



Fisheries Community Animator

Social Return on Investment





SROI is a way of measuring outcomes achieved

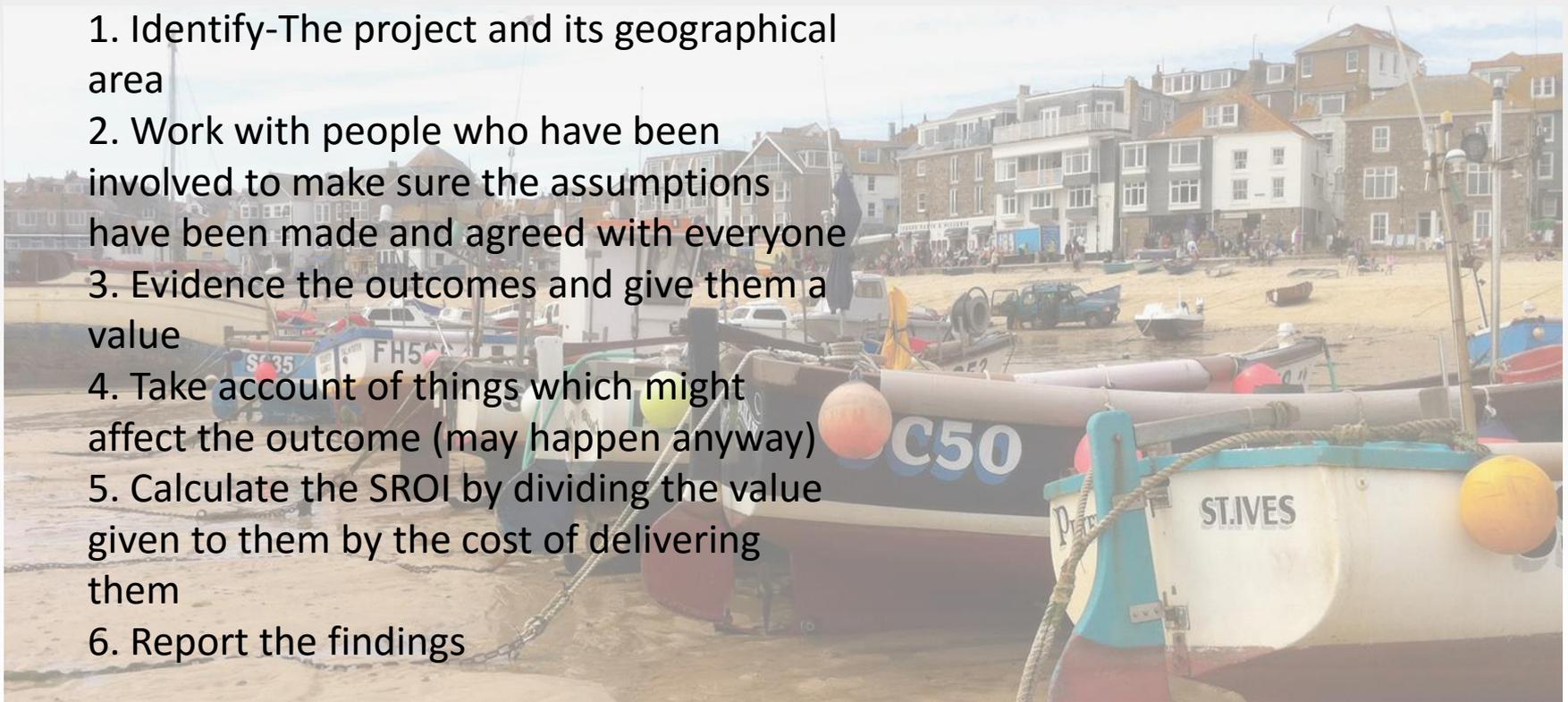
- Measuring the cost of an activity is relatively straightforward
- As is measuring the number of jobs created
- But giving a value to benefits a project provides is not so easy
- SROI produces a description of how a project creates value and a ratio that states how much social value in € is created for every € of investment



How do you measure Social Returns?

