



Movema 2021-2022 Social Return on Investment (SROI) evaluation analysis

CELEBRATING DIVERSITY THROUGH DANCE



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Executive Summary

Movema is an award-winning dance company founded in 2009 in Liverpool and expanded to Bristol in 2013. This report details the Social Return on Investment (SROI) evaluation analysis conducted on Movema Stronger Together project, Liverpool community performances projects (Water Tiger & Jump Up and Be Seen) & Bristol community performance projects (World Fusion and Everybody Dance Now) from April 2021 – March 2022.

The results demonstrate that good social value is created through the various project's activities

SROI RESULT OF £4.25:1 – MEANING THAT FOR EACH £1 INVESTED, £4.25 OF VALUE IS CREATED.

Fundamental to the success of Movema is their ability to create a safe environment for people to come and socialise and to explore art and culture as a way of expressing themselves. They celebrate diversity through their activities and performances and is an opportunity for the whole community to be involved. Many of the participants had their very first experience of a live performance which boosted their general confidence and self-esteem and allowed new possibilities. They did this alongside professional artists which ensured a high-quality art experience for the participants but also gave artists the opportunity to develop themselves professionally and gain more confidence to work in their field.

Stronger Together supports women and their families who are seeking asylum, refugees, or vulnerable migrants; low-income families; persons with mental health illness. By providing dance sessions locally in a safe environment the women were able to socialise and make friendships with women who had experienced similar challenges in their lives, but also allowed them new ways of expressing themselves to deal with stress and anxieties. The positive well-defined outcomes identified for the women who attend the classes are

Improved mental well-being - reduced stress / anxiety by their ability to express themselves through dance, reduced isolation and loneliness and improved physical health by participating in various cultural dances.

For the community performances in both Liverpool and Bristol, participants experienced positive changes in their lives as a result of the activities. Bringing together various cultures allowed them to learn and also feel accepted within the community. Combining the learning of new cultures with an opportunity to perform and dance allowed them to gain confidence and explore ways of dealing with everyday anxieties in a safe space without judgment.

The positive well-defined outcomes identified from the participants for both Liverpool and Bristol community performances include **Improved mental well-being - reduced stress / anxiety by their ability to express themselves through dance, improved sense of belonging to a community (acceptance of all cultures and being a part of a creative community) and improved physical health by participating in various cultural performances.**

In Bristol, many more families were involved in the performances and for many having a weekly activity which brought benefits to both parent and child was incredibly important. Many had developed new friendships and being able to share their experiences with other parents helped to improve not only their general confidence but their **confidence as a parent.**

Movema also provide a strong artistic platform for both experienced and emerging performance artist to continue and develop on their creative path, giving the artist additional motivation to pursue a career in the arts industry. By working with Movema on their projects the performance artists feel **they have increased confidence as an artist to lead and teach a performance class** through developing their leadership skills and increasing their knowledge about different cultures and their styles.

The Impact created through Stronger Together, Community performances and the support given to both emerging and experienced dance artists also responds positively to the outcomes and principles identified in the Arts Council England 2020 – 2030 Let's Create strategy, and the Sustainable Development goals, as follows:

- Goal 1: No poverty calls for an end to poverty by 2030
- Goal 3: Good health and well-being is to ensure health and well-being for all
- Goal 5: to achieve equality and empower for all women and girls
- Goal 10 – reduced inequalities and ensuring no one is left behind

Movema

The Social Return on Investment report demonstrates the positive social impact Movema has created between 2021 – 2022 through their projects

STRONGER TOGETHER

- 100% of participants have experienced a positive change in their mental well-being
- 90% of participants felt less lonely and isolated
- 90% of participants have experienced a positive change in their physical health



Liverpool

LIVERPOOL COMMUNITY PERFORMANCES

- 76% of participants experienced a positive change in their mental well-being
- 88% of participants felt an improved sense of belonging to the community
- 82% of participants experienced a positive change in their physical health

Bristol



BRISTOL COMMUNITY PERFORMANCES

- 80% of participants experienced a positive change in their mental well-being
- 90% of participants felt an improved sense of belonging to the community
- 80% of participants experienced a positive change in their physical health
- 60% of parents now feel more confident and less alone.

PERFORMANCE ARTISTS

- Improved confidence to teach and lead a class
- Increased knowledge about different cultures
- Increased skills as a performance artist

SROI – 4.45

Movema has created over 175,000 of value and for each £1 invested, £4.45 of value is created.



Acknowledgements

This report would not be possible without involving key stakeholders that helped us to understand what had changed in their lives because of Movema's activities. We would like to thank the participants in Liverpool and Bristol for giving us their time to attend the focus group and interviews and also in completing the survey.

We would also like to thank the Movema team for all of their input and support in writing this SROI report. Their energy and enthusiasm to the work that they do is evident.

Social Value Cymru team at Mantell Gwynedd

1.0 Introduction

This Social Return on Investment (SROI) evaluation report will analyse the value of some of the projects delivered by Movema dance company between April 2021 – March 2022. The impact of the projects on the participants will be considered but also on any other key stakeholders.

Through engaging with individuals receiving the service, Movema's staff and volunteers and by examining information and data available, appropriate estimations have been made supported by secondary evidence.

The report will initially set out the background of the organisation and their services, followed by a discussion of the Social Return on Investment framework. The SROI results will then be discussed in detail in order to demonstrate the 'story of change' and value created for key stakeholders.

2.0 Purpose, Scope & Audience

2.1 Purpose and scope

The primary purpose of this report is to demonstrate the value of Movema's activities to the participants, but also to provide the information by which improvements to service delivery are made possible by providing recommendations. The measurement of social value should always be part of the ability to manage and create even more impact in the lives of participants and other important stakeholders. Movema are eager to better understand the social impact their activities create.

This report will analyse and evaluate three of Movema's projects that were delivered between April 2021 – March 2022. The projects include:

- Stronger Together
- Liverpool community performances (Water Tiger & Jump Up and Be Seen)
- Bristol community performances (World Fusion and Everybody Dance Now)

2.3 Audience

This report has been prepared for both internal and external audiences. This report will demonstrate the Social Value and impact created by Movema's projects in the lives of their participants. This allows the Movema management team to understand what outcomes are most important for the participants and supports them to manage their impact. Funders will also need to understand the value created from their investment, and how the project can have an impact on national targets and outcomes. Movema's core funder is Art Council England.

3.0 Background & Context

3.1 Key Organisation(s) and the need for the service.

Movema is a registered charity (charity number 1196951) and an award-winning dance company (Company number 07031968) founded in 2009 in Liverpool and expanded to Bristol in 2013. Movema is led by four female artists from diverse cultural backgrounds who celebrate diversity through dance. Movema provide dance workshops, classes, and events to children and adults within the community and offer support to those who are often overlooked or marginalised within society.

Movema's vision, mission and values is shared in their 2021-2023 business plan¹ and included below.

Movema Vision

Share the power of world dance to celebrate diversity, heal & unite communities. Aspire to be a leading light in the Northwest and Southwest for diverse dance practice including artist training, community work and creative projects.

Mission

To share and celebrate our diverse dances in safe spaces increases understanding and tolerance. To reach everyone in the UK with our message of unity through performances and participatory activity. To ensure our programmes reach out to and transform lives of those most in need.

¹ Movema strategic Business Plan 2021 – 2013

Values

Access - We are inclusive, creating safe spaces where everyone can feel a sense of belonging without fear of discrimination

Belief in the Power of Dance - The creative experience underpins everything we do. We believe that world dance improves health and wellbeing and brings people together.

Growth - We strive to learn and progress, to work for the longevity of the company for the benefit our staff and participants.

Impact-We effect positive change, creating person-centred, meaningful experiences that open conversations, nurture, offer spaces to grow and signpost individuals to further opportunities.

Joy - We bring joy to people's lives, celebrating the human experience with energy and a sense of adventure in creative discovery.

Openness - We open ourselves to collaboration, we are not afraid to share and actively pursue partnerships in the spirit of mutual benefit.

Movema's 2021-2023 Strategic Business Plan places a focus on ensuring that their delivery model is in line with the Art Council England Let's Create strategy for 2020-2030. As Movema's core funder, they welcome their approach and as a result has categorised their projects into four categories, and these being cultural communities, children and young people, creative productions, and creative pathways.

Cultural Communities

The projects are created for people of all cultures and backgrounds and every dance ability. Movema provide funded classes and shows for everyone within the Liverpool and Bristol communities. These classes, performances, workshops, and events bring people together

virtually and in-person. The objective of cultural communities is to promote participants well-being, creativity and build a sense of belonging for all involved². The table below shows all the projects Movema has within the category and the purpose of the project.

Project	Purpose of project
Regular Classes	In-person and online in Liverpool and Bristol.
Annual Performance Programme	Events and celebrations throughout the year such as Chinese New Year and Africa Oyé Festival.
Life Rooms	Dance for wellbeing project in partnership with Mersey Care NHS Trust
Milap Partnership	Celebrating and sharing inspirational Indian Arts
Bristol Community Dance	World Fusion classes and events in and around Bristol

Children and young people

The projects in the category are designed to promote learning, well-being and physical activity for children and young people. Movema have programmes and packages available for schools, nurseries, community groups and private events.

Project	Purpose of project
Schools	Workshops and courses for schools, as well as after school clubs and holiday activities in Liverpool and Bristol areas.
World In A Box	Resource for teachers, children, and communities to learn about and explore cultures around the world.
Nursery Activities	Learning through play, dance, and arts.
World In A Box BITESIZED	A series of free bitesize dance classes online.

Creative productions

² <https://movema.co.uk>

Through creative performance work, Movema celebrate and promote diversity, sharing stories of people and places around the world. Currently touring professional show 'Taking Flight' an innovative mixture of contemporary dance theatre & authentic world dance about migration. This is critical to the dance ecology of the regions Movema operate in, to inspire communities & artists, demonstrate professional development routes & excellence in diversity & creativity.

Project	Purpose of project
Taking Flight	Touring show for festivals and outdoor performance.
Chinese Scholars	Chinese and contemporary dance performance.
Wings Of the World	Production featuring Brazilian, Indian, Ghanan and Chinese culture.

Creative Pathways

Movema focus on individuals who experience barriers to arts careers including cultural, geographic, class, economic with specialised track, 'Chance to Dance', with extra support for those from refugee, asylum seeker, vulnerable migrant backgrounds. Movema also manage and run masterclasses from dance practitioners both nationally & internationally. Furthermore, 50% of artists Movema support progress to employment within the arts and/or go into further training with Movema.

Project	Purpose of project
Wildfire Rising	Associate artist programme supporting 3 artists from the African, South Asian, East Asian, and Southeast Asian diasporas.
Making Moves	Training scheme to develop dance leadership skills and experience.
Chance to Dance	Programme to give people experience and confidence to facilitate and support dance in their community.
Associate artist	A role to support and develop Movema's work across all areas, in collaboration with Milap.

Spread Your Wings	A programme for Black dance artists to be celebrated, listened to, and supported.
Work placements	Opportunities for several placements and for work experience.
Professional skills training and personal development courses	Movema are dedicated to developing artists and supporting their growth in dance. Movema offer various skill & personal development training programmes, mentorship, and associate roles within the organisation, opening career pathways into the arts.

3.2 Project(s) Outline

This report will primarily focus on three projects which are Stronger Together, Liverpool Community Performances (Water Tiger & Jump Up and Be Seen) & Bristol Community Performance (Everybody Dance Now and World Fusion).

3.2.1 Stronger Together

Stronger Together was established in 2021 to support women and their families who are seeking asylum, refugees, or vulnerable migrants; low-income families; persons with mental health illness. The classes are held on Friday mornings and sometimes Saturday morning, in the Black-E community centre in Liverpool.

The objectives of Stronger Together is

- To reduce isolation, increase confidence and help female refugees and asylum seekers integrate into their local community.
- Engage with others in a similar situation through dance drills
- Informal chat at the start of every session
- Helps build a connection between all the individuals as a group and a greater connection with the staff and volunteers of Movema.
- Participants are supported through the medium of dance.

- At the end of every session, a participant is asked to lead the final dance.
- Participants do sometimes end up taking part in other projects and activities of Movema after the Stronger Together classes.

3.2.2 Community Performances

The aims and purpose of the community performances are

- To give the communities in both Liverpool and Bristol a creative voice.
- Performances are link to the religious / culture calendar. For example, Chinese New Year, Black History Month.
- Giving a voice to different cultures
- To educate and enhance the knowledge and understanding of different cultures.

This report will focus on two Liverpool community performances, Water Tiger & Jump Up and Be Seen and two Bristol community performance World Fusion and Everybody Dance Now.

Liverpool community performances: Water Tiger & Jump Up and Be Seen

The Water Tiger performance funded by Art Council England and Liverpool City Council was performed in February 2022. The Water Tiger performance was designed to celebrate Chinese New Year, with 1 or sometimes 2 sessions per week held over an 8-week period leading up to the performance. During the rehearsal participants learnt more about Chinese culture and then performed a dance routine inspired by the culture.

“This performance explored the cultural history of Chinese New Year and a celebration of oneself, embracing that everyone is different, but we are unique, special, and accepted”³.

³ <https://movema.co.uk/water-tiger>

The Jump Up and Be Seen community performance was designed to celebrate Black History Month and funded by the Arts Council England and Liverpool City Council. The performance was held in October 2021 in Liverpool city centre and was a part of the Roots and Routes a Festival of the African Diaspora.

This project explored the history of carnival, and how it is used as a vehicle of expression, visibility, and protest⁴.

Bristol community performances: World Fusion & Everybody Dance Now

The World Fusion project is a partnership between Movema, and another Bristol based dance organisation RISE Youth Dance. The World Fusion project helps participants learn new skills and build their confidence to be able to perform at events. Participants aged 16+ and of all cultural background are welcomed to the World Fusion project, with the sessions offered in a 'drop-in' style it fit around participant's needs and availability.

Everybody Dance Now project is a partnership between Movema, Rise Youth Dance and Filwood Community Centre in Knowle West, Bristol that began in early 2021 during lockdown. The project aims were *getting the community active, making new connections, building new skills, whilst encouraging positivity and pride in the local area⁵*. During the weekly sessions at Filwood Community centre, participants can dance in a free, creative manner in a very friendly, informal dance setting. The Everybody Dance Now project also includes craft activities for any children attending the sessions.

