



COMMUNITY RELATIONS



Evaluation report

Summary: In partnership with VAL we have created Lewisham's first training programme for Social Entrepreneurs. In 2019 we trained 16 local social enterprises and charities. The programme culminated in Pitch Night @ Goldsmiths University where our contractors pledged over £4k worth of resources to local social enterprises. The programme has been hugely successful with over £150k in funds raised for projects in Lewisham since the completion of the training. Lewisham Homes have also forged several new partnerships with local projects who share our aim to create thriving communities and places our residents are proud to call home in Lewisham.



Outputs

- 26 hours of training (8 sessions)
- 16 local participants
- 2 Meetups
- 1 Pitch Night
- 4 new partnerships with LH
- 3 guest speakers (industry experts)
- New website. 77 meetup group. 118 Twitter. 170 instagram.

"Changemakers gave me a sense of I can do this. It's not impossible."

Vanessa

"The programme has made me more focused and structured with what I want to do. Made me realise I'm actually in a good place to make this come to fruition in a really good way. That came from going through all the theory and hearing about other people's experience. More confident 100%."

Jed

Contact us

Community relations

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"I used theory of change for the first time to complete a funding bid and we were awarded £10k. The training has paid off already!"

Naomi

Outcomes

- £155,770 fundraised from grant makers*
- Over £5k in cash and services raised at Pitch Night*

- Increased knowledge*
- Increased confidence*
- Improved support networks*
- 2 participants contracted by LH for their services

- 3 new training opportunities created by participants for LH residents (a minimum of 30 slots and over 30 hours of training).
- * See appendix for break down.

"The programme was the right mix of practical, useful tools delivered by experienced, passionate people. The selection process meant that we were able to network with others who were on the same journey - albeit at different stages - who were equally committed to making change happen in Lewisham. This blend meant that the course itself became inspiring above and beyond its basic content. Subsequent to this course I have gained new insights, forged new partnerships with other social enterprises, felt more involved and part of my local community and perhaps most important of all - made new friends."

Participant



Costs:

- £9k Lewisham Homes Investment
- £3k VAL in-kind contributions
- £6k Lewisham Homes Officer Time
- TOTAL £18k

Conclusion

The greatest impact for participants was an increase in knowledge and an increase in their local networks. The most valuable aspect of the project has been the new partnerships

forged which have created new projects that have attracted funding from larger funders.

As a result of the programme over £150k has been fundraised for projects in Lewisham.

The NET Social Return is between £1.21 and £5.17 on every £1 spent*.

This demonstrates the programme has been a huge success and represents value for money.

* See appendix for break down.



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APPENDIX - Lewisham Changemakers 2019 Evaluation

SROI rationale

Maoina Coding UK and The Albany awarded £142,770 from the GLA through the Young Londoners fund.

This project is to train Young People in Lewisham in the basics of coding and web app development. This partnership came about as a result of the first Changemakers meetup held at the Stephen Lawrence Centre. This new project would not have happened were it not for the programme, however this money was made available by the GLA and someone else in Lewisham *may* have successfully bid for it instead of us. Therefore I have done three calculations to present a range for the NET SROI. The first calculation is more conservative and assumes 25% of this grant is new social value created by the programme in Lewisham. The second calculation assumes 50% of this grant is attributable to the programme and the third 75%. Of the three options, 50% represents a balanced judgement.

Maoina Coding UK also raised £3k from L&Q to run coding workshop at The Albany in 2019 for residents in Deptford. I have **not** included this in the SROI calculation as there is good chance Maoina Coding UK would have got this money anyway.

T4H have also raised £10k from L&Q for activities in Grove Park. I have **not** included this in the SROI calculation as there is a good chance T4H would have got this money anyway.

At Pitch Night £4750 was raised from our contractors. £700 of this was from unspent budget to run the programme. To avoid double counting this £700 has been discounted.

We have **not** attached a monetary value to the other outcomes as to do this would create more work than is proportionate to the resources available to us. If we *were* to give the other outcomes a monetary value this would improve the SROI.

Finally, if you were to invest money into a savings account you would expect to get your money back with a return. Therefore the £18k invested in running the programme has also been subtracted to give us a **NET** return.

NET SROI calculation:

$$\frac{(\pounds 142770 \times 0.25) + \pounds 4050 - \pounds 18000}{\pounds 18000} = \pounds 1.21$$

25% value of GLA grant included

$$\frac{(\pounds 142770 \times 0.50) + \pounds 4050 - \pounds 18000}{\pounds 18000} = \pounds 3.19$$

50% value of GLA grant included

$$\frac{(\pounds 142770 \times 0.75) + \pounds 4050 - \pounds 18000}{\pounds 18000} = \pounds 5.17$$

75% value of GLA grant included

Outcomes for participants

In the beginning and at the end, the programme participants were asked:

1. How do you rate your confidence in running your social enterprise?
2. How do you rate your knowledge to make it [your social enterprise] a success?
3. How do you rate the network of people you have to support you and help you find the information you need?

