

# Transition Town Forres - Social Return on Investment of Community Asset Transfer

Report for Transition Town Forres (TTF)



*Social Research*

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*Service Design & Innovation*

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*Strategy & Collaboration*

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*Evaluation Support*

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*Social Impact Measurement*

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April 2022



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# 1: Introduction

This report provides a Social Return on Investment forecast of Transition Town Forres main community activities, to inform a Community Asset Transfer application.

## Introduction

Transition Town Forres Ltd (TTF) is part of a national network of Transition Towns and was set up in 2008 to respond to the social, environmental and economic challenges faced by the Forres community. It achieves this by promoting and demonstrating ways in which people can live more sustainably and in harmony with their environment.

TTF is based at Bogton Road, Forres, where it has leased land and a building (the Transition Centre) from Moray Council<sup>1</sup> for the last 12 years. This site is the centre for TTF activity and also provides the home for a successful Community Garden. TTF paid a reduced rent of £40,000 covering a period of 11 years up to 2020 (£3,636 per annum) reflecting improvements made to the condition of the site.

The Transition Centre is a catalyst for groups and individuals who are working towards transitioning to a more sustainable future. TTF provide space and resources that help to nurture activities, projects and new thinking across the Forres community.

TTF seeks to be integral to a vibrant and sustainable local community through environmental education, sharing skills, knowledge, space, tools and renewable resources for common good.

TTF is currently in a period of transition, recognising the need to increase income generation and to move towards greater long-term sustainability, whilst still delivering valuable environmental and health and well-being outcomes. This includes two strategic objectives:

- 
1. Increasing the environmental awareness and health and well-being of the local community
- 
2. Ownership and sustainable management of the Transition Centre
- 

## About the Project

TTF have requested a Community Asset Transfer of the land and building. The site's current market value has been assessed at £275,000 and TTF is applying for funding of £233,750 towards the purchase price from the Scottish Land Fund.

TTF have conducted extensive community consultations which show strong support, 77% of respondents (383 people from across the IV36 postcode area) were in favour of the Community Asset Transfer. There were some concerns around the disposal of common good land, the capacity or longer-term sustainability of TTF as an organisation, or previous development proposals for the site<sup>2</sup>.

Under this proposal, the Common Good Fund (and therefore the community of Forres) would lose an annual rental payment of £13,200. As the Council would not be generate comparable returns for the Fund from an investment of £233,750, they have requested clearer evidence of the likely benefits of the CAT for the local community.

Highlands and Islands Enterprise (HIE) are helping TTF to develop the evidence base around this proposal. As part of this HIE have commissioned Social Value Lab to undertake this social impact forecast using Social Return on Investment (SROI) methodology.

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<sup>1</sup> Moray Council administers the site on behalf of the Common Good Food that holds former assets of the Royal Burgh of Forres in trust for the local community.

<sup>2</sup> <http://www.moray.gov.uk/downloads/file139476.pdf>

## Study objectives

Following consultation with Board members and stakeholders it was decided that this would be organised into two elements.

1. Baseline SROI assessment. This would be as close as possible to a business-as-usual scenario, reflecting the social values generated in a 'normal' 12-month period. Given the variety of activities supported and audiences engaged this has to be based on some of the main recurring activities taking place at TTF.
2. Future SROI forecast. This seeks to assess the additional social values likely to be generated if the CAT goes ahead. This should be balanced against selling the assets for less than defined market value and/or any loss in rental income to the Common Good Fund as a result of the CAT.

As we do not have a comprehensive picture of overall inputs to the TTF (in terms of funding, time and in-kind contributions), the SROI element of this report is mainly concerned with the added value for the local community of a successful asset transfer. This is based on a conservative forecast of additional benefits in a 12-month period, counterbalanced against the loss of income to the Common Good Fund of £13,200 per annum<sup>3</sup>.

Discussions with Board members and stakeholders have suggested that transferring ownership to TTF would have the following main benefits:

- 
- Money that would otherwise be spent on rent can be reallocated to more productive uses.
- 
- Sustainable ownership of the site will make TTF more attractive to external funders.
- 
- Increased organisational capacity through a paid development worker (and possibly volunteer and communications capacity) will support greater partnership working, new project activities, increased income from public lets and broader community outreach.
- 

Rather than trying to predict longer-term trends, this study focusses on short term benefits, for example the likely impact of CAT on existing activities and others that are already in the pipeline for next year.

This report seeks to develop the evidence base for this project, by looking at the wider impacts of the organisation, expressed in terms of its social, economic and environmental outcomes.

This uses all available data and insight to forecast the number of individual outcomes achieved (e.g., new skills developed). We have then applied proxy measures to these using Social Value / Social Return on Investment (SROI) methodology, which assesses the value of these outcomes to different stakeholders, including individual participants and the public purse.

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<sup>3</sup> In some ways this overstates the loss to the Common Good Fund as the Council would receive a one-off payment of £233,750 towards the cost of the land and building. There is also an argument that without CAT there is a danger that TTF will no

longer be sustainable in the longer-term, endangering all current and future community activities. Rent levels are due to be reviewed again in early 2023.