3.3 Establishing the need

The number of ethnic minority groups in the United Kingdom has increased over the last 20 years, (Ashcroft & Beivr, 2017)⁶, with more immigration forecasted over the next decade.

⁴ <https://movema.co.uk/black-history-month-2021/>

⁵ <https://movema.co.uk/everybody-dance-now-filwood-project/>

⁶ Ashcroft, R. T., & Beivr, M. (2017). Multiculturalism in contemporary Britain: policy, law and theory. *Critical Review of International Social and Political Philosophy* .

Furthermore, the UK overall is a fantastically multicultural country and according to The Office of National Statistics (ONS) survey in 2019, ethnic minorities make up around 14.4% of the UK total population⁷, an increase from 13% in 2011 (2011 census data). Although the UK is very diverse, ethnic minorities do face many challenges, and according to (Schmitz & Zhang⁸) there are 5 main barriers:

- Language
- Stereotypes and prejudice
- Behaviours and beliefs
- Signs and symbols
- “Us” v “Them” (ethnocentrism)

For many, English is their second or sometimes third language, and this can be very challenging for them, especially when trying to communicate and learn and can cause anxiety amongst people from different ethnic minorities (Zhoe & Rhyder, 2019⁹). Many face challenges living in the UK, with their mental health suffering the most, due to stigma around their immigration status / race / religion.

Community centred intervention groups and organisations are able to assist with improving their mental health, especially in adults, according to (Baskin, Zijlstra, McGrath, et al, 2021)¹⁰. By having discussions and interaction with others through a peer-to-peer support environment with other ethnic diverse people, many find it easier to start a conversation with

⁷<https://www.ons.gov.uk/peoplepopulationandcommunity/culturalidentity/ethnicity/datasets/populationestimatesbyethnicgroupenglandandwales>

⁸ Schmitz, D. W., & Zhang, C. J. (2018.). *Achieving global excellence*.

⁹ Zhoe, Y., & Rhyder, A. (2019). Language Barriers to Healthcare for Linguistic Minorities: The Case of Second Language-specific Health Communication Anxiety. *Health communication*, 36(1), 344-346.

¹⁰ Baskin C, Zijlstra G, McGrath M, et al Community-centered interventions for improving public mental health among adults from ethnic minority populations in the UK: a scoping review *BMJ Open* 2021

each other are able to open up about their mental health which leads to improvement in a person's mental well-being, especially for ethnic diverse people (Knifton, et al., 2010)¹¹.

Movema as a company are supporting and developing dances from diverse ethnic backgrounds and cultures and offer activities in Liverpool in the northwest of England and Bristol in southwest of England¹². Culture is at the heart of the city of Liverpool, with the city being named the 2008 European City of Culture¹³ (West, 2021), and the ripple effect of the status saw many ethnic minorities move to the region as a result (Lui, 2014)¹⁴. Liverpool as a city and region is very multicultural and across Merseyside there are around 86,000 ethnic minorities according to Liverpool City Council statistics and 2011 census data. Liverpool is the third most deprived region in the UK as of 2019¹⁵ with around 62,000 children in the Liverpool City Region (LCR) living in poverty according to a Liverpool John Moores University report in 2021¹⁶, with Toxteth being the most deprived. In the same report, the impact of Covid 19 has had on the region was also highlighted, with over 18% of adults living in LCR suffering with mental health difficulties such as depression and anxiety during the pandemic. In Bristol, there are over 450,000 people from around 187 different countries, speaking 94 different languages, with 16% of the people in the region coming from ethnic diverse background according to the 2011 census¹⁷. Bristol as a city also have some of the most

¹¹ Knifton, L., Gervais, M., Newbigging, K., Mirza, N., Quinn, N., & Hunkins-Hutchison, N. W. (2010). Community conversation: addressing mental health stigma with ethnic minority communities. *Social Psychiatry and Psychiatric Epidemiology*, 497-504.

¹² Movema strategic Business Plan 2021 – 2013

¹³ West, T. (2021). Liverpool's European Capital of Culture legacy narrative: a selective heritage? *European Planning Studies*, 30(3), 534-553.

¹⁴ Lui, Y.-D. (2014). Socio-Cultural Impacts of Major Event: Evidence From the 2008 European Capital of Culture, Liverpool. *Social Indicators Research*, 983-998.

¹⁵ <https://www.gov.uk/government/statistics/english-indices-of-deprivation-2019>

¹⁶ <https://www.ljmu.ac.uk/~media/phi-reports/pdf/2021-03-vulnerable-groups-profile-liverpool-city-region.pdf>

¹⁷ <https://www.bristol.gov.uk/statistics-census-information/the-population-of-bristol>

highly deprived areas in the country. In the south of the city in places such as Hartcliffe, Whitchurch Park and Knowle West around one in ten people living in poverty in 2021¹⁸.

Sustainable Development Goals (SDG)

In 2015, the UK played a key role in forming the 17 Sustainable Development Goals (SDG)¹⁹. The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States, provides a blueprint for peace and prosperity for people and the planet. The purpose of the SDG is to end poverty and deprivations, improve health, education, reduce inequality, encourage economic growth, and help to tackle climate change.

Movema activities and values do address many of these goals, however, some of the most relevant goals are,:

Goal 1: No poverty calls for an end to poverty by 2030

By helping with travel expenses and free session to those who are unemployed, Movema are ensuring participants from all backgrounds are included and given an opportunity to participate.



Goal 3: Good health and well-being is to ensure health and well-being for all

Movema offers a variety of activities for all abilities and age groups. By engaging participants through dance, this can lead to good results in both their physical and mental well-being.



Goal 5: to achieve equality and empower for all women and girls



¹⁸ https://www.england.nhs.uk/south/wp-content/uploads/sites/6/2021/02/SW-OH_NA-Appendix-4-Bristol-North-Somerset-and-South-Gloucestershire-STP.pdf

¹⁹ https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/818212/UKVNR-web-accessible1.pdf

Equality and inclusion is at the core of all that Movema do, and this is evident in their values and mission. Also in their projects, they ensure everyone has a voice and is heard and given an opportunity to connect.

Goal 10 – reduced inequalities and ensuring no one is left behind

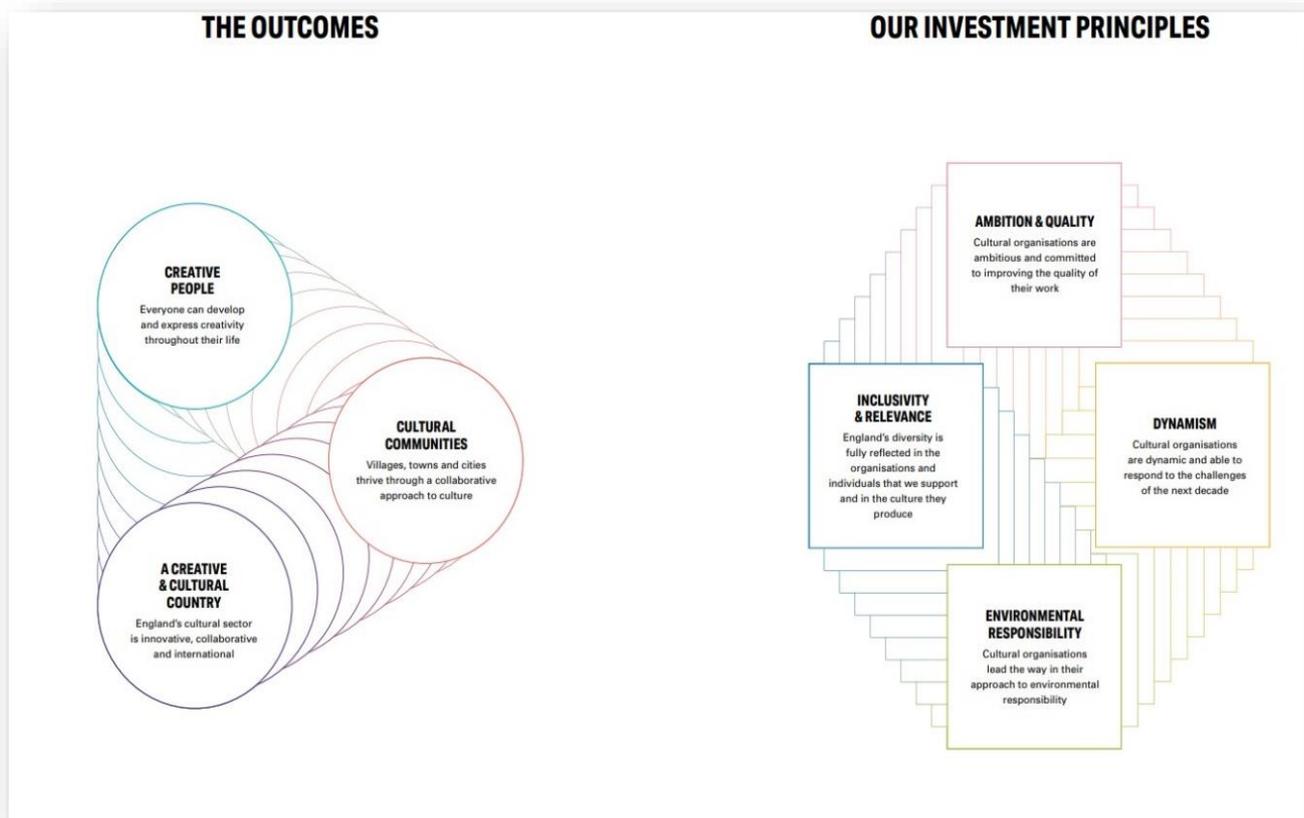
All the values, work, and projects Movema have undertaken in the past and continue in the present is to ensure those people who are normally on the edge of society, asylum seekers, refugees and ethnic minorities feel included and that all cultures are celebrated.



3.5 Arts Council England (ACE)

Movema at present is reliant on funding, with the ACE being one of their primary funders. Arts Council England is the national development agency for creativity and culture. They have set out their strategic vision in Let's Create that by 2030, and Movema activities are in line with this strategy. Arts Council England's Strategy for 2020-30 is built around three outcomes and four Investment Principles. They are designed to work together to complete a vision for a country in which the creativity of everyone is valued and given the chance to flourish²⁰. The impacts of Movema's activities in relation to the ACE outcomes is analysed further in section 7 in this report.

²⁰ <https://www.artscouncil.org.uk/publication/our-strategy-2020-2030>



Much research has been done over the years to explore the impact of the arts and creative industry on the economy and the social impact. In 2019 Art Council England published their report 'Contribution of the arts and culture industry to the UK economy'²¹. In this report it recognised that it is a growing industry and £10.8 billion was being contributed to the UK economy at the time with productivity higher in the art and culture industry than the economy as a whole.

There is a growing body of data and evidence available demonstrating the social impact and the value of arts and culture. In 2015 Arts Council England commissioned some work into looking at the effect of art and culture activities on people's happiness and ability to relax in comparison to other activities such as going out drinking. There is growing appetite to use Subjective Wellbeing measures to impact policy, which is especially true in the Department

²¹ Contribution of the arts and culture industry to the UK economy. (2019) CEBR for Art Council England.

for Culture, Media and Sport in the UK. In this study 'Cultural activities, artform and wellbeing²²', people were asked to rate their wellbeing scores on their happiness, how relaxed and how awake they felt when doing various different activities and also say where the activity took place. In the ranking of cultural activities, Theatre, dance and concerts was ranked the highest for happiness and third for relaxation. In comparison to all 40 different activities, Theatre, dance, and concerts was ranked the highest for happiness scoring almost twice more than going out drinking and four times more than watching TV / Fil

²² Fujiwara, D. MacKerron, G. (2015). Cultural Activities, artworks and wellbeing. Art Council England.

Stronger Together

Participant A had been attending the Stronger Together classes for a few weeks and was really enjoying the sessions. She hadn't danced previously and was quite nervous at the beginning but felt that Movema had made them all feel welcomed and relaxed.

She explained that she did know some of the other participants before she attended but had made new friends in the group. Due to her background, they only knew a few people in the community and felt that being able to come to the classes and socialise made her **feel more confident and less alone in her situation**.

Participant A has a disabled son and is a full-time carer. She struggles with her mental health and often feels depressed and anxious. The sessions is something she can look forward to in her week and felt that being **able to express herself through dance** was a **new skill** and something that she can use to help **manage her stress and anxiety**. It had also made a difference to her **physical well-being** as she didn't previously do much activity at all due to her situation but see dancing as something she can also do at home.

4.0 Social Return on Investment (SROI) Framework

By explicitly asking those stakeholders with the greatest experience of an activity, SROI can quantify and ultimately monetise impacts so they can be compared to the costs of producing them. This does not mean that SROI can generate an 'actual' value of change, but by monetising the value of stakeholders' outcomes from a range of sources it is able to provide an evaluation of projects that changes the way value is accounted for – one that considers economic, social and environmental impacts. Social Value UK (2014) ²³states;

'SROI seeks to include the values of people that are often excluded from markets in the same terms as used in markets, that is money, in order to give people a voice in resource allocation decisions'

Based on eight principles, SROI explicitly uses the experiences of those that have, or will experience changes in their lives as the basis for evaluative or forecasted analysis.

Figure 1 outlines the Principles of Social Value.

