

Social Return on Investment – The Impact Map for the worked example

Organisation	Wheels-to-Meals	
Objectives	Provide luncheon club for 30 elderly local residents with additional health and social benefits by bringing residents to meals	
Scope	Activity	30 places for eligible elderly and/or disabled local residents 5 days a week, 50 weeks of the year
	Contract/Funding/Part of organisation	Local Authority Grant

Stage 1		Stage 2			
Stakeholders	Intended/unintended changes	Inputs		Outputs	The Outcomes
		Description	Value £		
Who do we have an effect on? Who has an effect on us?	What do you think will change for them?	What do they invest?		Summary of activity in numbers	How would you describe the change?
elderly / disabled residents	residents use health services less	time	£0	luncheon club: – group activities (board games, craft, mild/therapeutic exercise, info and awareness sessions)	the mild/therapeutic group exercise sessions made residents fitter, they had fewer falls and ended up in hospital less
	residents get out of the house more				the nurse led group sessions helped residents manage their health and symptoms better and they were healthier
					residents made new friends and spent more time with others through the group activities
local authority	residents provided with nutritious meal	meals on wheels contract (annual)	£24,375		residents had nutritious meals with 3 (out of) 5-a-day and they were healthier
Wheels-to-Meals volunteers (retired)	keep active	time (at min wage) 4 volunteers x 3 hrs x 5 days x 50 wks x £6 (forecast)	£18,000	– transport for 30 people	material outcomes for residents only (not for local authority). All outcomes for this stakeholder already considered above.
neighbours of elderly/ disabled residents	look out for neighbours	time	£0	– 7500 hot meals annually	healthier volunteers (retired)
					reduction in neighbourly care/shopping and break-down of informal community networks
Total			£42,375		

	Name	
	Date	
Objective of Activity		Time Period 1 year (2010)
Purpose of Analysis		Forecast or Evaluation Forecast

Stage 3**The Outcomes (what changes)**


Indicator	Source	Quantity	Duration	Financial proxy	Value £	Source
How would you measure it?	Where did you get the information from?	How much change was there?	How long does it last?	What proxy would you use to value the change?	What is the value of the change?	Where did you get the information from?
fewer falls and associated hospital admissions/stays annually	oneoff research	7	1 year	accident&emergency	£94.00	NHS cost book 07/08
			1 year	geriatric assessment inpatient	£4,964.00	
			1 year	geriatric continuing care-Inpatient (average 5 wks x £1,444)	£7,220.00	
fewer visits to the doctor annually (appointments) and residents report improvement in physical health	questionnaire and interviews	90	5 years	consultation with doctor	£19.00	NHS cost book 2006
new clubs/group activities joined during year and residents report an increase in personal wellbeing/feeling less isolated	questionnaire	16	1 year	average annual membership/cost	£48.25	current average costs of bus trips, bingo and craft clubs
fewer District Nurse visits and residents reporting increased physical activity of 3 hours or more a week	questionnaire	14	2 years	District Nurse visits	£34.00	NHS cost book 07/08
volunteers report increased physical activity of 3 hours or more a week since volunteering	volunteer annual assessment	4	1 year	annual elderly residents swimming pass	£162.50	local authority
fewer instances of neighbours shopping for residents annually	One-off survey	275	3 years	supermarket online shopping delivery fee	- £5.00	www.tesco.co.uk

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Stage 1 duplicate	Stage 2 duplicate	Stage 4				
Stakeholders	The outcomes	Deadweight	Attribution	Drop Off	Impact	
	Description	%	%	%		
Groups of people that change as a result of the activity	How would you describe the change?	What would have happened without the activity?	Who else contributed to the change?	Does the outcome drop off in future years?	Quantity times financial proxy, less deadweight, displacement and attribution	
	elderly / disabled residents	the mild/therapeutic group exercise sessions made residents fitter, they had fewer falls and ended up in hospital less	0%	5%	50%	£625.10
		the nurse led group sessions helped residents manage their health and symptoms better and they were healthier	0%	10%	10%	£33,010.60
		residents made new friends and spent more time with others through the group activities	10%	35%	0%	£48,013.00
		residents had nutritious meals with 3 (out of) 5-a-day and they were healthier	100%	0%	0%	£1,539.00
local authority	material outcomes for residents only (not for local authority). All outcomes for this stakeholder already considered above.				£451.62	
Wheels-to-Meals volunteers (retired)	healthier volunteers (retired)	70%	10%	35%	£0.00	
neighbours of elderly/ disabled residents	reduction in neighbourly care/shopping and breakdown of informal community networks	5%	0%	5%	£175.50	
Total					£82,508.57	

		Name	
		Date	
	Objective of Activity		Time Period 1 year (2010)
	Purpose of Analysis		Forecast or Evaluation Forecast

Stage 5 					
Calculating Social Return					
	Discount rate (%)		3.5%		
	Year 1 (after activity)	Year 2	Year 3	Year 4	Year 5
	£625.10	£0.00	£0.00	£0.00	£0.00
	£33,010.60	£0.00	£0.00	£0.00	£0.00
	£48,013.00	£0.00	£0.00	£0.00	£0.00
	£1,539.00	£1,385.10	£1,246.59	£1,121.93	£1,009.74
	£451.62	£0.00	£0.00	£0.00	£0.00
	£0.00	£0.00	£0.00	£0.00	£0.00
	£0.00	£0.00	£0.00	£0.00	£0.00
	£175.50	£0.00	£0.00	£0.00	£0.00
	-£1,306.25	-£1,240.94	-£1,178.89	£0.00	£0.00
	£82,508.57	£144.16	£67.70	£1,121.93	£1,009.74
Present Value*	£79,718.43	£134.58	£61.06	£977.70	£850.17
Total Present Value (PV)					£81,741.93
Net Present Value					£39,366.93
Social Return £ per £					£1.93: £1

* See page 68 for an explanation of these calculations