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Valuing Social Outcomes Workshop

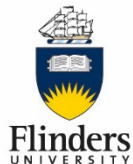
3 May 2018



flinders.edu.au/aiti

Measuring the social value of local government community development work

VSO Project Overview



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Social Value refers to wider financial and non-financial impacts of programs, organisations and interventions, including the wellbeing of individuals and communities, social capital and the environment.

Social Value Portal



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Economic analysis

- Used extensively to gauge the impact of different policies, programs, initiatives
- Examines factors such as economic impact, economic efficiencies, cost effectiveness and financial returns to local and broader economies
- Relatively easy to quantify and measure, favoured by decision-makers



Social Value Analysis

- Grown out of a desire to account for the creation of value that is not captured in traditional forms of economic valuation
- Examines harder to measure (often intangible) ***change made*** in people's lives and communities
- Re-positions the importance of social outcomes alongside economic outcomes

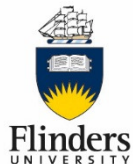


How can social value measurement serve the LG CD services context?

- Establish and communicate the social value of community development work undertaken in South Australian Local Government
- Provide credible, defensible evidence to decision-makers and/or funders of community development services in local government about the value of the work
- Inform decisions based on value forecasts, and continuously improve social impact



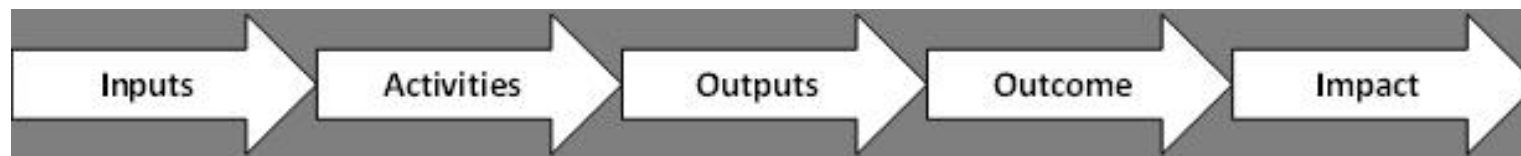
*What is the relationship of
social value measurement
to standard evaluation
practice?*



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- Basic evaluations often limited to measuring program inputs, activities and outputs
- SVM reinforces a focus on *measuring and/or forecasting outcomes and impact*, particularly in the longer term



We don't just want to know *what* programs are doing or *if and how* programs are working, but **what difference they are making** in terms of achieving positive change



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Theory of Change

Theory of Change allows stakeholders to :

- articulate long-term goals/outcomes
- identify the conditions that must occur for these to be met



Theory of Change Steps

- **Robust situation analysis:** identify the problem, its consequences, its known causes
- **Program boundaries established:** causes to be addressed, actions to do this
- **Outcomes chain:** ultimate outcome sought, intermediate outcomes necessary to achieving the ultimate outcome



If you want to do social value measurement you must...

- Design your program/project using an outcomes focused evaluation model (theory of change, program logic)
- Provide an evidence-based rationale for linking project activities with projected outcomes
- Identify suitable indicators/measures of success (objective and subjective)
- Know what data you need to collect/how to collect it to measure progress on the specified indicators



What are the key attributes of a
social value measurement
approach for SA Local Government
Community Development
services?



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Social Value Measurement Approach

- Stakeholders agreed that the approach must be:
 - Contextually relevant, useful, with clear benefits for users
 - Relatively simple, user-friendly, easy to understand, not too skill/resource intensive
 - Credible, reliable and evidence based



Relevant, useful, beneficial

- DCSI Stronger Families, Stronger Communities - (Indicators of Community Strength)
- LG Cultural Impact Framework
- SA Public Health Indicators
- LG Community Development Evaluation Framework



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Feasible and simple to apply

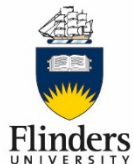
- A Common Outcomes Framework:
 - Based on agreed outcomes/indicators, no need to consult and construct an individual outcomes framework for each discrete project
 - Higher level outcomes, applicable to a range of projects (aids comparability, loss of detailed project information)
 - Assists with data collection (linked to researched, tested measurement tools)



