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OUTDOOR PARTNERSHIP



SOCIAL VALUE CYMRU

THE SOCIAL IMPACT OF OPENING DOORS TO THE OUTDOORS

ENABLING NATURAL RESOURCES AND WELL-BEING PROJECT

APRIL 2021 - JUNE 2023



Cronfa Amaethyddol Ewrop ar gyfer Datblygu Gwledig
Ewrop yn Buddsoddi mewn Ardaloedd Gwledig
European Agricultural Fund for Rural Development
Europe Investing in Rural Areas



Llywodraeth Cymru
Welsh Government

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Executive Summary

This report details the Social Return on Investment (SROI) forecast analysis conducted on the Opening Doors to The Outdoors, Enabling Natural Resources and Well-being project in Mid and South Wales. The results demonstrate that significant social value is created through the project's activities, with a SROI result of £7.12:1 – meaning that for each £1 invested, £7.12 of value is created.

Fundamental to the success of the project was the employment of four local Development Officers with various skills and experience to contribute, but most importantly perhaps a passion for the outdoors. By identifying the need in the local areas, collaborating with stakeholders as well as fully utilising the natural resources available, they were able to coordinate a programme of support and activities to minimise barriers for participation and improve well-being.

Over the 26 months, the support offered to clubs and providers and the engagement with stakeholders had demonstrated a positive change in participation levels through the clubs. Included in this increase in participation was a greater representation of groups who have been traditionally underrepresented. Much of the activities offered were under the Equality, Diversity and Inclusion theme of work and a high percentage of the beneficiaries were women and girls supported through the This Girls Adventure programme. Having female led sessions for women and girls contributed to normalising the various sports and many reported how the sessions had helped to improve their confidence and empowered them to try new activities. Much work had also happened within the Inclusive Adventure project and

through access to funding, resources and training many people with various learning and physical disabilities were able to benefit from taking part in outdoor activities.

Across all operational programme areas, beneficiaries pushed their boundaries by taking part in various activities and challenges. By having the support of TOP, the experienced providers and clubs, along with feeling part of a social group, many experienced positive changes in their mental and physical well-being.

Building on the North Wales Opening Doors to the Outdoors programme, the project developed a social prescribing agenda. By working with various different organisations, a programme of activities was organised to target the needs of individuals that are isolated within communities and with low mental health needs support. By using Adventure Therapy beneficiaries reported a positive change in their confidence and were able to develop new ways of managing their own well-being.

This report does not place a price on everything; instead it values those things that are important so that we can be more accountable for our decisions, make better decisions, and create even more social value in the lives of people.

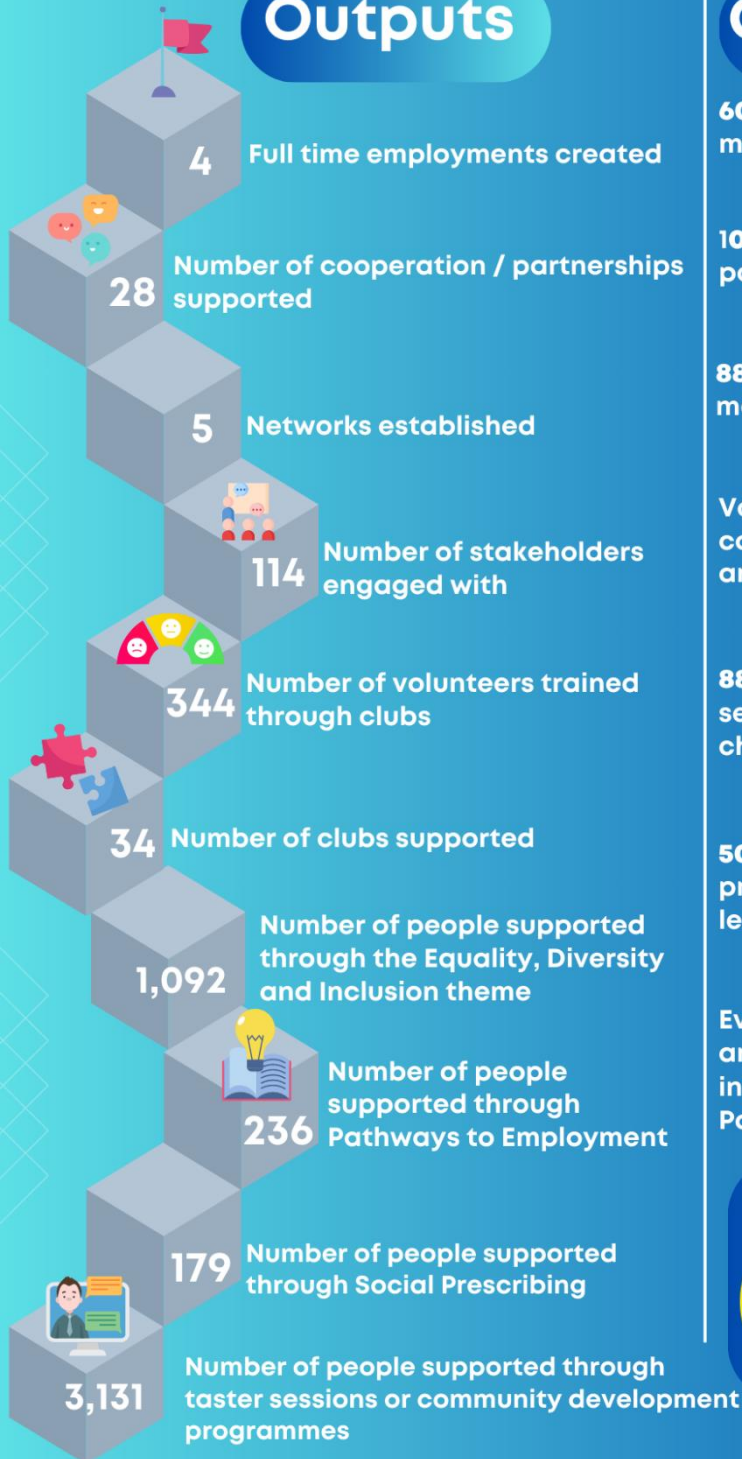


The Social Impact of Opening Doors To The Outdoors Enabling Natural Resources and Well-being project

April 2021 - June 2023



Outputs



Outcomes

60% of clubs said they had more qualified volunteers

100% of clubs said they'd seen a positive change in participation

88% of clubs felt they were more inclusive now

Volunteers had improved confidence in their own abilities and to lead groups

88% of those that took part in EDI sessions had experienced positive change in mental health

50% of those on social prescribing programmes had increased their level of physical activity

Everyone that took part in the analysis said they'd improved their independence as a result of Pathways to Employment



Acknowledgements

This report would not be possible without involving key stakeholders who can help us to understand what changes have taken place and establish the impact of those changes. We are extremely thankful to the clubs, volunteers, individuals and referrals agents who gave their time in order to help us understand what had changed in their lives as a result, as well as helping us to understand how to build on this impact in the future.

We are extremely thankful to the four Development Officers for their support in coordinating meetings for us with stakeholders and also in gathering data. Their enthusiasm towards the role was very apparent and also their eagerness to understand more about the impact they were creating and how they can build on that impact.

A huge thank you also to The Outdoor Partnership and especially the Management team who are so motivated to understand the social impact of their work so they can not only communicate this with their stakeholders but also so they can use this information to plan future service delivery.

Diolch yn fawr / Thank you

Social Value Cymru

1.0 Introduction

This evaluation report will analyse the value of the Enabling Natural Resources and Well-being (ENRaW) project, Opening Doors to the Outdoors, which commenced in April 2023 and will run until June 2023. The project was funded by the Welsh Government Rural Communities, Rural Development Programme 2014-2020 fund. The impact of this project on individuals and clubs will be considered, but also the value to other statutory services.

Through engagement with individuals receiving the service, volunteers, clubs and referral organisations, and from examination of information and data available, appropriate estimations have been made, supported by secondary evidence.

This report will analyse the findings from this project using the Social Return on Investment (SROI) framework to complete an evaluation report with some forecasts up to June 2023 and will provide recommendations for the future of the service.

1.1 Purpose and Scope

This is a Social Return on Investment (SROI) evaluation to measure the social value of the Opening Doors to The Outdoors project. This report looks specifically at the outcomes and their value for individuals who are referred to the project and the clubs that are supported within the four different regions.

This report was prepared to review and ascertain the following.

- The views of the key beneficiaries involved in the project, that is the local clubs and providers, volunteers and the individuals attending the activities.

- The outcomes experienced by all material stakeholders, but most importantly the individuals, clubs, providers and volunteers.
- To give a value to the service and to answer the question: 'does The Outdoor Partnership provide good value for money?'
- To see what changes to the service can be introduced to provide more outcomes and further value to beneficiaries.
- To recognise the value of this model within different regions of Wales and beyond.

1.2 Audience

This report has been prepared for both internal and external audiences. These include:

- **Funders** – This project was funded for 26 months by the Welsh Government Rural Development Programme fund 2014-2020. The funders will need to understand the social value that is created from their investment, and how the project has had an impact on services. The purpose of the fund was to encourage collaborative working and make use of natural resources to improve on social and economic well-being, and therefore this will be considered. As a result of this funding, other smaller grants were attained in order to provide more activities. Although a full SROI is not done on each grant separately, those activities will be included here as they are a direct result of having the ENRaW fund.
- **Internal Management** – By measuring the social value of this service and understanding what the outcomes are for individuals, decisions can be made based on this information to manage and plan services.

- **Policy and Decision Makers** – The legislative framework in Wales encourages collaboration and also to understand what is most valuable to service users, and how services prevent people from needing statutory care. This report will consider the contribution made towards the well-being goals in Wales as well as contribution towards other priorities that was stated in the guidance of the funding grant.
- **Clubs / Providers** – To understand the impact of the service to the clubs supported through the various projects.
- **Individuals** – To understand and communicate the value of the service to those who matter the most: the local people supported in the different regions.
- **Referral agents** – Those who have worked with the Development Officers to refer clients to the service will be able to understand the impact of the project.

2.0 Background & Context

2.1 Key Organisation

Established in 2005, The Outdoor Partnership (TOP) is a registered charity (Charity Number 1149280) and company limited by guarantee (Company Number 07705219), based in North Wales inspiring local people to become involved in outdoor activities through participation, education, volunteering, and employment programmes. The partnership brings together private, public and third sector organisations to work collectively in the outdoor sector.

The Outdoor Partnership's vision is 'Enhancing People's lives Through Outdoor Activity'¹.

In 2003 research was done by Bangor University that demonstrated the following problems

- "Poor levels of engagement in the sector amongst local people
- Leading to low levels of local employment in the outdoor industry
- And reduced levels of engagement in local communities
- Resulting in low levels of outdoor participation and very few local clubs"

Over the last twenty years the partnership has grown in terms of staffing and now operates across the United Kingdom and continues to be driven to create a 'generational change' by working with local stakeholders in the areas in which they operate from.

The core values of TOP is stated as:

- We respect the natural environment; protect it for the benefit of others; and encourage local residents to benefit from what the outdoors offer.
- We encourage activity in the outdoors for social, physical and mental well-being
- We value equality, diversity and inclusion through partnership working

¹ [Strategy Report 2021 - 2031 UPDATE \(1\).pdf](#)

- We promote opportunities, for everybody to fulfil their potential
- We advocate the value outdoor education contributes to personal development and social cohesion
- We seek to achieve generational change to grow through education and employment

2.2 Project Outline

The Outdoor Partnership was successful in attaining a grant from the Welsh Government Rural Communities, Rural Development Programme 2014-2020 fund to develop the Opening Doors To the Outdoors project. The aim was to take the learning from their North Wales delivery model and extend to other parts of Wales and focusing on the regions developed by Sports Wales which are:

- Mid Wales – Ceredigion and Powys
- Gwent – Newport, Monmouthshire, Caerphilly, Blaenau Gwent, Torfaen
- Central South Wales – Cardiff, Bridgend, Merthyr Tydfil, Rhondda Cynon Taff, Vale of Glamorgan
- Swansea Bay – Carmarthenshire, Neath Port Talbot, Swansea and Pembrokeshire

By recruiting Development Officers in each area, the aim is to inspire more people to engage in outdoor activities in order to reduce social exclusion, tackle poverty, and improve health and well-being.

Initially, the Development Officers conducted some research and gap analysis of what was needed in the different areas, which allowed them to identify what the needs were and the programmes to focus on. The diagram below highlights key issues raised in the different areas. This then allowed them to identify key areas to focus on and develop the projects that the organisation had already developed in North Wales.

Diagram 1

Central south Wales

Deprivation, poverty, financial barriers, low level of health and fitness, mental health issues, employment, transport, lack of diversity, lack of inclusiveness, Welsh provision as well as other language barriers, skills and knowledge, staff training, staff confidence, terminology, equipment.

Gwent

Lack of grass roots adventure opportunities, poverty, promotion of outdoor adventure sports in the community, lack of high quality outdoor experiences being offered in different locations across Gwent, location is a major factor in the diversity of outdoor opportunities available, lack of funding, lack of sustainable adventure sports opportunities, lack of community-based clubs.

Common gaps in every region

Transport, deprivation, poverty, funding, language, inclusiveness, locations (rural), number of qualified instructors at clubs, equipment, information about outdoor activities

Mid Wales

Information, transport, inclusive activities, ageing population, Welsh medium outdoor activities, number of club volunteers, retention of club members, recruiting new members, lack of young group members, lack of opportunities for young people, lack of outdoor instructors, location of established clubs, deprivation.

Swansea Bay region

Financial barriers, lack of understanding between the outdoor sector and diverse communities, body confidence, lack of Welsh speakers at activity centres, funding for specialist equipment, bad water quality (specific to Neath Port Talbot), transport, tourism, rural deprivation, lack of family friendly sessions, terminology / outdoor setting can be intimidating, accessibility

As an organisation they have key areas of work that all lead to their overall impact goal of ‘Enhancing People’s Lives Through Outdoor Activity’. These themes and a summary of the projects within those are summarised in Diagram 2. The diagram shows the key areas and then a summary of those programmes is seen below.

Health and Well-being theme

Social Prescribing

A key part of the development work in the area was to identify and develop social prescribing approaches and utilizing the outdoor activities would be key to this. There has been much development with the social prescribing agenda in Wales over the last few years and currently the Welsh Government are running a consultation on a national framework for social prescribing in Wales.

“The Welsh model of social prescribing moves away from a medicalised approach, instead proposing social prescribing where the sources of referral are cross-sectoral and not limited to healthcare/primary care.”²

The Outdoor Partnership has already developed a social prescribing model up in North Wales through their Healthy and Active project. This model focuses more on green prescribing where research shows that spending time in the natural environment can result in positive changes in people’s mental and physical wellbeing.

One of the initial tasks for the Development Officers was to identify gaps in provision and understand what was already happening in the areas in terms of social and green prescribing.

Pathways to Employment theme

This is aimed at people who are new to outdoor activities and who want to develop their personal and professional skills. This project is aimed at over 18s but also young people who are not in education or employment.

² [Developing a national framework for social prescribing | GOV.WALES](#)

Equality, Diversity and Inclusion theme

Inclusive Adventure -An initiative to get better access for disabled people in Wales to be active in the outdoors.

This Girls Adventure - An all-Wales initiative to get more Women and Girls to participate in the outdoors for health, social and economic reasons.

Welsh language – sessions delivered in Welsh and for Welsh learners but also support to get more Welsh speakers to become leaders in the outdoors.

Ethnic Diversity – This group is also very underrepresented in this industry and therefore opening up opportunities for different groups to engage with the sector.

Community Cohesion theme

Community Development Programme – The aim is to inspire children, young people and adults to take up outdoor activities as a life-long pursuit. They do this by offering taster sessions and events in order to give people the right experiences.

Club Development – TOP through local Development Officers offers support to existing clubs as well as supporting the development of new clubs. This support will include good governance, recruiting and retaining volunteers, marketing, attaining funding as well as developing the interest in the activities across the region.

Volunteering theme

Volunteering Programme – Affordable training for volunteers within local clubs and support through the Development Officers and Volunteering Officer.

In addition to the ENRaW fund, TOP was successful in attaining other grants to run additional sessions in these areas. Having this big investment allowed these activities to happen and therefore is included in this report as a wider impact of this project. All of these activities were contributing to the main aim of normalising participation in outdoor activities, and would also be operated under the core theme areas.

Adventure Learning Theme

With changes to the curriculum in Wales, there is more focus on using the natural environment and outdoor activities for learning and education. TOP will be doing more work on this theme in the future.

Diagram 2



2.3 Identifying the need and Strategic Background

The project is funded by the Enabling Natural Resources and Well-being (ENRaW) scheme as part of the Welsh Government Rural Communities – Rural Development Programme 2014-2020. The vision for this scheme is to increase resilience within communities and specifically focusing on tackling issues such as poverty, social exclusion and climate change. The focus should be on improvement in residential areas but ensuring access to nature-based solutions.

The principles of ENRaW were highlighted in the fund guidance notes³ as follows:

- Build capacity and confidence;
- Act as a catalyst for further intervention;
- Develop shared visions through diverse approaches and practices;
- Build on the LEADER principles of innovation and pilot action;
- Use businesses, organisations, people and our natural resources effectively to stimulate community social, environmental and economic wellbeing for future generations; and
- Develop a collaborative approach to promote both vertical and horizontal integration in the wider rural economy.

By building on the success of projects developed in North Wales, The Outdoor Partnership proposed that having Development Officers in these regions of Wales would ensure better collaboration between businesses, organisations and communities to ensure that the

³ [enabling-natural-resources-and-well-being-scheme-guidance.doc \(live.com\) \(access 17/04/2023\)](#)

outdoors would be fully utilised to improve health and well-being as well as reducing inequalities.

The Prosperity for All Welsh Government Strategy⁴ explains their commitment as:

“Our long-term aim is to build a Wales that is prosperous and secure, healthy and active, ambitious and learning, and united and connected.”

The strategy explains how alternative ways of delivery should be explored to ensure the best possible changes in people’s lives. It also has a big focus on collaboration and that public services, businesses and the voluntary sector should work together to ensure the best possible outcomes for the citizens of Wales. One of the key themes under this strategy is Healthy and Active which focuses on

- Delivering quality health and care services fit for the future
- Promoting good health and well-being for everyone
- Build healthier communities and better environments

This places some focus on supporting communities to become active and to look at alternative ways of ensuring good mental and physical well-being by using our natural environment.

This strategy sits underneath the Well-being of Future Generations (Wales) Act 2015 which aims to:

- Think more about the long-term
- Work better with people and communities and each other

⁴ [Securing Wales' Future Summary \(wcva.cymru\)](http://wcva.cymru)

- Look to prevent problems and take a more joined-up approach.

The Act aims to ensure that organisations work together collaboratively and think more about the long-term impact of their work to ensure the best possible outcomes for our communities and to ensure better prospects for future generations. There are 7 ambitious well-being goals⁵ which aim to improve well-being, protect the environment, and reduce inequalities within our communities.

The Opening Doors to the Outdoors project aims to collaborate with local partners and to support the development and sustainability of outdoor activities in the local areas of Wales. By supporting local clubs and providers to be able to be sustainable and more inclusive, to have active and qualified volunteers as well as coordinating activities to introduce more people to the benefits of physical activity in the outdoors, they aim to contribute positively towards achieving these well-being goals in Wales.

In 2018, Sports Wales commissioned Sheffield Hallam University to do some research to understand the social and economic value of sports in Wales⁶.

