



# Salford Stories

## Demonstrating the impact of the Third Sector Fund 2018/19

### Introduction

**The Third Sector Fund** provides grants support to a range of voluntary, community and social enterprise (VCSE) sector organisations and schools in Salford in order to support health and wellbeing activities. The current three-year programme began in April 2017 and has a total fund of £1million per year.

The fund is managed by **Salford CVS** and funded and supported by **NHS Salford CCG**. It is aligned with Salford's wellbeing, health and care objectives outlined in the Salford Locality Plan under Start Well, Live Well and Age Well.

**This summary** provides an overview of the findings of an impact evaluation for the 2018/19 financial year. Data gathering and analysis has been undertaken by independent evaluation partners CLES and VSNW.

I hope you find it a useful read and welcome your feedback.

**Alison Page**

Chief Executive, Salford CVS



*'The impact analysis for 2018/19 represents an exceptionally strong return on investment for health-related outcomes and demonstrates the clear benefits of the CCG's approach to addressing the city's health outcomes by investing in the VCSE sector'*

**Centre for Local Economic Strategies**



# “Exceptionally strong return on investment”



## Reviewing the data over 2014-19 - CLES

Across the four years the programme has run (2014-16 & 2017-19), our independent evaluation has evidenced the significant return on investment achieved through the CCG investment in the VCSE sector in Salford. This year we have taken the opportunity to look back over our previous evaluations to generate a return on investment figure for the life of the programme to date.

**Looking across the four years we have calculated that for every £1 invested by the CCG a social return of £14.94 has been delivered.** To put this figure in context, comparable projects of the type funded through the grants programme are considered to be offering excellent value for money if they generate a social return on investment above £5 for every £1 invested\*.

## New data - new insights for 2018/19


Up to now we have worked to develop these return on investment figures using case study data from a sample of groups who have received funding in each grant cycle. This year, we were able to run this methodology alongside **a newly developed ‘distance travelled’ methodology** (see pages 6-7) due to the dedicated capacity within Salford CVS and grant recipients to capturing the impact of grants.

## Putting a value on evidenced health improvements

We used this 'distance travelled' information from across grant pots to calculate the financial value of the impact grants have had on people's lives - this has given us a figure for 2018/19 of: **£1 : £17.74**. This data set provides a highly robust measure of the impact of this year's programme.


**This represents an exceptionally strong return on investment for health-related outcomes and demonstrates the clear benefits of the CCG's approach to addressing the city's health outcomes by investing in the VCSE sector**

*\*Our review of the literature on SROI from comparable programmes (including community befriending services, social prescribing projects and family support workers) has identified studies highlighting SROIs of between £3-£6.50 for every £1 invested.*



**In October 2018 Salford CVS joined a host of major grant-giving organisations in becoming an accredited Living Wage Funder.**

This is in recognition of Salford CVS' proactive approach as a grant giver to supporting decently paid jobs through its and wider work in Salford's Social Value Alliance.





# Wrap-around support from Salford CVS and Volunteer Centre

Salford CVS is uniquely placed within the city to offer VCSE (voluntary, community and social enterprise) sector organisations a wrap-around support service to help them form, develop and grow.

## During 2018/19 our wider work has included:

- providing **447** 1-2-1 advice sessions on group set-up, policy development, marketing etc.
- delivering **50** training / workshop sessions on funding, safeguarding, governance etc.
- supporting **149** organisations to provide quality / safe volunteering opportunities
- delivering **21** VOCAL VCSE Forums to represent the voice of the sector, with **277** attendees

## What do Salford's VCSE organisations say about our grants programme?

In 2019 a survey of 74 grant applicants provided invaluable feedback on Salford CVS' grants processes. Our guidance notes were rated as clear/very clear (91%); fund criteria clear/very clear (89%); and forms rated as easy/very easy to complete (80%). The forms were found to be proportionate to level of funding sought (86%). **Ninety six percent** of applicants would recommend Salford CVS as a source of funding.

