



Herefordshire and Worcestershire

Wellbeing and Recovery College

Interim Social Impact Report

October 2023 - March 2024

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Executive Summary

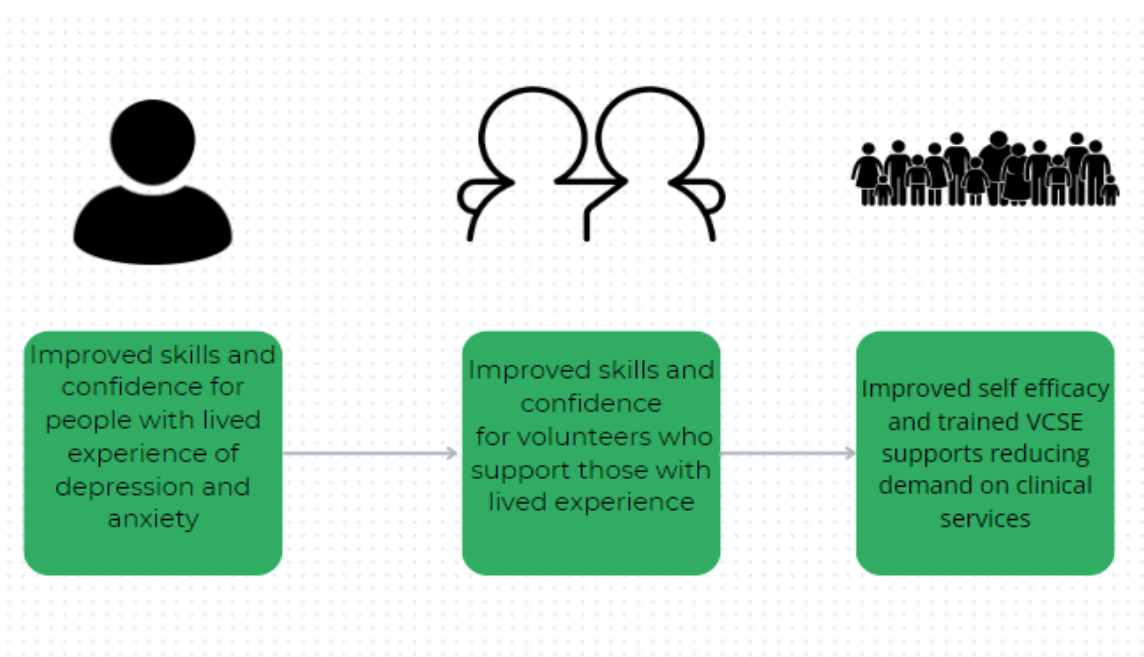
This evaluation was commissioned to understand the Herefordshire and Worcestershire Wellbeing Recovery College model and the underpinning theory behind it and what social value was created by this approach.

Headline findings



Social Value created by HWWRC

Key Outcomes



Key recommendations

- Continued funding to embed Recovery College approach in Herefordshire and Worcestershire.
 - Expand and implement measurement and evaluation framework to capture individual and community outcomes.
 - Aligning referral criteria to reduce inequity across counties
 - Support continued development of co-design of training courses and resources
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Background

The Herefordshire and Worcestershire Wellbeing and Recovery College was launched in 2021 to support the wider community with accessing educational courses covering Mental Health, Wellbeing, Recovery and Life Skills either online or face to face.

Commissioned by NHS Charities Together and the Herefordshire and Worcestershire NHS Integrated Care Service, this initiative is a joint effort involving Public Sector partners, Voluntary and Community Sector Organizations, and Experts with lived experience. The courses are conducted by staff from the partnership organisations, developed, and led by professionals, many of whom have personal experience with mental or physical illness, or supporting individuals facing such challenges.

Some courses may have been co-produced with 'Experts By Experience' and some courses may have 'Experts By Experience' co-facilitating the training.

The recovery college model first emerged in from America. The first recovery college was set up in Arizona in 2000.

The model arrived in UK in 2010 and there are now over 30 recovery colleges across the country. The purpose of a recovery college is to support people's recovery from mental health difficulties through learning and education that is co-produced by people with lived experience and people with professional expertise.

Recovery colleges aim to provide a safe place for people to learn new skills (and expand on existing skills) together, which helps to increase their connection with others, and their sense of control over their lives.

