

## Accounting for Social Value

### Training Prospectus 2025

Understanding your organisations social value is an excellent method of demonstrating to your stakeholders the value that your services have to them, the local community and society as a whole. We have been Accounting for Social Value for the last 10 years and have produced Social Value Reports for organisations commissioned by the public sector, University Spin Outs and for community organisations.

The Accounting for Social Value framework has been developed using blended methodology ensuring that both qualitative and quantitative data is used to ensure that there is a balance in reporting to a wide range of an organisation's stakeholders. It includes calculation methods embedded in Social Return on Investment (SROI), Social Auditing (SAN), the Local Multiplier Effect (LM3) and our own process of mapping trust and the power of networks through the production of Social Value Trees.

Our Values Intelligence process provides a unique way to forecast Social Value which can provide you with an evidence base for market research, continuous improvement, developing Social Impact Bonds, funding applications and competitive tenders.

For those wanting to become a Social Accountant, we provide Practitioner Training, support and mentoring, along with validation of the account.

For organisations, we provide a one day training course that helps you understand more about the creation of Social Value, the history of Social Accounting, the Theory of Change and Social Accounting Frameworks. We show you how to create an Annual Social Value Report, develop your Social Value and create a Measurement Framework that works for you.

Our half-day awareness session is for those who want to know more about Accounting for Social Value. It explains terms such as 'Social Value', 'Theory of Change' and 'Measurement Frameworks' as well as the socio-political arguments and drivers for Accounting Social Value.

Our training sessions are currently available in person and on-line.

## **Social Accounting Awareness Session**

***Half day awareness session (2.5 hours). Cost per organisation: £250. Cost per delegate (individual training): £50.***

This workshop aims to introduce delegates to social value and impact, providing practical knowledge to understand and communicate your value and impact to society. During this workshop we will explore the history and context of social value and find out more about current Social Accounting frameworks.

It explains terms such as 'Social Value', 'Theory of Change' and 'Measurement Frameworks' as well as the socio-political arguments and drivers for Accounting Social Value.

**Content:**

- Value and values in business today.
- Socio-political drivers for Social Accounting.
- History of Social Accounting including the Public Services (Social Value) Act.
- Social Accounting Theory.
- Social Value and the Theory of Change.
- Social Accounting Frameworks.
- Accounting for Social Value – Q & A session.

## **Social Accounting for Organisations**

***1 Day Accounting for Social Value Training – 10.30am to 4.30pm***

***Cost per organisation: £600 for 6 delegates.***

***Cost per delegate (individual training): £100***

**Content:**

This 1-day training programme is aimed at practitioners that want to use the Accounting for Social Value Framework in their own organisation.

### **Day 1: Understanding Social Value and Social Accounting**

- Defining Social Value
- Theory of Change
- Defining Social Accounting – Social Accounting Theory
- History and political context of Social Accounting
- The drivers for Social Accounting
- Social Accounting Frameworks
- Creating a Social Value Pledge
- Creating a Measurement Framework
- Collecting and storing data
- Producing Social Value Statements
- Reporting your Social Value

This training will enable your organisation to produce an annual Social Value Report.

## Accounting for Social Value – Practitioner Training Programme

*3 Day Accounting for Social Value (Practitioner) Training – 10.30am to 4.30pm for 3 days*

*Cost per organisation £3,000 for 6 delegates.*

*Cost per delegate (individual training): £1,500*

### **Content:**

This 3-day training programme is aimed at practitioners that want to use the Accounting for Social Value Framework in a professional capacity. By attending this course, you will become an Accounting for Social Value Practitioner, accredited by Profit for Purpose to undertake Social Accounting on a consultancy basis.

#### **Day 1: Understanding Social Value and Social Accounting**

- Defining Social Value
- Theory of Change
- Defining Social Accounting – Social Accounting Theory
- History and political context of Social Accounting
- The drivers for Social Accounting
- Social Accounting Frameworks
- Case Studies and Examples

#### **Day 2: Planning, Stakeholder Mapping and Values Intelligence**

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

#### **Day 3: Testing, Calculations, and the Report**

- 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 of Social Return on Investment
- Production of case studies (Stories)
- Production of Key Value Statements
- Production of Social Value Report (multi-media methods used).
- Production of Social Value Summary and Infographics.

## 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.

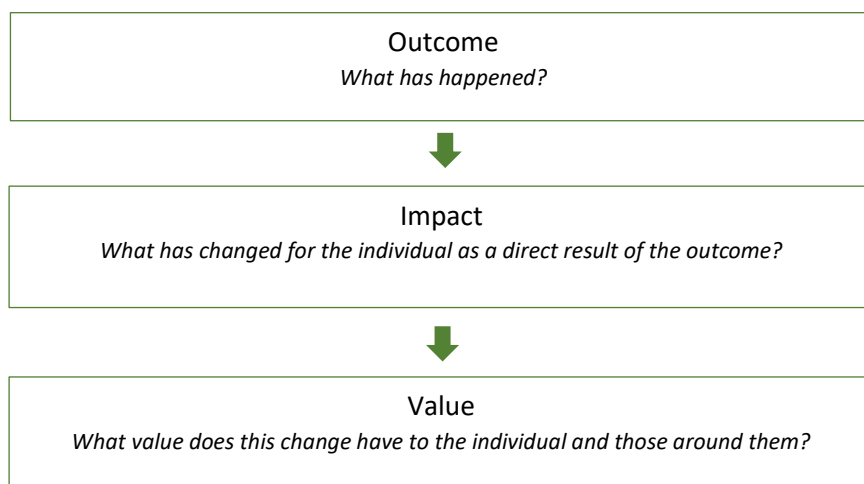
### 2.0 Methodology

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 organisation's 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

