APPENDIX 1

BREAKDOWN OF CACT'S SOCIAL VALUE FIGURE

CACT Strand	Social Value	Social Return on Investment Per £1 Spend
Equality, Diversity & Inclusion	£481,872	£7.94
Education	£1,229,602	£9.27
Early Help & Prevention	£8,994,418	£9.53
Football & Sport Development	£7,062,768	£8.17
Health Improvement	£12,398,855	£9.58
Social Action & Enterprise	£4,597,825	£7.71
Youth Services	£14,843,600	£11.26
TOTAL	**£49,608,940**	**£9.52**

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RESEARCH DESIGN AND METHODOLOGY

The study consists of a social impact research conducted in Charlton Athletic Community Trust (CACT) in South East London. CACT is a charity organisation that delivers social projects within the areas of Greenwich, Bexley and Kent with the aim to improve the wellbeing of the participants and their local communities. Thus, for the size of the organisation and to suit the aims and purposes of the research, which are to evaluate and assess the impact of the projects CACT delivers, the approach used is a multi-strategy research design which combines both quantitative and qualitative methods to ensure a more rigorous and detailed evaluation research.

Following the basis of the multi-strategy research design the methods and process detailed below were followed:
The first step was to review and understand all existing data, to be able to establish the needs of the local communities we work in and start to identify potential outcomes that needed to be measured.

We researched and reviewed local statistics and relevant secondary research. This was examined together with existing evidence and findings from data previously collected via regular monitoring and evaluation. Previous theories of changes and findings from existing impact research conducted CACT-wide and with individual projects was also included in this review.

Based on the findings identified to be used as a starting point for this study, we then researched and identified the methods and tools that would be more effective to conduct CACT's social impact research.

One of the key elements of this social impact study was to be able to understand and obtain the Social Return on Investment and Net Benefit of CACT.

A variety of tools were researched and considered, with the Sports Value Bank being the one deemed the most appropriate to be able to assess and present the social impact of CACT effectively. This was due to the diversity of values and outcomes included in the Sports Value Bank covering most of CACT's main primary and secondary outcomes.

The Sports Value Bank is an online tool that allows organisations within the sports sector to assess the social value created by their projects delivered within the community.

The tool works with a set of monetary values that can be assigned, using the online software, to the relevant activities and their associated outcomes, allowing for the identification of the social value of community projects and organisations and providing SROI and Net Benefit figures. To ensure accuracy, postcode and deprivation data are included when applying the outcomes and values, as well as gender, age and disability of the participants achieving each specific outcome. The deadweight ('what would have happened anyway') is also taken into account and deducted from each value.

Other methods identified to complement the social impact figures and bring further richness and meaning to the study were: further quantitative data collection via surveys and admin records, providing further evidence on engagement and reach as well as on progress against outcomes; qualitative methods including interviews, focus groups and case studies; in addition, the theory of change model was also identified as an additional method to support the evaluation research.

The Sports Value Bank tool comes with a set of questions pre-designed to assess progress against relevant outcomes to then be able to assign the monetary values to them accordingly.

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Based on the outcomes and needs previously identified, we therefore, used the Sports Value Bank guidance and survey questions to firstly, identify any existing pre and post survey questions and data regularly collected that could be used to apply the values; and secondly, identify which projects and outcomes didn't have enough data we could use. Surveys for these projects were then developed, using the Sports Value Bank questions, to allow us to measure progress against the outcomes identified and, therefore, to apply the values. Relevant admin data from all projects was then collected to be able to find out key quantitative stats, such as engagement, reach and demographics.

This data was collated and analysed to be included in the final report and was also used to identify sample sizes for survey collection for each of the projects, to make sure enough surveys per project were being collected ensuring statistical significance.
The surveys were completed by participants twice (baseline and endline) so distance-travelled data against the relevant outcomes could be obtained to understand how many participants were achieving each outcome.
In parallel with the quantitative data collection, we worked on the collection of qualitative data, including semi-structured interviews, focus groups and case studies.

The interviews and focus groups were designed to include the views of the participants and to let them freely talk and explain their experience with CACT's project as much as possible. This was done with the aim to obtain further insight into the project's impact on specific individuals and to complement and cross-reference the findings and outcomes identified via the impact surveys.

Case studies from all strands were also collected with the aim to further understand the impact of CACT's projects on an individual level and to cross-reference and confirm outcomes identified through the other methods.

These qualitative methods were also used to identify and obtain further evidence against relevant project outcomes that weren't covered by the Sports Value Bank surveys and tool, as well as, to obtain real quotes and testimonies to help bring the results to life.

