



# SOCIAL RETURN ON INVESTMENT

MAY 2019

East Lancashire

**UP**   
**active**  
Consortium



Ribble Valley  
Borough Council  
[www.ribblevalley.gov.uk](http://www.ribblevalley.gov.uk)

# UP active

## EAST LANCASHIRE

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# UP active CHANGES LIVES

**14,213**

people have

**BETTER  
MOBILITY**

**8,986**

people

**FEEL  
FITTER**

**7,230**

people have

**LOST  
WEIGHT**

**9,907**

people have

**MADE  
FRIENDS**

**8,670**

people

**FEEL  
HAPPIER**

**9,240**

people

**FEEL  
STRONGER**

**7,967**

people are

**MORE  
RELAXED**

Over 1.2  
million  
digital  
hits



**"MY HEALTH HAS  
GREATLY IMPROVED"**



"I visit the gym three times a week and do two classes. I feel more confident, have loads more energy and I have made new friends. My family tell me they are proud of me, I have left the dark place and have moved forward."



# EVERY £1

**INVESTED IN  
UP & ACTIVE**

**PROVIDES A  
SOCIAL  
RETURN ON  
INVESTMENT  
OF**

# £28.19

**THIS SOCIAL RETURN ON  
INVESTMENT IS BASED  
ON THE CHANGES  
PEOPLE TOLD US ABOUT  
IN THEIR OWN WORDS**

**PEOPLE  
HAVE  
LESS  
PAIN  
AND  
MORE  
ENERGY**

**"I HAVE  
LOST  
WEIGHT  
AND GOT  
FITTER"**

100% of  
participants  
increased  
their  
physical  
activity



**15,876**

participants took part in an  
intensive targeted activity  
between 2016 and 2019



**"I'm now more active as I was pretty much  
house bound and reliant on taxis before  
starting the programme; my mental health  
and mood has also improved. I can now walk  
without crutches and do my own shopping."**



## HEALTH IMPACT



7,036 people saw an improvement in a  
specific physical health condition

2,091 people saw an improvement in a specific mental health  
condition

1,688 people take a lot less medication and a further  
807 take a bit less

3,585 people see the GP a lot less and a further 2450 visit their  
GP a bit less

612 people improved their blood pressure, 956 had an  
improvement in diabetes and 617 people can now manage their  
cardiac condition better

**PLUS  
3,324  
PEOPLE  
RECOVERED  
BETTER  
FROM AN  
OPERATION**

This evaluation was  
carried out by  
Kirsty Rose Parker  
for  
The Evaluator  
in  
May 2019



**"I am now not borderline  
diabetic after losing two  
stone in weight."**



the  
evaluator

## INTRODUCTION

Up and Active is a project running across East Lancashire which aims to get everyone Up and Active, which is delivered by a consortium of four East Lancashire Leisure Trusts; Pendle Leisure Trust, Burnley Leisure Trust, Hyndburn Leisure Trust, Rossendale Leisure Trust and Ribble Valley Borough Council. With sessions based around introductions to gentle exercise; targeted weight management activities; a programme of exercise for children and young people; and a dedicated cardiac rehabilitation programme, there is something for almost everyone.

The majority of those using the Up and Active targeted programmes are vulnerable in some way; for whatever reason they struggle to engage with mainstream physical activity programmes. Often that's because of ill health and a lack of understanding of what they can and can't do.



### Direct Quote from LCC Consultation

**"After heart attack this service greatly helped me to get fit and active again, showing me what I could do and not what I can't do"**

A lot of the work Up and Active does is to try and improve health outcomes for participants, and throughout this report health impact is discussed. Many people mentioned diabetes and blood pressure in particular.

"The probabilities of experiencing these diseases (Chronic Heart Disease, Stroke, Type II Diabetes) vary with levels of physical activity. Those who increase their physical activity generally have reduced probabilities of experiencing the diseases, which results in corresponding improvements in health-related quality of life and health care cost savings." NICE return on investment for physical activity, 2014.

This Social Return on Investment (SROI) is a robust framework for exploring the changes in people's lives which is directly due to the work of Up and Active. It is values which correspond directly to the changes people told us about in their own words.

"Those who increase their activity will have reduced probabilities of developing CHD, stroke, and type II diabetes relative to those who are inactive. This impact is assumed to last for ten years." NICE return on investment for physical activity, 2014.

This SROI is based upon three years of impact and activity and it is cautious in its assumptions. The quote above shows that impact can last a long time, but for the purposes of 'believability' we have assumed that the impact gained over three years, will last for a maximum of three years. This report shows exactly how the SROI has been worked out and is therefore transparent and available for scrutiny.

## EVALUATION METHODOLOGY

This evaluation was carried out between March and May 2019, by Kirsty Rose Parker, founder and director of The Evaluator.

Up and Active as a project collates a lot of information; participants fill in paperwork at the start and end of their 12-week sessions. All attendances are monitored and case studies are collected. The paperwork covers: satisfaction, health, and wellbeing. Wellbeing is monitored by the Warwick Edinburgh Scale of Wellbeing, Physical Activity is monitored via COOP (The Dartmouth COOP method consists of seven questions measuring seven domains of

health status: physical fitness, feelings, daily activities, social activities, change in health status, current overall health perceptions, and bodily pain) and scores are recorded.