Social Value International (SVI) Principles of Social Value

1. Involve stakeholders
2. Understand what changes
3. Value the outcomes that matter
4. Only include what is material
5. Do not over-claim
6. Be transparent
7. Verify the result

<http://socialvalueint.org/our-work/principles-of-social-value/>



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Purpose of the Workshop today

- Goal of the VSO project: develop a Framework and Tool for measuring the social value of SA LG Community Development programs/projects
- Current focus: form agreement on a list of outcomes/indicators relevant to SA LG Community Development work, to serve as the platform for developing the measurement tool

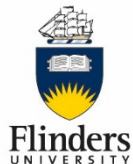


SA LG Community Development Common Outcomes Framework & Tool

- Designed to let you:
 - Measure and express social value in non-monetary terms (all outcomes)
 - Translate outcomes into monetary values (selected outcomes)



Exercise 1: Consider the types of outcomes sought by LG Community Development projects – keep these at a high enough level to apply generally across the scope of work



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1.1 LG Community Development work – commonly sought outcomes

- Reflect on the types of programs/projects undertaken in the South Australian LG CD sphere:
 - What are these *specifically* trying to do/change in the way things are? Another way of saying this is - what difference does Community Development work seek to make to society and the lives of people?
 - Express this difference as key outcomes sought by LG CD. (15 mins discussion, 30 mins feedback)



1.2 LG Community Development work – commonly sought outcomes

Review your identified outcomes with
the Greater Manchester community
outcomes – how do LG Community
Development outcomes align with
these? (15 mins whole group)



Broad scope Greater Manchester outcomes

Individual outcomes	Family and community outcomes
Increased self-confidence	Improved citizenship
Increased self-esteem	Sense of trust and belonging
Increased participation	Increased participation (e.g. voting)
Increased aspirations	Increased social interaction
Greater sense of control	Increased community stability
Improved wellbeing	Improved family relations
Have learnt new skills	Increased time families spend together
Reduced isolation	Reduced fear of crime
Reduced harm to children	Increased access to statutory services
Increased life expectancy	Improved take up of leisure/recreational activity
	Increased equality
	Increased fairness



Shaping LG CD outcomes into a VSO Framework – how does this work?



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Greater Manchester Social Value Measurement Process

- Development of a SVM tool capable of monetising social outcomes of community projects
- Workshopped a Common Outcomes Framework as the basis for the tool
- Have drawn on the New Economics Foundation (*nef*) National Accounts of Well-being to translate common outcomes into well-being measures with associated monetary values



Well-being as a measure of social value

Well-being can be understood as how people feel and how they function, both on a personal and a social level, and how they evaluate their lives as a whole.

