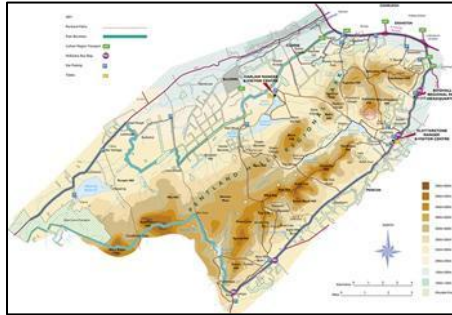


Social Return on Investment Analysis

The value of countryside and visitor management services in the Pentland Hills Regional Park



greenspace scotland report
February 2013

Executive Summary

The report provides a forecast of the social return from the collective investment of partner local authorities in providing countryside and visitor management services in the Pentland Hills Regional Park (PHRP).

It is important to stress from the outset that the benefits that are measured are those that are made possible by the provision of a management service and have been identified following consultation with those who were directly affected. The analysis was undertaken during 2012 by Greenspace Scotland and was commissioned by City of Edinburgh Council in its capacity as managing authority for the Regional Park.

Social Return on Investment (SROI) provides a principled approach that can be used to measure and account for a broad concept of value. It enables the social, environmental and economic benefits a service or activity delivers to be calculated.

The analysis identified those who are most affected by the service provided and records and values some of the changes they will experience. These include:

Individuals are able to access the health and wellbeing benefits of outdoor physical activity in a maintained and safe natural environment, to gain information about the natural and cultural heritage of the park and are supported to enjoy it responsibly with respect and understanding for the environment.

Members of community groups can gain additional benefits as a consequence of more prolonged contact with the countryside and visitor management service. Individual members are able to take part in social activities and events, become more confident and as a result take part in additional activities and assume new roles within their communities. Progression to other opportunities, both paid and unpaid, is possible as individuals gain new practical skills such as building and map reading, enhance their communication techniques and experience working with others.

Providers of community based projects are able to access expert advice and assistance which allows them to improve the quality of the activities they offer.

Voluntary rangers, who play a vital role in supporting and sustaining the park, gain individual benefits. They gain new practical and environmental skills, which result in improved employability or volunteering opportunities, have more social contacts and are more confident in dealing with challenging situations. By providing a service to the community, volunteers have improved self-esteem and gain a sense of worth and purpose as they feel valued by the community.

Schools and other learning providers are able to provide outdoor learning opportunities and by being supported to engage directly with their environment **pupils and students** are able to participate in unique learning experiences.

Landowners benefit from the systems which are in place to support and manage visitors. The Regional Park service responds to incidents and offers professional advice and as a consequence of this landowners have to devote less time to dealing with conflict. Landowners management activities are supported as the infrastructure of the park is well maintained and kept in a reasonable condition.

Agencies and service providers report that service delivery is improved and their costs reduced as a result of enquiries and issues being dealt with by PHRP management service.

In addition, funds are secured from external sources which are used to maintain or improve the infrastructure and amenity of PHRP.

Local businesses and the **local economy** gain additional revenue as a result of visitors to the park

It was found that every £1 invested would generate around £9 of benefits. By applying a sensitivity analysis, or varying any assumptions made in the calculation, the value of the benefits derived ranges from £7 to £13.

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1. Introduction

This report describes and quantifies the potential social return from the collective investment of partner local authorities in providing countryside and visitor management services in the Pentland Hills Regional Park.

Pentland Hills Regional Park was designated in 1986 and covers areas in Midlothian, West Lothian and City of Edinburgh Councils. This report seeks to identify those who experience change, both positive and negative, as a result of the countryside and visitor management services that are provided in relation to the Regional Park

In preparing this analysis access to other relevant reports was provided and their use is acknowledged. The reports were: the Strategic Environmental Assessment, produced in 2007 by Scott Wilson, which identified and evaluated the environmental impact of the Pentland Hills Regional Park Plan and a visitor survey, undertaken in 2005/6 by TNS Travel and Tourism, which collected visitor information in relation to numbers and timings of visits and the type of recreational activity undertaken.

The work carried out for this report was commissioned by City of Edinburgh Council and undertaken from July to December 2012 by greenspace scotland supported by staff from countryside and visitor management services in the Pentland Hills Regional Park.

The period of duration that is considered in the analysis is one year.

1.1 Background

A Regional Park is an extensive area in the countryside in which existing land uses continue, but are managed on a consensual basis to enable public access and to protect local landscapes.

Local authorities can seek to establish regional parks within their boundaries, however all such proposals must be ratified by Scottish Ministers.¹

Regional parks offer a unique opportunity, *'to integrate recreation with other activities, to undertake wider landscape and habitat management and to promote the area for the benefit of residents and visitors'*.²

1.2 Pentland Hills Regional Park

The Pentland Hills Regional Park was designated in 1986 and covers an area of around 10,000 hectares in Midlothian, West Lothian and City of Edinburgh Councils. It provides access to the countryside around Edinburgh and Lothian and is a source of income to both those who own the land it covers and the local economy. The Strategic Environmental Assessment recognised that Pentland hills Regional Park provides *'a location for important ecology, valuable rural economy and a recreational recourse of unique value'* and contains *'valuable environmental resources, including sites important for nature conservation, ancient woodland, geologically important areas, regions of outstanding landscape character, and prominent features of cultural heritage value'*.

¹Wildlife and Countryside (Scotland) Act 1981

²[Publication Detail - Scottish Natural Heritage](#)

The Regional Park has four principal aims:

- To retain the essential character of the hills as a place for the peaceful enjoyment of the countryside
- To care for the hills, so that the landscape and habitat is protected and enhanced
- Within this caring framework to encourage responsible public enjoyment of the hills
- Co-ordination of these aims so that they can co-exist with farming and other land uses within the Park

The management function is delivered on behalf of the partner local authorities by the City of Edinburgh Council Natural Heritage Service. The key functions of the service are 'managing *natural heritage sites, managing outdoor access matters and providing countryside and visitor management services*'³

The role of the management service is to support and enable residents and visitors to maintain, use, access and enjoy all that the park has to offer. Its purpose is defined in the vision of the Pentland Hills Regional Park Plan as,

'To guide and assist all stakeholders in the sustainable management of the PHRP's changing environment in a way which supports communities living and working within the park, promotes responsible access for all, develops public understanding of the mixed land use resource and conserves and enhances the Pentland Hills Regional Park's landscape, cultural and natural heritage features.'

1.3 Policy Context

Pentland Hills Regional Park contributes to the Scottish Government's five key objectives.⁴

- Wealthier and fairer
- Smarter
- Safer and stronger
- Greener
- Healthier

It is recognised that taking part in outdoor recreation improves health and wellbeing and provides opportunities for people to improve their understanding of the natural environment through direct contact. Recent research suggests that regular physical activity in a natural environment can reduce the risk of experiencing poor mental health by as much as 50%.⁵ As a result of these proven benefits the Government wishes to increase the proportion of adults making one or more visits to the outdoors per week.⁶ This will require individuals to have a better understanding of the value provided by outdoor recreational activities and an increased awareness of the availability of green spaces. The Regional Park management service is taking action to promote and support opportunities for informal recreation and to encourage better environmental understanding.

National statistics indicate that this is gradually being achieved with the numbers of outdoor visits increasing. 48% of adults made one or more visits to the outdoors per week in 2010, compared with 46% in 2009, and 44% in 2006. Anecdotal evidence suggests that this trend is being mirrored in the Regional Park.

