



Reading

Learning

Suffolk Libraries

A Predictive Impact Analysis
September 2019



MOORE Kingston Smith
Fundraising & Management



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For every £1 invested into the Suffolk Libraries programmes, £8.04 is returned in social value created. That is to say that after investment costs are taken away the social value return is over eight times the amount of investment. This is an impressive level of return and indicates that Suffolk Libraries is creating substantial impact in its local community for a wide range of stakeholders.

Suffolk Libraries are an independent charity engaged by Suffolk County Council to run library services. As well as lending physical and digital books through 44 libraries across the county, Suffolk Libraries acts as a community space and aims to connect people, increase knowledge and inspire creativity. In 2018 Moore Kingston Smith Fundraising and Management, an independent team of consultants with expertise in the measurement and management of social impact, were commissioned by Suffolk Libraries to measure the social impact of some of the community activities run by Suffolk Libraries. These activities address the very real and critical issues of loneliness and social isolation that many living in the Suffolk area are facing. This report analyses and demonstrates the impact that Suffolk Libraries is having on the communities that engage with these activities.

In order to establish a manageable scope for the analysis, the impact of three interventions was investigated; Top Time (an activity club for older people), Open Space (an inclusive, informal group session inviting anyone to drop in), and Baby Bounce/Tot Rock (song and play sessions for young children and their caregivers). Each of these programmes runs weekly across several libraries in Suffolk. They all operate on a 'drop in' basis and the environments are relaxed and welcoming. The service users of these interventions are members of local communities at particular risk of feeling alone such as elderly citizens, people living with learning and physical disabilities and stay-at-home parents. Six stakeholder groups were identified as very likely to experience material outcomes and included the following:

- Children attending Baby Bounce and Tot Rock
- Parents of children attending Baby Bounce/Tot Rock
- Open Space attendees
- Family members of Open Space attendees
- Top Time members
- State agencies – in this case the NHS

Stakeholder engagement took place over several weeks in various libraries across Suffolk and involved multiple focus group sessions and interviews. For groups that were not able to be engaged with directly, outcomes information was gathered through asking other stakeholders what outcomes they had observed or reported for these groups.

A total of 37 material outcomes across the 6 stakeholder groups were identified. This demonstrates the depth and breadth of the impact that these interventions are generating and it should be recognised that Suffolk Libraries is creating social value not only for their direct service users but also in some cases for family members of beneficiaries.

Reduced isolation and loneliness were significant outcomes identified for all three main stakeholder groups. Numerous other intended and unintended outcomes were also revealed and can be found in more detail in the results section of this report. However in summary, the outcomes holding the highest social value were: development of literacy skills for children, improved wellbeing for parents of children, improved mental health and social networks for Open Space attendees and increased happiness for Top Time members.



Overall, the analysis reveals that the social and emotional support that Suffolk Libraries provides for their service users is meaningful and significant and stakeholders are benefitting considerably from being a part of these programmes.

The key concluding points of the report include:

- Suffolk Libraries is successfully responding to the concerning social issues of loneliness and isolation that affect many different groups of people in their communities.
- All stakeholder groups identified are experiencing material change as a result of these three programmes. Open Space attendees experience the highest social impact per head.
- Suffolk Libraries now has invaluable insight into the social value they are creating and where their impact lies. With this information, the organisation is in a strong position to make strategic and operational decisions that could help them create even more positive change in these communities.
- It is recommended that Suffolk Libraries continue with their impact measurement in order to gain even more of an understanding of their social value. Future iterations could look at other activities and areas of their work as well as monitoring the impact of the three interventions that are the focus of this analysis.
- The state, in this case the NHS, is a key stakeholder and a total of £284,000 worth of social value is created for the NHS through three interventions made by Suffolk Libraries that are covered in this report.



The subject of this report

Suffolk Libraries are an independent charity engaged by Suffolk County Council to run library services. As well as lending physical and digital books through 44 libraries across the County, Suffolk Libraries acts as a community space and aims to connect people, increase knowledge and inspire creativity.

Moore Kingston Smith Fundraising and Management are an independent team of consultants with expertise in the measurement and management of social impact. Based in the South East of the UK, the team work with a wide range of clients to deliver impact measurement work with a robust and practical application.

In 2018, Moore Kingston Smith were commissioned by Suffolk Libraries to measure the social impact of some of their community based work. Specifically, this report looks at the impact of three projects run by Suffolk Libraries. Whilst the three projects differ in terms of target client group and activity, all three help to reduce the risk of loneliness and social isolation amongst Suffolk residents, essentially a unifying theme of the community based work of Suffolk Libraries. There are justifiable concerns that both loneliness and social isolation are becoming more widespread in our current society, but there is an important distinction to be made between them. Social isolation refers to the state of having little contact with others, often through being

geographically isolated (rural areas, poor public transport services etc.); though it may also be due to having reduced mobility or independence leading to an inability to leave the home. Loneliness is the state of not having enough meaningful social contact with others to the extent that it impacts negatively on one's wellbeing. It is possible to be socially isolated but not lonely, and to be lonely without being socially isolated. However often the two states coincide, and/or have a causal relationship.

Loneliness is frequently described as one of the most urgent problems faced by our society. Cited as an 'epidemic'¹, 'Britain's most lethal condition'² and 'the last taboo'³, demographic changes such as an increase in life expectancy, the rise in people living alone and the changing influence of technology on our lives means that loneliness is only likely to become a more prevalent and urgent issue in the future. Research has shown that all kinds of people may experience loneliness. As well as older people living alone, loneliness can affect anyone including parents, people with disabilities and elderly people.⁴

The impact of loneliness is wide ranging. As well as the obvious and profound impact on a person's mental health, loneliness can lead to increased risks of coronary heart disease and stroke (Valtorta et al., 2016)⁵, an increased risk of developing dementia (Kuiper et al., 2015)⁶, and significant loneliness can lead to an increased risk of premature death (Holwerda et al., 2016)⁷. Research conducted by the LSE has found that loneliness can cost the state

¹ Easton, M 2018, 'How should we tackle the loneliness epidemic?', *BBC News*, 11 February, accessed 2 September 2019, <<https://www.bbc.co.uk/news/uk-42887932>>

² Smith, J 2018, 'Loneliness on its way to becoming Britain's most lethal condition', *Independent*, 30 April, accessed 2 September 2019, <<https://www.independent.co.uk/life-style/health-and-families/loneliness-lethal-condition-therapy-psychology-cox-commission-ons-health-a8311781.html>>

³ Coughlan, S 2017, 'Loneliness: The cost of the last taboo', *BBC News*, 22 September, accessed 2 September 2019, <<https://www.bbc.co.uk/news/education-41349219>>

⁴ Jo Cox Commission on Loneliness 2017, *Combating loneliness one conversation at a time: A call to action*, AGE UK, accessed 2 September 2019, <https://www.ageuk.org.uk/globalassets/age-uk/documents/reports-and-publications/reports-and-briefings/active-communities/rb_dec17_jocox_commission_finalreport.pdf>

⁵ Valtorta, N. K., Kanaan, M., Gilbody, S., Ronzi, S. & Hanratty, B. 2016. Loneliness and social isolation as risk factors for coronary heart disease and stroke: systematic review and meta-analysis of longitudinal observational studies. *Heart*, 102, 1009-16.

⁶ Kuiper, J. S., Zuidersma, M., Oude Voshaar, R. C., Zuidema, S. U., van den Heuvel, E. R., Stolk, R. P. & Smidt, N. 2015. Social relationships and risk of dementia: A systematic review and meta-analysis of longitudinal cohort studies. *Ageing Res Rev*, 22, 39-57.

⁷ Holwerda, T. J., van Tilburg, T. G., Deeg, D. J., Schutter, N., Van, R., Dekker, J., Schoevers, R. A. 2016. Impact of loneliness and depression on mortality: results from the Longitudinal Ageing Study Amsterdam. *Br J Psychiatry*, 209, 127-34.



between £1,700 and £6,000 per person due to additional costs for health and social care.⁸

The context in Suffolk

The State of Suffolk (SoS) Report 2019⁹ provides substantial insight into the current extent of loneliness in Suffolk. Some of the top level results include:

- Particular areas in Suffolk are more likely to lead to higher social isolation. The factors indicating a higher risk of social isolation include being aged 65 and over, being widowed and single, earning a low income and having depression. Higher risk areas in Suffolk are along the East coast and on the outskirts of towns such as Lowestoft, Woodbridge, Stowmarket, Felixstowe, Sudbury and Leiston.
- Using ONS data on the prevalence of loneliness for different age groups,¹⁰ the SoS reports a total of 130,141 people in Suffolk who sometimes, often or always feel lonely (data from 2017/8).
- The risk of loneliness and social isolation increasing in the Suffolk population in the future is high. While currently around 1 in 5 people in Suffolk are aged 65 or over, over the next 20 years this is forecast to increase to 1 in 3. This is greater than the prediction for England as a whole of 1 in 4 people over 65.¹¹
- Mental health is an issue that widely affects populations in Suffolk. It is estimated that 105,000

- people in Suffolk are affected by 'common forms' of mental ill health, such as depression and anxiety. On top of this, more than 6,000 others have a diagnosis of severe mental health, such as schizophrenia and other psychotic conditions. Different mental health conditions can create or exacerbate social isolation, amongst other factors.¹²

Leadership in Suffolk has shown awareness of this issue and in the Joint Health and Wellbeing Board Strategy Refresh for 2019-2022, reducing loneliness and social isolation are used as examples of why their third principle, promoting resilient communities, is so important.

Social isolation is also at the heart of the Suffolk and North East Essex Integrated Care System (ICS) Operational Plan 2019/20. There are multiple references to loneliness and social isolation within the plan and it is a point of overlap for a number of different healthcare organisations within the region.

About Suffolk Libraries

Suffolk Libraries is an important organisation demonstrating commitment to reducing social isolation and loneliness. An Industrial and Provident Society established in 2012, Suffolk Libraries runs all of the libraries in Suffolk, serving communities across the county.

As well as the important role of providing books and other resources, libraries have an essential part to play in our social infrastructure. They can act as a

⁸ McDaid, D., Park, A.-L. & Fernandez, J.-L. 2016. Reconnections Evaluation Interim Report, London, Social Finance.

⁹ Suffolk Joint Strategic Needs Assessment 2019, The State of Suffolk Report, accessed 2 September 2019,

<https://www.suffolkobservatory.info/wp-content/uploads/2019/09/SoS19-complete-1-0.pdf>

¹⁰ Office for National Statistics 2018, *Loneliness - What characteristics and circumstances are associated with feeling lonely?*, accessed 2 September 2019,

<https://www.ons.gov.uk/peoplepopulationandcommunity/wellbeing/articles/lonelinesswhatcharacteristicsandcircumstancesareassociatedwithfeelinglonely/2018-04-10#toc>

¹¹ Suffolk Joint Strategic Needs Assessment 2019, The State of Suffolk Report, accessed 2 September 2019,

<https://www.suffolkobservatory.info/wp-content/uploads/2019/09/SoS19-complete-1-0.pdf>

¹² Durcan, D., Bell, R. 2015. Local action on health inequalities: Reducing social isolation across the lifecourse, *Public Health England*, accessed 19 September 2019,

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/461120/3a_Social_isolation-Full-revised.pdf



social space open to anyone, and are one of the only public places where it is possible to spend time with others without spending money. They are visited by many different types of people, and often those who are at risk of social isolation, meaning that libraries are well suited to address issues around loneliness and social isolation. Indeed, research has found that “organisations in local areas are well placed to work with individuals and communities to identify who is at risk and to engage them in finding solutions.”¹³

Suffolk Libraries takes its role as a community space provider very seriously. It runs a huge range of activities and events throughout the year for many different audiences, but this report will concentrate on three of its regular activities that contribute to reducing social isolation, amongst other outcomes. The methodology and process behind impact measurement will be explored first, before outlining the social outcomes and impact which arises as a result of these activities.

General methodology and our approach

The impact team at Moore Kingston Smith Fundraising & Management (MKSFM) uses the Principles of Social Value as a framework for our approach to impact measurement and management. These Principles are based on a blend of concepts from sustainability reporting, traditional accountancy and cost benefit analysis.

The Principles of Social Value are:

1. Engage stakeholders
2. Understand what changes
3. Value what matters
4. Only include what is material

5. Do not over-claim
6. Be transparent
7. Verify the result¹⁴

Together the Principles form an approach that can be applied to any activity or project in order to understand what changes from the point of view of stakeholders or service users.

In the case of Suffolk Libraries, the Principles were applied through the following steps of the process:

- 1. Establishing the scope of the study and identifying the main stakeholder groups that would be engaged with through the research process.** This includes gaining a thorough understanding of the activities of an organisation and who they might affect.
- 2. Stakeholder engagement phase.** Representatives from each main stakeholder group are asked about what outcomes they have experienced, including both positive and negative outcomes. Stakeholders are also asked which outcomes are most important for them, and asked are questions to gather information about how much of the impact is down to Suffolk Libraries.
- 3. Establishing outcomes.** Feedback from the stakeholder engagement phase is analysed and a set of outcomes is mapped out in a change evolution that corresponds to the outcomes described by stakeholders.
- 4. Valuing outcomes.** A financial proxy is researched and found for each separate outcome. This proxy corresponds to the value of the outcome, taking stakeholder feedback into consideration.

¹³ Durcan, D., Bell, R. 2015. Local action on health inequalities: Reducing social isolation across the lifecourse, *Public Health England*, accessed 19 September 2019, <https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/461120/3a_Social_isolation-Full-revised.pdf>

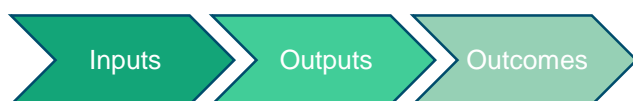
¹⁴ For more information on the Principles of Social Value, see the website of Social Value UK: www.socialvalueuk.org.



5. **Establishing impact and calculating the impact ratio.** The impact is calculated using these valuations and other data regarding the number of stakeholders experiencing different outcomes, and any over-claiming deductions that need to be made.
6. **Reporting phase and applying results to further practice and decisions.** The results from the social value account are written up and an analysis is conducted in order to assess what these results will mean for the activities under study and how the organisation can best use the results going forward.

Scope of this study

In order to establish a clear causal link between activities and social value claims, we use a framework that helps us to organise a logical view of the processes to articulate the outcomes that take place as a result of a given intervention. An impact measurement framework therefore involves the analysis of inputs, outputs (activities) and outcomes (changes that result from the activities):



The study in this iteration is limited to looking at the social impact of the three distinct projects of Suffolk Libraries: Baby Bounce/Tot Rock, Top Time and Open Space.

