuals at a crucial time to alleviate some of their anxiety and to empower them to make positive decisions. The outcomes of the project experienced by the individuals are **feeling more positive/less worried, good to know someone cares, feeling**

I'm being looked after and thankful for the kindness. The outcomes experienced by the volunteers of the project include feeling a sense of purpose and being able to help the community.

Acknowledgement

This report would not be possible without involving key stakeholders to understand what changes have taken place and establish their impact. A huge thank you to the individuals who received the food provisions and the whole team at PMP, who are clearly passionate about their work, and their enthusiasm and support to help the individuals of Maesgeirchen.

Diolch yn fawr i bawb.

Social Value Cymru team at Mantell Gwynedd

Introduction

This report will analyse the social value created by the £1000 grant from Mantell Gwynedd to PMP, to assist local volunteers with the task of preparing and distributing boxes of provisions to the elderly and vulnerable in the Maesgeirchen area of Bangor.

At the start of the Covid-19 pandemic, Welsh Government launched a £24m fund to assist the voluntary sector in Wales with their efforts during the pandemic. From this fund three major funds to support the third sector were set up: The Voluntary Sector Emergency Fund (VSEF), the Third Sector Resilience Fund and the Community Facilities Programme. The first of these two funds was aimed at enabling voluntary sector organisations to provide vital support during the coronavirus crisis to continue and expand their work and the second fund was designed to support those voluntary sector organisations that needed financial support to survive the pandemic crisis because of unprecedented fall in fundraising and donation income. The Community Facilities Programme supported well-used community facilities to improve their financial and/or environmental sustainability.

As part of the Third Sector Support Wales partnership CVCs in Wales distributed £500k of the VSEF as a small grants fund. Mantell Gwynedd was allocated £25k from the VSEF to help organisations in Gwynedd to keep going or to extend their services during the pandemic. Organisations in Gwynedd were invited to apply for a grant from £100 to £1000. The £25k VSEF managed by Mantell Gwynedd supported 27 organisations across the third sector in Gwynedd. The organisations who successfully applied and received grants from the Mantell Gwynedd VSEF were:

Porthi Pawb Caernarfon, GISDA, Crossroads, Help Harlech, Seren Blaenau Ffestiniog, Banc Bwyd Nefyn, Prosiect Cymunedol Llandwrog, Gwallgofiaid Blaenau Ffestiniog, Siop Griffiths Penygroes, Gweithgor Cymunedol Llanbedr, Egni Abergynolwyn, Prosiect Braich Goch Inn Corris, Prosiect Neuadd Llanllyfni, Prosiect Sign, Sight & Sound, Llygaid Maesincla, Datblygiadau Egni Gwledig (D.E.G.), Prosiect Peblig, Menter y Plu Llanystumdwy, Menter Fachwen, Grŵp Ffermwyr a Garddio, Pecynnau Codi Calon y Groeslon.¹

This report will follow the principles of Social Value, as set out by Social Value International and Social Value UK² to make a Social Return on Investment (SROI) forecast report of the PMP project.

¹ <https://mantellgwynedd.com>

² <https://www.socialvalueuk.org/what-is-social-value/the-principles-of-social-value/>

Social Value Principles

1. **Involve stakeholders** Understand the way in which the organisation creates change through a dialogue with stakeholders
2. **Understand what changes** Acknowledge and articulate all the values, objectives, and stakeholders of the organisation before agreeing which aspects of the organisation are to be included in the scope; and determine what must be included in the account in order that stakeholders can make reasonable decisions
3. **Value the things that matter** Use monetisations of value in order to include the values of those excluded from markets in the same terms as used in markets
4. **Only include what is material** Articulate clearly how activities create change and evaluate this through the evidence gathered
5. **Do not over-claim** Make comparisons of performance and impact using appropriate benchmarks, targets and external standards
6. **Be transparent** Demonstrate the basis on which the findings may be considered accurate and honest; and show that they will be reported to and discussed with stakeholders
7. **Verify the result** Ensure appropriate independent verification of the account

(socialvalueuk.org)

Background, context & the need for the service

Maesgeirchen housing estate is within the Marchog ward in Bangor, Gwynedd. With a population size of around 4,000 as of March 2020, the third largest housing estate in Wales (Daily Post, 2020).³ Maesgeirchen is in the 10% most deprived areas in Wales (Gwynedd Council Cabinet, 2020)⁴ with high poverty being a major issue for both Maesgeirchen and the wider local communities for many years. The main issues prior to Covid were food, but also gas and electricity poverty. Some people did not have electricity, some lived in tents or emergency provision, and some did not have food for pets, nappies, baby milk, sanitary items and were short on fresh foods and with no cooking facilities.

PMP is a community group that works in partnership with Maes Ni, Penrhyn House (NWRC) and Hive Caffi to deliver a joined-up support system for residents of Maesgeirchen and Tan-y-bryn. This includes providing boxes and bags of provisions, meals, activity packs for children, a crash fund to help with utilities and a checking-in service for over 70s.