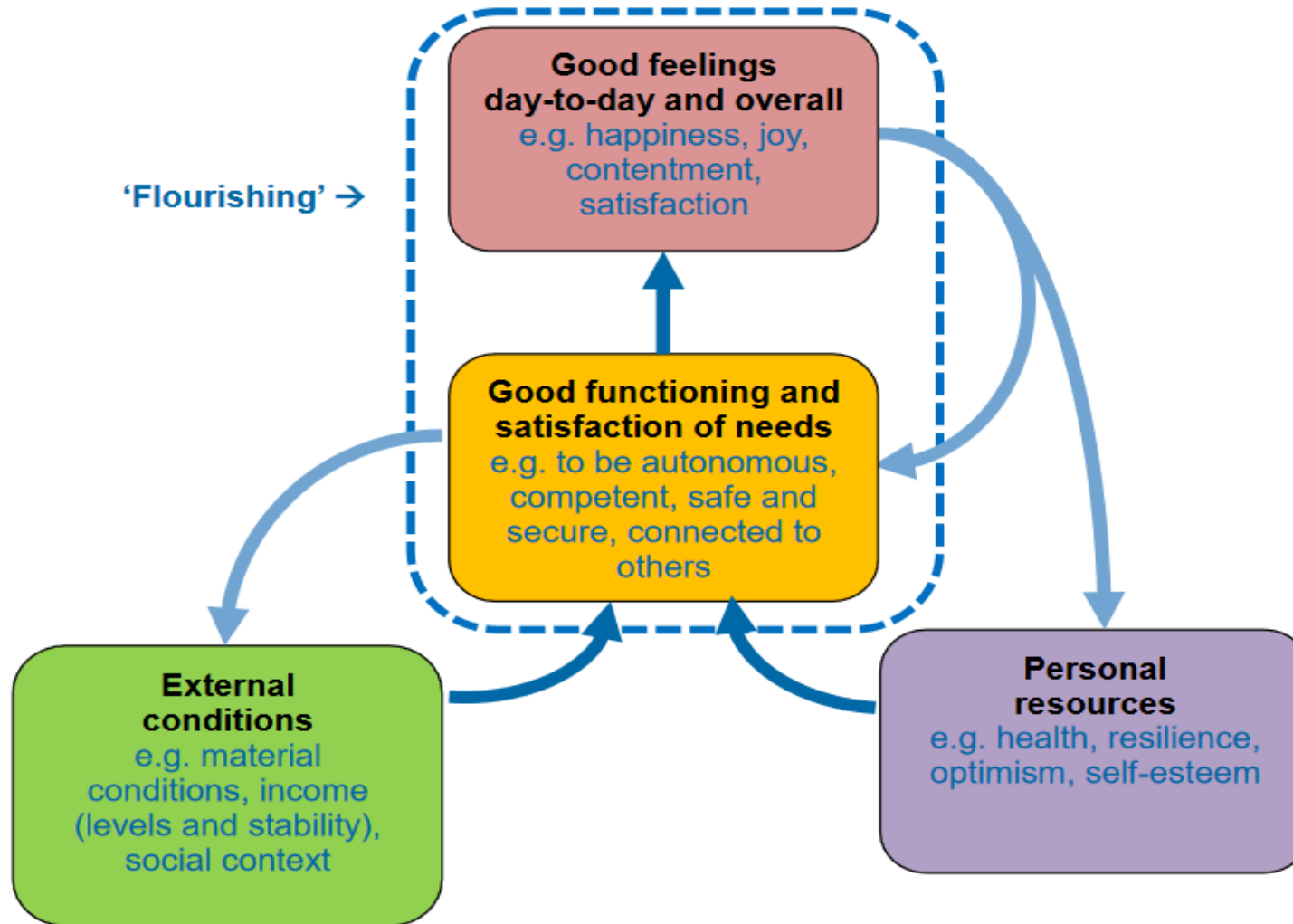
New Economics Foundation (*nef*)