In addition, during March and April 2019 a wide-ranging consultation occurred, organised by Lancashire County Council who were proposing to dramatically reduce the funding to the Up and Active project (the outcome of this consultation is not yet known at the time of writing this report). After a conversation with Clive Escreet, Up and Active Project Manager, it was clear that more consultation was not going to be the right approach.

The Evaluator designed a methodology for this Social Return on Investment, designed to enhance what existed rather than to repeat.

- In the beginning The Evaluator carried out desk research on all paperwork available; monitoring reports, case studies, evaluation results and statistics already in existence
- The Evaluator attended a Lancashire County Council consultation meeting on the 20<sup>th</sup> March to hear all the staff responses in person
- Carried out an initial analysis on as many existing consultation responses as possible
- Attended a team meeting on Monday 29<sup>th</sup> April and discussed with the Pendle team (who are representative of the whole project) the best and busiest groups with which to carry out gap consultation
- Designed and created a throwing activity using bean bags and hula hoops to gather answers to questions in a short space of time, which fits the ethos of Up and Active
- Carried out six different focus groups including gap questions and SROI value statements
- Carried out a Social Return on Analysis for the whole project and wrote this up into the transparent report you are reading right now!

## SOCIAL RETURN ON INVESTMENT

Carrying out a social return on investment is a robust framework for writing and describing a wider context of value. It puts a financial proxy on the project. It is presented in monetary terms but describes value, not actual money.

Carrying out an SROI is an evaluative process and this Social Return on Investment was carried out by The Evaluator between March and May 2019.

## PRINCIPLES OF SROI

Because SROI is robust and has a structured methodology, it does have some key principles.

1. Change is change and might not always be positive; there may be some negative implications
2. Stakeholders are key to the whole process; we started with our stakeholders – called participants in this document. We started with their words, their quotes - initially as a review of existing case studies and consultations and then took some questions directly to them
3. SROI uses financial proxies to value change. Throughout this SROI we have measured similar other experiences that could also make the changes our participants told us about
4. It can't include everything - not everything that changes in people's life is down to the project. It is just as important to know when to stop
5. An SROI should be truthful. It goes without saying really, but on an exercise like this honesty is the best policy. For an SROI to be believable it does need to be based on evidence and data, and not over-claimed
6. An SROI should be transparent; explaining the process like this gives us transparency
7. Results should be verified, either by stakeholders or experts or both; this is something that would be able to be checked as part of a new conversation (possibly via social media)

# 392,677

people took part  
in a weight  
management  
early  
intervention



# 4,292

people took  
part in a  
weight  
management  
12 week  
course



Weight Management: Numbers benefitting from Early Intervention work

Where	Year 1 (2016-17)	Year 2 (2017-18)	Year 3 (2018-19)	Total (Three Years)
Burnley	14,732	28,765	22,361	65,858
Hyndburn	16,155	41,782	41,340	99,277
Pendle	32,583	57,919	54,626	145,128
Ribble Valley	8,366	17,346	21,299	47,011
Rossendale	5,541	14,432	15,430	35,403
Total				392,677

Weight Management: Numbers attending the Intensive 12- Week programme

Where	Year 1 (2016-17)	Year 2 (2017-18)	Year 3 (2018-19)	Total (Three Years)
Burnley	286	672	363	1321
Hyndburn	106	298	141	545
Pendle	178	327	161	666
Ribble Valley	92	429	123	644
Rossendale	191	607	318	1116

Total Number of those taking part in a Weight Management intensive programme:  
**4,292 people**



## Physical Activity: Numbers benefitting from a digital interaction

Where	Year 1 (2016-17)	Year 2 (2017-18)	Year 3 (2018-19)	Total (Three Years)
Burnley	0	32,634	92,563	125,197
Hyndburn	0	83,201	88,444	171,645
Pendle	0	319,939	305,013	624,952
Ribble Valley	0	3,971	20,157	24,128
Rossendale	0	80,072	262,721	342,793
<b>Total</b>				<b>1,288,715</b>

Over 1.2  
million  
digital  
hits



**10,029**  
people took  
part in a  
physical  
activity 12  
week course



## Physical Activity: Numbers benefitting from a 12-week targeted intervention

Where	Year 1 (2016-17)	Year 2 (2017-18)	Year 3 (2018-19)	Total (Three Years)
Burnley	418	911	877	2,206
Hyndburn	347	844	909	2,100
Pendle	485	1518	606	2,609
Ribble Valley	140	538	550	1,228
Rossendale	389	722	775	1,886

Total Number of those taking part in an intensive targeted physical activity programme: **10,029 people**



From LCC Consultation; Answer to the question  
'Why did you use the service?'

