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Social Return on Investment Analysis of Maximise!

August 2026

Executive Summary

The report provides a forecast of the social return from the investment in the Maximise! Programme in Edinburgh, delivered jointly by Community Health and Advice Initiative (CHAI) and Children First between 1st April 2024 and 31st March 2025. The activities delivered by Maximise! relate to whole family support which includes adult employability support, income maximisation, and home-based family support for parents and their children.

The benefits that are predicted are those that are made possible by the investment of £120,000 from the Edinburgh and South East Scotland City Region Deal managed by Capital City Partnership and have been identified following consultation with those who were most directly affected.

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 and economic 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 who are likely to derive benefits from Maximise! and values some of the changes to which participation in Maximise! will contribute:

Families will experience improved family relationships and increased household income. They will find it easier to access the specialist support required.

Children will increase their chances of educational attainment due to improved attendance at school.

Parents will feel more valued and supported, and have improved health and wellbeing and an increased ability to cope with daily life. They will improve their chances of gaining employment as a result of new skills or qualifications.

Early years organisations providing support will be able to **use their resources more effectively by focusing on the** areas in which they have expertise.

CHAI and Children First will have raised their profile and increased their chances of future funding.

It was found that every

£1

invested would generate around



£6

of benefits

By applying a sensitivity analysis, or varying any assumptions made in the calculation, the value of the benefits derived ranges between £5 and £8.



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1. Introduction

This analysis describes and quantifies the social return on investing in the 'Maximise!' programme in Edinburgh.

The period that is considered in the analysis is 1 April 2024 to 31 March 2025, although it should be noted that the project ran for five years. This time period was chosen because the initial planning and development phase was complete and data collection and reporting mechanisms were well established.

1.1 Background

This analysis identifies the benefits provided by the Maximise! service delivered jointly by CHAI and Children First in Edinburgh. The programme was funded by the Edinburgh and South East Scotland City Region Deal (ESESCRD) Integrated Regional Employability and Skills (IRES) Programme.

“The Maximise! model is made up of a strong, integrated team of staff in each locality cluster offering advice, employability and family wellbeing support. Families can select the areas of support they require and can move through and engage with the model of support in a manner and pace which suits their situation.”

1.2 Subjects of the analysis

This analysis predicted the social and economic benefits of providing parents and families access to a multi-disciplinary, whole family support service provided by specialist workers employed by CHAI and Children First. Individuals who need support are referred to the Maximise programme from Early Years Centres (EYCs) in North and South Edinburgh. Only those EYCs that are funded by the above programme are within the scope of this analysis. Where appropriate, Maximise! makes onward referrals to other support agencies including social work, health, energy advice, educational organisations such as English for Speakers of Other Languages (ESOL), and a variety of other third sector organisations. The service is available to families with at least one child under five years of age attending an EYC and facing multiple barriers to moving out of poverty.

1.3 Strategic considerations

In 2020, the Edinburgh Poverty Commission published 'A Just Capital: Actions to End Poverty in Edinburgh'. This recommended that the experience of seeking help should be *'less painful, less complex, more humane, and more compassionate'* and was based on the overarching premise of having *'the right support in the places we live and work'*.

In 2023, an estimated 17% of people in Edinburgh were living in poverty, including 20% of all children.²

For children living in households experiencing poverty there is evidence of links between poverty and lower achievement of development milestones, lower school attendance, poorer attainment and poor health and wellbeing outcomes³, as well as having immediate adverse effects there are implications for the child's long-term future. As the Child Poverty Action Group found, *"children from higher income families significantly outperform those from low income households at ages 3 and 5. By age 5 there is a gap of ten months in problem solving development and of 13 months in vocabulary."*⁴

The Maximise! project aims to provide accessible intensive support to those families experiencing social and economic exclusion and to help them overcome the multiple barriers they face to moving out of poverty.

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 1:6 indicates that an investment of £1 in the activities has delivered £6 of social value.

