



Dadansoddi Effaith Gymdeithasol: Cymhwysio Egwyddorion

Gwerth Cymdeithasol ac SROI

Social Impact Analysis: Applying the principles of Social Value and SROI

Croeso / Welcome



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Yn cefnogi grwpiau gwirfoddol a chymunedol
Supporting voluntary and community groups



- Rhan o Mantell Gwynedd
- Cefnogi Trydydd Sector Cymru
- Gwirfoddoli, Cyllid, Llywodraethu Da, Ymgysylltu a Dylanwadu
- Gweithio gyda mudiadau trydydd sector i fesur a rheoli effaith
- Mesur effaith ein hunain

- Part of Mantell Gwynedd
- Third Sector Support Wales
- Volunteering, Finance, Good governance, Engagement and influencing
- Work with third sector organisations to measure and manage impact
- Measuring our impact





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•Beth ydy pwrpas gwerth cymdeithasol a rheoli effaith yn eich barn chi?

•Pa 3 neu 4 air allweddol sydd yn disgrifio gwerth cymdeithasol / rheoli effaith i chi?

•What do you see as the purpose of social value and impact management?

•What 3 or 4 key words best describe impact management / social value for you?



BETH YDY GWERTH CYMDEITHASOL

WHAT IS SOCIAL VALUE

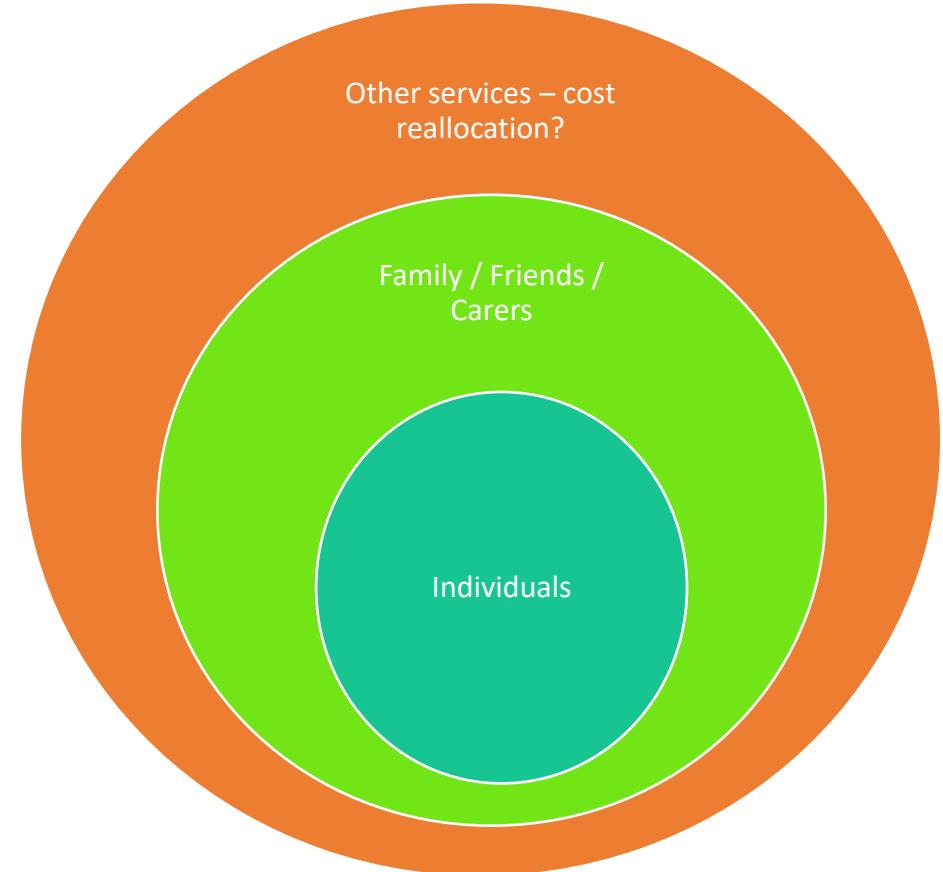


"The importance people place on different aspects of their wellbeing and the changes they experience (in these aspects of wellbeing)."

Social Value
International

BETH YDY GWERTH CYMDEITHASOL

WHAT IS SOCIAL VALUE



Beth ydy gwerth cymdeithasol? What is social value?