³[pentland hills regional park annual report 2011-2012](#)

⁴[Strategic Objectives - Scottish Government](#)

⁵[Regular physical activity in natural environments halves risk of poor mental health | Centre for research on environment, society and health](#)

⁶[Increase the proportion of adults making one or more visits to the outdoors per week](#)

Day trips and tourist visits to the countryside have a vital role to play in sustaining local economies. The Scottish Recreation Survey⁷ found that the average expenditure on an outdoor visit was £7. Parks and greenspaces have an inherent intrinsic value and a recent study suggested that the asset value of parks and greenspaces should be considered in more detail and their significance to local communities and businesses assessed⁸. By applying the methodology used in this approach the value of a major public park has been calculated to be £108 million.

The Scottish Government strategy 'Skills for Scotland: Accelerating the Recovery and Increasing Sustainable Economic Growth'⁹ identifies measures to improve the skills and employability of individuals. It recognises the crucial role that community based projects can play in helping achieve these objectives. The Regional Park management service provides opportunities for community based projects and volunteers to take part in a range of conservation activities that allow them to gain new practical and social skills.

The Curriculum for Excellence provides a single curriculum in all Scottish schools for children and young people from 3 -18. It aims to, 'allow for greater opportunity and choice to help young people realise their individual talents'.¹⁰ Its purpose is to ensure that young people become successful learners, confident individuals, responsible citizens and effective contributors. The Regional Park management service maintains links with schools and provides opportunities for pupils to learn about the environment and nature in an outdoor classroom setting.

Research clearly demonstrates that communities in which individuals have a sense of connection and belonging are safer. Individuals are much less likely to commit criminal acts against people or property if they have a common purpose and shared identity.

*'Participation in nature activities has been shown to increase a sense of community strength and pride'*¹¹

The Central Scotland Green Network is a national development within the National Planning Framework and involves public agencies and partners working together to achieve a common purpose. It seeks to transform the environment of Central Scotland, 'through the creation of a high quality green network enhancing people's lives, supporting the economy, allowing nature to flourish and addressing climate change'

The activities of the Regional Park's management service play a vital part in delivering these aims at a local level.

To make the countryside open and accessible to all the Scottish Parliament passed the Land Reform (Scotland) Act 2003 which gives everyone statutory access rights for recreational purposes on most land - provided these rights are exercised responsibly. To facilitate this it places various duties on local authorities, one of which is the requirement to produce core path plans. A path network, signage and access points are essential requirements in ensuring that safe public access to the countryside can be made widely available.

Measures designed to support outdoor recreation activities and to maintain the special rural character and landscape quality of the Pentland Hills Regional Park are provided for in Edinburgh City¹² Midlothian¹³ and West Lothian local plans¹⁴.

⁷[Scottish Recreation Survey](#)

⁸[CABE making the invisible visible](#)

⁹<http://www.scotland.gov.uk/Publications/2010/10/04125111/0>

¹⁰[Curriculum for Excellence](#)

¹¹http://www.groundwork.org.uk/pdf/Green_spaces_worth.pdf

¹²[Edinburgh City Local Plan - Edinburgh City Local Plan - City of Edinburgh Council](#)

¹³[Midlothian local plan 2008](#)

¹⁴[West Lothian Local Plan](#)

The practical aspects of the Regional Park management service are delivered by skilled officers who provide a variety of recognised countryside and estate management functions.

*'Rangers promote the enjoyment, understanding and care of Scotland's outdoors through: the first hand provision of information, advice and activities; interpretation; the management of sites and facilities; and seeking to secure responsible behaviour'*¹⁵

More details on the actual tasks carried out can be found in reports to the July 2012 meeting of Pentland Hills Regional Park Joint Committee.¹⁶

1.4 Social Return on Investment

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

SROI measures social, environmental and economic change from the perspective of those who experience or contribute to it. It can be used to identify and apply a monetary value to represent each change that is measured. The resultant financial value is then adjusted to take account of contributions from others. In this way the overall impact of an activity can be calculated and the value generated compared to the investment in the activities. This enables a ratio of cost to benefits to be calculated. For example, a ratio of 1:3 indicates that an investment of £1 in the activities has delivered £3 of social value.¹⁷

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

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

1.5 Purpose of the analysis

This analysis was commissioned by City of Edinburgh Council who wanted to demonstrate and value the multiple benefits that accrue from the collective investment of partner local authorities in providing countryside and visitor management services in the Pentland Hills Regional Park. In a time of financial restrictions it was felt important to identify the changes that key stakeholders experienced and to reflect their value in monetary terms.

Determining priority areas for service delivery is a complex process and many factors have to be taken into account. This analysis will provide information on how the Regional Park management service impacts on different stakeholders and can be used to inform the decision making process.

The forecast SROI analysis can be used as a template for establishing a future framework that uses an outcome based approach to monitoring and evaluation. .

¹⁵ [Scottish Natural Heritage 'Rangers in Scotland'](#)

¹⁶ www.edinburgh.gov.uk/download/meetings/id/35987/item_5_introduction_to_the_regional

¹⁷ In SROI, 'social' is taken as a shorthand for social, economic and environmental value

2. Scope and stakeholders

2.1 Scope

This is a forecast of the social return from the collective investment of partner local authorities in providing countryside and visitor management services in the Pentland Hills Regional Park. The predictions are based on a one year period from 2011 to 2012 and draw on existing data.

2.2 Activity

The Regional Park management service provides a series of functions that support activity in Pentland Hills Regional Park.

These include;

- Inspecting, maintaining and enhancing the path network that allows people to access the park.
- Encouraging safe and responsible use of the park and minimising any adverse impact of access on landowners through promotion of the Scottish Outdoor Access Code.
- Protecting and enhancing landscapes and habitats.
- Improving access points and visitor facilities.
- Advising and supporting event organisers.
- Promoting community participation in conservation and management activities.
- Providing information and interpretation.
- Co-ordinating a partnership approach between local authorities and other stakeholders.

2.3 Stakeholder identification and consultation

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

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

A consultation plan was established for each of the identified stakeholders using methodologies that best suited their individual needs. Consultation was carried out by greenspace scotland and facilitated by staff at City of Edinburgh Council's Natural Heritage Service and voluntary rangers. Appendix 1.2 sets out the engagement methods used for each stakeholder.

Stakeholders were consulted initially to confirm possible outcomes that had been identified as a result of discussion with staff from City of Edinburgh Council and partner local authorities. These included, representatives of partner local authorities, volunteers and organisations and individuals who were members of the Regional Park Consultative Forum. Details can be found in Appendix 1.2

Stakeholders were consulted, in a variety of ways, at all stages of the process.

3. Theory of change from the perspective of stakeholders

One of the challenges in this analysis was to ensure that the benefits measured and valued actually occurred as a result of the Regional Park being managed and maintained and could not have been achieved without the support services that are provided. It could be argued, for example, that the health and wellbeing benefits individuals experienced could be gained by those individuals going for a walk in the park regardless of the services provided by the Regional Park management team. The critical question that had to be addressed was- 'would the park be used to the same extent and deliver the same benefits if it was not accessible, managed and maintained'?

There is a lack of research data comparing access and use of areas of 'unmanaged countryside' in comparison to those of 'managed countryside'. In view of this a practical approach was taken and individuals were advised of the services that were delivered and asked how important they were in relation to their use of the Regional Park.

Many individuals reported that without paths, access points, advice and signage they would not be able to use the Regional Park. Almost half of those interviewed regarded these as essential to their ability to take part in activities in the park. A small number of individuals, particularly those who came to the park to take part in sporting activities, stated that they would use the park regardless and that whilst the services were welcome they were not essential. Because of the degree of uncertainty on this matter, and lack of supporting research evidence, a conservative approach was taken to calculating the impact of the Regional Park management service.