## Study Method

The following tasks have been carried out:

- 
- Review of documents and data sources
- 
- Consultations and logic modelling workshop with TTF board and trustees
- 
- Consultations with local stakeholders (including Moray Council)
- 
- Impact surveys for community gardeners and participants in wellbeing activities (Wellbeing Fortnight and Make Do and Mend sessions) using paper forms
- 
- Collection and analysis of outcomes data for Forres Repair Café
- 
- Collection and analysis of social value data
- 

The paper surveys were completed by a useful sample of beneficiaries, specifically 13 community gardeners, 32 participants in the Wellbeing Fortnight and 9 people attending Make Do and Mend sessions. The surveys therefore some relevant first-hand information about the impact of participation in TTF activities.

## About Social Value

Every day our actions and activities create and destroy value; they change the world around us. Although the value we create goes far beyond what can be captured in financial terms, this is, for the most part, the only type of value that is measured and accounted for.

Social Return on Investment (SROI) is a framework for measuring and accounting for the full social, economic and environmental impact of activities, including ones with no direct monetary value.

The key principle of SROI is that it measures change in a way that is relevant to the people experiencing it. The main difference from other methods of social impact measurement is that it puts a monetary value on these impacts and can be used to calculate a ratio of return for those organisations that are contributing to create the change.

Social Value UK has developed and published the '[Guide to Social Return on Investment](http://socialvalueuk.org/what-is-sroi/the-sroi-guide)'<sup>4</sup> that is now widely accepted as the standard for SROI work. In conducting this SROI analysis, we have followed the principles of this guide.

These are:

- 
- Involvement of stakeholders
- 
- A focus on understanding what changes
- 
- Value the things that matter
- 
- Only include things that are material
- 
- Avoid over-claiming
- 
- Transparency
- 
- Verification of the result
- 

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<sup>4</sup> <http://socialvalueuk.org/what-is-sroi/the-sroi-guide>

## 2: Social impacts

This chapter looks at each of TTF's main areas of activity, exploring the main stakeholders or beneficiaries for each and the changes they experience as a result of the organisation's work.

After reviewing data and documentation, SVL facilitated a logic modelling session with TTF board and trustees, using the results of this session to draft a logic model and inform follow-on research among users. The logic model is provided at Annex A and relevant information is summarised below.

This framework focuses on the organisation's main service areas, as these are most likely to achieve material (and provable) impacts for specific groups of people and have a positive impact for stakeholders and the public purse.

It is however important to note that TTF are also engaged in a wide variety of local partnerships and activities, for example

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- **Let's Eat** has been running since 2013, providing free weekly cooking & growing skills courses for local people. This project has been externally funded, and while these specific activities are not taking place at the current time, similar kinds of activities are planned for the near future.

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  - **Climate Café.** A series of monthly workshops for up to 25 residents imagining and planning for a climate neutral future in Forres and Moray. This is funded by Scottish Government through TSI Moray.

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  - **Community activities.** A wide variety of external providers host paid classes, meetings and events, including yoga, dance, music and crafts. TTF has excellent facilities to support creative activities.
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### Community Garden

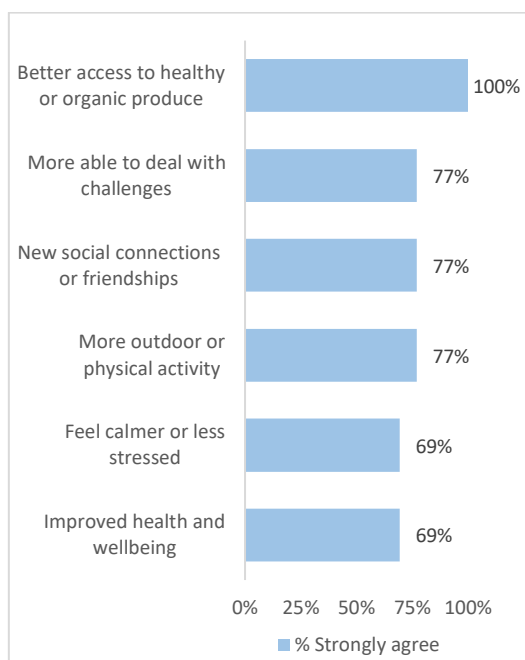
The Community Garden uses approximately half the land at the Transition Centre for community growing. The garden can accommodate 70 members (current estimates are based on 55 regular gardeners), who benefit from access to raised beds and year-round growing space.

There is an established evidence base around the positive impacts of access to greenspace, as well as the physical and social benefits of activities like gardening.

The following chart shows the extent to which gardeners agree with each of the outcome statements. All receive positive responses, though all strongly agree that the garden improves access to healthy and/or organic produce. The vast majority agree that it increases their access to outdoor spaces and physical activity and has helped them make new connections and friendships. This all makes a clear contribution to longer-term health, mental wellbeing and resilience.

Some have been combined into a single outcome as they are strongly linked (e.g., reducing stress and anxiety will boost resilience or encourage a more positive outlook).

