

Money, Trust and Impact: Social Value and the Comoodle Project



**Kirkles Council Position Statement
November 2016
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Executive Summary

Kirklees Council's resource sharing project, Comoodle, is approaching the end of its second year. The project team have acquired considerable experience in the practical business of lending Council assets to community groups, to support their activities, via our in-house website www.comoodle.com. Our learning has informed design of an online platform with enhanced functionality which will go live in late 2016. We hope to populate this platform with community groups and their assets as the Council transitions from the role of principal lender to facilitator of intra-community lending activity. In this way we will support the Council's objective of increased community capacity, helping groups to do more for themselves and each other.

Alongside the practical processes involved in lending we have trialled simple, robust models intended to measure the social value of these trading activities. Our original intention to devise an all-encompassing online currency or 'Comoodle Credit' has evolved into three separate, albeit co-dependant areas of investigation; social impact, monetary value and trust. We have come to recognise that as a Council, as a project and as a community we require different things from each of these areas, specifically:

Social Value: To justify and demonstrate to internal and external funders and adopters that Comoodle supports local priorities and can impact in a positive, measurable way on residents;

Monetary Value: To demonstrate that by borrowing instead of buying groups can save money; to show that where funding applicants can be diverted to Comoodle requests for grant funding can be diminished; to demonstrate that when Council assets are released to the community savings can be realised in terms of storage;

Trust: To encourage positive behaviours and activity on the Comoodle platform, thereby increasing sharing activity and building the positive profile of Comoodle; to raise Comoodle's profile as a trustworthy, desirable product that will attract investment and replication.

We have begun the process of incorporating these models into the trading process and are beginning to analyse and test the data that has been produced so far. Our end goal is a self-sustaining, online sharing community which is replicable in other areas and by other Local Authorities. We hope that ultimately, the data generated by the Comoodle platform will enable us to demonstrate that it delivers measurable savings, adds social value and supports locally-defined social priorities.

Introduction

Comoodle is Kirklees Council's resource sharing project, aimed at encouraging community groups to share their stuff, skills and space. From December 2016 this trading activity will take place via an online platform which will enable groups to offer, discover and share each other's assets to support their worthwhile activities. In this way groups will be able to do more with less, borrowing instead of buying whilst increasing their capacity to deliver social outcomes previously administered by the Local Authority. The project is funded with a €1 million grant from Bloomberg Philanthropies, awarded as part of the Mayors Challenge.

To date the vast majority of the 150+ trades facilitated by Comoodle, via a blog site incorporating request forms, have involved the Council lending to community groups. Whilst this trading activity has provided significant learning around the mechanisms of lending, the focus of our next phase will be to generate more lending between groups. The Council's trading experience, plus our intention to relinquish small assets to community 'custodians' will enable us to recruit and support willing and able organisations to lend assets, thus populating the online platform and testing its functionality in a wider variety of scenarios.

The Council's trading activity has also been used to test a succession of models and concepts around determining the social value of that activity. We have regularly reviewed and discussed our thinking and consulted with specialists in the field. A summary of events and workshops we have attended is provided below (see *Events Attended*). Participation in these events, combined with regular focus sessions to progress our thinking, has led to steady development in models and mechanisms to achieve and measure social and monetary value and trust through our Comoodle activities. This paper outlines our current thinking around these issues and what the future holds for this intriguing and complex aspect of our project.

What is social value?

Extensive academic research has explored social value: the notion that social activity such as volunteering carries with it an inherent value or benefit which ought to be quantifiable. Typically, the desire to quantify this value stems from a need to relate the activity to monetary savings and consequently social value tends to be expressed in monetary terms. Two models which we have considered in previous papers are:

Social Return on Investment (SROI)

<http://www.socialvalueuk.org/resources/sroi-guide/>

Wellbeing Valuation Approach (WVA)

<http://www.hact.org.uk/blog/2013/10/29/understanding-wellbeing-valuation>

As previously discussed, SROI relies on gathering large amounts of detailed information after an activity has been completed and outcomes are known. Aside from the fact that opinions can differ as to which proxies should be applied to a given case, our experience has shown that obtaining this amount of information after an activity is problematic. Asking a Comoodle user to accurately assess the impact of their activity on a large number of individuals, against numerous criteria, is impossible to achieve with a consistent level of accuracy. SROI and WVA may be appropriate quantitative models for other purposes but they are not suitable as social value models for Comoodle.