**"to improve health and wellbeing/ to keep fit and active in retirement / to meet new people and make friends – all of which I have achieved with the help of Up and Active"**



**617**  
people took  
part in a  
cardiac  
rehabilitation  
course



Physical Activity: Numbers benefitting from a targeted Cardiac Rehabilitation programme

Where	Year 1 (2016-17)	Year 2 (2017-18)	Year 3 (2018-19)	Total (Three Years)
<b>Burnley</b>	n/a	98	87	185
<b>Hyndburn</b>	n/a	52	53	105
<b>Pendle</b>	n/a	94	59	153
<b>Ribble Valley</b>	n/a	44	36	80
<b>Rossendale</b>	n/a	53	41	94

Total Number of those taking part in a cardiac rehab programme: **617 people**

Children and Young People: Total number of CYP taking part

Where	Year 1 (2016-17)	Year 2 (2017-18)	Year 3 (2018-19)	Total (Three Years)
<b>Burnley</b>	n/a	n/a	149	149
<b>Hyndburn</b>	n/a	n/a	216	216
<b>Pendle</b>	n/a	n/a	232	232
<b>Ribble Valley</b>	n/a	n/a	148	148
<b>Rossendale</b>	n/a	n/a	193	193

Total Number of Children and Young People taking part in a physical activity programme: **938 people**

**938**  
children and  
young people  
took part in a  
physical  
activity



These CYP figures are based on a six month period of activity during 2018-19 as this is a new addition to the whole programme.

In order to identify the changes in people's lives we carried out a review on all the documentation available to try and identify the changes in people's lives.



Direct Quote from LCC Consultation

**“Active Lives is a gentle process that is good to help regain your strength and activity”**

Firstly, we used the existing evaluation data which told us that:

**100% of participants increased their physical activity**



- 100% of people saw an increase in physical activity
- 52% lost weight
- 98% saw an improvement in wellbeing
- 100% were satisfied with the programme
- 100% of cardiac completers were better able to manage their condition
- 70.9% of people saw an improvement in their COOP Score
- 7.1% of people moved out of 'low mental wellbeing' – i.e. they had a score of 40 or less on the Warwick Edinburgh Scale of Wellbeing when joining the project, and were above 40 when leaving



Direct Quote from LCC Consultation

**“I have lost weight and got fitter”**

The changes below are those mentioned in 34 'free text' consultations and 56 case studies alongside the headline evaluation figures shown above. The three different data sources have been triangulated and the gaps are the choices taken to live consultation.

Change	Percentage from evaluation	Percentage from LCC Paper Consultation	Percentage from Case Studies	Taken to live consultation	Average Percentage Used
<b>Social/ Make friends or less lonely</b>	n/a	47.1	25	Yes	
<b>Lose Weight</b>	52	23.5	69.6	No	48.4% of adults lose weight
<b>Feel fitter</b>	n/a	47	69.9	Yes	
<b>More relaxed</b>	n/a	8.8	10.7	Yes	
<b>Recover from an operation</b>	n/a	29.4	17.9	Yes	
<b>Happier</b>	98% increase in wellbeing	8.8	39.3	No	48.7% of people feel happier
<b>Eat better or receive diet advice</b>	n/a	2.9	21.4	Yes	
<b>Motivation from the Staff</b>	n/a	14.7	39.3	No	This is part of the model, not the change
<b>Specific Mental Health improvement including bereavement</b>	7.1% moved out of 'low mental wellbeing'	20.5	14.3	No	14% of people see a specific improvement to their mental health
<b>Specific physical health improvement</b>	70.9% improved COOP Score	29.4	41	No	47.1% see an improvement in their physical health
<b>Confidence</b>	n/a	5.9	16	Yes	
<b>Stronger</b>	n/a	5.9	0	Yes	
<b>Better mobility</b>	n/a	17.6	14.3	Yes	
<b>Stop smoking</b>	n/a	2.9	1.8	No	2.35% of people stop smoking
<b>Reduce medication</b>	n/a	2.9	5.4	Yes	
<b>Learn about food</b>	n/a	0	7.1	Yes	
<b>Less pain</b>	n/a	0	5.4	Yes	
<b>Impact on family – eat better</b>	n/a	0	1.8	Yes	
<b>Impact on family – exercise</b>	n/a	0	5.4	Yes	
<b>More energy</b>	n/a	0	10.7	Yes	
<b>Back to work</b>	n/a	0	3.6	No	3.6% of people recover well enough from their health problems to go back to work
<b>Improvement in blood pressure</b>	n/a	0	4.1	No	4.1% see an improvement in their blood pressure
<b>Improvement in diabetes or pre-diabetes</b>	n/a	2.1	10.7	No	6.4% of people see an improvement in diabetes or pre-diabetes



Focus Group held at The Good Life Project

Thursday 2<sup>nd</sup> May, 10am.

Audience profile: a group of men, varying ages, most with mental health issues or learning disabilities

Number who took part: 10

Activity undertaken: Questions via throwing game, no value statements undertaken due to being outside in the rain.

Focus Group held at Seedhill Gym

Thursday 2<sup>nd</sup> May, 11am.

Audience profile: a group of older men and women, all taking part in a targeted physical activity class.

Number who took part: 10

Activity undertaken: Questions asked individually while participants exercised and value statements undertaken.

Focus Group held at West Craven Gym

Thursday 2<sup>nd</sup> May, 3pm.

Audience profile: a group of mixed ages, mostly female, all taking part in a weight management class.

Number who took part: 5

Activity undertaken: Questions asked individually while participants exercises and value statements undertaken.

