



**COMMUNITY TRUST**  
*At The Heart Of The Community*

# SOCIAL IMPACT REPORT 2025 METHODOLOGY



# RESEARCH DESIGN AND METHODOLOGY

This study looks at the social impact and value and social return on investment (SROI) of CACT as a whole and of each individual delivery strand. To determine the social impact of the project we used a mixed method approach which combines both qualitative and quantitative methods. Key to this pilot project is to be able to determine the Social Value created and establish the SROI of CACT's work.

Social value relates to the things that have a positive impact on people's lives, and it's based on people's experience and satisfaction. CACT measures the outcomes achieved by our service users which constitute social value and then use the Sports Value Bank model to apply monetary value to these outcomes, enabling us to estimate the monetary value of the benefits our social projects bring to the participants and the local community.

To identify which social value tool and approach was more suitable to CACT, a variety of tools and methods 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 Social Return on Investment (SROI), Social Value 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 administrative records, providing further evidence on engagement and reach as well as on progress against outcomes and feedback on the project; qualitative methods including focus groups and case studies.

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.

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 administrative 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 and data collection templates for these projects were then developed, to allow us to measure progress against the outcomes identified and, therefore, to apply the values (as per outcome breakdown below).

# QUANTITATIVE DATA COLLECTION

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 administrative 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 and data collection templates for these projects were then developed, to allow us to measure progress against the outcomes identified and, therefore, to apply the values (as per outcome breakdown below).

STRAND	OUTCOMES
Early Help & Prevention	Reduced social isolation
	Moving from inactive to active
	Increased volunteering
	Increased confidence
	Reduction of emotional problems
	Gained independence
	Increased ability to face challenges
	Reduction in anti-social behaviour
	Reduction in worry over crime
Education	Increased ability to face challenges
	Increased educational aspirations
	Improved mental health
	Increased positive attitudes towards education
	Gained independence
	Increased confidence
	Training
	Gained employment
Equality, Diversity & Inclusion	Improved mental health
	Taking up a team sport
	Increased self-esteem
Football & Sports Development	Increased ability to face challenges
	Becoming intensively engaged in sport
	Reduction to emotional problems
	Increased positive attitudes towards education
	Gained full-time employment
	Reduction in conduct problems
	Development of a pro social attitude
	Increased self-esteem
	Eating a healthy diet
	Reduction in bad behaviour

# QUANTITATIVE DATA COLLECTION

Relevant administrative data from all projects was then collected to be able to find out key project outputs and quantitative stats, such as engagement, reach and demographics, as well as volunteering, training and employment data related to the projects.

This data was collated and analysed to be included in the final report and was also used to calculate social value figures and to help us 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 data against the relevant outcomes could be obtained to understand how many participants were achieving each outcome.

STRAND	OUTCOMES
Health Improvement	Improved mental health
	Reduced social isolation
	Taking up a team sport
	Taking up walking
	Taking up fitness
Social Action & Enterprise	Improved mental health
	Increased self-esteem
	Development of a pro social attitude
Youth Services	Increased ability to face challenges
	Increased positive attitude towards education



# ANALYSIS OF QUANTITATIVE AND QUALITATIVE DATA

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

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

Baseline and endline survey responses were compared and analysed to identify how many service users achieved each outcome, and therefore determine the social impact of the projects. 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 administrative data providing information against relevant outcomes, such as volunteer records, was also analysed to identify how many participants were achieving which 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 strands and projects was also identified and collated, ready to be inputted in the SVB online tool. The expenditure includes both direct and indirect costs needed to deliver the programmes, including overheads and M&E.
- Additional analysis was conducted and results obtained from any other survey questions and administrative data providing relevant information against outcomes and outputs of the project.

This was done to be able to highlight additional outcomes, feedback, impact and reach of CACT's projects, outside of the outcomes included within the SVB tool.

In parallel, case studies were produced and relevant quotes from the qualitative methods (mainly from the feedback surveys) 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 each of the projects on society through an SROI ratio, a Social Value and a Net Benefit figure.

Analysis of feedback data and case studies were then written up and included in the report to further showcase the impact of the each one of CACT strands. This included quotes from participants providing real life examples of the outcomes achieved.

# ETHICAL CONSIDERATIONS

Throughout the data collection process, it was very important to be continually reflexive about the research and the ethical issues around it, such as the potential harm it could cause the participants.

This section outlines the ethical principles and practices that guide CACT's research and evaluation processes, used to assess the social impact and value of the RBG Pilot project.

Participants of all CACT's projects are informed about CACT's M&E and data collection processes and the purposes of it. Participants are aware their participation is voluntary and that they do not have to be part of the data collection and/or can withdraw from it at any time. Consent forms are provided to participants and families (when participants are under 16), and only participants who provide informed consent are included in CACT's data collection processes.

CACT follows GDPR regulations around consent, confidentiality and security of personal information. Data is anonymised, stored securely and not shared outside of authorised staff members.

In addition, CACT's social impact report and the data collection processes to evaluate it were designed to be inclusive and equitable, supporting different protected characteristics groups and marginalised or vulnerable communities, and ensuring any potential harm to participants was minimised.

Regular updates and feedback were shared with key stakeholders to keep them engaged and informed throughout the project, ensuring transparency and accountability.