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- 1 A Just Capital: Actions to End Poverty in Edinburgh [0200930_EPC_FinalReport_AJustCapital.pdf](#)
 - 2 End Poverty in Edinburgh Annual Progress Report 2024 [Item+5.2+-+End+Poverty+in+Edinburgh+Annual+Progress+Report+2024.pdf](#)
 - 3 Costs of Child Poverty: A Rapid Evidence Review of the Effect of Income on Child Outcomes <https://www.gov.uk/government/publications/costs-of-child-poverty-a-rapid-evidence-review-of-the-effect-of-income-on-child-outcomes/costs-of-child-poverty-a-rapid-evidence-review-of-the-effect-of-income-on-child-outcomes>
 - 4 Child Poverty in the UK, Child Poverty Action Group <https://cpag.org.uk/child-poverty>

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. An 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. 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 a forecast SROI analysis.

1.5 Purpose of the analysis

There is a body of evidence supporting the multiple benefits of providing intensive whole family support, to which this analysis will contribute. This analysis considers an approach to providing support based on working with Early Years Centres to target families who would benefit from additional help. The methodology adopted examines the benefits from a stakeholder perspective and calculates the social return on investment.

The findings from this analysis may assist local authorities, funders and providers of family support and employability services to consider how they can improve the way these services in Scotland are delivered to ensure support for prevention, rather than crisis intervention, is provided which takes into account the holistic needs of individuals and families.

2. Scope and stakeholders

2.1 Scope

This is a forecast of the social return from investing in Maximise! The findings it contains are based on the duration of one year - from 1 April 2024 until 31 March 2025 and relate to the funding provided by the Edinburgh and South East Scotland City Region Deal.

2.2 Stakeholder identification and consultation

All those who were likely to experience change as a result of the project (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 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.

The key stakeholders were identified following a review of reporting materials and a meeting with the project leads (Service Managers) in CHAI and Children First.

Consultation was carried out by the Improvement Service with support from both Children First and CHAI. Appendix 1.2 highlights the engagement methods used for each stakeholder.

Stakeholders were consulted to confirm the possible outcomes that had been identified initially during engagement with the delivery organisations (Children First and CHAI). This consultation was undertaken in a variety of ways at all stages of the process.

3. Theory of change from the perspective of stakeholders

By engaging with stakeholders this analysis has identified, from the perspective of each, the changes that are likely to take place as a result of the support provided by the intensive family support services in Edinburgh delivered by Maximise!

Within each stakeholder grouping not all individuals are likely to experience the same changes and this is reflected in the quantities used to calculate the return on investment. The quantities used are drawn from questionnaire responses and are considered further in section 4.3.

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

3.1 Parents/Carers

The following outcomes were identified:

Increased employment opportunities as a result of new skills or qualifications

Parents/Carers highlighted the additional skills they had gained and educational courses they had been supported to attend. This will result in increasing their potential to gain employment in the future.

Improved health and wellbeing

As a result of being able to access support individuals experienced improved wellbeing. This included feeling less stressed and being better able to understand and deal with their emotions. As a result of being supported to start to address their socioeconomic problems, individuals will start to regain control over their lives.

Being able to access services delivered by approachable, knowledgeable, and non-judgemental staff in a safe setting was critical.



“Happiness has definitely improved, knowing I can speak to the support worker about how I am feeling. It’s helped me and it has helped my kids as a result.”

Feel more valued and supported

Individuals talked about how involvement in Maximise! had made them feel valued and supported. They described how they felt the support they received will meet their needs and give them hope.



“Receiving that support has helped with everything. I genuinely look forward to them coming.”

Increased ability to cope with daily life

Parents highlighted that they will have an increased ability to cope with daily life. This was due to the wide range of benefits gained from engagement with the service. One commented that it had given them ‘increased peace of mind’.



“I’m less stressed out about the situation now. I know there is someone there to talk to who is fully on my side. It has taken the weight off my shoulders.”

3.2 Children

Increased chances of attainment through re-engagement with education

As it was not possible to engage directly with children, their parents were used as a proxy. The support provided will encourage children to re-engage with educational settings. This will be achieved by addressing the root causes for non-attendance which will vary from individual to individual. One parent highlighted how the Children First support workers had helped their daughter with regulating their emotions when angry by teaching her how to do breathing exercises.



“I do see a big change in her since [the support worker has] been working with her, this has also been seen by the nursery.”

3.3 Families

Improved family relationships

It was suggested that relationships within families will improve. This will be as a result of the needs of the whole family being considered and being addressed for each member in a person-centred way. The small scale interventions provided will have a cumulative effect in improving family relationships.

