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Evaluative Social Return on Investment Analysis of Cosy Kingdom

October 2024



COSY KINGDOM



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Executive Summary

The report provides an evaluation of the social return from the investment in Cosy Kingdom.

Cosy Kingdom is a free and impartial energy and debt advice service available to all tenants and homeowners across Fife. The partnership works closely and collaboratively with other local and national organisations. It also provides basic training in energy advice for staff and volunteers in local organisations.

The benefits that are measured are those that are made possible by an investment of approximately £1 million from a range of funders.

The analysis was undertaken during 2023 and 2024 by the Improvement Service.

Social Return on Investment (SROI) provides a principled approach that can be used to measure and account for a broad concept of value. It enables the social, economic and environmental benefits a service or activity delivers to be calculated and monetised. It is a stakeholder informed process and consultation is an integral part of the methodology.

The analysis identified those individuals and organisations that derive benefits from Cosy Kingdom and values some of the changes to which participation in, or engagement with, the organisation has contributed.

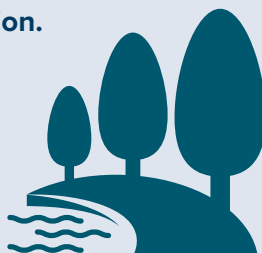


Offering organisations in Fife the opportunity to **make referrals to a trusted**

organisation to access expert energy advice and support.



Protecting the environment through reducing carbon emissions resulting from household energy consumption.



During the consultation that was conducted, it was identified that there is no alternative organisation providing a similar service and the loss of Cosy Kingdom would leave a gap that would be hard, and expensive, to fill.

The service and support it offers is highly valued by both individuals and organisations.

It was found that every

£1

invested would generate around



£34
of benefits

By applying a sensitivity analysis, or varying any assumptions made in the calculation, the value of the benefits derived ranges from between

**£30
and
£36.**



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1. Introduction

This analysis describes and quantifies the social return from investing in Cosy Kingdom.

“Cosy Kingdom is a free and impartial energy and debt advice service available to all tenants and homeowners across Fife. It is a partnership between Greener Kirkcaldy, St Andrews Environmental Network and Citizen’s Advice & Rights Fife.”

This analysis has been prepared by the Improvement Service (IS) and the period that it covers is a duration of one financial year from 1 April 2023 to 31 March 2024.

1.1 Background

Cosy Kingdom was established in 2013 and provides the services set out below.

(a) Support for Individuals

(i) Energy Advice

This is delivered by phone or face to face in the homes of individuals. The nature of the advice is both person centred and wide ranging. It can include simple behaviour change measures and energy saving advice; negotiating with/ switching suppliers; applying for Warm Homes Discount; identifying potential grants and funding for new heating systems, insulation and renewables, and accessing a free Handy Service for those eligible for free energy saving measures.

(ii) Debt Advice and Benefit Checks

This service is provided in partnership with Citizens Advice and Rights Fife (CARF). A referral is made by a Cosy Kingdom energy advisor to CARF if individuals need further assistance with benefits and tax credits.

(iii) Handy Service

This means tested service, involves the handy service installing or providing a range of energy saving measures during a home visit. These include LED lightbulbs, thermal curtains and poles, radiator panels, draught proofing, hot water cylinder jackets and pipe insulation. Other equipment, such as heaters and microwaves, can also be offered.

(iv) Community Heating Project – Boiler Repair Fund/Safe and Warm Servicing

These services for homeowners are means tested and delivered in a partnership with the Community Heating Project CIC. Services offered include repairing broken or condemned heating systems and free servicing.

(b) Training for frontline workers and volunteers in local organisations

As well as providing support for individuals, Cosy Kingdom also supports organisations through delivering training for frontline workers and volunteers. This training - 'Energy Efficiency Quick-start Essentials for Front Line Staff and Volunteers' - takes the form of a two and a half day workshop that is aimed at workers and volunteers in Fife who may come into contact with those who are experiencing, or at risk of, fuel poverty.

The training is provided through face to face and online sessions. It includes how to give light touch energy advice, how to identify people in fuel poverty, basic information about Cosy Kingdom and when to make a referral.

(c) Other support

(i) Talks

Energy advisors can deliver talks to small or large groups on the work delivered by Cosy Kingdom or energy-advice related topics.

(ii) Pop-up advice stalls

Events can be supported with an information and advice stall where energy advisors can answer questions, promote Cosy Kingdom and give light-touch energy advice.

(iii) Workshops

Bespoke two-hour workshops can deliver energy saving and budgeting advice to small groups to help them take control of their energy bills and make their homes warmer and safer.

(iv) Drop-in clinics

Energy advice clinics offer the opportunity for energy advisors to speak to people on a one to one basis to provide light-touch or in-depth energy advice.

1.2 Subjects of the analysis

This analysis measures the social, economic and environmental benefits of providing energy advice and support to individuals living in the whole of Fife, along with basic training on energy advice to workers/volunteers.

1.3 Strategic considerations

Enabling individuals to access energy advice improves health and wellbeing, increases understanding about effective energy usage and contributes to reducing levels of poverty and inequality. The benefits experienced by individuals also have a positive effect on local communities and the wider environment.

The ‘Cost of Living Crisis’ has increased the number of individuals affected by fuel poverty who are struggling to keep their homes warm and safe and at the same time use energy effectively and efficiently. In Fife around 26% of individuals- just over a quarter of the population- are living in fuel poverty, spending too much of their income on energy bills.¹

A study carried out in 2023, found around 59% of individuals surveyed stated that they were heating their homes for less hours during the winter when compared to previous years. Other findings reported a correlation between difficulties in meeting heating costs and experiencing “*lower wellbeing*”.²

There is some evidence that access to energy advice can assist individuals to maintain a warm home and, at the same time, optimise their energy usage, however research in this area is limited.

For example, in 2003 a study of residents in Greater London, Northern England, and West Lothian identified the benefits of “tacit knowledge” gained from advisor home visits in not only increasing the effectiveness of energy usage and improving understanding of environmental impacts, but also in building the confidence of individuals to share this knowledge with their peer group.³

More recent research suggests that,

“household-level face-to-face advice and support can help people vulnerable to fuel poverty and charities can operate effectively in a space between the government, energy companies, local authorities and households to provide this support.”⁴

The findings from an evaluation of the “Moving Together/Gluasad Còmhla” project in the Western Isles by the Sustainable Housing & Urban Studies Unit

1 [Heating advice | Fife Council](#)

2 Huebner, et al. 2023. *Self-reported energy use behaviour changed significantly during the cost-of-living crisis in winter 2022/23: insights from cross-sectional and longitudinal surveys in Great Britain*. Sci Rep 13. P.4,7.