Emphasis is placed on people's talents and strengths, with the aim of inspiring optimism. Students are encouraged to consider their opportunities for the future, creating a culture of personal empowerment and an underlying feeling of hope.

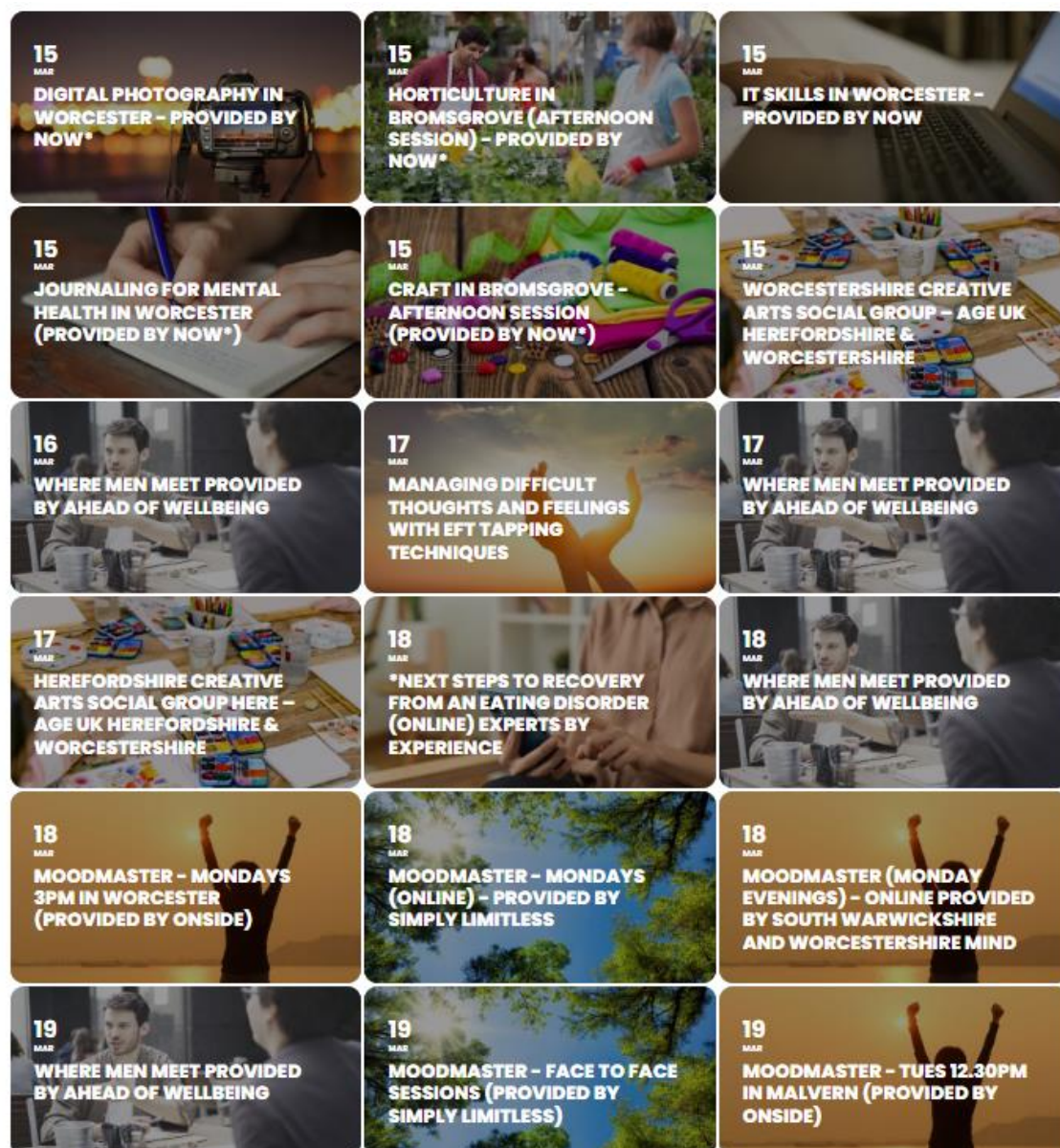


Figure 1. A snapshot of the courses offered at HWWRC in March 2024

Social Value Analysis

Between October 2023 and March 2024 Cornwall Rural Community worked with the team at HWWRC to understand the underlying programme theory of change, what needs the Recovery College were trying to address and why their model is effective in addressing those needs.