Families will have easier access to specialist support

Family members will be able to easily access the services they need. A named member of staff could either provide, or help them access, the advice or support they needed. This will reduce the amount of time spent in identifying and accessing services and mean that they can get support at a much earlier stage.

Families will have increased household income

By getting access to welfare rights and money advice families will be able to increase the income available to their household. This will enable families to increase their financial resources and to make choices about how best to spend their money instead of continually worrying about debt.

3.4 Delivery organisations

Profile of the organisation will be higher, helping to secure future funding

As a result of the Maximise! Programme, it was suggested that the profile of the organisations has been raised and future funding is more likely - this has already happened.



“In a small way Maximise almost became a bit of a brand for a while. This brand was undoubtedly recognised and replicated in various places, including other local authorities.”

3.4 Local Authority Service (EYCs) – distinct from delivery organisation

Local authority EYCs staff were able to be more efficient and effective by focussing on areas of expertise

EYCs confirmed that knowing Maximise! services are available meant they do not have to think about where to refer families if issues are brought up by parents or children.



“We used to have workers that did similar work, but since managers have stipulated our role is only for children. We don’t have the time beyond play and education with children. Maximise! is somewhere to refer to with anything family related”.

“Staff often felt a little helpless as they wanted to help the parents but didn’t know how. Maximise acted as a one stop shop – started as finance but led on to housing, employment etc... Made staff here jobs easier.”

4. Inputs and outputs

4.1 Investment (inputs)

There was an investment of £120,000 from the Edinburgh and South East Scotland City Region Deal managed by Capital City Partnership. This was used to meet staffing costs.

£73,500 of this was allocated to CHAI and £46,500 to Children First.

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 1: Outputs by stakeholder

Stakeholder	Relevant outputs
Parents	93 parents accessed IFS services
Families	65 families were supported by Making it Work for Families
Children	155 children were supported by IFS services
Families	62 families accessed IFS services
Local Authority EYCs	5 EYCs made referrals
Delivery Organisations	2 Organisations delivered the Maximise! model

4.3 Quantities

It is important to clarify the number in each stakeholder group who will actually experience the outcome that has been identified. In many cases, not all of the stakeholders involved experienced change, or indeed do so to varying degrees. For example, whilst 93 parents/carers have been able to access IFS services not all will experience improved health and wellbeing or increased job opportunities.

The table below details the numbers of each stakeholder who are likely to have experienced the reported outcomes. The findings have been scaled up based on the responses received from the interviews and surveys.

Details on the methodology used for scaling up numbers can be found in appendix 1.4.

Families

Table 2: Outputs by stakeholder - Families

Families	Improved family relationships	31
	Families will have increased financial stability/ increased disposable income	31
	Families will have easier access to specialist support	31

Children

Table 3: Outputs by stakeholder - Children

Young people	Increased chances of attainment through re- engagement with education	77
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Parents

Table 4: Outputs by stakeholder - Parents

Parents	Increased employment opportunities as a result of new skills or qualifications	6
	Increased ability to cope with daily life	46
	Improved health and wellbeing	46
	Feel more valued and supported	46

Delivery organisations

Table 5: Outputs by stakeholder - Delivery organisations

Delivery organisations	Profile of the organisation will be higher, helping to secure future funding	1
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5. Outcomes and valuation

Detailed results from the stakeholder engagement and information collection are represented in the impact map information in Appendix 1.

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.

Table 6: Outcomes Evidence

Stakeholder	Outcome	Outcome Indicator	Source
Families	Improved family relationships	Number of stakeholders reporting improved family relationships	Individual interviews and direct surveys
	Families will have easier access to specialist support	Number of stakeholders reporting easier access to specialist support	Individual interviews and direct surveys
	Families will have increased financial stability/increased disposable income	Data provided to CCP for 24/25	Capital City Partnership Reporting Framework
Children	Increased chances of attainment through re-engagement with education	Number of stakeholders reporting increased chances of attainment through re-engagement with education	Proxy interviews
Parents	Increased employment opportunities as a result of new skills or qualifications	Number of stakeholders reporting increased employment opportunities as a result of new skills or qualifications	Individual interviews and direct surveys
	Feel more valued and supported	Number of individuals reporting feeling more valued and supported	Individual interviews and direct surveys
	Improved health and wellbeing	Number of individuals reporting improved health and wellbeing	Individual interviews and direct surveys
	Increased ability to cope with daily life	Number of stakeholders reporting increased ability to cope with daily life	Individual interviews and direct surveys