PMP provided these services prior to the Covid 19 pandemic. However, due to the effect of the pandemic and associated lockdown, there was a dramatic increase in need for support. Everything came to a halt – there were no support or treatment services. It became evident after the first week that some vulnerable people were unable to self-isolate. People who were on zero-hour contracts, if they were to self-isolate then they needed help with food bills. Since there were no support services, if PMP and its partners hadn't stepped in people would have

³ Daily Post. (2020, March 16). Huge housing estate in Wales is to get a leisure and community hub designed by the people who live there.

⁴ Gwynedd Council Cabinet. (2020). *Maesgeirchen Integrated Centre, Bangor*.

suffered more – people with addictions, mental health and housing issues, the elderly and those in insecure work.

PMP and its partners operate within a kind of connection framework and considered how they could use this framework to become involved in community relief. They talked to each other and put it out there that support was available. They shared bank accounts, constitutions, governance structures as well as skills and staff/volunteer time and capabilities across groups to ensure that funds and food were delivered to where it was most needed.

Emergency discretionary payments and Flying Start were not available at the start of the lockdown. It was difficult to get food out to people; and St Mary's Hostel shielding food boxes took 2 weeks from registration to delivery. It was difficult anyway for some to make ends meet, and for people working on zero-hour contracts, having their income stopped put them in an almost impossible situation.

PMP was able to plug the gap when other services were out and taking time to come back due to Covid – it made the difference between some people going hungry or being fed.⁵

In terms of food provisions, by April 2020, PMP and its partners had provided 80 essential packs and 84 soups/meals & cakes per week (1600 in all) delivered to over-70s who were self-isolating. This is also a checking-in service. 36 households were receiving food bag drops every other day. They had also delivered over 800 meals/packed lunches (4915 in all) to vulnerable people. Over 40 people had been paired up with volunteers to pick up shopping, prescriptions, food bank bags and help with bills. In addition, there were 11 new volunteers from Marchog

⁵<https://www.dailypost.co.uk/news/north-wales-news/how-one-north-wales-poorest-18763208>

Ward, Penrhyn House volunteers and the wider Bangor area volunteers. Volunteers became the moral fibre which at times held the community together.

In addition to the food provisions, PMP and partners have also provided 330 environmental activity packs, fun packs, and creativity packs for families and 217 crash-funds.

The UK and Wales context is also an important consideration when assessing the overall value of the PMP project. As a direct result of Covid-19 the need of food parcels had already increased dramatically in 2020, with an 89% increase on 2019 figures.⁶ Food poverty is an issue throughout the UK and the top reasons for referral to a food bank within the Trussell Trust network between April-September 2020 were low income (47%), benefit delays (9%) and sickness/ill health (6%).⁷ According to the same study, over 2,000 food bank parcels were provided in Gwynedd during the same period (see Figure 1).⁸ The number of food parcels are high in all counties of North Wales. Food poverty was already an issue and on the rise in previous years, with the pandemic exacerbating the problem.⁹

⁶ <https://www.trusselltrust.org/>

⁷ <https://www.trusselltrust.org/news/mid-year-stats/> (Accessed 08/01/21)

⁸ <https://www.northwaleschronicle.co.uk/news/18946904.food-bank-use-rises-third-across-north-wales/>

⁹ Power, Doherty, Pybus, & Pickett, (2020) – How COVID-19 has exposed inequalities in the UK food system: The case of UK food and poverty.

Figure 1 – Total food parcels issued by the Trussell Trust Network April 2020 – September 2020 in North Wales.



Stakeholder engagement

Including stakeholders is the fundamental requirement of SROI, and the first principle of Social Value International. Without the involvement of key stakeholders, there is no validity to the results – only through active engagement can we understand actual or forecasted changes in their lives. Only then can SROI value those that matter most. For the stakeholder engagement in this report, we conducted both quantitative and qualitative research methods.