The SROI model looked at the following outcomes

- Health (reduced risk of coronary heart disease and stroke; breast cancer; colon cancer; Type 2 diabetes; dementia, clinical depression and improved good health for participants)

⁵ [Well-being of Future Generations \(Wales\) Act 2015 – The Future Generations Commissioner for Wales](#)

⁶ [The value of sport in Wales. | Sport Wales](#)

- Subjective well-being (improved subjective well-being for participants and volunteers)
- Social capital (improved social capital for communities)
- Education (improved educational attainment and enhanced human capital);
- Crime (reduced criminal incidences)
- Non-market benefits acquired by sports organisations utilizing volunteers

This report demonstrated a positive Social Return on Investment of £2.88 in Wales and the subjective well-being accounted for over 60% of this result. This report focused on the whole sports industry in Wales and therefore did not look at the value of different areas of physical activity and sports or looked specifically at the outdoors and therefore does not allow a picture of the impact of the outdoor sport industry in Wales.

In 2021 Bangor University evaluated the Opening Doors to the Outdoors North Wales⁷ project which was funded by the Healthy and Active Fund. This project focused on people who were inactive and with low mental health. This was focused on a social prescribing model and was a 12-week programme with 4 hour a week support with some physical activity and also time to socialise. The results demonstrated a positive return on investment and some positive results for individuals in their mental well-being, improved overall health and increased social trust levels.

A key element of this project was to develop social prescribing approaches in the area and to build on the learning from the Opening Door to the Outdoors project developed in North

⁷ [Academic Research - The Outdoor Partnership](#)

Wales. The social prescribing agenda has been developing in Wales over the last few years and The Welsh School for Social Prescribing Research (WSSPR) and Wales Council for Voluntary Action (WCVA) have a clear definition of what is meant by social prescribing in Wales⁸.

“Social prescribing aims to empower individuals to recognise their own needs, strengths, personal assets and connect with their own communities to access support which will help to improve their health and well-being..... Social Prescribing can require multiple organisations to work together to ensure a coherent, seamless social prescribing model that meets both local and national population needs.” (WSSPR and WCVA)

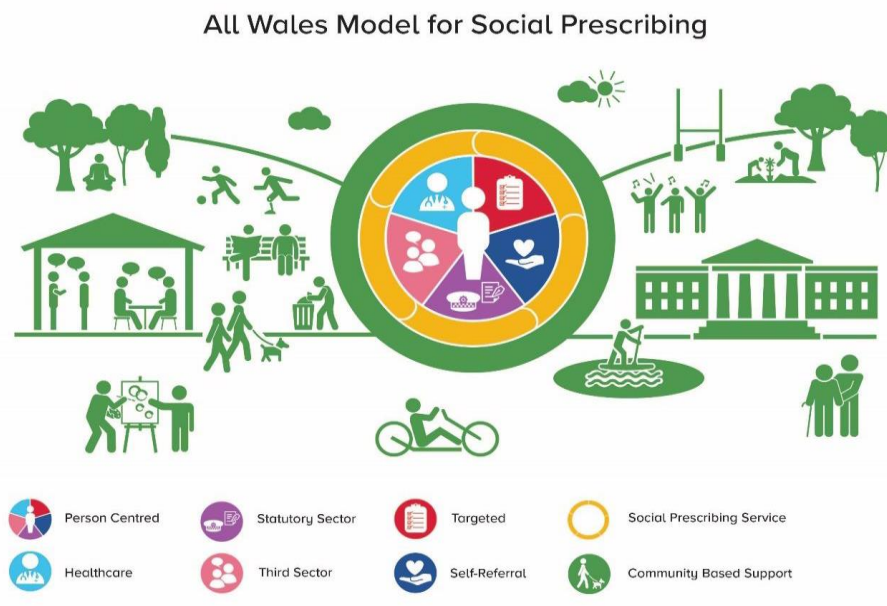
Social prescribing aligns with the Wellbeing of Future Generations (Wales) Act 2015 and the Social Services and Well-being (Wales) Act 2014 and the foundations of both pieces of legislation focuses on the individuals within communities having a voice and control over aspects of their own health and wellbeing⁹.

A proposed ‘person centred’ model of social prescribing for Wales by Welsh Government was in consultation in 2022 for a national framework for social prescribing in Wales. The framework aims to have standards, guidance and advice for all professionals working with people to ensure the best access to support within communities that will help people to take back control over their own well-being. The diagram below demonstrates the person-centred approach and the various referral routes for support.

⁸ Wallace, C., Davies, M., Elliott, M., Llewellyn, M., Randall, H., Owens, J., Phillips, J., Teichner, L., Sullivan, S., Hannah, V., Jenkins, B., Jesurasa, A., (2021) Understanding Social prescribing in Wales: A Mixed Methods Study. Wales School for Social Prescribing Research (WSSPR), University of South Wales, PRIME Centre Wales, Data Cymru, Public Health Wales.

⁹ Bozo Lugonja: Social Prescribing research briefing (2021)

Diagram 3



National framework for social prescribing: Proposed 'person centred' model¹⁰

The 'Referral Pathway' of the model is the route on which the individual is connected to the 'social prescribing' service they need. There are 5 proposed routes or referral pathway;

1. **Self-referral** – for people who realise they need help or support and know how to contact a social prescribing service.
2. **Statutory sector** – someone who works in the statutory sector sees someone who might be isolated and refers them to a social prescribing service.
3. **Healthcare referral** – a healthcare professional identifies that a patient could use non-medical support or help and refers them to a social prescribing service.
4. **Third sector referral** – when someone who works in a charity, voluntary or non-profit sector refers a person who they identify as needing further support.
5. **Targeted referral** – this is for people who have specific needs or conditions, and a social prescribing service offers support to avoid the problem from deteriorating.

¹⁰ Welsh Government consultation document (2022): National framework for social prescribing (number: WG44988)

The North Wales project received referrals from statutory and healthcare professionals. In the Opening Doors to the Outdoors project as they are piloting new services in the area, they have looked at a variety of these referral routes based on the results of the gap analysis. Some areas had some provision of social prescribing projects, but gaps were identified and especially a gap in using physical activity and the outdoors for health improvements.

The result of the National Survey for Wales April 2021-March 2022 demonstrated that only 56% of people were active for at least 150 minutes a week and only 45% of children had been active for an hour a day in the last week. The results show that adults in deprived areas are less likely to report healthy lifestyles.

There is much evidence to show the link between physical activity and mental and physical well-being. In the report *Moving for Mental Health*¹¹ it was noted how Covid-19 had an impact on people's mental health and created an even greater need for support services on a system that was already struggling pre-pandemic. The pandemic also highlighted the already existing inequalities in mental health. The benefits of physical activity on mental health noted include:

- Improvements in social cognition, functional capacity, and quality of life
- Increased social interaction, shared experiences, optimism, and life satisfaction
- Reduced stress, worries, cognitive decline, and loneliness
- Improved self-esteem, increases in perceived social support and a sense of belonging, often facilitated through social interaction and a sense of belonging

¹¹ [Moving for Mental Health | Sport for development coalition](#)

- Improvements in psychotic symptoms in schizophrenia and affective disorders
- Reductions in depressive symptoms (including low mood and energy)

This report provided numerous recommendations in moving forwards to support the improvement of mental health through physical activity. One was to ensure cross sector collaboration in designing and implementing programmes, a key principle of the Well-being and Future Generation Act in Wales. Another key recommendation was further training and professional development for staff and volunteers working in the field to promote the movement for mental health.

This evaluation will look at the social value created through developing the various programmes in Mid and South Wales and identify how The Outdoor Partnership has worked collaboratively with statutory partners, clubs and providers and communities to utilise the outdoors and social prescribing principles to improve the well-being of individuals.



HIKE AND SWIM SWANSEA BAY REGION



The Hike and Swim session was held at Cwm-Y-Eglwys, Newport in January 2023. The session was facilitated and part funded by The Outdoor Partnership ENRaW project and delivered by two specialised providers Welcome in the Wild (hike) and Wild Swim Wales (Swim). The session included safety meetings, two-hour 5km hike around Dinas Head and a 30-minute open water swimming session. 12 women attended the session with a good mixture of abilities and experience of participating in outdoor activities.

“The experience has been awesome”

“Cael gweld Cymru ar ei orau”

“Back home safe and warm, great way to spend a Sunday, great company, and stunning scenery. Thank you all”.



As a result of having two specialist providers on the day the women felt safe throughout the session, and therefore got more out of the session. The session was a good way for women to come together and learn new skills, socialise more outdoors, and they created new friendships.

Outcomes identified for participants **Outcomes identified for providers**

- | | |
|--|--|
| <ul style="list-style-type: none"> • Improved mental well-being • Improved confidence and feeling empowered, • Improved physical health | <ul style="list-style-type: none"> • Improved capacity • Providers more financially viable • Providers being more inclusive |
|--|--|

Continuing Collaboration

Helen and Sue enjoyed working together and saw that there was a need for these sessions, so they have now taken the idea and expanded it. They organised a navigation session followed by a wild swim and campfire on the beach in March which sold out, and they are hoping to plan another in May.

3.0 Methodology – Social Return on Investment (SROI)

By explicitly asking those stakeholders with the greatest experience of an activity, SROI can quantify and ultimately monetise impacts so they can be compared to the costs of producing them. This does not mean that SROI can generate an ‘actual’ value of change, but by monetising the value of stakeholders’ outcomes from a range of sources it is able to provide an evaluation of projects that changes the way value is accounted for – one that considers economic, social and environmental impacts. Social Value UK (2014) ¹²states;

‘SROI seeks to include the values of people that are often excluded from markets in the same terms as used in markets, that is money, in order to give people a voice in resource allocation decisions’

Based on eight principles, SROI explicitly uses the experiences of those that have, or will experience changes in their lives as the basis for evaluative or forecasted analysis. Diagram 4 outlines the Principles of Social Value.

¹² Social Value UK.
www.socialvalueuk.org

DIAGRAM 4 – THE PRINCIPLES OF SOCIAL VALUE¹³

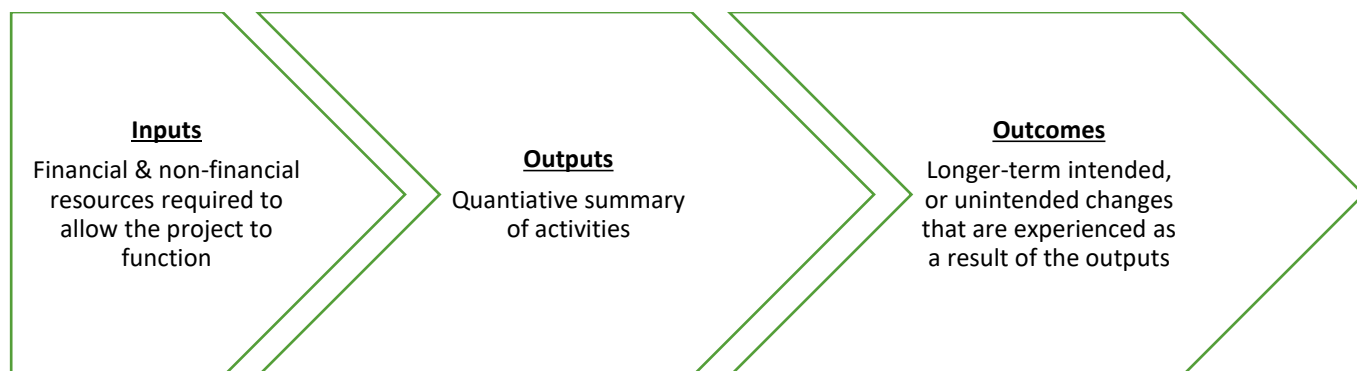


(Source: Social Value International)

The guiding Principles ensure that how value is accounted for remains paramount. To ensure a consistent approach is used, chains of change are constructed for each material stakeholder explaining the cause-and-effect relationships that ultimately create measurable outcomes. These chains of change create the overall Value Map (attached separately as appendix 1), and these stories of change are equally as important as the result of analysis. In fact, SROI is best thought of as a story of change with both quantitative and qualitative evidence attached to it. Diagram 5 summarises the different elements for each chain of change included within the SROI analysis (before the impact of outcomes is calculated).

¹³ <https://www.socialvalueint.org/principles>

DIAGRAM 5 – OUTLINE OF THE CHAIN OF CHANGE



SROI is an outcomes-measurement approach, and only when outcomes are measured is it possible to understand if meaningful changes are happening for stakeholders.

As will be discussed at the point of analysis, SROI also incorporates accepted accounting principles such as counterfactual and attribution to measure the final impact of activities that are a result of each activity or intervention. Importantly, SROI can capture positive and negative changes, and where appropriate these can also be projected forwards to reflect the longer-term nature of some impacts.

Overall, SROI can create an understanding of the value of activities relative to the costs of creating them. It is not intended to reflect market values, rather it is a means to provide a voice to those material stakeholders and outcomes that have been traditionally marginalised or ignored. Only by measuring outcomes are organisations able to not only demonstrate their impact but also importantly improve them. This thereby strengthens accountability to those to which they are responsible, which in the third sector is fundamentally the key beneficiaries of services.

4.0 Stakeholder Engagement & Scope of the Analysis

Including stakeholders is the fundamental requirement of SROI. Without the involvement of key stakeholders, there is no validity in the results – only through active engagement can we understand actual or forecast changes in their lives. Only then can SROI value those that matter most.

To understand what is important for an analysis, the concept of materiality is employed. This concept is also used in conventional accounting and means that SROI focuses on the most important stakeholders, and their most important outcomes, based on the concepts of relevance and significance (see Diagram 6). The former identifies if an outcome is important to stakeholders, and the latter identifies the relative value of changes. Initially, for the evaluation of the Opening Doors to The Outdoors project, a range of stakeholders were identified as either affecting, or being affected by, the project – Table 1 highlights each stakeholder, identifying if they were considered material or not for inclusion within the SROI analysis.

Diagram 6 – Materiality Principle

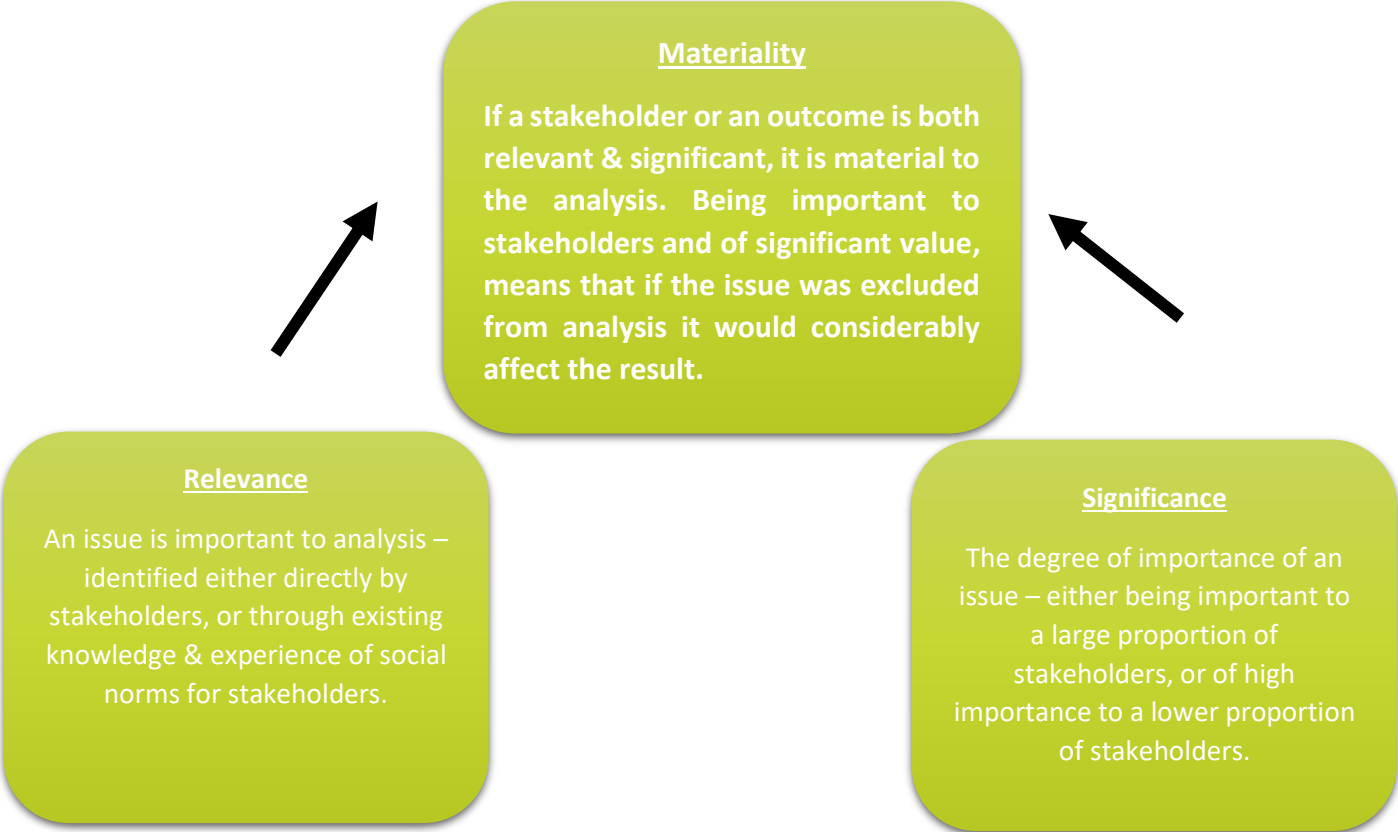


Table 1 – Stakeholder List & Materiality

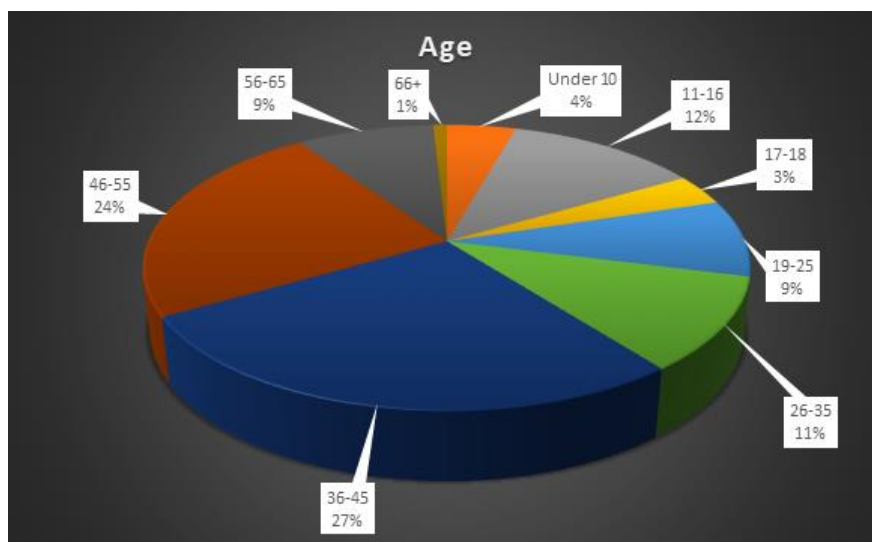
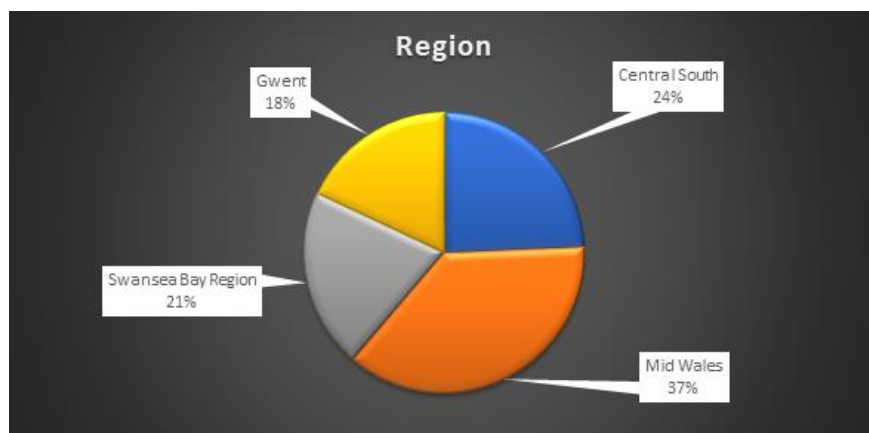
Stakeholder	Material stakeholder?	Explanation
Individuals	Yes	As key beneficiaries of the service these are the most important stakeholders and some changes experienced will be both relevant and significant.
The Outdoor Partnership	Yes	Provides material inputs of finance, skills, management, and other resources to ensure the implementation of the project.
Development Officers		The Development Officers employed by The Outdoor Partnership were key to the success of project and performed a key role in the outcomes experienced by other stakeholders.
Clubs and providers	Yes	The clubs and providers supported by The Outdoor Partnership through the ENRaW project have been able to contribute much to the project. Through working in partnership with The Outdoor Partnership, the clubs have seen an increase in participation levels and are more financially viable as a result. The outcomes identified are both relevant and significant, therefore are material. For