In some cases a direct causal link could be easily be established between an activity provided directly by the management service and the outcome experienced by the stakeholder e.g. the provision of practical training to voluntary rangers.

The Regional Park offers opportunities to take part in outdoor physical activities such as walking, fishing, cycling and jogging. The many benefits of greenspace activities are well documented and '*provide a very cost effective means of promoting health and wellbeing, as well as a mechanism for increasing community and citizen involvement in volunteering*'¹⁸.

All greenspaces, large and small, urban and rural deliver tangible benefits to people. The Regional Park provides an opportunity to access the countryside a few miles from the city and it has been established that of all the possible greenspace locations that people visit the countryside is the most popular¹⁹

For many residents and visitors the Regional Park offers
"a place to go for a walk in the countryside near the city- after a few minutes there life just seems better somehow"

3.1 Individual visitors

By visiting the Regional Park individual visitors of all ages and abilities are able to access the health and wellbeing benefits of outdoor physical activity in a safe and accessible natural environment. Individuals can take part in a variety of physical activities which range from taking the dog for a walk to training for the London marathon.

Visitors are supported to gain information about the natural and cultural heritage of the park and have confidence in enjoying it responsibly with respect and understanding for the

¹⁸Green Space [value of green space report](#)

¹⁹[Scottish Recreation Survey](#)

environment. Areas are well signposted and visitor centres provide information about a wide range of topics including local wildlife and plants, weather conditions, and potential walking routes. Information on local attractions and how to use the Regional Park responsibly is readily available in a range of formats as is the Countryside Access Code.

“lots of different ways I can exercise in the park e.g. cycling, running etc.”

“mental health and peace and quiet from the city is very important”

“paths should be accessible to wheel chair users and push buggies”

Visitor comments

The park is seen as a safe place that can be visited by individuals who wish to go out on their own.

An elderly widow who was recently bereaved described how she was urged by her family to get out of the house and go for walks. She couldn't cope with crowded places but coming to the Regional Park helped. She felt safe on her own and the hills gave her a sense of peace and made her feel better.

“having the ranger service is especially important as it allows vulnerable individuals and the elderly to feel safe”

Visitor comments

The Regional Park has become a positive part of family life and many individuals reported coming to the park was a good way to spend time with their children- both young and old alike. Many family groups come on a regular, sometimes weekly, basis. Two daughters who were walking with their mother described how they had been visiting the park since they were children and said they hoped to visit the park in the future with their own children.

“allows me to talk to my sons as we walk “

Visitor comments

3.2 Members of community based groups

In common with individuals taking part in activities within the Regional Park, members of community groups will be able to access the health and wellbeing benefits of physical activity in the outdoors in a safe and accessible natural environment. Members of community groups can gain additional benefits as a consequence of more prolonged contact with the management services in the Pentland Hills Regional Park. Community led activities in the Regional Park are very varied and include practical conservation tasks, carrying out plant and animal surveys and exploring woodlands.

“Lots of people in our area use the park. The local knowledge and expertise of the Rangers is really important in helping people to take part in activities. They are very aware of the condition of the park. It is so important that they are just there and looking after the place”

Friends of Group

Individual members are able to take part in social activities and events, become more confident and as a result take part in additional activities and assume new roles within their communities. Progression to other opportunities, both paid and unpaid, is possible as individuals gain new practical skills such as building and map reading, enhance their communication techniques and are able to work with others.

“encourage events like Pentland push as they are a great way to bring people together”

Unattributed

3.3 Providers of community based projects

The Regional Park management service offers community groups access to professional advice and information on a variety of environmental and countryside management issues. In addition they offer practical support and assistance. In this way providers of community based services are able to improve the quality of the activities they offer.

Wester Hailes Health agency used to bring a group to the Regional Park who took part in walking and other outdoor activities that were supported by the Rangers. The participants, who had mental and physical difficulties, really enjoyed and valued the experience they were offered.

“The Rangers are supportive to kids and give both verbal encouragement and practical support. They gave us a place to display information at Harlaw and helped with access issues. In the future we might look at paths building. The best way to describe what they have given us is support when needed and goodwill.”

Youth Vision

3.4 Voluntary rangers

Voluntary rangers undergo an intensive training programme which is a combination of theory and practice. They have to shadow a countryside ranger for 4 days and an experienced voluntary ranger for 2 days. In addition they attend a weekend training course covering such topics as legal issues, dealing with difficult situations, communicating with the public and wildlife crime.

They play a vital role in supporting and sustaining the park and gain many individual benefits. They gain new practical and environmental skills, which result in improved employability or volunteering opportunities, have more social contacts and are more confident in dealing with challenging situations.

“It gives me an opportunity to share and continue to use my own, skills, knowledge and interests with the wider community, and gives me a focus to maintain my own level of fitness.

“I have absolutely loved the time I spent as a trainee voluntary ranger and it has cemented in my mind my commitment to conservation and countryside management”

Voluntary rangers

By providing a service to the community volunteers have improved self-esteem and gain a sense of worth and purpose as they feel valued by the community.

“My main reason for becoming a voluntary ranger is to try to give back to new people the enjoyment I have had in the Pentland Hills. Making paths, planting trees all help to maintain the various aspects of the hills. In the past other people have done it for my enjoyment and I regard it as my turn to do a bit for people in the future.”

Voluntary ranger

The voluntary rangers are very committed and dedicated to the work they do and valued the service highly - it is no exaggeration to say that for many it has provided a life changing experience.

"A desire to change direction in my career led me to take up new training, education and volunteering challenges a number of years ago. Academic study was an essential part of retraining but equally important were the opportunities to build up practical skills, on the ground experience and knowledge sharing from experienced members of staff. This was superbly facilitated by volunteering with the Pentland Hills Regional Park Voluntary Ranger (VR) Service. This provided training, information sharing and support. Once the extensive training period was completed it was possible to take up a trusted and valued position supporting the service in tasks that were genuinely valuable in helping manage the Pentland Hills Regional Park. These experiences have led to paid work experience in my chosen field and after a number of years in related employment I have been recruited to the very service that provided me with the training opportunity all those years ago."

Former voluntary range

3.5 Schools

By visiting the Regional Park and taking part in planned activities offered by the Regional Park management service schools are able to provide outdoor learning opportunities. The real life, hands on experience which this offers to pupils who are supported to engage directly with their environment offers a unique learning experience and makes a valuable contribution to the Curriculum for Excellence. Activities in which schools and pupils have taken part include: using the Harlaw Biodiversity Trail, exploring land uses and investigating water life in burns.

"The children get so many benefits from the outdoor experience in the woods. The opportunity to interact with adults who have a different perspective is really beneficial. They are more confident after the visits and we often hear from parents that they have taken their children to visit independently"

Bonaly Nursery.

3.6 Landowners

Landowners derive benefits from the systems which are in place to support and manage visitors. The Regional Park management service responds to incidents and offers professional advice and as a consequence of this landowners have to devote less time to dealing with conflict.

"The public are looked after and encouraged to go certain ways. They are steered away from farming operations. The Rangers service makes sure that it is geared up for public access and people don't generally go through fields"

"The service makes sure that all the stakeholders are 'joined up' and informed of the current issues. Working together makes the regional park more cost effective. The Ranger service provides another set of eyes and ears to monitor behaviour and they are often on the ground and able to deal with incidents as they occur"

Landowners

In addition, landowners are able to enjoy easier access to the hills as the infrastructure of the park is well maintained by the Regional Park management service and kept in a reasonable condition.

Several landowners expressed concern that whilst public access by the Scottish Government was being encouraged it was not being adequately resourced. It was difficult to ensure that infrastructure remained safe and in good order to protect commercial interests in the face of ever increasing public demands.