- Mae rhai newidiadau yn bwysicach i rai bobl na rhai eraill
- Some changes are more important to people than other changes



- Pobl yn profi newid yn ei bywydau (deilliannau)
- People experience changes (outcomes) in their lives



- Social Value is the quantification of the *relative importance* that people place on the changes
- Effaith yw deall faint ydym ni yn cyfrannu tuag at y newid
- Impacts means understanding how much we are contributing to changes



BETH YDY GWERTH CYMDEITHASOL

WHAT IS SOCIAL VALUE – Welsh context



Easy Read


Working together better in Wales

A new law in Wales about working better together and spending money responsibly to deliver public services

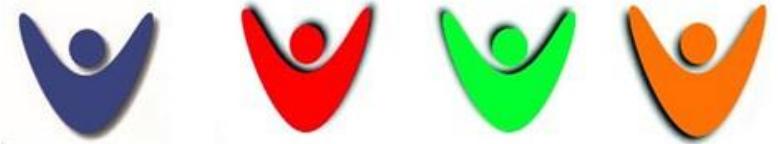


This document was written by the Welsh Government. It is an easy read version of the 'Social Partnership and Public Procurement (Wales) Bill'.
August 2013

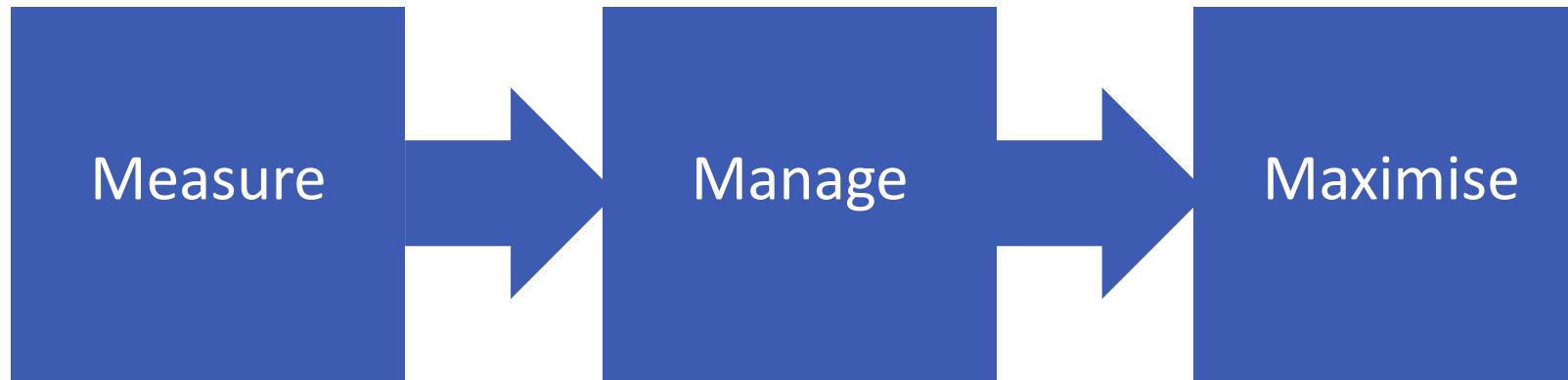


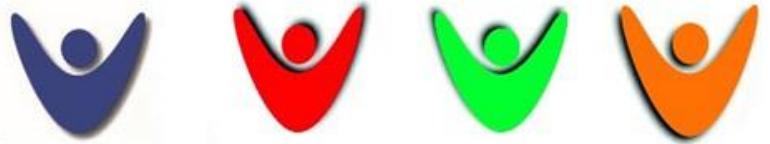
PAM BOD GWERTH CYMDEITHASOL YN BWYSIG? WHY IS SOCIAL VALUE IMPORTANT?





PAM BOD GWERTH CYMDEITHASOL YN BWYSIG? WHY IS SOCIAL VALUE IMPORTANT?





Pam bod angen gwneud pethau yn wahanol? What do we need to do differently?