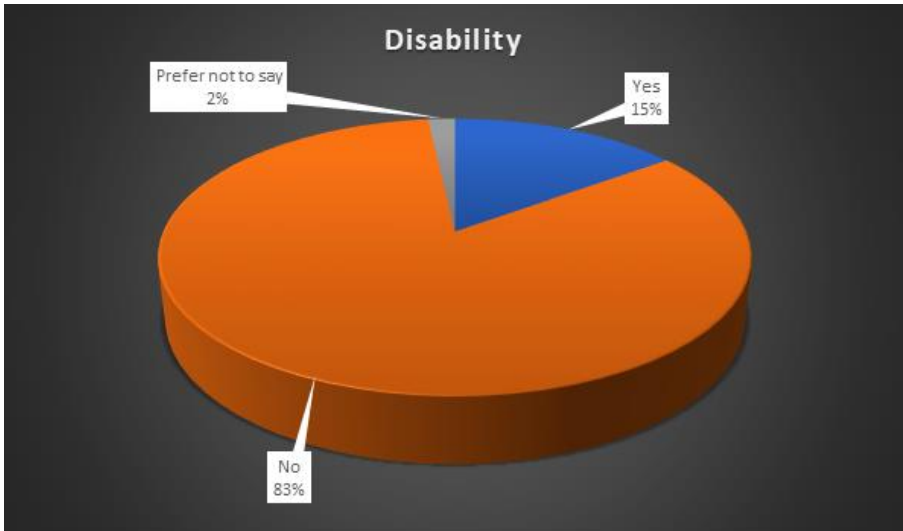
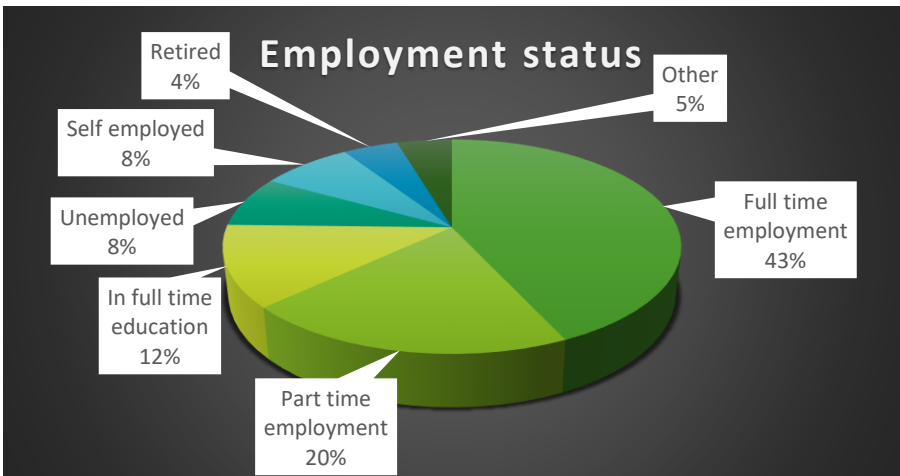
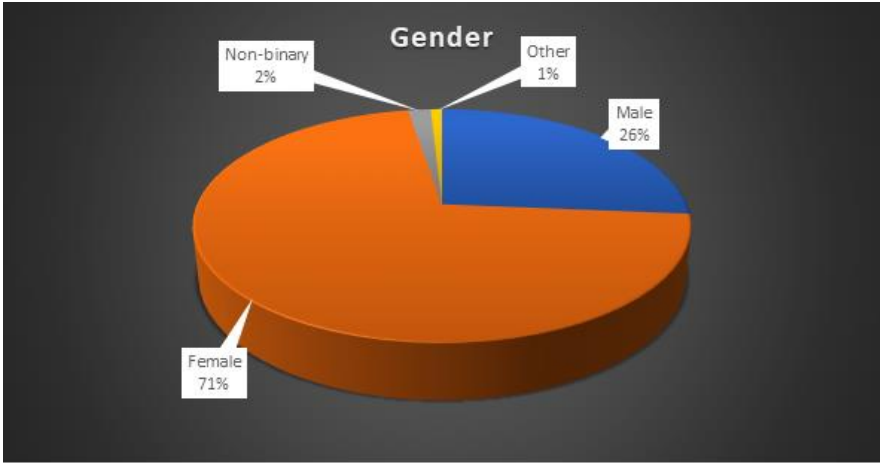
		the providers that were businesses, these were paid for their services therefore although some changes would be identified, they will not be material due to the level of change.
Volunteers	Yes	Through the training and support given by The Outdoor Partnership to the volunteers of the clubs, the volunteers have experienced outcomes that are both relevant and significant and therefore material
Local authorities	No	Some material outcomes are likely, however, due to this being a small sample the changes were not material but should be considered in future measurement.
Health boards	No	Some material outcomes are likely such as cost reallocation or potential cash savings for the NHS due to some people on the Opening Doors to the Outdoors project receiving the additional support they need through social prescribing projects such as adventure therapy, however, due to this being a small sample the changes were not material for this analysis but should be considered in future measurement.

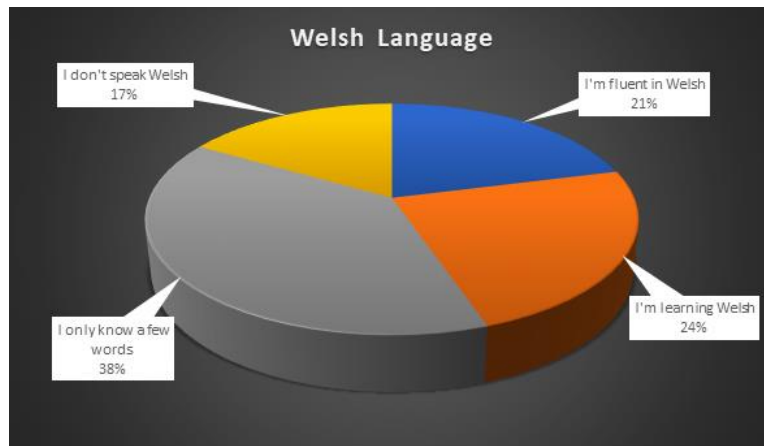
Various referral agents	No	The clients the referral agents refer to the project are the ones that experience the material outcomes.
National sports governing bodies	No	They are the organisations who set the standard the clubs and providers have to adhere too. More clubs and providers are now able to meet the standards set by the governing bodies. However, all the material outcomes are experienced by the clubs and providers.
Various other funders (Sports Wales, Disability Sports Wales, NRW, Youth Justice and others)	No	Although they have helped to fund the various projects within the Opening Doors to the Outdoors project, all material outcomes are experienced by the beneficiaries of the project.
Department for Work and Pensions	No	Pathway to Employment programmes on the Opening Doors to the Outdoors project help get people back on the path to employment by giving them support and helping to develop new skills. However, they were beyond the scope of this analysis, only the material outcomes for the beneficiaries have been included.

4.1 Potential Subgroups

It is important to recognise that not all individuals are the same. Understanding that different characteristics have an impact on the data can help us to manage and inform decision making. Consideration is therefore given to the different characteristics below, which are region, age, gender, disability, employment status and the Welsh language.







Having identified the material stakeholders for analysis, Table 2 below highlights the size of the populations, the sample size engaged with and the method of engagement.

An initial conversation was had with the Project Manager and the four Development Officers in order to identify the scope of the analysis.

For the interim report some online focus groups were held in September 2022 with beneficiaries and with clubs and providers to give an understanding of any changes that had happened already, and what they hoped would change before the end of the project. Phone interviews were also had with many of the clubs and providers that had been involved. Further focus groups and interviews were then held in February and March 2023.

Unlike quantitative methods, qualitative interviewing does not have a statistical method for identifying the relevant number of interviews that must be conducted. Rather, it is important to conduct enough until a point of saturation is reached – this is the stage at which no new information is being revealed.

Table 2 – Stakeholder Engagement

Stakeholder	Population size	Method of engagement
The Outdoor Partnership	1	Several meetings with the Management team and the Development Officers
Clubs	34	14 interviews for the interim report with a follow up of 8 interviews for the final report. 19 surveys completed in October 2022 14 surveys completed in April 2022
Individuals	1,695 on programmes	4 focus groups for the interim report followed by a further 6 focus groups for the final evaluation 15 interviews 71 surveys completed in October 2022 44 surveys completed in April 2022 Data from the social prescribing projects
Volunteers	196	1 focus group 6 interviews 4 surveys completed
Referral agents	Approximately 20	7 interviews

5.0 Project Inputs

This section of the report describes the necessary inputs from multiple stakeholders. Some inputs are financial, whereas others are not – where possible inputs are monetised.

5.1 Individuals

For the Pathways to Employment and social prescribing projects, the service is free to those that receive it, but some non-financial inputs are also necessary to ensure any changes. Initially, the taster sessions were also provided at no cost. However, many sessions were oversubscribed and then on the day of the activity some cancelled last minute. It was therefore decided that having a small fee would help to ensure commitment and the fee will vary from £3 to £10 a session. This would also help with the sustainability of changes and sustainability of provision. An average contribution of £5 is included in the value map for taster sessions and EDI sessions after the summer of 2022. No fee was included in the Summer of Fun sessions which accounted for 1,840 individuals and therefore for the community development an input is included for the 1,291 individuals.

For those that have attended taster sessions they needed to invest some time to attend the sessions as well as some willingness to try activities and provide their feedback. A great majority attended taster sessions in the Summer of 2022 and during some winter sessions.

For the individuals who took part in sessions that were organised for a few weeks such as the social prescribing sessions, Pathway to Employment and This Girls Adventure, it's important to appreciate the time that they invested in attending the sessions. Travel time should also be considered as some travelled a great distance, especially in the more rural areas of Wales.

As was noted in the project background, the aim was to utilise the natural resources and to support different areas of Wales to fully utilise what was available. Consideration was given to include this as a financial input; however, the data was not available at this time. Trust is another important input here as they needed to trust the process. For many, they had no experience of outdoor activities and therefore they were challenging themselves physically and mentally by trying new activities such as hill walking, climbing, or swimming. For some this meant some initial anxiety before they could start to experience some positive changes. For the projects such as social prescribing, they needed to be willing to take part and take some actions themselves also.

5.2 Clubs and Providers

Part of the Development Officers role is to support Club Development. The Outdoor Partnership offers membership packages to clubs where they can get support from Development Officers that included funding advice, equipment and resources, governance, training and much more. As well as financial input, the clubs also need to invest some time in engaging with the Development Officers if they are to experience any positive outcomes.

For the project, the Development Officers have developed and coordinated many sessions in order to develop an interest in the outdoors within the areas. To deliver these sessions they employed the expertise of providers. Some of these were the clubs but many were private providers. They were paid for their service and their input would be their expertise and experience in leading sessions. For projects such as Social prescribing, Inclusive Adventure and Pathways to Employment some understanding about the different needs and some empathy was also an important input.

For the providers, the fee for their time will be included in the TOP section as this financial input was managed by the project.

5.3 Volunteers

The volunteers give their time to the local clubs to support the running of the clubs and to provide experiences for participants. For the purpose of this report, we are evaluating the impact to the volunteers of the support from TOP and the training they are receiving through this support. It's important to recognise that their time to engage with the TOP staff and willingness to commit to the training and use those skills would be needed in order to experience any change.

5.4 The Outdoor Partnership

The financial input is managed by The Outdoor Partnership which secured funding from the Welsh Government Rural Communities, Rural Development Programme 2014-2020 fund. A total of £859,272 was awarded in January 2021 to run the project until June 2023. The project started in April 2021. This funding was to include Programme Management costs, support costs by other TOP staff members such as finance, four new full time Development Officers, Administration costs, training, overheads (including office rent, room hire, IT, stationary, travel costs, marketing, and evaluation). There was also fees for professional consultancy with a role to develop some need analysis and to set up stakeholder groups across the region.

One of the key objectives of the project was to build on the model developed in North Wales and take this model to Mid Wales, Gwent, Swansea Bay and Central South Wales. To do this having the experience and expertise of the Management team and the whole TOP team was essential. The four Development Officers employed brought a wealth of expertise also each

having their own expertise in terms of outdoor activities but also bringing their experience from previous roles of working on projects and working with various groups within the communities.

In the application bid, the total project costs were noted as being £1,003,993 as they expected to be able to draw additional funding of £144,721 based on their experience and to ensure the sustainability of the project. They did manage to gain an additional £211,192 of grant funding within this time period which allowed them to run additional projects and reach new audiences. A summary of these are listed below:

Table 3: Other grants awarded during this time

Winter of Wellbeing	£ 33,448.00
Sport Wales (Coach Ed)	£ 10,748.00
Powys Association of Voluntary Organisations	£ 7,124.00
Summer of Fun	£ 71,642.00
	£ 10,746.30
Summer of Fun (Monmouth)	£ 3,000.00
Summer of Fun (Monmouth)	£ 450.00
Principality Community Foundation Wales	£ 3,841.00
	£ 909.00
Youth Justice Sport Fund	£ 15,167.00
	£ 4,812.00
Morrisons Foundation	£ 7,010.00
NRW	£ 34,489.00
	£ 4,500.00

Community Foundation Wales – Gwent High Sheriff Fund	£ 1,250.00
South Riverside Community Development Centre	£ 2,056.00

5.5. Total monetised inputs

The total inputs for the project over the whole 2.5-year period have been calculated as £1,070,464.30 created by both financial and non-financial inputs from the range of stakeholders above. This information is displayed in Table 4 and is compared to the costs per individual.

Table 4 – Total Monetised Inputs for the Opening Door to the Outdoors

Stakeholder	Financial input	Non-financial input	Cost per individual
Individuals	Average £5 contribution = £9,185 by 1,837 individuals	Time, trust, willingness to take part	N/A
Clubs / Providers	0	Strategic management, time, expertise	
Volunteers	0	Time, skills, commitment, emotional energy	
The Outdoor Partnership	£1,088,604.30	Time, skills, commitment, management	
Totals	£1,097,789.30		£236 per individual

6.0 Outputs, Outcomes & Evidence

6.1 Outputs

The immediate outputs for the Opening Doors to the Outdoors project, are the number of beneficiaries, clubs and volunteers supported. The targets set for the project was relatively low and the actual target had exceeded these numbers significantly as the figures below demonstrates. Having the Development Officers in post allowed TOP to attract other funding to run sessions such as the Summer of Fun and Winter of Well-being and therefore several taster sessions were available in the area during the winter and summer months. All of the activities coordinated by the Development Officers during this time period is included and demonstrates the wider impact of the ENRaW funding.

A full breakdown of the outputs is included below:

Key outputs

4

Full time employment created

28

Number of cooperations/partnerships supported

5

Networks established

114

Number of stakeholders engaged with

344

Number of volunteers trained through the clubs

34 Number of clubs supported

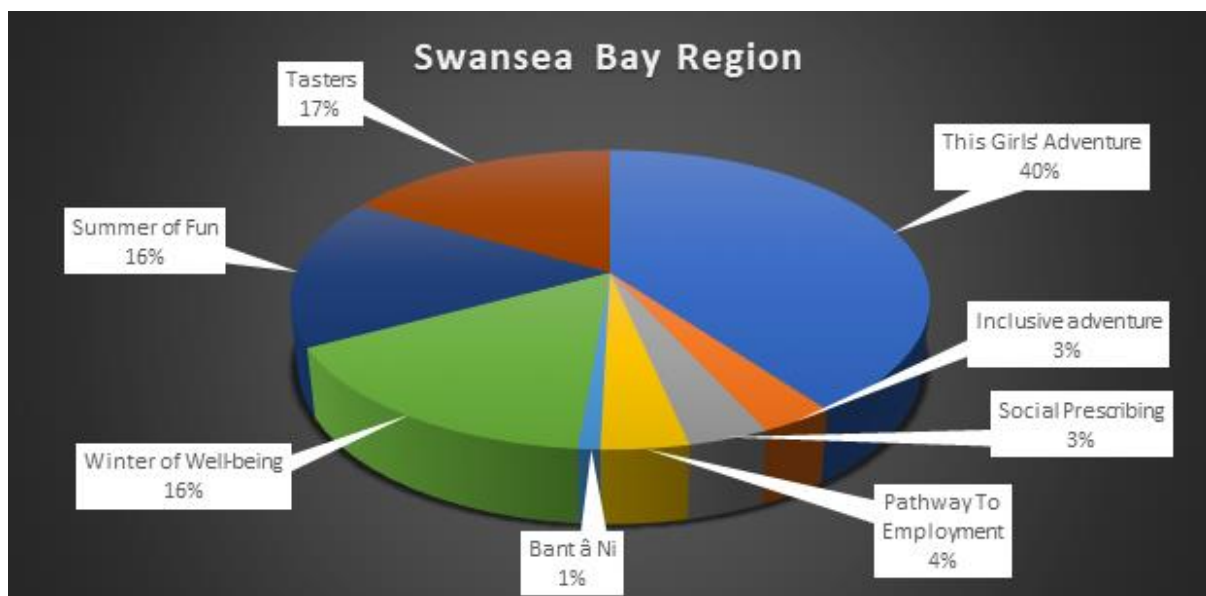
1,092 Number of individuals supported through the Equality, Diversity and Inclusion programmes