Stakeholder	Outcome	Outcome Indicator	Source
Local authority EYC	Able to use time and resources more effectively by focussing on areas of expertise	Number of stakeholders reporting ability to use time and resources more effectively by focussing on areas of expertise	Individual interviews
Delivery organisations	Profile of the organisation will be higher, helping to secure future funding	Number of stakeholders reporting a higher profile for the organisation helping to secure future funding	Individual interviews

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, or their proxies, have been consulted on the appropriateness of these measures and given the opportunity to make suggestions on potential financial proxies. These were considered in the final selection. In identifying the value given to a financial proxy, attempts have been made to link the financial amount to the level of importance placed on the change by individual stakeholders.

Further information on how each outcome is valued is provided in Appendix 1.5.

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?'

To predict the length of time changes will be sustained, stakeholder opinion and independent research are both taken into account. There will be variations in the length of time benefits last according to the nature of the change and also 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 has been set at between one and three years. It is likely that several outcomes will endure for a longer period but, at this stage, in the absence of robust evidence to support this hypothesis, a conservative approach has been adopted.

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.

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 SROI methodology does this by taking all these factors into account in calculating the actual impact a project or activity delivers.

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, it is estimated that

approximately one in five people in Scotland will face a mental health problem and require help during their lifetime⁵. Of the total number unemployed, around a quarter are considered to be long term unemployed⁶. Given the level of uncertainty about the recorded outcome for families for improved relationships deadweight has been set highly.

6.2.2 Attribution

Attribution takes account of external factors, including the contribution of others that may have played a part in the changes that are identified. For instance, it is likely that other factors, such as medical treatment, may have contributed to the reported improvement in parents' health and wellbeing. The assumptions about attribution are contained in Appendix 1.6.

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 takes into account deductions to avoid over-claiming. These individual values have been added together, then compared with the investment in the service provided at section 4.1 above.

This results in a social return on investment of around £6.44 for every £1 invested, based on the assumptions set out above.

6.4 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. 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. By doing this the value of the benefits can be expressed within defined limits. The base level for testing is £6.44.

5 [Health and Wellbeing - The Scottish Health Survey 2023 - volume 1: main report - gov.scot](https://www.gov.scot/publications/scotlands-labour-market-insights-april-2025/pages/people-not-in-work/)

6 <https://www.gov.scot/publications/scotlands-labour-market-insights-april-2025/pages/people-not-in-work/>

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

Table 7: Results of Sensitivity Analysis

Factor	Variation	Result
Attribution	Increase by 10%	£5.51
Attribution	Decrease by 10%	£7.29
Deadweight	Increase by 10%	£5.63
Deadweight	Decrease by 10%	£7.16
Quantity of families	Increase by 25%	£6.53
Quantity of families	Decrease by 25%	£6.35
Quantity of parents/carers	Increase by 25%	£7.06
Quantity of parents/carers	Decrease by 25%	£5.87
Quantity of children	Increase by 25%	£6.57
Quantity of children	Decrease by 25%	£6.31

As this is forecast SROI it was considered essential that the numbers of parents/carers, families and children/young people should be tested. This was done in relation to all of the reported outcomes for each group and each was varied by 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, particularly for outcomes related to health and wellbeing. Not surprisingly as a result of this, attribution has the greatest impact on the ratio – but this is still within a fairly narrow range.

Varying the levels of deadweight did not impact greatly on the final result, with many outcomes identified being unlikely to have occurred if the activities provided had not taken place.

For the reasons outlined above there can be a degree of confidence that between £5 and £8 of social 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 have to be made about how to interpret and convey information. Sometimes the rationale behind the decision is obvious and fully evidenced, on other occasions additional explanation 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.

In assessing issues that are material SROI requires that various factors are taken into account. Stakeholder view is of paramount importance and from the outset, and throughout the preparation of this analysis stakeholders were invited to comment on the interpretation of data and the inclusion of information. Engagement took various forms including e mail requests for comment, telephone interviews and one to one meetings.