Figure 1 – The Principles of Social Value²⁴



²³ Social Value UK.

www.socialvalueuk.org

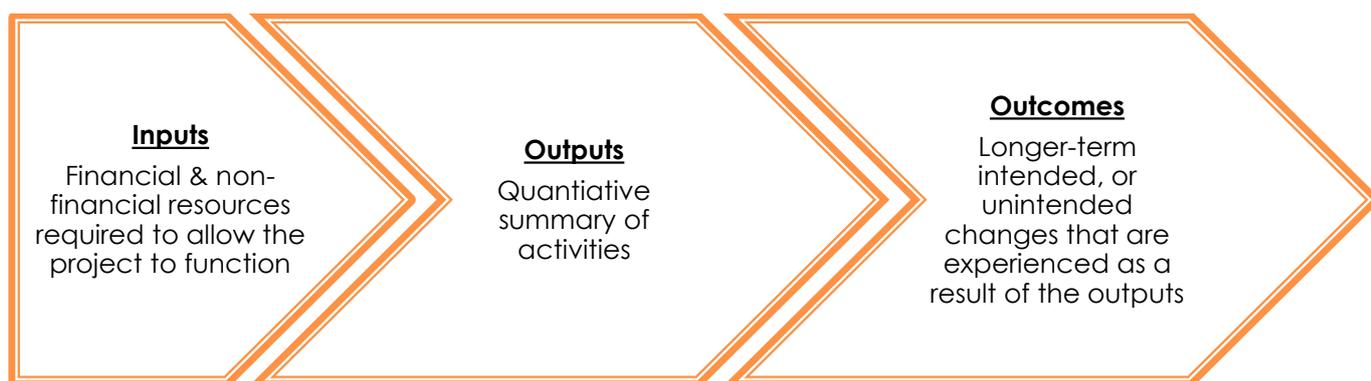
²⁴ <https://www.socialvalueint.org/principles>

8 PRINCIPLES OF SOCIAL VALUE

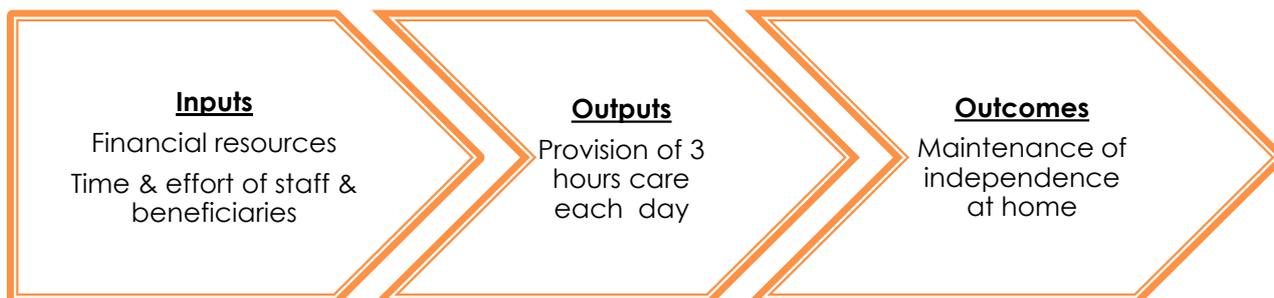
- Principle 1: Engage Stakeholders
- Principle 2: Understand What Changes
- Principle 3: Value the Things That Matter
- Principle 4: Only Include What Is Material
- Principle 5: Do Not Overclaim
- Principle 6: Be Transparent
- Principle 7: Verify the Result
- Principle 8: Be Responsive

The guiding Principles ensure that *how* value is accounted for remains paramount. To ensure a consistent approach is used, chains of change are constructed for each material stakeholder explaining the cause-and-effect relationships that ultimately create measurable outcomes. These chains of change create the overall Value Map (attached separately as appendix 3), and these stories of change are equally as important as the result of analysis. In fact, SROI is best thought of as a story of change with both quantitative and qualitative evidence attached to it. Figure 2 summarises the different elements for each chain of change included within the SROI analysis (before the impact of outcomes is calculated).

FIGURE 2 – OUTLINE OF THE CHAIN OF CHANGE



SROI is an outcomes-measurement approach, and only when outcomes are measured is it possible to understand if meaningful changes are happening for stakeholders. To illustrate this idea, figure 3 displays a brief chain of change for a domiciliary care programme to assist people to remain in their own home - only by measuring the final outcome, is it possible to understand the impact of the care-programme.

FIGURE 3 - EXAMPLE CHAIN OF CHANGE

As will be discussed at the point of analysis, SROI also incorporates accepted accounting principles such as deadweight and attribution to measure the final impact of activities that are a result of each activity or intervention. Importantly, SROI can capture positive and negative changes, and where appropriate these can also be projected forwards to reflect the longer-term nature of some impacts. Any projected impacts are appropriately discounted using the Treasury's discount rate (currently 3.5%). The formula used to calculate the final SROI is;

**SROI = Net present value of benefits
Value of inputs**

**So, a result of £4:1 indicates that for
each £1 invested, £4 of social
value is created**

Overall, SROI can create an understanding of the value of activities relative to the costs of creating them. It is not intended to reflect market values, rather it is a means to provide a voice to those material stakeholders and outcomes that have been traditionally marginalised or ignored. Only by measuring outcomes are organisations able to not only demonstrate their impact but also importantly improve them. This thereby strengthens accountability to those to which they are responsible, which in the third sector is fundamentally the key beneficiaries of services.

5.0 Stakeholder Engagement

Including stakeholders is the fundamental requirement of SROI. Without the involvement of key stakeholders, there is no validity in 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.

To understand what is important for an analysis, the concept of materiality is employed. This concept is also used in conventional accounting and means that SROI focuses on the most important stakeholders, and their most important outcomes, based on the concepts of relevance and significance (see figure 4). The former identifies if an outcome is important to stakeholders, and the latter identifies the relative value of changes. Initially, for the evaluation of Movema, a range of stakeholders were identified as either influencing or being affected by the project – table 2 highlights each stakeholder, identifying if they were considered material or not for inclusion within the SROI analysis. Table 3 below shows the number and type of stakeholder engagement conducted for the analysis.

Figure 4 – Materiality principle

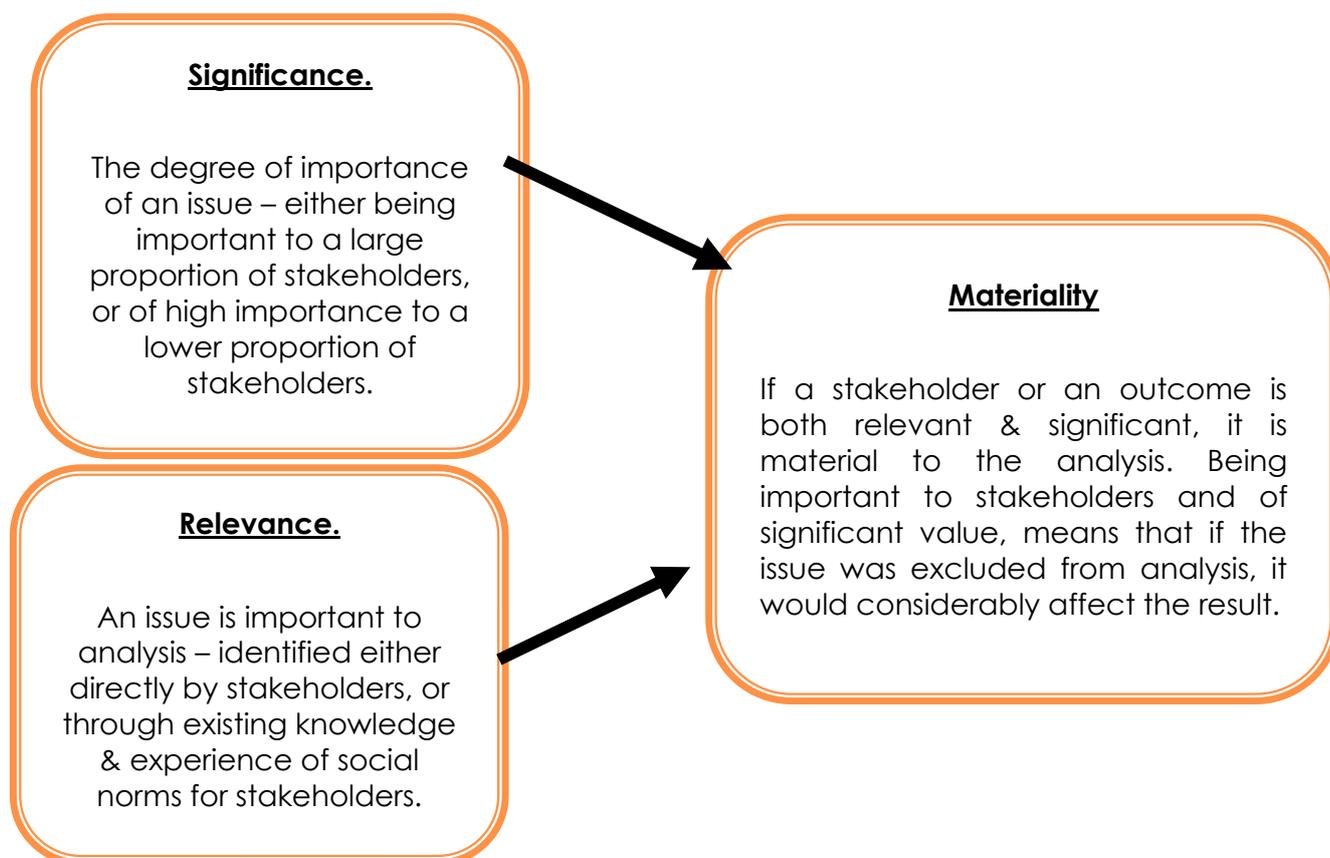


Table 2 – Stakeholder List & Materiality

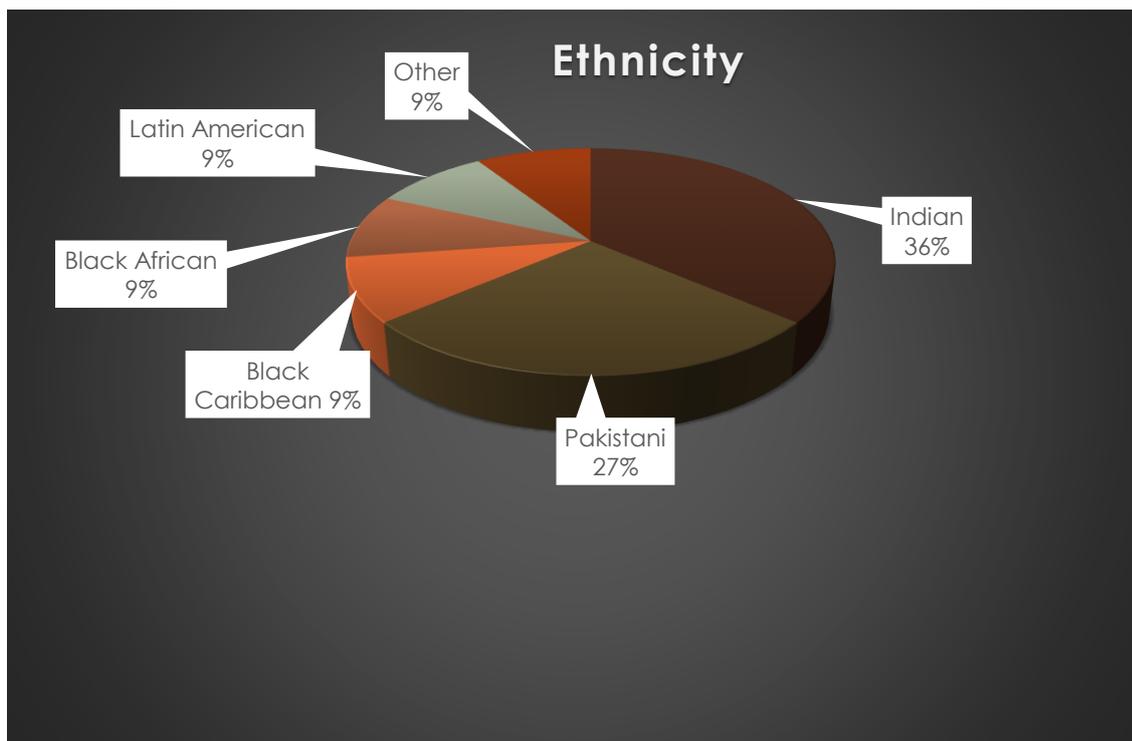
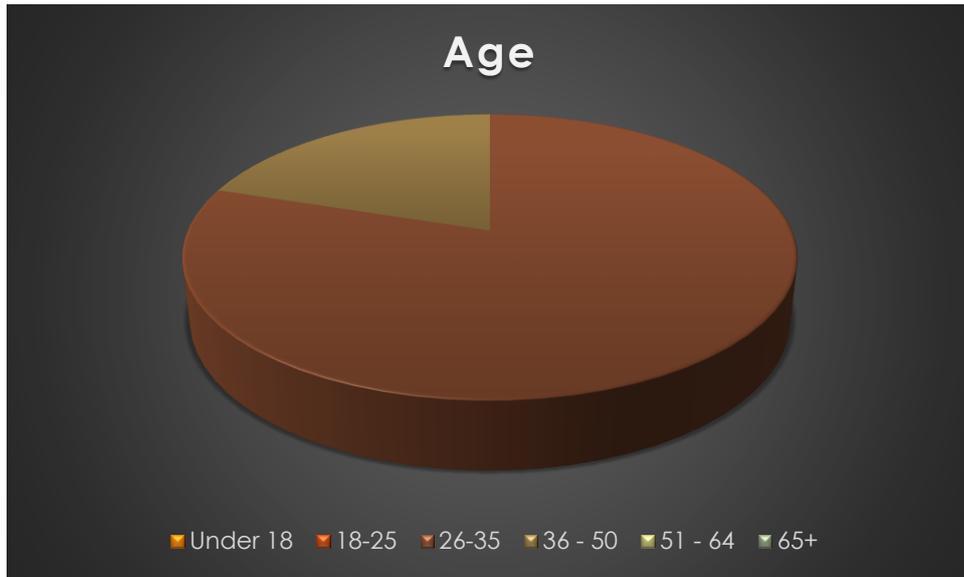
Stakeholder	Material stakeholder?	Explanation
Stronger Together participants	Yes	As key beneficiaries of the service(s) these are the most important stakeholders and some changes experienced will be both relevant and significant.
Liverpool community	Yes	
Performance participants		
Bristol Community	Yes	
Performance participants		
Performance artist	Yes	The input of the artists is key for the success of the performance and any impact created. They are likely to experience some material outcomes.
Families	No	Families are likely to indirectly benefit from the Movema projects. However, engaging with families was beyond the scope of this analysis.
Volunteers	No	Volunteers are important in supporting all the project and their input will be valued, however, volunteer's outcomes were not measured for this analysis.
Local authorities in both Liverpool and Bristol	No	Some material outcomes are likely, especially in Stronger Together due to the mental health support. However, due to this being a small sample the changes were not material but should be considered in future measurement.