An impact study will typically take a particular period of investment in the defined activity and project the social value created or destroyed over that investment period accompanied by a projection of outcomes values that may last during or beyond that investment period. The investment period for this study is April 2018 – March 2019.

Materiality

Limiting the analysis to inclusion of material outcomes only is one of the seven principles of impact reporting. At the outset of this work it was anticipated that we would be making decisions to ensure that what we have included covers all material issues that would have a bearing on the completeness of the forecast and on anything that would be needed to inform future stakeholder decisions including social investment decisions. Our materiality judgements have been an iterative process. That outcomes are indeed material has been the basis of both the inclusion and exclusion of the predicted stakeholder groups at an early stage, although the focus of this study is very much around what change happens for members and those closest to them. Later materiality decisions are based on an assessment of both the relevance and significance of the outcomes that have been taken through to the later stages of the analysis.

In this study, materiality judgements are formed on the basis of a test of both the relevance and significance of predicted outcomes.

We have determined relevance to be satisfied where one or more of the following criteria apply:

- The outcome is recognised by stakeholders and can be achieved through the activity under analysis
- The outcome is closely consistent with the aims and mission of the project
- The outcome is seen as relevant through the work of peers in a similar field and can be achieved through the activity under analysis
- The outcome is relevant to societal norms and it can be achieved through the activity under analysis
- The outcome creates at least short-term financial impact

Outcomes that are included on grounds of relevance



are further subjected to a significance test. This relates to the final value of those outcomes being significant enough to influence decisions and actions.

At the very initial stages of discussions with Suffolk Libraries there were no obvious non-material outcomes that would lead to early decisions on exclusion of a particular stakeholder group. Further materiality questions would be considered later in the analysis when the calculation model was complete and outcomes further tested.



Glossary of Impact terms



Attribution	An assessment of the extent of outcome caused by the contribution of other organisations or people.
Chain of change	Usually a graphic representation of the main changes – and the causal links that lead to changes identified through the impact analysis.
Deadweight	<p>A measure of the amount of an outcome that would have happened even without the intervention that is the subject of the study.</p> <p>The deterioration of the value of an outcome over time as it moves further away from the causal link with the activity under study.</p>
Duration	How long (usually in years) an outcome lasts after the intervention.
Financial proxy	The value assigned to different outcomes. Where market values exist for outcomes, these are used but where no such market value exists an approximation of value is often assigned using the widely-accepted valuation conventions in economic forecasting (such as contingent valuation, willingness to pay and wellbeing valuation).
Inputs	The resources that are necessary for the activity to happen.
Materiality	Information is material if its omission has the potential to affect the readers' or stakeholders' decisions.
Outputs	<p>A way of describing the activities under study and often in quantitative terms.</p> <p>The changes resulting from an activity. The main types of change from the perspective of stakeholders are unintended (unexpected) and intended (expected), positive and negative change.</p>
Social impact	The value of the outcomes created by an organisation, subtracting what would have happened anyway, and parts of the outcomes which are created by other influences and agencies. In other words, the value of the change attributable to you.
Social return ratio	Total net present value of the impact divided by total investment value.
Stakeholders	People, organisations or entities experiencing change, whether positive or negative, resulting from the activity that is being analysed (or those that have an effect/influence on those activities).
Theory of change	An organisational view or hypothesis of what is thought to change for main stakeholders.



Inputs

The term 'inputs' refers to the resources that are required to run activities that in turn lead to the outcomes claimed in this analysis. Establishing social value as a social return on investment requires the identification and costing of everything that is viewed as the investment in the activity. Essentially all input resources require valuation if in their absence, the desired outcomes would not take place.

The table below shows all of the inputs combined required to run Top Time, Open Space and Tot Rock/Baby Bounce activities. Some of the costs are fully and directly apportioned to these activities. In other cases, the resource involved provides for not only these but also other activities run by Suffolk Libraries (e.g. buildings overheads), in which case a reasonable proportion of the total cost of the input to the organisation has been determined.

Type of Investment	Amount
Salaries for staff running sessions	£50,133.00
On costs NI and pension for these staff	£4,645.00
Salaries for staff planning and development of sessions	£9,749.00
On costs NI and pension for above staff	£1,010.00
Buildings overheads	£79,086.00
Resources	£3,000.00
Refreshments	£7,500.00
Digital support	£306.00
Training	£6,890.00
Management	£13,000.00
Volunteer hours	£3,523.50
External costs (partner staff)	£34,994.00
TOTAL	£213,836.50

The figure for the volunteer hours was calculated by multiplying the number of volunteer hours invested in all three activities (450 hours) by the living wage as of 1st April 2018.

The final figure before the total (External costs) relates to the amount contributed by external organisations. This specifically relates to the Open Space activity, which is run in partnership with a number of local charities who focus on improving mental health and wellbeing for Suffolk residents.



Outputs

This section details the activities under analysis in this study:

1. Top Time

The main function of Top Time is to provide a space where people who are in a similar stage of life (i.e. retired/elderly) can connect and socialise. People attend the session to engage in the activities but the social aspect of the group is a strong appeal for attendees. Sessions run across 43 libraries in the Suffolk area and groups meet for two hours once a week. Each week there is a different theme or activity on a rotation basis and the programme is decided and published in advance so that members can choose which sessions they wish to attend. The activities differ from library to library as they are driven by the interests of the group members and the nature of what is on offer and available in the local area (particularly when talks and outings are scheduled). Some examples of Top Time sessions include book clubs, current affairs discussions, arts and crafts sessions, talks from outside speakers, quizzes and the occasional outing. Either one of the library staff or the group leader (who is a member of Top Time) runs the session. Group attendees are greeted with a cup of tea and a biscuit into a friendly and welcoming environment.

2. Open Space

Open Space is described as 'a place to drop in and chat, or just to listen and think'. The purpose of Open Space is to be a place of safety, acceptance and connection. The structure of the sessions is relatively relaxed, allowing for group members to dip in and out as they would like. Sessions are run once a week for two hours across eight libraries in the Suffolk area and the programme of activities differs in each venue. Sessions are run by library staff with volunteers and staff from other organisations supporting in some venues. Whilst there is always an activity on offer, participants can choose to take part as they feel comfortable. Many do engage in the planned activity whilst others prefer to do something else. Some may sit and have a cup of tea and a chat, some use the space to read and others just wish to be still and quiet in the company of others. Examples of activities offered include charades, games, painting, quizzes, walks, group discussions, arts and crafts and mindfulness exercises. The programme of activities is published in advance so that attendees can choose which sessions they wish to attend. Group members are also given the opportunity to contribute their ideas for the types of activities they would like to see fill the programme. Open Space is run in partnership with Norfolk and Suffolk NHS Foundation Trust, Julian Support, Richmond Fellowship and Suffolk Mind.





3. Baby Bounce and Tot Rock

Baby Bounce and Tot Rock are two very similar programmes that are aimed at different age groups - we have collapsed these into one activity for the purpose of this analysis. They are designed to be a place where parents/caregivers and their children can come and enjoy a time of play and song together. Baby Bounce (for children 0-18 months old) and Tot Rock (for children 18+ months old) are 30 minute sessions, each run once a week. Children are accompanied by their parent or caregiver and take part in an age appropriate musical session. The sessions are led by a member of the library staff who takes the group through a series of songs and nursery rhymes. The sessions are fun and interactive and children are encouraged to sing along, dance and play with the musical instruments and toys. There is an element of learning in the sessions with the group facilitator relating specific lyrics in the songs and rhymes to the toys. A good example of this is when singing 'Old MacDonald had a farm', the facilitator used puppets as props to teach the children about the names and sounds of each animal. Each participating child is accompanied by either one or two parents/caregivers. As the sessions are designed to be relaxed, people are free to drop in as and when it suits them although in general, parents/caregivers did report attending regularly. These sessions take place across 43 libraries in Suffolk.

Stakeholders

Stakeholders are defined as people or groups that experience material change as a result of the activities under study. After discussion with Suffolk Library colleagues, six stakeholder groups were identified as experiencing material change and therefore taken into consideration for the impact analysis. Each group is outlined below, along with a description of how the groups were engaged with.

1. Top Time group members

Top Time is aimed at pensioners and senior citizens. There is no specific age range but most people who attend are over 50 and are retired. The sessions are open to both men and women although many groups are mostly all-women, with one or two men attending the odd session. The backgrounds and circumstances of the attendees differ with some living alone and others still living with partners/family.

How was this group engaged with?

A total of five focus groups with 15 – 20 attendees in each was held at different library sites across Suffolk. The focus groups were mostly attended by women with one man present in one of the sessions. Those in the sessions had been members of the group for varying time periods with some being long-standing members and others being new members. It was therefore possible to gain views on different aspects and outcomes experienced.

2. Open Space group members

Anyone is welcome to attend Open Space. However, its purpose is to serve vulnerable members of society who are living with some form of disability, illness or difficulty. Some have fallen on hard times through significantly stressful life events, some are living with a mental or physical illness, some are physically disabled and others have a learning difficulty. In terms of living situations, many are living on their own and/or are in social housing, whilst others have carers or live with family or a partner. The various backgrounds, circumstances and challenges that most of the Open Space members face make it a diverse group of people.

How was this group engaged with?

The MKSFM team visited four groups at different libraries across the county. Groups varied in size with anything between 6 and 22 members in each group. One-on-one conversations were had with members within the environment of the session.



This was deemed to be the most appropriate style of engagement by the staff facilitating the groups, given the context and circumstances for many stakeholders.

3. Open Space family members

Family members as a stakeholder group include immediate family and partners of the Open Space attendees who are either living or are in close relationship with them.

How was this group engaged with?

It was not possible to speak to any of the family members of the group and therefore information on outcomes for family members was gathered by talking to staff and volunteers who were facilitating the sessions and group members themselves who reported by proxy the outcomes for their family members.

4. Baby Bounce and Tot Rock parents/caregivers

Parents/caregivers who accompany their children to these sessions were identified as a key stakeholder group for this activity. Parents/caregivers are mostly women and mothers of the children although some fathers, grandparents and carers attend too. This stakeholder group comprises people from various backgrounds with some being foreign and new to the UK. For these group attendees specifically, English is an additional language.

How was this group engaged with?

Five sessions were attended by the MKS team at different libraries across the county. Of these, two were Baby Bounce sessions, two were Tot Rock and one was a combined session. At the end of the sessions, short one-on-one interviews were had with the attendees. Due to the nature of the sessions and number of small children present, it was not possible to run a structured focus group. Group members who were engaged had been attending Baby Bounce/Tot

Rock for varying lengths of time with some being very new to the activity and others having attended regularly for 12 months or more.

5. Baby Bounce and Tot Rock children

Baby Bounce is for children 0-18 months old and Tot Rock for children 18+ months old. The children are all from various backgrounds and some of the children are foreign and therefore English may be an additional language for them.

How was this group engaged with?

As this stakeholder group were too young to be able to interview, parents/caregivers spoke by proxy on the outcomes for the children in their care. This took place at the same time as being interviewed about the outcomes for themselves. Some of the other outcomes were observed by the MKS team.

6. The state – NHS

The NHS was identified as a stakeholder in this analysis because as an organisation they benefit materially from the activities run by Suffolk Libraries. Certain changes for key stakeholder groups including physical and psychological improvements will plausibly lead to a reduced need for NHS services resulting in beneficial outcomes for the NHS.

How was this group engaged with?

This stakeholder group was not engaged with directly, but logical assertions were made based on the analysis of the outcomes for the primary stakeholder groups which informed the subsequent outcomes for the NHS (for example, other stakeholder reports of reduced need to visit the doctor). Details of these outcomes and assumptions can be found in the next section.