Outcomes for schools

It should also be noted that although not included in the final value map or valuation, there are likely to be outcomes for staff in local schools where pupils are members of families receiving IFS support. These are likely to be related to improved engagement between teachers and other pupils, allowing staff to focus on teaching and not managing disruptive behaviour.

Limited stakeholder engagement

The number of stakeholders with whom it was possible to engage was , for a variety of reasons, very limited. This is likely to have affected the prediction of the actual number of stakeholders likely to experience each outcome as it is based on scaling up a limited number of responses. Although this has been recognised and assessed in the sensitivity analysis that was carried out this is a weakness.

7. Conclusions

The purpose of this analysis was to consider the benefits delivered by Maximise! and to predict the social return on investment.

Maximise! offers whole family, early intervention support services by working collaboratively with early years settings in Edinburgh and aims to address the multiple barriers for families in moving out of poverty.

The outcomes identified, measured and valued have been achieved as a result of stakeholder engagement, and represent the benefits they are likely to experience. The analysis provides evidence of the multiple benefits this approach delivers for parents/carers, children and young people, families, delivery organisations and Early Years Centres' staff.

For an investment of £120,000, funders are able to deliver benefits that can be valued at a little over £650,000.

However, investment is not justified solely on the 'best value' or the economic advantages that it delivers in the short term. The nature of the outcomes experienced by the individual members of the families who benefited will result in earlier intervention and reduced inequalities which research shows in the long term reduces health costs and lowers demand for welfare benefits⁷.

The approach seeks to engage families before children attend school and offer a range of support. By doing this the transition from an early years setting to a school setting is facilitated and any issues in the family that might adversely affect the child are identified and addressed at an early stage.

7 The Case for Investing in Public Health, <https://iris.who.int/items/e36917dd-1084-4450-b641-b2f3539928b7>

Appendix 1: Audit trail and value map information

1.1 Stakeholders identified who were included or excluded

Table 8: Included and Excluded Stakeholders

Stakeholder	Included/excluded	Rationale
Families	Included	Key stakeholders and likely to experience significant outcomes
Children	Included (via Proxy)	Key stakeholders and likely to experience significant outcomes
Parents	Included	Key stakeholders and likely to experience significant outcomes
Schools*	Included	Key stakeholders and likely to experience significant outcomes
Delivery Partners - ESOL/ Community Centres	Included	Key stakeholders and likely to experience significant outcomes
Delivery Partners - Early Years Centres (EYCs)	Included	Key stakeholders and likely to experience significant outcomes
Delivery Organisations	Included	Key stakeholders and likely to experience significant outcomes

* It should be noted that although Schools were included as key stakeholders, engagement to confirm outcomes was not possible despite several attempts

1.2 Engagement methods for 'included' stakeholders

Table 9: Engagement methods for 'included' stakeholders

Stakeholder	Method	Number	Medium
Families	Structured Questionnaire Survey	2 4	One to one interviews SMS Survey
Children	As above, asked through proxy		
Parents	Structured Questionnaire Survey	2 4	One to one interviews SMS Survey
Delivery partners	Structured Questionnaire	3	One to one interviews
Delivery organisation	Structured Questionnaire	3	One to one interviews

1.3 Outcomes identified, but not measured

The reasons why 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 Quantities

It is important to clarify the number in each stakeholder group who actually experience the outcome that has been identified. In many cases, not all the stakeholders involved experienced change, or did so to varying degrees.

Stakeholders were engaged through phone interviews and an online survey.

Table 10: Quantities of stakeholders contacted

Stakeholder	Method	Number	Medium
Parents/ carers	Structured Questionnaire	2	One to one interviews
	Survey	4	SMS Survey
Delivery partners	Structured Questionnaire	3	One to one interviews
Delivery organisation	Structured Questionnaire	2	One to one interviews

As a result of the low numbers of stakeholders with which it was possible to engage, this is a forecast SROI. Numbers were scaled based on the response rates. However, this is a weakness and should be tested further.

Table 11: Stakeholder Outputs and Scaled Quantities

Stakeholder	Output	Scaled quantites
Parents/Carers	93	46
Families	62	31
Children	155	77
Delivery Partners (Early Years)	5	5

1.5 Financial Proxies

All of the outcomes that were included had a financial proxy assigned to them.