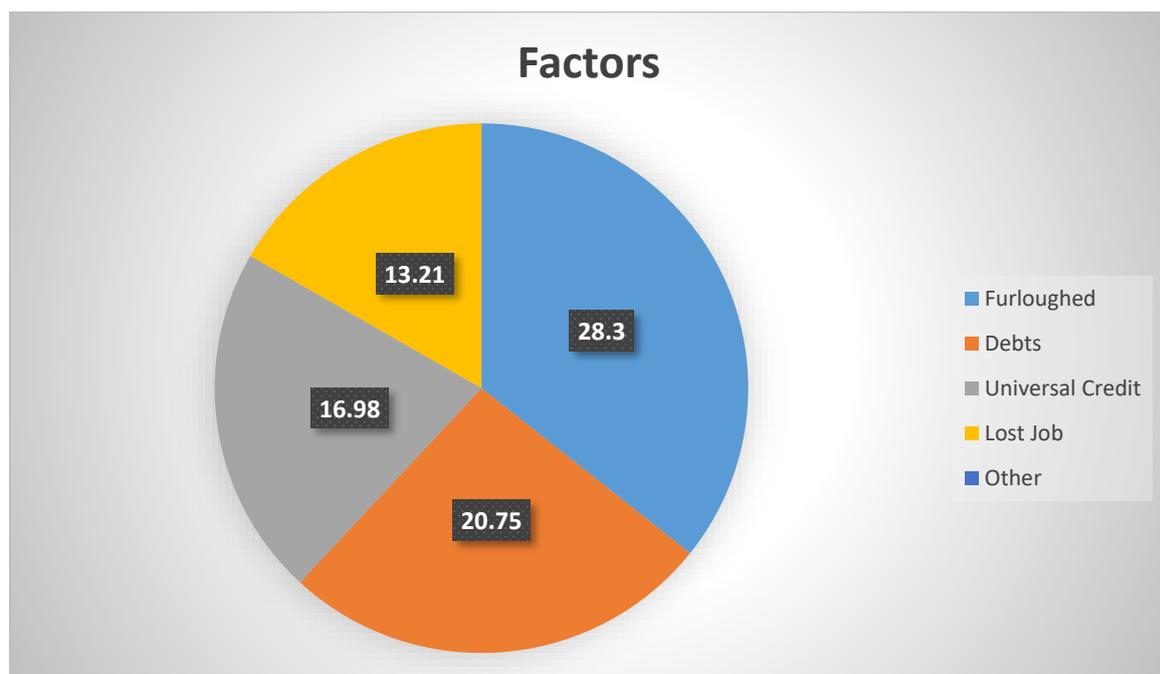
Participants

In February 2021, 4 telephone interviews were held with the participants, for a group of 40 households (approximately 100 people). This represents 10% of the households which is a reasonable representation but only 4% of the total participants' population group – this is very

low. There were many limiting factors of being able to engage fully with the service users: they are vulnerable for several reasons, but especially due to lack of income exacerbated and highlighted by the pandemic (see Figure 2); some did not feel comfortable speaking with the researcher; some having to shield. Therefore, in keeping with the ‘be transparent principle’, the judgements made on the outcomes experienced identified via the interviews were verified by the volunteers who engaged with the participants weekly. This gave the outcomes identified more validity and the researcher more confidence in the findings.

From the telephone interviews, a follow-up survey was sent out to the participants with 11 responses, therefore the sample size representing 11% of the total number of participants. (Appendix 1). The next step was to construct a Theory Of Change (TOC) to identify the outcomes and the changes experienced by the participants as a result of the boxes provided by PMP (Appendix 2). These will be discussed in more detail in the ‘Outcomes’ section of the report.

Figure 2 – Challenges for Participants (from a survey held by the organisation in August 2020)



The main issues for participants were:

- Being furloughed;
- Been unable to pay debts;
- On Universal Credit/Benefits but still struggling to make ends meet;
- Lost a job;
- Other issues (self-isolating on zero-hour contract; waiting for self-employed payments; quit job to protect family health; job insecurity; lost support from other agencies; awaiting furlough and universal credit payments).

Volunteers

Due to Covid-19 restrictions the engagement with the volunteers was also limited to only telephone interviews. All the interviews were conducted in December 2020 and January 2021. There were 6 telephone interviews with this stakeholder group, which represents 54%. Once confident in the outcomes identified from the interviews for the volunteers, a follow up survey was sent out. The response rate was also 54% for the survey, 6/11 of the volunteers returned the survey (Appendix 3). This gave enough credibility in the data collected, and confidence in the outcomes and assumptions made, to construct a Theory of Change for the changes experienced by the volunteers (Appendix 4).

Project inputs

The main financial input for PMP are grants and donations. For this report we are primarily assessing the £1,000 grant given to PMP by Mantell Gwynedd as part of the Covid-19 resilience fund. At the height of the first lockdown, PMP were spending approximately £25 on the contents of each of the food boxes with 40 families receiving a box every week. Therefore,

from a purely financial perspective, it has been calculated that the grant supplied the equivalent of 40 food box provisions for 1 week.

This service is free to those that receive it, but some non-financial inputs are also necessary to ensure any changes. Therefore, given the need for volunteers to help the project, it is appropriate to include an additional input that values this time contribution. The approximate cost for the volunteer time is calculated (Table 1) for the 1 week the grant financially helped the project.