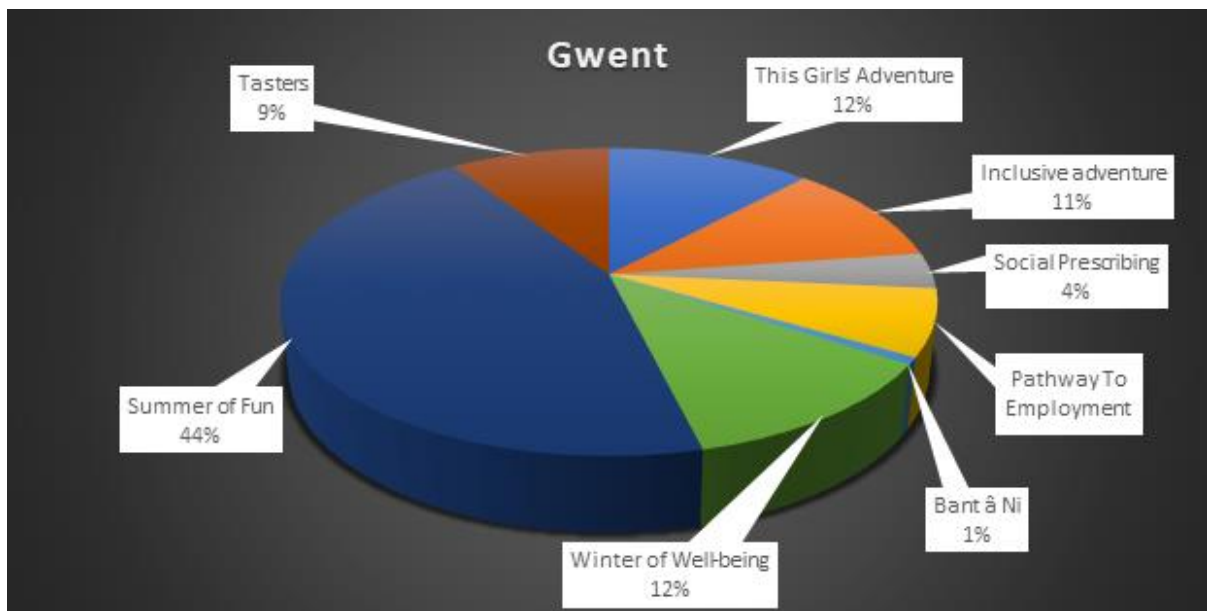
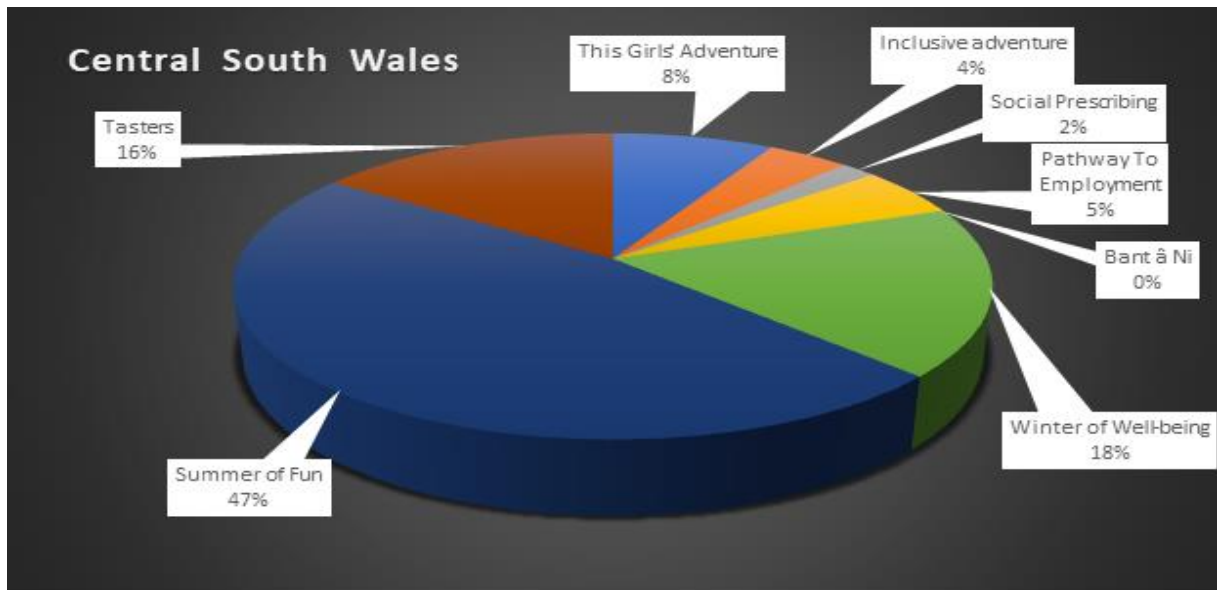
236 Number of individuals supported through the Pathway to Employment programme

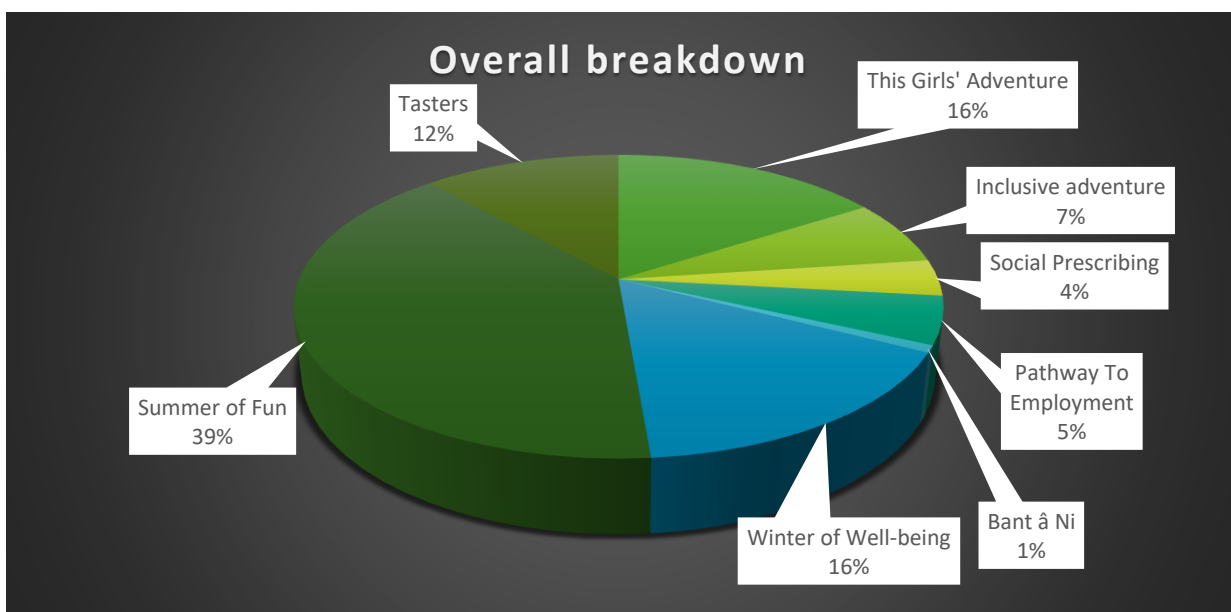
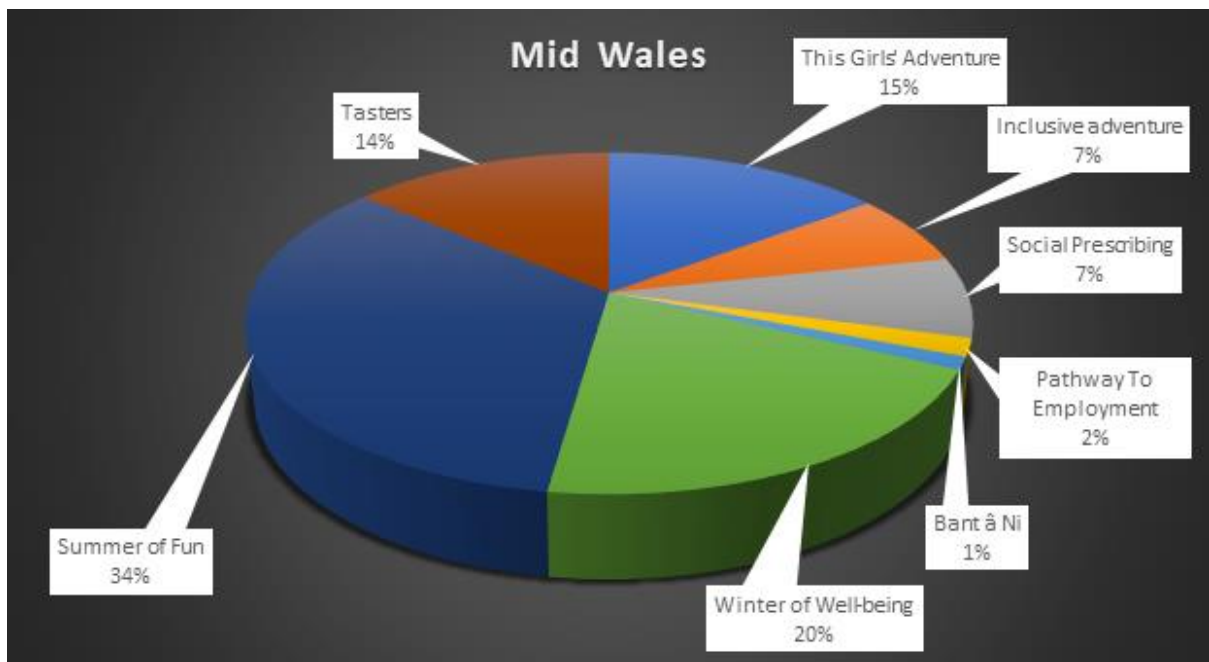
179 Number of individuals supported through the Social Prescribing programme

3,131 Number of individuals who attended taster sessions or community development programmes

Below is the breakdown of activities and programmes that have been running in each area along with an overall breakdown.







The taster sessions were held across the project and targeted various audiences and included a variety of activities. A big percentage of that figure included activities through The Winter of Well-being and Summer of Fun and included activities like bushcraft, biking, mountain biking, canoeing, kayaking, climbing, rock pooling, forest skills, wild swimming, surfing,

orienteering, map reading, climbing, and caving. There was a big variety of activities offered across all areas with some activities more apparent in areas due to what was available. Walking and climbing were popular activities in Mid Wales and Gwent where more water-based sports were available in Swansea Bay and Central South. Skiing and snowboarding are also offered a lot in Central South due to having the facilities in the area.

The Summer of Fun and The Winter of Wellbeing was a Welsh Government initiative aimed at supporting young people between the ages of 0-25 to recover from the negative impacts of Covid-19. These activities were targeted at families and youth groups. These allowed the children and the parents to explore new activities and learn more about the outdoors and access to clubs. The activities between both of these programmes reached 2,587 people and sessions lasted from 2-5 hours.

The Equality, Diversity and Inclusion, Pathways to Employment and Social Prescribing offered sessions over a period of a few weeks. These ranged from 4-10 sessions and range from a 2–4-hour sessions. For many, once they had attended some sessions, they then felt part of a wider community. For example, This Girls Adventure has a Facebook page with 1,300 members that shares information about other activities available in local areas and to encourage increased participation. The page is full of opportunities for women to attend sessions such as canoeing, caving, paddling, wild swim and much more. There are also many activities aimed at mothers and daughters as a family event such as surf sessions in Central South Wales, and Paddle Boarding and Raft Building in Pembrokeshire.

Bant a Ni sessions were held in some areas which gave Welsh speakers and Welsh learners the opportunity to enjoy the outdoor activities in a Welsh language environment. Many felt

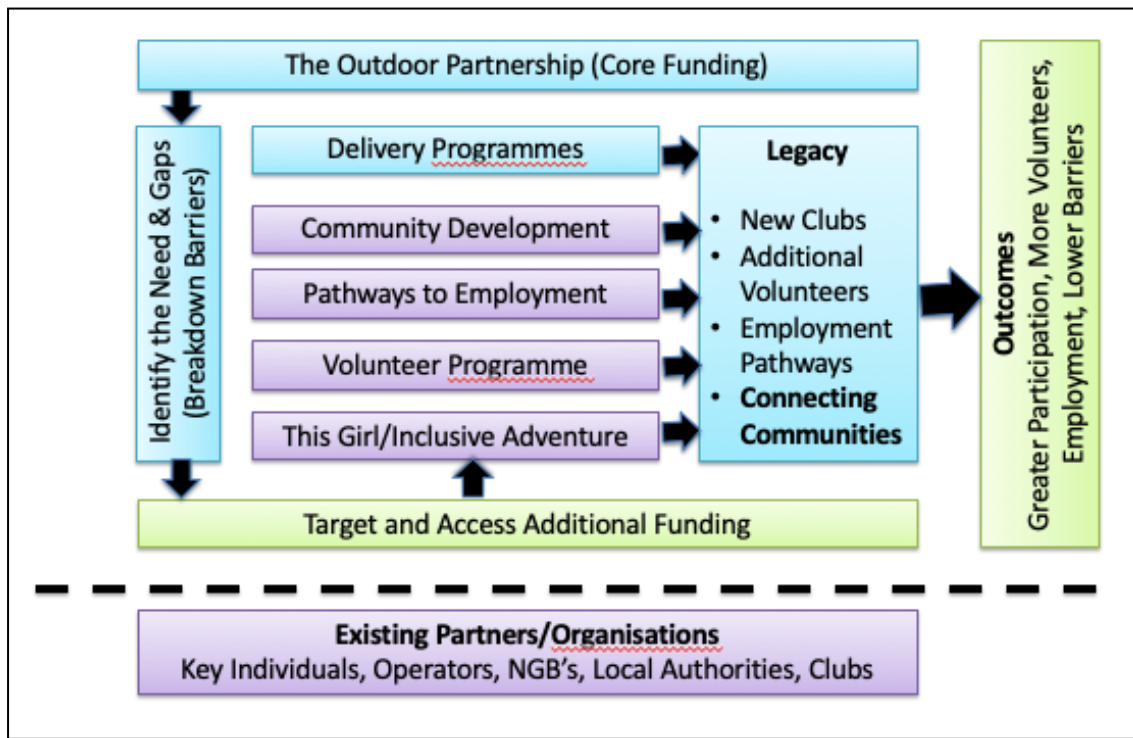
that having group members to offer support for the activities but also practice Welsh helped the learners, but the learners also sharing their skills of the outdoors.

There were Inclusive Adventure sessions offered across all areas with much work happening to work with stakeholders to ensure that access to equipment was possible to run sessions. Much of this work also included offering training to volunteers, parents and carers to be able to assist and run sessions with the equipment also to ensure the continuation of this work. There were sessions running specifically for children and people with Autistic Spectrum Disorder such as ASD climbing club running monthly in Central South. The Inclusive climbing club was set up in Llangorse as seen in the case study and also inclusive cycling and inclusive canoeing sessions were held.

The Development Officers across the area had worked with referral agents such as Adferiad, Department of Work and Pensions and Youth Justice to deliver Pathways to Employment programmes. A big percentage of this work was done in Gwent based on the need identified through the gap analysis done initially. The Pathways to Employment ran for 4 sessions and they took part in various activities such as climbing, caving and walking. A case study shows how this programme was ran in partnership with Youth Justice.

The Diagram below demonstrates the model that The Outdoor Partnership operates in order to increase participation in the different areas. The role of the Development Officer is to identify the need locally and then work in partnership with various stakeholders and target funding and resources to coordinate activities to fill in these gaps. As well as coordinating activities and working and employing providers, they will also support the local clubs and volunteers on various issues such as governance, policies, funding, training and much more.

Diagram 7



A theory of change for the individuals in the various programmes can be seen in the appendices as well as a full theory of change for the clubs and for the volunteers.



GWENT - YOUTH OFFENDING PROGRAMME



The youth offending programme is a 9-week joint venture between The Outdoor Partnership and MonLife's Youth and Community Team. The aim of the programme is to help pupils from a local school who are struggling to behave and focus in the classroom. As part of the programme the participants attend different climbing centres in the region. The sessions are delivered by Crosfield Outdoors who have 2 instructors with 20 years of experience.

For the participants it was nice being able to focus on different experiences, and good to be in a different environment where they are treated differently to when they are in school. It gave them additional motivation and a great sense of achievement when climbing to a new height, building their self-confidence and mental resilience in the process. Being a part of the programme has given the pupil a new focus in school and they feel their school life is improving by being a part of the programme. Additionally, it was also important that they had a sustainable exit pathway that ensured they were able to continue to use their climbing skills if they needed.

As a result of the pupils attending the programme, MonLife's Youth and Community Team now have a better relationship with them. As the pupils have been given a new opportunities, they are now more focused and are willing up open up more about their needs. As a result, MonLife are able to better support the pupils and in turn their home and school life will improve in time.

**"I want to
behave
in school so I
can carry on
coming"**

Outcomes identified for participants

- Improved mental well-being
- Improved motivation and self-confidence
- Improved physical health

6.2 Outcomes and Indicators

As highlighted, it is only by measuring outcomes that we can be sure that activities are effective for those that matter most to this project. This section of the report highlights the outcomes experienced for each material stakeholder, and also examines those outcomes that represent end points in the chains of changes for each stakeholder (and are therefore included on the Value Map in appendix 1). Identifying specific outcomes is essential to understand what has changed as a result of activities, yet it is not always an easy task to identify the causal links between the various stakeholders and their outcomes. Through engaging with stakeholders in both the qualitative and quantitative data collection, consideration was included as to the materiality of each outcome.

6.2.1 Clubs / Providers

The ENRaW funding allowed The Outdoor Partnership to fund Development Officers in Mid Wales, Gwent, Central South and the Swansea Bay Region. These were new posts and therefore the services provided to develop clubs in the area and to coordinate activities was a new service.

For the interim report some focus groups and interviews were conducted and again further interviews were held in the last 9 months. Surveys were also completed for the interim report along with a follow up email in April 2023 in order to understand the impact of the service.

Having engaged with the Development Officers and the Management team it was clear that there are two types of providers:

- Providers / Clubs – Those who run activities within the community where the Development Officers are offering support such as advice and guidance, marketing, training etc. These are measured under Club Development and cooperations supported.
- Providers / Businesses - who are employed to run sessions. These providers are paid to run sessions.

Some will fall into both categories here where TOP employ them to run sessions as well as offer some support and guidance.

Following gathering some qualitative and quantitative data, a draft Theory of Change for providers was developed as seen in appendix 2.

Outcome 1 – Having the Development to research the need locally, improve access to funding and resources as well as supporting with recruiting and retaining volunteers meant the clubs had **Improved capacity**



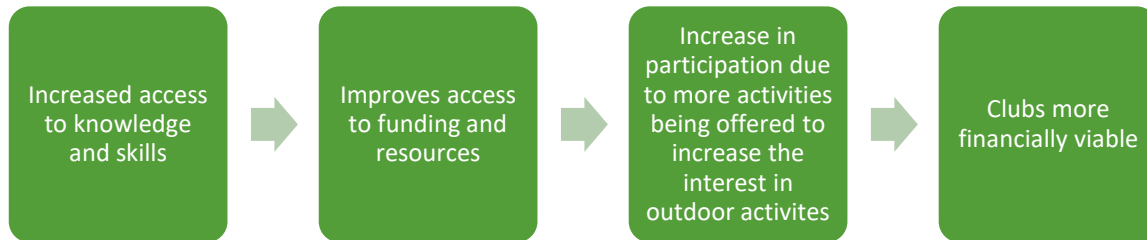
Many of the clubs explained that having the officers locally had allowed them to improve their capacity. This meant having better access to resources and funding opportunities both in terms of awareness of opportunities but also support in completing the applications. 90% of clubs said that they had improved their knowledge and skills as a result of the Development Officers with a 59% of distance travelled. The distance travelled refers to the average amount of change per individual that received a positive change. There were examples of how clubs had received new equipment which allowed them to open up opportunities to new groups that they previously couldn't cater for.

Capacity also refers to the positive changes that many saw with the support to both recruit and train volunteers. 60% said they now have more qualified volunteers and 50% said that they had greater capacity as a result with a distance travelled of 34%.

From a providers' perspective also, many felt that being able to have the Development Officers locally to do a gap analysis, identify the need and set up sessions has allowed them to 'share the load' and bring more business to them as a result.

"It's been really positive and empowering for our club"

Outcome 2 – Clubs more financially viable due to the support to attain funding as well as increase participation and interest.



Both clubs and providers felt they had seen greater participation as a result of having a resource locally to develop interest in the outdoors. Many of the providers had worked across regions with different Development Officers and felt that having their support did relieve some of the pressure on them.

