

# 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.

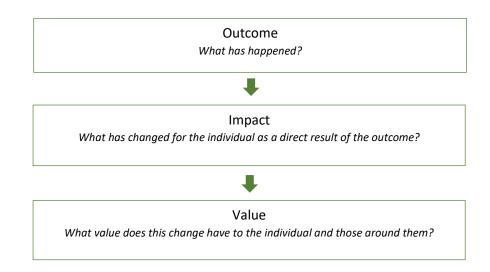
# 2.0 Methodology

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

### Planning

- •Understanding the organisational context
- •Understanding the entity that is to be measured
- Understanding the change journey
- Understanding the processing and systems already in place for monitoring and evaluation.
- Review of existing data

#### Stakeholder Mapping

- •Identifying the direct, indirect and wider stakeholders of the entity that is to be measured
- Understanding thr role that stakeholders take in relation to the entity
- Mapping the value proposition for each stakeholder group

#### Values Intelligence

- Design and production of resources to carry out initial stakeholder engagement
- Review of outcomes, impact and value already collected by the organisation
- •Initial stakeholder engagement to identify Key Value Statements
- •Analysis of all data to produce Key Value Indicators; benchmarks that are used to gain further evidence
- Production of a Social Value Pledge

#### Testing the change journey

- Design and production of resources to measure the change experienced for each stakeholder group against Key Value Indicators
- Stakeholder engagement carried out to capture the change journey
- •Analysis of data and production of evidence based Social Value Statements

#### Calculation and production of Social Value

- Calculation of Social Return on Ivestment
- Production of case studies (Stories)
- Production of Key Value Statements

### Reporting Social Value

- Production of Social Value Report (multi-media methods used).
- Production of Social Value Summary and Infographics.

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