**FIGURE 2.1 GARDEN OUTCOMES**



Source: Gardener survey (13)

*“The community garden was a lifeline to me during lockdown...living on my own I needed to get out of the house and the garden was a space I could be in “*

*“...gave me access to outdoor space and a place to decompress and relax”*

*“I got my plot at the start of lockdown and without being dramatic it has saved my life!”*

*“I have learned lots of gardening expertise thanks to contact with other gardeners”*

*“TTF has given me more social contacts and a lovely community feeling of being connected, part of something that shares my views”*

*“It is a unique and valuable asset to Forres in encouraging environmental knowledge, education and healthy living”*

Based on an estimate of 55 regular community gardeners, the following numbers of outcomes apply:

**TABLE 2.1 -GARDEN OUTCOMES – BASELINE**

Outcomes	%	Individuals
Gardeners with improved access to healthy and	100%	55
Gardeners with increased access to green space or physical activity	77%	42
Gardeners feeling less stressed or anxious and more able to deal with life's challenges	74%	40
Gardeners making new social connections or friendships	69%	38
Gardeners with improved health and wellbeing	69%	38
Gardeners learning new skills <sup>5</sup>	50%	28

Source: Gardener survey and current participation

If the CAT application is successful, we have assumed that sustainability and additional capacity would assist TTF to attract some more gardeners. As no current plans exist to expand the gardens or extend the numbers of plots, we have estimated another 5 additional gardeners would be recruited.

<sup>5</sup> This was not included in the survey but was mentioned by gardeners unprompted. We have included a low estimate of 50%.

**TABLE 2.2 -GARDEN OUTCOMES – FORECAST**

Outcomes	%	Individuals
Gardeners with improved access to healthy and organic produce	100%	5
Gardeners with increased access to green space or physical activity	77%	4
Gardeners feeling less stressed or anxious and more able to deal with life's challenges	74%	4
Gardeners making new social connections or friendships	69%	3
Gardeners with improved health and wellbeing	69%	3
Gardeners learning new skills	50%	3

Source: Gardener survey and estimated increase in participation

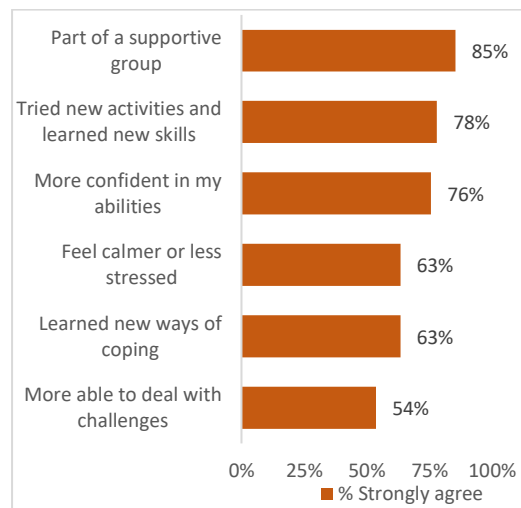
### Wellbeing activities

The Wellbeing Project includes free activity and education classes (currently focussing on over 50s). Classes are run by local people with specific skills including yoga, chair yoga, gentle exercise, crafts, up-cycling, drawing and mindfulness.

TTF stakeholders feel these activities can support physical and mental wellbeing, as well as contributing to tackling social isolation. The survey of participants highlights the main impacts, including feeling part of a group who support each other, learning new skills, and feeling more confident in their own abilities

Many people mentioned positive impacts on their general health and wellbeing, for example, including around the importance of fostering community connections as we recover from Covid-19:

**FIGURE 2.2 WELLBEING OUTCOMES**



Source: Survey of Wellbeing Fortnight (32) and Make Do and Mend (9) participants survey (19)

*“The last two years have been hard; we need to get together to do things and make us heal”*

*“... so inclusive, which is invaluable for building community and lifting people’s spirits”*

*“Excellent, has helped me to gain confidence and feel part of the community”*

*“Severe health issues have hindered social interaction [previously] so these classes are great”*

*“... has really helped me relax and take time out to care for myself”*

*“I have made new friends and connections and learned new skills”*

*“The Make and Mend Group is very supportive...”*

*“The groups I attend at TTF are the highlight of my week”*

*“These classes are a large part of improving the quality of life in Forres”*



TTF have provided the following numbers for recent wellbeing activities:

- 60 participants in wellbeing activities
- 10 regular participants in Make Do and Mend

While it is likely that many more individuals take part in wellbeing activities at TTF in a 12-month period, this total represents a useful (conservative) baseline assessment.

The following table uses this information to estimate how many individuals experience each of the main outcomes defined for the wellbeing activities. Some have been combined into a single outcome as they are strongly linked (e.g., coping strategies are a mechanism for boosting resilience in this context).

**TABLE 2.3 -WELLBEING OUTCOMES – BASELINE**

Outcomes	%	Individuals
Participants feel part of a group who support each other	85%	60
Participants learned new skills, resulting in increased confidence	77%	54
Participants feeling less stressed or anxious	63%	44
Participants learned new coping techniques and strategies, helping them to deal with life's challenges	59%	41

Source: Wellbeing survey and estimated current participation

While the CAT application will boost capacity to deliver wellbeing activities such as this, it is difficult to make a prediction. We have estimated that an additional 30 people will take part in wellbeing activities in subsequent years.

**TABLE 2.4 -WELLBEING OUTCOMES – FORECAST**

Outcomes	%	Individuals
Participants feel part of a group who support each other	85%	26
Participants learned new skills, resulting in increased confidence	77%	23
Participants feeling less stressed or anxious	63%	19
Participants learned new coping techniques and strategies, helping them to deal with life's challenges	59%	18

Source: Wellbeing survey and estimated increase in participation

### Repair Café

TTF work in partnership with the T-Exchange, a local group of technology enthusiasts, with members coming together to help the public repair broken items in line with the repair and re-use ethos.