Movema	Yes	Provides material inputs of finance, skills and other resources to ensure the strategic direction of the project, so must therefore be included.
Funders	No	All material outcomes are experienced by Movema participants.
Community centres in Liverpool and Bristol	No	Help provide spaces for Movema to hold training session. No material outcomes identified

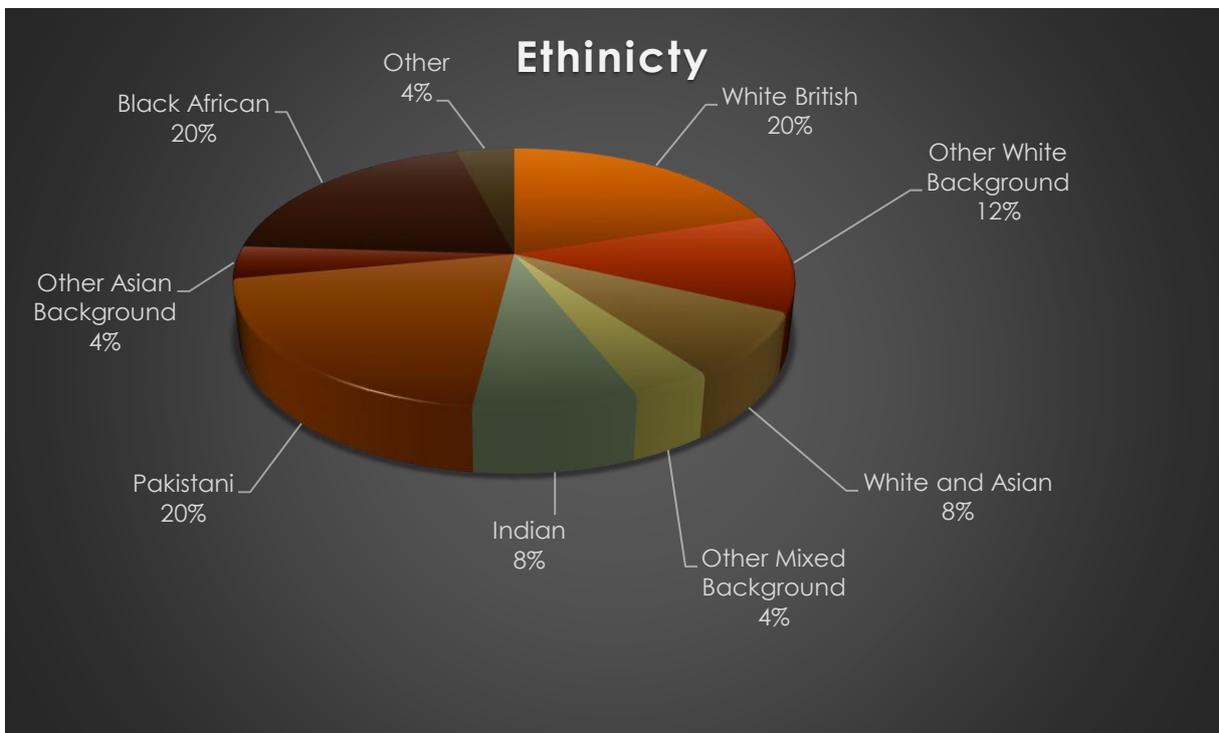
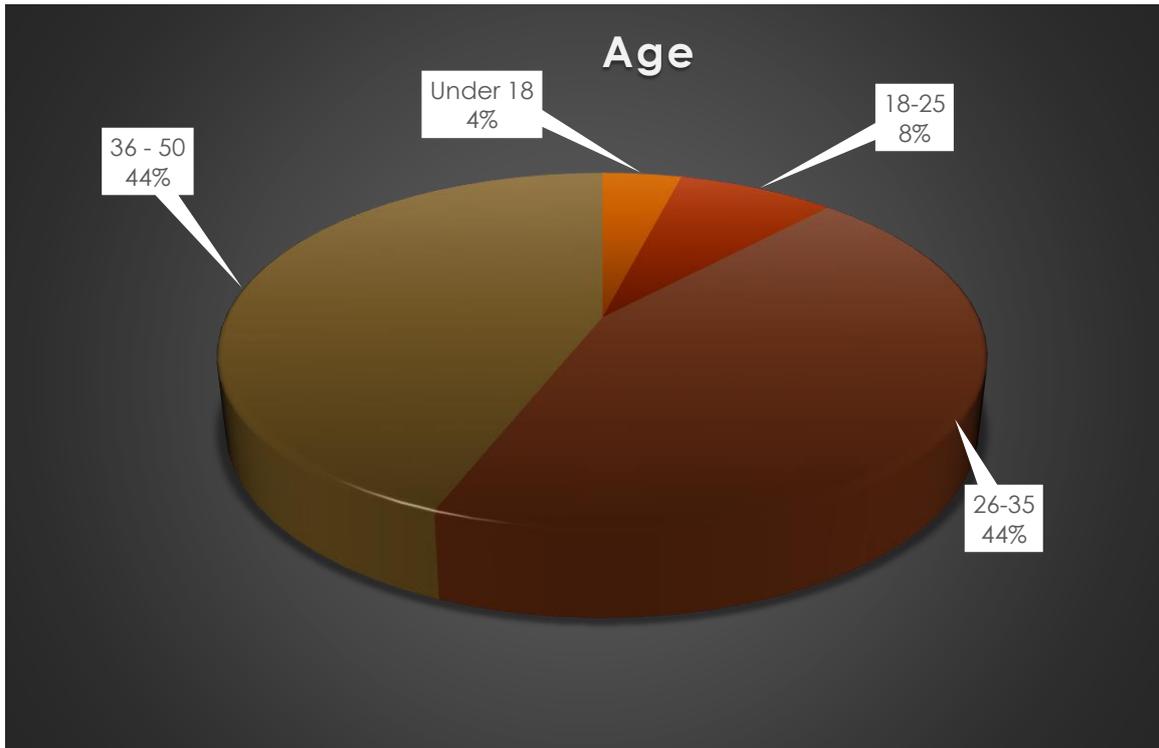
Potential subgroup of stakeholders

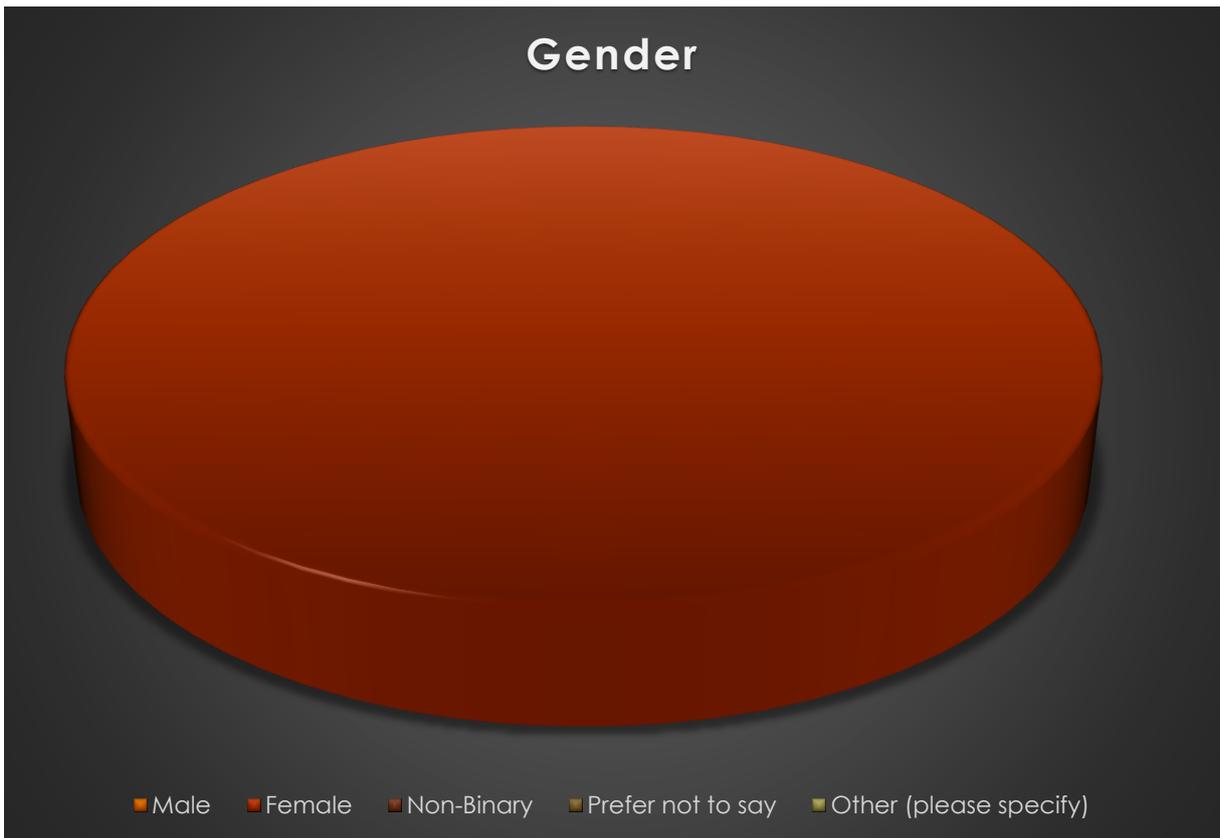
It is important to acknowledge that not all participants are the same. Understanding that different characteristics have an impact on the data can help us to manage and inform decision making. Consideration is therefore given to the different characteristics below. All the data included in the charts below are taken from the sample from the surveys and therefore actual demographic data for the whole group would vary. The Stronger Together project is a project for women, therefore gender was not used as a possible characteristic. For the community performances survey, no participant identifying as male responded and therefore no subgroups could be identified here.

STRONGER TOGETHER



COMMUNITY PERFORMANCES





Having identified the material stakeholders for analysis, Table 3 highlights the size of the population, the sample size engaged with and the method of engagement. An initial scope meeting was undertaken with Movema management and staff members in December 2021 to identify the key stakeholders and which projects were going to be included in the analysis. Movema have various projects and many participants will progress from one project to another.

Once there was agreement on what activities to focus on, a stakeholder engagement plan was put in place with various methods of engagement undertaken for the different projects (please see table 3).

Unlike quantitative methods, qualitative interviewing does not have a statistical method for identifying the relevant number of interviews that must be conducted. Rather, it is important to conduct enough until a point of saturation is reached – this is the stage at which no new information is being revealed.

Table 3 – Stakeholder Engagement

Stakeholder	Population size	Method of engagement
Movema	1	<ul style="list-style-type: none"> • 4 virtual meetings over zoom as well as one meeting in Liverpool
Stronger Together	30	<ul style="list-style-type: none"> • Three face to face interviews • Two phone interviews • 10 surveys completed
Community Performances for Liverpool and Bristol	100	<ul style="list-style-type: none"> • 16 Water Tiger participants attended a focus group in Liverpool • 1 one-to-one interview with a Jump up and be seen participant in Liverpool • 20 Everybody Dance Now participants & 2 World Fusion participants attended a focus group over Zoom • 29 number of surveys completed
Performance artist	12	<ul style="list-style-type: none"> • 3 phone interviews

6.0 Project Inputs

This section of the report describes the necessary inputs from multiple stakeholders. Some inputs are financial, whereas others are not – yet where possible inputs are monetised. Without the necessary complement of inputs from various material stakeholders the project would not be possible, a full breakdown of total monetised inputs is highlighted in table 4.

6.1 Stronger Together

Stronger Together is funded primarily through three core funders, which include Granada, Liverpool Charity and Voluntary Services (LCVS) and Eleanor Rathbone Charitable Trust. The financial input for the project totals **£5,800**. The funding covers all aspects of the classes including the cost of the dance artists, staff salaries, marketing, overheads, and payments for the participants travel to the session. Also, funding is allocated for a celebration event at the end of the session cycle. Stronger Together also received in-kind donation worth £500 of free use of rooms at the Black-E community centre in Liverpool.

Additionally, Stronger Together also received support from three volunteers who supported the project for a total of 6 hours combined during the period of assessment. It's appropriate to include a financial value for the volunteer's time and the most appropriate financial proxy deemed to use is the national living wage. In the UK the living wage for someone over the age of 23 is £9.50²⁵.

Total volunteers time for Stronger Together 6 hours x £9.50 = **£57**

²⁵ <https://www.gov.uk/national-minimum-wage-rates>

There are no costs to the participants to attend, however, it's important to recognise non-financial inputs needed to experience any change. Many of the participants have language barriers as they don't confidently speak English, and many have also been isolated. Therefore, trust in the organisation is needed initially and the confidence to attend the first few sessions. For many of the participants, dancing was a new experience and therefore their willingness to take part in the activities and allow themselves the freedom to explore new ways of expressing themselves was important.

6.2 Liverpool Community Performance

Water Tiger and Jump Up and Be Seen performances was funded by Arts Council England (ACE), and Liverpool City Council (LCC) to celebrate Chinese New Year and black history month receptively. Total financial input for both performances by ACE and LCC and managed by Movema was **£32,350**. Each performance was given **£16,175** in funding. The funding was allocated to salaries, artists, overheads, marketing, venue, travel costs and costumes.

Additionally, Water Tiger also received support from up to 5 volunteers who helped the project for a total of 70 hours combined. Again, it is important to monetise their time as they could be paid for their time if they were not supporting Movema.

Total volunteers time for Water Tiger 70 hours x £9.50 = **£665**

6.3 Bristol Community Performance

World Fusion

Total financial inputs for World Fusion is **£3600** primarily funded by the participants paying £6-£7 per session. Currently there is an average of around 8 participants per class. Movema have around 30 participants attending the World Fusion classes

throughout the year The income generated pays for the dance artists, salaries, admin, e-commerce, room hire, marketing and costumes.

Everybody Dance Now

Everybody Dance Now is funded by various small grants from organisations such as Bristol Dance Futures, Filwood Community Centre, The Quartet Community Foundation, and Bristol City Council. Total financial inputs for Everybody Dance Now project by funders is **£7000**. The funding pays for dance artists, salaries, admin, and craft materials. the Everybody Dance Now project ALSO received help and support by a volunteer working 40 hours on the project in total. As previously mentioned, it is important to monetise their time using the living wage as the financial proxy.

Total volunteer time for Everybody Dance Now is $40 \times £9.50 = \mathbf{£380}$

Additionally, the Everybody Dance Now project also received **£1337.50** in-kind donations. £1,000 for a community engagement volunteer who helped support the project and £337.50 for room use at the Filwood community centre for the weekly sessions.

As discussed above, there are some costs in Bristol for participants. However, the sessions in Liverpool were funded and therefore no financial input was given by participants. The non-financial inputs for participants in both Liverpool and Bristol must also be included. Taking part in a live performance was a new experience for many and therefore trust, willingness and their time was important. For some, performing caused some anxiety initially, but their willingness and commitment to go through the process to experience some of the outcomes was important.