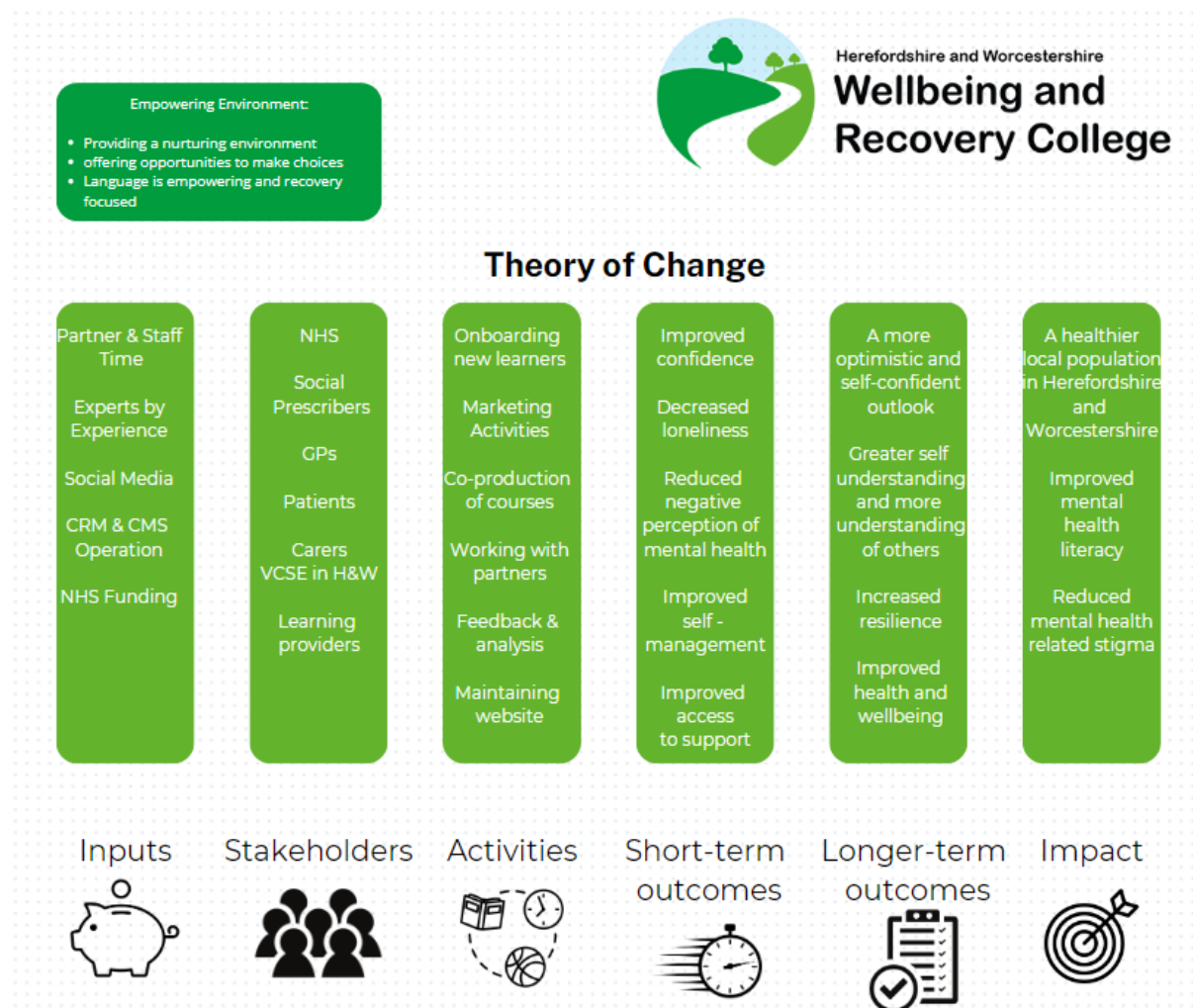
Workshops and interviews were held with the team and staff members as well as a review of all output and outcome monitoring data. A Theory of Change has

been developed (shown below) to articulate how and why a desired change is expected to happen in a particular context. It outlines the steps or processes believed to be necessary to bring about that change, as well as the underlying assumptions and rationale behind those steps. A Theory of Change also acts as the foundation of Social Return On Investment calculation - the methodology used to demonstrate social impact.