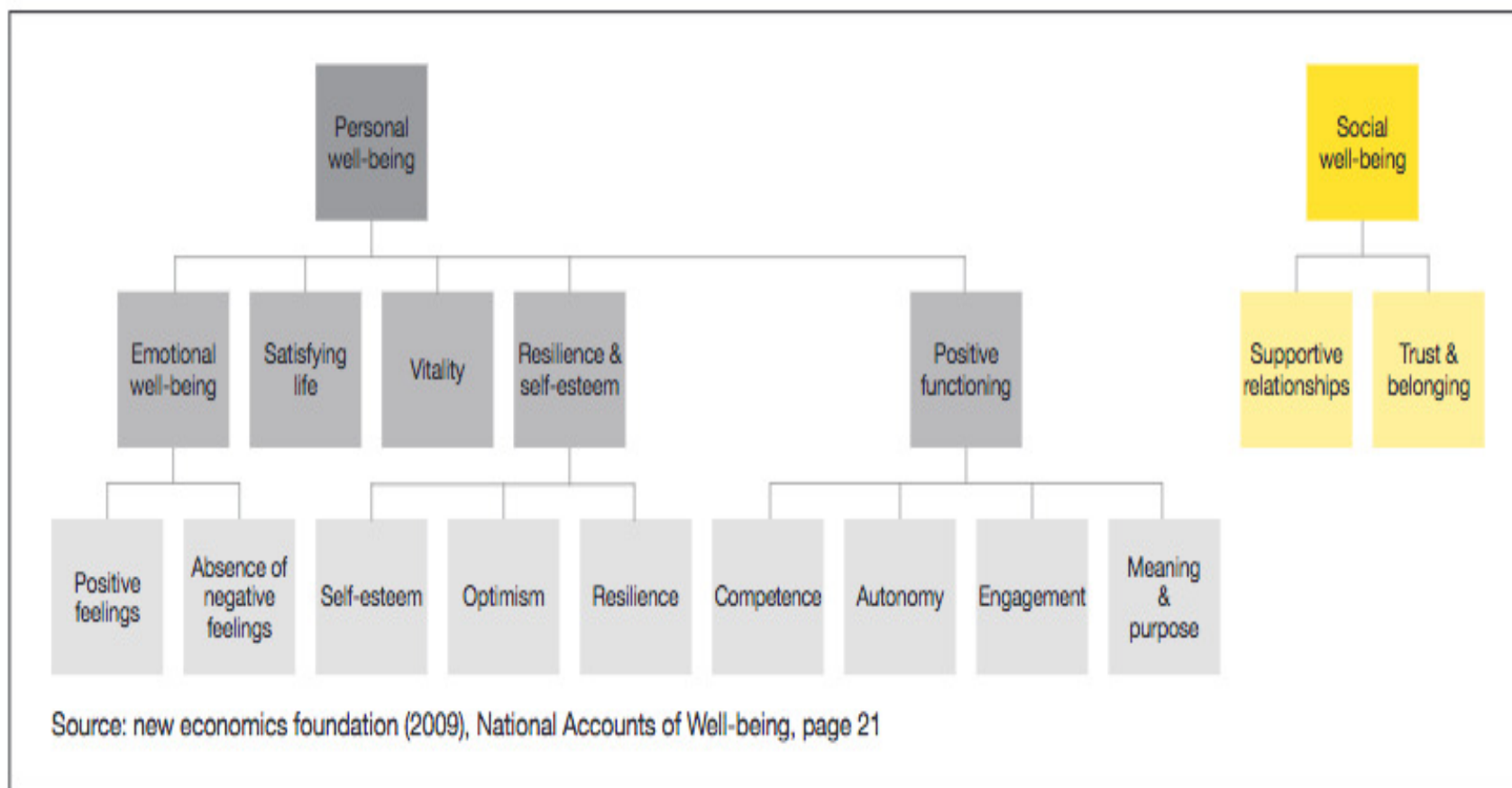
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nef's Dynamic Model of Well-being



nef National Accounts of Well-being Framework



European Social Survey questions (sample)

Question	Component (subcomponent)
Taking all things together, how happy would you say you are?	Emotional well-being (<i>positive feelings</i>)
How much of the time during the past week were you happy?	Emotional well-being (<i>positive feelings</i>)
How much of the time during the past week have you enjoyed life?	Emotional well-being (<i>positive feelings</i>)
How much of the time during the past week have you felt depressed?	Emotional well-being (<i>absence of negative feelings</i>)
How much of the time during the past week have you felt sad?	Emotional well-being (<i>absence of negative feelings</i>)
All things considered, how satisfied are you with life as a whole nowadays?	Satisfying life
How satisfied are you with how your life has turned out so far?	Satisfying life
How satisfied are you with your present standard of living?	Satisfying life
On the whole my life is close to how I would like it to be (agree – disagree)	Satisfying life



Greater Manchester SVM Framework

Domain/Outcome type	Outcomes/benefits	Description
Improved wellbeing of individuals		
	Increased resilience/self-esteem	National Accounts of Well-being - resilience and self-esteem
	Reduced isolation	National Accounts of Well-being - supportive relationships
	Positive functioning	National Accounts of Well-being - autonomy, meaning & purpose
	Emotional well-being	National Accounts of Well-being
Improved health/well-being of individuals, result of reduction of specific problems		
	Reduced social impact of domestic violence	Human and emotional impact of domestic violence on victim
	Reduced social impact of antisocial behaviour	Human and emotional impact of anti-social behaviour on the victim
	Reduced social impact of crime	Human and emotional impact of crime on victim
	Reduced health impact of alcohol	Health impact of alcohol abuse
	Reduced health impact of drugs	Health impact of drug abuse
	Reduced health impact of poor housing	Health impact of poor quality housing
Improved family well-being		
	Improved family relationships	National Accounts of Well-being - supportive relationships
	Positive functioning	National Accounts of Well-being - autonomy, meaning & purpose
	Emotional well-being	National Accounts of Well-being
Improved children's well-being		
	Confidence/self-esteem	National Accounts of Well-being - resilience and self-esteem
	Reduced harm to children	Human and emotional impact of domestic violence on the child
Improved community well-being		
	Sense of trust and belonging	National Accounts of Well-being
	Positive functioning	National Accounts of Well-being - autonomy, meaning & purpose
	Improved relationships	National Accounts of Well-being - supportive relationships