The options were 0 not at all, 1 low, 2 medium, 3 high and 4 very high

Q	Before*	After*	Change
1. Confidence	73%	89%	+16% pts
2. Knowledge	27%	78%	+51% pts
3. Network	33%	78%	+45% pts

*percentage of participants who said 3 high or 4 very high.

This biggest impact of the training for the participants was an increase in knowledge (full break down on learning outcomes below).

Confidence increased slightly but not significantly. Some participants expressed a decrease in confidence. Perhaps this can be put down to the sharp increase in knowledge. More knowledge can also lead to more understanding as to how much work it requires to make it a success. This can be daunting and perhaps led to a decrease in confidence for some participants.

Participants felt their network had improved as a result of the programme. In the free form feedback it was also clear participants wanted more time to network and work together. The support and information they got from each other was highly valued, but it was felt they didn't have enough time to do this. **More meetups during and after could be a way to facilitate more of this.**

At the end of every session participants were asked to rate their knowledge on specific learning outcomes identified before the programme by the lead trainer and programme creators. They were also asked to rate the session overall. The same rating system as above was used where the options were **0 not at all, 1 low, 2 medium, 3 high and 4 very high.**

Here is a breakdown of this self-evaluation of the learning outcomes and the ratings for each session. We are showing a % of the respondents who chose high or very high and a further breakdown of the very high's only.

	% high or very high	% very high only
Session 1 (Social Business Model Canvas and Overview)		
1. How do you rate your understanding of what the changemakers programme involves?	93.75	62.5
2. How well do you understand the concept of social enterprise?	100	43.75

3. How do you rate your knowledge of common social enterprise models?	75	31.25
4. How well do you understand the Social Business Model Canvas?	75	31.25
5. Overall how would you rate this session?	100	56.3
Session 2 (Markets and Customer / Products and Services)		
1. How well do you understand the difference between need and market/customers?	92.3	23.1
2. How well can you identify key audiences for your business?	69.2	30.8
3. How well do you rate your knowledge of different ways of researching and understanding information about need/markets?	69.2	23.1
4. How confident do you feel about starting to plan market research and/or researching need?	69.2	21.1
5. Overall how would you rate this session?	84.6	30.8
Session 3 (Social Impact and Theory of Change)		
1. How well do you now understand the language used in impact measurement?	76.9	30.8
2. How well can you identify key outcomes for your business (or project)?	92.3	30.8
3. How well can you explain a basic theory of change for your business (or project)?	76.9	23.1
4. How confident are you about identifying partners who will help you achieve your outcomes?	46.2	30.8
5. Overall how would you rate this session?	92.3	69.2
Session 4 (Budgets and Forecasts)		
1. How well do you understand the key components of a business budget?	100	63.6
2. How confident are you at starting to create your own business budget?	90.9	63.6
3. How well do you understand the concept of cash flow and why it is used?	100	63.6
4. How well do you understand what funders look for when financially assessing an application?	81.8	54.5
5. Overall how would you rate this session?	90.9	63.6
Session 5 (Fundraising)		
1. How well do you understand the main methods for raising money for social enterprises?	78.6	28.6
2. How well do you understand the advantages and disadvantages of the main methods of fundraising?	78.6	28.6
3. How well can you identify ways of fundraising for your business or project?	71.4	42.9
5. Overall how would you rate this session?	78.6	50
Session 6 (Communications)		

1. How much do you now know about channels for communicating with different audiences?	72.7	36.4
2. Can you identify some of the advantages and disadvantages of using different channels, and when each might be suitable?	100	36.4
3. How well can you start creating a communication calendar and plan for your project?	90.9	36.4
5. Overall how would you rate this session?	90.9	45.5
Session 7 (Governance)		
1. How well can you name some ingredients of good leadership for a social enterprise?	90	40
2. How well do you understand basic principles of good governance for a social enterprise?		
2. How well do you understand basic principles of good governance for a social enterprise?	80	20
3. How well can you identify your priorities for developing good governance in your own social enterprise?	90	30
5. Overall how would you rate this session?	100	30
Session 8 (Rounding Off)		
1. In reviewing your social business model canvas, how well can you apply learning from across the programme?	70	60
2. How clear are you about your goals for the next six months?	90	70
5. Overall how would you rate this session?	100	70