Six Stages :

1. Identify-The project and its geographical area
2. Work with people who have been involved to make sure the assumptions have been made and agreed with everyone
3. Evidence the outcomes and give them a value
4. Take account of things which might affect the outcome (may happen anyway)
5. Calculate the SROI by dividing the value given to them by the cost of delivering them
6. Report the findings





Further development on Social Returns

We use the eight indicators

of a sustainable community produced in 2003/04 at an Informal Sustainable Communities in Europe meeting and is known as The Bristol Accord.

http://www.eib.org/attachments/jessica_bristol_accord_sustainable_communities.pdf

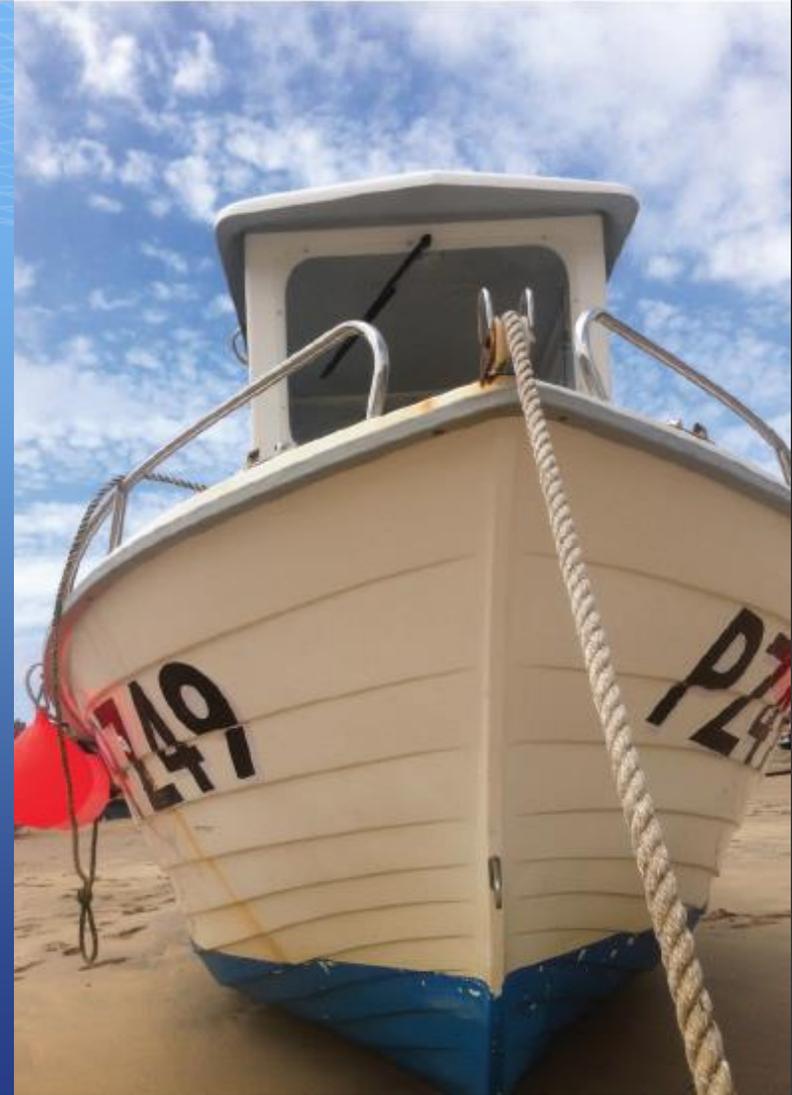
Well Run, Active inclusive and safe,
Well designed and built, Thriving,
Fair for everyone, Environmentally
sensitive, Well served, Well
connected.





Monetised proxies

Outcomes can be grouped in a way, which helps with comparison on more than simply monetary terms. It provides a framework for the development of an overall judgement of the contribution the programme has made to the sustainability of its area of operation. A suite of monetised proxies has been developed by report authors Rose Regeneration, in partnership with Professor Paul Courtney of the University of Gloucestershire, which enables a value to be ascribed to each outcome identified through this process.





Relate activity to the Bristol Accord Sustainability Indicators

Active, Inclusive and Safe

- Championed projects where
- fishing is seen as being an
- emblem of and contributing
- to the distinctiveness of local
- communities.