In considering existing social value models we reached a number of conclusions, namely that if we propose to measure social value of Comoodle activity:

- We need to assess the activity which the trade was intended to support, rather than the trade itself;
- We need the assessment to be conducted by the borrower, who understands the activity being proposed albeit in general terms, rather than the lender or by a disconnected third party in the 'back office';
- The assessment should be carried out at the point of making the borrow request, rather than after the activity is completed;
- The assessment needs to be simple, unambiguous and able to be completed by a non-specialist user with general knowledge about the likely outcomes of the activity;
- The information should be gathered in no more than 5 questions or steps and
- The responses should give some indication of the relative value of an activity compared to another

We set about considering what information we would need to gather from Comoodle borrowers at the point of request, and what we needed to ascertain from this information.

How to value a trade?

When the Comoodle project was proposed, it was envisaged that trades conducted via the platform would generate 'Comoodle Credits'; an online currency which users would earn by lending and spend by borrowing. The purpose of the 'Comoodle Credit' was twofold – to encourage fairness and balance between lending and borrowing and to offer a measure and indication of the volume and value of trading activity taking place (it may however lead to monetary savings on the part of the borrower as discussed later).

At an early stage it became apparent that applying such a 'currency' to trading activities was neither workable nor particularly desirable. Gearing this currency to reflect the comparative value of, say, a spade and an hour of someone's time inevitably leads one to relate these assets in monetary terms, as money is a universally understood measure of quantifying dispirit goods and services. Even if this could be done accurately and coherently, reducing the value of a trade to simple pounds and pence terms contradicts the sharing ethos of Comoodle and of itself, offers limited insight into the social value of the activity taking place.

Having clarified with our sponsors Bloomberg Philanthropies that a visible trading currency was not a required feature of the Comoodle platform, we applied ourselves to defining what was needed from the platform in terms of measuring trading activity.

Why bother?

But why bother doing this at all, given that we had concluded a Comoodle 'currency' was no longer considered appropriate?

Our experience so far suggests that Comoodle users are not particularly interested in measuring the social value of their activities. Whereas a group who are applying for funding for a long-term project, with a defined social outcome, understand the need to demonstrate

what they hope to achieve with the money, a group asking to borrow a piece of equipment for a one-off event may be put off from doing so when confronted with a long questionnaire. There is, we believe, a rapidly arrived-at tipping point where the inconvenience involved in borrowing an item outweighs the saving or benefit.

[Furthermore we have observed that groups are not skilled at telling the story of their activities and objectives in a narrative form. There seems to be a lack of recognition that securing an asset depends upon conveying its importance and the impact of the activity to the potential lender. As one group put it, “we just want the stuff.” We are exploring provision of digital storytelling training for groups to increase their skills in this regard.]

As far as the user is concerned fairness, convenience and reliability are paramount. Users have to be able to trust one another if they are to share potentially valuable assets. We therefore realised that our platform needed mechanisms for building trust and fairness among users. This developed into an area of research separate from social value, explored later in this paper.

However as we, the facilitator of Comoodle, are concerned we do also need to demonstrate the social value of activities being conducted on the platform. We have designs on sustaining Comoodle beyond the cessation of Bloomberg funding in 2018. There is a cost implication in doing so, even if these costs are only associated with hosting the platform. Whether those costs are mitigated by garnering support from our own Council, exporting Comoodle to other cities or a combination of both, it is incumbent upon us to demonstrate that Comoodle delivers a quantifiable value and / or monetary savings where it is implemented.

What can we demonstrate?

We needed to gather information from Comoodle borrowers at the point of request; information which was clear-cut, unambiguous and able to be analysed. We decided to ask requesters a series of simple questions which would generate invisible ‘scores’ in the back office system but which, as far as the borrower is concerned, do not impact on the likelihood of their being granted or refused the request. In this way the requester is not enticed to overstate the benefits or scope of their activity and we are more assured of obtaining accurate and genuine information. We intend to remove, as far as possible, our own internal perception of the social value of an activity as a factor in borrowing success.

Originally we had envisaged situations whereby two groups might simultaneously request one asset. In such a circumstance, we hoped to use a social value ‘score’ to determine which activity was more deserving of the asset. Our strategy now involves disseminating Council assets where possible to the community and reducing the Council’s role as principle lender. Consequently where an item is contested, the decision as to who receives it will lie with an external lender and their decision will be based on the requester’s description of their proposed activity and a range of factors not dictated by any unseen social value ‘score’.

Currently Comoodle asks requesters the following questions: [see Appendix 1 for full details]

1. *What's your activity mainly about?*

When making the case for Comoodle's existence to our own leadership, we need to demonstrate that it supports the Council's priorities. This makes Comoodle activities directly relatable to the Council's objectives. The user is asked to choose from a drop-down list of descriptors which are a distilled version of a resident survey conducted several years ago.

Although subject to change, we believe that the descriptors are clear and distinct enough for a user to select their main activity with minimal fuss. In the background, we have explored how we process this information. We are able to apply unseen weighting to each of these activity types so that if, for example, *Improving Transport* becomes the Council's top priority, requests selecting this activity type will attract a higher 'score'.