TTF have provided the following information on outputs and outcomes linked to recent repair activities. This is based on 9 sessions, albeit over a longer-time frame (to compensate for the impact of Covid-19 on recent attendance):

- 47 participants
- 30 devices repaired
- 82kg of waste avoided
- 603kg of CO2 emissions prevented

For the purposes of the post CAT forecast we have estimated that twice the number of people will engage with repair and reuse activities (with the same rate of increase for environmental outcomes). This reflects the existence of different plans in this area, including community workshop and tool exchange.

We have included a limited number of other activities in the social value forecast, specifically those that are planned and in the pipeline or due to be signed off shortly.

**Green Shoots** is a forthcoming collaboration with local primary schools to communicate the work of the transition network and increase students' access to environmental knowledge (e.g. composting and growing). We have estimated that:

- 
- 3 local schools will be supported
- 
- 90 children will develop their environmental awareness and knowledge
- 

New health promotion activities including **Moving for Food** programme and **Therapeutic Garden** social prescribing project. These activities are being developed with DWP and NHS partners. As the scope of these activities has not yet been fully defined, we have made a low estimate of the overall potential outcomes:

- 
- 5 participants reporting better physical health
- 
- 5 participants reporting better mental health
- 
- 5 participants reporting improved confidence and employability
- 

A range of other project ideas have been highlighted by TTF trustees and discussed in the CAT business plan. Examples include **Planet A** shop and café in converted containers, to be managed by local young people. It is also possible that TTF will be able to increase the number of groups **hiring facilities** and reaching a broader cross section of the population as a result.

The scale and impact of new or extended activities such as these are still unclear, so they have not been included in the current SROI forecast.

## 3: Social Value

This chapter builds on the quantitative information in Chapter Two to estimate the social value generated by TTF and their main areas of activity.

### Financial Proxies

SROI analysis uses financial proxies to establish a monetary value for intangible outcomes. A financial proxy approximates the value that can be attached to the outcome. When applicable, price is used as a measure of value when there is an associated market. For intangible outcomes there are no markets, and we have used financial proxies to determine the value.

There are several techniques, developed in economic cost-benefit analysis, to determine financial proxies for intangible outcomes. For this forecast we have used:

- **Revealed Preference** - a price-based technique that looks at people's behaviour in related markets and takes the value from the price of related market-traded goods.
- **Wellbeing Valuation** - a relatively new technique that looks at determinants of people's wellbeing (e.g., life satisfaction or quality of life), with income one of the main determinants.
- **Cost Saving** - a direct cost-saving for stakeholders. For public spending this is in most cases not a 'cashable saving' and should be considered a resource re-allocation.

It is critical to avoid over-claiming and to present a truthful and credible impact forecast.

### Duration

Some outcomes have the potential to last a long time, potentially for the rest of stakeholder's life, while others will only last for the duration of the intervention.

As this is a forecast, we have based the social values on a 12-month period, based on the scenario that the CAT goes ahead in its current form.

We now look at the social values likely to be generated by CAT across each of TTF's main activities.

### Community Garden

The table below sets out the proxy measures and values generated, based on an estimated 5 additional gardeners.

Most of the value for the local community stems from the garden's impact on social connections, mental wellbeing and physical health.

TABLE 3.1. – COMMUNITY GARDENERS

Outcomes	Proxy	Value
Gardeners with improved access to healthy and organic produce	Average HH expenditure on fresh fruit and vegetables <sup>6</sup>	£2,210
Increased access to green space or physical activity	Annual Fitness Membership for Individuals <sup>7</sup>	£1,028
Feeling less stressed or anxious and more able to deal with life's challenges	Value of sometimes feeling relaxed to all of the time <sup>8</sup>	£4,967
Making new social connections or friendships	Value of being a member of a social group <sup>9</sup>	£6,383
Improved health and wellbeing	Average wellbeing cost of physical health conditions <sup>10</sup>	£3,891
Learning new skills	Eat the veg patch course <sup>11</sup>	£338
		<b>£18,816</b>

## Wellbeing activities

The following social values are generated by an estimated 30 additional people taking part in wellbeing programmes and activities at TTF.

Again, a significant part of the additional social value is generated through social connections and mutual support, as well as the impact of participation on mental health.

TABLE 3.2. – WELLBEING PARTICIPANTS

Outcomes	Proxy	Value
Participants feel part of a group who support each other	Value of being a member of a social group <sup>12</sup>	£30,192
Learned new skills, resulting in increased confidence	Upcycling your wardrobe course <sup>13</sup>	£2,541
Feeling less stressed or anxious	Value of sometimes feeling relaxed to all of the time <sup>14</sup>	£20,321
Learned new coping techniques and strategies, helping them to deal with life's challenges	Cost of mindfulness course <sup>15</sup>	£2,106
		<b>£55,160</b>

## Repair Café

The following social values would be generated by increasing levels of participation in the repair café. We have estimated that reported outcomes will double over the next 12-month period.