Table 1 – Cost of the volunteers’ time for the project

| Volunteers | Task | Value | Source |
|---|------------------------------|--|-------------------------|
| Value (cost) of the volunteer time – 11 people | 4 volunteers | £8.72 x hour per individual (52.5 hour per week for all 7 volunteers x 1 week) | Gov.co.uk ¹⁰ |
| | preparing and packing, | | |
| | 7 volunteers | | |
| | working as food distributors | therefore, total of £475.80 | |
| | | | |

The main purpose of this report is to analyse the £1,000 grant given to PMP by Mantell Gwynedd. **‘The COVID grant was the catalyst. It wouldn’t have happened without it. It got the ball rolling.’ (Volunteer).**

The established networking between the various organisations: Penrhyn House, Maes Ni, Hive Caffi and others was a major factor in the success of the project. The grant is likely to have

¹⁰ <https://www.gov.uk/national-minimum-wage-rates>

given a boost to all the other activities arranged by PMP; but this report aims to assess the effect of the grant at a crucial time during the pandemic.

Overall, with the 52.5 monetised hours worked by the volunteers the total monetised input for the food box provision project in the context of this report is £1,457.80 (Table 2), which works out as **£14.57** as the cost per individual/ **£36.44** as cost per household.

Table 2 – Total Monetised Inputs

| Stakeholder | Financial input | Non-financial input | Cost per individual/ Household |
|--|------------------|--|---|
| 100 Individuals (40 Households) | N/A | Willingness to take part in the project and prepare meals for family | |
| Mantell Gwynedd | £1,000 grant | | |
| 11 volunteers | £457.80 | £457.80 of value for the time given to the project by the volunteers | |
| Totals | £1,457.80 | | £14.57 per individual £36.44 per household |

How volunteers have helped others

‘One example is three guys living in tents by the embankment. They would not have anything to eat if it weren’t for us taking food to them.’

‘It was great to be able to bring some joy to people who were shielding.’

‘There’s an old lady – 90 years old – who lives on her own in a top floor flat – no lift – she is basically trapped. We were the only interaction with her, since family could not attend at the time. She needed us. We had a laugh and she benefitted mentally. I had to call an ambulance for her once.’

‘The feedback we get from people is that it has been invaluable.’

How volunteers have helped themselves

‘It’s been great to have work. It’s given me a purpose and a reason to get up in the morning. I see people in a different light. The world is more positive. It has helped me to overcome my anxiety. I’ve changed as a person. The most important outcome is that I think more about other people and I think about them positively. The changes are here to last. I’m not suspicious of other people now and I feel friendlier towards them. I would not have been able to have this phone call with you before, I would have been too anxious. I feel positive for the future.’

‘I enjoy working and being busy, so when everything came to a stop, I suffered a bit. Being able to do this voluntary work was great help to my mental health.’

‘It felt great doing it and doing something good. It did my mental health good by doing something worthwhile and not staying indoors all of the time.’

‘People were really grateful; I was happy to be involved. It was rewarding in many ways.’

‘I had a really low self-esteem before – this has helped me see my self-esteem grow.’

‘My whole life is different. I don’t drink or take drugs. I’m living life now. It was an existence before. These changes are definitely going to last. It might have happened without the grant, but volunteering has made me focussed and helped me to socialise sooner.’

Outputs of the project

The immediate output for the project is the number of individuals receiving the meals. PMP is a community group that works in partnership with Maes Ni, Penrhyn House (NWRC) and Hive Caffi to deliver a joined-up support system for residents of Maesgeirchen and Tan-y-bryn. This includes providing boxes and bags of provisions, meals, activity packs for children, a crash fund to help with utilities and a checking-in service for over 70s.

PMP provided these services prior to the Covid 19 pandemic. However, due to the effect of the pandemic and associated lockdown, there was a dramatic increase in need for support. The Covid grant was provided to help to expand the food boxes scheme to help address the increased need for food provision. The funding was used to purchase fresh produce, tins and no-cook ingredients as well as ingredients to make cooking and eating together as a household possible. This need had been established by the PMP members early on in the pandemic. The funding enabled the provision of the equivalent of 40 food supply boxes at an average cost of £25 each. The boxes were prepared and distributed by 11 volunteers.

The valuation method

The valuation approach used to place a monetised figure for the outcomes experienced by the individuals is 'revealed preference'. In simple terms this means how much it would have cost the individuals to pay for a service that provides meals. In this case the food boxes provided were prepared by volunteers as uncooked food. The meals were then cooked by the families (this aspect of 'volunteering' contribution has not been included since it is done by the families themselves). The number of meals produced from each box has been assessed as 5 main meals for 4 people as suggested by the individuals who were interviewed. The grant provided by

Mantell Gwynedd provided 40 boxes which is around 800 meals. It is estimated that there are an average of 2.5 people in each household – so this gives us a total of 100 individuals.

The valuation of the ‘Well-being preference’ approach was used for the outcomes identified for the volunteers. For this report, the HACT database was used.¹¹ To adhere to the principle of not over-claiming the SROI figure for all outcomes has been calculated using the distance travelled method. Distance travelled related to the true extent of the change experienced by all individuals, both individuals and volunteers. For example:

No change = 0%

A little change = 12.5%

Some change = 37.5%

Quite a lot of change = 62.5%

A lot of change = 87.5%

Outcomes

It is only by measuring outcomes that we can be sure that activities are effective in terms of what matters most to the individuals and the volunteers. Through conducting the interviews with both individuals and volunteers, with then a follow up questionnaire, we were able to identify the changes to people’s lives through the work done by PMP. All the outcomes identified and discussed below closely link to improved mental health for the individuals.