We have already found that the descriptors visible to Comoodle users fit well with changing Council themes that we need to report on. If a user selects *Community Spirit* as the main outcome of the activity, the back office will report this activity as supporting *Building Community Capacity*. [See Appendix 2]

The attraction of this feature is that another authority implementing Comoodle can tailor the descriptors, the weighting and back-office grouping of these activities to reflect their own local priorities.

2. *How many people will benefit?*

The user selects from a drop-down range to indicate how many people will benefit from the proposed activity. Drop-downs with progressively broader ranges remove the difficulty, for the user, of trying to calculate and enter a free-text number of participants. The back office assigns a score to each of the drop-downs, the lowest score being 1-10 participants and the highest being 251+ participants.

When the project team tallies the total number of participants who have benefited from Comoodle, we select the lower end of the scale for each activity for our calculations. In other words if a user has selected '51 to 100' as their figure, we state in our report to senior management that the activity has benefited *at least* 51 participants. This is to forestall any concern that we are overstating our impact.

We have discovered that the ability to state conservatively how many people have benefited from Comoodle and in what respect is attractive to senior management.

3. *How much difference will it make to people's lives?*

The most challenging aspect of calculating social value is the level of impact to the individual. SROI (see above) relies on detailed analysis of multiple aspects of an individual's life and the impact thereon. This is not feasible for Comoodle as previously discussed. Instead the user selects one of 5 drop-down descriptors indicating how much the activity will improve people's lives and for how long. The higher the level of impact and the longer the duration, the higher the background 'score'.

4. How important is the thing you want to borrow?

To forestall objections that the activity would have happened even without Comoodle's involvement, the user is asked to select one of 5 drop-down descriptors indicating how crucial the lend is to successfully carrying out the activity. The more crucial the asset, the higher the background 'score'.

What have we gathered?

To date we have collected full data sets (i.e. we have asked all four social value questions) for over 50 borrowing requests. The breakdown of scores for these requests is shown at Appendix 3. Whilst this is not a large test pool it has enabled us to begin considering whether the questions we are asking give rise to meaningful responses, and whether our scoring system is appropriate.

Analysis of this data is at a very early stage but our impressions so far are that;

- We have the nucleus of a model that requires considerable further refinement
- Social impact is not directly relatable to monetary value per this model, at least not without a very much larger dataset
- Underlying monetary value has been assigned on a somewhat ad-hoc basis and a tighter, more consistent valuing system is required. This will be easier to deliver on the live platform
- Users understand the nature of their activity and the segmentation of activity types is broadly accurate, enabling us to relate Comoodle activity to Council priorities
- Assigning weighting to these activity types would likely give us scores of greater interest to senior management
- There is a need to better emphasise to requesters that inflating the impact of their activity will not enhance their likelihood of receiving the asset. We have a strategy to pursue this
- We may need to introduce a fifth question to better elicit the importance of the asset in the overall context of the activity.
- Once we have settled on this, the numerical values underlying the scoring system need to be revisited to generate a score in whole numbers, ideally one that is conceptually accessible at first sight e.g. a score out of 100

Monetary Value

As discussed above and in previous papers, extant social value models are intended to demonstrate that a given investment in social activity can generate a saving in direct public spending to achieve the same outcome. If it can be shown, for example, that a £10 investment in a social fitness activity will achieve the same improvement in wellbeing as direct publicly-funded provision of £100 in fitness classes, that 10:1 return on social investment is a win that everyone can grasp and buy into. This model, the SROI model, quotes that 10:1 ratio effectively as the social value 'score' of the activity.

Comoodle diverges from this model in that individual activities (like a fundraising event) are not seeking funding to be spent, but borrowed assets that will be returned. Furthermore in our model, the final detailed analysis of who did what and how much they each benefited does not take place.

Notwithstanding, Comoodle does have a need to demonstrate a return on investment – investment in its continuing existence. There is a need to identify funding streams to sustain Comoodle and enable us to deliver more and better social outcomes, with associated learning around social impact measurement. It will be beneficial therefore if we can peg outcomes to financial savings. We know that Comoodle is a worthwhile concept with the power to effect real change. Given sufficient time and a compellingly large dataset it may be possible to show that, say, uptake of Comoodle is commensurate with a drop in funding applications for social activity with no diminution in provision.

The first part of the answer has been provided by community groups themselves, and is the obvious draw from the community's point of view. Many times during the project we have heard: "Borrowing this meant we didn't have to buy it, so we saved money for other things." So how much did they save? Determining this formed the first part of our model.