**Ninety five percent** of respondents stated that funds provide through Salford CVS were rated as important, very important or vital to the citizens of Salford

*"Salford CVS are head and shoulders above the rest in terms of providing free resources to community groups about funding and other support. It is essential in order to run a charity that this information is available."*

*"I couldn't do my job as a fundraiser in this area without Salford CVS. We are very lucky to have such a dedicated, professional team who all do an excellent job."*

*"Thank you for supporting the local groups and organisations. There are loads of brilliant projects and talented people in Salford who can develop thanks to your grants."*

*"[Salford CVS] were a pleasure to work with, and extremely understanding of the community's needs."*

*"The support was great - informative courses and good input to grant application when requested."*

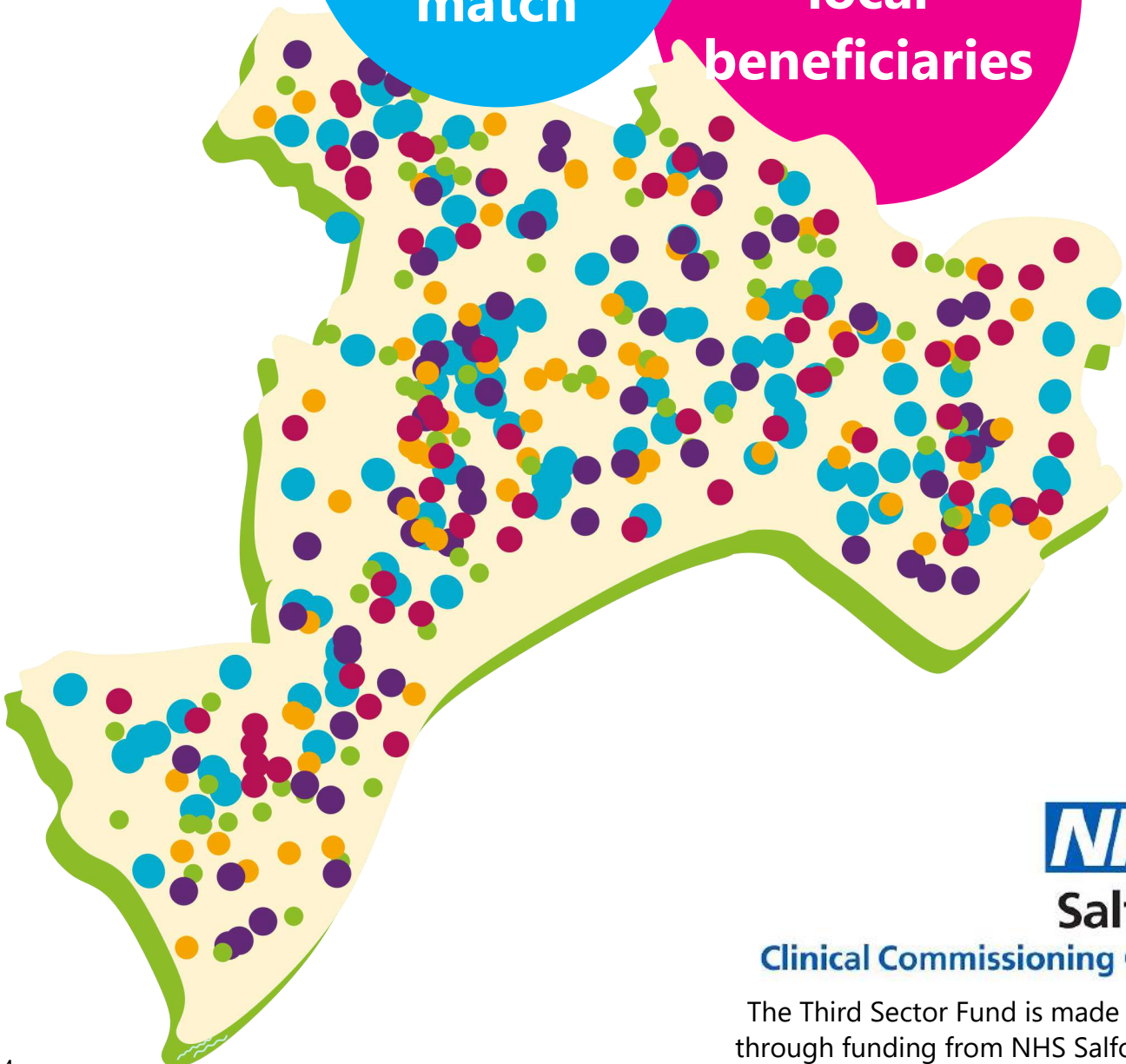
*"...they have helped us move closer to what we want to achieve for our community, making vision and dreams possible for all the people who choose to experience what we can give back to our local community, for the wellness of our people."*

**Third  
Sector Fund  
2018/19**

**203  
projects  
funded**

**£575k  
cash  
match**

**26,048  
local  
beneficiaries**



**NHS**

**Salford**

**Clinical Commissioning Group**

The Third Sector Fund is made possible through funding from NHS Salford CCG.