Focus Group held at St Johns Methodist Church

Friday 3<sup>rd</sup> May, 11am.

Audience profile: a group of mostly older people, mixed men and women, who all took part in a cardiac rehab programme and now continue to attend a weekly paid exercise class.

Number who took part: 13

Activity undertaken: Questions via throwing game and value statements

Focus Group held at West Street Primary School

Friday 3<sup>rd</sup> May, 12pm.

Audience profile: a group of Year 2 primary school children, aged 6-7years, mix of boys and girls

Number who took part: 11

Activity undertaken: Throwing game – slightly adapted questions to account for age, for example 'Do you have better mobility' became 'Do you feel more bendy' and 'Do you eat better' became 'Do you eat healthy food'.

Focus Group held at West Street Primary School

Friday 3<sup>rd</sup> May, 12.45pm.

Audience profile: a group of Year 4, 5 and 6 primary school children, aged between 8 and 11 years, mostly boys.

Number who took part: 18

Activity undertaken: Throwing game – slightly adapted questions to account for age, for example 'Do you have better mobility' became 'Do you feel more bendy' and 'Do you eat better' became 'Do you eat healthy food'.

Total Number of Participants Consulted: 57



**"If I hadn't taken any action, I would still just be sitting on the settee doing nothing and just getting bigger and bigger."**



Direct Quote from LCC Consultation

**"My health has greatly improved"**



**"I can now fit into some clothes which were too tight for me, I enjoy going to the gym and swimming, as well as trying new activities, and I've learned about calories in food and drink."**



Participants were asked a series of questions via a simple throwing game. The questions were amended slightly for the Children and Young People (CYP) who took part.

Question	Seedhill Group: % Yes	West Craven: % Yes	St Johns Group: % Yes	Good Life: % Yes	CYP First Group: % Yes	CYP Second Group: % Yes	Average Percentage Yes
Did you make friends?	90	80	100	100	100	63.6	88.9%
Did you feel more relaxed?	100	80	100	100	94.4	69.2	90.6%
Did you recover better from an operation?	10	20	100	12.5	n/a	n/a	100% of Cardiac Rehab patients recover better from an operation  14.2% of all other people recover better from an operation
Do you feel stronger?	70	80	92.3	100	100	63.6	84.3% feel stronger
Do you feel more confident?	30	40	76.9	100	94.4	61.5	67.1% feel more confident
Do you have more energy?	70	40	100	100	83.3	69.2	77.1% have more energy
CYP only...							
Can you bend more?					77.8	84.5	81.2% of CYP feel more 'bendy'
Do you eat healthy food?					27.8	63.6	45.7% of CYP eat healthy food
Are you happier when you exercise?					94.4	69.2	81.8% of CYP feel happier when they exercise



"I feel much fitter, I go to the gym regularly and aqua jog, and now I go shopping and walking."





Half way through the throwing game; the 'yes' option was switched for 'yes a lot' and 'yes a bit'.

Question	Seedhill %Yes, a lot	Seedhill %Yes, a bit	West Craven %Yes, a lot	West Craven %Yes, a bit	St Johns %Yes, a lot	St Johns %Yes, a bit	Good life %Yes, a lot	Good life %Yes, a bit	Average %Yes, a lot	Average %Yes, a bit
Do you have better mobility?	65	35	20	40	100	0	100	0	71.25%	18.75%
Do you eat better?	30	20	20	60	30.7	46	50	25	32.7%	37.8%
Did you learn about a healthy diet?	30	20	60	0	n/a	n/a	62.5	12.5	50.8%	10.8%
Do you have less pain?	30	20	0	0	69.2	7.7	50	0	37.3%	6.9%
Do you take less medication?	0	20	0	0	7.7	15.4	37.5	0	11.3%	5.4%
Do you see the GP or other health professional less often?	10	30	20	0	53.8	23	12.5	12.5	24%	16.4%
Does your whole family have a better diet?	n/a	n/a	40	20	23	30.7	12.5	12.5	25.2%	21%
Does your whole family exercise more?	n/a	n/a	60	0	0	53.8	25	0	28.3%	17.9%
Is your family happier?	n/a	n/a	60	20	84.6	15.4	50	12.5	64.8%	16%



**“David reports he was struggling with joint problems before starting the programme, especially with ankle pain, and is now pain free. David has now encouraged his wife and daughter to become more active, and they have signed up to a joint membership at the St Peter’s Centre, Burnley and swim together at least twice a week.”**



**“Salim says that attending the programme sparked his motivation to get back on track and that he has also learnt about healthy eating and nutrition, and how to lose and maintain weight loss long-term. Salim’s family have also made positive changes to their diet and are eating much healthier. Salim remarks he has been amazed by how many healthy swaps they have made which he thought they would never do.”**





**“I have also started to look at my families' diet and make some changes.”**



Direct Quote from LCC Consultation

**“Attending for bereavement (just lost partner of 35 years) and needed something to focus on – it worked!”**

The results from the consultation mean we can amend our main table of changes.