3 Darby, S. 2003. “Making Sense of Energy Advice.” *Eceee 2003 Summer Study Proceedings - Time to Turn down Energy Demand*, p.1224. European Council for an Energy-Efficient Economy (eceee).

4 Ramsden, S. 2020. “Tackling fuel poverty through household advice and support: Exploring the impacts of a charity-led project in a disadvantaged city in the United Kingdom”. *Energy Research & Social Science ERSS*,

(SHUSU) identified both health and economic benefits from access to energy advice. This project focussed on vulnerable individuals in a rural location.

In 2020, it was estimated that there was an average annual saving of £171 for individuals who had engaged with charity led energy advice, by receiving energy monitors, or switching tariffs,⁵ and the findings of research carried out in 2017 suggested that there was an average annual saving of £129 from “behavioural changes” alone.⁶ In current terms, these savings equate to £211 and £167 respectively.⁷

In 2019, a joint report from Sheffield Hallam University and Citizens Advice explored the experiences of energy advice for ‘hard to reach’ individuals. The report found that for most individuals their first port of call when trying to resolve an “*energy related problem*”, despite having a well-documented mistrust, was their energy supplier. Also highlighted, was that individuals had a greater level of trust in independent advice organisations. It concluded that,

“More consideration needs to be given to how vulnerable consumers can be guided towards advice providers which are better attuned to their needs.”⁸

The Intergovernmental Panel on Climate Change (IPCC), in 2014, called for all sectors and all levels of governance “*from the local to the international scale*” to consider and implement behavioural mitigation options to help limit global temperature increase to below 2°C.⁹ UK wide, 25% of all carbon emissions are directly attributable to the built environment, and of this 19% relates specifically to the heating and cooling of buildings.¹⁰

In a report from IPSOS on the impact of energy saving advice for UK households, whilst the primary motivation for 80% of respondents was to save money, 32% wished to help reduce the impact of climate change in the UK.¹¹

5 Ibid 4

6 Reeves, A. 2016. Exploring Local and Community Capacity to Reduce Fuel Poverty: The Case of Home Energy Advice Visits in the UK. *Energies* 2016, 9.

7 Using Bank of England inflation calculator.

8 Ambrose, et al. 2019. “Experiences of energy advice amongst ‘hard to reach’ energy users”, *People, Place and Policy*, pp. 1-7

9 IPCC, 2014. “Climate Change 2014: Mitigation of Climate Change. Contribution of Working Group III to the Fifth Assessment Report of the Intergovernmental Panel on Climate Change”. p.vii.

10 UK Green Building Council, Climate Change Mitigation. Available from: <https://ukgbc.org/our-work/climate-change-mitigation/>

11 Brisley, R., and Thompson, S. 2022. “One in five Britons need advice on saving energy this winter”, *IPSOS Energy & Environment*.

1.4 Social Return on Investment

Social Return on Investment (SROI) provides a principled approach that can be used to measure and account for a broad concept of value.

SROI measures social and economic change from the perspective of those who experience or contribute to it. Through the use of financial proxies, it is possible to identify and apply a monetary value to represent each change that is measured. The resultant financial value is then adjusted to take account of other influential factors. In this way the overall impact of an activity can be calculated, and the value generated compared to the investment in the activities. This enables a ratio of cost to benefits to be calculated. For example, a ratio of 1:3 indicates that an investment of £1 in the activities has delivered £3 of social value.¹²

Whilst an SROI analysis will provide a headline cost to benefits ratio, it will also deliver a detailed narrative that explains how change is created and evaluates the impact of the change through the evidence that is gathered. A SROI analysis is based on clear principles and progresses through set stages. SROI is much more than just a number. It is a story about change, on which to base decisions, and that story is told through qualitative, quantitative and financial information. The principles of the SROI approach are set out in Appendix 2.

There are two types of SROI analyses: a forecast SROI predicts the impact of a project or activity and an evaluative SROI measures the changes that it has delivered.

This report is an evaluative SROI analysis.

1.5 Purpose of the analysis

This analysis seeks to consider the benefits of being able to access the services offered by Cosy Kingdom to individuals and organisations in Fife and also the contribution the activities it supports makes to the environment.

Often it is only the individual financial gains from access to energy advice that are measured but this report seeks to identify and value the health and wellbeing benefits that are also experienced. Cosy Kingdom seeks to provide wholistic support to individuals by offering energy advice to all, and at the same time ensure that those who need it, or are vulnerable, have additional support. This may take the form of access to debt and welfare rights advice or the provision of specific items to help individuals to reduce their energy costs and make their homes warmer through the Handy Service. Some individuals may receive both types of support.

¹² In SROI, 'social' is taken as a shorthand for social, economic and environmental value

As well as the multiple benefits experienced by individuals, the support Cosy Kingdom offers to organisations has been considered. This takes the form of both enabling a more effective use of resources and also sharing skills.

Account has been taken of the contribution that Cosy Kingdom makes to the environment by reducing energy consumption.

All the benefits for individual stakeholders have been identified, valued and monetised so that the true value of Cosy Kingdom can be better understood.

2. Scope and stakeholders

2.1 Scope

This is an evaluation of the social return from investing in a wholistic person-centred energy advice and support service for individuals and a training programme for organisations. It is based on the duration of one year.

2.2 Stakeholder identification and consultation

All those who were likely to experience change as a result of the Cosy Kingdom (the stakeholders), were identified, the nature of any changes that might be experienced considered and how such changes might be measured explored. This resulted in drawing up a list of those organisations or individuals whom it was believed would be significantly affected (the 'included' stakeholders). Details about the rationale for including these stakeholders are provided in Appendix 1.1.

A list of those whom it was thought would not experience significant change, and hence it was not considered appropriate to contact for further discussion, was also identified (the 'excluded' stakeholders). More details on this group and the reason for not considering them further in relation to the analysis can be found in Appendix 1.1.

A consultation plan was established for each of the identified stakeholders using methodologies that best suited their individual needs. Consultation was carried out by the Improvement Service with support from Cosy Kingdom staff. Appendix 1.2 sets out the engagement methods used for each stakeholder.

Initial interviews were held with key stakeholders to identify potential outcomes. Stakeholders were consulted, in a variety of ways, at all stages of the process. This included face to face and telephone interviews, and on-line surveys.

3. Outcomes experienced from the perspective of the different stakeholders

By engaging with stakeholders this analysis has identified, from the perspective of each, the changes that have taken place as a result of activities or support provided by Cosy Kingdom. Within each stakeholder grouping not all individuals or organisations experienced benefits to the same extent and this is reflected in the numbers used to calculate the return on investment. These numbers are drawn from survey results and questionnaire responses and are considered further in section 4.3.

The outcomes reported by stakeholders are described in the following sections and are illustrated by direct anonymised quotes.