Once all quantitative data had been collected, we pulled all the raw data and separated questions and data to be used with SVB values from the rest questions, to prepare for the analysis.

The analysis was then conducted as per process below, to assess the impact of CACT's projects and CACT as a whole:

- Baseline and endline survey responses were compared and analysed to identify how many service users achieved each outcome. This was done following the guidance and coding provided by Sports Value Bank, which gives information on how much improvement there has to be against each question/outcome for the value to be applied.
- The additional admin data providing information against relevant outcomes, such as volunteer records, was also analysed to identify how many participants were achieving outcomes.
- The total number of participants achieving each outcome was then broken down by gender, disability status and age, so the values could be accurately applied.
- Expenditure from all relevant projects was also identified and collated, ready to be inputted in the SVB online tool.
- Additional analysis was conducted, and results obtained from any other survey questions and admin data providing relevant information against outcomes and outputs of the project. This was done to be able to highlight additional outcomes, impact and reach of CACT's projects, outside of those included within the SVB tool.

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In parallel, interviews and focus groups were transcribed and then analysed using thematic coding analysis to identify main themes, trends, outcomes and areas of impact. Case studies were also analysed using the same process.

Relevant quotes from the qualitative methods were also identified during the analysis and extracted to be included in the report.

The data relating to outcomes achieved by projects' participants (as per analysis above) was entered into the Sport Value Bank online tool, stating the relevant deprivation area, age range, gender and disability for each of the different programmes' outcomes.

The SVB online tool then assigned a monetary value to the identified outcomes, deducting the deadweight percentage from each value. Data relating to programmes' cost was also entered into the system.

The SVB tool then presented the results of the analysis, highlighting the impact of the relevant strand on society through an SROI ratio and a Net Benefit figure.

Once all methods had been analysed, findings obtained and outcomes achieved identified, theories of changes for each of CACT's strand were updated. This allowed us to present the different projects and activities delivered within each strand, identify the overall aim and highlight the relevant primary and intermediate outcomes. The theories of change showcase the necessary steps to achieve the desired aims from the delivered projects, and demonstrate the logic behind each strand's project, whilst also highlighting relevant mechanisms of change, necessary to allow the change to happen.

Analysis of qualitative data against main outcomes achieved was then written up and included in the report to further showcase the impact of each strand. This included quotes from participants and parents providing real life examples of the outcomes achieved.

APPENDIX 2

LOCAL STATS HIGHLIGHTING THE NEED FOR CACT'S INTERVENTIONS

The local stats included below further showcase the need for and importance of the delivery of CACT's projects against the identified social outcomes:

Employment & Education stats:

• Children eligible to free school meals are 28% less likely to leave school with 5 GCSE's than their wealthier peers
• Nearly a quarter of all UK schools have set up their own local food bank, providing food to pupils to ensure they have eaten during the day
• Thanet has the highest unemployment rate in the country at 7.9%
• On average, every 1 in 23 families in the Greenwich are homeless
• Only 38% of people living in Bexley have qualifications by the age of 19 years-old

Health and Wellbeing stats:

• Almost two thirds of adults across the UK are above a normal healthy weight with 1 in 5 living with obesity
• 33.8% of school children are obese in the worst 30% deprivation areas in the country in comparison to 14.3% in the least deprived areas
• 24% of families who have disabled children have extra costs due to their disability that amount to over £1000 a month
• On average, life costs £7000 more per year for disabled people
• An estimated 17.4% of children in the UK have a mental disorder, an increase of 50% in five years
• An average of 41% of children are either overweight or obese by the time they start secondary school compared to the country's average of 34%

Community Cohesion and Crime stats:

• Crime rate across England increased to over 6 million reported offences in comparison to 2015 figure of 4 million
• Only 5.8% of all crimes have resulted in the offender being charged/summoned, this is down from 15.5% in 2015
• 38% of all crimes experience evidential difficulties in comparison to only 16.8% in 2015
• Victims of modern slavery and exploitation is at the highest since records began
• Greenwich is classed as the 6th most dangerous borough in London
• Rate of anti-social behaviour increased by as much as 220% in Bexley since lockdown

APPENDIX 3

BREAKDOWN OF EARLY HELP & PREVENTION'S SOCIAL VALUE FIGURES

Mental Health & Disability
Total social value = £2,545,750
Net benefit = £2,341,702
Social value per £1 spend = £12.48

Crime Reduction, Mentoring & Diversionary
Total social value = £4,001,740
Net benefit = £3,613,147
Social value per £1 spend = £10.30