Change	Percentage from evaluation	Percentage from LCC Paper Consultation	Percentage from Case Studies	Taken to live consultation  Double weighted?	Average Percentage Used
<b>Social/ Make friends or less lonely</b>	n/a	47.1	25	Yes – 88.9%	62.48% of all participants make friends
<b>Lose Weight</b>	52	23.5	69.6	No	48.4% of adults lose weight
<b>Feel fitter</b>	n/a	47	69.9	Yes (more energy & more strength combined is equivalent to 'feel fitter')	56.6% of all participants feel fitter (average combined percentage of more energy and more strength)
<b>More relaxed</b>	n/a	8.8	10.7	Yes – 90.6%	50.18% of people feel more relaxed
<b>Recover from an operation</b>	n/a	29.4	17.9	Yes - 14.2% of all other people recover better from an operation	100% of Cardiac Rehab patients recover better from an operation + 18.9% of all other participants recover better from an operation
<b>Happier</b>	98% increase in wellbeing	8.8	39.3	No	48.7% of people feel happier + 81.8% of CYP feel happier when they exercise
<b>Eat better or receive diet advice</b>	n/a	2.9	21.4	Yes – completely replaced	32.8% eat a lot better and 38.7% eat a bit better + 45.7% of CYP eat healthy food

<b>Motivation from the Staff</b>	n/a	14.7	39.3	No	This is part of the model, not the change
<b>Specific Mental Health improvement including bereavement</b>	7.1 moved out of 'low mental wellbeing'	20.5	14.3	No	14% of people see a specific improvement to their mental health
<b>Specific physical health improvement</b>	70.9% improved COOP Score	29.4	41	No	47.1% see an improvement in their physical health
<b>Confidence</b>	n/a	5.9	16	Yes - 67.1% feel more confident	39% of all participants feel more confident
<b>Stronger</b>	n/a	5.9	0	Yes - 84.3% feel stronger	58.2% of people feel stronger
<b>Better mobility</b>	n/a	17.6	14.3	Yes	71.25% have a lot better mobility and 18.8% have a bit better mobility + 81.2% of CYP feel more 'bendy'
<b>Stop smoking</b>	n/a	2.9	1.8	No	2.35% of people stop smoking
<b>Reduce medication</b>	n/a	2.9	5.4	Yes	11.3% take a lot less medication and 5.4% take a bit less medication
<b>Learn about food</b>	n/a	0	7.1	Yes	50.8% learned a lot about food and 10.8% learned a bit
<b>Less pain</b>	n/a	0	5.4	Yes – replaced completely	37.3% have a lot less pain and 6.9% have a little less pain
<b>Impact on family – eat better</b>	n/a	0	1.8	Yes – replaced completely	25.2% whole family eats a lot better and 21% whole family eats a bit better
<b>Impact on family – exercise</b>	n/a	0	5.4	Yes – replaced completely	28.3% whole family exercises a lot more and 17.9% family exercises a little more
<b>More energy</b>	n/a	0	10.7	Yes - 77.1% have more energy	55% of people have more energy
<b>Back to work</b>	n/a	0	3.6	No	3.6% of people recover well enough from their health problems to go back to work
<b>Improvement in blood pressure</b>	n/a	0	4.1	No	4.1% see an improvement in their blood pressure
<b>Improvement in diabetes or pre-diabetes</b>	n/a	2.1	10.7	No	6.4% of people see an improvement in diabetes or pre-diabetes

After reading all the comments about specific health questions we also asked if people saw the GP or other health professionals less often: 24% saw them a lot less often, 16.4% saw them a bit less often.



Direct Quote from LCC Consultation

**"I used the service to lose weight to avoid taking medication as blood glucose and cholesterol was too high"**



**"I am now not borderline diabetic after losing two stone in weight."**



From LCC Consultation; Answer to the question  
'Why did you use the service?'

**"I had a knee op and wanted to get active as due to the knee op and possible future knee replacements I cannot go walking as I used to"**



Direct Quote from LCC Consultation

**"The programme provided by 'Up & Active' helps the NHS by keeping people away from A&E and the wards in hospital because they maintain a better lifestyle"**



Direct Quote from LCC Consultation

**"My activity is perfect to keep me happy and healthy"**

## SROI WHAT DO PEOPLE VALUE THE MOST

Value Statements Undertaken in total: Seedhill, St Johns, and West Craven took part in answering which changes were of most value to the participants.

Value	How much do you value more energy?	How much do you value better physical health?	How much do you value less pain?	How much do you value more flexibility or mobility?	How much do you value more friends?	How much do you value more strength?	How much do you value better mental health?
As much as a brand-new car	8	10	7	2	0	3	2
As much as the cost of my mortgage or rent paid for one year	0	5	2	3	0	4	5
As much as a new to me car	3	6	4	2	6	0	0
As much as a holiday abroad	3	2	4	7	4	6	3
As much as a new sofa	3	1	1	1	2	2	2
As much as a weekend away	2	1	1	5	5	6	4
As much as a new dress or suit	4	1	1	4	1	1	1
As much as a spa treatment day for two	2	2	0	4	1	2	3
As much as a meal in a restaurant for two	1	2	5	5	2	1	5
As much as a takeaway for two	3	2	1	3	6	2	4
As much as a coffee and cake	0	0	1	1	2	2	2

## SROI: VALUES USED DURING FOCUS GROUPS

We can assign a value to each of these statements:

Statement	Value
As much as a brand-new car	£12,000
As much as the cost of my mortgage or rent paid for one year	£6,000
As much as a new to me car	£4,000
As much as a holiday abroad	£2,000
As much as a new sofa	£1,000
As much as a weekend away	£500
As much as a new dress or suit	£200
As much as a spa treatment day for two	£100
As much as a meal in a restaurant for two	£60
As much as a takeaway for two	£25
As much as a coffee and cake	£6



Direct Quote from LCC Consultation

**"I would lose confidence as I always feel I have somewhere to go for support – as a pensioner this is vital"**



**"The support received from Up and Active to begin exercising has positively impacted on all areas of my life and crucially it has impacted on my family life, as I am now able to enjoy my time with them; my sister has joined aqua with me."**







# FINANCIAL PROXIES



The value list gives financial proxy values to some of the main changes in people's lives:

Value of 'more energy'	£4108.10
Value of 'better physical health'	£5627.19
Value of 'less pain'	£4519.67
Value of 'more flexibility or mobility'	£1867.05
Value of 'more friends'	£1278.69
Value of 'more strength'	£2673.17
Value of a 'better mental health'	£2093.94



**"I visit the gym three times a week and do two classes. I feel more confident, have loads more energy and I have made new friends. My family tell me they are proud of me, I have left the dark place and have moved forward."**



**"I'm now more active as I was pretty much house bound and reliant on taxis before starting the programme; my mental health and mood has also improved. I can now walk without crutches and do my own shopping."**



## SROI: FINAL CHANGES AND VALUES

Our final 'social values' list includes:

Change	Average Percentage Used	Who does this apply to?	How many people is this in total?	How many people are affected over the three-year period? (rounded up as we are talking about whole people!)
<b>Social/ Make friends or less lonely</b>	62.48% of all participants make friends	Everyone	15,876	9,907 people make friends
<b>Lose Weight</b>	48.4% of adults lose weight	Everyone excluding CYP	14,938	7,230 people have lost weight
<b>Feel fitter</b>	56.6% of all participants feel fitter (average combined percentage of more energy and more strength)	Everyone	15,876	8,986 people feel fitter
<b>More relaxed</b>	50.18% of people feel more relaxed	Everyone	15,876	7,967 people feel more relaxed
<b>Recover from an operation</b>	100% of Cardiac Rehab patients recover better from an operation + 18.9% of all other participants recover better from an operation	Cardiac Rehab Participants + Everyone excluding Cardiac Rehab Participants (as they are counted above)	617 + 14,321	617 people + 2707 people = a total of 3324 people recovering better from an operation
<b>Happier</b>	48.7% of people feel happier + 81.8% of CYP feel happier when they exercise	Everyone + CYP	15,876 + 938	7732 people + 938 CYP = a total of 8,670 people feels happier when they exercise
<b>Eat better or receive diet advice</b>	32.8% eat a lot better and 38.7% eat a bit better + 45.7% of CYP eat healthy food	Everyone + CYP	15,876 + 938	5270 people eat a lot better & 6144 people eat a bit better & 429 CYP eat healthy food (but we can't take all the credit for that!)
<b>Motivation from the Staff</b>	This is part of the model, not the change			
<b>Specific Mental Health improvement including bereavement</b>	14% of people see a specific improvement to their mental health	Everyone excluding CYP	14,938	2,091 people see a specific mental health improvement
<b>Specific physical health improvement</b>	47.1% see an improvement in their physical health	Everyone excluding CYP	14,938	7,036 people see a specific physical health improvement
<b>Confidence</b>	39% of all participants feel more confident	Everyone	15,876	6,191 people feel more confident

<b>Stronger</b>	58.2% of people feel stronger	Everyone	15,876	9,240 people feel stronger
<b>Better mobility</b>	71.25% have a lot better mobility and 18.8% have a bit better mobility + 81.2% of CYP feel more 'bendy'	Everyone excluding CYP + CYP	14,938 + 938	10,643 have a lot better mobility & 2,808 have a bit better mobility & 762 CYP feel more bendy!
<b>Stop smoking</b>	2.35% of people stop smoking	Everyone excluding CYP	14,938	351 people have stopped smoking
<b>Reduce medication</b>	11.3% take a lot less medication and 5.4% take a bit less medication	Everyone excluding CYP	14,938	1,688 people take a lot less medication & 807 people take a bit less medication
<b>Learn about food</b>	50.8% learned a lot about food and 10.8% learned a bit	Everyone	15,876	8,065 people learned a lot about food & 1,715 people learned a bit
<b>Less pain</b>	37.3% have a lot less pain and 6.9% have a little less pain	Everyone excluding CYP	14,938	5,572 people have a lot less pain & 1,030 have a bit less pain
<b>Impact on family – eat better</b>	25.2% whole family eat a lot better and 21% whole family eat a bit better	Everyone excluding CYP	14,938	3,764 people have a whole family eating a lot better & 3,137 people have a whole family eating a bit better
<b>Impact on family – exercise</b>	28.3% whole family exercises a lot more and 17.9% family exercises a little more	Everyone excluding CYP	14,938	4,227 people have a whole family who exercises a lot more & 2,674 people have a whole family who exercises a little more
<b>More energy</b>	55% of people have more energy	Everyone	15,876	8,732 people have more energy
<b>Back to work</b>	3.6% of people recover well enough from their health problems to go back to work	Everyone excluding CYP	14,938	538 people have recovered well enough from their health problems to go back to work
<b>Improvement in blood pressure</b>	4.1% see an improvement in their blood pressure	Everyone excluding CYP	14,938	612 people see an improvement in their blood pressure
<b>Improvement in diabetes or pre-diabetes</b>	6.4% of people see an improvement in diabetes or pre-diabetes	Everyone excluding CYP	14,938	956 people see an improvement in diabetes or pre-diabetes
<b>Use less health services – see the GP less</b>	24% of people saw their GP a lot less often, 16.4% saw them a bit less often	Everyone excluding CYP	14,938	3,585 people see the GP a lot less & 2,450 people see the GP a bit less