<sup>6</sup> Family spending in the UK: April 2019 to March 2020, Office for National Statistics, Dataset: Family spending workbook 1: detailed expenditure and trends. (Revealed Preference)

<sup>7</sup> [http://www.moray.gov.uk/moray\\_standard/page\\_96652.html](http://www.moray.gov.uk/moray_standard/page_96652.html) (Revealed Preference)

<sup>8</sup> HACT mental health Social Value Calculator, V1.0, for a person >50 years (Wellbeing Valuation)

<sup>9</sup> HACT Value Calculator (Wellbeing Valuation)

<sup>10</sup> Valuing mental health: how a subjective wellbeing approach can show just how much it matters, D. Fujiwara, P. Dolan, UK Council for Psychotherapy, 2014, Table 4, (Wellbeing Valuation)

<sup>11</sup>

<https://www.learningwithexperts.com/foodanddrink/courses/river-cottage-eat-the-veg-patch> (Revealed Preference)

<sup>12</sup> HACT Value Calculator (Wellbeing Valuation)

<sup>13</sup> <https://www.craftscotland.org/whats-on/event/upcycle-your-wardrobe-with-embellished-motifs-1909> (Revealed Preference)

<sup>14</sup> HACT mental health Social Value Calculator, V1.0, for a person >50 years (Wellbeing Valuation)

<sup>15</sup> <https://moraywellbeinghub.org.uk/2021/05/05/training-highland-mindfulness-group-kindfulness-a-4-week-self-care-course/> (Revealed Preference)

TABLE 3.2. – REPAIR CAFÉ

Outcomes	Proxy	Value
People saving money on cost of new devices	Average HH expenditure on mobile phones, computers, major and small electric applications <sup>16</sup>	£7,644
Waste removed from landfill (tonne)	Scottish landfill tax rate, £96.70 per tonne standard rate <sup>17</sup>	£8
CO2 emissions prevented (tonne)	Carbon values in 2020 prices per tonne of CO2 (Central estimate) <sup>18</sup>	£145
		<b>£7,797</b>

### New health promotion activities

TTF are currently planning a variety of health promotion activities, aimed at longer-term unemployed people and those with significant health problems. We do not yet have a clear idea of participation levels (estimates range from 6 to 15 participants) or likely impacts so have estimated that at least 5 local people will experience the following health and employability benefits.

TABLE 3.2. – HEALTH PROMOTION

Outcomes	Proxy	Value
Participants reporting better physical health	Average wellbeing cost of physical health conditions <sup>19</sup>	£4,456
Better mental health	Value of sometimes feeling relaxed to all of the time <sup>20</sup>	£5,376
Improved confidence and employability	Value of employment training <sup>21</sup>	£3,235
		<b>£13,067</b>

### Green Shoots

As highlighted above, Green Shoots is an educational activity planned for 3 local schools, with 90 children likely to learn more about composting, growing and other environmental themes.

TABLE 3.2. – GREEN SHOOTS

Outcomes	Proxy	Value
Students with improved environmental awareness	Membership of an environmental charity (e.g., Keep Britain Tidy, Soil Association)	£6,480
School staff supported to deliver environmental education	Train the trainer course on environmental action <sup>22</sup>	£1,785
		<b>£8,265</b>

<sup>16</sup> Family spending in the UK: April 2019 to March 2020, Office for National Statistics, Dataset: Family spending workbook 1: detailed expenditure and trends. (Revealed Preference)

<sup>17</sup> <https://www.gov.uk/government/publications/rates-and-allowances-landfill-tax/landfill-tax-rates-from-1-april-2013>

<sup>18</sup> <https://www.gov.uk/government/publications/valuing-greenhouse-gas-emissions-in-policy-appraisal/valuation-of-greenhouse-gas-emissions-for-policy-appraisal-and-evaluation>

<sup>19</sup> Valuing mental health: how a subjective wellbeing approach can show just how much it matters, D. Fujiwara, P. Dolan, UK Council for Psychotherapy, 2014, Table 4, (Wellbeing Valuation)

<sup>20</sup> Valuing mental health: how a subjective wellbeing approach can show just how much it matters, D. Fujiwara, P. Dolan, UK Council for Psychotherapy, 2014, Table 4, (Wellbeing Valuation)

<sup>21</sup> <https://www.enviroeducation.co.uk/school-training#training>

<sup>22</sup> <https://www.enviroeducation.co.uk/school-training#training> (Revealed Preference)

## Health savings

The health outcomes outlined above are also likely to reduce demand for NHS services. These values are not generally interpreted as direct cost savings, but rather opportunities for the NHS to re-allocate resources<sup>23</sup>.

**TABLE 3.2. - HEALTH SOCIAL VALUES**

Outcomes	Proxy	Value
Improved physical health	Value of 1 less hospital outpatient attendance per year	£390
Improved mental health	Value of 1 less community mental health provision per year	£3,124
Improved physical health	Value of 1 hour less GP time per year	£390
Improved mental health	Value of 1 hour less GP time per year	£2,243
		<b>£5,953</b>

## Summary

The following table provides an estimated picture of the additional social and community benefits likely to be generated in a 12-month period, should the CAT go ahead.

This is broken down for each of TTF's main areas of activity.

**TABLE 2.9 - SOCIAL VALUE BY ACTIVITY**

Activity	Value
Wellbeing activities	£55,160
Community Garden	£18,816
Health promotion	£13,067
Green Shoots	£8,265
Repair Café	£7,797
NHS savings	£6,148
<b>TOTAL</b>	<b>£109,253</b>

Most of the values are accounted for by the increasing scale of Wellbeing activities and more Community Gardeners.

