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# ASSET BASED COMMUNITY DEVELOPMENT IN LEEDS: WHAT IS THE SOCIAL VALUE?

The Leeds ABCD evaluation was carried out from 2019-21. It gathered information from across the Leeds ABCD programme on how ABCD worked in local neighbourhoods and what changes happened. Researchers worked closely with community partners and used interviews with Community Builders, community members and professionals involved in ABCD, as well as quarterly reports by Community Builders.

This summary presents the results of a trial study to estimate the social value for one site taking part in Leeds City Council's Asset Based Community Development (ABCD) programme.

## What is ABCD?

Asset Based Community Development (ABCD) is a community building approach based in neighbourhoods. It supports local people to make the changes they want to see in their area. They set up local activities on the things that matter to them and connections between each other get stronger<sup>1</sup>. The approach focuses on what is strong and not what is wrong. See the evaluation summary or the full report for more details.

## What is social value?

Social Value describes the wider economic, social and environmental effects of organisations' actions. When organisations work to make these effects positive, they can add social value which contributes to the long-term wellbeing and resilience of individuals, communities, and society in general.<sup>2</sup>

## What is Social Return on Investment?

Social Return on Investment (SROI) is a tool which looks at outcomes (changes). It helps organisations understand and measure their social value and is produced by working closely with them and the community. It aims to show the value of a wide range of outcomes (changes), whether these already have a financial value or not. The result of the calculation states how much social value (in £) is created for every £1 of investment.

See Section 5 of the evaluation report for details of how this was calculated.



<sup>1</sup>Kretzman & MacKnight, 1993

<sup>2</sup><https://socialvalueportal.com/what-is-social-value/>



### Calculating the Social Return on Investment (SROI)

As part of the social value study, Leeds Beckett researchers worked with LS14 Trust - a third sector organisation funded through Leeds City Council as one of the ABCD Pathfinder sites in the Leeds ABCD programme. The SROI looked at how much money was spent on the ABCD programme and the social value the programme produced.

Social values were applied to the outcomes from the Leeds ABCD evaluation, based on pre-existing economic studies. There was a range of published social values for each outcome.

Money spent on ABCD at LS14 = £21,607

### Social value of ABCD work at LS14 Trust:

Outcomes	Social value
People have good friends	£770 <sup>3</sup> - £15,500 <sup>4</sup> pppy*
Communities identify and work to bring about the changes they want to see	£1400 <sup>5</sup> pppy*
Wellbeing and benefits of volunteering to the volunteer	£13,500 <sup>6</sup> pppy*
Time given by Community Connectors	£8.72 per hour (National Minimum Wage)

\*Per Person Per Year

### What was the Social Return on Investment?

With all the adjustments in place, in this trial study, the estimate of SROI for the LS14 pathfinder site is between £5.27 and £14.02 of social value returned for every £1 invested.

### For more information contact:

Leeds Beckett University: [community@leedsbeckett.ac.uk](mailto:community@leedsbeckett.ac.uk)

Leeds City Council Asset Based Community Development team: [abcd@leeds.gov.uk](mailto:abcd@leeds.gov.uk)

References to full reports and other summaries:

- Full Evaluation Report <http://eprints.leedsbeckett.ac.uk/id/eprint/7640/>
- Full Evidence Report <http://eprints.leedsbeckett.ac.uk/id/eprint/7641/>
- Evaluation Summary <http://eprints.leedsbeckett.ac.uk/id/eprint/7763/>
- Evidence Summary <http://eprints.leedsbeckett.ac.uk/id/eprint/7764/>
- Covid-19 Response Summary <http://eprints.leedsbeckett.ac.uk/id/eprint/7765/>
- SROI Summary <http://eprints.leedsbeckett.ac.uk/id/eprint/7766/>

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<sup>3</sup>Social Value Lab, 2011

<sup>4</sup>Powdthavee et al., 2008

<sup>5</sup>Sense of autonomy and control (GVE)

<sup>6</sup>Fujiwara et al., 2012