# FINANCIAL PROXIES



How many people are affected over the three-year period? (rounded up as we are talking about whole people!)	Financial Proxy Used
9,907 people make friends	Value of more friends £1278.69 from focus group
7,230 people have lost weight	Annual cost of slimming world membership is £250 including joining fee
8,986 people feel fitter	Average cost of a gym membership £30 per month, £360 per person, per year
7,967 people feel more relaxed	A full body massage at Inside Spa costs £40, 4 massages a year would be £160 per person
617 people + 2707 people  = a total of 3324 people recovering better from an operation	NHS Figures show the rehabilitation service costs £181 per visit
7732 people + 938 CYP  = a total of 8,670 people feel happier when they exercise	An online happiness course costs around £20 per person
5270 people eat a lot better & 6144 people eat a bit better & 429 CYP eat healthy food (but we can't take all the credit for that!)	Eating healthy courses and advice can be found for free online, or via a local college. We will not financially proxy this outcome.
2,091 people see a specific mental health improvement	Value of better mental health £2093.94 from focus group
7,036 people see a specific physical health improvement	Value of better physical health £5627.19 from focus group
6,191 people feel more confident	Confidence courses and CBT is available free of charge in Lancashire through GP's and voluntary sector organisations so we will not cost this benefit.
9,240 people feel stronger	Value of more strength £2673.17 from focus group
10,643 have a lot better mobility & 2,808 have a bit better mobility & 762 CYP feel more bendy!	Value of more flexibility £1867.05 from focus group

351 people have stopped smoking	Stop smoking hypnotherapy costs around £100, a one-day seminar around £300 – average cost of £200 per person
1,688 people take a lot less medication & 807 people take a bit less medication	Cost of 2 less prescriptions per year = £17.60 + cost to NHS of 2 prescriptions £16.68, giving a total saving of £34.28 per person  Assume those taking a lot less medication save 3 prescriptions per year and those a bit less save 1 prescription per year
8,065 people learned a lot about food & 1,715 people learned a bit	Eating healthy courses and advice can be found for free online, or via a local college. We will not financially proxy this outcome.
5,572 people have a lot less pain & 1,030 have a bit less pain	Value of less pain £4519.67 from focus group
3,764 people have a whole family eating a lot better & 3,137 people have a whole family eating a bit better	Eating healthy courses and advice can be found for free online, or via a local college. We will not financially proxy this outcome.
4,227 people have a whole family who exercises a lot more & 2,674 people have a whole family who exercises a little more	A junior gym membership with PLT costs £10 per month but often the whole family may exercise together with free activities – walking, cycling, running etc so we will not financially proxy this outcome.
8,732 people have more energy	Value of more energy £4108.10 from focus group
538 people have recovered well enough from their health problems to go back to work	Average salary in Pendle is £411.90 per week (2017 figures from Lancashire County Council). Assuming a person goes back to work 12 weeks earlier than expected this has a value of £4,942.80
612 people see an improvement in their blood pressure	£168 per person – Blood Pressure UK estimates 12.5 million adults have high blood pressure, and the NHS estimates high blood pressure costs it about £2.1 billion pounds a year
956 people see an improvement in diabetes or pre-diabetes	Annual treatment cost of diabetes £969.47 Based on evidence from Ward et al (2005)
3,585 people see the GP a lot less & 2,450 people see the GP a bit less	Cost of GP Visit = £22.60 per person per visit Assume a lot less is 3 visits less per year Assume a bit less is 1 visit less per year
617 (100%) of cardiac rehab participants manage their condition a lot better	NHS Figures show the cardiac rehabilitation service costs £91 per visit (2017/18 figures – most recent available) – three less visits per year



Direct Quote from LCC Consultation

**“I also suffer from anxiety and stress and exercise helps this condition”**



Direct Quote from LCC Consultation

**“My body is stronger than it was before”**

#### SROI: KEY FINANCIAL INPUTS

This is the money and time invested in Up and Active over three years:

- LCC Grant for Up and Active 16/17 - £932,878 (for Active Lives/ Healthy Weight and Cardiac Rehab combined)
- LCC Grant for Up and Active 17/18 - £932,878 (for Active Lives/ Healthy Weight and Cardiac Rehab combined)
- LCC Grant for Up and Active 18/19 - £932,878 (for Active Lives/ Healthy Weight and Cardiac Rehab combined)

TOTAL INPUT Of £2,798,634.00



## SROI: KEY ASSUMPTIONS:

All of these figures have been inputted into the Social Return on Investment Network calculator spreadsheet. The deadweight column refers to whether Up and Active are wholly responsible for the change – in some cases we can assume that 25% of the change would occur without the project i.e. it is not wholly responsible. There is no displacement allowed for in this SROI. Attribution varies – for example, we have assumed that 25% of participants would make new friends without the Up and Active programme. Most of the changes do have a drop off in future years, except outcomes which are very time-specific like 'recover from an operation'.