“We cannot solve our problems with the same thinking we used when we created them” Albert Einstein

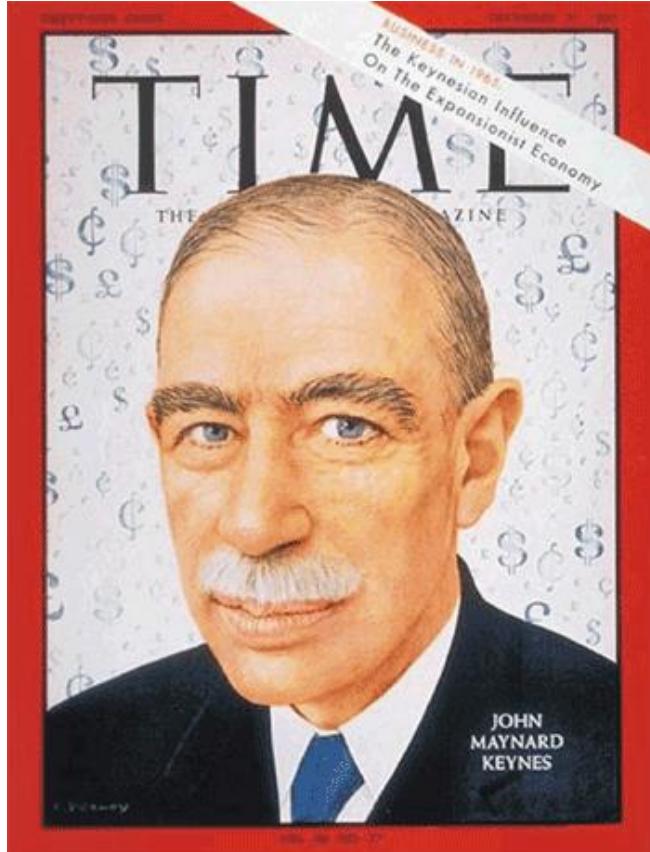
BETH YDY GWERTH CYMDEITHASOL?

WHAT IS SOCIAL VALUE?

- Mae ein gweithgareddau yn creu a dinistrio gwerth; maent yn newid y byd o'n cwmpas
- Fframwaith yw gwerth cymdeithasol i fesur a chyfrifo gwerth
- Mae SROI yn defnyddio procsis ariannol i gyfrifo gwerth perthnasol deilliannau a'u cymharu gyda'r buddsoddiad
- Mae gwerth cymdeithasol yn edrych ar ddeilliannau economaidd, amgylcheddol a chymdeithasol
- Our activities create and destroy value; they change the world around us
- Social value is a framework for measuring and accounting for this much broader concept of value
- SROI uses financial proxies to quantify the relative value of outcomes and compares this with the investment
- Social value covers economic, environmental and social outcomes



Barn – nid gwyddoniaeth Judgement calls – NOT a Science!



John Maynard Keynes, the eminent economist, once remarked that:

"it is better to be vaguely right than precisely wrong"