Table 4 - Total monetised inputs

Stakeholder	Financial input	Non-financial inputs	Cost per stakeholder
Movema	£45,150	Financial resources and distribution of monies from funders, skills, expertise, and management	
Participants	£3,600 – World Fusion participants pay £6-£7 for each session	Time and willingness to engage in weekly classes and train for a performance	
Volunteers	£1,102	Time given to support Movema's projects	
Black-E community centre	£500	In kind donation given to Movema for room use at the Black-E community centre	
Filwood community centre	£338	In kind donation given to Movema for room use at the Filwood community centre	
Community engagement volunteer	£1,000	Time given to support World Fusion and Everybody Dance Now projects in Bristol	
Total monetised inputs - £51,690			Cost per stakeholder =£398

7.0 Outputs, Outcomes & Evidence

7.1 Stronger Together

Stronger Together has been set up by Movema since October 2021 to support women and their families who are seeking asylum, refugee, or vulnerable migrants; low-income families; persons with a mental health illness. During the time of this analysis, Movema have supported 30 women through their weekly classes. Through attending the classes, the women have experienced positive material outcomes that have been identified through the qualitative research in the form of interviews both in person and over the phone. The material outcomes were then confirmed through quantitative research in the form of a survey.

The Stronger Together theory of change and the participants journey to reach the well-defined outcomes can be seen in appendix 1.

Given there was a small sample size of 13% in the qualitative research, and 33% quantitative sample size, not all participants could be included in the value map. And to adhere to the principle of not over claiming, a total of 15 participants were included in the value map, therefore 50% of the total group population.

Improved mental well-being - reduced stress / anxiety by their ability to express themselves through dance

*Participants was able to develop their skills in dancing and improved their self-confidence by being able to express themselves through dance. The activities also gave them some motivation in their week where they are able to dance away their stress and reduce anxieties by being in a group environment and therefore reported **improvements in their mental well-being.***

Women refugees / asylum seekers are often the most vulnerable when it comes to their mental well-being, with many suffering from Post-Traumatic Stress Disorder (PTSD) and depression according to (Leavey, 2021).²⁶ This is where the Stronger Together classes have a significant positive impact on the group. As Stronger Together was set up in October 2021, consideration should be given to the impact of the Covid-19 pandemic on the Stronger Together group's mental well-being. The ever-changing rules and regulations throughout the pandemic was especially challenging for those seeking asylum in other countries as these were communicated through a foreign language and was the main cause of increased stress and anxiety for some individuals, as reported by (Qais, Stemple, & Eunice, 2020)²⁷ in research directed by World Health Organisation.

In addition, according to studies conducted in 2019 there are difficulties for refugees and asylum seekers to access the services they need for their mental well-being in the UK and across Europe. *"Refugees and asylum seekers often have increased mental health needs yet may face barriers in accessing mental health and psychosocial support. (Satinsky, et al, 2019)²⁸.*

"I feel happy, Movema give me courage and help with my stress"

²⁶ Donnelly, O., Leavey, G. Screening Tools for Mental Disorders Among Female Refugees: a Systematic Review. *Journ Child Adol Trauma* (2021).

²⁷ Qais, A., Stemple, C., & Eunice, H. S. (2020). Refugees and COVID-19: achieving a comprehensive public health response. *National Library of Medicine*, 98(8), 510.

²⁸ Satinsky, E., Fuhra, D., Woodward, A., & Sondorp, E. &. (2019). Mental health care utilisation and access among refugees and asylum seekers in Europe: A systematic review. *Health Policy*, 851-863.

During the stakeholder engagement process the participants mentioned how Movema has helped to improve their mental health, especially in helping to reduce stress and anxiety.

'I have something to look forward too each week'

Additionally, Movema helped to support the participants financially, paying the travel expenses for the women and their children to be able to attend the classes. This reduced the barriers for many to attend and ensure that they were able to attend classes that helped to relieve the stress.

"Fantastic teacher wonderful behaviour, they try to communicate with each member of the dance class. The way they are teaching is very friendly, supportive, and very polite. Very happy to meet all the group and really enjoy my days in the dance class"

From the survey result, **100%** participants in the sample size who responded experienced a positive change in their mental well-being by attending the classes, with a distance travelled of **70%** (level of change experienced by the participants, the higher the number, the greater the impact on the participant.) Therefore 'quite a lot of change' was experienced on average by the participants for improved mental well-being. As 100% of the sample size had experienced positive change, 15 participants were included in the value map for this outcome.

"Honestly, Movema care more than anyone ever wanted"

Reduced isolation and loneliness

*Participants explained how they feel isolated within the community and how the sessions made them feel they had a purpose to their week and motivated them to leave their home. They created new friendships in the sessions and felt a greater sense of community and belonging. As a result, many felt they would be more willing to join other sessions in the future as well as attending other events and activities and as a result **felt less isolated and alone.***

Unfortunately, refugees and asylum seekers are often very isolated in society, feeling they have nowhere to turn to, and without a family support network in place this can lead them feeling alone (Quinn, 2019)²⁹. Many refugees and asylum seekers struggle to access the services they need, with many being too scared and find it difficult to trust people and organisations. This is where Movema staff and the Stronger Together project has a great impact on the lives of the women they support. One of the primary aims for the Stronger Together project is. "To reduce isolation, increase confidence and help female refugees and asylum seekers integrate into their local community." From the discussions with the participants, Movema are meeting this objective and many of the participants then progress to other sessions offered by the organisation

"I feel less alone"

During the stakeholder engagement process some of the participants said that they would only go out of their home to the weekly classes, and that the sessions motivated

²⁹ Quinn, A. B. (2019). Integration or Isolation? Refugees' Social Connections and Wellbeing. *Journal of Refugee Studies*, 31(1), 328-353.

them and gave them something to look forward to. During the interviews, one woman said she had a disabled son which restricted how often she is able to leave the house. She saw these sessions as respite and allowed her time for herself and to forget about worries for a short period of time. While at the classes the women also built new friendships and socialise with others in the class, giving them motivation to carry on attending the classes. Feeling less isolated and alone does also contribute to improve the women's mental well-being.

"Movema is my weekly motivation, keeps me active and healthy"

From the survey result, **90%** participants in the sample size who responded experienced positive change in reducing their isolation and loneliness by attending the classes, with a distance travelled of **74%** (level of change experienced by the participants, the higher the number, the greater the impact on the participant). Therefore 'quite a lot of change' was experienced on average by the participants for improved mental well-being. As 90% of the sample size had experienced positive change, 13 participants were included in the value map for this outcome.

Improved physical health by participating in various cultural dances

Being able to dance is a great way to keep physically fit and being more active is a good way to improve physical and mental well-being. During the stakeholder engagement process, participants stated "having the freedom to express myself through dance makes me feel good".

Many hadn't previously danced at all and felt this was a new skill for them to help them both deal with their stress, but also to look after their physical well-being. The sessions made them realise the benefits of activity and moving their bodies.

"It's good to get fit and I feel less isolated when I am in the class"

From the survey result, **90%** participants in the sample size who responded experienced positive change in their physical health by attending the classes, with a distance travelled of **71%** (level of change experienced by the participants, the higher the number, the greater the impact on the participant. Therefore 'quite a lot of change' was experienced on average by the participants for improved mental well-being. As 90% of the sample size had experienced positive change, 13 participants were included in the value map for this outcome.

7.2 Community Performances

This section will discuss the outcomes identified for all four community performances in both Liverpool and Bristol. The outcomes experienced was the same in both areas with the exception of 'feeling more confident as a parent' experienced by some of the participants in Bristol.

The Liverpool community performances is split into two different projects, Water Tiger & Jump Up and Be Seen, where people from all backgrounds and abilities come together to perform and celebrate different cultures.

For the Water Tiger performance to celebrate Chinese New Year, 1 or 2 sessions per week were held over an 8-week period for the participants to learn and perform a dance routine inspired by Chinese culture in February 2022. 34 participants started training for the Water Tiger performance, with 24 continuing until the final performance. This was due to a number of reasons; participants were having to pull out due to covid or sustaining an injury during the training. Therefore, 24 Water Tiger

participants were included in the value map, adhering to the do not overclaim principle.

The Jump Up and Be Seen community performance was designed to celebrate Black History Month, with the performance being held in October 2021 in Liverpool. For this performance, a total of 26 participants attended 1 or 2 weekly sessions for an 8-week period, therefore, 26 participants have been included in the value map.

The Liverpool community performances participants theory of change and the participants journey to reach the well-defined outcomes can be seen in appendix 2.

The Bristol community performances is also split in two projects, World Fusion, and Everybody Dance Now.

The World Fusion classes are designed to allow everyone to get involved. In the classes, participants learn new dance routines from an experienced dance artist. In addition to the dance routine, participants also learn more about different dance cultures and the history behind the dance moves. There are on average 8 participants per class for the project. As this report is analysing the projects from April 2021 – March 2022, it is right to consider all participants Movema have supported and during this time the World Fusion project supported 30 participants which is included in the value map.

The Everybody Dance Now project was set up in early 2021, during one of the Covid-19 national lockdowns. The classes are held at the Filwood community centre every Wednesday. All 20 participants attended the hybrid focus group during the stakeholder engagement process in February 2022. A mixture of families and individuals attend the focus group. Therefore, 20 participants have been included in the value map.

The Bristol community performances theory of change and the participant's journey to reach the well-defined outcomes can be seen in appendix 3.

Reduced stress / anxiety by their ability to express themselves through dance

*Participants explained how taking part in the performance helped to develop their skills, both in dancing and performing, but also learning about new cultures. Many had not been involved in performances previously and the experience of performing in front of a live audience helped to build their confidence and gave a great sense of achievement. It allowed them to find creative ways of reducing their stress and anxieties and expressing themselves through dance helped **to improve their mental well-being.***

Community performances bring people from different cultures and backgrounds together to celebrate cultural importance and diversity. During the focus group participants talked about how learning first-hand about other cultures made them feel proud to celebrate their own culture and their identity. This helped them to feel an increased sense of acceptance and pride.

"a safe space for me to reconnect with my culture. Feeling proud to be different"

Participants discussed about the enjoyment of learning more about the history of the particular performance and the dance routines. For the Water Tiger performance, a participant said learning more about the Chinese culture was a "eye opener into Chinese culture." During the weekly training session, it is also an opportunity for people to come together and socialise, make new friends, and connect with others. As many

had struggled with no connection during the pandemic, the sessions they explained helped to re-build their confidence to socialise in a safe environment.

“Really makes a big different to my mental health”

Through having a “good support network in place” the participants are able to express themselves freely without judgment and this increasing their self-confidence. All these helping to improve their mental well-being. Being able to perform to a live audience gave them a great feeling of achievement and helped with self-esteem and confidence to realise their potential and ability to do anything.

“Movema is a safe place to break down cultural barriers”

As discussed in the introduction chapter, there is growing evidence of the impact of the art and culture industry on wellbeing. In the study commissioned by Art Council England in 2015³⁰, when comparing art and culture activities with other activities such as drinking socially, house cleaning or watching tv, the Theatre, dance and concerts was ranked highest as to what made people feel happiest and also ranked third in making people feel relaxed.

For Liverpool community performances, the survey result, **76%** participants in the sample size who responded experienced positive change in their mental well-being by performing, with a distance travelled of **50%** (level of change experienced by the participants, the higher the number, the greater the impact on the participant).

³⁰ Fujiwara, D. MacKerron, G. (2015). Cultural Activities, artworks and wellbeing. Art Council England.

Therefore 'some change' was experienced on average by the participants for improved mental well-being.

“Movema gives me something to look forward to each week. The classes are fun, and the teachers and other people are lovely and it's just a joy to be able to attend and dance to such happy music together”

For Bristol community performances, the survey result, **80%** participants in the sample size who responded experienced positive change in their mental well-being by performing, with a distance travelled of **50%** (level of change experienced by the participants, the higher the number, the greater the impact on the participant.) Therefore 'some change' was experienced on average by the participants for improved mental well-being.

“I love Movema because it is unique and I feel that Bristol doesn't have a lot, and that is accessible to all ages”

Improved sense of belonging to the community (acceptance of all cultures and being part of a creative community)

*Participants explained how coming together from all different cultures and backgrounds helped them to celebrate diversity and to feel a great sense of identity. The sessions allowed them to socialise and create friendships and gave them a sense of family and community. As a result, they felt **a sense of belonging**, which for many was extremely important and something they hadn't always felt.*

Many of the observations and statement about the participants improved mental well-being outcome is the same for the improved sense of belonging to a community. With the work undertaken by Movema to put on the community performances and

breaking down cultural barriers helping the participants are able to connect and feel they belong to the local community in Liverpool.

"I feel euphoric after performing"

The aim of the community performances is to perform at big events and celebrate different cultures and diversity with a large audience. Movema themselves have built a strong community feeling for the participants in their projects.

"Movema is very supportive, loving and pushes the community. I feel like I am a part of a loving family of creatives that are constantly wanting to help each other out and push each other in achieving our individual and group goals"

For Liverpool community performances, the survey result, **88%** participants in the sample size who responded experienced positive change in improved sense of belonging to a community by performing, with a distance travelled of **51%** (level of change experienced by the participants, the higher the number, the greater the impact on the participant. Therefore 'some change' was experienced on average by the participants for improved sense of belonging to a community.

'I feel I belong, and I am not being judged and I am accepted for who I am'

For Bristol community performances, the survey result, **90%** participants in the sample size who responded experienced positive change in a sense of belonging with in the community by performing, with a distance travelled of **63%** (level of change experienced by the participants, the higher the number, the greater the impact on

the participant. Therefore 'some change' was experienced on average by the participants for improved sense of belonging to a community.

Improved physical health by participating in various cultural performances

Having one or two sessions a week allowed them to identify some of the benefits of keeping active and fit. Many explained that they hadn't danced before and found it a good and alternative way to remain active. Many had joined other dance classes and also danced regularly at home which helped them to identify positive changes in their physical well-being.

For Liverpool community performances, the survey result, **82%** participants in the sample size who responded experienced positive change in their physical health by performing, with a distance travelled of **51%** (level of change experienced by the participants, the higher the number, the greater the impact on the participant). Therefore 'some change' was experienced on average by the participants for improved physical health.