"We are here 24/7"

“The public will come and use the hills more and more, because of the health and wellbeing benefits. Funding needs to increase as the numbers of visitors increases.”

Landowners

3.7 Agencies and service providers

External agencies and other council services reported that by having a Regional Park management service better services are provided to the public. Regional Park staff have the necessary skills, knowledge and experience to provide a high quality professional service.

“Midlothian Council receives benefits in return for our investment in terms of reduced management costs”

Midlothian Council

Agencies indicated that their costs were reduced as a result of enquiries and issues being dealt with by the management service. If Regional Park staff were not there and able to deal directly with issues as they arose then the responsibility to respond to public demand would fall on them.

“The Regional Park Management Service delivers at a local level and encourages and supports local groups to increase their knowledge base and to take part in activities. Many of the initiatives planned would not be possible without their ability to deliver on the ground. They deal with issues and questions that would otherwise come to our organisation and take up staff time!”

Scottish Natural Heritage

“They help with land management issues and encourage biodiversity”

Scottish Wildlife Trust

“It’s not possible to achieve the level of knowledge required to manage the park at a local neighbourhood level. The management service lets the local office to know how park is being managed. It co-ordinates volunteering and promotes the park on a city wide basis”

Neighbourhood Office

The Regional park management service has the necessary knowledge and expertise to provide professional support and assistance in emergency situations.

“The Rangers are able to offer education which we can back up if needed with enforcement. We often work together and have joint patrols in areas where there have been incidents”

Lothian and Borders Police

In addition, funds are secured from external sources which are used to maintain or improve the infrastructure and amenity of the Regional Park.

3.8 Local businesses and the local economy

It should be pointed out that this aspect of the analysis was limited in scope and focussed on trying to identify the potential tourism value of the Regional Park by asking visitors to the park how much they had spent in the local area as a result of their visit. It didn’t take account of any other beneficial economic effects.

As with many of the other outcomes which were identified and measured, the part the Regional Park management service plays in delivering this change must be considered carefully. The approach taken was premised on the basis that the Park management service helped to create the conditions which made the visit and resultant spend possible.

"It's the 'healthy' part of our day out" -

"We're going for lunch next"

"We bought some drinks and snacks on the way in"

Visitors

The values recorded through this approach are in line with other research findings.

' With visitor figures from 100,000 to 600,000 day visits per year for a facility such as a country park, activities centre, or a major nature reserve, and associated site-based staff, a project easily contributes from £1 m to £6 m per year to the local economy through visitor spend²⁰.

²⁰<http://www.ukeconet.co.uk/images/stories/Countryside%20Recreation%20Economics%20Report.pdf>

4. Inputs and outputs

4.1 Investment (inputs)

The money invested by the stakeholders below was used to pay employee costs, property costs, transport costs, supplies and services and support services

Stakeholder	Description	Amount
Volunteers	<p>A detailed record of the hours spent by volunteers has been kept and is used. The breakdown is as follows:</p> <p>Voluntary rangers 680 hours Biodiversity 760 hours Conservation 570 hours Mountain Bike Trail 150 hours</p> <p>Total 2160</p> <p><i>Given that tasks are skilled/ semi-skilled an hourly rate of £10 has been applied</i></p>	£21,600
City of Edinburgh Council	Grant	£276,159
Midlothian Council	Grant	£55,335
West Lothian Council	Grant	£10,760
Scottish Water	Grant	£10,000
Capital (adjusted annual spend)	Grant	£14,035
Sales		£1,720
Total inputs for April 11 to March 12		£389,609.00

4.2 Outputs

The outputs describe, in numerical terms, the activities that took place as a result of the inputs. These activities or outputs will lead to change (or outcomes) for each of the identified stakeholders.

Stakeholder	Relevant outputs
Visitors	<ul style="list-style-type: none">• There are an estimated 500,000 visits to the park each year
Members of community groups	<ul style="list-style-type: none">• 1352 members of community groups take part in a programme of activities
Providers of community based projects	<ul style="list-style-type: none">• 13 community based organisations gain advice, assistance and practical support in the course of delivering activities
Voluntary rangers	<ul style="list-style-type: none">• 40 voluntary rangers take part in a training programme and provide dedicated support for at least 8 days a year
Schools	<ul style="list-style-type: none">• 1000 pupils take part in supported outdoor activities
Landowners	<ul style="list-style-type: none">• 45 landowners receive advice and assistance and make use of maintained access routes
Agencies and other service providers	<ul style="list-style-type: none">• 20 agencies and other service providers are able to benefit from the direct service delivery and additional resources provided by the management service
Local economy and businesses	<ul style="list-style-type: none">• 500,000 visitors to the park spend varying amounts in the local economy

4.3 Quantities

It is important to clarify the number in each stakeholder group who will actually experience the outcome that has been identified. In many cases not all of the stakeholders involved will experience change, or indeed may do so to varying degrees. This is a forecast analysis and for some of the outcomes predicted cost savings have been applied and hence quantities are not relevant.

Stakeholder	Numbers achieving outcomes	Rationale
Visitors	<ul style="list-style-type: none"> 485,000 have gained health and wellbeing benefits 	<ul style="list-style-type: none"> 93% of respondents in the community survey identified this as a benefit
Visitors and community group members	<ul style="list-style-type: none"> 376,014 gain information about the natural and cultural heritage of the park and have confidence in enjoying it responsibly with respect and understanding for the environment 	<ul style="list-style-type: none"> 75% of those surveyed
Members of community groups	<ul style="list-style-type: none"> 608 individuals will be able to access significant health and wellbeing benefits of outdoor physical activity in a maintained and safe natural environment 135 individuals take part in social activities and events individuals become more confident and take part in additional activities and assume on new roles 500 individuals will be able to gain new practical skills such as building, map reading, communication etc. to carbon offsetting by reducing food miles 	<ul style="list-style-type: none"> 45% of those surveyed 10% of those surveyed 37% of those surveyed
Providers of community based projects	<ul style="list-style-type: none"> 500 sessions for community organisations have been supported offering access to expert advice and assistance and allowing better results to be delivered 	<ul style="list-style-type: none"> 75% of those surveyed
Voluntary rangers	<ul style="list-style-type: none"> 28 volunteers have more social contacts and increased confidence and can communicate effectively 36 volunteers are much fitter and have improved health as a result of becoming more regularly physically active 40 volunteers have improved self-esteem and a sense of worth as they feel valued by the community 40 volunteers have gained new practical and environmental skills which result in improved employability or volunteering opportunities 	<ul style="list-style-type: none"> 70% of those surveyed 90% of those surveyed 100% of those surveyed 100% of those surveyed
Schools	<ul style="list-style-type: none"> 5000 outdoor learning opportunities have been provided 	<ul style="list-style-type: none"> 50% of those surveyed
Landowners	<ul style="list-style-type: none"> 22 landowners have received advice and assistance 	<ul style="list-style-type: none"> Recorded number of incidents resolved

5. Outcomes and valuation

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

5.1 Outcomes evidence

The changes (or outcomes) which were identified, following consultation with each stakeholder, are detailed below along with information on how the outcome was measured (indicators). All of the outcomes reported were positive. The outcomes which had to be excluded and the reason for this are listed in Appendix 1.3.