Figure 2 - Problem Tree created by HWWRC Team during workshop

HWWRRC Theory of Change



What is Social Return On Investment (SROI)? Social return on investment (SROI) is a methodology for measuring values that are not traditionally reflected in financial statements, including social, economic, and environmental factors. Traditional frameworks such as cost-effectiveness analysis (CEA), cost-utility analysis (CUA) and cost benefit analysis (CBA) do not holistically capture the social impact of enterprises (Banke-Thomas et al. 2015). SROI is way to enable the social enterprise sector to better understand the wider impacts of service delivery and quantify that value in monetary term (Millar and Hall 2013).

What are the principles of SROI? SROI was developed from social accounting and cost-benefit analysis and is based on seven principles (Nicholls et al. 2009).

These are described in full [here](#). The principles are:

- Involve stakeholders;
- Understand what changes;
- Value the things that matter;
- Only include what is material;
- Do not over-claim;
- Be transparent;
- Verify the result.

What are the stages of SROI analysis? Nicholls et al. (2009) / Social Value UK inform us that carrying out an SROI analysis involves six stages:

- **1 Establishing scope and identifying key stakeholders.** It is important to have clear boundaries about what your SROI analysis will cover, who will be involved in the process and how.
- **2 Mapping outcomes.** Through engaging with your stakeholders you will develop an impact map, or theory of change, which shows the relationship between inputs, outputs and outcomes.^[1]
- **3 Evidencing outcomes and giving them a value.** This stage involves finding data to show whether outcomes have happened and then valuing them.

- **4 Establishing impact.** Having collected evidence on outcomes and monetised them, those aspects of change that would have happened anyway or are a result of other factors are eliminated from consideration.
- **5 Calculating the SROI.** This stage involves adding up all the benefits, subtracting any negatives and comparing the result to the investment. This is also where the sensitivity of the results can be tested.
- **6 Reporting, using and embedding.** Easily forgotten, this vital last step involves sharing findings with stakeholders and responding to them, embedding good outcomes processes and verification of the report.

Social Value Engine

The Social Value Engine (SVE) was created and developed through a partnership between Rose Regeneration and East Riding of Yorkshire Council. They identified over 150 fully -researched proxies which are used to robustly measure and evidence impact through the Social Return on Investment (SROI) process. This is separate major refinement; in many cases, SROI impacts were based on weakly researched or abstract proxies, which can bring the process into disrepute.

Their totally independent approach involves relating project outcomes to the 17 United Nations Sustainable Development Goals. The Sustainable Development Goals are a call for action by all countries – poor, rich and middle-income – to promote prosperity while protecting the planet. They recognise that ending poverty must go hand-in-hand with strategies that build economic growth and address a range of social needs including education, health, social protection,

and job opportunities, while tackling climate change and environmental protection.



Figure 3 - 17 United Nations Sustainable Development Goals

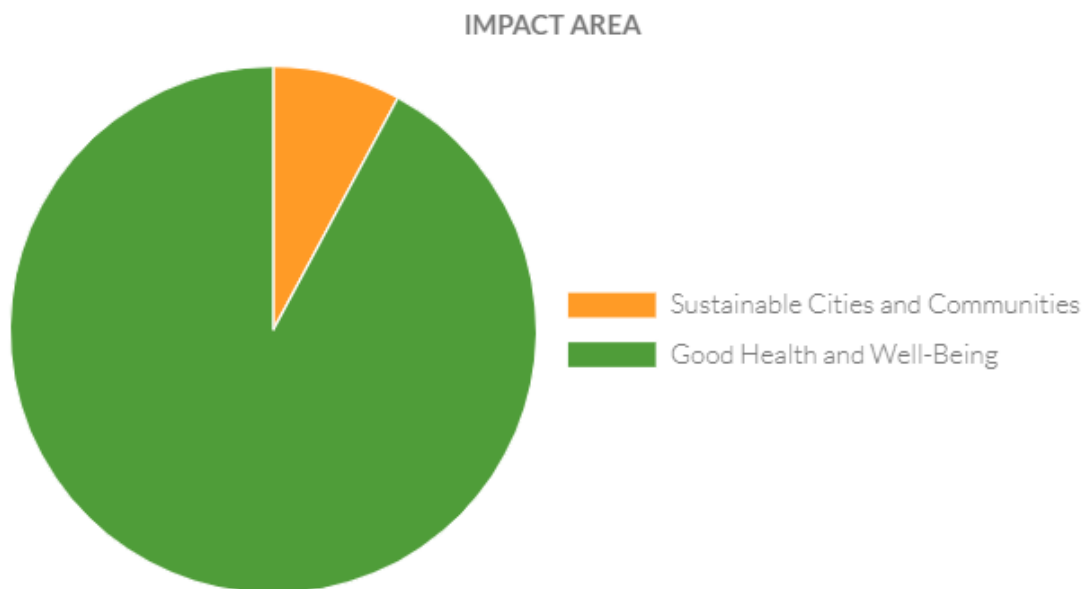


Figure 4- How outcomes of HWWRC fit within United Nations Sustainable Development Goals