"I like the possibility of having the chance to do interesting physical activity (dance) that comes with additional benefits of meeting new people and learning about other cultures, and stories behind dances which is important to me being an immigrant in the UK. Constantly learning about others who live here with me and being able to part of a bigger community"

For Bristol, the survey result, **80%** participants in the sample size who responded experienced positive change in their physical health, with a distance travelled of **63%** (level of change experienced by the participants, the higher the number, the greater the impact on the participant). Therefore 'some change' was experienced on average by the participants for improved physical health.

Feel more confident as a parent and less alone (Everybody Dance Now only)

The Everybody Dance Now classes are very much family orientated dance classes. The classes is a great way for families from the local area to come together and connect, build friendships and express themselves through the medium of dance. Many of the participants were single parents and the sessions gave them an opportunity to engage with other parents and share experiences.

During the virtual focus group many of the participants discussed how the classes had help them cope and feel less alone, especially keeping their children happy and active. During the classes, as the parents are dancing and building friendships, the children are able to either join in with the dancing or take part in crafts workshops. During the crafts workshop the children build friendships, skills, and trust with others in a safe setting.

The friendships gained through attending the classes also go beyond the classes. Two of the participants talked about how they became friends through the Everybody Dance Now classes, now help and support each other dealing with being a single parent, thus making them feel less alone and more confident as a parent.

'It's made a massive different to me as I'm a single parent with no childcare. So being able to attend with my children and minimal cost is amazing, its'd had a positive effect on my mental health and well-being, feeling less isolated and meeting new people'

Additionally, the participants also talked about how there isn't much to do as a family in the Filwood area and how the weekly classes is a nice activity they can participate as a family.

"Nice to be able to take part as a family"

From the survey result, **60%** participants in the sample size who responded experienced positive change in feeling more confident as a parent by attending the classes, with a distance travelled of **88%** (level of change experienced by the participants, the higher the number, the greater the impact on the participant). Therefore 'a lot of change' was experienced on average by the participants for feeling more confident as a parent.

7.3 Performance artists

For the artists involved in the performances, the information given qualitatively in this analysis demonstrated how this was an opportunity to develop their skills as an artist. By taking part in producing a live performance and being part of a creative team, they were able to develop their leadership skills and they felt it gave them more experience and opportunities to develop themselves artistically.

Movema is eager to support professional artists to develop in their career, as well as ensuring an innovative and diverse pool of talent available in the industry as is in line with the Art Council England strategy. They work with a range of artists ranging from well established artists with a vast of experience and ability to new and emerging artists starting out on their artistic professional journey. Movema wants to develop and support as many performance artists as possible through their work in the communities.

The performance artists includes the choreographers who plan the dance routines and the costume artists who help design and develop the unique and culturally accurate costumes for the community performances.

This evaluation focused on the 7 performance artists who were a part of the Water Tiger creative team, and the 5 performance artists in the Jump Up & Be Seen community performances respectively. During the stakeholder engagement process, three phone interviews were held with the performance artists.

During the Interviews, the artists talked about how working with Movema helped develop their creative, leadership skills, with Movema providing them with a "welcoming environment" and coaching to develop.

"Movema has supported me in my teaching abilities offering advice and guidance as an emerging/studying artist"

One emerging artist mentioned how being part of a positive creative space and team helped them improve their confidence as a creative artist. The artist also mentioned how helpful the Movema staff and other performance artists were during the rehearsals, and made the artist feel at ease right through the process, with freedom of style being important and how Movema very much encouraged and supported this.

'Beyond my expectations "

The performance artists do experience positive social impact from their experiences working with Movema, based on what was heard during the telephone interviews. Unfortunately, for this assessment it was not possible to collect quantitative data for the performance artists, to determine the value and distance of any possible outcomes experienced by the artist, therefore they have not been included in the

value map. The performance artists theory of change and the participants journey to reach the well-defined outcomes can be seen in appendix 4 and is based on qualitative data collected in this assessment and analysing previous data collected by Movema.

What could be better?

Stakeholders were given the opportunity to say about any negative changes or if they felt anything could be better. Although the feedback was all highly positive, the organisation recognises that there is always room for improvement and that it is vitally important to listen and be as responsive as possible to the voice of the stakeholder.

Sustainability of changes

When asked the Stronger Together and Community Performances participants if anything could be better, the only feedback given was that they would like more sessions. In order to sustain the positive changes, they had experienced, many felt that the reassurance of having a session every week would ensure the continuation of these outcomes. For the Stronger Together and Community performances they had created a bond as a group and a great sense of family and community, and many felt disappointed when this ended. Many from these sessions do then go on to join other sessions that Movema offer, however, it was not apparent that everybody did this.

Early leavers

As discussed, during the community performances, some will start and drop off before moving on to the live performance. Due to the restrictions of the pandemic during this time, many of those who left were due to contracting Covid-19 or being apprehensive about this. It wasn't possible to engage with participants who had left, however, it is advisable to look at some characteristics of those who do not carry on through the

process, and also engaging with them to identify why they didn't continue. There may be additional support some might require, and this could help to build on the positive impact created.

Increased stress for the performance artists

During a telephone interview with a performance artist, they noted increased stress during the time working with Movema on a performance. Long days, and late nights with very little time to prepare for a performance, with poor time management being the main reason for the increased stress. They felt a few more weeks to prepare could help to reduce the pressure on the artists.

How do the outcome identify correlate to ACE outcomes?

As discussed earlier in this report, Movema are committed to contribute to the outcomes and principles in the Art Council England Strategy 2020-2030 as stated in the Movema Strategic Business Plan. Diagram 1 below demonstrates how the outcomes of the activities evaluate in this report relate to the outcomes of Creative People, Cultural Communities and A Creative and Cultural Country.

In addition, ACE also recommend measuring against the quality matrix as discussed in the Developing Participatory Matrix document published in 2015³¹. The purpose of these matrix is to measure the quality of the arts and culture sector and could be used to measure the impact to both adult amateur participants in cultural activities as well as children and young people participating in the activities. Many of these key matrixes can be connected with key findings in this assessment. As seen in the various Theory of Changes in appendix 1, 2, & 3, many are intermediate outcomes and could be

¹⁷ <https://www.artscouncil.org.uk/publication/our-strategy-2020-2030>

measured and managed in order to understand the impact of the arts. Diagram 1 – ACE outcomes in their 2020 - 2030 Let's create strategy and Diagram 2 - 2015 Arts Council England's Quality Metrics demonstrates the key outcomes from that document that relates to findings in this report.

Movema participants outcomes in relation to ACE

Diagram 1: Arts Council England 2020 – 2030 Let's create strategy outcomes and how Movema activities fit.

Diagram 2: 2015 Arts Council England's Quality Metrics – How do Movema's project measure up

Creative People

Everyone can develop and express creativity throughout their life

This outcome focuses on how being creative can:

- Reduce loneliness
- Improve physical and mental well-being
- Build and strengthen societies
- For children it's especially important to express themselves and develop skills and confidence

Cultural Communities

Villages, towns, and cities thrive through a collaborative approach to culture

This outcome focuses on

- Collaboration
- Removing barriers for people to access activities
- Social cohesion
- Community involvement

A Creative & Cultural Country

England's cultural sector is innovative, collaborative, and international

This outcome focuses on:

- Support artists in their artistic development
- Competitiveness of England's cultural industry
- Embrace innovation
- Stronger international connections

Movema activities contributes to this outcome by giving people the opportunity to express themselves through dance and as a result they

- Increased people's skills and self-confidence
- Improve physical and mental well-being
- Reduced isolation and gave people an improved sense of community and sense of belonging

- Collaboration – Stronger Together demonstrated an example of good collaboration with local charities who support asylum seekers.
- Social Cohesion – sense of community and acceptance and how friendships were formed
- Community performances – artists and participants able to offer their contribution and felt opinions were valued

Movema gave artists within the community an opportunity to learn and develop. Artists discussed that:

- Their leadership skills had improved
- They had greater confidence as an artist
- Being part of a creative team had helped to improve their skills
- Sense of pride being able to contribute to a production

Diagram 2: 2015 Arts Council England's Quality Metrics – How do Movema's projects measure up

Participants felt accepted and treated as equals, no matter what background they had in dance or cultural background

- Enjoyment**
- Respect**
- Voice**

The individuals explained how they enjoyed attending the sessions

Participants felt a great sense of belonging to a community, both Movema community and the wider community

- Contribution**
- Authenticity**
- Belonging**

Artists felt their contribution was valued

Participants felt accepted whatever their abilities in dance and whatever their cultural background

- Feedback**
- Acceptance**

For the artists, this gave them the experience of being involved in setting up a live performance

Both participants and artists felt a great sense of achievement when they had performed

- Experimenting**
- Achievement**
- Stretch**

Many hadn't danced or performed previously and was able to learn new ways of expressing themselves through dance

Both participants and artists felt they had learned more about different cultures and styles. This allowed them to celebrate diversity

- Skills**
- Artistic Skills**
- Creativity**

For artists they had developed their leadership skills and developed as an artist due to being part of a creative team

Artist felt motivated to continue a career in the artistic industry
For Stronger Together many felt the weekly sessions gave them a reason to leave their home and engage with others

- Worldview**
- Friendship**
- New people**

Many had developed new friendships. Many families got to know each other in Bristol and now support each other outside of the classes

- Motivation**
- Confidence**

Many had improved their self-confidence and felt the experience had opened new possibilities in the future



Jump Up and Be Seen

Participant B was a part of the Jump Up and Be Seen community performance. He has previous dance experience, however, did mention that attending the dance sessions with Movema increased his dance ability and his confidence to perform to a big audience.

He also said how **he enjoyed socialising and meeting new people** through the project. As the country was coming out of lockdown and restrictions were being lifted, the participant did say he felt very lonely and sometimes stressed at times during the lockdown due to his work as a key worker. **Dancing helps him reduce his stress levels.**

Participant B went on to say how Movema was like a **'support network'** for him and the others in the Jump up and Be Seen performance group, again adding to **his confidence to perform.**

He said of successfully the performance had been and how this gave him a **strong sense of pride, for himself and the group and a strong sense of achievement.**

8.0 Valuing Outcomes

The difference of using SROI to other frameworks is that it places a monetary value on these outcomes. By using monetisation, it allows us to not only give the story of what is 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 participants.

Impacts of the projects

SROI analysis uses accepted accounting principles to calculate the overall impact of activities. Considering any deadweight, attribution, displacement, and drop-off factors, means that the SROI analysis will avoid over-claiming value that is not a result of the Movema's projects / activities. The boxes below outline each of the impact factors.

Deadweight

This asks the likelihood an outcome could have occurred without an activity taking place. So, for example if it is believed that there was a 10% chance that someone could have found work without a training programme, the value of that outcome is reduced by 10%.

Attribution

Considers what proportion of an outcome is created by other organisations/individuals, so can therefore not be legitimately claimed by the SROI analysis. For example, if external agencies also support someone receiving training, that organisation is responsible for creating some of the value, not just the training organisation.

Displacement

This asks if an outcome displaced similar outcomes elsewhere. This is not always a necessary impact measure yet must be considered. For example, if a project reduces criminal activity in one area, which results in increases in other locations, there is a need to consider the displaced outcomes.

Drop-off

Outcomes projected for more than one year must consider the drop-off rate. This is the rate at which the value attributable to the focus of the SROI analysis reduces. For example, an individual who gains employment training may in the first year of employment attribute all the value to the training organisation, but as they progress in their career less value belongs to the initial initiative owing to their new experiences.

8.1 Participants

There are a range of approaches to monetise outcomes including using financial proxies – that is using a market-based alternative as an approximation of a stakeholder's value. However, some would argue that these do not represent the value that the stakeholder with experience of the change would attribute to it. Therefore, where possible, this analysis has applied the first SROI principle to involve stakeholders as much as possible. During the qualitative interviews, following an understanding of the changes and the outcomes gained, participants were asked to rank and rate their outcomes. Therefore, they were asked to put their outcomes in order of importance, and then to rate their importance out of 10. In the quantitative data, service users were also asked to confirm

their importance of any changes in the survey. This is where we stopped with their involvement in valuing their outcomes and when it comes to placing a monetary value of their outcomes it was decided to use other techniques other than the value game. The value game identifies their material outcomes, and asks them to prioritise, and subsequently value them against a list of goods or services available on the market to purchase. However, it was decided that using well-being valuations was more appropriate for this analysis. As seen in Table 5, all outcomes were valued as being of high importance and should all be managed carefully in future.

Table 5 – valuing outcomes

Stakeholder group	Outcomes	Average Weighting
Stronger Together participants	Reduced stress / anxiety by their ability to express themselves through dance	9
	Reduced isolation and loneliness	9
	Improved physical health by participating in various cultural dances	8.5
Liverpool community performance participants	Reduced stress / anxiety by their ability to express themselves through dance	8
	Improved sense of belonging to the community (acceptance of all cultures and being part of a creative community)	8
	Improved physical health by participating in various cultural performances	8.5

Bristol community performance participants	Reduced stress / anxiety by their ability to express themselves through dance	9
	Improved sense of belonging to the community (acceptance of all cultures and being part of a creative community)	8.5
	Improved physical health by participating in various cultural performances	9.5
	Feeling more confident as a parent (EDN only)	9

The valuations for the outcomes identified to the participants were taken from HACT'S Social Value Calculator³² that identifies a range of well-being valuations. However, the data from the questionnaire results provided a distance travelled on how much change had been experienced, therefore a proportion of the wellbeing valuations were used accordingly.

Much consideration was given as to what best well-being valuation reflected the changes identified by the stakeholders. Many explained how Movema had helped them to reconnect with their local communities through dance and this had a positive impact on their lives. As Movema is a dance organisation consideration was given to use the well-being evaluation from HACT social value calculator. SPO1605 Dance was used which has a value of £3,052 per individual as this was deemed most appropriate evaluating Movema's projects. Following the principle of not over-claiming, we only took the amount of value that represents the amount of change. So, for all participants in the Stronger Together group, for those with a positive change, there was a distance travelled

³² <https://www.hact.org.uk/social-value-bank>

of 74% for the outcome of reduced isolation and loneliness, and therefore that percentage of the value was used in the value map, which gave a value of £2,258.

This value is our anchor value, and from here the weighting of the outcomes was then used, so for Stronger Together the 'reduced isolation and loneliness' outcome it was weighted at 9 out of 10 therefore for the other two outcomes, the same value was used but only taking the weighting. For both Liverpool community performances and Bristol community performances the 'improve sense of belonging to a community' was the anchor value for both groups and then value of other outcomes based on the weighting for each outcome. Table 6 below shows how the distance travelled, and weighting was used in the value map.