Stakeholder	Outcome	Outcome Indicator	Source of quantities or data
Visitors	Individuals will be able to access the health and wellbeing benefits of outdoor physical activity in a maintained and safe natural environment	No. of individuals who report feeling better and fitter	Consultation, TMS and evidence in research.
Members of community groups	Individuals will be able to access significant health and wellbeing benefits of outdoor physical activity in a maintained and safe natural environment	No. of individuals who report feeling better and fitter	Consultation and evidence in research.
	Individuals take part in social activities and events- individuals become more confident and take part in additional activities and assume new roles	No. of individuals who report taking part in additional social activities and events	Consultation
	Individuals will be able to gain new practical skills such as building, map reading, communication etc.	No. of individuals who have gained new skills	Consultation
Visitors and members of community groups	Individuals are able to gain information about the natural and cultural heritage of the park and have confidence in enjoying it responsibly with respect and understanding for the environment	No. of individuals who report increased awareness and understanding of the environment and how to use it safely	Consultation and evidence in research.
Community organisations	Providers of community based projects are able to access expert advice and assistance which allows them to achieve better results	No. of successful initiatives that are supported	Consultation/ reports
Schools	The ranger service enables schools to provide outdoor learning opportunities and engages	No. of sessions delivered	Consultation/ reports

	with pupils to offer a unique learning experience		
Landowners	Systems are in place to support and manage visitors, respond to incidents and offer professional advice and as a consequence reduce conflict	No. of reported incidents resolved	Council reports
	Landowners are able to the access the infrastructure of the park as it is well maintained and kept in good condition	Maintenance reports	Condition surveys
Other service providers and agencies (Neighbourhood Partnerships/Other partner local authority services/ SWT/SNH/Scottish Water/ Lothian and Borders police)	Service delivery is improved and costs reduced as a result of enquiries /issues being dealt with PHRP management service	Estimated savings in staff time/costs	Stakeholder feedback
	Funding is secured from external sources by PHRP management team which maintains or improves the infrastructure and amenity	Additional revenue raised	Funding Receipts
Voluntary rangers	Volunteers have more social contacts and increased confidence and can communicate effectively	No. of volunteers who report a marked increase in social activities	Consultation
	Volunteers are much fitter and have improved health as a result of becoming more regularly physically active	No. of volunteers who report improved levels of physical fitness	Consultation and evidence in research.
	Volunteers have improved self-esteem and a sense of worth as they feel valued by the community	No. of volunteers who report better self-esteem and feeling valued	Consultation
	Volunteers have gained new practical and environmental skills which result in improved employability or volunteering opportunities	No. of skills gained by walk leaders	Consultation /database
Local economy/businesses	Local business and the local economy gain additional revenue as a result of visitors to the park	Amount spent by visitors to PHRP	Consultation and research

5.2 Valuation

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

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

6. Social return calculation and sensitivity analysis

6.1 Duration and drop off

Before the calculation can be finalised a decision has to be made as to how long the changes produced will last. In an SROI analysis the length of time changes endure is considered so that their future value can be assessed. The question to be answered is '*if the activity stopped tomorrow, how much of the value would still be there?*'

To predict the length of time changes will continue stakeholder opinion and independent research are both taken into account. There will be variations in the length of time benefits last according to the nature of the change and also the characteristics of individual stakeholders. Where significant assumptions have been required about the likely duration of change these have been considered in the sensitivity analysis in Section 6.4.

Many of the benefits gained by stakeholders have been the acquisition of new skills and it is expected that these will last three years. This is in line with several certified practical skills assessments (e.g. first aid) in which competency levels are expected to last for a defined period. Other benefits have been considered to endure for a year as there is little supporting evidence that they will last longer. In many cases if the Regional Park management service were to be withdrawn then it would no longer be possible to experience the benefits identified.

Improvements to physical structures have been assumed to last for a period of 10 years.

Outcomes which will continue to have a value in future years cannot be expected to maintain the same level of value for each of these years. This has been dealt with by assuming that the value will reduce or 'drop off' each year. This varies considerably depending on the particular outcome and is discussed in more detail in Appendix 1.6

Appendix 1.6 sets out the duration and drop off assumptions.

6.2 Reductions in value to avoid overclaiming

As well as considering how long the changes a service or activity delivers will last, it is necessary to take account of other factors that may be influential. The recorded change might have happened regardless of the service, something else may have made a contribution to it or the service may have displaced changes taking place elsewhere. In considering the extent to which each of these factors have played a part in the total impact a realistic approach should be adopted. The aim is to be pragmatic about the benefits actually provided by the Regional Park management service and to recognise that the value it creates is affected by other events. The SROI methodology does this by taking all these factors into account in calculating the actual impact a project or activity delivers.

6.2.1 Deadweight

A reduction for deadweight reflects the fact that a proportion of an outcome might have happened without any intervention. For example Voluntary rangers might have gained some of the benefits they experienced by taking part in alternative volunteering opportunities that included environmental activities. The detailed assumptions about deadweight are contained in Appendix 1.5.

6.2.2 Attribution

Attribution takes account of external factors, including the contribution of others that may have played a part in the changes that are identified. For instance, it is most likely that visitors to the Regional take part in outdoor physical activities in other areas and this will

contribute to the changes they experience. The detailed assumptions about attribution are contained in Appendix 1.5.

6.2.3 Displacement

Displacement applies when one outcome is achieved but at the expense of another outcome, or another stakeholder is adversely affected. In the analysis this is considered to occur for a few stakeholders to a limited extent. By way of illustration, Voluntary rangers might have taken part in other voluntary activities or have been able to allocate more time to any existing volunteering commitments. The detailed assumptions about displacement are contained in Appendix 1.5.

6.3 Calculation of social return

Appendix 1.7 details the values for each outcome that a stakeholder experiences and takes into account deductions to avoid over-claiming. These individual values have been added together then compared with the investment in the countryside and visitor management services in the Pentland Hills Regional Park provided at section 4.1 above.

The results show a social return on investment of around £9 for every £1 invested based on the assumptions set out above.

6.4 Sensitivity analysis

In calculating the social return on investment it has been necessary to make certain assumptions which may include the use of data which is either not subject to universal agreement or which cannot be adequately evidenced. To assess how much influence this has had on the final value that has been calculated a sensitivity analysis is carried out and the results recorded. By doing this the value of the benefits can be expressed within defined limits.

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

Factor	Assumption	Variation	Result
Vary hourly volunteer rate	£10	Minimum wage of £6.19	9.46
Reduce deadweight for visitor outcomes by 50%	80%	40%	12.25
Reduce attribution for visitor outcomes by 50%	Between 5% and 25%	Between 2.50% and 12.50%	9.67
Reduce visitor spending by 50%	£6 each	£3 each	6.55
Reduce attribution and deadweight for visitor spending 50%	50% and 25%	25% and 12.5%	13.34
Vary visitor numbers by +and - 100,000	500,000	600, 000 and 400,000	9.44 and 9.07

It can be seen that visitor spending has the most significant impact on the investment ratio. As has already been highlighted the findings are in line with more robust research but this remains the area about which there is least certainty. The evidence used, although collected directly from stakeholders, is based on a fairly small sample size.

The other factors tested in the sensitivity analysis have limited impact and there can be a degree of confidence that the assumptions made in calculating impact would not significantly affect the final result.

6.5 Materiality Considerations

At every stage of the SROI process judgements have to be made about how to interpret and convey information. Sometimes the rationale behind the decision is obvious and fully evidenced, on other occasions additional explanation or information may be required. SROI demands total clarity and complete transparency about the approach that is taken so that there is no possibility of confusion or misinterpretation. Applying a concept of materiality means that explanations must be offered for information that can be interpreted in different ways and which can exert influence on the decisions others might take.

The concept can be of particular importance in ensuring that outcomes for stakeholders are relevant, are not perceived as being duplicated and that the different values individual stakeholders may ascribe to the changes they experience are understood.