3.1 Individuals

Between 1 April 2023 and 31 March 2024, 3,963 individuals sought advice from Cosy Kingdom, of whom 1,968 received support from the Handy Service.

The socio-economic background of individuals who contact Cosy Kingdom varies considerably as services are available to all who live in the geographical area covered. Single parents, older people and individuals living with a disability are all represented. In the course of the analysis all individuals were asked the same questions and were offered the opportunity to make any additional comments. There was limited evidence of variation in the outcomes experienced by individuals that could be directly linked to different demographic characteristics, for example, reporting improved health and wellbeing was no more likely to occur in older people than it was in an individual living in a family household. The only group in which there was a direct link between the change that resulted from support from Cosy Kingdom and a defined demographic characteristic related to single people living in rented accommodation. This group stated that they were more likely to avoid becoming homeless as a result of support from Cosy Kingdom.



Outcome: Individuals accessing the service will have improved health and wellbeing as a result of living in warmer homes and being less stressed about energy costs

Given that the Handy Service and energy advice team are so closely linked - referrals to the Handy Service follow on from energy advice - it would not be

appropriate to try to attribute the benefits reported by individuals to support from one or the other.

As a result of having contact with energy advisors and the Handy Service, almost half of all individuals reported improved health and wellbeing. This included feeling less stressed and worried about how to meet the costs of keeping their home warm and, in some cases, no longer worrying about managing energy related debt.

As well as contributing towards improved mental health, individuals stated that their physical health had improved as their home environment was warmer and there was less dampness and condensation.

Individuals were supported to get the help that best met their needs. For some it may have been getting a grant to reduce energy debt, whilst others were able to reduce energy costs by switching supplier.

The individuals who received support from the Handy Service were very complimentary about the workers delivering the service. The provision of insulating curtains is immediate and obvious, as they are placed in situ, and hence individuals frequently commented on their effectiveness. The other measures supplied, such as heaters and microwaves, were mentioned much less frequently and the benefits they offered were rarely acknowledged. It may be that the energy saving value of such items is not recognised to the same extent by the individuals who receive them or indeed that they do not use the items on a regular basis. This is an area that would benefit from further consideration.

Many individuals commented about the knowledgeable and non-judgemental workers employed by Cosy Kingdom. It was suggested that, whilst help or advice might have been sought for a specific problem, the workers went out of their way to take a person-centred approach and to look at all the areas in which help could be offered and the agency or organisation that would be best placed to assist.



"I had spent hours on the phone trying to get my electric bill sorted out. Cosy Kingdom came to see me and stayed online until it was sorted out."

"I didn't know where to turn and I couldn't sleep for worrying about the gas bill, but I needed to keep the heating on for my Mum with her COPD. Cosy Kingdom sat down with me and explained all the help I could get."

"The bedroom was so cold and damp I couldn't sleep in it. All I had was the bed and I was too scared to put the heating on. Getting that grant and the curtains and the extra money meant I could stop sleeping on the sofa."

"I wish I'd come to you sooner- I feel so much better now."



Outcome: Individuals getting energy advice will have increased awareness, understanding and confidence to manage how they use energy more effectively

Almost 90% of individuals reported that support from Cosy Kingdom had helped them understand how to manage their energy consumption better. Some expressed surprise that there were able to take a few very simple steps to reduce energy use and save money. Information was provided in a straightforward way, and this instilled skills and confidence in individuals to continue to use the measures they had been shown - and indeed to share information they had been given with others.



"I had just moved in and didn't know how to work anything. I didn't know the freezer was on and there was nothing in it. This was costing money."

"The advice was simple and easy to understand but I would never have thought of it."

"I think in the last few months I've saved about £40. I can't quite believe it."

"I've told all my family about what to do."



Outcome: Individuals living in rented accommodation are more likely to maintain their tenancies and avoid energy debt

During the interviews, individuals living in rented accommodation, mainly in the private sector, indicated that they had been facing the choice of paying their rent or heating their homes. They indicated that they were struggling to cope, living in cold houses without electricity and having growing levels of debt. Some felt their only option had been to give up their tenancy and become homeless and hope that friends or family might take them in. Getting support from Cosy Kingdom, and the other organisations the energy advisors referred them to, meant that they had the resources to remain in the homes – at least in the short term. Whilst this outcome was reported by a relatively small number, the adverse impact of homelessness on individuals and the costs to the public sector are high.



“I was sofa surfing for years after I split up from my girlfriend. This was the first flat I had but I didn’t have the money to pay for [electric] cards and rent.”



Outcome: Individuals will be more able to connect with other services to access the support they need

One of the strengths of Cosy Kingdom is the strong relationships that staff have been able to establish with a range of organisations. This benefits individuals as energy advisors can quickly make referrals or signpost sources of additional support from other organisations.



“The advisor told me about the community meals, so I went along. I also got a voucher for the foodbank.”

“I had problems with the wheels on my walker, so the Bike Shop fixed it.”

“I told people in the café about how I had been helped with my standing charges.”

“The energy advisor told me about the drop-ins - just up the road - I must have gone passed it on the way to the shops and didn’t know it was there.”



Outcome: Individuals will increase their household income

There are several ways in which Cosy Kingdom supports individuals to increase their household income. For example, as well as saving individuals money through reducing energy costs and levels of outstanding debt, energy advisors can apply for grants, offer vouchers or arrange for goods to be provided. The goods supplied can range in value from replacement boilers (for a few individuals) to energy saving lightbulbs.

Having a dedicated worker from CARF means that individuals are able to access welfare rights and money advice and can also be referred on for more specialist support from other teams in CARF. It is worth highlighting that only the most complex cases or individuals needing additional assistance are referred for this support. CARF helped individuals make financial gains of £494,175. This was as a result of awards of Attendance Allowance (70% of total sum awarded) and Pension Credit (16% of total sum awarded) suggesting that many of the individuals supported are in the older age group. Given the recent (September 2024) decisions by both UK and Scottish Governments to make Winter Fuel Payments only to those who receive pension credit or other means tested benefits the ability of Cosy Kingdom to engage with individuals in this age group and ensure that they are claiming passported benefits will be extremely important.

In total, household incomes benefited as a result of support from Cosy Kingdom by c£2,523,000.

The number of individuals supported in relation to their type of tenure and the financial gains achieved for each tenure type are set out in the tables below. As can be seen, although owner occupier households secured the greatest financial gains council tenants made up more than half the number of individuals supported.