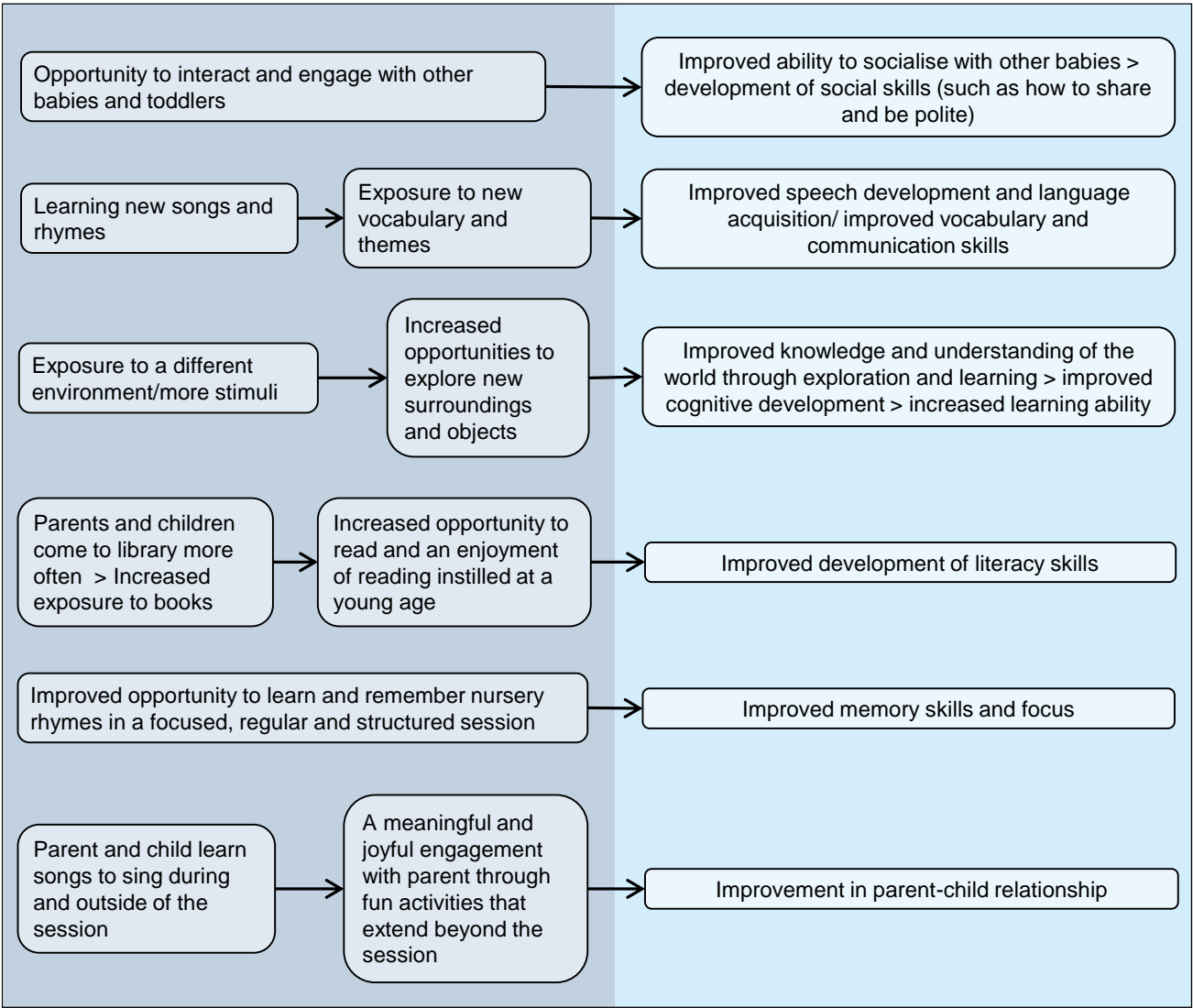


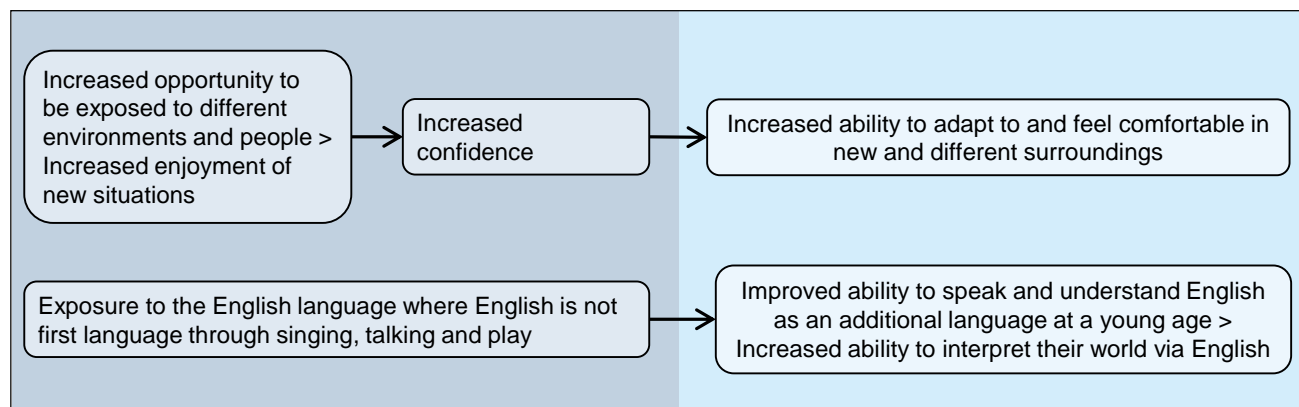
Outcomes

Outcomes are the changes that stakeholders experience and describe through the engagement process. The following change graphics and accompanying text explores the main outcomes that the three Suffolk Libraries activities under focus bring about for stakeholders.

The change graphics are presented in sections according to the different stakeholder groups. The left hand side of each graphic shows the lead up for each outcome, and the right hand side shows the material outcomes for each group. These outcomes were then taken forward to the valuation stage of the impact process.

Baby Bounce/Tot Rock - Outcomes for babies/toddlers





Children attending the sessions with their caregiver are immersed in music, rhymes, singing and play for a full half-hour session. The sessions are highly stimulating and children are able to explore new objects in a safe environment. As a result, children are provided with an opportunity to grow and learn about the world around them and this is likely to positively influence their cognitive development and learning ability. In addition to this and as a result of exposure to new stimuli, people and surroundings, children benefit from improved confidence and therefore are better able to cope with unfamiliar situations.

Each Tot Rock/Baby Bounce group comprises a number of participants and the atmosphere is friendly and welcoming. Children meet and engage with other babies and toddlers and through these interactions, they learn and develop fundamental social skills such as how to share and be polite. This is a valuable outcome that will help them to grow in other areas of their life whether it be at home, school or different social situations.

The sessions involved lots of nursery rhymes and children were encouraged to sing along and take part. Through exposure to new songs and lyrics, and through the repetition of these, it is natural that children will practise their speech and learn new words. As a result this could lead to improved speech

development, improved vocabulary and ultimately help the child communicate more effectively. Furthermore, much research has been done looking into the acquisition of early literacy skills and it is widely acknowledged that rhythm and rhyme play an important role¹⁵. This is because early literacy skills are about listening and speaking, which then leads onto reading and writing skills at a later stage. Therefore, children who are attending these sessions, and particularly if they continue to sing the nursery rhymes outside of the sessions, may benefit from forming a sound foundation for future reading and writing ability. In addition to improved literacy skills, speech and vocabulary development, children are repeating and remembering lyrics whilst being absorbed in a stimulating session and this is likely to positively impact their memory skills and focus.

As the sessions are held in the library, children are brought to the library regularly and learn to associate it with a place of fun and enjoyment. They therefore have the opportunity to see and experience the world of books on a regular basis. One mother reported that her child thoroughly enjoyed attending the sessions and was enthralled by the number of books in the library. Her child would spend time after the session choosing his books and loved taking them home. This love for books will no doubt be a further positive influence on the development of reading and writing skills at a young age.

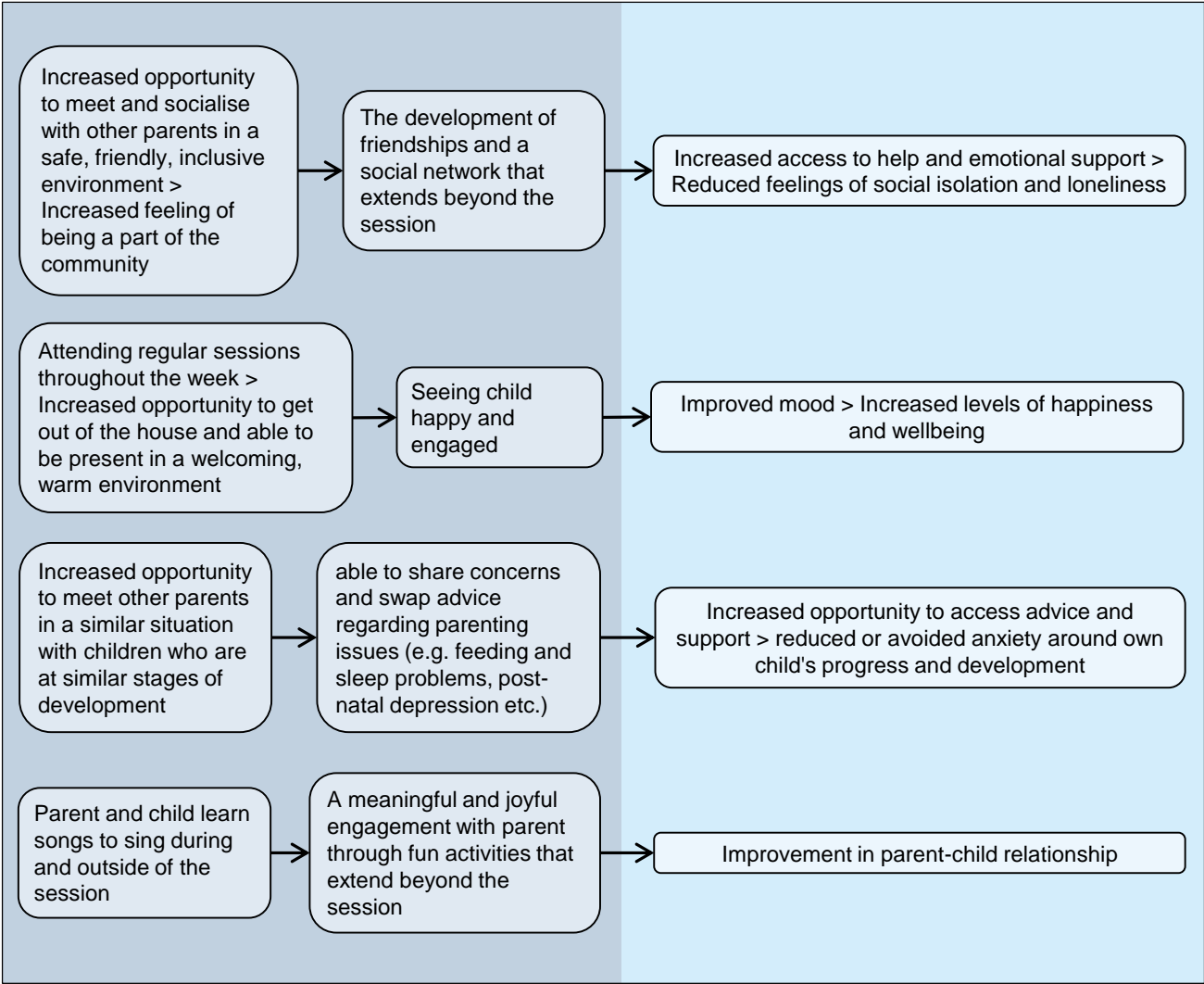
¹⁵ Missall, K et al 2007, Examination of the Predictive Validity of Preschool Early Literacy Skills, *School Psychology Review*, Volume 36, No. 3, pp. 433-452, <<http://www.myigdis.com/wp-content/uploads/2012/01/Missall-Reschly-et-al-2007.pdf>>



One outcome which was reported and observed was that due to the relaxed and enjoyable nature of the sessions, children and caregivers both genuinely enjoyed the time together and the sessions provide an exciting event in the day. Through this joyful interaction, caregivers and children have the opportunity to grow closer and improve their relationship and bond.

A final outcome which arose and was experienced specifically by children where English was not their first language, was the improved ability to speak and understand English as an additional language. Through the songs and interactions, children are exposed to the English language and this is an important skill for these young people to acquire and will increase their ability to interpret and understand the new world in which they find themselves.

Baby Bounce/Tot Rock - Outcomes for parents/caregivers





It is not uncommon for parents, particularly the primary caregiver (who is often the mother), to feel isolated in the first few years of their child's life. This is because the child demands a lot of time and attention and caregivers often end up spending prolonged periods at home and alone with the child. Caregivers attending Tot Rock and Baby Bounce reported that they appreciated the opportunity to get out of the house and meet other caregivers in a safe and friendly environment. This helps to reduce feelings of isolation, and the relationships with other caregivers that bloom gives individuals access to help and support.

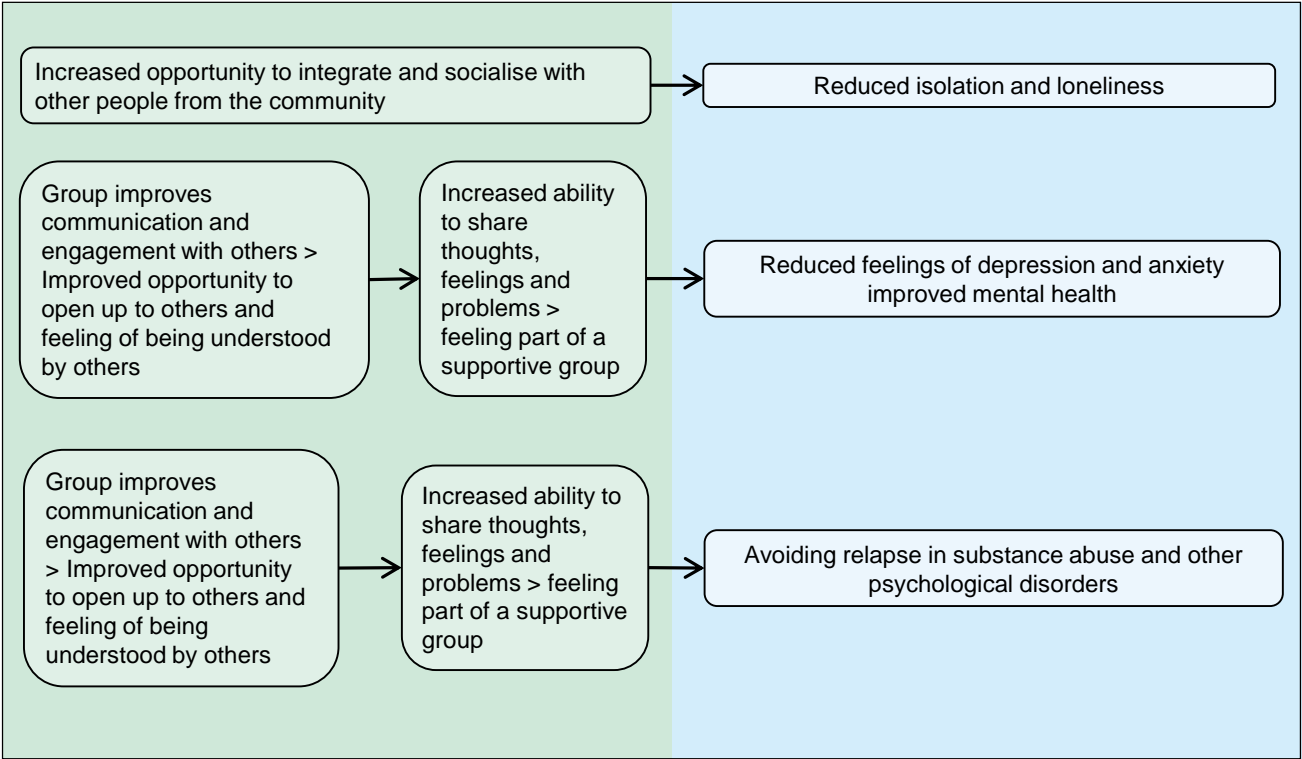
The sessions also provide a space where caregivers are able to share concerns and advice with one another which helps reduce anxiety relating to their own child's development (such as common concerns