Individuals

- I feel more positive/less worried
- Good to know someone cares
- I feel like I’m being looked after

¹¹ <https://www.hact.org.uk/value-calculator>

- Thankful for the kindness

Volunteers

- Sense of purpose
- Being able to help the community

Individuals

In the input for the value map, all 100 service users are included for each identified outcome. This is based on 11 filled questionnaires which represents a 11% sample size of the total stakeholder group (27% sample size of the household group). This gives a reasonable degree of confidence in the data and the judgments made in the report that goes along with the discussions held with the individuals during the stakeholder engagement process.

a) I feel more positive/ less worried.

A Mental Health Foundation report by (Kousoulis & McDaid, 2020)¹² – Tackling social inequalities to reduce mental health problems states:

‘The evidence is clear. Inequalities can influence and sometimes directly cause mental health problems. Experiencing poverty and living in a society with greater income inequality increase one’s chances of having a mental health problem.’

Food poverty is high in Gwynedd and this statement is backed by research commissioned by Welsh Government in 2018, updated in 2019.¹³

¹² https://www.mentalhealth.org.uk/sites/default/files/MHF-tackling-inequalities-report_WEB.pdf

¹³ <https://gov.wales/sites/default/files/statistics-and-research/2019-02/national-survey-wales>

By being able to reduce the stress and pressures associated with the pandemic in particular in terms of reduced income and food poverty in this instance, the PMP food boxes contributed to alleviating the pressures by making people feel more positive and less worried.

“It’s helped me a lot. It really does help. I can’t go out. I can’t go out shopping because I’m on medication.’

Based on the questionnaire results **92%** (10/11 of the survey responses) of individuals in the sample size felt there was a positive change in feeling more positive and less worried thanks to PMP. This converts to 92 of the total population. The Individuals reported a distance travelled (level of change experienced, the higher the number, the greater the impact on the individuals) of **57%**. This is an indication of some change/quite a lot of change. These figures indicate that the project has had a positive and strong impact on making people feel more positive and less worried during the pandemic. This goes along with the theme from the interviews, therefore there is a reasonable level of confidence in the data supporting this outcome.

The other three outcomes identified for the individuals are really very similar but are also subtly different, therefore they have been included in order to reflect the importance of the smallest gestures and support at a time of exceptional heightened anxiety due to the pandemic.

Here’s a basic insight of these outcomes in a discussion by Hanson, 2020,¹⁴ in the popular magazine Psychology Today;

“Studies show that feeling cared about buffers against stress, increases positive emotions, promotes resilience, and increases caring for others. Plus, it feels darn good. And over time,

¹⁴ Hanson, D. R. (2020). The Importance of Feeling Cared For.

feeling cared about today can gradually fill any holes in your heart left over from a childhood (or last job, or last marriage) in which the caring felt like a thin soup.”

b) Good to know someone cares

The questionnaire figures show **100%** of individuals in the sample size felt there was a positive change in knowing someone cares due to PMP. This converts to 100 of the total population. Individuals reported a distance travelled of **69%**. This is an indication of quite a lot of change/a lot of change. This shows that the project and service provided has had a clear, positive, and strong impact on the individuals at the height of the pandemic.

c) I feel like I'm being looked after

92% (10/11 of the survey responses) of individuals in the sample size felt there was a positive change due to being looked after by the volunteers. This represents 92 of the total population. Individuals reported a distance travelled of **55%**. An indication of some change, the lowest of the four outcomes identified, nevertheless, still a positive change.

d) Thankful for the kindness

83% (9/11 of the survey responses) of individuals in the sample size felt there was a positive change due to being thankful for the kindness. This represents 83 of the total population, the lowest of the four outcomes; but Individuals reported a distance travelled of **69%**. This is an indication of quite a lot of change/a lot of change, the equal highest of the four outcomes identified.

Volunteers

In the input for the value map, all 11 volunteers are included for each identified outcome. Based on 6 surveys returned by the volunteers this represents a 54% sample size of the total stakeholder group.

The volunteers of PMP are a key stakeholder group of the PMP project. Without the volunteers giving their time to help and support the project it would not be able to function as well, and as a result, volunteers develop life satisfaction. This is social value from experiences according to Holmes, 2009.¹⁵ Therefore, it is right to include them in this report as they have both inputs and material outcomes.

e) Sense of Purpose

“A growing body of literature suggests that having a sense of purpose in life is associated with both physical and mental health and overall quality of life” (Alimujiang A, 2019)¹⁶

The questionnaire figures show **100%** of volunteers in the sample size (6/11) reported feeling a sense of purpose. When asked about the level of change experienced, the sample size reported a distance travelled of **79%**. This is an indication of ‘a lot of change’ for the outcome based on a good sample size of the population.

