

Social Return on Investment



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Why measure SROI ?

- Measuring costs and outputs of a project are straightforward
- But giving value to benefits is the challenge
- SROI is a method which helps to allocate financial values to non-financial benefits of a project or activity
- Evidence to show wider impact of projects



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How do we measure Social Returns?

1. Identify-The project and its geographical area
2. Work with people who have been involved to make sure the assumptions have been made and agreed with everyone
3. Evidence the outcomes and give them a value (Bristol Accord)
4. Take account of things which might affect the outcome (may happen anyway)
5. Calculate the SROI by dividing the value given to them by the cost of delivering them
6. Report the findings

CORNWALL FISHERIES ANIMATEUR – SROI

- It is an art, social science
- It gets people thinking about wider values
- It supports partnership working
- It encourages animateurs who get involved in projects linking people and communities
- Social engine



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