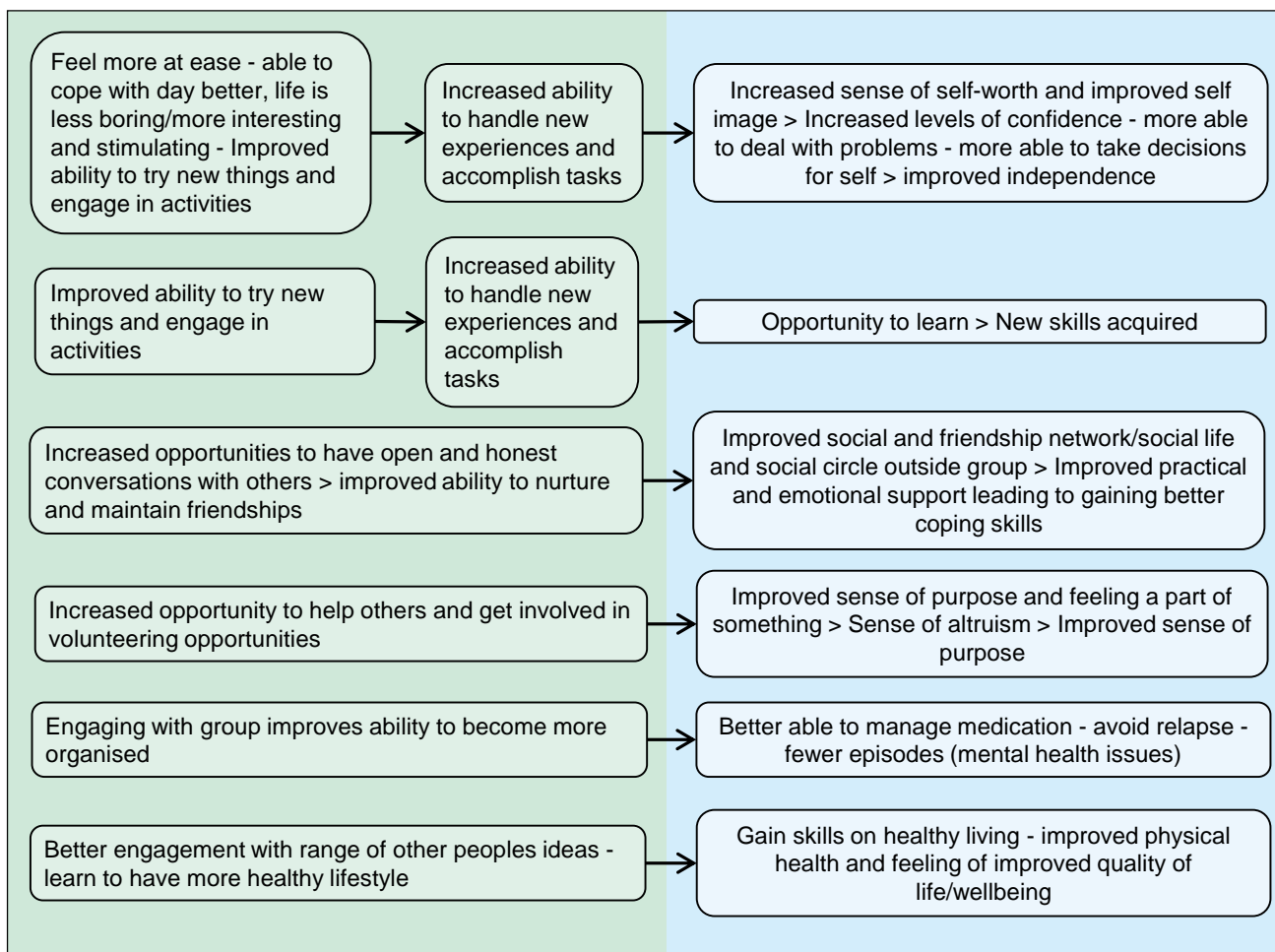
over eating, sleeping, illness, teething and so on).

Caregivers reported that the sessions really helped to provide structure and routine to their week and they looked forward to attending them. They also naturally felt happy at seeing their child engaged and excited during the sessions. These factors contribute to an improved mood which ultimately can lead to a happier disposition and improved wellbeing.

The final outcome was mirrored by the children and was around the potential for the Tot Rock and Baby Bounce sessions to positively impact the relationship between parent and child. Children and caregivers are able to connect with one another outside of the home and enjoy a meaningful engagement in a relaxed and fun environment.

Open Space – Outcomes for group members





Engagement with both attendees and some of the group leaders gave considerable insight to the changes that result for group members attending the sessions. People living with mental health problems shared their issues and talked about how their lives were impacted by various conditions. In some cases a 'normal world' they once knew had fallen apart and some struggled to manage with severe problems stemming from financial and emotional difficulties. Maintaining relationships with loved ones and family was part of the emotional challenge that had to be managed and the availability of a regular group where people could meet and engage with others, who were usually in a similar situation to themselves, was of prime importance.

Learning to engage with one's own problems and then be in a position to share with others is a key strand of the work that takes place at Open Space sessions and the improved communication with others leads to a confidence boost for many attending the group. Feeling understood was an outcome that a number of participants mentioned and this in turn created an atmosphere at the groups that led to mutual support. This support from both participants and those staffing the sessions was a vital part of the group activity that created feelings of reduced isolation, feeling less alone with one's problems and ultimately feeling in a better position to manage their mental health conditions more effectively. Some members reported that as a result of regular attendance to Open Space, their anxiety and depression levels were reduced and in some cases this would lead to an ability to avoid at least some element of relapse.



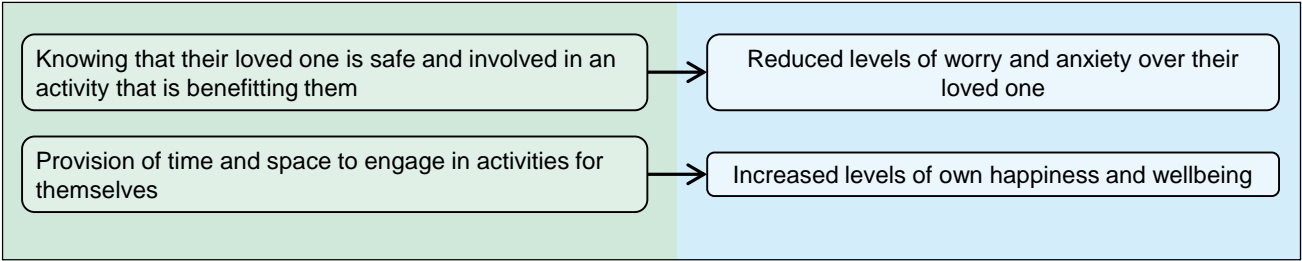
The nature of group activity in Open Space sessions is deliberately planned to feel less structured for participants. Members come and go and engage or not as they wish. An important emphasis here is not to add to existing perceived pressures in the daily existence of group members. Nevertheless, recreational activities and discussions take place on a regular basis and members are supported to lead activities or teach new games or new skills where appropriate. This means that sessions don't become needlessly repetitive and members are able to have new experiences that result in them acquiring new skills.

Since an important outcome for the work is support to people with mental health challenges, the increased friendship network that results from the sessions is remarkable and important to members when they are in a position to maintain relationships outside of the formal group meetings. Several people mentioned that they met regularly with others outside of the sessions and one group spoke about their upcoming holiday together. An improved social life or wider social network of friends further enhances an individual's support structure and can result in a wider range of coping strategies as well as access to practical help when problems arise.

Through being involved in Open Space, participants have the opportunity to listen, help and give advice to other members when they are struggling. Some participants reported that the group had given them opportunities to volunteer in their community. Being able to support and help others leads to participants feeling a sense of belonging and purpose in the world.

One group worker talked about how she had observed people coming out of their shells and moving from a state of hardly communicating and seeming very reticent about engagement with others to being a leader of group activity and displaying a much more open and engaging personality. One member said they felt much happier having the group to come along to and indicated that the freedom to come and go and the lack of pressure around engagement allowed them to feel much more relaxed and less anxious about joining in. Another individual mentioned how they enjoyed having new friends but also the activities of the group helped them to manage decisions more effectively for themselves and when that was taking place during time away from the group, they felt more independent and less reliant on others.

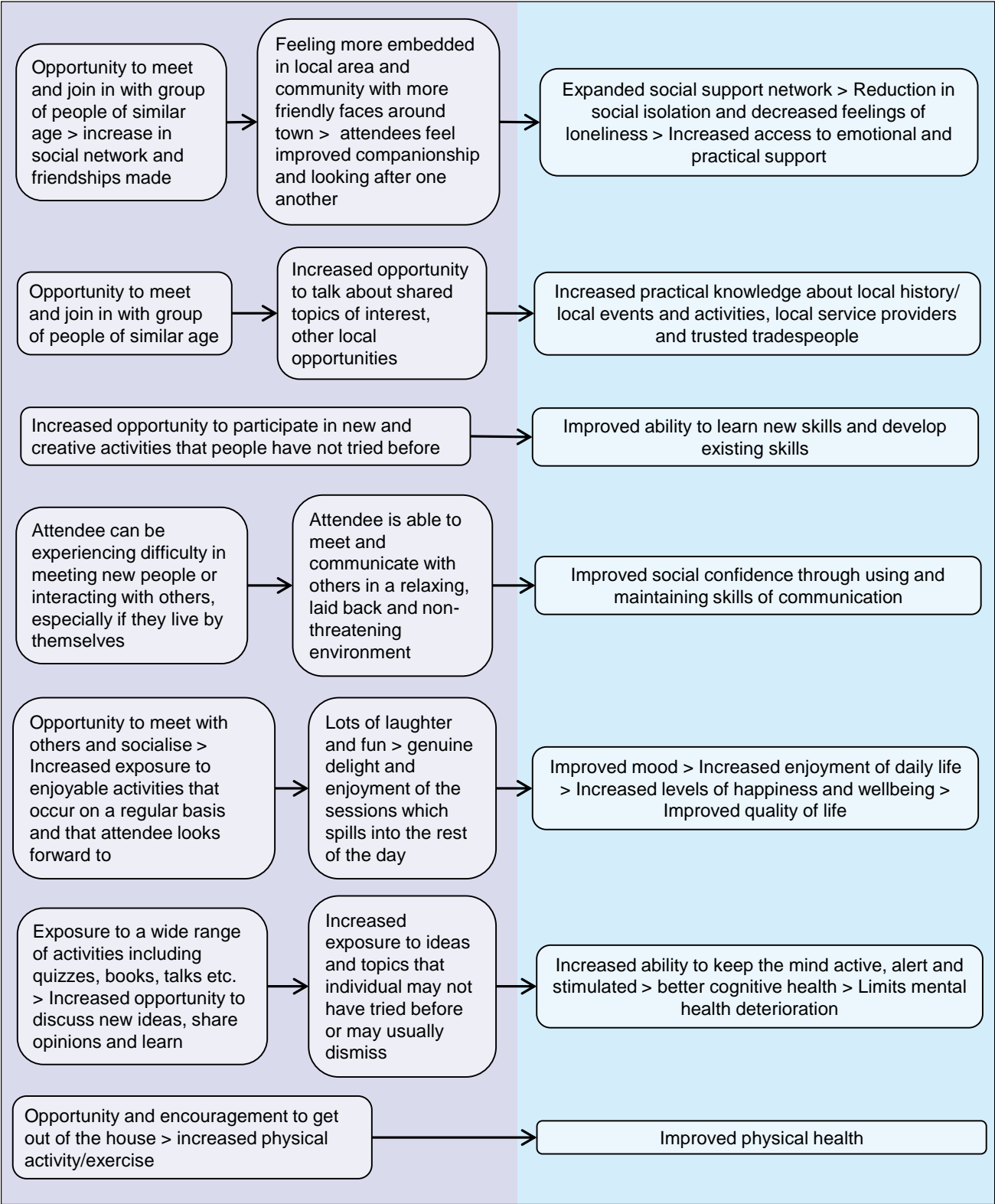
Open Space – Outcomes for family members



While it is clear that a lot of group members live alone, a few members also related experiences of a spouse/partner or other close family member who also benefits from their loved one attending these sessions. It was not surprising to learn that family members derived benefit through knowing that attendance at the group was a safe and supportive environment that helped their family member and that in turn contributed to reduced worry and anxiety for themselves. It is not uncommon in this situation for respite to take place for family members who may find that due to the support coming from elsewhere, they are able to engage in enjoying more personal quality time which contributes to their own wellbeing.



Top Time – Outcomes for group members





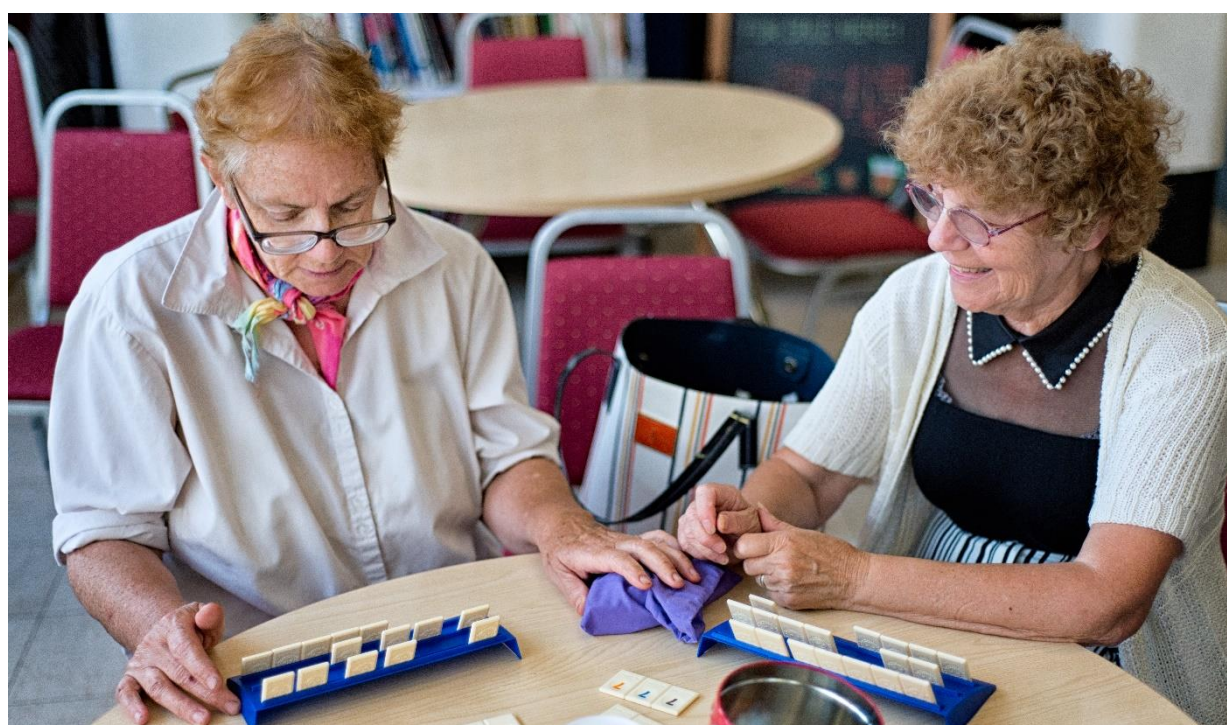
Top Time group members spoke quite freely about their experiences of the sessions and how they felt it had affected their lives. Top Time provides an opportunity for members to get out of the house and be with others that are in a similar stage of life to them. The group serves its members in providing a space of connection, support, learning and enjoyment.

Elderly members of society often struggle with loneliness and this is due to a number of reasons: they do not have much to do in the day, their children have left home, they are living without a partner or friends have passed away or are in more supported accommodation or care homes. Alleviating these feelings of loneliness is one of the key outcomes of Top Time. Members commented on how important they find the social aspect of the group, and that they can depend on other group members, who they consider to be friends, for emotional and practical support. The group serves as a community for connection and sharing, with members reporting stories on how the group had celebrated their birthday or how, when they were ill, people visited

and brought not only meals but love and care.

Another issue related to those living alone or in some degree of social isolation is that they can find it difficult to meet new people. Group members reported that regularly meeting with others in a relaxed, safe environment had helped to grow their social confidence and resulted in them feeling more at ease in social situations outside of Top Time.