‘It was brilliant. It got me through lockdown. I feel that I have benefitted a lot from the lockdown period.’

f) Being able to help the community

¹⁵ Holmes, K. (2009). The Value of Volunteering: The Volunteer's Story. *Australian Journal on Volunteering*, 14.

¹⁶ Alimujiang A, W. A. (2019). Association Between Life Purpose and Mortality Among US Adults Older Than 50 Years. *JAMA Netw Open*.

The questionnaire figures show **100%** of volunteers in the sample size reported positive feelings of being able to help the community. When asked about the level of change experienced, the sample size reported a distance travelled of **79%**. This again is an indication of 'a lot of change' for the outcome based on a good sample size of the population.

Value

The difference of using SROI to other frameworks is that it places a monetary value on outcomes. By using monetisation, it allows us to not only give the story of what has changed in people's lives, but also allows us to put a value on these changes so we can compare costs and outcomes. This is not about putting a price on everything, but it allows us to demonstrate what impact the service has on other stakeholders and possible savings an intervention can create. It also goes beyond measuring and allows organisations to manage their activities to ensure the best possible impact is created for those that matter to them the most, the individuals. The table below shows the average weighting given to the outcomes, demonstrating that changes in mental health was the most valuable to individuals and volunteers at an average of 9.5/10 for both 'thankful for the kindness' and 'sense of purpose'.

Table 3 – Value of each outcome

| Stakeholder | Outcome | How important is this change out of 10? |
|--------------------|----------------------------------|--|
| Individuals | More positive/less worried | 8.5 |
| | Good to know someone cares | 9 |
| | Being looked after | 8.5 |
| | Thankful for the kindness | 9.5 |
| Volunteers | Sense of purpose | 9.5 |
| | Being able to help the community | 9 |

SROI results

This section of the report presents the overall results of the SROI analysis of the Covid 19 Grant contribution to the PMP project. Underpinning these results are the seven SROI principles which have carefully been applied to each area of this analysis. The results in Table 4 indicate a positive return for service users and volunteers who experienced positive outcomes.

Table 4 - Present Value Created per Individual Involved

| Stakeholder | Average value for each individual involved |
|--------------------|---|
| Individuals | £31.63 |
| Households | £79.09 |

The overall results in Table 5 highlight the total value created, the total present value (discounted at 3.5%), the net present value, and ultimately the SROI ratio.

Table 5 – SROI Headline Results

| Total value created | £ |
|---|---------------------|
| Total present value | £3,164 |
| Investment value | £1,458 |
| Net present value (present value minus investment) | £1,706 |
| Social Return on Investment | <u>£2.17</u> |

The result of £2.17:1 indicates that for each £1 of value invested in PMP, a total of £2.17 of Social Value is created.

Sensitivity analysis

The results demonstrate the significant value created by the Mantell Covid Grant contribution to the work of PMP and is based on the application of the principles of the SROI framework. Although there are inherent assumptions within this analysis, consistent application of the principle not to over-claim leads to the potential under-valuing of some material outcomes based on issues such as duration of impact.

Conducting sensitivity analysis is designed to assess any assumptions that were included in the analysis. Testing one variable at a time such as quantity, duration, deadweight, attribution, or drop-off allows for any issues that have a significant impact on the result to be identified. If any issue is deemed to have a material impact, this assumption should be both carefully considered and managed going forward. To test the assumptions within this analysis, a range of issues were altered substantially to appreciate their impact. A summary of the results is presented in Table 6.

Table 6 – SROI sensitivity analysis

| Variable | Current assumption | Revised assumption | Revised SROI | Proportion of change |
|---|--------------------|--------------------|--------------|----------------------|
| Individuals | | | | |
| Feeling more positive and less worried | Quantity: 92 | Quantity: 120 | £2.20 | 1.4% |
| | Deadweight: 60% | Deadweight: 30% | £2.25 | 3.6% |
| | Attribution: 75% | Attribution: 30% | £2.36 | 8.3% |
| Good to know someone cares | Quantity: 100 | Quantity: 80 | £2.15 | -0.9% |
| | Deadweight: 60% | Deadweight: 90% | £2.10 | -3.3% |
| | Attribution: 75% | Attribution: 30% | £2.38 | 9.67% |
| I feel like I'm being looked after | Quantity: 92 | Quantity: 50 | £2.34 | 7.8% |
| | Deadweight: 60% | Deadweight: 30% | £2.25 | 3.6% |
| | Attribution: 30% | Attribution: 90% | £2.11 | -2.8% |
| Thankful for the kindness | Quantity: 83 | Quantity: 60 | £2.14 | -1.4% |
| | Deadweight: 60% | Deadweight: 90% | £2.09 | -3.7% |
| | Attribution: 75% | Attribution: 90% | £2.11 | -2.8% |
| Volunteers | | | | |
| Sense of Purpose | Quantity: 11 | Quantity: 5 | £1.93 | -11.1% |
| | Deadweight: 60% | Deadweight: 75% | £1.83 | -15.7% |
| | Attribution: 90% | Attribution: 75% | £3.51 | 61.8% |
| Being able to help the community | Quantity: 11 | Quantity: 4 | £1.63 | -24.9% |
| | Deadweight: 60% | Deadweight: 30% | £2.81 | 29.5% |
| | Attribution: 90% | Attribution: 75% | £3.44 | 58.5% |