Table 12: Financial proxies assigned to outcomes

Stakeholder	Outcome	Financial proxy	Value	Source
Families	Improved Family Relationships	1 week of Local Authority Foster Care	£795.00	GMCA: Unit Cost Database
	Families will have easier access to specialist support	Value of free time per household – 2 hours per individual for “Working/ Studying”	£1,092.00	LSE: How Much is Your Time Worth?
	Families will have increased financial stability/increased disposable income	Recorded Financial Gains	£113,203.44	Reporting Submitted to Capital City Partnership
Children	Increased chances of attainment through re-engagement with education	Future earnings differential expected to be realised by someone who completes O grades compared to having no qualifications	£1,539.80	Income returns to education
Parents	Increased employment opportunities as a result of new skills or qualifications	Annual minimum wage	£24,784.50	Gov.UK: Minium Wage Rates for 2026
	Improved Health and Wellbeing	WELLBY or Wellbeing-adjusted Life Year	£15,000.00	HM Treasury. (2021). Wellbeing guidance for appraisal: Supplementary Green Book guidance.
	Feel more valued and supported	Self awareness course	£96.00	Regaining Confidence and Self-Esteem WEA
	Increased ability to cope with daily life	Session with an average cost per advocacy intervention of £912	£912.00	PSSRU: Unit Costs of Health & Social Care 2021
Delivery partners (EYCs)	Able to use time and resources more effectively by focussing on areas of expertise	10% cost of average staff member	£3,400.00	Staff Records
Delivery Organisations	Profile of the organisation will be higher, helping to secure future funding	Amount of awarded funding	£40,000.00	Organisation Lead (CHAI)

1.6 Deductions to avoid over-claiming

Table 13: Deductions made to outcomes to avoid over-claiming

Stakeholder	Outcome	Deadweight %	Displacement %	Attribution %
Families	Improved Family Relationships	25%	0%	25%
	Families will have easier access to specialist support	25%	0%	50%
	Families will have increased financial stability/increased disposable income	0%	0%	0%
Children	Increased chances of attainment through re-engagement with education	25%	0%	25%
Parents	Increased employment opportunities as a result of new skills or qualifications	25%	0%	10%
	Improved Health and Wellbeing	21%	0%	50%
	Feel more valued and supported	25%	0%	25%
	Increased ability to cope with daily life	25%	0%	25%
Delivery partners	Able to use time and resources more effectively by focussing on areas of expertise	10%	0%	10%
Delivery Organisations	Profile of the organisation will be higher, helping to secure future funding	25%	0%	50%

1.7 Calculation

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

Table 14: Calculation of impact

Stakeholder	Outcome	Quantity	Value	Less Deadweight	Less Displacement	Less Attribution	Drop Off	Impact
Families	Improved Family Relationships	31	£795	25%	0%	25%	25%	£13,863
	Families will have easier access to specialist support	31	£1,092	25%	0%	50%	25%	£19,042
	Families will have increased financial stability/increased disposable income	31	£113,203.44	0%	0%	5%	50%	£113,203
Children	Increased chances of attainment through re-engagement with education	77	£1,539.80	25%	0%	25%	0%	£66,693
Parents	Increased employment opportunities as a result of new skills or qualifications	6	£24,784.50	25%	0%	10%	25%	£100,377
	Improved health and wellbeing	46	£15,000	21%	0%	50%	25%	£272,550
	Feel more valued and supported	46	£96.00	25%	0%	25%	25%	£2,484
	Increased ability to cope with daily life	46	£912	25%	0%	25%	25%	£23,598
Delivery partners	Able to use time and resources more effectively by focussing on areas of expertise	5	£3,400	10%	0%	10%	25%	£13,770
Delivery Organisations	Profile of the organisation will be higher, helping to secure future funding	1	£40,000	25%	0%	50%	50%	£15,000

The 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.

In this report the total present value is £653,093; the total investment figure in the same period to generate this value is £120,000.

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

The social return from investing in the Maximise! Project was found to be in the region of £6 for every £1 invested.

Appendix 2: The Principles of SROI

Table 15: 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

Social Value International has published a comprehensive guide to SROI. This can be downloaded at <https://www.socialvalueint.org/guide-to-sroi>



West Lothian Civic Centre
Howden South Road
Livingston
EH54 6FF

T: 01506 282012 |
E: info@improvementservice.org.uk
W: www.improvementservice.org.uk

is.
improvement **service**