### **Monton Green Bridge Club**

*“my social life is Bridge... I didn't know anybody before I started playing here”*



### **Cycling Projects' Pedal Away**

*“You've got to have fun with friends whilst exercising and being out in the fresh air is ideal”*

### **Incredible Education's Forest School**

*“It's been transformative for him, before he could only express anger and used to come into the woods and just break things... but by the end, he was playing with others creatively and has even expressed different emotions, including tears, in school”*



### **GMCR Runners**

*“One person who came on our class suffered from high blood pressure. She's lost eight stone, and no longer suffers from sleep apnoea”*



### **Rags and Bags**

*“Coming here though gives me a place to go and just chat to people who understand, rather than being trapped dwelling on things”*

### **Audacious Foundation**

*“I can actually communicate with people now, even if I'm having a bad time, coming here kicks me out of it”*

# Evaluating the Impact: 'Distance travelled'



During 2018/19 funded projects were asked to gather before and after data from beneficiaries against 17 'impact indicators' drawn from the **5 Ways to Wellbeing** and **Salford's Locality Plan**. This provided valuable 'distance travelled' data on the impact of activities on the health and wellbeing of local people.

CLES used this 'distance travelled' information from across grants pots to calculate the financial value of the impact these grants have had on people's lives - this has given us a figure for 2018/19 of **£1 : £17.74**

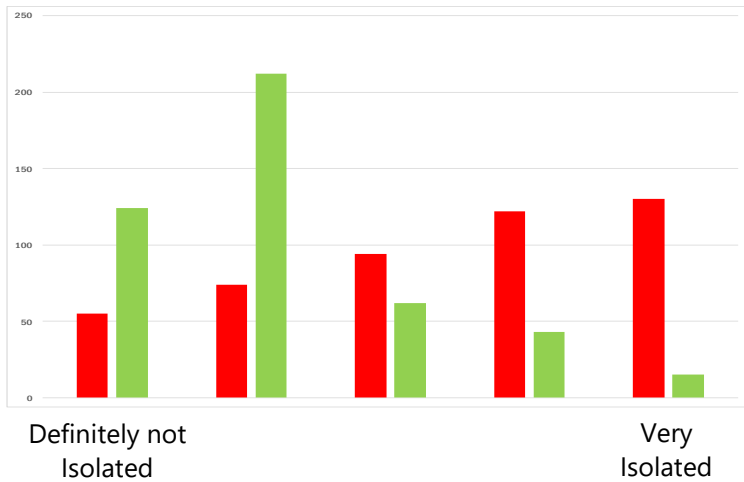
*"This data set provides a highly robust measure of the impact of this year's programme."*

**Frances Jones, CLES**

A sample of this data is featured below:

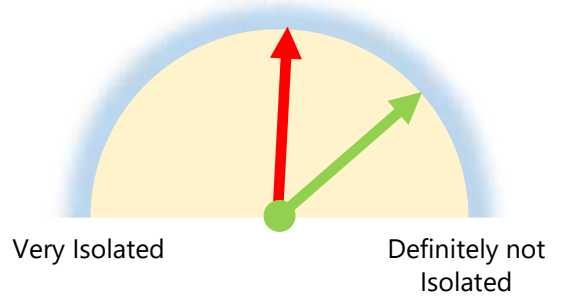
## Reducing Social Isolation

How lonely / isolated do you feel most days?



