

Accounting for Social Value Overview

1.0 Accounting for Social Value Principles

The guiding principles of the Accounting for Social Value framework are embedded within Social Accounting Theory:

- The methodology of Accounting for Social Value lies within the 'Theory of Change', broadly speaking "In theory what has changed". To undertake a Social Account, there must be a start and an end of any intervention in which change can be measured.
- All stakeholders of the change journey must be considered to provide a robust Social Account.
- All direct stakeholder groups must be engaged with.
- Engagement methods must be planned, questions must be accessible and non-leading.
- The reporting of Social Value must be transparent, evidence based and free from personal judgement.
- The report must be shared widely within all stakeholder groups.

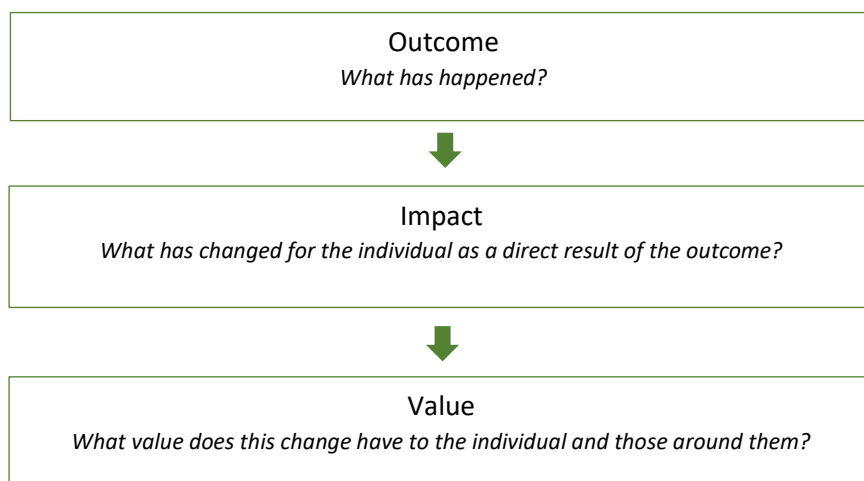
2.0 Methodology

For all Accounting for Social Value processes there must be:

- a) An entity – what do you want to measure?
- b) Stakeholders that have experienced a change journey – what is the journey?
- c) A process for measuring the change experienced from the start to the end of the journey – stakeholder mapping and engagement.
- d) Analysis and production of the change occurred – outcome – impact – value.
- e) A report produced that is transparent and accountable to the organisations stakeholders – how will you share your findings?
- f) Calculation and production of Social Value

3.0 Theory of Change Model

Our process is carried out across a stakeholder journey to identify and prove 'what has changed' from the stakeholder's perspective as a direct result of engaging with the organisations intervention.



4.0 Calculation and production of Social Value

We use a blended approach to calculating Social Value to ensure that the report will engage with the wide range of stakeholders involved within the organisation.

Social Value is calculated using the following methodologies:

- a) Social Return on Investment – using financial indicators and proxies.
- b) LM3 – Local multiplier effect – local economy.
- c) Wellbeing – case studies and stories
- d) Trust and networks – Social Value Trees

Using this blended approach enables us to present our findings in both qualitative and quantitative formats.

5.0 The Process