Table 6 – Examples of Outcome Valuations

Outcome	Value	Identified value	Value of average distance travelled	Quantity of stakeholders experiencing outcome
<i>Stronger Together – Reduced isolation and loneliness</i>	9.0	Used HACT well-being valuation SPO1605, Dance valued at £3,052 for unknown area for the outcome reduced isolation and loneliness . Took 74% of this value based on the distance travelled, therefore £2,258 per individual.	Taking the lowest point for our questionnaire scale – asking individuals to rate against measures (not applicable / no change =0%, little change = 12.5%, some change = 37.5%, quite a lot of change = 62.5%, a lot of change = 87.5%). The average movement was equal to 78%. Although based on a sample size the results were in line with the tone of interview comments – this was cited as a significant change.	From the data sample, 90% of participants experienced a positive change, therefore this represents 27 participants. However, because of a 33% sample size and to avoid overclaiming only 50% of the total group population was included in the value map, therefore 13 participants included.
<i>Liverpool community performances – Increased sense of belonging to a community</i>	8.5	Used HACT well-being valuation SPO1605, Dance valued at £3,052 for unknown area for the outcome increased sense of belonging to a community . Took 51% of this value based on the distance travelled, therefore £1,556 per individual.	Taking the lowest point for our questionnaire scale – asking individuals to rate against measures (not applicable / no change =0%, little change = 12.5%, some change = 37.5%, quite a lot of change = 62.5%, a lot of change = 87.5%). The average movement was equal to 51%. Although based on a sample size the results were in line with the tone of interview comments – this was cited as a significant change.	From the data sample, 76% of participants experienced positive change, therefore this represents 38 participants included in the value map.
<i>Bristol community performances – feeling more confident as a parent (Everybody Dance Now Only)</i>	9.0	Used HACT well-being valuation SPO1605, Dance valued at £3,052 for unknown area for the outcome feeling more confident as a parent . Took 88% of this value based on the distance travelled, therefore £2,163 per individual.	Taking the lowest point for our questionnaire scale – asking individuals to rate against measures (not applicable / no change =0%, little change = 12.5%, some change = 37.5%, quite a lot of change = 62.5%, a lot of change = 87.5%). The average movement was equal to 88%. Although based on a sample size the results were in line with the tone of interview comments – this was cited as a significant change.	From the data sample, 60% of clients experience positive change, therefore this represents 12 participants of Everybody Dance Now included in the value map.

9.0 Establishing Impact

To assess the overall value of Movema outcomes it is important to establish how much is specifically a result of the project. SROI applies accepted accounting principles to discount the value accordingly, by asking; what would have happened anyway (deadweight)? What is the contribution of others (attribution)? Have the activities displaced value from elsewhere (displacement)? If an outcome is projected to last more than 1 year, what is the rate at which value created by a project reduces over future years (drop-off)? Applying these four measures creates an understanding of the total net value of the outcomes and helps to abide by the principle not to over-claim.

Each value discount principle was given a low, medium, and high discount rate, depending on the impact created by others.

Low = 30%

Medium = 60%

High = 90%

9.1 Deadweight

Deadweight allows us to consider what would happen if the service wasn't available. There is always a possibility that the participants would have received the same outcomes through another activity or by accessing support elsewhere.

For each Stronger Together well-defined outcomes a low level of 30% deadweight was applied. If the participants were not to attend Movema classes, the likelihood of them experiencing the outcomes identified would be relatively low. This in line with the discussions in the interviews and the data in the survey.

For both community performances groups in Liverpool and Bristol, medium level of deadweight was applied to the 'improved physical health' outcome as many of the Water Tiger group did note there were other services available in Liverpool, therefore this would be valid for the Jump Up and Be Seen participants too. All other outcomes identified for both community performances group, a low deadweight was applied, in line with qualitative data collected from the surveys and the comments and statements made during the various focus groups.

9.2 Attribution

Attribution allows us to recognise the contribution of others towards achieving outcomes. There is always a possibility that others will contribute towards any changes in people's lives such as family members or other organisations.

During the interviews with Stronger Together participants mentioned how they only attend Movema classes, and the classes were the motivation for them to go out and participate in other activities. For this reason, a low level of attribution was applied for all outcomes. The judgement is confirmed by the survey data, with 100% of participants responses indicating the classes provided by Movema are the reason they are expecting the well-defined outcomes identified.

For the community performances group, all outcomes were given a low level of attribution apart from physical health, which was given a medium level of attribution. For **improved physical health**, participants did mention they do participate in other groups/activities that improved or maintain their physical health. For the outcomes of **sense of belonging and improved mental well-being** the participants from both Liverpool and Bristol mentioned how the environment created by Movema during the rehearsal classes and the performances was the main reason they are experiencing these outcomes, with a strong community feeling within the groups, in both their actual communities and the community feeling within Movema.

9.3 Displacement

We need to consider if the outcomes displaced other outcomes elsewhere. For example, if we deal with criminal activity in one street, have we just moved the problem elsewhere?

No displacement level was included for any of the outcomes identified all the projects. Movema help reduce the problems faced by the people they support through their activities, not just move the problems onto different communities in both Liverpool and Bristol.

9.4 Duration & Drop-off

Is it difficult to truly know the length of duration for the outcomes experienced by the participants. During the focus groups and interviews when asked how long they think the changes and the impact of Movema's projects will last, many said 'for a long time'. Therefore, to avoid over-claiming the total of one year of duration was included for all outcomes. This assumption was validated by the survey result as over 60% of the sample size indicated they predict the outcomes will last between 6 months to 1 year, thus giving confidence in the judgement made.

10.0 SROI Results

This section of the report presents the overall results of the SROI analysis of Stronger Together, Liverpool community performances and Bristol community performances. Underpinning these results are the eight SROI principles which have carefully been applied to each area of this analysis. The results demonstrate the positive contribution that Movema makes through the dedication of staff and volunteers, to create positive change in the lives.

Table 7 displays the present value created for each of the included stakeholders who experienced material changes. The present value calculations take account of the 3.5% discount rate as suggested by the Treasury's Green Book for outcomes lasting more than one year. Table 8 shows the social value created by each project.

Table 7 – SROI Headline Results

Total value created	£
Total present value	£230,089
Investment value	£51,690
Net present value (present value minus investment)	£178,400
Social Return on Investment	£4.45

Table 8 – Social value created per project

Project	Total % of social value
Stronger Together	19%
Liverpool community performances	32%
Bristol community performances	49%

11.0 Sensitivity Analysis

The results demonstrate highly significant value created Movema's projects and is based on 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, 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 9.

If all the outcomes were to have one element changed, all changes create a 10% or less change in the SROI result as seen in table 9. This adds confidence in the results and in all of the judgments made during this analysis. From the sensitivity analysis table above, the social value evaluation can be estimated to be between £3.75 and up to £4.88 for every £1 invested. The assumptions used in the value map estimate the social value is £4.45.

Table 9 – Sensitivity Analysis Summary

Variable	Current assumption	Revised assumption	Revised SROI	Proportion of Change
Stronger Together				
Improved mental well-being	Quantity: 15	Quantity: 25	£4.67	+4.8%
	Deadweight: 30%	Deadweight: 60%	£4.31	-3.2%
	Attribution: 30%	Attribution: 90%	£4.18	-6.1%
Reduced isolation & loneliness	Quantity: 13	Quantity: 20	£4.60	+3.3%
	Deadweight: 30%	Deadweight: 60%	£4.33	-2.7%
	Attribution: 30%	Attribution: 90%	£4.21	-5.4%
Improved physical health	Quantity: 13	Quantity: 30	£4.80	+7.3%
	Deadweight: 30%	Deadweight: 90%	£4.23	-4.9%
	Attribution: 30%	Attribution: 60%	£4.34	-2.5%
Liverpool community performances				
Improved mental well-being	Quantity: 38	Quantity: 20	£4.19	-5.9%
	Deadweight: 30%	Deadweight: 60%	£4.21	-5.4%
	Attribution: 30%	Attribution: 90%	£3.97	-10.8%
Improved sense of belonging with the community	Quantity: 44	Quantity: 50	£4.54	+2%
	Deadweight: 30%	Deadweight: 10%	£4.64	+4.1%
	Attribution: 30%	Attribution: 60%	£4.17	-6.3%
Improved physical health	Quantity: 41	Quantity: 15	£4.32	-2.9%
	Deadweight: 60	Deadweight: 30	£4.61	+3.5%
	Attribution: 60	Attribution: 10%	£4.68	+4.9%
Bristol community performances				
Improved mental well-being	Quantity: 40	Quantity: 30	£4.25	-4.5%
	Deadweight: 30%	Deadweight: 90%	£3.75	-15.8%
	Attribution: 30%	Attribution: 0%	£4.80	+7.3%
Improved sense of belonging with the community	Quantity: 45	Quantity: 10	£3.81	-14.4%
	Deadweight: 30%	Deadweight: 90%	£3.75	-15.8%
	Attribution: 30%	Attribution: 60%	£4.10	-7.9%
Improved physical health	Quantity: 40	Quantity: 50	£4.52	+1.6%
	Deadweight: 60%	Deadweight: 30%	£4.66	+4.5%

	Attribution: 60%	Attribution: 0%	£4.88	+8.2%
Feel more confident as a parent and less alone (EDN only)	Quantity: 12	Quantity: 20	£4.62	+3.7%
	Deadweight: 30%	Deadweight: 60%	£4.35	-2.3%
	Attribution: 30%	Attribution: 0%	£4.56	+2.4%

12.0 Conclusion and key findings

This report has demonstrated that Movema have created over 175,000 of value and for each £1 invested, £4.45 of value is created.

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

Through the projects evaluated in this report, Movema creates a positive impact in the lives of their participants and the communities they support by offering a safe environment for people to learn and express themselves through dance. In addition, Movema provide a strong artistic platform for both experienced and emerging performance artist to continue and develop on their creative path, giving the artist additional motivation to pursue a career in the arts industry.

The Impact created through Stronger Together and the Community performances also responds positively to the outcomes and principles identified in the Arts Council England 2020 – 2030 Let's create strategy. Dancing and performing gave people the confidence in themselves and their abilities and offered positive changes in their mental and physical well-being. In the qualitative and quantitative data, there was a strong consensus on how the 'Movema family' had made them feel part of something special, felt accepted and given them a great sense of belonging.

Key findings for Stronger Together participants

- 100% of participants have experienced a positive change in their mental well-being
- 90% of participants felt less isolated and lonely
- 90% of participants have experienced a positive change in their physical health

Key findings for Liverpool community performers

- 76% of participants experienced a positive change in their mental well-being
- 88% of participants felt a better sense of belonging to a community

- 82% of participants experienced a positive change in their physical health

Key findings for Bristol community performers

- 80% of participants experienced positive change in their mental well-being
- 90% of participants feel an improved sense of belonging to a community
- 80% of participants experienced a positive change in their physical health
- 60% of parents now feel more confident and less alone.

13.0 Recommendations

Data collection

To realise how much change and impact the project is having on all stakeholders we need data to understand if there is any change, but also how much change, and whether there are differences in the needs of different individuals. It is therefore recommended that any continuation of this scheme, needs to invest the time and finances into ensuring suitable systems and processes are in place to measure social value, and to extend this to include other important stakeholders. When such data is collected over a period, the potential to use the resultant information to better inform decision making is increased/maximised. Ultimately, this means that value is not just being measured, but it is being managed to improve the impacts of the project. With improved data collection it would also mean improved segmentation of the different stakeholder groups. Different segments will experience different outcomes and levels of change, having more data will enable a more thorough analysis and potentially uncover any support gaps in the project.

In this report, as the samples were relatively low, no characteristics were identified as having a significant impact on the amount of change, the weighting of outcomes or on deadweight or attribution. Collecting baseline and review data over a period of time can help to identify if there are key insights as to where the most value is created, or most importantly if some stakeholders need further support.

It is recommended that baseline data and review data should be collected for the well-defined outcomes as identified in the report and Theory of Change. Many of these well-defined outcomes are key measures discussed under the main outcomes for ACE including Creative People, Cultural Communities and A Creative & Cultural Country. However, the organisation may also want to collect data on some of the intermediate outcomes as some of these are in line with the quality metrics identified in the 2015 report by ACE. Managing

intermediate outcomes allow us to manage the change and respond quicker to support some who might not be experiencing as much change.

Impact on children

Although there were families based in Bristol, no children were involved in the projects analysed in this evaluation report due to the focus group being held virtually. This meant that an in-depth assessment was not possible at this time. The Everybody Dance Now project does have positive social impact as discussed in the report for the parents who join. It is probable that the children taking part also experience positive impacts to their lives. Therefore, it is recommended that any future evaluation work or internal impact management systems include the children as a stakeholder group, this will give Movema further insights into the social impacts of their activities and help their management decision making going forward.

Sustainability

As this evaluation was done either during activity or shortly afterwards, careful judgments were made about the sustainability of any changes. Only 12 months of value was included in the value map to ensure not over-claiming. Many of the participants felt they would benefit from further sessions and as Movema offers a programme of activities many had continued to engage with the organisation. Regular communication with participants about how they could continue to dance and continue to sustain the positive changes could ensure greater impact.

Time management of projects

Some of the performance artists did state they felt increased stress working with Movema due to tight time constraints. Involved in getting the performance ready. The impact of an ever-changing working environment due to Covid-19 may be the biggest reason behind

this, however, it is recommended that Movema considers possible additional hours for artists moving forward to reduce the stresses felt by some.