From the sensitivity analysis table, the social value evaluation can be estimated to be between £1.63 and up to £3.51 for every £1 invested. The assumptions used in the value map estimate the social value is £2.17. Although some of the sensitivity tests indicate a change to the result, the results still indicate that if a single variable were significantly altered, the overall results remain highly positive. The most significant changes are to Volunteers, where the value fluctuated between £1.63 and £3.51 compared to Individuals which ranged from £2.09 to £2.38 for every £1 invested.

SROI impact of the grant compared to other organisations

As stated in the introduction of the report, Mantell Gwynedd was allocated £25k from the VSEF to help organisations in Gwynedd to keep going or to extend their services during the pandemic. Social Value Cymru have now reported on two organisations who received grants from the VSEF; PMP located in Bangor with a SROI of **£2.17** and Porthi Pawb (a cookery project, helping the most vulnerable people) located in Caernarfon with a SROI of **£4.78**.

There are many factors which contribute to the SROI figure for both organisations. The established networking over several years between the various organisations: Penrhyn House, Maes Ni, Hive Caffi and others was a major factor in the success of the project. The grant is likely to have given a boost to all the other activities arranged by PMP. In the case of Porthi Pawb, the organisation was set up at the start of the pandemic in 2020 therefore the grant given by Mantell Gwynedd was crucial to the project at the time. With both organisations in different levels of financial maturity and resources, this would undoubtedly have an impact on the SROI created by the grant.

Another key factor to consider when assessing the SROI is the number of individuals/volunteers impacted for both organisations with the grant. For PMP there were a total of 111 individuals impacted, 100 individuals receiving the food boxes and 11 volunteers. For Porthi Pawb there were a total of 385 people impacted by the grant, 350 service users and 35 volunteers. Having different numbers of the people impacted will again have a direct impact on the SROI. The sensitivity analysis in the report shows if PMP had supported more individuals with the grant, SROI would be greater for the organisation. Therefore, it could be said if both organisations had the same numbers of people impacted the SROI figure would be close to equal, this is of course theoretical.

However, having compared both organisations SROI, although Porthi Pawb has a higher SROI, both organisations have had a great positive impact on their local communities with the VSEF grant provided by Mantell Gwynedd.

Conclusion and key findings

This report has demonstrated that the grant provided by Mantell Gwynedd to the Partneriaeth Maesgeirchen Partnership (PMP) has created over £3,000 of Social Value for the local community, and for each £1 invested, £2.17 of value was created.

What that means in practical terms is that people's lives have been positively changed.

Due to the devastating impact Covid-19 had on the local community, there was a surge in demand and at the same time some services were out of action and taking time to come back into operation.

This report illustrates that by targeting a relatively small financial contribution at the right time, the additional resources from the Mantell Covid 19 Emergency Fund enabled PMP to increase its capacity at a crucial time in the pandemic and was thus able to help plug the gap whilst allowing the project to continue supporting the community.

Key findings:

- £2.17 Social Return on Investment
- 92% of individuals felt more positive and less worried
- 100% of individuals benefitted from knowing someone cared for them
- 92% of individuals felt that they were being looked after at a stressful time
- 83% of individuals expressed their gratitude and said that this feeling helped them
- 100% of volunteers reported feeling a sense of purpose and being able to help the community made them feel good.

Recommendations

Data collection with any SROI report data collection is always critical in order to be able to fully assess changes and the impact created by a group/activities. As highlighted in the 'stakeholder engagement' section only 4% of the total population size were interviewed. Therefore, given the small number, the outcomes identified in this report could be improved upon. This can only be done by speaking to more people, however, given the current situation further data would be difficult to obtain for the project given the current pandemic restrictions and the vulnerability of a number of the individuals. With an improved data sample, we could then measure and manage the outcomes and then identify any potential gaps in the project and identify ways to improve the Social Value created for every individual involved.