Figure One: Financial Gain (in £) by Tenure Type

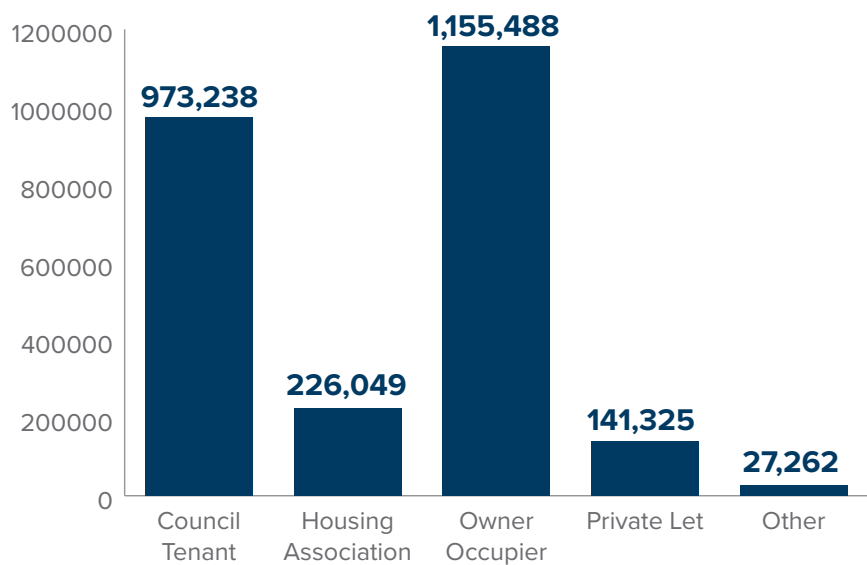
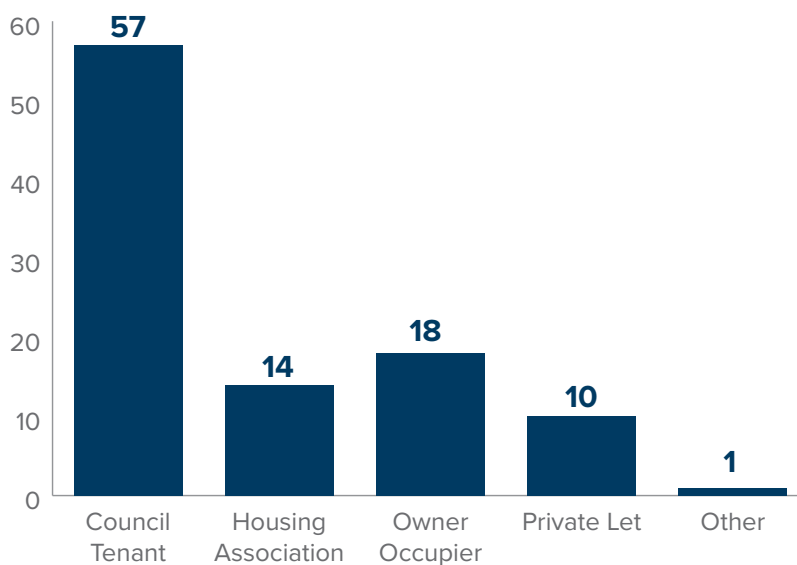


Figure Two: % of Individuals Supported by Tenure Type



3.2 Organisations

Cosy Kingdom engages with organisations, in both the public and third sectors, which have many different purposes and cover a wide range of activities. Engagement can take many forms from making/receiving referrals to delivering training on basic energy advice.

In the course of the interviews, all participating organisations were asked where they would go to get the support currently offered by Cosy Kingdom if the organisation didn't exist. **all** organisations indicated that the service was unique and stated that, if Cosy Kingdom didn't exist, there would be a gap that couldn't be readily filled by another Fife organisation. Whilst Home Energy Scotland provide energy advice on a national basis, the organisation does not offer all the services provided by Cosy Kingdom such as the Handy Service, links to other organisations in Fife and frontline worker training.



"There is no other organisation that can provide the support they do."



Outcome: Staff in organisations across Fife can access training and support in basic energy provision and improve their skills and understanding

Cosy Kingdom delivered training to 321 individuals from 35 organisations in Fife. This includes Fife Council, and although counted as one organisation it should be noted that the training was provided to staff across 14 service areas. It must be stressed that, as well as improving the skills and confidence of the individuals

who participate, the training provides wider benefits to the organisations for whom they work or volunteer. Following the training participants reported an improved understanding of Cosy Kingdom and were more likely to make referrals.



“Members of staff all say they have learned something and know where to send parents if (energy costs) come up in conversation again.”

“Energy comes up in every conversation - the training was great for volunteers as they can give basic information.”

“The training was great and gave our staff the confidence to give some very basic information and to start the conversation about energy.”

“We learnt more about what Cosy Kingdom does and how we can work together.”



Outcome: Organisations can improve the service they offer by making referrals to a trusted organisation to access expert energy advice and support.

Organisations reported that many of the individuals they supported were struggling to meet their costs or had energy debt. Whilst some said that their staff did sometimes try to help this could be challenging as their staff felt they didn't have the required skills. In addition, trying to offer such support placed an increased burden on staff capacity and time.



“As well as being able to access a professional skilled service we work together informally.

“It's never an issue just picking up the phone and speaking to one of our named contacts to get additional information or clarification.”

“We work together and each play to our strengths. They complement what we as a housing service do.”

“They are experts in their field and don't try to be an everything to everybody”.

“It saves us so much time- it can take all day to sort out a problem with (an energy) supplier.”



Outcome: Organisations are able to reach out to and engage with increased numbers of individuals and groups.

Organisations reported that as a result of their engagement with Cosy Kingdom they were able to reach out to and engage with individuals. This was especially the case in relation to those who may be considered vulnerable or ‘hard to reach’. Several commented that this was only possible because of the trusting and effective relationships Cosy Kingdom staff were able to make and maintain with individuals.



“We learn so much from Cosy Kingdom about how people are heating their homes, and this informs how we deliver our service in the future.”

“By giving our tenants energy advice, they have reduced our repair costs and also the number of complaints we get.”

“Cosy Kingdom bring the service out to where people are.”

“Cosy Kingdom can articulate the dangers of Carbon Monoxide poisoning in communities we would never have been able to reach.”

“We use Cosy Kingdom as a model of best practice of how to engage with communities.”



Outcome: National and local organisations can save money by not having to provide the services offered by Cosy Kingdom

During the interviews with stakeholders, all were asked what they would do if Cosy Kingdom didn’t exist - how would they ensure that the individuals they provided services to, or whom they had a duty to support, could get energy advice? Whilst all said there was no obvious alternative, a few said that they would have to try to provide the service in-house. Those organisations were then asked to estimate the costs of doing this. Whilst it must be recognised that this is an estimate, and as such should be treated with caution, the combined total costs of providing in-house services came to £375,000. It should be noted that these organisations do not currently fund Cosy Kingdom.