Social Value Proxies

Social Value UK (who developed the social value methodology and deliver accredited training and quality assurance) describe their use of proxies as:

“In SROI, agreed financial proxies are used to estimate the social value of non-traded goods to different stakeholders. Just as two people may disagree on the value of a traded good (and so decide not to trade), different stakeholders will have different perceptions of the value they get from different things.”

The SVE uses this range of accepted proxies that are research based and come from sources such as academically peer reviewed research, government reports and surveys. They are used to calculate the individual social value of a project with established proxy values from a range of services/projects that have delivered the same or comparable outcomes as the project or service being considered.

Outcome & Net Social Value	Proxy Source	Proxy	Hyperlink
Improved Health and Wellbeing £421,781.03 ^[L] _[SEP]	Leeds Beckett University	Improved emotional wellbeing as a result of self-esteem and confidence	Social Return on Investment analysis of the health and wellbeing impacts of Wildlife Trust programmes

Improved self-knowledge and awareness of others £366, 058.00	British Household Panel Survey - Department for Business & Skills	The value of feeling more confident in being with family and other people as a result of taking part in an adult learning course	Valuing Adult Learning: Comparing Wellbeing Valuation to Contingent Valuation
Increase in skilled volunteers £104,690.66 ^[1] _{SEP}	Power to Change	Value that frequent volunteers place on volunteering	Assessing the value of volunteers in community businesses

Deflators: What would have happened anyway?

Based on a detailed consideration of the context and nature of the operating environment of HWWRC the gross value of each impact was “deflated” to take account of:

- Deadweight – the extent to which the outcome would have been achieved without NHS funding - what would have happened anyway?
- Attribution – the extent to which some of the credit for the outcome ought to be attributed to other organisations - who else helped to deliver an outcome?

- Drop Off – the extent to which the outcome will diminish over time - how long does an outcome last? This deflator considers things such as health and environmental factors that might negate an outcome.
- Leakage - how much of the impact has been delivered outside of the impact area? Were all the recipients of the programme the intended target audience?
- Displacement - What proportion of the outcome was moved or displaced? For example, did completion of a HWWRC programme mean that an individual was removed from a CMHT waiting list?

Typically, we would base our **assumptions** about deflators on using a combination of benchmarking surveys and interviews with stakeholders of HWWRC. As this is a indicative SROI where specific deflator data is not available we have used the Additionality Guide Fourth Edition 2014 from Homes & Communities Agency linked [here](#).

The Additionality Guide provides guidance for setting deflators based on previous programmes that have been analysed. It allows for making a decision about deflators based on the type of initiative the project/programme you are looking to evaluate is closest to in nature - for this analysis we have chosen This states that **27%** of people experiencing a health improvement would have achieved it anyway. This proportion is subtracted from application of SWEMWBS values to prevent overclaiming.

Conclusions

Community First delivers an excellent service that addresses several pressing needs of the wider health system in Herefordshire & Worcestershire. It uses a proven model of high-quality learning that leads to positive individual outcomes that will also help to ameliorate pressure on mental health services.

Community First creates a positive Social Return on Investment that also contributes to the United Nations' Sustainable Development Goals demonstrating a wider positive impact. The social return of the programme far exceeds the investment producing value beyond the commissioning intentions.

Ongoing sustainable funding would enhance the wider strategy within Herefordshire & Worcestershire that there is no health without mental health and we would recommend that commissioners of services consider this approach as an opportunity to meet identified needs as a cost-effective approach.

We recommend that Community First continues to develop its monitoring and evaluation practice to capture further outcome data on the impact the scheme is having through the inclusion of ongoing wellbeing surveys with participants and volunteers and a more formalised approach to capturing feedback from sector partners – it would be incredibly valuable to see where longitudinal data might be available to provide data on longer term impact for learners and the wider system.