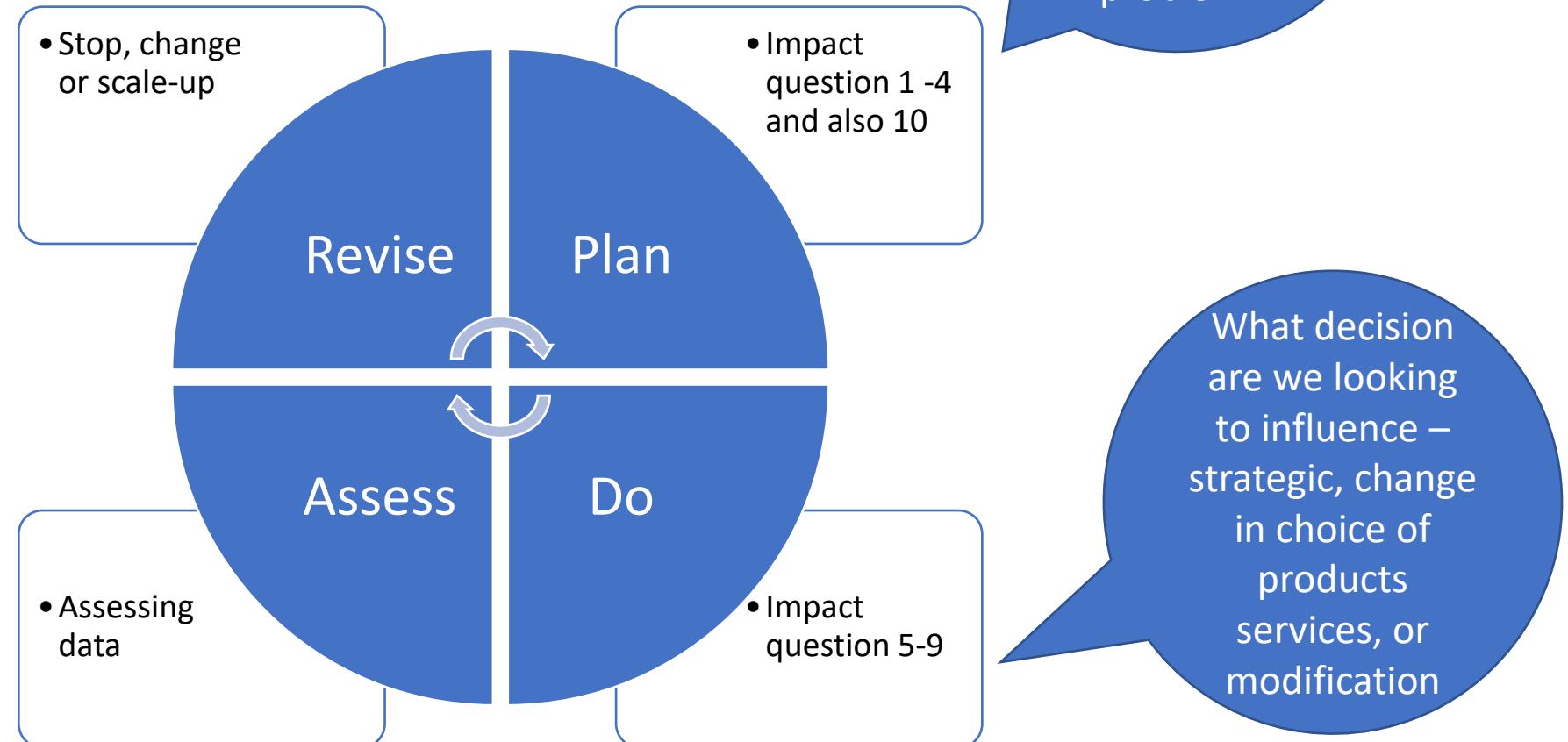
Egwyddorion / Principles



The 10 Impact Questions	Plan	Do	Assess	Review
1. What problem are we trying to solve?	X		X	X
2. What is our proposed solution to the problem?	X		X	X
3. Who experiences changes in their lives?	X		X	X
4. What outcomes are experienced?	X		X	X
5. How can we measure the changes?	X		X	X
6. How much of each change has happened?		X	X	X
7. How long do we need to measure the changes for?		X	X	X
8. What is the relative importance of the different changes?		X	X	X
9. How much of each change is caused by our activities?		X	X	X
10. Which changes matter and are important enough for us to manage?	X	X	X	X

Macsimiiddio gwerth cymdeithasol

Maximising social value



Cwestiynau Effaith

Impact Questions

1. Beth yw'r broblem yr ydym yn ceisio ei ddatrys?
2. Beth yw'r ateb i'r broblem?
3. Pwy sydd yn newid o ganlyniad i'r gweithgaredd?
Pa nodweddion sydd yn bwysig?
4. Sut maent yn newid?
5. Sut mae mesur y newidiadau?
6. Faint o newid sydd wedi digwydd?
7. Pa mor hir mae'n para?
8. **Beth yw pwysigrwydd cymharol y newidiadau gwahanol?**
9. I ba raddau mae hyn wedi digwydd fel canlyniad o'n gweithgaredd?
10. Pa newidiadau sydd yn bwysig i ni eu rheoli?

1. What is the problem we are trying to solve?
2. What is the solution to the problem?
3. Who changes as a result of activities?
What are the important characteristics of people?
4. How do they change?
5. How do we measure the changes?
6. How much of each change happened?
7. How long will it last / how long will we measure?
8. **What is the relative importance of the different changes?**
9. How much is caused by us?
10. Which changes are important enough for us to manage?



Adnabod Rhanddeiliaid

Identify stakeholders



Adnabod yr
amrediad o
randdeiliaid

Identify the range of
potential
stakeholders

Nodweddion
Characteristics



Cwestiwn effaith 3 / Impact question 3

Adnabod Rhanddeiliaid Identify stakeholders

Cwestiwn effaith 3 / Impact question 3

Camau / Stages	
1	Mapio rhanddeiliaid / <i>Mapping stakeholders</i>
2	Segmentau rhanddeiliaid <i>Stakeholder segments</i>
3	Cynllun ymgysylltu â rhanddeiliaid <i>Stakeholder engagement plan</i>



Beth i fesur? What to measure?