3.3 The environment

The need to reduce greenhouse gas emissions to mitigate climate change is now acknowledged and this is set out in Scotland's Climate Change Plan.¹³



Outcome: Carbon saved through reduced energy consumption

Greener Kirkcaldy calculate the amount of carbon saved because of their all their activities annually. They have identified the amount that can be directly attributed to Cosy Kingdom's activities is 44,222.30 tonnes carbon dioxide equivalent (CO₂e).

¹³ [Reducing greenhouse gas emissions - Climate change - gov.scot \(www.gov.scot\)](https://www.gov.scot/publications/reducing-greenhouse-gas-emissions-2019/pages/22.aspx)

4. Inputs and outputs

4.1 Investment (inputs)

The total funding for Cosy Kingdom in 2023-24 was £1,063,522.00. This was used to meet the following items of expenditure:

- Office Overheads
- Handy Service Materials/Cosy Packs
- Evaluation/Consultancy Fees
- IT Equipment & Support
- Partner Fees
- Staffing
- Training & Conferences for Staff
- Marketing & Materials for Events
- Travel

4.2 Outputs

The outputs describe, in numerical terms, the activities that took place as a result of the inputs. It is these activities which resulted in the changes (or outcomes) for each of the identified stakeholders.

Table Two: Outputs by stakeholder

Stakeholder	Relevant outputs ¹⁴
Individuals living in Fife	<ul style="list-style-type: none">• 3,963 individuals accessed the energy advice service and received advice and/or supported by phone or in person• 1,968 received goods and support from the Handy Service
Organisations	<ul style="list-style-type: none">• 321 staff and volunteers participated in training• 20 organisations have been able to save staff time• 20 organisations have been able to engage with more individuals and groups

¹⁴ It should be noted that the activities provided by Cosy Kingdom have already been described in some detail.

4.3 Quantities

It is important to clarify the number in each stakeholder group who actually experienced the outcome that has been identified. In many cases, not every stakeholder involved experienced change, or indeed may have done so to varying degrees. For example, whilst almost 4,000 individuals have been able to access energy advice, not all reported experiencing improved health and wellbeing.

Individuals

The table below details the numbers of the cohort of individuals who have experienced the reported outcomes. The findings have been scaled up based on the responses received from the sample surveyed (6%). It is acknowledged that a sample size of 6% places limitations on the confidence levels, however this will be tested in the sensitivity analysis.

Outcome	No.
Individuals have improved health and wellbeing because of living in warmer homes and being less stressed about energy costs	1,862
Individuals have Increased awareness, understanding and confidence to use energy more effectively	3,567
Individuals are more likely to avoid becoming homeless	28
Individuals get the help they need earlier, and reduce the time searching for support	225
Individuals have increased their available household income	3697

Organisations

Individual interviews were held with representatives of the organisations listed below.

- Levenmouth Foodbank
- Citizens Advice and Rights Fife
- Fife Council: Social Work Services
- Fife Council: Area Office
- Fife Council: Housing Service
- Fife Council: Fuel Poverty Lead
- Fife Housing Group
- Home Energy Scotland

- St Andrews Environmental Network
- Scottish Gas Networks

In addition, a group session was held at Levenmouth Welfare Reform and Anti-Poverty Group (WRAP). As has already been indicated, Cosy Kingdom engages with organisations in different ways and with varying levels of regularity. The organisations with which individual interviews were held were those who were in regular contact with Cosy Kingdom, through networking events and making or receiving referrals.

The session at the WRAP group enabled a level of engagement with other organisations that had more sporadic contact with the service.

This approach enabled a diverse range of organisations in terms of role, size, sector and frequency of engagement to be interviewed.

Outcome	No.
Staff in organisations across Fife can access training and support in basic energy provision and improve their skills and understanding	321
Organisations can reach out to and engage with increased numbers of individuals and groups	20
Organisations can improve the service they offer by making referrals to a trusted organisation to access expert energy advice and support	20
National and local organisations can save money by not having to provide the services offered by Cosy Kingdom	4

5. Outcomes and valuation

5.1 Outcomes evidence

The changes (or outcomes) which were identified, following consultation with each stakeholder, are detailed below along with information on how the outcome was measured (indicator). All of the outcomes reported were positive. The outcomes which were identified in the course of the analysis but could not be measured and the reasons for this are listed in Appendix 1.3.

Table Three: Outcomes Evidence

Stakeholder	Outcome	Outcome Indicator	Source
Individuals	Individuals have improved health and wellbeing as a result of living in warmer homes and being less stressed about energy costs	No. of individuals reporting improved health and wellbeing (47% of responses - scaled up)	Survey of service users
	Individuals have Increased awareness, understanding and confidence to use energy more effectively	No. of individuals reporting increased awareness, understanding and confidence to use energy more effectively (90% of responses -scaled up)	Survey of service users
	Individuals are more likely to avoid becoming homeless	No. of individuals reporting that they have avoided homelessness	Interviews with service users
	Individuals get the help they need earlier and also reduce the time searching for support	No. of individuals reporting increased connections to other services (interviews with service users scaled up)	Interviews with service users
	Individuals will increase their available household income	Financial gains made by households through benefits/ grants/debt right off and contributions in kind through value of goods supplied	Project Records

Stakeholder	Outcome	Outcome Indicator	Source
Organisations	Staff gain skills and understanding in basic energy advice	No. of staff reporting improved skills and understanding in basic energy advice (scaled up)	Survey of participants
	Organisations can extend their service user base	No. of additional individuals and groups engaged	Interviews with organisations
	Organisations can improve the service they offer by making timely referrals and as a result make more effective use of staff	Hours of staff time saved	Estimated based on feedback from organisations
	National and local organisations can save money by not having to provide the services offered by Cosy Kingdom	Estimated costs of providing the Cosy Kingdom service on an in- house basis	Interviews with organisations
The Environment	Reduction in household energy consumption	Carbon Calculations	Records

5.2 Valuation

Financial proxies have been identified which allow a monetary value to be placed on the changes experienced by individual stakeholders. In each case stakeholders, have been consulted on the appropriateness of these measures and given the opportunity to make suggestions on potential financial proxies. These were taken into account in the final selection. In identifying the value given to a financial proxy, attempts have been made to link the amount in financial terms to the level of importance placed on the change by individual stakeholders.

Further information on how each outcome is valued is provided in Appendix 1.4.

6. Social return calculation and sensitivity analysis

6.1 Duration and drop off

Before the SROI calculation can be finalised, the period of time the changes produced by the activity will last must be considered. This is so that their future value can be assessed. The question to be answered is *'if the activity stopped tomorrow, how much of the value would still be there?'*

Details of the duration of each of the outcomes can be found in the Value Map attached in Appendix 3.