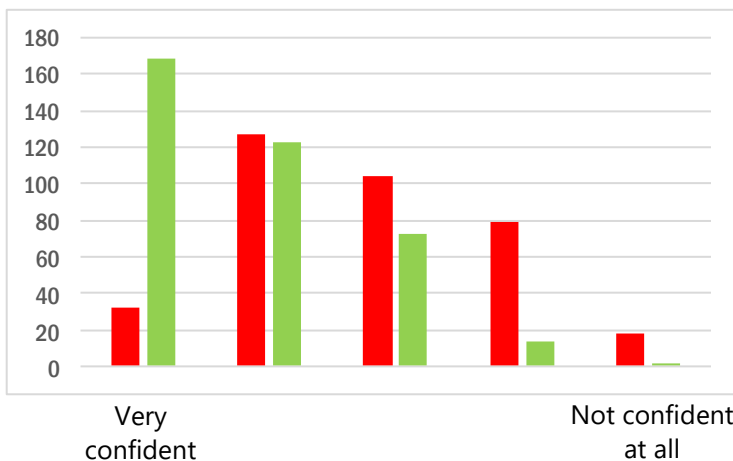
**25% improvement**

Before ■ After ■



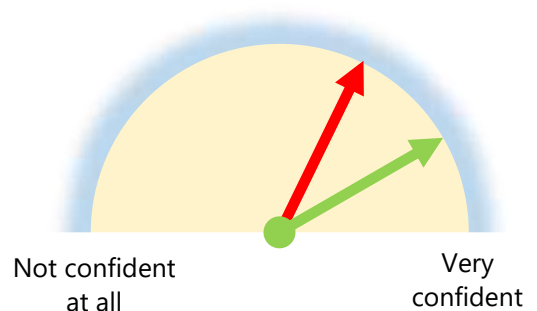
## Improving Self Confidence

How confident do you feel?



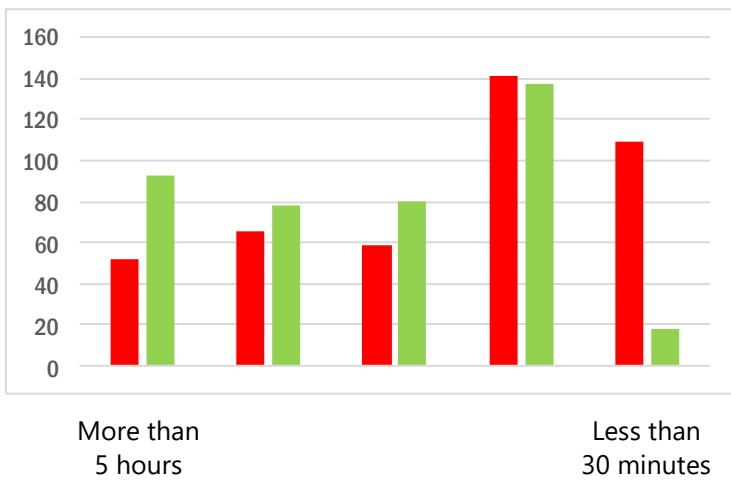
**19% improvement**

Before ■ After ■



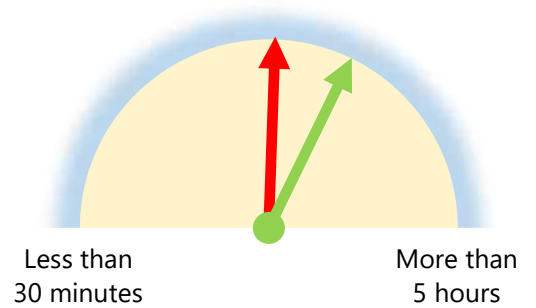
## Increasing Physical Activity

How many hours per week are you physically active?



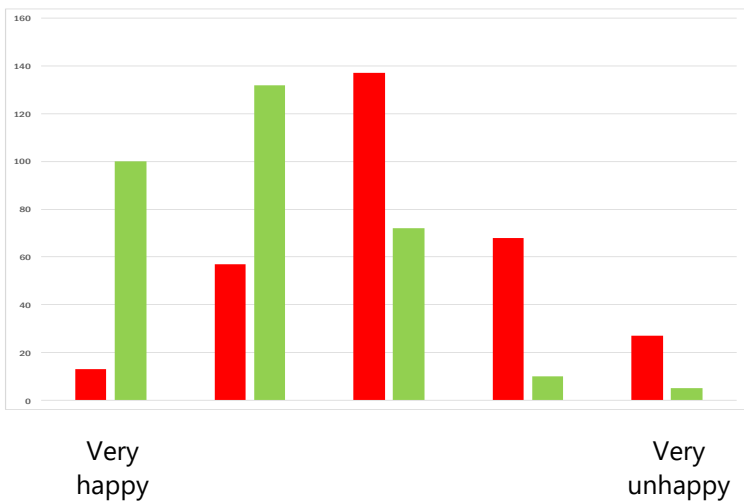
**13% improvement**

Before ■ After ■



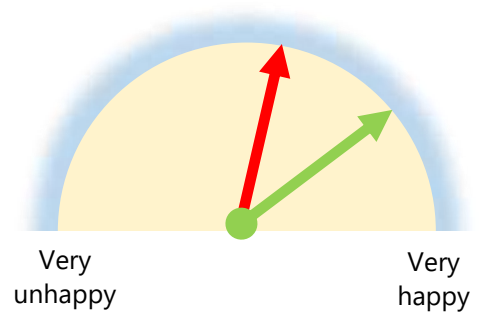
## Increasing Levels of Happiness

How happy do you feel on most days?