Mewnbwn / Input

Adnoddau ariannol ac eraill ei hangen
er mwyn i'r prosiect weithredu

*Financial & non-financial resources
required to allow the project to function*



Allbwn / Output

Crynodeb meintiol o weithgareddau
Quantitative summary of activities



Deilliannau / Outcomes

Newid bwriadol neu anfwriadol tymor hir
sy'n digwydd fel canlyniad i'r allbynnau

*Intended, or unintended changes
experienced as a result of the outputs*



Mapio Deilliannau (Mewnbynnau)

Mapping Outcomes (Inputs)

Rydym yn dechrau ein
cadwyn o newid

1. Meddyliwch am y
mewnbynnau mae
rhanddeiliaid gwahanol eu
hangen er mwyn i'r prosiect
fod yn llwyddiannus
(cofiwch, nid oes angen
iddynt fod yn rhai ariannol)

We are now starting to
construct our chain-of-change

1. Identify the inputs that the
different stakeholders have
to contribute to make the
project a success
(remember, they don't have
to be financial)



Mapio Deilliannau (Allbynnau)

Mapping Outcomes (Outputs)

Cofiwch, mae'r rhain fel arfer yn effaith mesuradwy o'r gweithgareddau. Felly ar gyfer ein sesiwn heddiw, yr allbwn byddai 1 gweithdy ar gyfer 15 o bobl (gweithgaredd) ac yr allbwn i chi fydd mynchy u'n gweithdy (cyfranogiad).

2. Nawr, meddyliwch am yr allbynnau i'r rhanddeiliaid gwahanol.

Remember, these are the quantifiable summary of activities. So for today's session, the output for us would be delivery of 1 workshop for 15 people (activities) – and the output for you would be attendance of 1 workshop (participation).

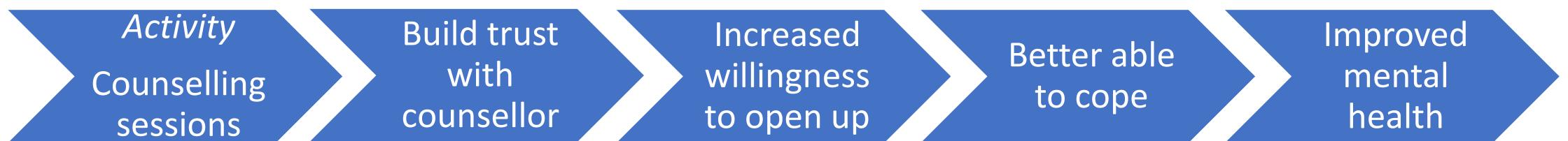
2. Now let's consider the outputs for the different stakeholders involved in the case study



Felly beth / So what ???

Felly beth yw canlyniadau ein gweithgareddau?
Mae'n bosib bydd deilliannau canolog sydd yn arwain i'r rhai sydd bwysicaf i bobl, er enghraift;

So what are the ultimate results of activities?
There may be intermediate outcomes that lead to those that are most important to people – for example;



Data ansoddol / Qual data

Pa ddeilliannau sy'n amlygu?

What outcomes are emerging?

Gall data ansoddol fod yn flêr

Qualitative Data is messy

A ydym wedi ei ddeall yn yr un
ffordd?

Did we interpret it in the same
way?

Oes yna segmentau amlwg?

What segments could you spot?





Mapio Deilliannau

Mapping Outcomes

Meddyliwch am ddeilliannau sydd wedi ei diffinio'n dda ar gyfer y rhanddeiliaid gwahanol. Mae'r rhain yn ddeilliannau y byddai;

1. Y rhanddeiliad yn dweud yw'r newid pwysicaf
2. sy'n newid cynaliadwy

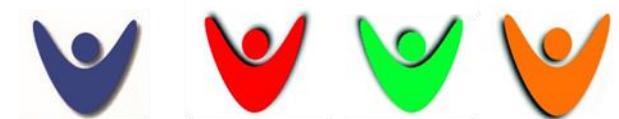
Cofiwch, gall rhanddeiliaid gael mwy nac un deilliant yn dilyn yr allbynnau.
Meddyliwch am gadwyn o ddeilliannau yn dilyn i'r rhai sydd yn cael ei mesur.

Using the summary of the qualitative engagement identify well-defined outcomes for the various stakeholders. These are the outcomes that;

1. the stakeholder would say the change is important
2. is a reasonably sustainable change

Remember, a stakeholder may have more than one outcome from their outputs – think about the chain of outcomes leading to those to be measured

Cwestiwn Effaith 4 Sut maent yn newid?
Impact question 4. How do they change?