Integrated into the Top Time programme are learning sessions which take the form of arts and crafts sessions, talks by outside speakers and internal discussions on various topics. These types of sessions encourage members to try new things, develop new skills and take part in stimulating discussions that help to keep the mind active and alert. One member commented on the fact that she really enjoyed the discussions as they 'broadened her horizons' and kept her open to new ideas and perspectives. The varied programme of Top Time gets members out of their comfort zones and participating in activities and topics of conversation that they would not normally engage with. This not





only develops skills and new ways of thinking, but the regular brain stimulation is a key ingredient for improved cognitive function and helps to limit mental health deterioration.

Having a trusted group of people is a wonderful resource for local knowledge and advice. It can be stressful when someone needs help with fixing or installing something at home or perhaps needs a service provider such as a cleaner or plumber, but they don't know who to call or who to rely on. The group serves as a network to refer trusted trades people that others can feel comfortable having in their home. In addition to being useful in this regard, members keep one another up to date on local events and activities. This enriches members' lives as they are then able to engage in other activities outside of Top Time that they may have not done otherwise purely because they were unaware of them. This value was particularly pointed out by a relatively new member of the group who was also new to the area. The information and advice she had received from her fellow Top Time group members had been invaluable in helping her settle in quickly to the area.

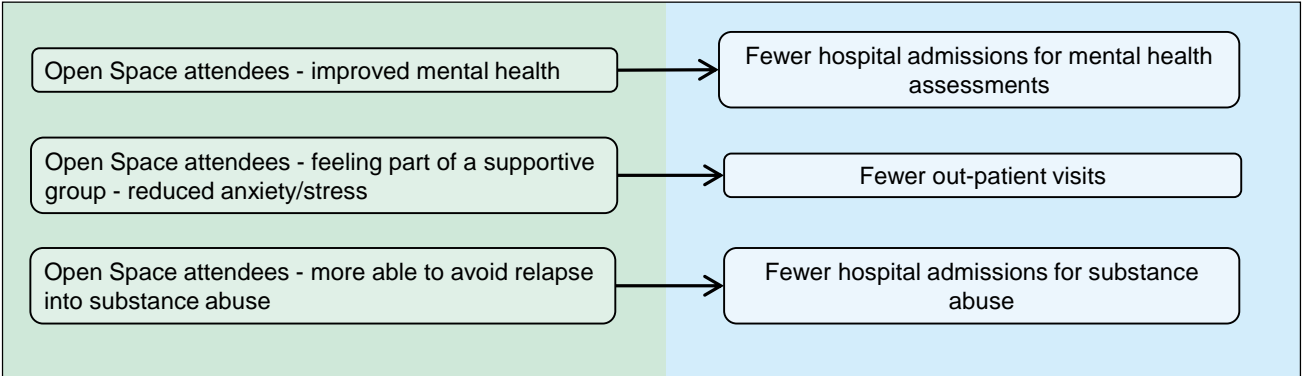
The group members commented frequently on how much they enjoyed Top Time, how much fun they had and that this aspect of the group brought

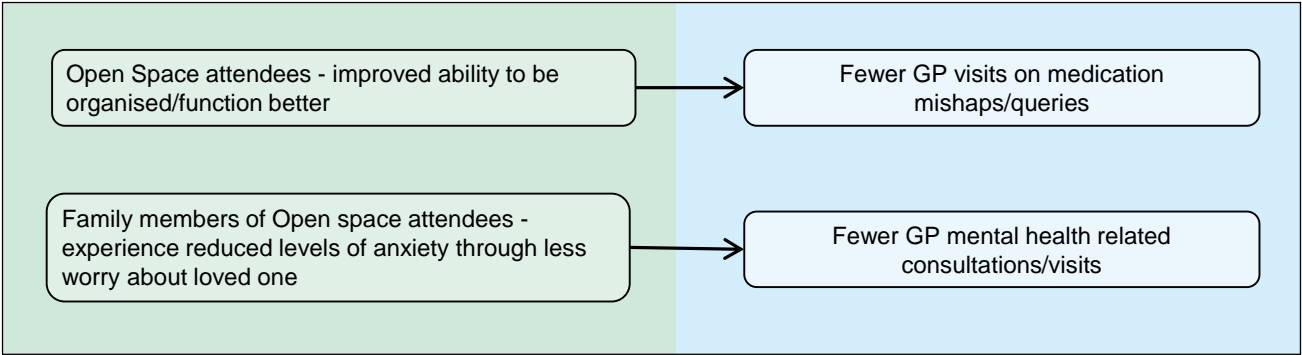
genuine joy and fulfilment to their lives. Indeed, the energy and laughter that filled the room throughout the sessions the MKSFM team attended was a clear indicator of this. One member reported that her mornings at Top Time set her up for the day and that she went on to work with a smile on her face. Another said that she would regularly recall something said or done at Top Time and the memory would make her chuckle and for a moment relive the time with her friends that she had shared earlier that day. This happiness found in the company of others during these sessions leads to an improved mood and ultimately contributes to increased wellbeing and quality of life for Top Time members.

The final outcome mentioned was around the fact that by getting out of the house, members were encouraged to engage in physical activity. If they didn't have Top Time to go to, some commented that they may just remain indoors for the day. This is not only an important contributor to improved mental health, but also physical health as members either walk to the session or walk to and from the bus stops to get to/from the venue. Whilst perhaps not an outcome experienced in high quantities, increased physical activity was a material outcome reported by some of the members.

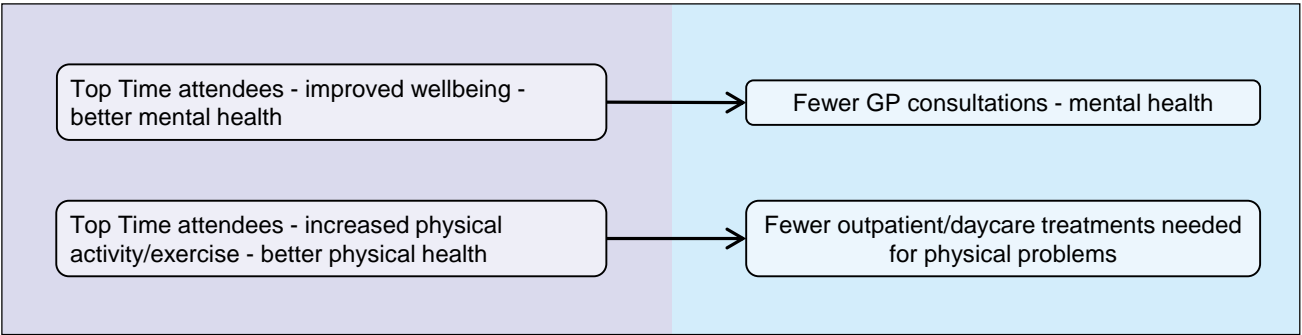
NHS

Outcomes connected to Open Space





Outcomes connected to Top Time



Material outcomes for the state became apparent after consideration of the outcomes experienced by service users of Open Space, Top Time and the family members of these groups. Some of the outcomes reported by these stakeholders have an effect on the NHS that result in resource savings in several areas. It is a logical causal sequence that if people are in better health, both physically and mentally, the result will be a reduced need to use the NHS.

The first set of outcomes for the NHS are a result of the Open Space programme. Four of these outcomes are related to the changes experienced directly by the attendees. Attendees reported improved mental health, reduced stress and anxiety, increased social support, avoided substance abuse episodes and an improved ability to function in their daily life. These outcomes are highly likely to result in attendees experiencing fewer hospital admissions and GP visits as they are in better health, both mentally and physically. The fifth outcome involves the family members of the Open Space attendees and the fact that they experience reduced stress owing to worrying less about their loved ones. This relief from anxiety has a benefit to the NHS as family members are less likely to need consultation or medication to alleviate the stress that they might experience without the existence of Open Space.

The second set of outcomes for the NHS are due to Top Time. Both outcomes here are a direct result of changes relating to the physical and mental wellbeing of Top Time group members. Members reported improved mental and physical health which is likely to result in fewer GP visits, out-patient treatment and medication – all resources provided by the NHS.



Valuing outcomes

There are several key elements in impact methodology that sit together to give reflection to the value of outcomes. These include:

1. The quantity of the outcome achieved
2. The numbers within a stakeholder group that experience that particular outcome
3. The value attached to the outcome
4. How much of that value can be attributed to the activity under study.

The values attached to outcomes is an important element of impact analysis. In normal circumstances valuations may be carried out through reference to existing market information. In other cases, in the absence of any relevant market value, other methods are necessary and in essence draw on the consensus of value as stated through stakeholders themselves or through research of values used in similar circumstances elsewhere.

Consequently, several approaches exist in the field of valuation, some of which are driven by UK

government planning processes. For example, revealed preference – where the value is approximated by looking at people's purchasing decisions in markets that could be related to the outcome.

Other approaches to establishing the values of social outcomes have recently drawn upon the wellbeing value of certain outcomes that relate to an individual's resulting change in life satisfaction. In these studies, wellbeing is valued by reference to a reputable global measure that equates life satisfaction indexing to the monetary values that would achieve the same or very similar levels of improved or decreased life satisfaction.

The following methods of valuation have been used in this study:

- The cost or values of activities that can be purchased in the marketplace that would lead to the same outcomes.
- The value of change represented by a change in income
- Wellbeing valuations





Some examples of values applied to individual outcomes in this study are provided below. A full table of all the financial proxies used in the analysis can be viewed at appendix 2.

Outcome	Financial proxy description	Value	Source
Tot Rock/Baby Bounce: Children			
Opportunity to interact and engage with other babies and toddlers > improved ability to socialise > development of social skills	Cost of mother and baby going to a play area once per week including transport to meet with other carers and babies	£941.60	**Estimated cost: Taxi to and from venue (£8 x 2 = £16) + entrance fee for toddler (£5.40) = £21.40. Assume would only go 44 weeks a year including breaks for Christmas, Easter and over the summer: £21.40 x 44 (https://www.acleisure.com/energy/)
Open Space: Group members			
Increased opportunity to integrate and socialise with other people from the community > Reduced isolation and loneliness	Wellbeing valuation for feeling of belonging to community	£1,849.62	This valuation is based on the wellbeing value of a stakeholder being a member of a social group, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120
Top Time: Group members			
Increased opportunity to participate in new and creative activities that people have not tried before > Improved ability to learn new skills and develop existing skills	Cost to stakeholder of attending weekly classes that will provide stakeholder with new skills (e.g. art classes, sports etc.)	£880.00	Cost of attending a weekly art class, £20 x 44 weeks = £880 (http://edsartclasses.com/rushmere-art-class-monday-mornings/)



Calculating the impact

The work of Suffolk Libraries across the three projects under study creates substantial social value, providing exceptional return value against the costs invested. As the organisation works to provide the agreed services commissioned, it is providing additional social value on top of the value of the services required from it. In that sense the social value is ‘added value’ resulting from services.

The extent of social value is based on modelling attached to the stakeholder groups involved. Quantities of outcomes (or the number of stakeholders who experience outcomes) are projected as part of the predictive modelling, but also driven by the recognition that 100% of stakeholders will not experience all outcomes. Nevertheless, the specialist nature of some of the work provided at the sessions plays a hugely important role in creating outcomes, in some cases profound outcomes for group participants – particularly those sessions aimed at securing improved mental health.

The projections of numbers of stakeholders experiencing change are to the higher end of the scale given the specialist work in peer support to individuals coping with mental health issues. Equally the work with people over 55 who are dealing with social isolation has substantial impact. Social isolation could be considered a unifying theme across all three of the projects – this aspect also being experienced by some of the mothers with young children in the mother and baby sessions. Our research into the different sessions through the stakeholder engagement work noted the main themes of change and the likely incidence of change as revealed by the stakeholders themselves. Nevertheless some prudence is exercised in the modelling so that claims are conservative rather than over-stated.

Below are the initial projections of the extent of stakeholder groups that experience the identified change:

Stakeholder	Total Number in group	Outcome domain	Modeled % experiencing outcome	Number experiencing outcome
NHS for Open Space	222	Hospital for Mental Health assessments	10	22
		Reduced out-patient visits	50	111
		Fewer hospital admissions for substance abuse	20	44
		Fewer GP visits on medication mishaps	50	111
		GP mental health visits	25	56
NHS for TT	1637	Fewer GP mental health related consultations	25	409
		Fewer outpatient/daycare treatments	25	409



Stakeholder	Total Number in group	Outcome domain	Modeled % experiencing outcome	Number experiencing outcome
Toddlers	2249	Range	75	1687
Toddlers	2249	English as 2 nd language	5	112
Parents	1891	Range	75	1418
Open Space	222	Range	90	200
Family	100	Range	75	75
Top Time	1637	Range	75	1228

The basis of calculations outlined above is taking us towards an expression of impact that can be defined as the value of change that is attributable to the projects. Outcomes valuations are adjusted further to take account of value that is created but would not be attributable to Suffolk Libraries. Although stakeholders are often keen to give credit to a specific project for the changes to their lives, it is important to recognise other contributing factors. For example, we don't often singularly access one source of support in our professional lives. This can often rely on layers of support through different relationships – not excluding for example support from family and friends or through other external agencies. The outcomes that Suffolk Libraries' stakeholders experienced would be informed by a number of sources but it is important to recognise they emphasised that the sessions they attended felt unique to them – not easily replicated elsewhere. However, where external agency does play some role, impact analysis takes account of other sources that could contribute to the change described in the analysis. Adjustments are therefore made to the values claimed to account for external influences on the outcomes that are experienced.

Taking account of counterfactual information is important in accounting for parts of value that are created externally as well as the core element of

change that happens solely as a result of the intervention under analysis.

The adjustments to valuations referred to here are categorised into two different areas:

Deadweight – This is a measure of the amount of an outcome that would have happened even without the intervention that is the subject of the study - without the work of Suffolk Libraries. In this impact model, the deadweight is set at a relatively high rate. This is for 2 reasons; firstly to ensure that impact claims remain prudent without risk of over-statement and secondly due to the fact that there are a number of other services in the area those participants could access. Deadweight in the calculation modelling for the main outcomes is set between 50% and 75%.

Attribution – This is defined as the proportion of each outcome that is due to other influences, in addition to the work of Suffolk Libraries. This is set to 75% to account for a range of sources of external agency influence that can also contribute to outcomes, especially the high degree of support that will come not just potentially from other service organisations but also influences and information and support from media sources and relationships with others including friends and family.



Outcomes durations

An impact analysis using SROI methodology is normally constructed to isolate a period of investment and consider the future extent of the outcomes resulting from that investment. Occasionally this can be for several years. However, projections must consider the causal relationship to the investment activity and any implications for realistic forward projections. This analysis looks at the most recent financial year of operation of the services. Outcomes are cited as happening in year one and this relates to the majority of outcomes as they have a strong causal relationship to the original session activity. It is however recognised that some outcomes are seeded by Suffolk Libraries and will grow in the lives of individuals even when they have moved beyond attending sessions. For appropriate outcomes, the calculation modelling also takes account of the value of the longer duration of some outcomes.