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

Role of Regional Park management service

One of the biggest challenges in this analysis has been to ensure that the changes measured have actually occurred as a result of the contribution made by the Regional Park management service. A detailed explanation of the approach taken to avoid giving credit to the service for outcomes for which they are not responsible has been provided in the introduction to section 3. In addition levels of deadweight and attribution have been set at a fairly high level when there is a need to rely on inferring a causal link.

Contribution to local businesses/economy

There is a degree of uncertainty over the figures used for local spending however this can be cross referenced to independent research sources. The figures used err on the side of caution and are tested in the sensitivity analysis. However the contribution to the local economy of the Regional Park management service goes beyond enabling visitor spending. Additional revenues generated by events and the contribution to the local economy of employment that is maintained directly or indirectly as a result of the Regional Park have not been considered.

Common outcomes

Visitors and members of community based organisations each identified gaining the health and wellbeing benefits of outdoor physical activity in a maintained and safe natural environment as one of the outcomes they would achieve. The degree to which the change is experienced and the significance placed on it are different for each group and so have been assessed separately. Visitors have intermittent contact with the Regional Park and many other factors contribute to the change they experience. Members of the community groups take part in longer programmes and derive more of the change they experience as a direct result of contact with the Regional Park management service.

Avoiding double counting

The health and wellbeing benefits for visitors and members of community based organisations have been treated separately as they have been valued differently. It is possible that a few members of the community based organisations stakeholder group may

also have been included in the visitor stakeholder group but the numbers of potential duplicates are very small. Even if 500 were counted in this way the impact is less than £50 in a project whose total value is £1.7 million.

Stakeholder group composed of other service providers and agencies

Within the constraints of the analysis it was not possible to carry out a detailed investigation of the benefits that the management service delivered to the stakeholder group of service providers who experience improved service delivery. This group included such diverse organisations as partner local authorities, other City of Edinburgh Council services, Scottish Wildlife Trust, Scottish Natural Heritage and Lothian and Borders police. Selected stakeholder interviews identified some of the ways in which service delivery was improved but none of those interviewed were able to provide detailed information on potential cost savings. As a result it was necessary to identify a financial proxy and the one selected was the cost of a Communication and Information Officer.

Voluntary ranger outcomes

All the Voluntary rangers surveyed stated that they experienced 'a sense of worth as they felt valued by the community'. This was regarded as very important and the subject of several additional comments from individuals. In discussion about how best to value this change it was felt that the most appropriate financial proxy was the cost of the average annual charitable donation. The use of this financial proxy results in a positive although limited impact. Using a different financial proxy that more accurately reflects the true, if not agreed value²¹, increases the overall ratio by a mere 5p but would increase the impact of this outcome from £2,699 to £14,158.

Applying sensitivity adjustments to key assumptions produces a range for the SROI ratio of between £7 and £13 for every £1 invested.

²¹for example the cost of a short break (£600)

7. Conclusion and recommendations

This report identifies and values the many benefits that the collective investment of partner local authorities in providing countryside and visitor management services in the Pentland Hills Regional Park delivers. Benefits have been identified and valued from the perspective of those who will be able to experience change as a result of the management services.

Most of the stakeholders who were engaged in the process valued the professional support, dedication and enthusiasm of the staff team highly. Concerns were expressed that in the current financial climate there might be a reduction in resources. It was felt that this might lead to a diminution in services both in terms of practical support, the availability of advice and assistance and also in terms of reduced quality of the park infrastructure.

The benefits each stakeholder experiences have been outlined but what is much harder, if not impossible, to express in an analysis of this nature is the sense of affection many have for the Regional Park, the pleasure and enjoyment it provides and the esteem in which the staff are held.

Recommendations

R1. The report provides a framework that should be used to move towards an outcomes based approach to evaluation

Much of the current monitoring and evaluating of activities and services in the Regional Park is focussed on outputs as opposed to outcomes. Increasingly services are required to demonstrate the impact or change that they deliver and to do that it is necessary to understand what changes. This report identifies who experiences change, the nature of the change and how it can be measured. It provides a framework that can be adapted and used as appropriate in surveys and consultations or as the basis for an evaluative SROI analysis.

R2. A visitor survey should be undertaken

This analysis drew on the findings of a visitor survey that was undertaken more than 7 years ago. Anecdotal evidence collected by the Regional Park management service and national research suggests that visitor numbers have increased and uses changed. Carrying out a survey would provide an opportunity to gather information from a current perspective and also to introduce some questions related to measuring outcomes.

R3. The support provided to community based groups should be re-assessed

Significant impact on their health and wellbeing is reported by individual members of community groups as a result of taking part in activities. Undertaking more direct work and support with community based organisations will allow the management service to play a key role in delivering health improvements. By targeting approaches at those organisations that are working with socially excluded groups the management service would be able to make a contribution to addressing health inequalities.

R4. The voluntary ranger programme should be supported

The impact of the voluntary ranger programme on both the services that the park can provide and the individuals who participate is significant. It is recognised that a key part of the success of the initiative is the training and support that is provided to volunteers. Whilst

this should remain a primary consideration, and must be maintained, it is worth exploring if an expansion of the existing programme is possible.

R5. A systematic review of the benefits that are delivered to other organisations should be undertaken.

The exact nature of the contribution that the Regional Park management service makes to partner local authorities, other City of Edinburgh council services and external organisations is not properly understood. Although it was possible to identify two key outcomes, improved service delivery and securing additional resources, it is likely that there are others. It would be worthy exploring this in some detail and in the process attempting to calculate the potential cost savings to each stakeholder.

R6. Communication with landowners should be enhanced

The majority of landowners are satisfied with the support provided by the Regional Park management service; however they have concerns about the ability to manage increasing demands for public access within the available resources. Some frustration was expressed, not with the management service per se, but with government policy. It would be worth reviewing communication and consultation methods and approaches so that this does not impact negatively on the relationship with the Regional Park management service.

Appendix 1: Audit trail and impact map information

1.1 Stakeholders identified who were included or excluded

An advisory group, or consultative forum, meets twice a year to discuss and advise on the issues affecting the Regional Park. The forum is composed of representatives from: Recreational User Groups, Community Councils, Farmers and Landowners, Nature Conservation Groups and Public Agencies such as Scottish Natural Heritage. To seek to identify potential stakeholders, members of this group were consulted along with representatives of City of Edinburgh, Midlothian and West Lothian Councils. This process identified a large number of possible stakeholders which it was possible to sort into small groups or clusters that it was thought would be likely to experience similar outcomes. In each of these identified groups at least four individual stakeholders were consulted. Consultation took place on the basis that unanticipated or negative outcomes might be reported and should this occur that particular stakeholder would be removed from the group and considered separately.