To predict the length of time changes will be sustained, stakeholder opinion and independent research are both considered. There will be variations in the length of time benefits last according to the nature of the change and the characteristics of individual stakeholders. If significant assumptions have been required about the likely duration of changes, then these will be tested in the sensitivity analysis.

In the absence of relevant research or stakeholder views that would suggest the time period the benefits are likely to last, the duration of all outcomes, with one exception, has been set at between one and three years. It is likely that several outcomes may endure for a longer period but, at this stage, in the absence of robust evidence to support this, a conservative approach has been adopted. The duration of the benefits to the environment has, in line with current practice, been set at 40 years.

Outcomes lasting several years cannot be expected to maintain the same level of value for each of these years. This is dealt with by assuming that the value will reduce or 'drop off' each year. Outcomes relating to skills and knowledge gained through training are likely to reduce over time and hence will be affected by 'drop off'. It should be noted that as the benefits to the environment are predicted to last for a long time there will be significantly less reduction in value.

6.2 Reductions in value to avoid overclaiming

As well as considering how long the changes a service or activity delivers will last, it is necessary to take account of other factors that may be influential. The recorded change might have happened regardless of the service, something else may have made a contribution to it or the service may have displaced changes taking place elsewhere. In considering the extent to which each of these factors have played a part in the total impact, a realistic approach should be adopted.

The aim is to be pragmatic about the benefits actually provided by the activities delivered by Cosy Kingdom. The SROI methodology does this by taking all these factors into account in calculating the actual impact a project or activity delivers. In this case assumptions have been made and hence these are tested in the sensitivity analysis.

6.2.1 Deadweight

A reduction for deadweight reflects the fact that a proportion of an outcome might have happened without any intervention. For example, individuals might have gained access to energy advice in some other way. Although, given the specialist support provided by Cosy Kingdom, such advice is unlikely to have been of equivalent value and quality.

The assumptions about deadweight are contained in Appendix 1.5.

6.2.2 Attribution

Attribution takes account of external influences, including the contribution of others that may have played a part in the changes that are identified. For instance, it is likely that there are many other factors that could have contributed to the improvements in health and wellbeing reported by individuals. This is reflected in giving the higher level awarded to attribution in the calculation. The assumptions about attribution are contained in Appendix 1.5.

6.2.3 Displacement

Displacement applies when one outcome is achieved but at the expense of another outcome, or another stakeholder is adversely affected. In the analysis, this is not considered to have occurred.

6.3 Calculation of social return

Appendix 1.6 details the values for each outcome that a stakeholder experiences and considers deductions to avoid over-claiming. It is worth emphasizing that outcomes will have a value that lasts beyond the year of investment, although, the amount is likely to be less or, if the same, will be more likely to be influenced by other factors.¹⁵ This means that the total value is higher than the impacts calculated for a single year. These individual values have been added together, then compared with the investment in the service provided at section 4.1 above.

Account has also been taken of the value in future years which must also be added. This is set out in the table below.

¹⁵ <https://socialvalueuk.org/wp-content/uploads/2022/12/The-Guide-to-Social-Return-on-Investment-2015.pdf>

Table Four: Details of Calculation

Description	Year One	Year Two	Year Three	Year Four	Year Five
Present value of each year (after discounting)	£11,150,363	£7,563,224	£6,659,704	£5,956,614	£5,398,209
Total Present Value (PV)					36,728,114
Net Present Value (PV minus the investment)					35,664,592
Social Return £ per £					34.53

The results show a social return on investment of around £34 for every £1 invested based on the assumptions set out above.

6.4 Sensitivity analysis

Sensitivity Analysis

In calculating the social return on investment, it has been necessary to make certain assumptions which may include the use of data which is either not subject to universal agreement or which cannot be adequately evidenced. In other words, there are factors which have been included in the final calculation about which there is a degree of uncertainty. To assess how much influence this has had on the final value that has been calculated, a sensitivity analysis is carried out and the results recorded.

The aim is to see how much influence the assumptions have on the final result. The higher or lower the results in the test - and hence the variation from the base used for testing - the greater the influence. A wide variation means that less reliance can be placed on the findings.

The base level for testing is £34.46.

The most significant assumptions that were made were tested in the sensitivity analysis as detailed below:

Table Five: Results of Sensitivity Analysis

Factor	Variation	Result
Attribution	Increase by 10%	£30.75
Attribution	Decrease by 10%	£37.78
Deadweight	Increase by 10%	£30.19
Deadweight	Decrease by 10%	£36.14
Quantities of Organisations	Increase by 25%	£34.53
Quantities of Organisations	Decrease by 25%	£34.40

Varying the numbers of organisations which experienced benefits does not have a major impact on the investment ratio. Given that this is the area of least confidence in the analysis, a particularly robust approach to testing was adopted and the level was subject to variances of 25%.

Attribution considers the contribution made by others to the changes recorded. There is limited research available that can be used to support the findings, and in line with adopting a conservative approach, the level of attribution has been set highly. Not surprisingly, as a result of this, attribution has the greatest impact on the ratio.

As some stakeholders reported that the outcomes identified would not have happened if the activity had not taken place levels of deadweight were set lower than those for attribution. Varying the levels of deadweight has a limited effect on the result.

For the reasons outlined above, there can be a degree of confidence that between £30 and £36 of social, environmental and economic benefits are likely to be created for every £1 that is invested.

6.5 Materiality considerations

At every stage of the SROI process, judgements must be made about how to interpret and convey information. Sometimes the rationale behind the decision is obvious and fully evidenced, on other occasions, additional explanations or information may be required.

SROI demands total clarity and complete transparency about the approach that is taken so that there is no possibility of confusion or misinterpretation. Applying a concept of materiality means that explanations must be offered for information that can be interpreted in different ways and which can exert influence on the decisions others might take.

The concept can be of particular importance in ensuring that outcomes for stakeholders are relevant, are not perceived as being duplicated and that

the different values individual stakeholders may ascribe to the changes they experience are understood.

Financial proxies for improved health and wellbeing

As it was not possible to identify in detail the nature of the health and wellbeing benefits reported by individuals, a more generic approach to valuation of these outcomes was adopted. When consulted, 47% of individuals reported better mental health and 28% stated that they had experienced improvements in physical health. As it was not possible to identify in more detail the nature of the improvements it, was felt that a measure of improvement in life satisfaction would be more appropriate. This encompasses benefits to both mental and physical health.

As a result, WELLBYs¹⁶ were used.

“A WELLBY proposes that a robust estimate of a change in life satisfaction can be converted to a monetary value by multiplying by £13,000 [Low: £10,000, High £16,000]. This is the recommended standard value of one wellbeing adjusted life year – based on 2019 prices and values.”