As a result of having more awareness about funding and support available, grants to develop more of an interest in the outdoors locally, more resources and support in terms of capacity, some had seen a positive change that allowed them some change towards being more financially viable. Following the Covid-19 pandemic, many of the clubs and providers had struggled as a result of not being able to run any activities or to get any income. Providing taster sessions helped to get people back into group activities and getting involved again. Following the support locally and events such as taster sessions and different short-term courses, participation had improved and feedback from both clubs and individuals demonstrates that as a result of experiencing a positive experience, many individuals had invested in equipment and membership fees to carry on accessing the activities. 100% of clubs that took part in the analysis said they had seen some change in participation.

50% said they were now more financially viable with 45% saying this was not applicable for them.

Outcome 3 – By having better support to access the right training and equipment, clubs have been able to look at their provision to communities. Having funded taster sessions has also helped to break down some false perceptions with the outdoors and as a result clubs felt they are **now more inclusive**.



By discussing the changes with both clubs, volunteers and individuals, it was clear that many had false perceptions about outdoor activities and that access was restricted for many due to gender, age, disability or social economic status. Many perceived it as sports for the privileged and that equipment is expensive. However, The Outdoor Partnership is eager to ensure that anyone can access and enjoy the outdoors and activities such as walking, wild swimming, and running can be enjoyed by anyone.

Having the Development Officers in the local area allowed clubs and providers to have access to funding and grants that allowed them to have the right training and equipment to offer sessions to those with disability. The case study on page 70 demonstrates how the inclusive climbing sessions were developed in Llangorse and benefited many of the local people. As well as funding, having the Development Officers to facilitate and collaborate with different partners ensured better outcomes for those that matter, the individuals receiving the support.

89% of organisations felt more confident now to run sessions for various groups and 70% felt they are now more inclusive as an organisation with a distance travelled of 44%.

“The information that The Outdoor Partnership send to me is fantastic for the families I work with.”

“The work we have done with TOP has been rewarding and enjoyable for all our staff. We hope to work with The Outdoor Partnership a lot more in the future.”

All of these outcomes leads towards having a quality service provided by clubs in Wales to the people of Wales.

6.2.2. Volunteers

Outcome 1 – Improved confidence in my own abilities and to lead groups

The Outdoor Partnership offers support to volunteers by working with clubs to offer subsidised training opportunities as well as support to recruit and retain volunteers. As well as support through the local Development Officer they can also get support by the dedicated Volunteer Officer for The Outdoor Partnership.

Many of the volunteers that took part in the analysis explained that having the support and access to the training had helped to improve their skills. Many wanted to support their local clubs and felt it was good for their own development but couldn't afford the training and therefore the financial support ensured access towards these opportunities. Having the training package and support helped them to gain the confidence in their own abilities as leaders.

Everybody that took part in the analysis said that they had experienced positive change here with 54% distance travelled. However, the number of volunteers that engaged with us was low and therefore only a small percentage is included in the value map to avoid over-claiming.

Outcome 2 – Feeling more positive about the future

Many of the volunteers that give their time to their local clubs and who attend the training sessions through The Outdoor Partnership are interested in pursuing a career path in the outdoors industry. The Sustainable Model for TOP can be seen on page 83. For some of the females that took part in the analysis especially, many explained that they felt a lack of representation of female leaders in the industry and that their involvement with the Partnership had helped to build confidence. Everybody that took part in the surveys said they had seen improvements in their self-esteem with a 37% distance travelled.

Outcome 3- Improved physical well-being

Although this wasn't specifically raised in the qualitative interviews, in the surveys many explained that they had experienced some positive change here. Having discussed and verified with staff members and with some of the clubs, many explained that as a result of having the training they are able to volunteer regularly which motivates them to take an active part in the activity and to maintain and improve on their own skills. There was a distance travelled here of 37.5%. It was therefore decided to include this as a material outcome.

6.2.3. Individuals

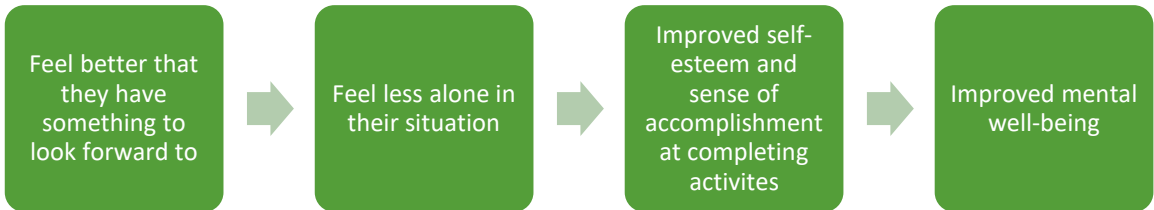
In the interim report, a general overview was had from the qualitative and quantitative information about the impact of the activities. Since the interim report, there has been more of a focus on developing the social prescribing agenda. The way these sessions have been

delivered and the target audiences for these sessions has varied across the different areas. Some have had a mental health focus where others have worked with other specific needs.

The Opening Doors to the Outdoors project provided the resources to allow the local Development Officers to build on the success of The Outdoor Partnership programmes in North Wales and develop these in Mid and South Wales. The programmes that they developed were dependent of the gap analysis that each Officer did at the beginning of their post as seen in Diagram 1. They all offered various programmes in the different areas, but some had more of a focus on some programmes based on the needs. The breakdown can be seen in the outputs section.

Appendix 4,5,6 and 7 shows a Theory of Change for each different programme including Social Prescribing, This Girls Adventure, Pathways to Employment, and Inclusive Adventure. Although the short and intermediate outcomes vary, there are some similarities across the programmes for the well-defined outcomes especially around mental and physical well-being. The following section will look at some of the well-defined outcomes and the examples of the differences created through the various projects.

Outcome 1 – Improved mental well-being



There is much evidence around the positive impact that being outdoors has on someone's mental well-being. The Move for Mental Health¹⁴ report discusses how physical activity can improved mental well-being and resilience. The study discusses how an already serious mental health crisis had increased even more as a result of the Covid-19 pandemic,

“Evidence from the UK Household longitudinal study suggested prevalence of mental health problems increased from 24.3% in 2019 to 37.8% in April 2020 and remained elevated in both May and June 2020 (Daly, Sutin & Robinson, 2020).”

The participants that took part in the various social prescribing sessions explained how taking part in activities in a supportive environment had helped them to feel an improvement in their general confidence. Many explained that taking part in activities such as climbing, wild swimming, paddleboarding, hill walking had really helped them to feel a great sense of achievement as many felt these would not have been activities they would have tried previously without being referred to the programme.

For the Pathways to Employment programme, many of the participants had low levels of confidence and some had some low-level mental health concerns. This programme offers support to get back into employment or education. A previous evaluation¹⁵ on the Pathways to Employment programme demonstrated the positive results that the programme has on reducing stress and anxiety by being able to offer opportunities to test some boundaries and again give them a sense of accomplishment and improve their self-esteem by demonstrating

¹⁴

¹⁵ [social return on investment \(sroi\) evaluation report of THE PATHWAYS TO EMPLOYMENT PROGRAMME \(mantellgwynedd.com\)](#)

what they are capable of. These results were verified by many of the referral agents who had seen these changes as a result.

For the sessions under the Equality and Diversity theme, these included the This Girls Adventure sessions as well as the Inclusive Adventure sessions. For one of the Inclusive Adventure sessions, we engaged with some of the participants that had some learning needs. They explained that being able to try new things and challenge themselves gave them great pleasure and was important to maintain a good mental well-being. Another Inclusive Adventure programme was the climbing as seen in case study on page 70. Many of the parents took part in the evaluation and explained how having access to these activities had helped the children with their confidence and really made them feel included.

88% of those who took part in the EDI programmes experienced a positive change with a distance travelled of 53%.

The sample of data we had for the Pathways to Employment was low, but 100% of those who did complete a survey had experienced a positive change with 69% distance travelled. To avoid overclaiming only 50% were included in the value map in appendix 1.

The social prescribing data was collected differently, and the data didn't truly reflected the qualitative data that was collected. The Short Warwick Edinburgh Mental Health and Wellbeing scale was used to measure mental health. 57% experienced a positive change in their scores.

As seen in This Girls Adventure Theory of Change in Appendix 4, many reported that being able to take part in outdoor activities within a female only group and with female instructors helped them to increase their awareness and skills but also to normalise participation of women in outdoor activities. Having something to look forward to was important for many, and as with

the other groups, they felt their general confidence had improved at being able to push themselves further every week within a supportive environment.

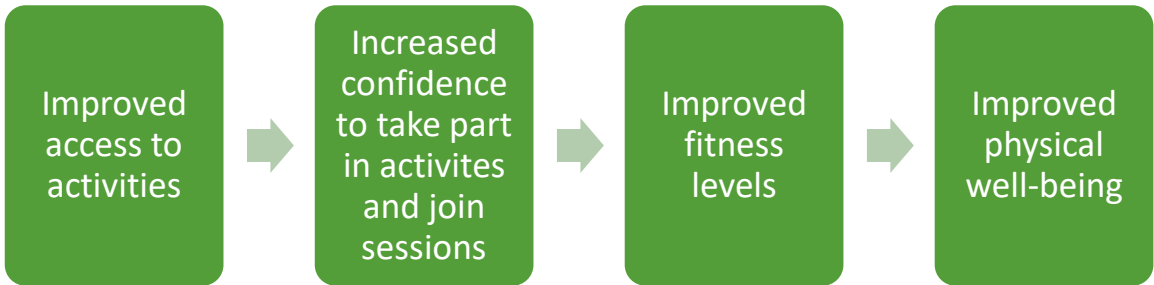
These results are supported by other key findings as in the Move for Mental Health report which shows physical activity supports mental health by giving:

- Improved social cognition, functional capacity and quality of life.
- Increased social interaction, shared experiences, optimism and life satisfaction.
- Reduced stress, worries, cognitive decline and loneliness.
- Improved self-esteem, increases in perceived social support and a sense of belonging.
- Reduction in depressive symptoms (including low mood and energy).

(Shvedko et al. 2018; Vancampfort et al. 2017.)

“I think the Outdoor Partnership is amazing! I am a single Mum on Universal Credit with a cost-of-living crisis going on. I wouldn't have been able to take part in any of these activities if they hadn't been subsidised. They are so good for my mental & physical health. Well done for lifting people up and giving them a sense of achievement and belonging.” Individual

Outcome 2 – Physical well-being



Much research shows that being inactive can have health consequences and increase demand on the health and care system.

The British Heart Foundation¹⁶ says “Being active can reduce your risk of developing some heart and circulatory diseases by as much as 35%. Regular physical activity:

- helps control your blood pressure and keep it within healthy levels
- raises your levels of good cholesterol, and reduces the bad cholesterol
- can help to control your blood glucose levels, reducing your risk of Type 2 diabetes
- increases the number of calories you burn and helps you maintain a healthy weight”.

Across all programmes, many explained how they had a new likeness and understanding about the benefits of being active and the benefits of being active in the outdoors. Some had wanted to try some activities previously but explained they didn’t have the confidence or the understanding about where to start. By having an experienced instructor, support from the Development Officers and being within a supportive group many felt they had gained the confidence to try and that now they felt they could sustain those activities. Some had invested in equipment such as climbing gear or a mountain bike as a result of the sessions. Others had joined clubs and other groups to continue to use the skills they gained and felt they had more opportunities to be active.

There were some who were already active prior to the support by TOP. However, they still felt they benefited from trying new activities and allowing themselves to be challenged in new ways.

¹⁶ [Physical inactivity - BHF](#)

73% of those who took part in the EDI programmes experienced a positive change with a distance travelled of 47%.

The sample of data we had for the Pathways to Employment was low but 100% of those who did complete a survey had experienced a positive change with 51% distance travelled.

The social prescribing data was collected differently, and the data didn't truly reflect the qualitative data that was collected. To measure the physical activity IPAQ-SF questionnaire to measure their level of physical activity. 50% had increased their level of physical activity based on these results.

"I really enjoyed the activities I took part in and wouldn't have done so without the opportunity from The Outdoor Partnership. I think access to activities that are difficult to access as a beginner is a brilliant asset to local people and may help them experience new things which they continue on with longer term."

Outcome 3- Feeling more empowered to try new things and to challenge themselves



This outcome was relevant to the programmes This Girls Adventure and Inclusive Adventure.

During the focus groups and interviews, many explained how The Outdoor Partnership by collaborating with clubs / providers and referral organisations, as well as attracting funding, had improved access for them to certain activities.

One example of this was the collaboration with Ethnic Minorities and Youth Support Team Wales (EYST) in the Swansea Bay area. This organisation supports young people aged between 11 and 25 from ethnic minorities in the area as well as refugees and asylum seekers. They worked with the Development Officer to arrange a hiking skills session for young women which allowed them to explore new parts of the area in the Gower while also developing their navigational skills and having an opportunity to socialise and meet others.

“The group walk was a chance for them to come together and catch up and chat with each other in an outdoor environment and they were all relaxed.” (provider)

For those with disabilities, there were some heart-warming stories of how they had been able to be included for the first time in activities such as hill walking, biking and climbing. Some explained about the challenges they had faced in their lives and how these opportunities had,

“has restored my faith in humanity” Individual.

What was seen as incredibly important for all stakeholders was that they would be able to continue to access these activities. So, to sustain these TOP had invested time in ensuring the right training for parents and care providers so they could continue to assist on some of these activities.

For the women that accessed This Girls Adventure, they felt that being able to be in a group full of women and led by female instructors was empowering. Some of the sessions were advertised for mothers and daughters and other sessions were also specifically for young

groups of women and many explained how this helps to normalise women working in the outdoor industry.

91% of those who took part in the survey said they experienced a positive change here with a 58% distance travelled.

“The people have a can do positive attitude to make things happen no matter what your ability and disability”

“My spoken Welsh in the outdoors has improved hugely and I feel more able to use it during sessions. A long way for me to go until I'm fluent but it's helping me get there.”

“Brilliant opportunities for people who don't normally have a chance to take part in outdoor activities.”

“Have never seen the opportunities, the experiences, the inclusivity and the passion in the vision which the ODP offer, anywhere, ever. The differences your programme is making to people in Gwent is huge.”

Outcome 4 – Reduced isolation



There has been much development around social prescribing over the last few years as discussed in chapter 2. People within communities with low level mental health need support and who are isolated need non-medical interventions to support them to re-connect with

communities, build confidence and create resilience. Much research has also been on green prescribing over recent years where again referrals are made to the community and especially focused on making use of the natural environment.

For the social prescribing programmes, many reported that being able to take part in group activities and having opportunities to socialise was important. Many had made friendship within the group and meeting others in similar situations made them feel less alone in their situation.

This was also important for This Girls Adventure and Inclusive Adventure giving them opportunities to have something to look forward to and an opportunity to share and discuss. For Inclusive Adventure family activities, the parents also expressed how important it was to have an opportunity to engage with other parents and discuss and share experiences and knowledge. However, this was not considered as a well-defined outcome for this group but more of an intermediate outcome that led to improving mental well-being.

“As previously without course I would not have felt confident to attempt to lead a community walk. Therefore, benefits of training have not only been to me but to wider community” Individual.

Outcome 5 – Improved independence



This outcome was relevant to the Pathways to Employment programme. Participants explained that the programme helped them to realise that they were able to take on new challenges and achieve. Many of those who attended hadn't previously taken part in activities such as climbing and caving and being able to challenge themselves helped to improve their confidence and motivate them in other areas of life.

All of those who took part in the survey felt there was a positive change here with a distance travelled of 56%.

Community Development

Much of TOPs work involves coordinating activities to develop awareness and interest in outdoor activities and provide access to these activities. A high percentage of the participants in this analysis were those who attended these sessions, and many of those were young people who attended through the Summer of Fun and Winter of Well-being funding. Many of the families that took part in this analysis explained how these sessions had allowed them an opportunity to explore these activities before they invest any time or money in committing to anything. Some of the adults that engaged with us also explained that having access to these sessions allowed them to develop their confidence in their abilities and many had then joined clubs and / or invested in some equipment as a result.

A percentage of these is included in the value map with the outcome of **Increased understanding of what activities are available and how to participate in outdoor activities.**

This is an outcome that for some will lead into the other well-defined outcomes of improving mental and physical well-being.

Other consideration for segmenting stakeholders

Inclusivity

As discussed in chapter 3, understanding how different characteristics contributes to impact can help us to plan and make decisions. It can also help us to identify the various audiences we include. The sample of results was relatively small and not enough to further segment beyond the different programmes. However, some consideration is given to the different audiences supported within the project.

Rural / Urban – The project demonstrated the support that was needed across areas of Wales including cities such as Cardiff and in very rural parts of Wales. Some issues were faced by those in rural areas, with access to activities being challenges and transport being a big issue. Some had travelled an hour to access the activities by car and for others by public transport. There was evidence of Development Officers coordinating access to transport and trying to break down some of these barriers which demonstrated going up and beyond to support participation.

Age – There was a big cross section of age groups supported in this project. Much of the taster sessions were directed to young people under the age of 25 and many families had attended. For the other activities such as social prescribing and Pathways to Employment there was more of a cross range of ages who attended.

Gender – As demonstrated, there is evidence that women are underrepresented in the outdoors industry. This resulted in the development of This Girls Adventure and much work was done to develop this programme across the areas of this project. 714 women and girls were supported through this programme and the results are discussed above. The demand for these sessions was evident due to many sessions being oversubscribed. For the other programmes there was a cross section of genders supported and sessions such as Bring a Bloke also ensured that all were welcomed to sessions. Some promotion work had also happened within festivals aimed at the LGBTQ community to ensure access was available to all.

Disability – Another group that has been traditionally underrepresented in this sector is people living with various mental and physical disabilities. Much work has happened to develop the Inclusive Adventure sessions across the areas and to provide access to activities. This included supporting clubs with access to funding and resources, training and coordinating activities.

Results in the value map are broken down into the different programme areas. Further data collection can help to further segment these groups to understand the results based on different characteristics.

Things to develop

During the qualitative interviews and in the surveys, beneficiaries were given an opportunity to say if anything could be better or improved on. Overall, the feedback was overwhelmingly positive, however, these were some of the things to build on.

Communication – The clubs and the individuals all commented on how there could be some improvements in communication. Many of the individuals explained that they had heard of

some activities through word of mouth or by chance. It was a shared understanding that each Development Officer had a big area to cover, with some areas being geographically very big and therefore travel took a big % of the Development Officers time. This service is also new in the area and to establish the right partnership and communication channels will take time.

Much communication was done through e-mail and social media which for many worked, but some audiences felt this excluded them from learning about the opportunities available.

The Outdoor Partnership offer – From the clubs and providers perspective, many were working across different areas and therefore had been dealing with more than one Development Officer. Some felt a lack of consistency in their approach and offer with some being more proactive. The clubs were eager for this not to be viewed as a criticism but something to consider in moving forward as to whether there should be more guidance to Development Officers as to the approach they take as for those who work across regions it could be confusing at times.

Length of programmes – Having enough sessions to create a sustainable change but also managing creating dependency can be challenging. For the main programmes such as Pathways to Employment and social prescribing, sessions varied from 4 to 10-week sessions. In Gwent there was a multi activity Adventure Therapy programme in partnership with Adferiad that ran over a few months with one session a month. Another Adventure Therapy was running over 6 weeks. In Mid Wales there was an 8-week hill walking programme for those struggling with Mental Health. Swansea Bay also offered a 6-week programme with various coastal activities such as walking along the coast and rock pooling and in Central South much work was done on the green / blue prescribing. The Opening Doors to the Outdoors

programme in North Wales offered 12-week sessions which demonstrated a positive SROI of £4.90 to £5.36. The social prescribing projects varied across the different areas but also varied in terms of the different groups that they worked with. Some had low to moderate mental health conditions, some with chronic health conditions, people with low levels of physical activity and some more specifically targeted at youth groups. It is therefore understandable that the project details will vary in length and content based on the needs, however, some did comment that further sessions would have helped them to gain more confidence and maintain some of the outcomes for longer.