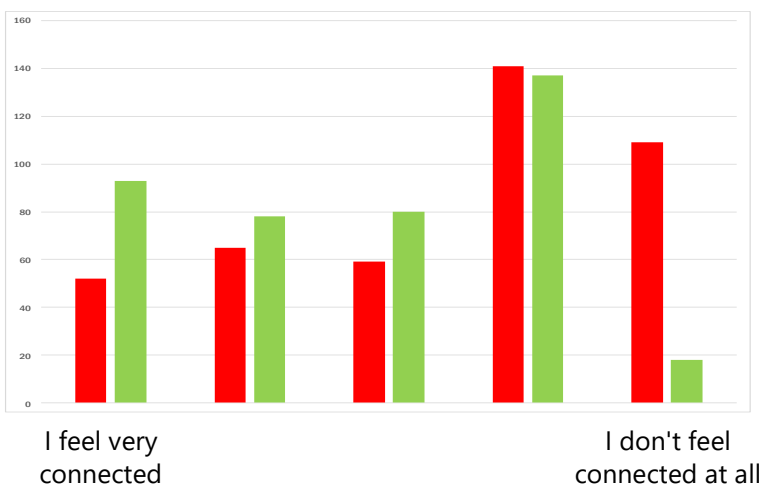
**23% improvement**

Before ■ After ■



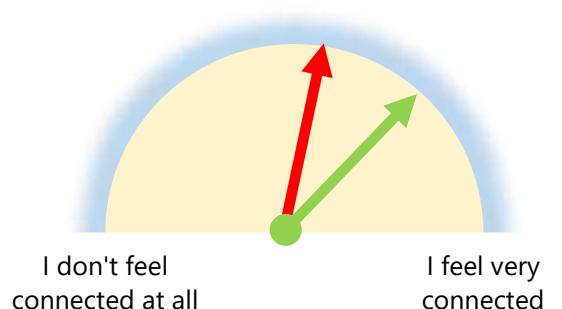
## Improving Neighbourhood Belonging

To what extent do you feel a sense of belonging in your neighbourhood?



**18% improvement**

Before ■ After ■



# Key Findings

## from CLES & VSNW



**Positive impact on Health and Wellbeing:** The Third Sector Fund has had a significant impact on the health and wellbeing of Salford residents over the last four years. This has been evidenced year on year through the case studies presented in each of the TSF evaluations and in this year's 'distance travelled' methodology. These positive impacts for the people and communities of Salford are a product of Salford CCG's commitment to, and investment in, the VCSE sector to deliver these positive health and wellbeing outcomes.

**A valued partnership:** The TSF is a cornerstone of Salford's approach to partnership working and has enabled responsive, local, VCSE activity focused on key strategic priorities. Strategic developments (both local and external) and local partnership thinking have fed into the design, delivery and focus, of individual grant funding streams and pots. This has meant that the programme has been flexible and rapid in its capacity to mobilise strategic VCSE activity.

**A robust process:** The evaluation of this year's grants programme has identified a tension between being a good grant giver and developing a robust evaluation system to measure the impact of the grants. Evidence has also emerged of the added value of the wrap-around support provided by Salford CVS, for example through the provision of development worker support which enhances the sustainability of groups and offers opportunities to build local networks and relationships beyond the direct impact of grant investment.

### Headline recommendation:

#### Invest in long-term outcomes and the sustainability of the VCSE sector:

Moving forward a key consideration for the fund is the length of time groups can be funded to deliver their outcomes. To date this has largely been restricted to one year of funding meaning that the opportunity to tackle longer-term health and wellbeing issues is being missed and the groups themselves aren't able to invest in their own sustainability.

This presents an opportunity in coming years to review and refine the scope of the Fund and secure the legacy of the Third Sector Fund as an intervention that had lasting impact in Salford on both the people that live there and the sustainability of the VCSE sector.

A full report will be available on Salford CVS' website from October 2019.



### Salford Stories: The Next Chapter

We're inviting local VCSE organisations to tell the world about the amazing work they're doing for the benefit of the people of Salford. Simply post to social media using: **#SalfordStories**

Facebook ♦ Twitter ♦ Instagram



Registered office: The Old Town Hall, 5 Irwell Place, Eccles, Salford M30 0FN  
0161 787 7795 office@salfordcvs.co.uk www.salfordcvs.co.uk  
Company Limited by Guarantee: 1948293 Registered Charity: 519361