A full SROI would also require an assessment of the following:

- **Attribution** - the impact of others' work, or where outcomes happen as a result of more than one intervention or activity.
- **Deadweight** - the outcomes that are likely to happen anyway, even if planned activities do not take place.
- **Drop Off** - the effect of declining values over time (only relevant for longer-term studies)
- **Materiality of Impact** - checking that impacts are all relevant and material to the success of the activity
- **Sensitivity Analysis** - testing assumptions and variables to identify areas where imperfect evidence would have a major impact on the findings

It is most likely that attribution and deadweight would have an impact on some of the wellbeing measures, as many other factors, interventions and behaviours can have an impact. We have therefore moderated some of the social values for health impacts, reducing values by up to 40% in the case of more limited interventions (e.g. weekly wellbeing classes).

## Inputs

A formal Social Return on Investment (SROI) study requires a detailed description and valuation of the inputs of various stakeholders, so that this can be compared to the values generated.

However, this study is primarily concerned with the added value of a successful Community Asset Transfer by TTF, so therefore compares the likely additional benefits for the Forres community against the economic loss to the Common Good Fund.

<sup>23</sup> All from Cabinet Office Unit Cost Database, value 2021/22 (Resource Reallocation)

The estimated additional social and community benefits of £109,058 in a 12-month period would outweigh the maximum loss of £13,200 rent per annum by a factor of 8:1.

We would advise against applying this ratio to future years. These figures are based on a forecast of activity currently being planned or prepared by TTF but are subject to a significant level of uncertainty. Some activities will be delivered in different formats or scales than foreseen. It may therefore be useful to repeat this activity in future, reviewing the activities delivered by TTF in a defined 12-month period. This will help to verify this forecast and build a more accurate longer-term view of benefits and impacts for the Forres community.

The current forecast does not account for the external funding that will be required, or the contributions that will need to be obtained from various stakeholders, if the CAT project is to be successful. It should be noted that funding including the potential £233,750 from the Scottish Land Fund would be profiled over the entire lifetime of the investment project.

# Annex A: Logic Model



LOCAL NEED	ACTIVITIES (DELIVERABLES)	MAIN BENEFICIARIES	OUTCOMES			LINK TO NATIONAL / LOCAL PRIORITIES
			SHORT TERM	MEDIUM TERM	LONG TERM	
<p>The Forres area is affected by social, economic and demographic challenges. This includes an older age profile, many living alone and low population density. Many younger people leave the area for education and jobs.</p> <p>There is localised deprivation, with poor health and wellbeing (especially among older people) including poor diets due to reliance on low-quality food, poor health and physical fitness, and mental health issues including isolation and loneliness. Many of these factors have been exacerbated by the Covid-19 pandemic.</p> <p>The Transition Towns movement seeks to address some of the global challenges affecting local communities (like climate change, economic inequalities and social isolation).</p> <p>Local communities like Forres are reliant on external systems and vulnerable to crises (such as reliance on fossil fuels, food imports and living costs).</p> <p>There is a lack of opportunities for local learning and ways of exploring different issues (also some cultural hesitancy around getting involved).</p> <p>Without spaces for experimentation and collaboration such as TTF the valuable knowledge and skills (farming for example) that existed in communities is not being shared and in danger of being lost.</p> <p>There is an urgent need for people to have access to new ideas, projects and partnerships (e.g. sustainable, creative and intergenerational activities).</p>	<p><b>Current demonstration projects:</b></p> <p>1. <i>Let's Eat, confidence to cook class</i></p> <p>2. <i>Community Garden</i></p> <p>3. <i>Wellbeing Programme (yoga, meditation, exercise, arts and crafts, women's make and mend session)</i></p> <p><b>Planned activities:</b></p> <p><i>Increased volunteering</i>  <i>Educational and creative activities</i>  <i>Green Shoots (with primary schools)</i>  <i>Planet A (shop and café)</i>  <i>Community Composting</i>  <i>Community / film nights / crafts / markets</i>  <i>Reuse, repair and recycle projects</i>  <i>Rental of indoor and outdoor space, office space</i>  <i>Recruitment of key staff (ig. Development worker, voluntary and comms capacity)</i></p>	<p>Regular attendees</p> <p>55 regular gardeners</p> <p>60 attendees, mainly targeted at over 50s</p>	<p>Increased food knowledge or cooking skills (e.g. nutrition, reducing waste, meal planning?)</p> <p>Made new social connections</p> <p>More involved in healthy / outdoor activity</p> <p>Made new social connections</p> <p>Tried new activities or learned new skills</p> <p>Learned new techniques and coping strategies that work for me</p> <p>Feel part of a group of people (who support each other)</p>	<p>Eating more healthily / cooking healthier meals for others</p> <p>More confident/ inspired to make homemade meals</p> <p>Increased availability of healthy, organic produce</p> <p>More physically active</p> <p>Feel less stressed or anxious</p> <p>Feel more confident in my abilities</p> <p>Feel calmer / less stressed or anxious</p> <p>Feel more able to deal with life challenges</p>	<p>Improved employability (hospitality industry?)</p> <p>Reduced waste or emissions / more sustainable lifestyles</p> <p>Improved health and wellbeing</p>	<p>SG Covid Recovery Action Plan (health and wellbeing, empower communities and places)</p> <p>Scottish Government Health Policy (2017)</p> <p>SG Climate Change Plan 2018–2032 and Just Transition Commission</p> <p>SG / COSLA Community Empowerment Action Plan</p> <p>Scotland's Economic Strategy and SG Social Enterprise Action Plan</p> <p>Community Wealth Building (ownership of local assets so local communities benefit)</p> <p>Land for the Common Good: Community Land Scotland's manifesto for a Sustainable Scotland</p> <p>Moray 10 Year Plan Local Outcomes Improvement Plan (access to health, social, cultural services, rural communities and older people, learning, skills shortages, out-migration)</p> <p>Moray Climate Change Strategy and Action Plan 2021</p> <p>Moray Food Growing Strategy</p> <p>Forres Community Plan 2020</p> <p>Transition Towns Network</p> <p>UN Sustainable Development Goals and 2030 Agenda for Sustainable Development</p>