Appendix

Appendix 1 – Individuals' questionnaire

Maes G Covid Project Individuals Questionnaire

All of your answers will remain confidential and anonymous - thank you

1. What is your name? (Optional)

2. What is your gender? (Optional)

- Female
- Male
- Other
- Prefer not to say

3. Please select your age category (Optional)

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+

4. Thinking about what might have changed for you from your involvement with the Maes G Covid Project, please read the following statements about how much change has happened.

| | No change | A little change | Some change | Quite a lot of change | A lot of change |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| I feel more positive/reassured/relieved/less worried | <input type="radio"/> |
| Good to know there is help/support/that someone cares | <input type="radio"/> |
| I feel like I'm being looked after in my community | <input type="radio"/> |
| Thankful for the kindness | <input type="radio"/> |
| I feel less alone in my situation | <input type="radio"/> |
| I feel fitter and healthier | <input type="radio"/> |
| Is there any other way in which this has helped? | <input type="radio"/> |

Other (Please state)

5. Choosing from the list of changes listed below on a scale of 1-10, where 10 is very important to you, can you say how important these changes are to you?

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| I feel more positive/reassured/relieved/less worried | <input type="radio"/> |
| Good to know there is help/support/that someone cares | <input type="radio"/> |
| I feel that I am being looked after in my community | <input type="radio"/> |
| Thankful for the kindness | <input type="radio"/> |
| I feel less alone in my situation | <input type="radio"/> |
| I feel fitter and healthier | <input type="radio"/> |
| Is there any other way in which this has helped? | <input type="radio"/> |

6. How likely do you think it is that you could have experienced these changes without Maes G Covid Project?
1 is very unlikely to happen anyway, and 10 is definitely would have happened anyway.

1 Very
unlikely to
happen
without
Maes G
Covid
Project

2

3

4

5

6

7

8

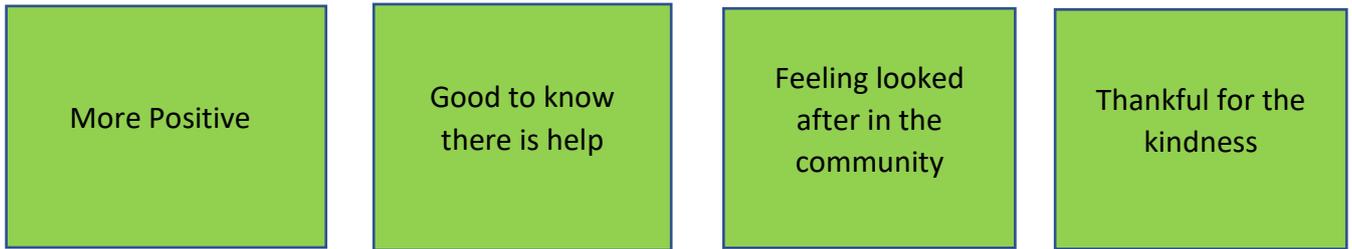
9

10 Definitely
could have
happened
anyway
without the
Maes G
Covid
Project

Many thanks for taking part in this questionnaire

Any Other Comments

Appendix 2 – The Theory of Change – Individuals



Knowing there's someone who cares for you
A bit more relaxed due to boxes
Much less stress
Something to look forward to
Nice to have a quick hello with the guys who deliver
Fresh fruit and vegetables



Need help due to the pandemic

Appendix 3 – Volunteers' questionnaire

Maes G Covid Project - Volunteers Questionnaire

All of your answers will remain confidential and anonymous - thank you

1. What is your name? (Optional)

2. What is your gender? (Optional)

- Female
- Male
- Other
- Prefer not to say

3. Please select your age category (Optional)

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+

4. Thinking about what might have changed for you from your involvement with the Maes G Covid Project, please read the following statements about how much change has happened.

| | No change | A little change | Some change | Quite a lot of change | A lot of change |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Feeling good being able to help the community through regular volunteering | <input type="radio"/> |
| Feeling of togetherness within the neighbourhood / community | <input type="radio"/> |
| I feel more fit and healthy | <input type="radio"/> |
| Having something to do/getting out of the house for a legitimate reason | <input type="radio"/> |
| Feeling that I was doing something to help the situation (pandemic)/sense of purpose | <input type="radio"/> |

Other (Please state)

5. Choosing from the list of changes listed below on a scale of 1-10, where 10 is very important to you, can you say how important these changes are to you?

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Feeling good being able to help the community through regular volunteering | <input type="radio"/> |
| Improved feeling of togetherness within the neighbourhood / community | <input type="radio"/> |
| Feeling more fit and healthy | <input type="radio"/> |
| Having something to do/getting out of the house for a legitimate reason | <input type="radio"/> |
| Feeling that I was doing something to help the situation (pandemic)/sense of purpose | <input type="radio"/> |

Other (please specify)

6. How likely do you think it is that you could have experienced these changes without Maes G Covid Project? 1 is very unlikely to happen anyway, and 10 is definitely would have happened anyway.

| 1 Very unlikely to happen without Maes G Covid Project | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 Definitely could have happened anyway without the Maes G Covid Project |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Many thanks for taking part in this questionnaire

Appendix 4 – Volunteers TOC