A value at the lower end was applied but was adjusted to reflect current prices. This approach may have undervalued the physical health and mental wellbeing benefits Cosy Kingdom delivers to individuals, as they were not considered and valued separately.

This approach was the most appropriate on the basis of the available evidence and to ensure there was no overclaiming in the calculation.

The environment

Greener Kirkcaldy produces detailed carbon calculations for all its projects and programmes. Those that could be directly attributed to the activities delivered or supported by Cosy Kingdom were identified and the amount of carbon saved calculated. This information can be supplied on request.

In relation to valuing carbon savings, the 2021 BEIS guidance removed the distinction between traded and non-traded prices of carbon for use in appraisal. It states that a single value should be used in all analysis which represents a monetary value that society places on one tonne of carbon dioxide equivalent (£/tCO₂e). The value to be used is not fixed but is provided in a range. In this analysis, a middle value between low and high series estimates was chosen.

¹⁶ https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1005388/Wellbeing_guidance_for_appraisal_-_supplementary_Green_Book_guidance.pdf

Public sector savings

There are likely to be savings to the public sector a result of Cosy Kingdom's activities. There is an obvious causal link between improvements in individual health and wellbeing and reduced demand for health services. However as this could not be quantified it has not been valued.

One local authority manager mentioned that as houses were kept warmer, fewer repairs were required as a result of problems with dampness and condensation. It is likely that this benefit would apply to all landlords but as it could not be quantified it was not possible to accurately record this.

Partners

When stakeholders who were likely to experience outcomes were originally identified, both CARF and St Andrews Environmental Network were included. In discussions with both organisations to explore the outcomes each organisation experienced because of the partnership, the main benefits were securing funding and sharing skills and experience. The first relates more closely to their association with Greener Kirkcaldy and is not relevant for this analysis. In relation to the second, CARF provide access to specialists in their wider network, however this is a benefit for individual service users. St Andrews Environmental Network mentioned their ability to share their experiences of the unique problems experienced by individuals living in rural areas to help improve the knowledge and understanding of Cosy Kingdom staff. This is a benefit for Cosy Kingdom staff.

This does not detract from either the value of these outcomes or the positive relationships and effective partnerships that exist between all of the organisations, but merely highlights that for the purpose of this analysis relevant outcomes that could be attributed to the partners could not be identified.

6.6 Unexpected outcomes

Potential outcomes were identified through discussions with small groups of stakeholders and by shadowing energy advisors and workers in the Handy Service. These formed the basis of structured questionnaires/ surveys designed to quantify the benefits, which were distributed to the wider sample of stakeholders.

Both questionnaires and surveys included open ended questions, and it was through the answers given to these that it was possible to identify unanticipated outcomes. As there is some uncertainty about the number (or quantity) of the stakeholder cohort who are likely to experience these outcomes, they have not been valued and included in the calculation.

During the analysis, outcomes were identified which were not included in the final impact map.

Several individuals spoke about the benefits that had been provided to other members of their household sharing their accommodations. For example, everyone living in the house could experience the health and wellbeing benefits of living in a warmer home. As outcomes were only identified for individuals accessing energy advice the potential outcomes for this stakeholder group have not been identified, included and valued.

7. Conclusion

The purpose of this analysis was to consider the benefits of Cosy Kingdom by monetising them to calculate the social return on investment.

The outcomes identified, measured and valued have been a result of stakeholder engagement, and represent the benefits actually experienced. The analysis provides compelling evidence of the multiple benefits this approach delivers for individuals living in Fife (particularly those experiencing fuel poverty), local and national organisations and the environment.

Adopting an accessible, person centred model for service delivery supported by a collaborative approach to working with other organisations has resulted in significant impacts. This approach to delivering energy advice provides a practical and cost-effective way of addressing social, economic and health inequalities and of reducing carbon emissions from household energy use.

For an investment of c£1 million funders are able to deliver benefits for individuals valued at c£3.2 million. The value of carbon saved which benefits the environment is c £5-4million.

However, investment is not justified solely on the 'best value' or the economic advantages that it delivers in the short term and it is important to consider and reflect on the multiple outcomes to which it contributes.

The SROI calculation is expressed as a ratio of return from investment. It is derived from dividing the monetised value of the sum of all the benefits by the total cost of the investment.

It is important to note that in calculating the value future benefits are also considered and monetised. One of the reasons the ratio is so high is because of the long-term benefits energy advice delivers for the environment.

In this report the total present value is c£36 million. The total investment figure in the same period to generate this value is c£1 million.

The SROI ratio is calculated by dividing the present value by the investment.

The social return from investing in Cosy Kingdom was found to be in the region of £34 for every £1 invested.

Appendix 1: Audit trail and value map information

1.1 Stakeholders identified who were included or excluded

Following discussions with Cosy Kingdom staff, potential stakeholders were identified. Table Six sets out whether they were included in the analysis and the rationale for the decision that was taken.

Table Six: Included and Excluded Stakeholders

Stakeholder	Included/excluded	Rationale
Individuals getting energy advice	Included - considered as separate groups based on demographic characteristics	Key stakeholders and likely to experience significant outcomes. Subdivided by the following characteristics: <ul style="list-style-type: none"> • Household type • Household composition • Disability
Individuals receiving support from the Handy Service	Included - considered as separate groups based on demographic characteristics	Key stakeholders and likely to experience significant outcomes. Subdivided by the following characteristics: <ul style="list-style-type: none"> • Household type • Household composition • Disability
Organisations in Fife who have accessed 'Energy Efficiency Quick-start Essentials for Front Line Staff and Volunteers' training	Included	Key stakeholders and likely to experience significant outcomes.
Partners - CARF and St Andrews Environmental Network	Included	Key stakeholders and likely to experience significant outcomes.
Organisations in Fife who make/ receive referrals(this includes social landlords) .	Included	Key stakeholders and likely to experience significant outcomes.
Funders	Included	Contribute to outcomes.
Schools	Excluded	Long term benefits in relation to reduced demand/ cost savings are likely but are out with the scope of this analysis.

Stakeholder	Included/excluded	Rationale
Cosy Kingdom Staff	Excluded	May experience enhanced job satisfaction and will contribute to outcomes achieved by individuals. However individual staff outcomes are not likely to be significant.
NHS	Excluded	Long term benefits in relation to reduced demand/ cost savings are likely but are out with the scope of this analysis.
Cosy Kingdom Volunteers	Excluded	Limited numbers as the programme is being developed.