Results

The calculation of social value is relatively straightforward. The calculations part of the analysis involves the following:

- A total of all the investment costs that are needed to create the claimed outcomes (A Below)
- A total of the social value represented by identified outcomes that are solely attributable to Suffolk Libraries (B below)
- A total present value of outcomes created less investment costs (C Below)
- A social return ratio (D below)

Including all the above, the high level calculations of the impact of the initiatives for the named stakeholder groups is as follows:

A	Total Investment	£213,836.50
B	Social Value Adjusted	£1,932,241.01
C	PV Outcomes Value net of Investment*	£1,718,404.51
D	Social Return on Investment	£8.04

**Calculations include discounting to take account of the reduced value of money where outcome value are projected into the future. The discounting is an adjustment to reflect a more accurate present value of the currency (PV). The Net Present Value is the value of outcomes minus the cost of the investment needed to create them. The ratio here is the return value of outcomes derived from dividing the total present value by the investment cost.*

For every £1 invested into these interventions, £8.04 is returned in social value created. That is to say that after investment costs are taken away, the social value return is eight times the amount of investment. This is an exceptional social value return and is most likely explained by the level of change that relates to improved wellbeing in the lives of the individuals who attend the sessions; not least those who are coping with social isolation.

This return demonstrates an excellent value for money, showing that the cost of the inputs or investment, including significant costs of overheads and staff to run the sessions, are well worth the cost that is entailed.

The charts on the following page show not just the distribution of value across the groups included in the study, but also value created per head of stakeholder group that gives an indication of relative value taking group membership numbers into account.



Figure 1: Social value share by stakeholder group

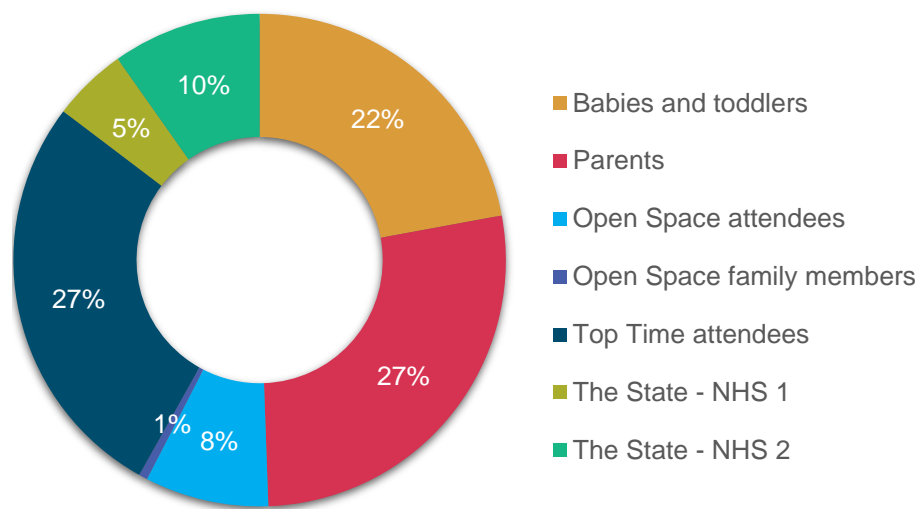
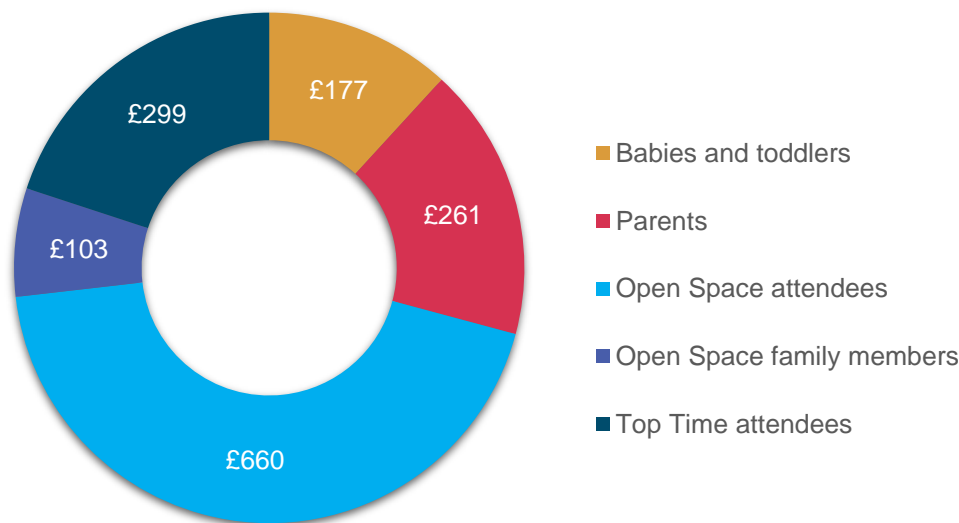


Figure 2: Social value share by stakeholder group per head

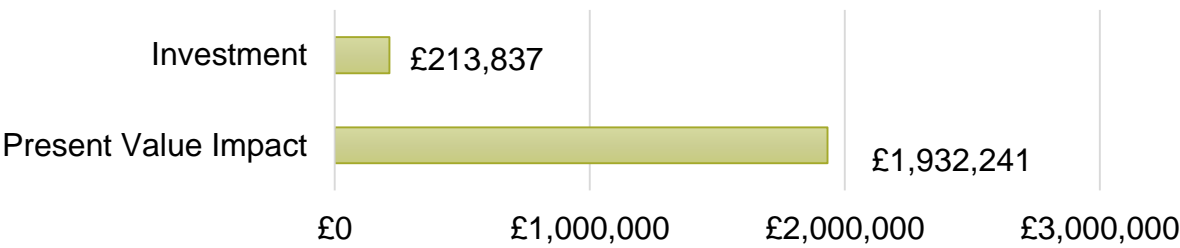


Notable in the results of the relative values of outcomes is the fact that 15% of the total social value created is value that is allocated to the NHS. In particular the NHS has new resource allocation opportunities due to the fact that savings on services costs resulting from the work of Suffolk Libraries would amount to a total of £284k over the period of a year in which these sessions are delivered to participants. This is a significant consequence of the work of Suffolk Libraries. The return to NHS, if it were directly investing in these

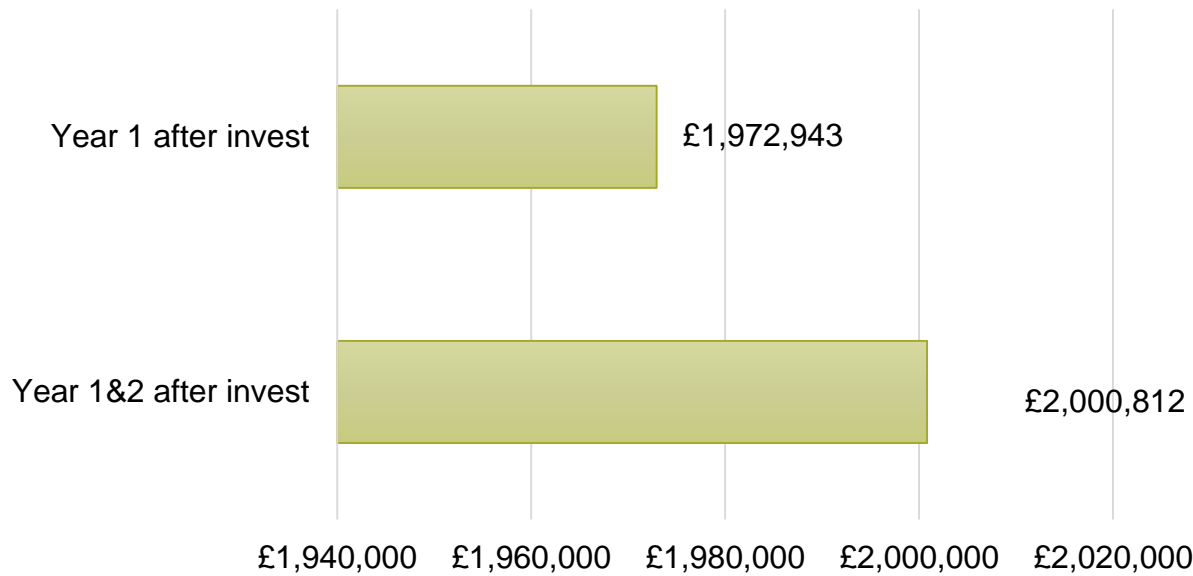


programmes, would be £1.29 of value for every £1 invested. Another finding is that Open Space attendees appear to have a lower percentage share of created social value but this impression is due to the relative difference of group numbers. In fact a view of the amount of value created per head of stakeholder group shows that Open Space service users experience outcomes valued at £660 per head – over twice the per head value of Top Time attendees who are the nearest per head group in social value terms. Note also that Suffolk Libraries does not just create value for those with whom it has a direct relationship in the sessions – close family members of participants also experience positive social value. The latter is a positive if unintended consequence of the interventions and in this sense is social value that will not have been evidenced or accounted for before as an impact of the work.

The total social value of very specific outcomes and the stakeholder group experiencing them is detailed elsewhere in the report and in particular in appendices. In high-level terms the total return against total investment in outcomes is represented in the charts below:



The final chart shows the accumulation of social value created up to 2 years after the investment – total for year 1 and then total for year 1 and 2 combined. These are non-adjusted numbers, which means before present value calculations are made.





Sensitivity

In a predictive study it makes sense to regard the ratio of return as a baseline claim to be compared to any significant changes brought about by a change in any judgements or variables in the predictive scenario. Social return on investment therefore is better expressed as a range of values based on sensitivity analysis of any key underlying assumptions. However, in this case, care has been taken to gather as much primary data as possible so that judgement plays less of a role in the final modelling.

In this analysis we have tested for one key area where impact practitioner judgement was exercised although based on some stakeholder enquiry – Deadweight.

Item	Baseline value	New value	Baseline ratio	New ratio	Variation
Deadweight	75% for most outcomes	50% for outcomes relating to Open Space stakeholder group and family members stakeholder group	£8.04	£8.84	+ £0.80

The predictive model is presented for the purpose of improving data and engaging in new iterations of the study as additional data emerges. The sensitivity of Deadweight values is demonstrated above and this is an area that will benefit from further information in future. For now if it is the case that somewhat less of the outcomes created in the Open Space sessions would happen in any case (25% less) regardless of those sessions, then the total social value return would increase from £8.04 to £8.84 for every £1 invested.





Analysis and recommendations

This impact analysis has revealed that the social return on investment of the three activities under focus is high with every pound yielding over eight times its worth in social value. This is an impressive return and reflects the high impact these interventions are creating. It is of course important to see this ratio in the context of the narrative and understand where the areas of high impact lie and how the results of this analysis can be interpreted to help Suffolk Libraries make any strategic or operational decisions and create even more social value in the future. This section will include comment on outcomes that are worth highlighting due to the nature of their significance, any noted limitations of this analysis, what next steps might involve and how Suffolk Libraries might use this report to advance their organisation.

Conclusion One: These interventions are successfully responding to the critical social issues of loneliness and social isolation in the Suffolk area

As highlighted in the introduction of this report, loneliness and social isolation are major issues in many areas in the UK and are of particular concern in Suffolk amongst high risk groups such as older people and people living with mental health problems and disabilities. Suffolk Libraries is committed to its communities and the primary driver for running these three interventions is to respond to these social issues. The programmes all allow for a safe place where people can gather and make meaningful connections with others. This impact analysis found that reduced isolation and loneliness were key outcomes for all the main stakeholder groups. Related outcomes such as improved mental health, improved social support networks, and increased feelings of belonging were also reported consistently across the groups. These interventions are of considerable importance and relevance to the members of society that they serve and are responding to a very real and critical social issue. The contribution of Suffolk Libraries towards reducing

the prevalence of this social issue is substantial and should be celebrated as a prime example of a library service that recognises and responds to local needs in a compassionate and effective way.

Conclusion two: In terms of social impact per head, Open Space attendees experience the highest impact

This analysis found that Open Space attendees experience the most amount of impact, with Top Time attendees experiencing the second highest and parents of Tot Rock/Baby Bounce experiencing a similar amount. Furthermore, what is interesting is that Open Space as a programme is the least costly to the organisation, with input costs that are half that of Top Time and just over a third that of Tot Rock and Baby Bounce. This is not to suggest that the impact of the other two activities are not significant or indeed that the activities are inefficient, it is much more a comment on how effective and impactful the Open Space intervention is. This may be a reason to expand and develop Open Space further.

Conclusion three: By being aware of the outcomes that yield the highest impact, Suffolk Libraries is now empowered to make decisions about service design and strategic planning

It is interesting to take note of where the areas of highest impact lie within each activity. Below are the outcomes that were found to be of the highest social value in each activity:

Baby Bounce and Tot Rock

For children:

- Improved development of literacy skills

For parents:

- Increased access to help and emotional support leading to reduced feelings of social isolation and loneliness
- Improved mood leading to increased levels of happiness and wellbeing

Conclusions



Open Space

For attendees:

- Reduced feelings of depression and anxiety leading to improved mental health
- Improved social and friendship network/social life and social circle outside group leading to improved practical and emotional support leading to gaining better coping skills

Top Time

For attendees:

- Improved mood leading to increased enjoyment of daily life leading to increased levels of happiness and wellbeing leading to improved quality of life

The decisions that are informed by these findings are outside the scope of this report and rather for the internal management of Suffolk Libraries to consider. However, we can recommend that Suffolk Libraries look at how they might capitalise on these further to create even more change for their stakeholders.

Conclusion four: It is recommended that Suffolk Libraries continue with their impact measurement and should begin to consider what future iterations of this impact analysis might look like

This initial project gives a sound understanding of the social value being created by Suffolk Libraries and further analysis could certainly expand on this.

Suffolk libraries could benefit from conducting a second project that incorporates some of the other activities and events that they run. It would also be wise to begin thinking about how they can take this current impact analysis onto its next iteration in 2020, taking into account the learnings of this project.

A further suggestion for a future project would be to

directly engage some of the other stakeholder groups found to be experiencing material outcomes, such as family members of the Open Space attendees. This would not only add reliability to the outcomes accounted for in this study, but may reveal new insights.

A final way to develop the reliability and robustness of the stakeholder engagement process would be to include questionnaires for stakeholder groups where it was possible and appropriate. This would widen the sample size, allow for a deeper scrutiny of the outcomes data and also give an indication of the proportion of stakeholders experiencing each outcome.