Well Served

- The development and promotion
- of local services (e.g. increasing
- the amount of fish sold locally
- at markets and in catering/food
- outlets such as pubs, shops and
- restaurants).



Coverack Harbour Enhancement

Coverack Harbour Company (CHC) has been awarded £78,811 of vital funding through the Cornwall and Isles of Scilly Fisheries Local Action Group (FLAG) to enhance its harbour facilities for the fishing community.



Commander Bill Frisken with the offer letter in Coverack

Working out the SROI

Look at what the animateur has achieved.

Working with 146 community/groups.

Supporting a range of projects

Helping project applications

Promoting the FLAG and stimulating coastal communities

Commander William Frisken, said, "Coverack has never had any financial assistance and to have this amount of investment for the harbour offers a real chance for the fishing industry to continue here for generations to come."



Develop an outcome matrix

The outcomes table takes each of the eight principles of sustainable communities, and for each principle 5 outcomes.

Outcome	Financial Proxy	Unit of Measure
Improved well-being through development of cultural, recreational and sports facilities	Estimated weekly cost of private sports tuition	Cost per person
Improved social capital, community ties and strengthened civic engagement through greater use of community space	Average Annual spend on culture, recreation and leisure	£ per annum per household
Improved social inclusion and access to community resources	Value to an individual (aged 25-49) of feeling like they belong in their neighbourhood.	p.p
Increased volunteering and potential for greater community participation and development	Value that frequent volunteers place on volunteering	p
Reduced social isolation for community members	Annual value attributed to talking to neighbours more frequently	p
Improved capacity for local solutions to	Average size of a charitable donation in the UK	£ pa. per



1a. Improved well-being through development of cultural, recreational and sports facilities	772 individuals receiving personal support/coaching	772 @ £9021 for 5 years = £11,861,060
1b. Improved social capital, community ties and strengthened civic engagement through greater use of	104 households using community space and facilities.	104 @ £9021 = = £9,141,840
1c. Improved social inclusion and access to community resources	113 individuals feeling like they belong in their communities.	113 @ £2251 = £2,589,800
1d. Increased volunteering and potential for greater community participation and development	66 individuals volunteering and participating in their community.	66 @ £13300 = £2,217,900
2d. Increased aesthetic and cultural value of physical environment	23 households with better access to recreation and culture.	23 @ £921.2 = £26,380
4a. Improved protection, management and conservation of historic resources	25000 households with better access to conserved historic resources.	25000 @ £18 = £4,750,000
4d. Reduction in crime and the perception of crime	280 individuals protected from crime.	280 @ £4871 = £6,820,800
6a. Increased living conditions and welfare for local citizens	330 people valuing their local area more.	330 @ £297 = £1,574,900
6c. Increased empathy and understanding	60 individuals supported in equity/disability understanding.	60 @ £399 = £19,700
7a. Increase in the creation of new micro-enterprises	5 units of small business additional turnover.	5 @ £35420 = £895,500
7a. Skills development and improvement for residents and workers (including migrant workers)	170 individuals moving towards secure employment.	170 @ £12164 = £10,359,400
8a. More substantive links between organisations and service providers	650 organisations that are more effective via more substantive links.	650 @ £39.96 = £77,922
8e. Improved access to public, private and consumer services for local residents	2000 households with improved access to local services.	2000 @ £374 = £7,480,000

Social Rate of Investment Calculator

Using the calculator a proxy value is created.

From this total return the following are deducted:

Leakage: People leaving the area with skills

Deadweight: People who would have carried out the activity anyway.

Attribution: People gaining support from other programmes.

Drop-off: Displacement or substitution, non attendance.



Cornwall FLAG SROI

£5.45 SROI for each £1 of direct project funding

- Total Return £51.9 Million
- Less Leakage, Deadweight, Attribution and Drop-off
- Net Return £15.8million
- Direct costs £2.9 million
- Formal project leverage £2.60 for every £1 grant support.

Conclusions

- It is an art, social science
- It gets people thinking about wider values
- It supports partnership working
- It encourages amateurs who get involved in projects linking people and communities



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EUROPEAN FISHERIES FUND