# Annex B: Social Value Map (Forecast)

Stage 1		Stage 2			Stage 3					Stage 4				Stage 5					
Stakeholder	Inputs		Outputs	The Outcomes										Calculating Social Return					
Who do we have an effect on? Who has an effect on us?	What they invest (description)	What they invest (value £)	Summary of activity (quantified)	Description	Quantity	Duration	Financial Proxy Description	Value	Source	Attribution %	Deadweight %	Drop off %	Impact	Discount rate (%)	3.5%	Year 1	Year 2	Year 3	
			How would you describe the change?	How much change was there	How long does the change last?				Who else contributed to the change?	What would have happened without the activity?	Does the outcome drop off in future years?	Outcomes times proxy less attribution, displacement and deadweight							
Forres Residents			Increase to 60 Community Gardeners	Gardeners with improved access to healthy and organic produce	5	1	Average HH expenditure on fresh fruit and vegetables	£442.00	Family spending in the UK: April 2019 to March 2020, Office for National Statistics, Dataset: Family spending workbook 1: detailed expenditure and trends. (Revealed Preference)				£2,210.00			£2,210.00	£0.00	£0.00	
				Gardeners with increased access to green space or physical activity	4	1	Annual Fitness Membership for Individuals	£267.00	<a href="http://www.moray.gov.uk/moray_standard/page_96652.html">http://www.moray.gov.uk/moray_standard/page_96652.html</a>				£1,027.95			£1,027.95	£0.00	£0.00	
				Gardeners feeling less stressed or anxious and more able to deal with life's challenges	4	1	Value of sometimes feeling relaxed to all of the time	£1,680.00	HACT mental health Social Value Calculator, V1.0, for a person >50 yrs (Wellbeing Valuation)	10%	10%		£4,966.92			£4,966.92	£0.00	£0.00	
				Gardeners making new social connections or friendships	3	1	Value of being a member of a social group	£1,850.00	HACT Value Calculator				£6,382.50			£6,382.50	£0.00	£0.00	
				Gardeners with improved health and wellbeing	3	1	Average value of Chest/breathing problems, asthma, bronchitis; Heart/blood pressure or blood circulation problems; Problems connected with: arms, legs, hand, feet, back; and Skin conditions/allergies.	£1,392.50	Valuing mental health: how a subjective wellbeing approach can show just how much it matters, D. Fujiwara, P. Dolan, UK Council for Psychotherapy, 2014, Table 4, (Wellbeing Valuation)	10%	10%		£3,891.34			£3,891.34	£0.00	£0.00	
				Gardeners learning new skills	3	1	Eat the veg patch course	£135.00	<a href="https://www.learningwithexperts.com/foodanddrink/courses/river-cottage-eat-the-veg-patch">https://www.learningwithexperts.com/foodanddrink/courses/river-cottage-eat-the-veg-patch</a>					£337.50			£337.50	£0.00	£0.00
				Increase to 100 participants in wellbeing activities (inc Make and Mend)	Participants feel part of a group who support each other	26	1	Value of being a member of a social group	£1,850.00	HACT Value Calculator	20%	20%		£30,192.00			£30,192.00	£0.00	£0.00
					Participants learned new skills, resulting in increased confidence	23	1	Upcycling your wardrobe course	£110.00	<a href="https://www.craftscotland.org/whats-on/event/upcycle-your-wardrobe-with-embellished-motifs-1909">https://www.craftscotland.org/whats-on/event/upcycle-your-wardrobe-with-embellished-motifs-1909</a>				£2,541.00			£2,541.00	£0.00	£0.00
					Participants feeling less stressed or anxious	19	1	Value of sometimes feeling relaxed to all of the time	£1,680.00	HACT mental health Social Value Calculator, V1.0, for a person >50 yrs (Wellbeing Valuation)	20%	20%		£20,321.28			£20,321.28	£0.00	£0.00
					Participants learned new coping techniques and strategies, helping them to deal with life's challenges	18	1	Cost of mindfulness course	£120.00	<a href="https://moraywellbeinghub.org.uk/2021/05/05/training-highland-mindfulness-group-kindfulness-a-4-week-self-care-course/">https://moraywellbeinghub.org.uk/2021/05/05/training-highland-mindfulness-group-kindfulness-a-4-week-self-care-course/</a>				£2,106.00			£2,106.00	£0.00	£0.00
				Increase to 94 participants in Repair Café	Devices repaired (e.g. laptop, tablet, kettle, vacuum, phone, record player)	30	1	Average HH expenditure on mobile phones, computers, major and small electric applications	£254.80	Family spending in the UK: April 2019 to March 2020, Office for National Statistics, Dataset: Family spending workbook 1: detailed expenditure and trends. (Revealed Preference)				£7,644.00			£7,644.00	£0.00	£0.00