Conclusion five: The state is a beneficiary stakeholder of Suffolk Libraries' programmes and experiences significant impact

There are several outcomes identified particularly for the Open Space and Top Time attendees groups that have a significantly positive and indirect influence on the NHS. Due to the fact that stakeholders are better off psychologically, physically and emotionally, they are less likely to need a range of medical services. This is further supported by other research, commissioned by Public Health England, which found that "successful interventions to tackle social isolation reduce the burden on health and social care services. As such they are typically cost-effective."

This conclusion is echoed by the findings of this report. We have calculated that the reduced burden for the NHS is estimated at £284k worth of social value, freeing up resources to reach others in need in Suffolk. To strengthen the validity of this claim Suffolk Libraries could consider how they might engage with this stakeholder in future to gain more insight into how the need for services is reduced.¹⁶

¹⁶ Durcan, D., Bell, R. 2015. Local action on health inequalities: Reducing social isolation across the lifecourse, *Public Health England*, accessed 19 September 2019, pg.5
<https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/461120/3a_Social_isolation-Full-revised.pdf>



Appendix 1: Outcome quantities

Stakeholder group	Outcomes	Stakeholder group population	Projected % stakeholders experiencing outcomes	Stakeholder population experiencing outcomes
Babies and toddlers	8 material outcomes	2249	75%	1687
Parents/caregivers	4 material outcomes	1891	75%	1418
Open Space attendees	9 material outcomes	222	90%	200
Open Space family members	2 material outcomes	100	75%	75
Top Time attendees	7 material outcomes	1637	75%	1228
The State – NHS 1	5 material outcomes (related to Open Space activity)	222	Range between 10% and 50%, depending on nature of outcome	Range between 22 - 111
The State – NHS 2	2 material outcomes (related to Top Time activity)	1637	25%	409



Appendix 2: Outcomes and assigned values

Stakeholder	Babies and Toddlers
Outcome	Opportunity to interact and engage with other babies and toddlers > Improved ability to socialise with other babies > development of social skills (such as how to share and be polite)
Financial proxy description for outcome	Cost of mother and baby going to a play area once per week including transport to meet with other carers and babies
Value financial proxy (per unit of outcome)	£941.60
Source of financial proxy value	**Estimated cost: Taxi to and from venue (£8 x 2 = £16) + entrance fee for toddler (£5.40) = £21.40. Assume would only go 44 weeks a year including breaks for Christmas, Easter and over the summer: £21.40 x 44 (https://www.acleisure.com/energy/)

Stakeholder	Babies and Toddlers
Outcome	Learning new songs and rhymes > Exposure to new vocabulary and themes > Improved speech development and language acquisition/ improved vocabulary and communication skills
Financial proxy description for outcome	Value of speech therapy support if it were provided in a therapeutic setting
Value financial proxy (per unit of outcome)	£780.00
Source of financial proxy value	Speech therapy: £65/hr. One session per month over 12 months: £65 x 12 = £780 (http://www.communicate-therapy.co.uk/)

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Stakeholder	Babies and Toddlers
Outcome	Exposure to a different environment/more stimuli > Increased opportunities to explore new surroundings and objects > Improved knowledge and understanding of the world through exploration and learning > improved cognitive development > increased learning ability
Financial proxy description for outcome	Cost of buying new tapes or toys for baby once per week
Value financial proxy (per unit of outcome)	£660.00
Source of financial proxy value	Average cost of new toy: £5-£20: Average taken at £15 x 44 weeks (https://www.amazon.co.uk/slp/hand-puppets-for-kids/53hg8dxg6svpv6k)

Stakeholder	Babies and Toddlers
Outcome	Parents and children come to library more often > Increased exposure to books > Increased opportunity to read and an enjoyment of reading instilled at a young age > Improved development of literacy skills
Financial proxy description for outcome	1. Cost of weekly activity that the child is highly motivated to engage with 2. Cost of buying new book for baby once per week
Value financial proxy (per unit of outcome)	£486.56
Source of financial proxy value	Baby ballet: (£15 intro classes + £10 membership fees = £25) + (weekly classes averaging £4.50 x 44 = £198) = £223 + cost of a new book (average £5.99) x 44 = £263.56. TOTAL: £223 + £263.56 = £486.56 (https://babyballet.co.uk/find-a-class/class-prices/)

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Stakeholder	Babies and Toddlers
Outcome	Improved opportunity to learn and remember nursery rhymes in a focussed, regular and structured session > Improved memory skills and focus
Financial proxy description for outcome	Already valued through other outcomes
Value financial proxy (per unit of outcome)	N/A
Source of financial proxy value	N/A

Stakeholder	Babies and Toddlers
Outcome	Parent and child learn songs to sing during and outside of the sessions > A meaningful and joyful engagement with parent through fun activities that extend beyond the session > Improvement in parent-child relationship
Financial proxy description for outcome	Cost of stakeholder attending Mother and baby yoga sessions
Value financial proxy (per unit of outcome)	£588.00
Source of financial proxy value	Parent & Toddler yoga: £84 per 7 week session. Assumed 6 x 7 week sessions per year: (£84 x 7 = £588) (https://www.joyfulbabies.co.uk/mother-baby-yoga-2/#baby)

Stakeholder	Babies and Toddlers
Outcome	Increased opportunity to be exposed to different environments and people > Increased enjoyment of new situations > increased confidence > Increased ability to adapt to and feel comfortable in new and different surroundings
Financial proxy description for outcome	Cost of different holiday experience where child is in completely unfamiliar and completely different surroundings
Value financial proxy (per unit of outcome)	£454.00
Source of financial proxy value	Average holiday cost per person for a UK family: £227. Both child and carer on holiday = £227 x 2 = £454 (https://www.evolutionmoney.co.uk/our-loans/holiday-loan/much-people-spend-holiday-advice)

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Stakeholder	Babies and Toddlers
Outcome	Exposure to the English language where English is not first language through singing, talking and play > Improved ability to speak and understand English as an additional language at a young age > increased ability to interpret their world via English
Financial proxy description for outcome	Cost of hiring a nanny/baby-required only to speak English only 2 hours a week
Value financial proxy (per unit of outcome)	£1,056.00
Source of financial proxy value	Average fee taken at £12/hr. 2 x £12 = £24 per week. Assumed 44 weeks per year(https://www.childcare.co.uk/search/Nannies/Suffolk)

Stakeholder	Parents/Caregivers
Outcome	Increased opportunity to meet and socialise with other parents in a safe, friendly, inclusive environment > Increased feeling of being a part of the community > The development of friendships and a social network that extends beyond the session > Increased access to help and emotional support > Reduced feelings of social isolation and loneliness
Financial proxy description for outcome	Wellbeing valuation of feeling part of a community
Value financial proxy (per unit of outcome)	£1,849.62
Source of financial proxy value	This valuation is based on the wellbeing value of a stakeholder being a member of a social group, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120

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Stakeholder	Parents/Caregivers
Outcome	Attending regular sessions throughout the week > Increased opportunity to get out of the house and able to be present in a welcoming, warm environment > Seeing child happy and engaged > Improved mood > Increased levels of happiness and wellbeing
Financial proxy description for outcome	Wellbeing valuation of improved wellbeing
Value financial proxy (per unit of outcome)	£1,895.00
Source of financial proxy value	SWEMWBS values moving from category 5 to category 6 - scale of improved wellbeing = wellbeing value of £21,049 to £22,944

Stakeholder	Parents/Caregivers
Outcome	Increased opportunity to meet other parents in a similar situation with children who are at similar stages of development > able to share concerns and swap advice regarding parenting issues (e.g. feeding and sleep problems, post-natal depression etc.) > Increased opportunity to access advice and support > Reduced or avoided anxiety around own child's progress and development
Financial proxy description for outcome	Cost of counselling or CBT sessions and a parenting workshop
Value financial proxy (per unit of outcome)	£1,501.00
Source of financial proxy value	Cost of attending a parenting course at £325 (https://www.theparentingpartnership.com/parents-whats-on) plus counselling sessions once per fortnight at an average cost of £49 (https://www.relate.org.uk/about-us/faqs/how-much-does-counselling-cost) so £325 + (£49 x 24 weeks per year) = £1501

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Stakeholder	Parents/Caregivers
Outcome	Parent and child learn songs to sing during and outside of the sessions > A meaningful and joyful engagement with child through fun activities that extend beyond the session > Improvement in parent-child relationship
Financial proxy description for outcome	Cost of 6 sessions of therapeutic parent-child engagement
Value financial proxy (per unit of outcome)	£745.00
Source of financial proxy value	£175 for initial assessment + £90-£100 per hour (average of £95) for parent - child therapy once every 2 months . £175 + £95 x 6 = £745 (https://www.thefamilypsychologist.co.uk/content/our-fees)

Stakeholder	Open Space attendees
Outcome	Increased opportunity to integrate and socialise with other people from the community > Reduced isolation and loneliness
Financial proxy description for outcome	Wellbeing valuation for feeling of belonging to community
Value financial proxy (per unit of outcome)	£1,849.62
Source of financial proxy value	This valuation is based on the wellbeing value of a stakeholder being a member of a social group, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120

Stakeholder	Open Space attendees
Outcome	Group improves communication and engagement with others > Improved opportunity to open up to others and feeling of being understood by others > Increased ability to share thoughts, feelings and problems > feeling part of a supportive group > Reduced feelings of depression and anxiety improved mental health
Financial proxy description for outcome	WEMWBS wellbeing valuation
Value financial proxy (per unit of outcome)	£3,488.00
Source of financial proxy value	SWEMWBS values moving from category 4 to category 5 - scale of improved wellbeing = wellbeing value of £17561 to £21,049

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Stakeholder	Open Space attendees
Outcome	Group improves communication and engagement with others > Improved opportunity to open up to others and feeling of being understood by others > Increased ability to share thoughts, feelings and problems > feeling part of a supportive group > avoiding relapse in substance abuse and other psychological disorders
Financial proxy description for outcome	Cost to stakeholder of weekly drugs / alcohol abuse counselling sessions
Value financial proxy (per unit of outcome)	£1,274.00
Source of financial proxy value	Cost of fortnightly counselling at an average rate of £49 per session over a year: £49 x 26 weeks = £1274 (https://www.relate.org.uk/about-us/faqs/how-much-does-counselling-cost)

Stakeholder	Open Space attendees
Outcome	Feel more at ease - able to cope with day better, life is less boring/more interesting and stimulating - Improved ability to try new things and engage in activities > increased ability to handle new experiences and accomplish tasks > > Increased sense of self-worth and improved self-image > Increased levels of confidence - more able to deal with problems - more able to take decisions for self > improved independence
Financial proxy description for outcome	Cost to stakeholder of life coaching sessions that provide improved feelings of confidence
Value financial proxy (per unit of outcome)	£1,170.00
Source of financial proxy value	Cost of local life coaching to improve confidence. £45 for fortnightly sessions (26 weeks per year) = £1170 (https://www.joraynercoaching.co.uk/fees/)

Stakeholder	Open Space attendees
Outcome	Improved ability to try new things and engage in activities > increased ability to handle new experiences and accomplish tasks > Opportunity to learn > New skills acquired
Financial proxy description for outcome	Cost to stakeholder of attending weekly classes that will provide stakeholder with new skills (e.g. art classes, sports etc)
Value financial proxy (per unit of outcome)	£880.00
Source of financial proxy value	Cost of attending a weekly art class, £20 x 44 weeks = £880 (http://edsartclasses.com/rushmere-art-class-monday-mornings/)

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Stakeholder	Open Space attendees
Outcome	Increased opportunities to have open and honest conversations with others > improved ability to nurture and maintain friendships > Improved social and friendship network/social life and social circle outside group > Improved practical and emotional support leading to gaining better coping skills
Financial proxy description for outcome	1. Cost to stakeholder of socialising with others in a group scenario once per week 2. Cost to stakeholder of attending regular CBT sessions
Value financial proxy (per unit of outcome)	£2,640.00
Source of financial proxy value	**Estimated cost of taxi to/from a venue plus a cup of tea and cake = £15 for 44 weeks in the year = £660 plus weekly CBT sessions of £45/session - £45 x 44 weeks = £1980 (https://mindfulnesscounsellingsuffolk.co.uk/contact.html)

Stakeholder	Open Space attendees
Outcome	Increased opportunity to help others and get involved in volunteering opportunities > Increase in feeling useful part of something > Sense of altruism > Improved sense of purpose
Financial proxy description for outcome	Cost of time spent volunteering
Value financial proxy (per unit of outcome)	£722.48
Source of financial proxy value	Cost of 2 hours per week, if paid at the National Minimum Wage as of April 2019 (£8.21) = £8.21 x 44 weeks = £722.48

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Stakeholder	Open Space attendees
Outcome	Engaging with group improves ability to become more organised > Better able to manage medication - avoid relapse - fewer episodes (mental health issues)
Financial proxy description for outcome	Cost to stakeholder of treating a mental health episode privately, reflecting the value of avoiding relapse
Value financial proxy (per unit of outcome)	£1,000.00
Source of financial proxy value	Cost of one week of basic rehabilitation (https://www.uk-rehab.com/rehab/how-much-does-rehab-cost/)

Stakeholder	Open Space attendees
Outcome	Better engagement with range of other people's ideas - learn to have more healthy lifestyle > gain skills on healthy living - improved physical health and feeling of improved quality of life/wellbeing
Financial proxy description for outcome	Cost to stakeholder of personal trainer sessions
Value financial proxy (per unit of outcome)	£420.00
Source of financial proxy value	Cost of monthly personal training sessions £35 x 12 monthly = £420

Stakeholder	Open Space family members
Outcome	Knowing that their loved one is safe and involved in an activity that is benefitting them > Reduced levels of worry and anxiety over their loved one
Financial proxy description for outcome	Wellbeing value of slight improvement on the WEMWBS scale
Value financial proxy (per unit of outcome)	£1,281.00
Source of financial proxy value	SWEMWBS values moving from category 6 to category 7 - scale of improved well-being = wellbeing value of £22944 to £24225

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Stakeholder	Open Space family members
Outcome	Provision of time and space to engage in activities for themselves > Increased levels of own happiness and wellbeing
Financial proxy description for outcome	Cost to the stakeholder of going on holiday by themselves as a treat
Value financial proxy (per unit of outcome)	£1,026.18
Source of financial proxy value	Cost of a weeks' holiday to Europe (Rhodes, Spain): +- £646.18 (flights and accommodation + car hire) + £380 spending money (food, drink, recreational activities)

Stakeholder	Top Time group members
Outcome	Opportunity to meet and join in with group of people of similar age > increase in social network and friendships made > feeling more embedded in local area and community with more friendly faces around town, > attendees feel improved companionship and looking after one another > Expanded social support network > Reduction in social isolation and decreased feelings of loneliness > Increased access to emotional and practical support
Financial proxy description for outcome	Cost to the stakeholder of regular support from a suitable personal assistant
Value financial proxy (per unit of outcome)	£1,083.72
Source of financial proxy value	Three hours a week of personal assistance. £8.21 (national minimum wage as of April 2019) x 3 x 44 = £1083.72