Stakeholder	Included/ excluded	Rationale
Visitors/Individuals	Included	Key stakeholders and likely to experience significant outcomes.
Voluntary rangers	Included	Key stakeholders and likely to experience significant outcomes.
City of Edinburgh Council	Included	Funder and likely to experience significant outcomes.
Midlothian Council/, West Lothian Council and Scottish Water	Included	Funders and likely to experience outcomes Funder
Individual farmers/ Harperrigg Management Group/ Ministry of Defence Estates/s, Scottish Water	Included as part of 'landowners' group	Stakeholders with similar interests and likely to experience similar changes.
Scottish Wildlife Trust/ Police/ Other local authority services/Scottish Natural Heritage	Included as part of 'agencies and service providers group'	Stakeholders likely to experience similar outcomes.
Friends of Pentlands/Fairmilehead Community Council/ Kirknewton Community Council/ Damhead Community Council/ Wester Hailes Health Agency/ Youth Vision	Included as part of 'providers of community based projects' group	Stakeholders likely to experience similar outcomes
Bonaly Primary School/ Balerno High School/ Currie High School/ Pentland Primary School /Firhill High School/Tynecastle High School	Included as 'school' group	Stakeholders likely to experience similar outcomes
British Horse Society/ Scottish Hill Runners/ Cycling Scotland./ Historic Scotland//Orienteering Club/ Scottish Canoe Association/ Ramblers Association	Included	Stakeholders likely to experience similar outcomes

1.2 Engagement methods for ‘included’ stakeholders

Stakeholder	Method of Engagement	Date	Number
Visitors/ Individuals	Focus group and individual questionnaires	August, November and December 12	129
Members of community groups	Focus group and individual interviews	August to December 12	19
Community Organisations	Focus group and individual Interviews	August to December 12	9
Schools	Individual interviews	November and December 12	4
Landowners	Focus group and individual interviews	August to December 12	9
Other service providers and agencies	Focus group and individual interviews	August to December 12	8
Voluntary Rangers	Focus group and individual questionnaires	October to December 12	17

1.3 Outcomes identified but not measured

During the study, some outcomes were identified which were not included in the final impact map:

Stakeholder	Outcome	Indicator and proposed method of measurement	Rational for exclusion
Individual visitors	Opportunity to spend quality time with family	No.of individuals reporting improved family relationships. Specific question included in individual surveys	Although identified by some participants there was insufficient evidence for this to be properly valued and included in the impact calculation.
Event organisers	Able to provide safer, better organised events which attract increased numbers of participants	No.of participants reporting satisfaction with signposting and safety of event	Although identified by some participants there was insufficient evidence for this to be properly valued and included in the impact calculation
Local economy	Financial contribution from events	This will require more detailed investigation	Highlighted as a potential outcome in research used in the analysis
	Financial contribution from job creation	This will require more detailed investigation	Highlighted as a potential outcome in research used in the analysis

1.4 Financial proxies

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

Stakeholder	Outcome	Description of financial proxy	Value	Source
Visitors	Individuals will be able to access the health and wellbeing benefits of outdoor physical activity in a maintained and safe natural environment	cost of visit to a managed and maintained nature reserve	£2.00	The RSPB: Lochwinnoch: About Lochwinnoch
Members of community groups	Individuals will be able to access the health and wellbeing benefits of outdoor physical activity in a maintained and safe natural environment	cost of session at Commonwealth Pool is 6.90 10 sessions 69	£69.00	Prices www.edinburghleisure.co.uk
	Individuals take part in social activities and events- become more confident and take part in additional activities and assume new roles	50% increase in average spend on social trips out	£21.12	Family Spending 2011 Appendix 1 Components of Household Expenditure 2010 Table A1 at 9.4.1 , 9.4.2 9.4.3(8.80 a week) 12 weeks @ 1.76 £21.12
	Individuals will be able to gain new practical skills such as building, map reading, communication etc.	cost of John Muir gathering session to support environmental volunteers	£15.00	John Muir Award Gatherings
Visitors and members of community groups	Individuals are able to gain information about the natural and cultural heritage of the park and have confidence in enjoying it responsibly with respect and understanding for the environment	cost of printing 10 pages from a web site based on paper costs of 1p and average copy costs of 20p per sheet 21p x 10 £2.10	£2.10	internet searches
Community organisations	Providers of community based projects are able to access expert advice and assistance which allows them to achieve better results	cost of technical support/ professional fees as defined by CSGN	£350.00	http://www.forestry.gov.uk/pdf/CSGNDvelopmentFund2013-14-ApplicationForm.doc/\$file/CSGNDvelopmentFund2013-14-ApplicationForm.doc
Schools	The ranger service enables schools to provide outdoor learning opportunities and engages with pupils to offer a unique learning experience	cost of an outdoor educational experience	£8.50	Tickets and Prices

Landowners	Systems are in place to support and manage visitors, respond to incidents and offer professional advice and as a consequence reduce conflict	costs of a professional mediation service	£400.00	What is mediation? - Scottish Mediation Network
	Landowners are able to access the infrastructure of the park as it is well maintained and kept in good condition	% of the costs of infrastructure provision and maintenance	£25,000	Annual report 2011-12
Other service providers and agencies	Service delivery is improved and costs reduced as a result of enquiries /issues being dealt with PHRP management service	salary of communication and information officer (2)	£50,000	Communications Officer Jobs And Vacancies - Scotland Simply Hired UK
	Funding is secured from external sources by PHRP management team which maintains or improves the infrastructure and amenity	% of costs	£82,978	Annual Report 2011-12
Voluntary rangers	volunteers have more social contacts and increased confidence and can communicate effectively	100% increase in average spend on social trips out	£420.00	information from stakeholder engagement groups. Family Expenditure and Food Survey 2009 Table A9 4.1 and 4.2. spend on social outings £21 per week (20 weeks)
	volunteers are much fitter and have improved health as a result of becoming more regularly physically active	cost of session at Commonwealth Pool is 6.90 10 sessions 69	£69.00	Prices www.edinburghleisure.co.uk
	volunteers have improved self-esteem and a sense of worth as they feel valued by the community	average value of a donation to charity	£114.40	Family Expenditure and Food Survey 2009 Table A1 13.4.2.2 £2.20 per week
	volunteers have gained new practical and environmental skills which result in improved employability or volunteering opportunities	Costs of 1 week rural estate management introductory course @£295, Introduction to wildlife open course @ £75. plant identification and survey management course @£75 and 1 day orienteering course @£75	£520.00	internet searches by volunteers

Local economy/businesses	local business and the local economy gain additional revenue as a result of visitors to the park	Estimated contribution	£3 000 000	Projection of actual reported spend
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1.5 Deductions to avoid over-claiming

Stakeholder	Outcome	Rationale for deadweight	Rationale for displacement	Rationale for attribution
Visitors	Individuals will be able to access the health and wellbeing benefits of outdoor physical activity in a maintained and safe natural environment	48% National research suggests 48% of adults made one or more visits to the outdoors per week in 2010.	0% No similar recreational facility on offer locally	69% Based on % of responses from visitors who indicated they gained benefits from other outdoor activities
Members of community groups	Individuals will be able to access the health and wellbeing benefits of outdoor physical activity in a maintained and safe natural environment	38% National research suggests 38% of adults are physically active	0% No similar programme on offer locally	5% Limited alternative opportunities available
	Individuals take part in social activities and events- individuals become more confident and take part in additional activities and assume on new roles	28% % of population who attend events/ activities (National Household Survey)	0% No similar programme on offer locally	15% Based on % of responses from members who indicated they took part in other volunteering opportunities
	Individuals will be able to gain new practical skills such as building, map reading, communication etc.	25% It is estimated that c25% of Scottish People acquire skills through volunteering.	0% No similar programme on offer locally	5% Based on % of responses from members who indicated they took part in other environmental volunteering opportunities
Visitors and members of community groups	Individuals are able to gain information about the natural and cultural heritage of the park and have confidence in enjoying it responsibly with respect and understanding for the environment	80% There are many ways to gain information about the environment (TV/internet/literature)	0% No similar recreational facility on offer locally	50% Based on % of responses from visitors who indicated they gained benefits from other outdoor activities
Community organisations	Providers of community based projects are able to access expert advice and assistance which allows them to deliver better results	0% No other agency has level of expertise	0% No similar programme on offer locally	25% Some staff members in community organisations have level of knowledge and understanding