14.0 Appendices

Appendix 1 – Stronger Together Theory of Change

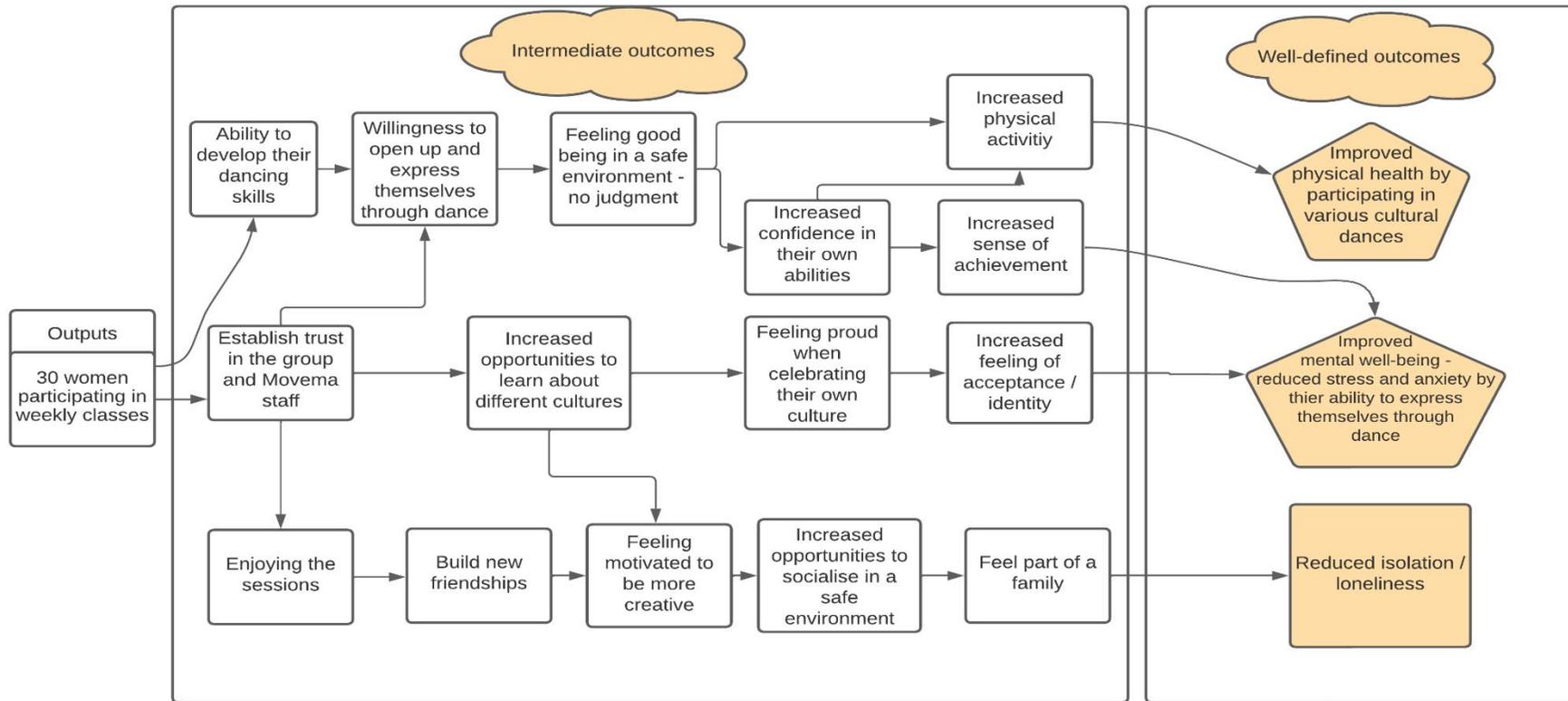
Appendix 2 – Liverpool Community Performances Theory of Change

Appendix 3 – Bristol Community Performances Theory of Change

Appendix 4 – Performance artists Theory of Change

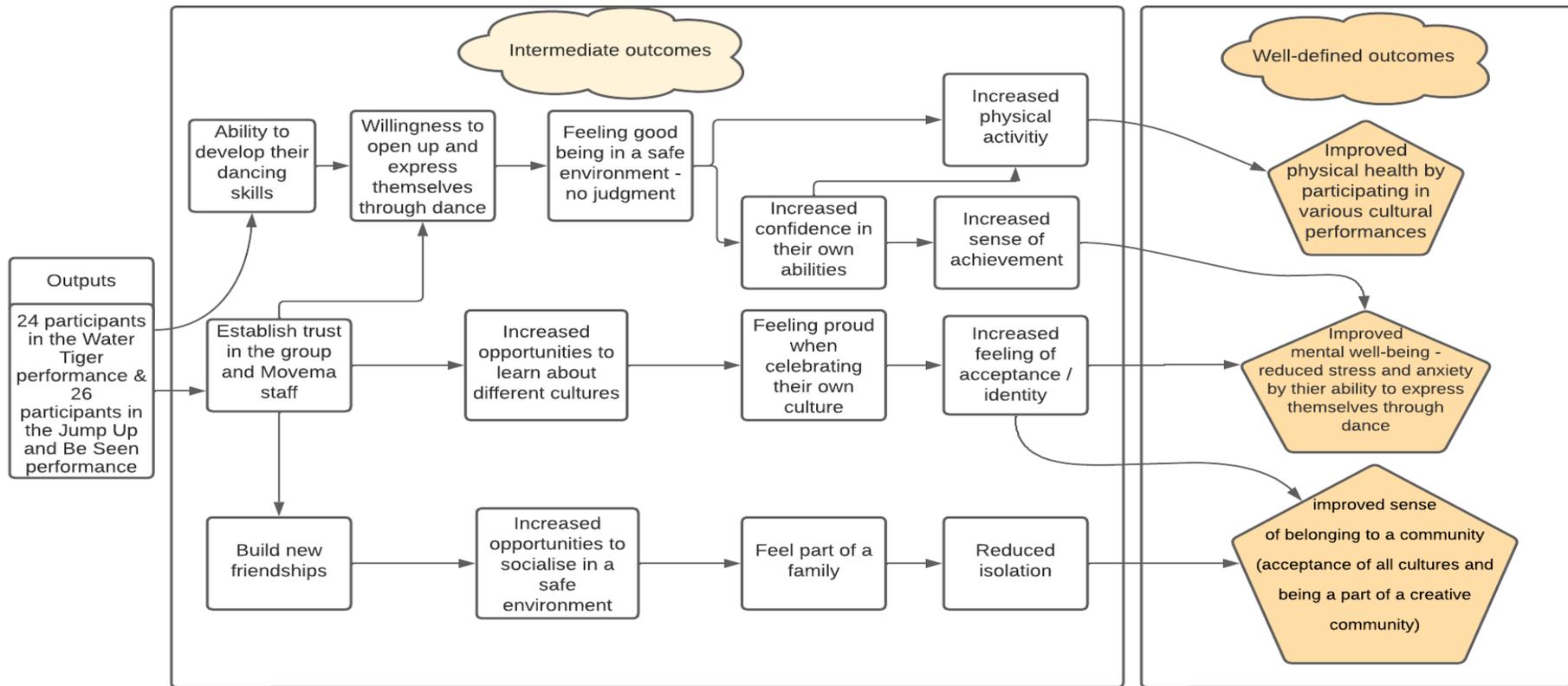
Appendix 5 – Value map (separate to this document)

14.1 Appendix 1 – Stronger Together Theory of Change



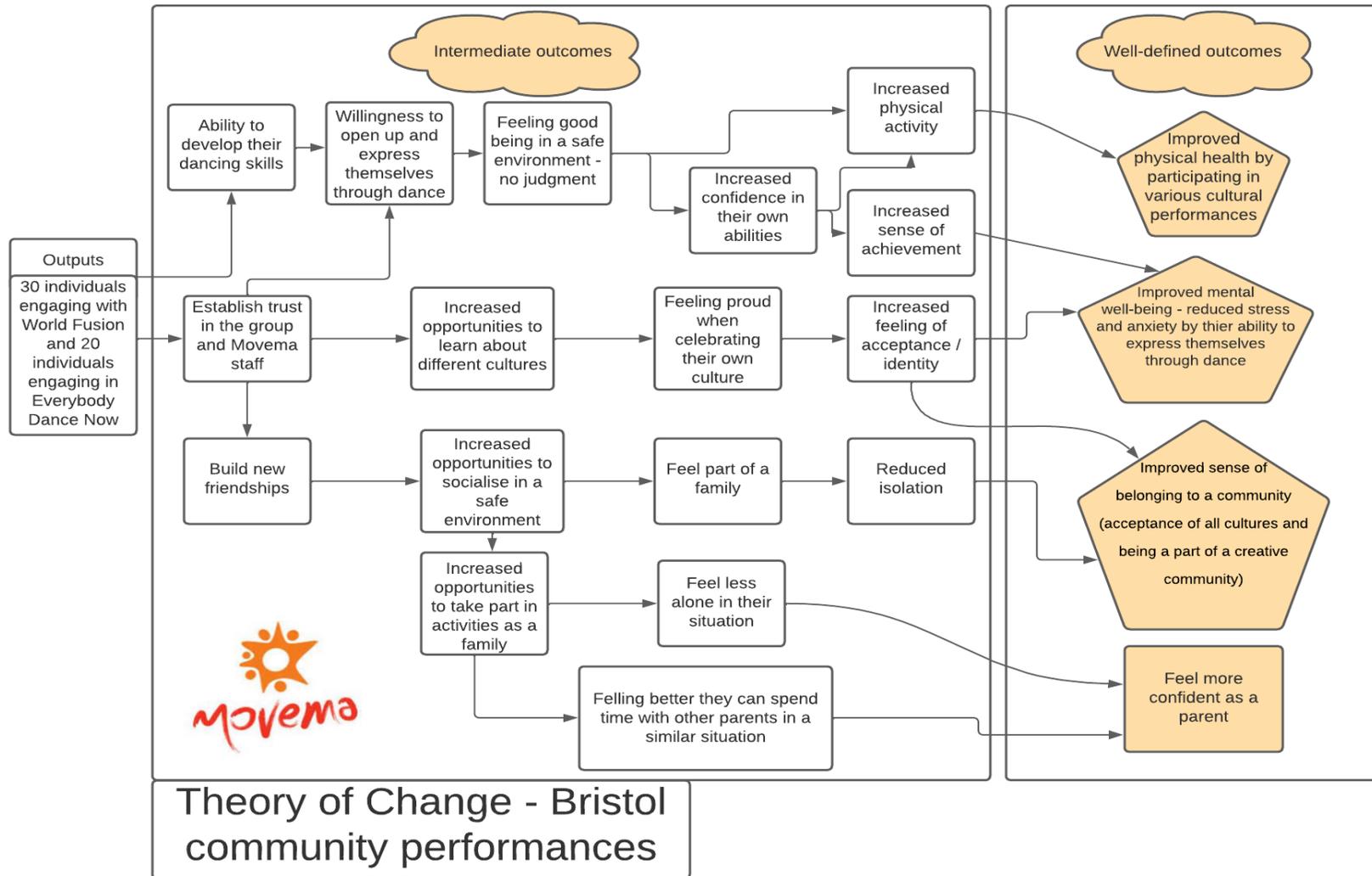
Theory of Change -
Stronger Together

14.2 Appendix 2 – Liverpool Community Performances Theory of Change

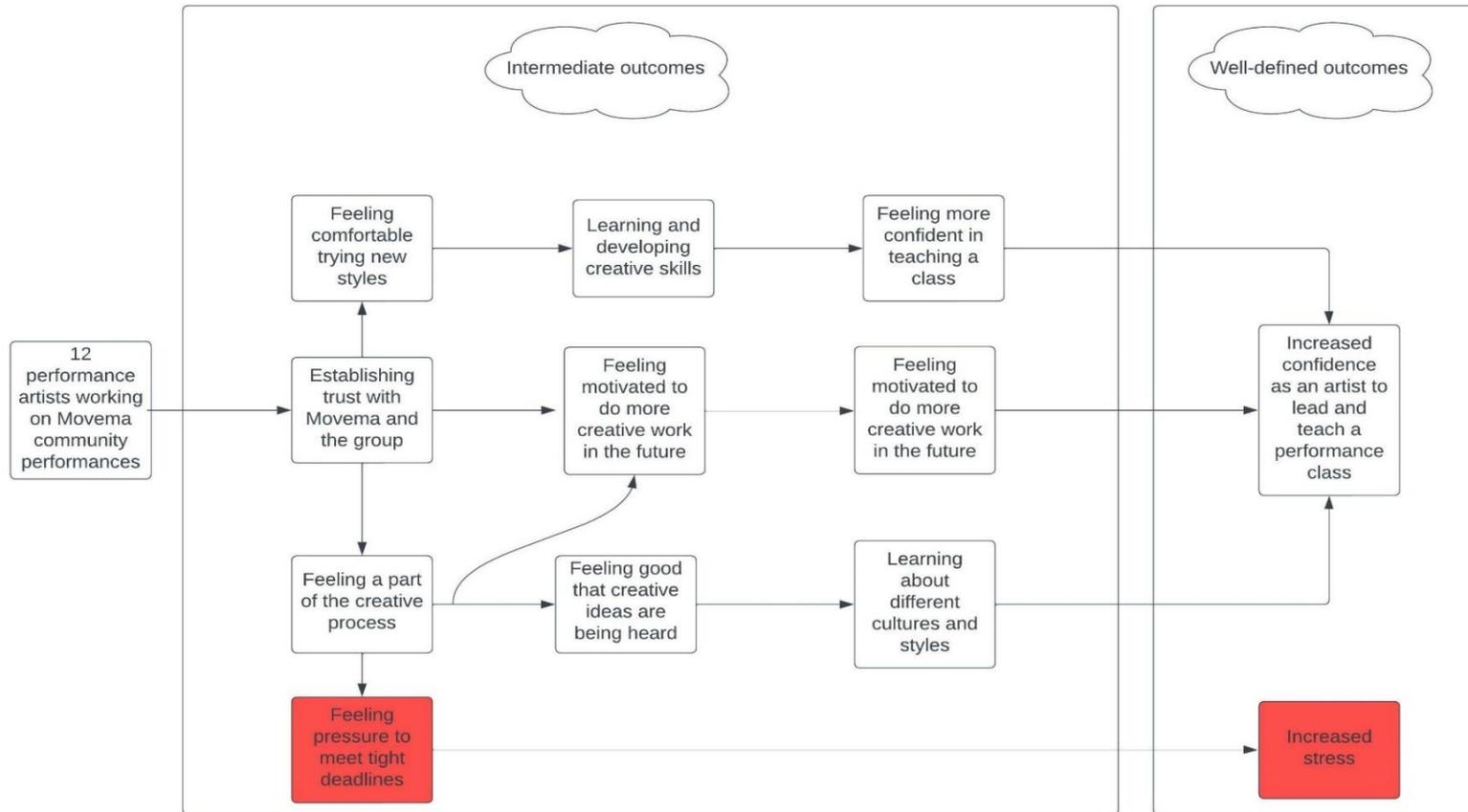


Theory of Change - Liverpool community performances

14.3 Appendix 3 – Bristol Community Performances Theory of Change



14.4 Appendix 4 – Performance artists Theory of Change



Theory of Change - Performance artists