				New health activities (Moving for Food programme, social prescribing etc)	Participants reporting better physical health	5	1	Average value of Chest/breathing problems, asthma, bronchitis; Heart/blood pressure or blood circulation problems; Problems connected with: arms, legs, hand, feet, back; and Skin conditions/allergies.	£1,392.50	Valuing mental health: how a subjective wellbeing approach can show just how much it matters, D. Fujiwara, P. Dolan, UK Council for Psychotherapy, 2014, Table 4, (Wellbeing Valuation)	20%	20%		£4,456.00			£4,456.00	£0.00	£0.00
					Participants reporting better mental health	5	1	Value of sometimes feeling relaxed to all of the time	£1,680.00	HACT mental health Social Value Calculator, V1.0, for a person >50 yrs (Wellbeing Valuation)	20%	20%		£5,376.00			£5,376.00	£0.00	£0.00
					Participants reporting improved confidence and employability	5	1	Value of employment training	£647.00	HACT Social Value Bank v4.2 (Wellbeing Valuation)				£3,235.00			£3,235.00	£0.00	£0.00
			Greenshoots activity for 3 local schools	Students with improved environmental awareness	90	1	Membership of an environmental charity (e.g. Keep Britain Tidy, Soil Association)	£72.00	Minimum recommended regular donation				£6,480.00			£6,480.00	£0.00	£0.00	
				School staff supported to deliver environmental education	3	1	Train the trainer course on environmental action	£595.00	<a href="https://www.enviroeducation.co.uk/school-training#training">https://www.enviroeducation.co.uk/school-training#training</a>				£1,785.00			£1,785.00	£0.00	£0.00	
Common Good Fund (Moray Council)	Annual rent payment no longer applicable	£13,200.00				1	Annual rental income						£0.00			£0.00	£0.00	£0.00	
NHS Grampian			Impact of gardening and wellbeing activities	Reduced pressure on services, leading to resource re-allocation opportunities - Improved physical health	4	1	Value of 1 less hospital outpatient attendance per year - average cost per outpatient attendance (to NHS)	£135.00	Cabinet Office Unit Cost Database, value 2021/22 (Resource Reallocation)	15%	15%		£390.15			£390.15	£0.00	£0.00	
				Reduced pressure on services, leading to resource re-allocation opportunities - Improved mental health	23	1	Value of 1 mental health community provision per year less - average cost per contact (to NHS)	£188.00	Cabinet Office Unit Cost Database, value 2021/22 (Resource Reallocation)	15%	15%		£3,124.09			£3,124.09	£0.00	£0.00	
				Reduced pressure on services, leading to resource re-allocation opportunities - Improved physical health	4	1	Value of 1 hour less GP per year	£135.00	Cabinet Office Unit Cost Database, value 2021/22 (Resource Reallocation)	15%	15%		£390.15			£390.15	£0.00	£0.00	
				Reduced pressure on services, leading to resource re-allocation opportunities - Improved mental health	23	1	Value of 1 hour less GP per year	£135.00	Cabinet Office Unit Cost Database, value 2021/22 (Resource Reallocation)	15%	15%		£2,243.36			£2,243.36	£0.00	£0.00	
Local environment			Repair Cafés	Waste removed from landfill (tonne)	0.082	1	Scottish landfill tax rate, £96.70 per tonne standard rate	£96.70	<a href="https://www.gov.uk/government/publications/rates-and-allowances-landfill-tax/landfill-tax-rates-from-1-april-2013">https://www.gov.uk/government/publications/rates-and-allowances-landfill-tax/landfill-tax-rates-from-1-april-2013</a>				£7.93			£7.93	£0.00	£0.00	
				CO2 emissions prevented (tonne)	0.603	1	Carbon values in 2020 prices per tonne of CO2 (Central estimate)	£241.00	<a href="https://www.gov.uk/government/publications/valuing-greenhouse-gas-emissions-in-policy-appraisal/valuation-of-greenhouse-gas-emissions-for-policy-appraisal-and-evaluation">https://www.gov.uk/government/publications/valuing-greenhouse-gas-emissions-in-policy-appraisal/valuation-of-greenhouse-gas-emissions-for-policy-appraisal-and-evaluation</a>				£145.32			£145.32	£0.00	£0.00	
Total Input													£109,253.50			£109,253.50	£0.00	£0.00	
														Total Present Value (PV)	£105,558.93				
														Net Present Value	£92,358.93				
														Social Return £ per £	8.00				

Find out more  
[www.socialvaluelab.org.uk](http://www.socialvaluelab.org.uk)

[info@socialvaluelab.org.uk](mailto:info@socialvaluelab.org.uk)

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Call us on **0141 530 1479**

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Studio 222, South Block,  
60 Osborne Street, Glasgow, G1 5QH.

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