A previous evaluation on the Pathways to Employment in North Wales demonstrated the need for further sessions to create sustainable changes. The feedback from some individuals and referral agents for this project said that further sessions would help some of them to gain more confidence and to work more on their anxiety. Some sessions ran for 4 weeks, and some felt that 8-10 sessions would help to build up more of a relationship and create more sustainable changes.

Ensure sustainability and manage expectations – One of the overall aims of the project and The Outdoor Partnership is to build more participation in outdoor activities and to ensure that the infrastructure is there to support this development. For some groups this was especially considered more of a necessity. When engaging with stakeholders involved in the Inclusive Adventure sessions, many felt that it was important to ensure that these sessions continued. As discussed above, TOP was successful in training many volunteers, parents and carers to be able to assist and continue providing access to some of these activities. Some did comment on looking forward to various sessions but that usually there was no certainty of funding which

caused some anxiety. Also, when funding was successfully attained the turnaround to get sessions organised were usually very quick and not enough time to ensure that enough people were able to benefit from the sessions.

In terms of sustainability also, having clear exit routes and paths for progression was important. What is challenging is the challenges of living in rural areas with limited opportunities and transport issues. There was evidence of information being shared with groups by e-mails, whatsapp and social media about what else was available in their areas.

Many felt that the areas were too big for one Development Officers and that additional resources would support them to be able to expand capacity and extend to new areas.

“I got a lot out of map reading courses and have gone on to lead walks in my community as a result. I wish that there were more activities in Ceredigion and maybe more for older women,” Individual.

Networking

This was one area of the work that had not managed to be develop. Much work was done initially to engage with various stakeholder groups and the aim was to set up network meetings to support the collaboration work. Some of the clubs said how they saw TOPs role as coordinating these discussions and having local strategies to work together to raise participation levels. Although many felt that collaboration had greatly improved, more can be done to develop this. At the time of writing this report the first network sessions in each area had been set.

Reduced demand on services

The purpose of this report is to capture what has occurred based on engaging with stakeholders, but any data presented in the value map is based on judgment and secondary research but should be used for discussion. Continuous data collection should take place to ensure greater confidence in any results. Any reduction in demand does not imply that any health professionals now have more free time during their shift or that any actual cash savings have been identified but refers more to the reallocation of services and reduced waiting times for some patients.

When we engaged with the referral agents, they were all able to verify the outcomes to the individuals and to verify the theory of change. The outcomes for them as organisations were also discussed and the overall agreement was that these programmes had **improved engagement** with other services. Many felt that there was a very limited opportunity for individuals that offered these opportunities. For the Department of Work and Pensions, they felt that the Pathways to Employment programme offered an alternative and having a programme that helped them to develop confidence but that was also enjoyable meant that they were then engaging better with them as Work Officers. As this was a relatively low number of participants this was not included in the value map.

There is some evidence as well of the impact the improvement in physical and mental health has on health services. Some felt that having access to projects such as Adventure Therapy allowed them to explore other alternatives to improving and maintaining their overall health and feeling less alone in their situation. The data did not demonstrate a significant change here, and the Bangor University report on the Opening Doors to The Outdoors also demonstrated limited change in this area with the average cost saving of £-1 per person, and therefore is not a material outcome. However, evidence suggests as demonstrated above in

the report that participating in physical activity brings mental and physical health advantages and the long-term benefits of this should be considered.



INCLUSIVE CLIMBING CLUB POWYS AND GWENT



The inclusive climbing club for Powys and Gwent is based at Llangorse Multi-Activity Centre in South Powys. The inclusive climbing club offers an opportunity for people with a variety of additional needs to learn climbing skills in a safe environment with qualified instructors. Through the collaboration with The Outdoor Partnership, the climbing centre offers instructor-led inclusive climbing sessions which can be booked at a subsidised rate. The sessions are split into 3 categories, wheelchair and low sensory, juniors (ages 6-14) and seniors (13+). The initial 10 sessions were funded by Morrisons Grant Foundation and subsequent 3 sessions were funded by Sport Powys. Participants and parents are currently in discussions to determine whether to establish their own club, affiliated with the NGB or to join Mynydd Du Climbing and Mountaineering club as an inclusive branch. Either option will be supported by TOP Development Officers in Gwent and Mid Wales.

**"The kids feel safe, and confidence"
"I felt like the other kids"**

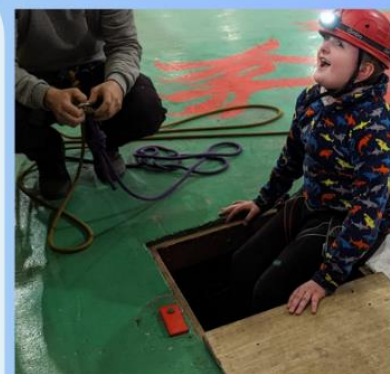
The climbing centre has access to all the specialised equipment needed to help support the participants, which has been acquired through funding obtained by The Outdoor Partnership and kept and maintained by the climbing centre. Staff at Llangorse have received training in skills required to run adaptive climbing sessions, namely the BMC run Climbing for All workshop. Additionally, the parents are offered training opportunities in belaying, being able to take a more active role in the sessions and increasing the capacity of climbers able to attend. 5 parents have gained a nationally recognised qualification to date – the Mountain Training's Indoor Climbing Assistant award.

Through attending the sessions, the participants develop new skills, both in climbing and personal skills. Learning how to listen instructors and build a relationship with them and other participants



Outcomes identified

- Improved mental well-being
- Improved feeling of empowerment
- Improved physical health



7.0 Valuing Outcomes

The difference between using SROI and other frameworks is that it places a monetary value on outcomes. By using monetisation, it allows us to not only give the story of what's changed in people's lives, but also allows us to put a value on those changes so we can compare costs and outcomes. This isn't about putting a price on everything, but it allows us to demonstrate what impact the service has on other stakeholders, and the possible savings an intervention can create. It also goes beyond measuring and allows organisations to manage their activities to ensure the best possible impact is created for those that matter to them the most: the individuals.

SROI analyses use accepted accounting principles to calculate the overall impact of activities. Taking into account any counterfactual, attribution, displacement and drop-off factors means that SROI analyses will avoid over-claiming value that is not a result of the activities.

7.1 Stakeholder 1 – Clubs / providers

There are a range of approaches to monetise outcomes including using financial proxies – that is using a market-based alternative as an approximation of a stakeholder's value. However, some would argue that these do not represent the value that the particular stakeholder with experience of the change would attribute to it. Therefore, where possible, this analysis has applied the first SROI principle to involve stakeholders as much as possible. During the qualitative interviews and in the surveys, following an understanding of the changes and the outcomes gained, clubs were asked to rank and rate their outcomes. Therefore, they were asked to put their outcomes in order of importance, and then to rate their importance out of

10. This is where we stopped with their involvement in valuing their outcomes and when it comes to placing a monetary value of their outcomes it was decided to use other techniques other than the value game.

For the clubs it was decided to use a Revealed Preference approach. This approach involved finding a marketplace alternative that could allow us to experience a similar change. For the support offered to the clubs, it was decided that considering the rate of a Business Consultant could provide this alternative. The Development Officers and TOP offer support on matters such as governance, funding, policies, recruiting and training, marketing and also to identify the need in the local areas. The average business consultant fee in the UK ranges from £80-£250 an hour¹⁷. We looked on a wage of £28,000 and divided that by 225 days a year to give us £125 day rate. The Development Officers all agreed that on average 10% of their time goes to supporting club development, which is 22.5 days a year. This gave us a financial proxy of £19,625. Following the principle of not over-claiming, we only took the amount of value that represents the amount of change. For those with a positive change, there was a distance travelled of 34%, and therefore that percentage of the value was used in the Value Map, which gave a value of £6,672. However, also as we were only able to engage with a very small sample, consideration was only given to 50% of the individuals supported.

7.2 Volunteers

Where possible, this analysis has applied the first SROI principle to involve stakeholders as much as possible. During the qualitative interviews with volunteers, following an

¹⁷ [How Much Does A Business Consultant Cost 2021 - Bark](#)

understanding of the changes and the outcomes gained, volunteers were asked to rank their outcomes. This was also asked in the quantitative surveys. Therefore, they were asked to put their outcomes in order of importance, and then to rate their importance out of 10. This is where we stopped with their involvement in valuing their outcomes and when it comes to placing a monetary value of their outcomes it was decided to use other techniques other than the value game.

The valuations for the outcomes identified by the volunteers and supervisors were taken from HACT'S Social Value Calculator (version 4). However, the survey provided to the volunteers through Survey Monkey provided a distance travelled on how much change was experienced.

The possible outcomes were first identified through the focus groups. They were then asked to choose for each change one of the following;

- Doesn't apply to me
- A little change
- Some change
- Quite a lot of change
- A lot of change

The results can be seen in the value map in appendix 1. This identified the average movement which could then be applied to assess the equivalent value. For the three material outcomes for volunteers identified, 100% of the volunteers engaged with had experienced some form of change, however, as previously stated we only took a percentage of that change.

For this outcome and the well-being valuation from HACT social value calculator -Regular volunteering was used which has a value of £3,166 per individual.

7.3 Individuals

The valuations for the outcomes identified to the individuals were taken from HACT'S Social Value Calculator (version 4)¹⁸ that identifies a range of well-being valuations. However, the data from the survey monkey questionnaire provided a distance travelled on how much change had been experienced, therefore a proportion of the wellbeing valuations were used accordingly.

For both the Equality, Diversity and Inclusion programme and the Pathways to Employment programme, the valuation for High Confidence was used. This has a value of £12,365 per person. Following the principle of not over claiming, only the % of change was taken of the value. For the EDI programme this was 58% for the outcome of feeling more empowered and gave a value of £7,171. Then the weighting gathered from the surveys was used to understand the relative importance of the change.

For the Pathways to Employment the amount of change was 56% and gave a value of £6,925. Again, to ensure that the stakeholders voice was adhered to as much as possible the relative importance was then used.

For all of the individuals in the value map, due to a relatively low sample size engaged with and to avoid over-claiming only 50% was included for each programme.

¹⁸ Community investment and homelessness values from the Social Value Bank, HACT and Simetrica (www.hact.org.uk / www.simetrica.co.uk). Source: www.socialvaluebank.org. License: Creative Commons Attribution-NonCommercial-NoDerivatives license(http://creativecommons.org/licenses/by-ncnd/4.0/deed.en_GB)

The data for the social prescribing projects were collected slightly differently. To continue the work that had been happening in North Wales, the data collected for these projects included several different scales. For the mental health, the outcomes measure Short Warwick Edinburgh Mental Wellbeing Scale (SWEMWBS) was used. This gives an overall score between 7 and 35. Using the Mental Health Social Value Calculator, baseline and follow-up SWEMWBS scores for each individual were recorded and the values assigned. The total social value per client was £2,228. Using the same process with the other groups of individuals, we looked at the relative importance of the outcomes based on the weighting scores that had been used. Consideration was given to include the same financial proxy as to the EDI and Pathways to Employment programme. However, at the SWEMWBS was used these proxies were included to avoid over-claiming. Future analysis can use the same proxy to allow comparison between services.

It is recommended that future data collection follows a similar pattern to the other programmes. This allows internal comparisons to be made between the different projects to manage impact across the organisation.

Consideration was given as to whether we should include the community development in the value map. As discussed above this outcome of increasing awareness and access to services has led into some of the more longer-term outcomes. Therefore, a percentage is included, and the revealed preference technique was used here as with the clubs. If the sessions were not funded, they would need to pay for these activities which could offer the same amount of change. There is a vast amount of various activities and these will vary in cost, and therefore an average figure of £50 is included in the map to cover the session cost and equipment.

Table 5 – Examples of Outcome Valuations

Outcome	Identified value- all monetary values represented as per person per year'	Value of average distance travelled	Quantity of stakeholders experiencing outcome
Clubs – Improved capacity	Used Revealed preference technique and looked at a cost of Business Consultancy of £125 a day. 10% of development Officers time is spent on Club Development which gave a value of £19,625 per club. Took 34% of this value based on the distance travelled for improved capacity, therefore £6,627.	Taking the lowest point for our questionnaire scale – asking individuals to rate against measures (not applicable / no change =0%, little change = 12.5%, some change = 37.5%, quite a lot of change = 62.5%, a lot of change = 87.5%). The average movement was equal 34%. Although based on small sample size the results were in line with the tone of interview comments – this was cited as an extremely significant change.	A good sample of qualitative and quantitative data was collected to give confidence in results, therefore all 34 of the clubs supported were included.
Volunteers: Improving my confidence to support and lead groups	Used HACT well-being valuation for Regular Volunteering valued at £3,166 for unknown area. Took 63% of this value based on the distance travelled, therefore £1,994.	Taking the lowest point for our questionnaire scale – asking individuals to rate against measures (not applicable / no change =0%, little change = 12.5%, some change = 37.5%, quite a lot of change = 62.5%, a lot of change = 87.5%). The average movement was equals 63%. Although based on small sample size the results were in line with the tone of interview comments – this was cited as an extremely significant change	Only 50% of the volunteers were included in the value map to avoid over-claiming. From the data from the second review, 100% had experienced change here, so 98 volunteers. Only the volunteers were included here, and not the shadow volunteers to avoid over-claiming.
Individuals EDI programme – Improved mental well-being	Used HACT well-being valuation for High Confidence valued at £12,365. Took 58% of this value based on the distance travelled of the outcome of feeling empowered. Then looked at the weighting of 9/10 for this outcome, therefore £7,593.	Taking the lowest point for our questionnaire scale – asking individuals to rate against measures (not applicable / no change =0%, little change = 12.5%, some change = 37.5%, quite a lot of change = 62.5%, a lot of change = 87.5%). The average movement was equals 53%. Although based on small sample size the results were in line with the tone of interview comments – this was cited as an extremely significant change	Only 50% of the individuals were included in the value map to avoid over-claiming. From the data from the second review, 88% had experienced change here, so 466 individuals used.

<p>Individuals – pathway to Employment Outcome: Improved physical health</p>	<p>Used HACT well-being valuation for High Confidence valued at £12,365 for unknown area. Took 56% of this value based on the distance travelled of the outcome of improved independence. Then looked at the weighting of 9.5/10 for this outcome, therefore £7,309.</p>	<p>Taking the lowest point for our questionnaire scale – asking individuals to rate against measures (not applicable / no change =0%, little change = 12.5%, some change = 37.5%, quite a lot of change = 62.5%, a lot of change = 87.5%). The average movement was equals 51%. Although based on small sample size the results were in line with the tone of interview comments – this was cited as an extremely significant change</p>	<p>Only 50% of the individuals were included in the value map to avoid over-claiming. From the data from the second review, 100% had experienced change here, so 172 individuals used.</p>
<p>Individuals – social prescribing</p>	<p>Using the Mental Health Social Value Calculator, scores were taken from the SWEMWBS. For those that had experienced a positive change the average value per client was £2,228. The relative importance based on the weighting was used to get the value of the other outcomes.</p>	<p>Clients scored themselves against 7 statements on the SWEMWBS. This gave a score between 7 and 35. Some had moved 2 points others had moved 7 points.</p>	<p>Only 50% of the individuals were included in the value map to avoid over-claiming. From the data collected, 57% had experienced a positive change here and therefore 74 individuals.</p>

8.0 Establishing Impact

In order to assess the overall value of the outcomes of Opening Doors to the Outdoors project, we need to establish how much specifically is a result of the project. SROI applies accepted accounting principles to discount the value accordingly, by asking:

- What would have happened anyway (counterfactual)?
- What is the contribution of others (attribution)?
- Have the activities displaced value from elsewhere (displacement)?
- If an outcome is projected to last more than 1 year, what is the rate at which value created by a project reduces over future years (drop-off)?

Applying these four measures creates an understanding of the total net value of the outcomes and helps to abide by the principle not to over-claim.

8.1 Counterfactual

Counterfactual allows us to consider what would happen if the service was not available. There is always a possibility that the individuals would have received the same outcomes through another activity or by having support elsewhere.

The Outdoor Partnership had developed services in North West Wales for many year, but the ENRaW funding provided a means of extending their service to new areas in Mid Wales, Gwent, Central South and Swansea Bay Region.

A small percentage of the Development Officers time was dedicated to supporting club development. This support included offering advice and support on volunteering training, governance, marketing and promotion, funding and working with new audiences.

Through the interviews with individuals and other stakeholders, and the results of the second review, a reasonable estimate is given in Table 6 below.

To have a consistent approach, the different levels of counterfactual and attribution will be considered using the rates below;

Low = 30%

Medium = 60%

High = 90%

The counterfactual rates have been decided using three steps as follow;

- 1) During the qualitative interviews, the clubs, volunteers, referring agencies and staff were all asked what they thought could have happened without the support and were they aware of other support that could have offered similar results. They were also asked in a survey, asking *'How likely is it that you would have experienced the changes without The Outdoor Partnership?'*

All of the clubs answered not at all or a small chance this could have happened without TOP. This was also echoed by the volunteers and beneficiaries, also that few opportunities were available before.

- 2) Following this, consideration was given to what other services are available and could these organisations and services have offered the same amount of change. The clubs

would be members of affiliating bodies and therefore support could be offered through these bodies as well as through Sport Wales. Their local County Voluntary Councils can also offer support on matters such as governance and recruiting and supporting volunteers.

Table 6 – Counterfactual Value

Outcome	Counterfactual	Justification
Clubs	30%	Using primary data from the clubs and looking at what else is available in the area it was evident that this was a new service in the area. Many had built a positive relationship with their local Development Officer and felt they could contact to discuss any support needs. Some counterfactual is included as support could also be gained through other such as affiliation bodies and Sport Wales.
Volunteers	60%	The volunteers felt that the majority of change was down to TOP. The Outdoor Partnership supports volunteers by offering access to training at a reduced rate or in ENRaW no cost at all. There is a chance that the clubs could raise the money by other means and therefore a medium % is included.
Beneficiaries - Equality, Diversity and Inclusion groups	30%	Through the qualitative and quantitative data and the case studies included in this report, TOP gave many groups an opportunity to engage in activities that many felt could not be possible, or were able to provide an environment which gave them comfort and led to in some cases inspiration to continue the sport or even to follow a path to volunteer or new career paths. Many explained that this was an unique project and for many, especially in rural areas, was a new opportunity. Therefore, a low % is used to avoid over claiming.
Beneficiaries – Pathway to Employment	30%	By engaging with individuals and referral agents it was clear that this project offers an alternative to many who need to gain confidence to go back into work or employment. Many of the referral agents explained that the project was very different to what they are usually able to refer to and for many this was something they enjoyed and helped them to engage better with services.
Beneficiaries – Social Prescribing	30%	Using green and blue prescribing, the projects helped individuals to gain confidence and look at new ways of improving their mental and physical well-being. It is possible that other activities could offer these changes as well within the community and therefore a small % is included.
Community Development	30%	By providing taster sessions that are fully funded, TOP gave people an opportunity to explore activities that many felt they couldn't previously try due to the cost, availability and equipment needed.

8.2 Attribution

Attribution allows us to recognise the contribution of others towards achieving these outcomes. There is always a possibility that others will contribute towards any changes in people's lives, such as family members or other organisations. Attribution allows us to see how much of the change happens because of the support by this project.

Questions were asked in interviews as well as in the surveys as to the support they have from others.

Q: Thinking about the support/activities that The Outdoor Partnership offers, are there other organisations that have offered you such support/activities? If so, can you name the organisations?