The Outcomes (what changes)								Deadweight %	Displacement %	Attribution %	Drop off %	Impact
Description	Indicator	Source	Quantity	Duration	Financial proxy	Value £	Source	What would have happened without the activity?	What activity would we displace?	Who else would contribute to the change?	Will the outcome drop off in future years?	Quantity times financial proxy, less deadweight, displacement and attribution
How would we describe the change?	How would we measure it?	Where did we get the information from?	How much change will there be?	How long will it last?	What proxy did we use to	What is the value of the change?	Where did we get the					
Make friends			9907	3		£1,278.69		25%	0%	25%	50%	£7,125,739.78
Lost weight			7230	3		£250.00		25%	0%	25%	50%	£1,016,718.75
Feel fitter			8986	1		£360.00		0%	0%	25%	50%	£2,426,220.00
More relaxed			7967	3		£160.00		25%	0%	25%	50%	£717,030.00
Recover better from operation			3324	1		£181.00		0%	0%	0%	0%	£601,644.00
Feel happier			8670	3		£20.00		25%	0%	0%	50%	£130,050.00
Eat a lot better			5270	3				25%	0%	25%	50%	£0.00
Eat a bit better			6144	3				25%	0%	25%	50%	£0.00
CYP eat healthy food			429	3				85%	0%	10%	0%	£0.00
Mental health			2091	3		£2,093.94		25%	0%	25%	50%	£2,462,866.05
Physical health improvement			7036	3		£5,627.19		25%	0%	25%	25%	£22,271,011.22
Feel more confident			6191	3				25%	0%	25%	50%	£0.00
Feel stronger			9240	1		£2,673.17		25%	0%	25%	50%	£13,893,801.08
Better mobility			10643	1		£1,867.05		25%	0%	25%	50%	£11,177,444.90
Stop smoking			351	3		£200.00		0%	0%	0%	0%	£70,200.00
Take lot less medication			1688	3		£102.84		0%	0%	0%	0%	£173,593.92
Take bit less medication			807	3		£32.48		0%	0%	0%	0%	£26,211.36
Learned a lot about food			8065	3				25%	0%	0%	50%	£0.00
Learned a bit about food			1715	3				25%	0%	0%	50%	£0.00
Family eat a lot better			3764	3				0%	0%	50%	0%	£0.00
Family eat a bit better			3137	3				0%	0%	50%	0%	£0.00
More energy			8732	1		£4,108.10		25%	0%	50%	50%	£13,451,973.45
Back to work			538	1		£4,942.80		25%	0%	0%	0%	£1,994,419.80
Improvement blood pressure			612	3		£168.00		0%	0%	0%	50%	£102,816.00
Improvement in diabetes			956	3		£969.47		0%	0%	0%	50%	£926,813.32
Lot less GP visits			3585	3		£67.80		0%	0%	0%	25%	£243,063.00
Bit less GP visits			2450	3		£22.60		0%	0%	0%	25%	£55,370.00
Improved ability to manage cardiac condition			617	3		£273.00		0%	0%	0%	25%	£168,441.00



# SOCIAL RETURN ON INVESTMENT



**UP**  **active**

**EVERY**  
**£1**

**INVESTED  
BRINGS A  
SOCIAL RETURN  
ON INVESTMENT**

**OF**  
**£28.19**

## CONCLUSION

Throughout this SROI direct quotes from participants have been used to illustrate the changes discussed. It is clear that the model works! People do receive many benefits which have a large social value. People really benefit from the motivation from the staff and the peer support.



Direct Quote from LCC Consultation

**“Personal encouragement is key”**



Direct Quote from LCC Consultation

**“I benefit from peer group support, which helps with motivation and encouragement”**



Direct Quote from LCC Consultation

**“As a pensioner who lives alone, I benefit from other groups”**



Direct Quote from LCC Consultation

**“I have now joined the centre, but that would not have happened if the scheme had not been available”**

**UP  active**  
**CHANGES LIVES**

## ABOUT THE EVALUATOR

This report was written by Kirsty Rose Parker, founder director of The Evaluator and an experienced project manager and evaluator, who previously specialised in arts, regeneration and wellbeing projects. Kirsty has an educational background in Maths and Economics, which covered many statistical topics, leading to an MA Hons in Economics from the University of Edinburgh.

Kirsty has 16 years of charitable project management experience including working with artists and audiences, and 9 years' experience of arts development. She is trained in negotiation, motivational interviewing and 'social return on investment' and is passionate about helping organisations to run the most effective programmes they can.



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