Schools	The ranger service enables schools to provide outdoor learning opportunities and engages with pupils to offer a unique learning experience	25% Schools can take part in other supported outdoor environmental activities	10% Schools may choose to come to the Regional park in preference to other locations	25% Schools can take part in other supported outdoor environmental activities
Landowners	Systems are in place to support and manage visitors, respond to incidents and offer professional advice and as a consequence reduce conflict	0% No alternative form of support	10% Legal / other professional advice might not be sought	0% No alternative form of support
	landowners are able to access the infrastructure of the park as it is well maintained and kept in good condition	25% Council would allocate some resources to maintenance	0% No alternative service	10% Landowners own financial contributions
Other service providers and agencies	Service delivery is improved and costs reduced as a result of enquiries /issues being dealt with PHRP management service	10% Limited number of enquiries are dealt with by others	0% No alternative service	10% Limited number of enquiries are dealt with by others
	Funding is secured from external sources by PHRP management team which maintains or improves the infrastructure and amenity	0% No alternative form of support	0% No alternative service	25% Other agencies assist with specific fundraising initiatives
Voluntary rangers	volunteers have more social contacts and increased confidence and can communicate effectively	31% National research suggests that 31% of Scottish People volunteer in some capacity	10% Recognition of limited number who will no longer participate in other volunteering opportunities	5% Recognition of potential contribution from other volunteering opportunities
	volunteers are much fitter and have improved health as a result of becoming more regularly physically active	31% National research suggests that 31% of Scottish People volunteer in some capacity	10% Recognition of limited number who will no longer participate in other volunteering opportunities	5% Recognition of potential contribution from other volunteering opportunities
	volunteers have improved self-esteem and a sense of worth as they feel valued by the community	31% National research suggests that 31% of Scottish People volunteer in some capacity	10% Recognition of limited number who will no longer participate in other	5% Recognition of potential contribution from other volunteering opportunities

			volunteering opportunities	
	volunteers have gained new practical and environmental skills which result in improved employability or volunteering opportunities	31% National research suggests that 31% of Scottish People volunteer in some capacity	10% Recognition of limited number who will no longer participate in other volunteering opportunities	20% Recognition of potential contribution to skills acquired from other volunteering opportunities
Local economy/businesses	local business and the local economy gain additional revenue as a result of visitors to the park	50% Contribution from other activities not known but considered likely.	5% No similar attraction in area	25% Contribution from other activities not known but not considered likely

1.6 Duration and drop off assumptions

Stakeholder	Outcome	Duration	Drop off	Rationale
Members of community groups	Individuals will be able to gain new practical skills such as building, map reading, communication etc.	3	25%	Acquisition of new skills will last for 3 years but diminish each year
Visitors and members of community groups	Individuals are able to gain information about the natural and cultural heritage of the park and have confidence in enjoying it responsibly with respect and understanding for the environment	3	25	Acquisition of new skills will last for 3 years but diminish each year
Community organisations	Providers of community based projects are able to access expert advice and assistance which allows them to deliver better results	3	25%	Acquisition of new skills will last for 3 years but diminish each year
Schools	The ranger service enables schools to provide outdoor learning opportunities and engages with pupils to offer a unique learning experience	3	25%	Acquisition of new skills will last for 3 years but diminish each year
Landowners	landowners are able to the access the infrastructure of the park as it is well maintained and kept in good condition	10	5%	Structural improvements will last for 10 years but decline each year
Voluntary rangers	volunteers have more social contacts and increased confidence and can communicate effectively	2	3%	New friendships formed will last and are likely to be maintained
	volunteers are much fitter and have improved health as a result of becoming more regularly physically active	2	3%	High levels of fitness will be achieved and are likely to be maintained

	volunteers have gained new practical and environmental skills which result in improved employability or volunteering opportunities	3	3%	Acquisition of new skills will last for 3 years but diminish each year
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1.7 Calculation

Stakeholder	Outcome	Quantity	Value	Less Deadweight	Less Displacement	Less Attribution	Impact
Visitors	Individuals will be able to access the health and wellbeing benefits of outdoor physical activity in a maintained and safe natural environment	485000	£2.00	48%	0%	68%	£174,600.00
Members of community groups	Individuals will be able to access the health and wellbeing benefits of outdoor physical activity in a maintained and safe natural environment	608	£69.00	38%	0%	5%	£25,674.62
	Individuals take part in social activities and events- individuals become more confident and take part in additional activities and assume on new roles	135	£21.12	28%	0%	15%	£1,744.93
	Individuals will be able to gain new practical skills such as building, map reading, communication etc.	500	£15.00	25%	0%	5%	£5,343.75
Visitors and members of community groups	Individuals are able to gain information about the natural and cultural heritage of the park and have confidence in enjoying it responsibly with respect and understanding for the environment	376,014	£2.10	80%	0%	50%	£78,962.94
Community organisations	Providers of community based projects are able to access expert advice and assistance which allows them to deliver better results	500	£350.00	0%	0%	25%	£131,250.00
Schools	The ranger service enables schools to provide outdoor learning opportunities and engages with pupils to offer a unique learning experience	5000	£8.50	25%	10%	25%	£21,515.63
Landowners	Systems are in place to support and manage visitors, respond to incidents and offer professional advice and as a consequence reduce conflict	22	£400.00	0%	10%	0%	£7,920.00
	landowners are able to the access the infrastructure of the park as it is well maintained and kept in good condition	1	£25,000.00	25%	0%	10%	£16,875.00
Other service providers and agencies	Service delivery is improved and costs reduced as a result of enquiries /issues being dealt with PHRP management service	2	£50,000.00	10%	0%	10%	£81,000.00

	Funding is secured from external sources by PHRP management team which maintains or improves the infrastructure and amenity	1	£82,978.00	0%	0%	25%	£62,233.50
Voluntary rangers	volunteers have more social contacts and increased confidence and can communicate effectively	28	£420.00	31%	10%	5%	£6,937.81
	volunteers are much fitter and have improved health as a result of becoming more regularly physically active	36	£69.00	31%	10%	5%	£1,465.44
	volunteers have improved self-esteem and a sense of worth as they feel valued by the community	40	£114.40	31%	10%	5%	£2,699.61
	volunteers have gained new practical and environmental skills which result in improved employability or volunteering opportunities	40	£520.00	31%	10%	20%	£10,333.44
Local economy/businesses	local business and the local economy gain additional revenue as a result of visitors to the park	1	£3 000 000	50%	5%	25%	£1,068,750.00

Totals

The SROI calculation is expressed as a ratio of return from investment. It is derived from dividing the monetised value of the sum of all the benefits by the total cost of the investment. To get the true value of the impact it must first be adjusted to reflect its Present Value (PV);

	Year 1	Year 2	Year 3	Year 4	Year 5	Total Social Return	Total Present Value (PV)
Impact Value	£1,683,149.78	£1,590,332.36	£166,212.21	£123,914.14	£13,744.79	£3,619,777.15	£3,563,608.49

this process is called discounting and reflects the present day value of benefits projected into the future. PV is applied to those values that have been projected for longer than 1 year. The interest rate used to discount the value of future benefits is 3.5%; the recommended discount rate for public funds in the Government Green Book²².

In this report the following figures were used to calculate the social return on investment.

- the total present value (PV) is £3,563,608.49 the total investment figure in the same period to generate this value is £389,609.00

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

The social return from investing in providing countryside and visitor management services in the Pentland Hills Regional Park is predicted to be in the region of £9 for every £1 invested.

²² HM Treasury. The Green Book, Appraisal and Evaluation in Central Government
<http://www.nhstayside.scot.nhs.uk/chp/pkchp/focus/6.pdf>

Appendix 2: The Principles of SROI

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

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

Acknowledgements

We would like to acknowledge the volunteers that helped and all the farmers, landowners and people working for, or in the Park.

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