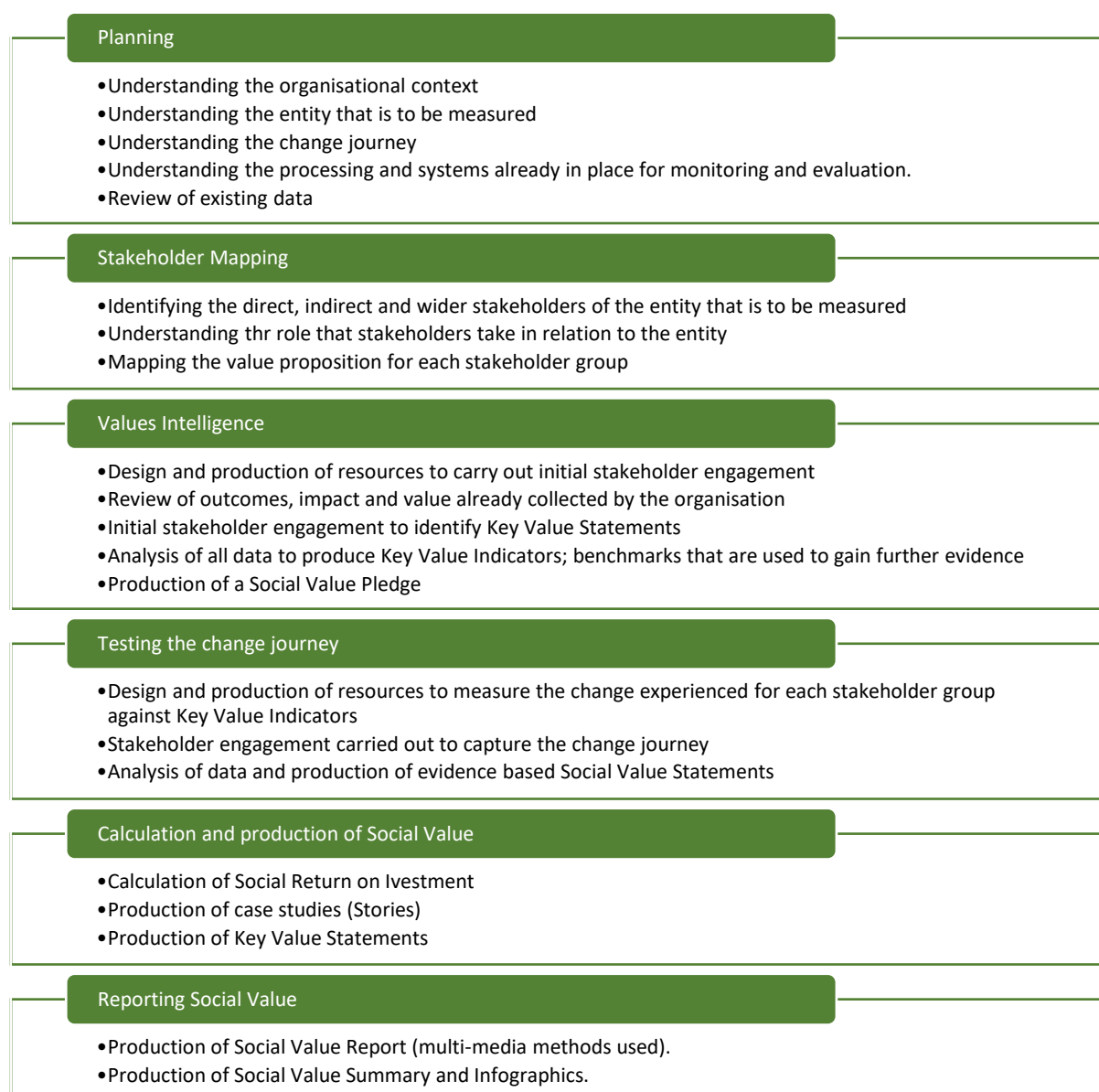
We use a blended approach to calculating Social Value to ensure that the report will engage with the wide range of stakeholders involved within the organisation.

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



### **About Nicola Dickins, Profit for Purpose Ltd**



Nicola Dickins has been working with Social Entrepreneurs for over 25 years, helping them to develop social enterprise activity and diverse income generation routes through trading, commissioning, funding, and social investment. In this time, she has supported the start-up of over 400 new Community Interest Companies and secured over £165m for her clients. Her vision is to see a world where organisations chose to invest their profits into social purpose and thus sustainable and resilient communities can emerge. Nicola has completed her master's in social enterprise management and sat on the Department of Health Board for Social Enterprise; contributing to the development of the Right to Request and Social Value Commissioning. She is also CIPD Qualified (Human Resources). She has delivered contracts on behalf of the Cabinet Office Public Mutuals Support Service, working with Primary Care Trusts, Adult Social Services and Council led Youth Services to 'spin out' as a Social Enterprise and as a result supported the first 'spin out' delivering personalisation services. Nicola has delivered Social Enterprise Development programmes at Oxford Brookes, Staffordshire University, Coventry University, the University of Sheffield, and the University of Manchester and is currently working with Queens University, Belfast to support Social Science Researchers to commercialise their research. Nicola is also a qualified and experienced Social Accountant.

Profit for Purpose Ltd is a specialist provider of Social Enterprise Development Support for Social Science Researchers, Nicola is qualified to master's Level in Social Enterprise Management and also experienced in Social Science Research in both an academic and professional environment. Having managed multiple Spin Outs from the NHS and Universities throughout the UK, Nicola is also experienced in the management of IP, transferring of assets and the transitioning of staff into a Spin Out Social Enterprise.

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