Many said that the service was unique and much needed in the area. However, some other organisations were listed as having supported all of the stakeholders to recognise change

These included:

- The local clubs
- Sports Wales
- Local County Voluntary Councils
- Local Authorities
- Diverse Cymru
- Canoe Wales
- Wild Swim Wales
- Scouts / Cubs
- Church Youth Groups
- Friends of Brecon Beacons
- Cardigan Bay Water Sports Centre
- Small Woods
- Job Centre

Due a high percentage answering no to this question and the feedback on how unique the support was a low percentage of attribution is included for all stakeholder to avoid over-claiming.

8.3 Displacement

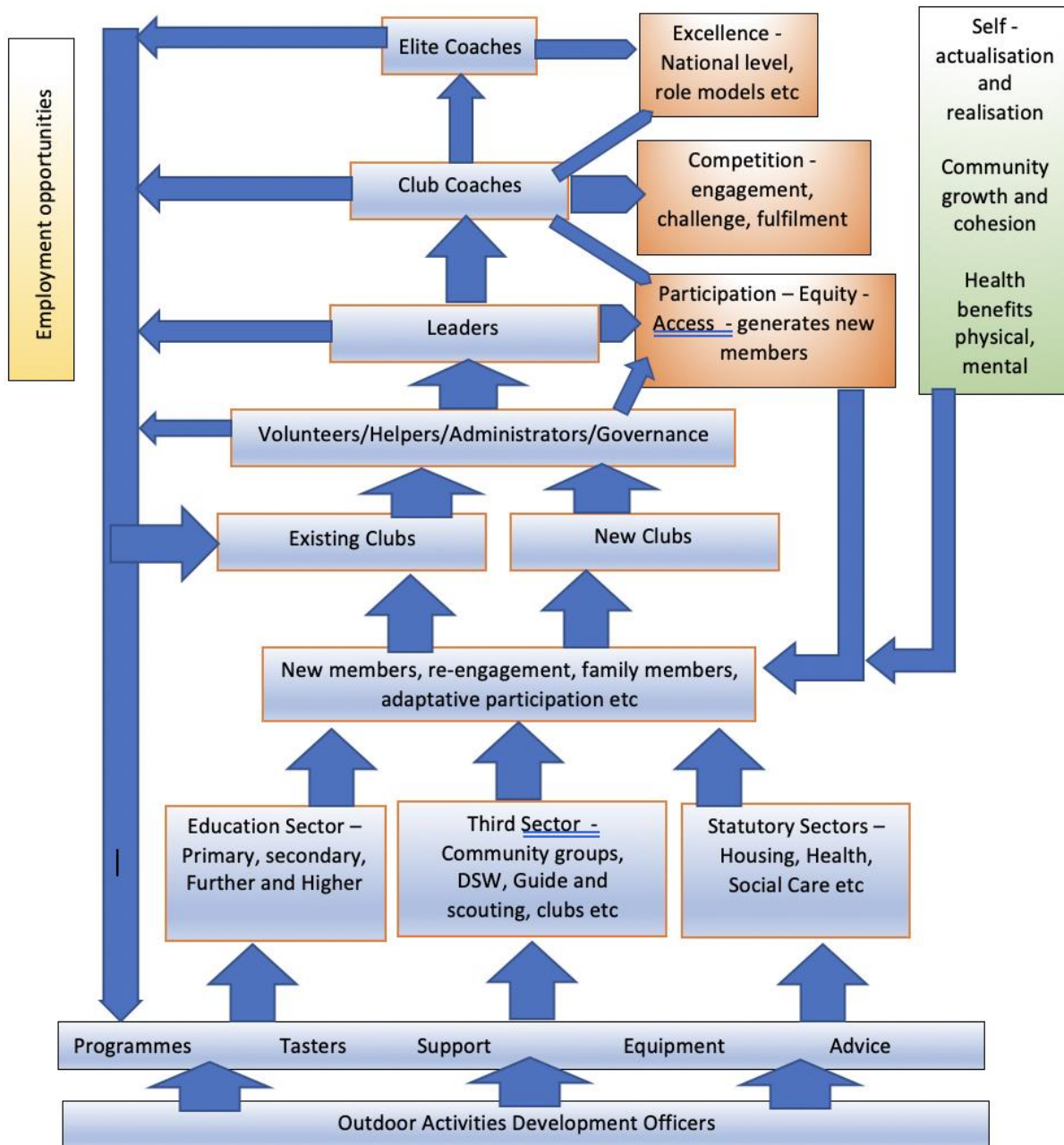
We need to consider if the outcomes displace other outcomes elsewhere. For example, if we deal with criminal activity in one street, have we just moved the problem elsewhere? This role is new in the four areas and the agreement among all stakeholders was that they were filling a gap in the area that was needed, so no displacement is considered here.

8.4 Drop-off and duration

The aim of the project was to develop the services offered by The Outdoor Partnership in Mid and South Wales and building on this success to improve the well-being in those areas. They envisage a 'generational change' and were engaging with the outdoors becomes normal practice.

For the Club Development side of the support, TOP has developed the Sustainable Club model as seen below. This practice was evident in this project demonstrating how the Development Officers through their various support and collaborations supported the development of clubs and volunteers to improve capacity, financial viability and inclusivity which contributed to the impact goal of clubs in Wales being able to offer a high-quality service. For the clubs and volunteers, two years of value is included as the clubs and providers demonstrated that whilst the support is available the changes were sustainable. As two year is included a drop off percentage of 30% is used for the second year.

The Sustainable Club Model



For the individuals that were supported, the average length of support on the programmes was 6 weeks. The value map only includes value per year. Having engaged with the participants, clubs and staff, it was evident that many had made some sustainable changes as a result of the support. 100% of clubs who participated said they had seen a positive change in participation

as a result of TOP. Some of the individuals also explained how they had invested in new equipment and that being in the outdoors was now something they routinely enjoyed doing to maintain their well-being. To avoid over-claiming only one year of value is included for the individuals as no data is being collected after the activity ends.

Risk of over-claiming

Adhering to the principle of not over-claiming throughout, great care was taken to not over-claim at each stage of the analysis. Many assumptions have been made, but judgements are based on stakeholder engagement and secondary information.

- A good representative sample was taken for the qualitative and quantitative data collection from the clubs, volunteers and individuals. However, as the number of participants had far exceeded the targets, it was challenging to engage with everyone. To avoid over-claiming only a % of participants was included in the value map.
- There was representatives from all different subgroups selected for the qualitative stages. It is recognized that there is a risk that those selected were not representative of the group, however, verification of the theory of change was done with various groups, providers and TOP staff members as well as with referral agents to verify results.
- Great care was taken to understand the right levels of counterfactual and attribution. As well as engaging with stakeholders, some research was made on other services available as well as local trends.

- All stakeholders who engaged with the analysis felt that the service provided sustainable changes. However, only value for the duration of the project was included in the value map.
- Great care was taken to select the appropriate financial proxies. Other alternatives were possible with a higher value but adhering to the importance on involving stakeholders the relative importance was included.

9.0 SROI Results

This section of the report presents the overall results of the SROI analysis of the Opening Doors to The Outdoors projects provided by TOP. Underpinning these results are the eight SROI principles which have carefully been applied to each area of this analysis. The results demonstrate the positive contribution that the project has made through the dedication of the Development Officers and TOP in the lives of those individuals that wanted support, but also providing support to develop the offer from clubs and volunteers in the area.

By providing clubs and volunteers in the area with personal and organisational development support, they felt that positive changes had happened in their local areas in terms of their offer and as a result in terms of participation levels. By coordinating activities in the area, they generated more business for clubs and local providers, but also, and most importantly, introduced the outdoors to a new generation and normalised activities for groups who haven't traditionally been as involved. For some groups in particular, this meant ensuring the right funding and resources, but also providing training so these sessions can continue without TOPs intervention. For people within the communities that needed to raise their confidence and need help with low mental health needs, offering a safe environment for them to challenge themselves and look at using their natural environment as a means of self-help has created some positive changes that they can also adapt in other areas of their lives.

Table 7 displays the present value created for each of the included stakeholders who experienced material changes. The present value calculations take account of the 3.5% discount rate as suggested by the Treasury’s Green Book.

Table 7 - Total Present Value Created by Stakeholder

Stakeholder	Value created as a result of TOP per person per year	Proportion of total value created
Clubs	£333,427	4%
Volunteers	£720,088	7%
Individuals – EDI programme	£4,927,201	60%
Individuals – Pathways to Employment	£1,623,701	26%
Individuals – Social prescribing	£185,565	3%

The results in Table 8 indicate a positive return for individuals who were referred to the Opening Doors to the Outdoors and experienced positive outcomes. This is based on those who referred to programmes including Pathways to Employment, EDI programme and Social prescribing. This is based on current data but also forecasting results based on secondary research.

Table 8 - Present Value Created per Individual Involved

Stakeholder	Average value for each individual involved
Individuals	£4,220

The overall results in Table 9 highlight the total value created, the total present value (discounted at 3.5%), the net present value, and ultimately the SROI ratio.

Table 9 – SROI Headline Results

Total value created	£
Total present value	£7,811,608
Investment value	£1,097,789
Net present value (present value minus investment)	£6,713,088
Social Return on Investment	<u>£7.12:1</u>

The result of £7.12:1 evaluation that for each £1 of value invested in the Opening Doors to the Outdoors, a total of £7.12 of value will be created.

10.0 Sensitivity Analysis

The results demonstrate highly significant value created by the Opening Doors to The Outdoors project and are based on application of the principles of the SROI framework. Although there are inherent assumptions within this analysis, consistent application of the principle not to over-claim leads to the potential under-valuing of some material outcomes based on issues such as duration of impact.

Conducting a sensitivity analysis is designed to assess any assumptions that were included in the analysis. Testing one variable at a time such as quantity, duration, counterfactual or drop-off allows for any issues that have a significant impact on the result to be identified. If any issue is deemed to have a material impact, this assumption should be both carefully considered and managed going forward. To test the assumptions within this analysis, a range of issues were altered substantially to appreciate their impact. A summary of the results is presented in Table 10.

Although some of the sensitivity tests indicate changes to the result, owing to the scale of the amendments made and the verification of assumptions and data with stakeholders, the results still indicate that if a single variable were significantly altered, the overall results remain highly positive. The most significant impact of the sensitivity analysis is based on the change to the outcome for individuals. However, even if the counterfactual for all of the outcomes was to increase by 30%, the SROI still remains high at £4.49.

As seen in section 8, different steps were taken to support the assumptions for the deadweight and attribution percentages. From the sensitivity analysis table on the following page, the social value evaluation can be estimated to be between £6.24 and up to £7.49 for every £1 invested if we consider 50% of the individuals having positive change. The assumptions used in the value map estimate the social value is £7.12.

Verification

- All clubs, volunteers and individuals who took part were asked to confirm their well-defined outcomes at the end of every interview / focus group but were also asked about outcomes of others where relevant.
- Materiality – All outcomes were first tested for their relevance based on conducting focus groups and interviews with individuals, clubs, volunteers, referral agents and staff members. The second screening was the significance of change and each outcome included in the map had a minimum of 20% distance travelled.

Table 10– Sensitivity Analysis Summary

Stakeholder	Outcomes	Sensitivity testing	SROI Ratio	Difference	Variance
Clubs	Feel more inclusive as organisations	Increase counterfactual from 30% to 60%	£7.06	-£0.06	0.8%
		Change financial proxy to £4,000	£7.04	-£0.08	1%
		Change duration from 2 years to 1 year	£7.06	-£0.06	0.8%
Volunteers	Improving confidence to support and lead groups	Change % of volunteers experiencing change to 30%	£7.04	-£0.08	1%
		Change attribution from 30% to 60%	£7.06	-£0.06	0.8%
Individuals – EDI programme	Improving mental well-being	Change counterfactual from 30% to 60%	£6.42	-£0.70	9%

		Change financial proxy to £3,500	£6.24	-£0.88	12%
		Change attribution from 30% to 90%	£5.72	-£1.40	19%
Individuals – Pathways to Employment	Improved physical well-being	Change number of individuals experiencing change from 118 to 60	£6.93	-£0.19	2%
		Change counterfactual from 30% to 90%	£6.79	-£0.33	4%
		Change duration to 2 years	£7.49 With drop off 30% £7.38	+£0.37	5%

11.0 Conclusion

This report has demonstrated that the Opening Doors to the Outdoors project will create over £7.8 million of value, and for each £1 invested, £7.12 of value was created.

What that means in practical terms is that people's lives have been positively changed.

The aim of the project was to make best use of the natural resources available in Wales to increase participation in outdoor activities to tackle inequalities and improve well-being. By having four proactive and empathetic Development Officers in the four different regions of Wales, greater collaboration work had taken place to ensure some fantastic outcomes for clubs, providers, volunteers and for individuals in the areas.

A big part of their role is to attain funding and coordinate activities which allows barriers to be broken and ensure access for all in these activities. The large population number that was able to have access to the various experiences should be applauded and that organised by only four members of staff. Poverty was identified as one of the key challenges in the gap analysis and for many people and families especially, many felt they were not able to access some of these activities. These sessions allowed them the opportunity to explore possibilities but also to experience how the activities can help them with their confidence and to manage their mental and physical well-being.

For some groups in particular, the sessions had inspired them and made them feel empowered to take on new challenges in life. Traditionally underrepresented groups in the outdoor including women, people on low income and those living with mental and physical disabilities, were able to explore new opportunities. By collaborating with clubs and providers, volunteers, and referral

agents the resources were made available, and opportunities given to allow this access and to start normalising these activities.

Much of the work done also goes to ensure the sustainability of these changes and ensuring a generational change. The work to support the sustainability of local clubs and to support, recruit and train volunteers contributes toward this goal. As well as training volunteers for the clubs, many other family members, carers and staff members were also trained to ensure that individuals can continue to access sessions. There were also examples of people starting their own groups as a result of the training and confidence they had from the various programmes.

Key finding includes;

- For every £1 invested, £7.12 of social value was created.
- Clubs supported had positive changes that included improved capacity, being more financially viable and had improved how inclusive they are. This all contributed positively to being able to provide a high-quality service to people in Wales.
- Volunteers felt more confident leading and supporting groups and having access to training helped many to feel more positive towards a career in the industry.
- Individuals through the various projects had experienced positive changes in their mental and physical well-being.
- For the social prescribing projects, many felt less isolated within their communities and felt more positive about managing their own health and well-being using the skills they had gained.

12.0 Recommendations

As discussed in chapter 3, SROI is an approach that provides a voice for material stakeholders who have been traditionally marginalised. This allows organisations to not only demonstrate their impact but most importantly improve them. By using the language of money to represent the value of change we are using a familiar language to provide representation, or approximation of value. We are not identifying a price for these changes, and this is an important distinction. Comparing an SROI result with another external SROI for a different project or service would therefore be unwise, as every project will vary in their aims and objectives and the value that stakeholders will place on changes will differ. However, it does allow organisations to demonstrate the impact created and to provide recommendations to look at how to increase the positive changes and reduce any negative impact in people's lives.

All recommendations are based on the input and feedback from stakeholders. The recommendations we give to The Outdoor Partnership are as follows.

- 1) **Data collection** – in order to realise how much change and impact the programmes are having on all stakeholders you need data to understand if there is any change, but also how much change, and whether there are differences in the needs of different individuals. It is therefore recommended that any continuation of this scheme, needs to **invest the time and finances into ensuring suitable systems and processes are in place to measure social value**, and also to extend this to include other important stakeholders. When such data is collected over a period of time, the potential to use the results to inform decision making is possible. Ultimately, this means that value is not just being measured, but it is being managed to improve the impacts of the project.

A standard system should be developed across the organisation to ensure that data is collected in a consistent way to allow comparisons across the organisation. A beneficiary should only be included once as some were being recorded multiple times and some work was needed to breakdown this figure. A beneficiary can be

recorded once and then some outcomes needs to be measured to track the amount of change. It is possible to track the number of activities that one beneficiary attends in order to capture the amount of investment by the beneficiaries.

The Outdoor Partnership had already made great progress in responding to this recommendation as they are investing resources in embedding impact measurement and management across the organisation.

- 2) **Sustainability** – feedback from individuals quite often was “more please”, meaning longer programmes and more variety of sessions. Managing dependency is important but also thinking about their pathway afterwards. This was noted as being especially important for the Inclusive Adventure sessions and that giving them something then taking it away can be very difficult for some to deal with. Providers talked about the good practice in Brecon of training up the support workers so they can safely continue to do that.

“Reality is that we are expensive – but we can train others up to maintain these positive changes then you don’t need us.” Provider

The majority of all the activities in this report were fully funded. The Development Officers had already seen the need for a small contribution in order to sustain these activities and to have a higher level of commitment. Current cost of attending sessions and having equipment is still high and will remain a barrier for many living in poverty. Having contributions from those that can offer to pay can provide a way of ensuring that funded sessions or part funded sessions are offered to those who face these barriers.

As discussed in the interim report, clubs did report greater participation as a result of the support, and also this report demonstrates how the support to clubs and volunteers led to positive outcome and improving the standard and quality that clubs can offer the people in Wales.

To bring generational change, this collaboration between TOP, referral agents, local authorities, health boards, clubs and providers to improve access to these activities and to normalise participation is evident. The new school curriculum in Wales has a

big focus on making use of the natural environment to teach, where connection to nature can help to develop a confident young generation and to ensure positive physical and mental well-being outcomes. The Outdoor Partnership is well placed to ensure collaborations between outdoor centres, providers, education providers and others as was demonstrated in this report.

- 3) The feedback from some clubs and providers was that there was a **lack of consistency** in the offering by Development Officers and in their approach. In some areas there was more of a focus on collaboration and a bottom-up approach, where others were more prescriptive. For those who took part in the analysis, this was not a criticism but something they felt could develop with time and would reduce any confusion for organisations that might work across the different areas. By embedding social value reporting systems in the organisation and collecting data annually on social impact, the results could provide an insight as to which approach can create the best impact. This information can be analysed to inform decision making and to provide recommendations internally on the TOP approach.
- 4) **Communication** – There had been some positive changes here since the interim report but many still commented that this is an area that could improve. These are big geographical areas and to reach the various audiences and to establish the right communication channels takes time. The different Development Officers used various channels of communication, and this could be further developed over time by further networking and collaborations.
- 5) **A voice for the sector** – many of the clubs and providers that took part in the analysis felt that The Outdoor Partnership were best placed to lead on a strategy and develop strong partnerships to ensure the future of the outdoor activity industry. The providers and clubs had a vast experience of working in the outdoor sector and reported that having the Development Officers and access to the support from TOP was beneficial in the areas they operate. To ensure a clear strategy on increasing participation and creating a generational change, the development of the stakeholder groups and networking opportunities was seen as being of high priority.
- 6) This report demonstrates the positive social value created across Mid and South Wales through this investment. Having Development Officers to coordinate

activities, support the development of clubs, and to lead on mapping the needs in the areas meant that there was greater participation in physical activities and that the natural resources in Wales was fully utilised to ensure positive changes to mental and physical well-being. Having these roles are crucial to maintaining these changes and to continue to ensure access for all to this industry for both pleasure and as employment opportunities. **It is recommended therefore that some investment is needed to maintain these roles, but also to offer more administrative support for the Development Officers.** These are big geographical areas and many of the clubs and individuals felt that resources were stretched and that having some additional administrative support would allow the Development Officers to further focus on coordinating activities but also to lead on developing the local stakeholder groups.