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Stakeholder	Top Time group members
Outcome	Opportunity to meet and join in with group of people of similar age > increased opportunity to talk about shared topics of interest, other local opportunities > Increased practical knowledge about local history/ local events and activities, local service providers and trusted tradespeople
Financial proxy description for outcome	Cost to the stakeholder of regular support from a suitable personal assistant
Value financial proxy (per unit of outcome)	£1,083.72
Source of financial proxy value	Three hours a week of personal assistance. £8.21 (national minimum wage as of April 2019) x 3 x 44 = £1083.72

Stakeholder	Top Time group members
Outcome	Increased opportunity to participate in new and creative activities that people have not tried before > Improved ability to learn new skills and develop existing skills
Financial proxy description for outcome	Average cost to the stakeholder of subscribing to a local magazine or wellbeing value of being able to obtain advice locally
Value financial proxy (per unit of outcome)	£1,009.50
Source of financial proxy value	Average taken: The wellbeing value of being able to obtain advice locally, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120 and cost of monthly local magazine £3.50 x 12 = £42 (https://www.essentialsuffolk.com/essential-shop)

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Stakeholder	Top Time group members
Outcome	Attendee can be experiencing difficulty in meeting new people or interacting with others, especially if they live by themselves > attendee is able to meet and communicate with others in a relaxing, laid back and non-threatening environment > Improved social confidence through using and maintaining skills of communication
Financial proxy description for outcome	Cost of a mobile phone or landline contract
Value financial proxy (per unit of outcome)	£889.00
Source of financial proxy value	Cost of phone and contract. £49 upfront + £70/month = £889 (https://shop.vodafone.co.uk/shop/contracts-and-deals/samsung-galaxy-s10-5g/sku206044)

Stakeholder	Top Time group members
Outcome	Opportunity to meet with others and socialise > Increased exposure to enjoyable activities that occur on a regular basis and that attendee looks forward to > Lots of laughter and fun > Genuine delight and enjoyment of the sessions which spills into the rest of the day > Improved mood > Increased enjoyment of daily life > Increased levels of happiness and wellbeing > Improved quality of life
Financial proxy description for outcome	Wellbeing value of being a member of a social group
Value financial proxy (per unit of outcome)	£1,850.00
Source of financial proxy value	This valuation is based on the wellbeing value of being a member of a social group, taken from Measuring the Social Impact of Community Investment: A guide to using the wellbeing valuation approach, by Lizzie Trotter, Jim Vine, Matt Leach and Daniel Fujiwara, HACT 2014. This document is available here: http://www.hact.org.uk/sites/default/files/uploads/Archives/2014/3/MeasuringSocialImpactHACT2014.pdf?sid=9120

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Stakeholder	Top Time group members
Outcome	Exposure to a wide range of activities including quizzes, books, talks etc. > Increased opportunity to discuss new ideas, share opinions and learn > increased exposure to ideas and topics that individual may not have tried before or may usually dismiss > Increased ability to keep the mind active, alert and stimulated > better cognitive health > Limits mental health deterioration
Financial proxy description for outcome	Cost to the stakeholder of attending a weekly social activity
Value financial proxy (per unit of outcome)	£1,100.00
Source of financial proxy value	**Estimated cost of going to a weekly pub quiz (£10 for drinks and snacks + £5 entry + £10 taxi there and back = £25 x 44 weeks = £1100

Stakeholder	Top Time group members
Outcome	Opportunity and encouragement to get out of the house > improved motivation to be more active increased physical activity/exercise > Improved physical health
Financial proxy description for outcome	Cost to stakeholder of engaging in walking club once per month
Value financial proxy (per unit of outcome)	£480.20
Source of financial proxy value	Monthly membership fees to Ramblers (£3.35 x 12 = £40.20) + **estimated cost of getting to/from starting point for weekly walk: (£10 x 44 weeks) = £480.20

Stakeholder	The State – NHS 1
Outcome	Open Space attendees - Improved mental health > fewer hospital admissions for mental health assessments
Financial proxy description for outcome	The cost of a hospital admission for mental health assessment.
Value financial proxy (per unit of outcome)	£1,230.00
Source of financial proxy value	Cost of mental health care per bed day is £410 - and assuming 3 day hospital stay to complete mental health assessment, observation and treatment - PSSRU 2018 p35

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Stakeholder	The State – NHS 1
Outcome	Open Space attendees - feeling part of supportive group - reduced anxiety/stress > fewer out-patient visits
Financial proxy description for outcome	Average cost of an out-patient day treatment
Value financial proxy (per unit of outcome)	£745.00
Source of financial proxy value	Cost of out-patient services (weighted average for day cases) £745 PSSRU 2018 p89

Stakeholder	The State – NHS 1
Outcome	Open Space attendees - more able to avoid relapse into substance abuse > fewer hospital admission for substance abuse
Financial proxy description for outcome	Cost of stay in hospital treating substance abuse
Value financial proxy (per unit of outcome)	£1,359.00
Source of financial proxy value	Cost of alcohol services admitted (per bed day) £453 assuming 3 day hospital stay. PSSRU 2018 p49

Stakeholder	The State – NHS 1
Outcome	Open Space attendees - improved ability to be organised/function better > fewer GP visits on medication mishaps/queries
Financial proxy description for outcome	Cost of GP consultation and medication.
Value financial proxy (per unit of outcome)	£270.80
Source of financial proxy value	GP consultation with patient £37.40 + prescription costs £33.30 PSSRU 2018 p127 - assuming reduction of 4 consultations in year = £67.70 X4 £270.80

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Stakeholder	The State – NHS 1
Outcome	Family members of Open space attendees - experience reduced levels of anxiety through less worry about loved one > fewer GP mental health related consultations/visits
Financial proxy description for outcome	Cost of GP consultation and medication.
Value financial proxy (per unit of outcome)	£270.80
Source of financial proxy value	GP consultation with patient £37.40 + prescription costs £33.30 PSSRU 2018 p127 - assuming reduction of 4 consultations in year = £67.70 X4 £270.80

Stakeholder	The State - NHS 2
Outcome	Top Time attendees - improved wellbeing - better mental health > fewer GP consultations - mental health
Financial proxy description for outcome	Cost of GP consultation and medication.
Value financial proxy (per unit of outcome)	£270.80
Source of financial proxy value	GP consultation with patient £37.40 + prescription costs £33.30 PSSRU 2018 p127 - assuming reduction of 4 consultations in year = £67.70 X4 £270.80

Stakeholder	The State - NHS 2
Outcome	Top Time attendees - increased physical activity/exercise - better physical health > fewer outpatient/daycare treatments needed for physical problems
Financial proxy description for outcome	Average cost of an out-patient day treatment
Value financial proxy (per unit of outcome)	£745.00
Source of financial proxy value	Cost of out-patient services (weighted average for day cases) £745 PSSRU 2018 p89



Appendix 3: Calculations

Stakeholders	Outcomes	Adjusted value with durations up to 2 years
Babies and toddlers	Opportunity to interact and engage with other babies and toddlers > Improved ability to socialise with other babies > development of social skills (such as how to share and be polite)	£99,265.24
	Learning new songs and rhymes > Exposure to new vocabulary and themes > Improved speech development and language acquisition/ improved vocabulary and communication skills	£82,229.06
	Exposure to a different environment/more stimuli > Increased opportunities to explore new surroundings and objects > Improved knowledge and understanding of the world through exploration and learning > improved cognitive development > increased learning ability	£69,578.44
	Parents and children come to library more often > Increased exposure to books > Increased opportunity to read and an enjoyment of reading instilled at a young age > Improved development of literacy skills	£51,294.07
	Improved opportunity to learn and remember nursery rhymes in a focussed, regular and structured session > Improved memory skills and focus	N/A
	Parent and child learn songs to sing during and outside of the sessions > A meaningful and joyful engagement with parent through fun activities that extend beyond the session > Improvement in parent-child relationship	£61,988.06
	Increased opportunity to be exposed to different environments and people > Increased enjoyment of new situations > increased confidence > Increased ability to adapt to and feel comfortable in new and different surroundings	£47,861.53
	Exposure to the English language where English is not first language through singing, talking and play > Improved ability to speak and understand English as an additional language at a young age > increased ability to interpret their world via English	£7,421.70

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Parents/caregivers	Increased opportunity to meet and socialise with other parents in a safe, friendly, inclusive environment > Increased feeling of being a part of the community > The development of friendships and a social network that extends beyond the session > Increased access to help and emotional support > Reduced feelings of social isolation and loneliness	£163,951.06
	Attending regular sessions throughout the week > Increased opportunity to get out of the house and able to be present in a welcoming, warm environment > Seeing child happy and engaged > Improved mood > Increased levels of happiness and wellbeing	£167,973.98
	Increased opportunity to meet other parents in a similar situation with children who are at similar stages of development > able to share concerns and swap advice regarding parenting issues (e.g. feeding and sleep problems, post-natal depression etc.) > Increased opportunity to access advice and support > Reduced or avoided anxiety around own child's progress and development	£133,049.58
	Parent and child learn songs to sing during and outside of the sessions > A meaningful and joyful engagement with child through fun activities that extend beyond the session > Improvement in parent-child relationship	£66,037.27
Open Space Attendees	Increased opportunity to integrate and socialise with other people from the community > Reduced isolation and loneliness	£23,097.07
	Group improves communication and engagement with others > Improved opportunity to open up to others and feeling of being understood by others > Increased ability to share thoughts, feelings and problems > feeling part of a supportive group > Reduced feelings of depression and anxiety improved mental health	£43,556.40
	Group improves communication and engagement with others > Improved opportunity to open up to others and feeling of being understood by others > Increased ability to share thoughts, feelings and problems > feeling part of a supportive group > avoiding relapse in substance abuse and other psychological disorders	£15,909.08
	Feel more at ease - able to cope with day better, life is less boring/more interesting and stimulating - Improved ability to try new things and engage in activities > increased ability to handle new experiences and accomplish tasks > Increased sense of self-worth and improved self-image > Increased levels of confidence - more able to deal with problems - more able to take decisions for self > improved independence	£14,610.38
	Improved ability to try new things and engage in activities > increased ability to handle new experiences and accomplish tasks > Opportunity to learn > New skills acquired	£10,989.00

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Open Space Attendees	Increased opportunities to have open and honest conversations with others > improved ability to nurture and maintain friendships > Improved social and friendship network/social life and social circle outside group > Improved practical and emotional support leading to gaining better coping skills	£32,967.00
	Increased opportunity to help others and get involved in volunteering opportunities > Increase in feeling useful part of something > Sense of altruism > Improved sense of purpose	£9,021.97
	Engaging with group improves ability to become more organised > Better able to manage medication - avoid relapse - fewer episodes (mental health issues)	£12,487.50
	Better engagement with range of other people's ideas - learn to have more healthy lifestyle > gain skills on healthy living - improved physical health and feeling of improved quality of life/wellbeing	£5,244.75
Open Space family members	Knowing that their loved one is safe and involved in an activity that is benefitting them > Reduced levels of worry and anxiety over their loved one	£6,004.69
	Provision of time and space to engage in activities for themselves > Increased levels of own happiness and wellbeing	£4,810.22
Top Time group members	Opportunity to meet and join in with group of people of similar age > increase in social network and friendships made > feeling more embedded in local area and community with more friendly faces around town > attendees feel improved companionship and looking after one another > Expanded social support network > Reduction in social isolation and decreased feelings of loneliness > Increased access to emotional and practical support	£83,158.58
	Opportunity to meet and join in with group of people of similar age > increased opportunity to talk about shared topics of interest, other local opportunities > Increased practical knowledge about local history/ local events and activities, local service providers and trusted tradespeople	£77,463.35
	Increased opportunity to participate in new and creative activities that people have not tried before > Improved ability to learn new skills and develop existing skills	£67,526.25
	Attendee can be experiencing difficulty in meeting new people or interacting with others, especially if they live by themselves > attendee is able to meet and communicate with others in a relaxing, laid back and non-threatening environment > Improved social confidence through using and maintaining skills of communication	£68,216.86

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Top Time group members	Opportunity to meet with others and socialise > Increased exposure to enjoyable activities that occur on a regular basis and that attendee looks forward to > Lots of laughter and fun > Genuine delight and enjoyment of the sessions which spills into the rest of the day > Improved mood > Increased enjoyment of daily life > Increased levels of happiness and wellbeing > Improved quality of life	£141,958.59
	Exposure to a wide range of activities including quizzes, books, talks etc. > Increased opportunity to discuss new ideas, share opinions and learn > increased exposure to ideas and topics that individual may not have tried before or may usually dismiss > Increased ability to keep the mind active, alert and stimulated > better cognitive health > Limits mental health deterioration	£84,407.81
	Opportunity and encouragement to get out of the house > improved motivation to be more active increased physical activity/exercise > Improved physical health	£36,847.85
The State – NHS 1	Open Space attendees - improved mental health > fewer hospital admissions for mental health assessments	£12,287.70
	Open Space attendees - feeling part of supportive group - reduced anxiety/stress > fewer out-patient visits	£37,212.75
	Open Space attendees - more able to avoid relapse into substance abuse > fewer hospital admissions for substance abuse	£27,152.82
	Open Space attendees - improved ability to be organised/function better > fewer GP visits on medication mishaps/queries	£13,526.46
	Family members of Open space attendees - experience reduced levels of anxiety through less worry about loved one > fewer GP mental health related consultations/visits	£6,763.23
The State – NHS 2	Top Time attendees - improved wellbeing - better mental health > fewer GP consultations - mental health	£49,871.21
	Top Time attendees - increased physical activity/exercise - better physical health > fewer outpatient/daycare treatments needed for physical problems	£137,201.06



Total Investment	£213,836.50
Total Impact Value	£2,000,811.88
Total Present Value Impact	£1,932,241.01
Total Present Value Impact (PV) less investment cost	£1,718,404.51
Net Social Return on Investment £ per £	£8.04



Report written by Karl Leatham, Helen Campbell and Penny Court
Moore Kingston Smith Fundraising and Management, September 2019

About Moore Kingston Smith Fundraising and Management

MKSFM helps charities to overcome strategic problems, specialising in fundraising strategy and impact measurement.

With our small, highly experienced team we have helped hundreds of charities become better at what they do best: creating positive change.

We appreciate that every organisation is different and through combined expertise in fundraising, governance, impact measurement and more, we offer a bespoke and wraparound service to help with any strategic problem.

Our services start with a free, no obligation two hour consultancy session to discuss your problem and how we can help. Get in touch to find out more.

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