1.2 Engagement methods for ‘included’ stakeholders

Table Seven: Engagement methods for ‘included’ stakeholders

Stakeholder	Method	Number	Medium
Individuals getting energy advice	Structured Questionnaires Survey	30 220	One to one interviews Email
Individuals receiving support from the Handy Service	Structured Questionnaires Survey	20 63	One to one interviews Email
Individuals in Fife who have accessed ‘Energy Efficiency Quick-start Essentials for Front Line Staff and Volunteers’ training	Survey	19	Email
Partners - CARF and St Andrews Environmental Network	Structured Questionnaire	2	One to one interviews
Organisations in Fife who make/ receive referrals (this includes social landlords)	Structured Questionnaire	10	One to one interviews
Funders	Structured Questionnaire	2	One to one interviews

1.3 Outcomes identified, but not measured

The reasons that it has not been possible to measure and value all outcomes have already been explained in section 6.5 on materiality.

No negative outcomes were identified in the analysis - a negative outcome is one which has an adverse effect on stakeholders.

1.4 Financial proxies

All outcomes included had a financial proxy assigned to them.

Table Eight: Financial proxies

Stakeholder	Outcome	Financial Proxy	Value £	Source
Individuals	Individuals have improved health and wellbeing because of living in warmer homes and being less stressed about energy costs	Welby	£13,750.00	https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1005388/Wellbeing_guidance_for_appraisal_-_supplementary_Green_Book_guidance.pdf 90
	Individuals have increased awareness, understanding and confidence to use energy more effectively	Cost of an energy efficiency course	£10.00	Energy Efficiency Awareness Training iHasco
	Individuals are more likely to avoid becoming homeless	Homelessness application - average one-off and on-going costs associated with statutory homelessness	£2,976.00	gmca-unit-cost-database-v2_3_1-final.xlsx (live.com) and updated to current prices wherever possible
	Individuals get the help they need earlier and reduce the time searching for support	Average annual household spend on miscellaneous entertainment at £1.40 per week	£72.80	Family spending workbook 1: detailed expenditure and trends - Office for National Statistics (ons.gov.uk)
	Individuals will increase their available household income	Recorded on individual case files	£2,523,384.00	Recorded on individual case files
Organisations	Staff gain skills and understanding in basic energy advice	Cost of conference place which provided information and networking opportunities	£75.00	https://events.holyrood.com/event/climatesummit/

Stakeholder	Outcome	Financial Proxy	Value £	Source
	Organisations can extend their service user base	Cost of advertising campaign	£4,000.00	Radio Advertising Costs 2024 RadioAdvertising.co.uk UK
	Organisations can improve the service they offer by making timely referrals and as a result reduce staff time	Hourly rate for support worker (estimated 5 additional hours) required per complex case	£14.00	Support Worker - ABC10667 Aberdeen City Council myjobscotland
	National and local organisations can save money by not having to provide the services offered by Cosy Kingdom		£370,000.00	Direct report from stakeholders
The Environment	Reduction in household energy consumption	The 2021 BEIS guidance removed the distinction between traded and non-traded prices of carbon for use in appraisal. A single value should be used in all analysis. They represent a monetary value that society places on one tonne of carbon dioxide equivalent (£/tCO ₂ e). This is the central series estimate for 2021 - the low series estimate is £122/tCO ₂ e and the high series estimate is £367/tCO ₂ e. Values for future years up to 2050 can be found in the guidance.	£122	BEIS guidance on valuing greenhouse gas emissions

1.5 Deductions to avoid over-claiming

Table Nine: Deductions to avoid over-claiming

Stakeholder	Outcome	Deadweight %	Attribution %	Displacement %
Individuals	Individuals have improved health and wellbeing because of living in warmer homes and being less stressed about energy costs	50%	75%	0%
	Individuals have increased awareness, understanding and confidence to use energy more effectively	10%	0%	10%
	Individuals are more likely to avoid becoming homeless	25%	0%	25%
	Individuals get the help they need earlier and spend less time looking for support	10%	0%	10%
	Individuals will increase their available household income	0%	0%	0%
Organisations	Staff gain skills and understanding in basic energy advice	10%	0%	10%
	Organisations can extend their service user base	10%	0%	10%
	Organisations can improve the service they offer by making timely referrals and as a result reduce staff time	0%	0%	0%
	National and local organisations can save money by not having to provide the services offered by Cosy Kingdom	0%	0%	0%
The Environment	Reduction in household energy consumption	0%	0%	0%

1.6 Calculation

The table below summarises the factors that have been considered in calculating the total impact.

Table Ten: Calculation

Stakeholder	Outcome	Quantity	Value	Less Deadweight	Less Displacement	Less Attribution	Drop Off	Impact
Individuals	Individuals have improved health and wellbeing because of living in warmer homes and being less stressed about energy costs	1,862	£13,750.00	50%	0%	75%	25%	£3,200,313
	Individuals have Increased awareness, understanding and confidence to use energy more effectively	3,567	£10.00	10%	0%	10%	0%	£28,893
	Individuals are more likely to avoid becoming homeless	28	£2,976.00	25%	0%	25%	50%	£46,872
	Individuals get the help they need earlier and reduce the time searching for support	225	£72.80	10%	0%	10%	0%	£13,268
	Individuals will increase their available household income	1	£2,523,384.00	0%	0%	0%	0%	£2,523,384
Organisations	Staff gain skills and understanding in basic energy advice	300	£75.00	10%	0%	10%	10%	£18,225
	Organisations can extend their service user base	20	£4,000.00	10%	0%	10%	25%	£64,800
	Organisations can improve the service they offer by making timely referrals and as a result reduce staff time	1,500	£14.00	0%	0%	0%	0%	£21,000
	National and local organisations can save money by not having to provide the services offered by Cosy Kingdom	1	£370,000.00	0%	0%	0%	0%	£370,000
	Reduction in household energy consumption	44,222.30	£122	0%	0%	0%	0%	£5,395,121

Appendix 2: The Principles of SROI

Table Eleven: Principles of SROI

Principle	Description
Involve stakeholders	Inform what gets measured and how this is measured and valued by involving stakeholders
Understand what changes	Articulate how change is created and evaluate this through evidence gathered, recognising positive and negative changes as well as those that are intended or unintended
Value the things that matter	Use financial proxies in order that the value of the outcomes can be recognised. Many outcomes are not traded in markets and as a result their value is not recognised
Only include what is material	Determine what information and evidence must be included in the accounts to give a true and fair picture, such that stakeholders can draw reasonable conclusions about impact
Do not over-claim	Only claim the value that organisations are responsible for creating
Be transparent	Demonstrate the basis on which the analysis may be considered accurate and honest, and show that it will be reported to and discussed with stakeholders
Verify the result	Ensure independent appropriate assurance

The SROI Network has published a comprehensive guide to SROI. This can be downloaded at www.sroinetwork.org.uk

Appendix 3: Value Map

A copy of the value map is available on request from karen.carrick@improvementservice.org.uk

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