13.0 Appendices

[13.1 Appendix 1: Value Map \(Included separately to this document\)](#)

[13.2 Appendix 2: Theory of Change – Clubs](#)

[13.3 Appendix 3: Theory of Change – Volunteers](#)

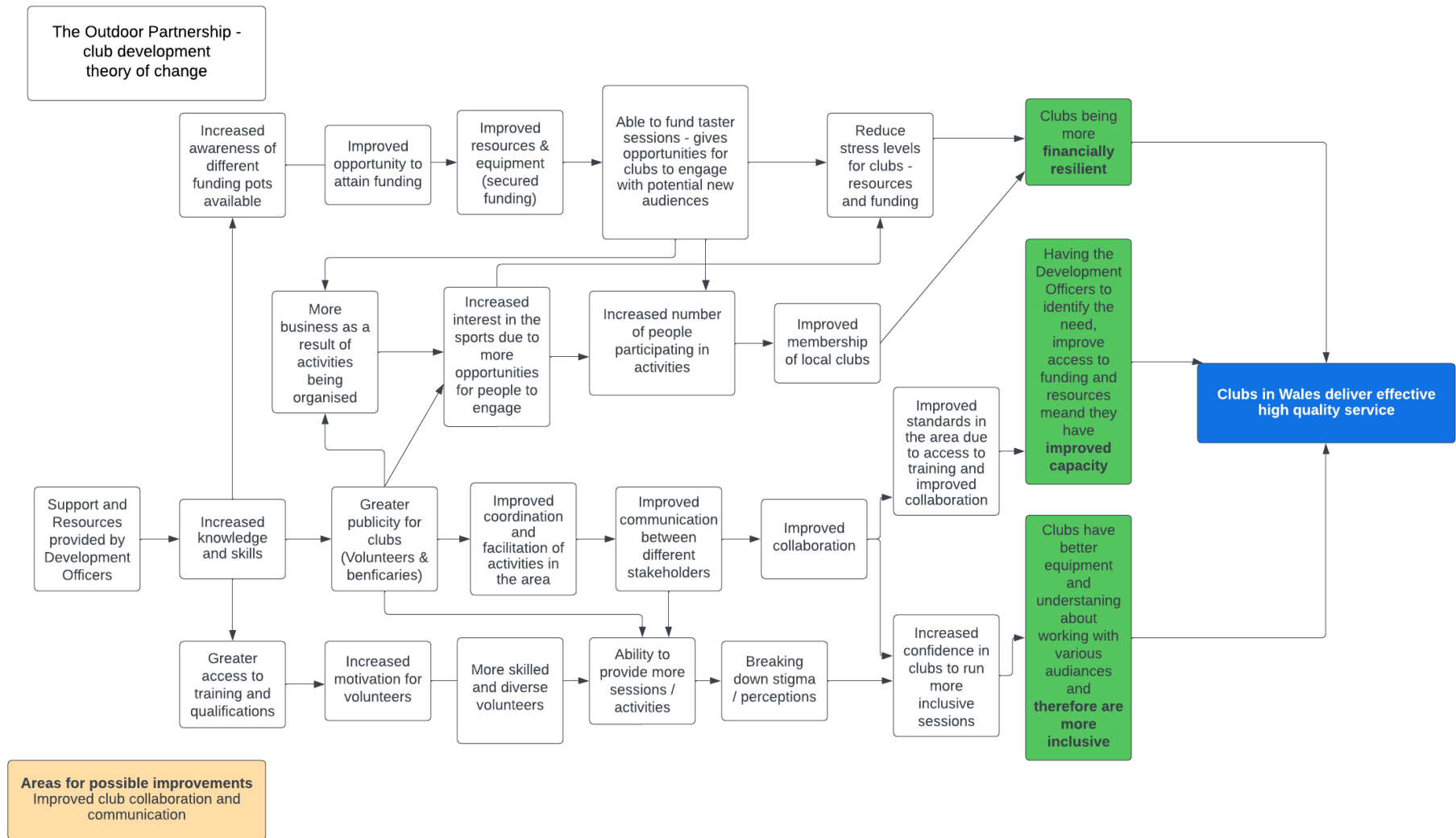
[13.4 Appendix 4: Theory of Change – This Girls Adventure](#)

[13.5 Appendix 5: Theory of Change – Inclusive Adventure](#)

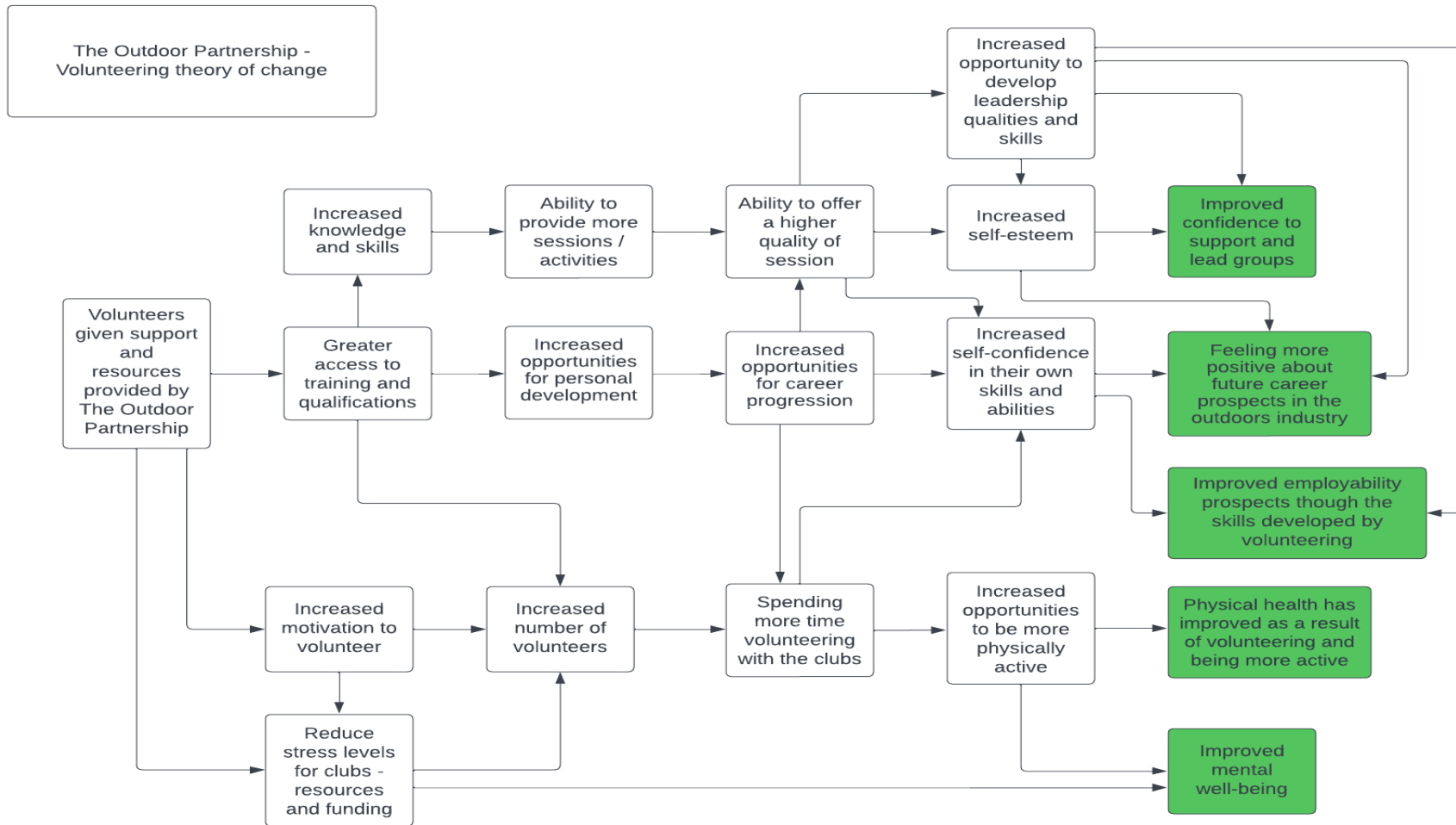
[13.6 Appendix 6: Theory of Change – Pathway to Employment](#)

[13.7 Appendix 7: Theory of Change – Health and wellbeing](#)

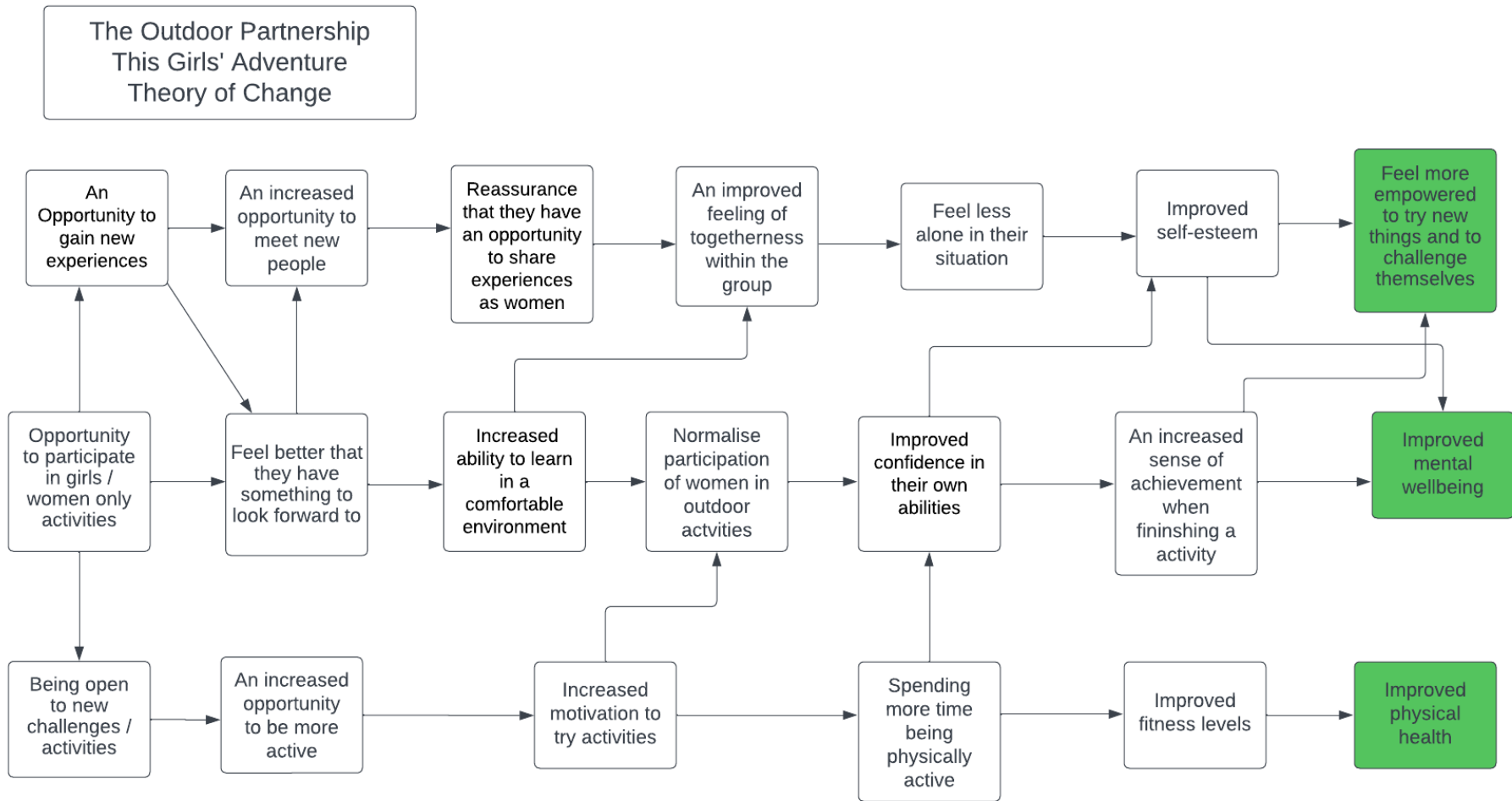
13.2 Appendix 2: Theory of Change – Clubs



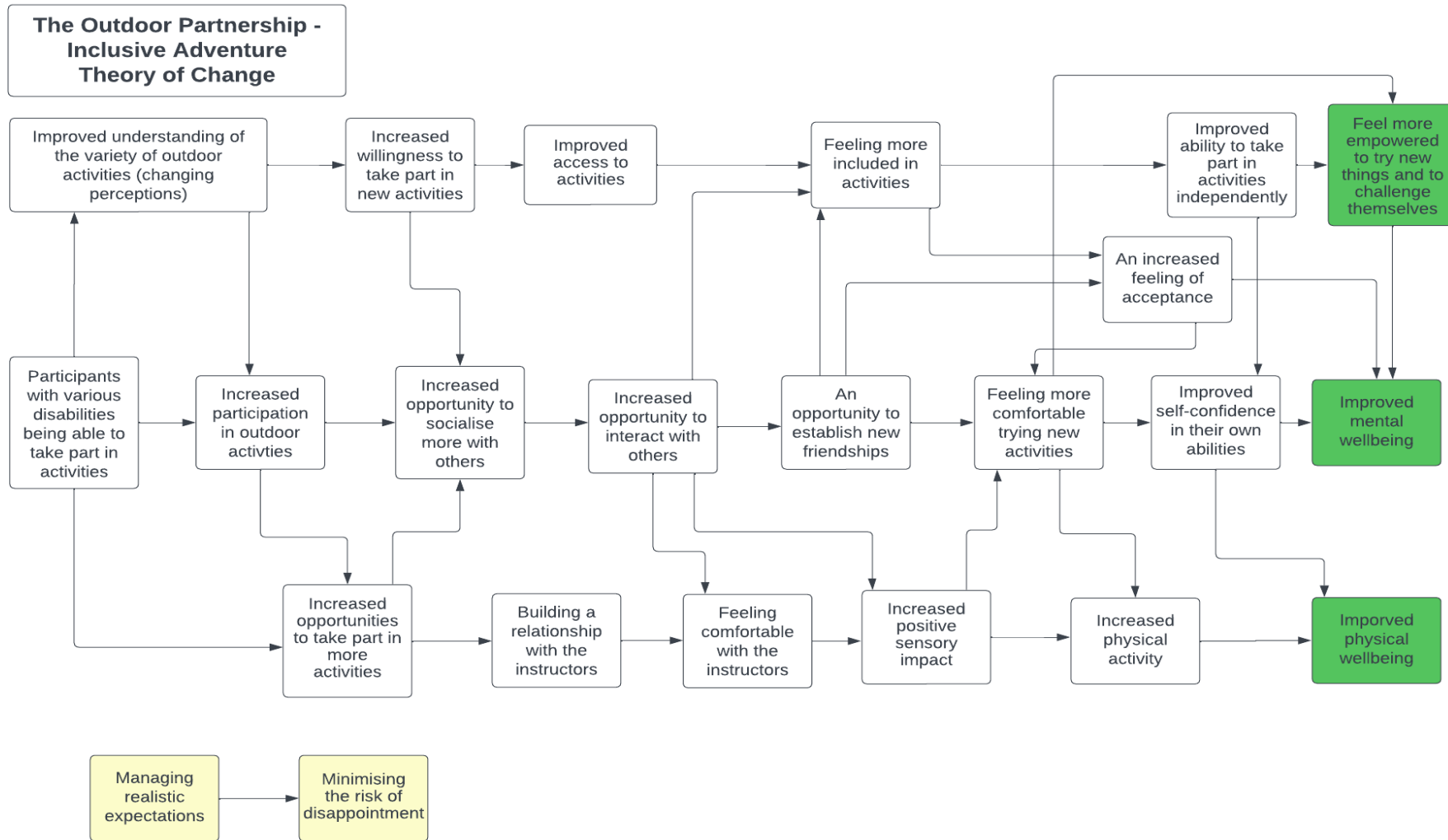
13.3 Appendix 3: Theory of Change – Volunteers



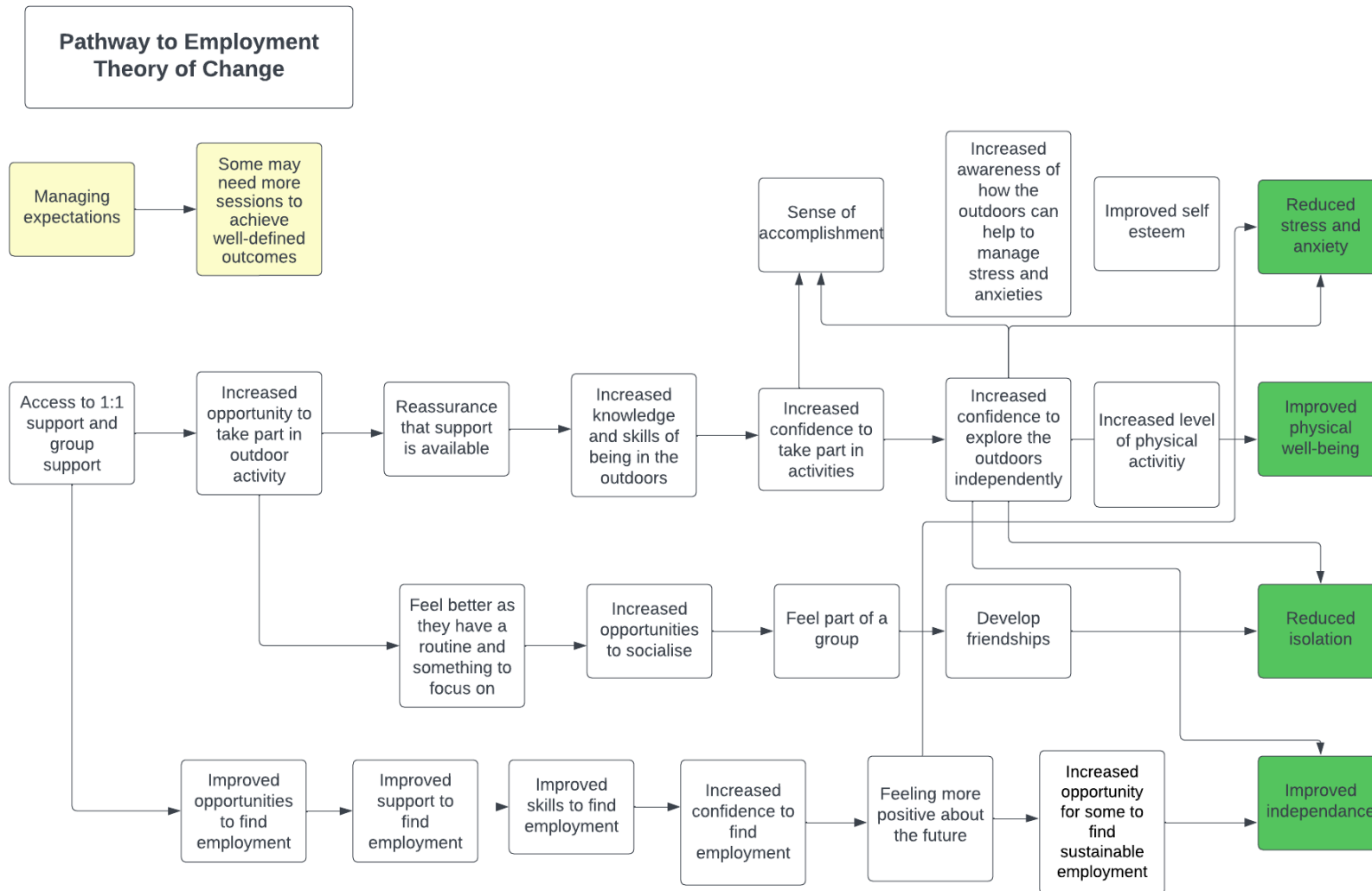
13.4 Appendix 4: Theory of Change – This Girls Adventure



13.5 Appendix 5: Theory of Change – Inclusive Adventure



13.6 Appendix 6: Theory of Change – Pathway to Employment



13.7 Appendix 7: Theory of Change – Health and wellbeing