Faint o newid How much change



Cwestiwn Effaith 5 & 6 **Sut i fesur a faint o newid?**
Impact questions 5 & 6. **How do we measure the changes? & How much of each change happened?**

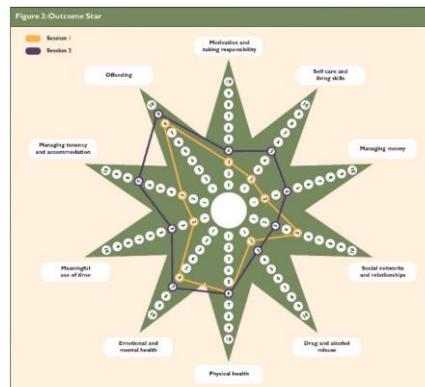


Sut gallwn gasglu data? How can we collect the data?

Treatment Outcomes Profile									
Name of client	D.O.B. (dd/mm/yyyy)		Name of keyworker						
1 / 1	Gender: M <input type="checkbox"/> F <input type="checkbox"/>	Treatment stage: Discharge <input type="checkbox"/> Care plan review <input type="checkbox"/> Post-discharge <input type="checkbox"/>							
TOP interview date (dd/mm/yyyy)									
Section 1: Substance use									
Record the average amount on a using day and number of days substances used in each of past four weeks.									
a. Alcohol	Average	Week 1	Week 2	Week 3	Week 4	Week 1	Week 2	Week 3	Week 4
b. Opiates	un/day	0-7	0-7	0-7	0-7	0-7	0-7	0-7	0-7
c. Crack	g/day	0-7	0-7	0-7	0-7	0-7	0-7	0-7	0-7
d. Cocaine	g/day	0-7	0-7	0-7	0-7	0-7	0-7	0-7	0-7
	Total	0-28	0-28	0-28	0-28	0-28	0-28	0-28	0-28



ELEMENTAL
The social prescribing people



Tystiolaeth i'r deilliannau (dangosyddion)

Evidencing Outcomes (Indicators)

- ❖ Rydym angen dangosydd (ion) ar gyfer pob deilliant yn ein cadwyn er mwyn dangos bod y newid wedi digwydd
- ❖ Gall dangosyddion fod yn oddrychol neu wrthrychol – **dewch i ni feddwl am enghreifftiau**
- ❖ Peth yw cyfyngiad defnyddio cwestiynau deuaidd (ia / na)
- ❖ Oes angen cynnwys trothwy?
- ❖ We need an indicator(s) for each outcome in our chains to demonstrate if a change has occurred
- ❖ Indicators can be subjective or objective
 - **let's think of some examples**
- ❖ What is the limitation of using binary questions (yes/no a change has occurred?)
- ❖ Do we want to include thresholds?



Pam? Why?

C8 Beth yw pwysigrwydd cymharol y newidiadau gwahanol?
Q8 What is the relative importance of change in outcomes?

- Pam byddem ni yn roi gwerth ar wahanol ddeilliannau?
- Fel ein bod yn deall ydy'r deilliannau yn fwy neu lai pwysig mewn perthynas a'u gilydd
- Mae hyn yn golygu gallem eu cymharu
- A gwneud penderfyniadau am flaenoriaethu adnoddau
- Why would we value different outcomes?
- So we can understand how much more or less important outcomes are in relation to one another.
- This means we can compare them
- And make decisions about prioritizing resources

C7 Beth yw pwysigrwydd cymharol y newidiadau gwahanol? Q7 What is the relative importance of change in outcomes?

Outcome	+ / -
Improved skills to gain employment	+
Feeling less stressed and anxious	+
Improved confidence to make decisions	+
Reduced loneliness as a result of job status	+

How can we improve impact?

C7 Beth yw pwysigrwydd cymharol y newidiadau gwahanol? Q7 What is the relative importance of change in outcomes?

Outcome	+ / -	No. People	Weighting	Total weighting
Improved skills to gain employment	+	60	5	300
Feeling less stressed and anxious	+	15	1	15
Improved confidence to make decisions	+	40	4	160
Reduced loneliness as a result of job status	+	50	8	400
				875

How can we improve impact?

Cwestiynau Effaith

Impact Questions



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10. Which changes are important enough for us to manage?

Dewis rhwng opsiynau / Choices between options



Ffocws ar wella yn gyson

Focus on constant improvement





Diolch yn fawr
Thank you very much



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