Exercise 2: Outcome mapping for social value measurement



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DCSI Indicators of Community Strength				
STRATEGIC GOAL	DOMAINS	INDICATORS	COF WELL-BEING OUTCOME TYPE	WELL-BEING SUB-COMPONENTS
Stronger communities				
	Community attitudes	Like living in a local community Feel safe in neighbourhood or community Satisfaction with local community environment in terms of planning, open space, lack of pollution People's friendliness and willingness to help others in the community Satisfaction with local community facilities and services Satisfaction with recreation areas such as sports and parks Satisfaction with the range of community groups Feel people in the neighbourhood can be trusted Feel part of local community		
	Social networks	Ability to get help from family, friends or neighbours when needed		
	Community participation	Volunteering Involvement in community issues in the last 12 months Participation in an organised sport, church or community group in the local area Participation in a decision-making board or community Parental participation on schools Attendance at local community events		

Cultural Impact Framework			
STRATEGIC GOAL DOMAINS	INDICATORS	COF WELL-BEING OUTCOME TYPE	WELL-BEING SUB- COMPONENTS
<i>Cultural vitality</i> Creativity	Imagination: stimulation and generation of ideas		
	Innovation: original ideas, solutions to do things better		
	Expression: diverse ways to communicate ideas		
Connectedness	Relationships: local identity, community spirit		
	Commitment: volunteering, other contributions to community		
	Networking: exchanges of knowledge, skills, information		
Values	Belonging: Feeling accepted, comfortable with family/friends/community		
	Trust: sharing, confidence, security in community		
	Respect: civic responsibility for others, inclusive, equitable approaches		
Sustainability	Tradition: sustaining cultural beliefs, customs, long-held practices		
	Anticipation: adaptability, able to respond to change		
	Resilience: able to respond to diverse challenges		
Engagement	Interaction: coming together in community		
	Enrichment: personal development and learning		
	Involvement: active civic participation		

Public Health Indicator Framework				
STRATEGIC GOAL	DOMAINS	INDICATORS	COF WELL-BEING TYPE	OUTCOME WELL-BEING COMPONENTS
<i>Improved public health outcomes</i>	Demographics/geography	Population Aboriginal population Births and fertility rate Family composition Cultural and linguistic diversity Remoteness and population density		
	Promote: promoting healthier neighbourhoods and stronger communities	Social/economic environment Income SE status Employment Education Housing Early childhood development Social connectedness Contribution of carers Health literacy		
	Prevent: preventable (chronic and communicable) disease	Behavioural risk factors Tobacco smoking Risky alcohol consumption Illicit drug use Discretionary food/drink consumption Sedentary behaviours Sun exposure		

You will need to

**Understand,
Plan
and
Measure**

the change you intend to make



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- You are a participant not a passenger
- You get out what you put in
- You can be a ‘champion’
- We will help by
 - Guiding your data collection
 - Providing a tool
 - Providing resources & a website



Social Value Measurement Tool

- Designed for you
- Tested by you or your peers
- Excel based
- Simple, user-friendly
- You don't need Excel or maths skills
 - Calculations will be automated
- But you will need to provide data

$$\begin{aligned} &= w_0 + w_1 \sum_{j=1}^t \gamma^{t-j} CR_j + w_2 \sum_{j=1}^t \gamma^{t-j} EV_j + 1 \\ &- w_4 \sum_{j=1}^t \gamma^{t-j} \max(P_j - O_j, 0) + w_5 \sum_{j=1}^t \gamma^{t-j} I \end{aligned}$$

Data

- Project data
 - Date commenced, completed
 - Number of sessions
- Participant data
 - Number commencing, completing
- Funding
 - Income
 - Costs/Expenses
- Program results

June 2018

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1
2	3	4	5	6	7	8