When considering what a trade is worth in monetary terms, we concluded that the lender rather than the borrower should specify what their asset was worth. Thus, the value of the trade is based around the thing that was actually borrowed rather than a hypothetical purchase on the part of the borrower. Having convened a 'hothouse' event to explore this issue we settled on version 1.0 of a monetary value model which runs as follows:

Stuff

To determine the monetary value of a loan of 'stuff', we first ask the lender to provide the current individual purchase value of the item in its current condition. If the value is greater than £100 we then ask the lender to state what they would expect to charge per day if they were hiring it out. Therefore a 2-day loan of 2 cameras each worth £120, with an individual hire rate of £30 per day, would be scored at $2 \text{ (days)} \times 2 \text{ (items)} \times 30 \text{ (£ daily rate)} = £120$ lend.

If the item value is £100 or lower, the lender is not asked to provide a daily hire rate. Instead, the daily hire rate is automatically calculated as $1/5$ of the item value. Therefore a 2-day lend of 2 litter pickers each worth £20 would be scored at $2 \text{ (days)} \times 2 \text{ (items)} \times 4 \text{ (£ daily rate)} = £16$ lend.

In either case, the monetary value score of the loan can never exceed the purchase value of the item. Therefore a 6-day loan of a litter picker worth £20 will receive the same monetary value score as a 5-day loan. It would not be reasonable to attribute to a loan a higher value than the item itself is worth.

Space and Skills

As with stuff valued over £100, the lender specifies a daily (or, potentially once the site has developed further) hourly rate they would expect to charge for their skill or space and this rate is applied to the duration of the lend to produce the monetary value score for the loan.

Too much information?

Focus sessions with our platform developer have highlighted concerns with this model. It was felt that asking lenders to state the value of their asset detracted from the collaborative ethos of the project. If it is all about sharing, why are we asking them to put a price on their asset?

We have recognised that the issue of asking people to 'name their price' has to be handled with care. The narrative around this question needs to be framed in such a way that the cost saving to borrower groups is emphasised. The cost value of the asset is not made visible to the borrower, or anyone else on the site, which again removes any incentive to over-inflate or reticence. It is emphasised to the lender that this information is for back office purposes only, perhaps to feed a landing page 'banner' which shows how much money in total the community has saved by using Comoodle. It is quite possible that to gain buy-in, the monetary value question for lenders when building the profile of their asset is an optional rather than mandatory field. The homepage banner could be activated only once a sufficient level of traffic has been established, so that early adopters cannot guess how much money individual assets are worth by the increasing (but low) total.

How does this help? Again, why bother?

A running total of how much community groups are saving on assets may be eye-catching on the website but how will it incentivise other cities to invest in us?

Comoodle activity will not, of itself, generate revenue for the Council although it may support groups' fundraising activities. As discussed below this activity may generate savings however there is no known model whereby Comoodle activity, even activity assigned a social value score and where the value of lent assets is known, generates revenue or precipitates directly quantifiable savings.

This is unsurprising, given that Council activities of a kind that lend themselves to Comoodle are not in any sense revenue generating. Comoodle will not enable the Council to make money where it did not do so before. As discussed below it may enable the Council to generate savings on the basis of its current relationship with the community, but at this stage it feels as though the social and monetary data generated by the platform will support its replicability rather than constituting the central selling point

Grant funding applications

We have already seen on a very small scale that when grant funding applicants are prevailed upon to borrow instead of buy, and do so successfully, they retract their request for funding. Success in this area has been limited owing to the small pool of suitable assets available on Comoodle but feedback suggests that groups are open to the concept of borrowing. A caveat has been inserted into a small number of Council grant funding agreements that assets purchased with grant money are to be made available for other groups to borrow through Comoodle. There appears to be no resistance to this new condition of funding.

Over the next couple of months we plan to revisit the whole question of funding applications, with the enhanced resource our new Project Officer brings to the team. Any funding applications which have been granted under the new Comoodle lending condition will be reviewed and any suitable assets will be added to the new Comoodle platform, in discussion with the groups, to boost content and generate traffic. During the review of grant applications there will be an emphasis on identifying repeat instances where multiple groups have requested one type of item that can be shared. If such items are identified this will indicate savings that could have been realised through a functioning Comoodle platform, by facilitating sharing instead of paying multiple grants.

An issue of trust

Earlier we discounted the Comoodle 'currency' as a mechanism to engendering trust and 'fair play' within the platform environment, while acknowledging that these are critical factors in Comoodle's success. Although this area of research has evolved separately to the social value question, it seems appropriate to give a brief overview of our thoughts around trust.

We have conducted research into the trust systems used by a range of collaborative sites. Collaboration cannot exist without trust and sites like Uber and Airbnb which incorporate a trading element have all adopted trust mechanisms, for example:

Uber – Passengers give drivers a rating from 1-5 stars; these are averaged out and if a driver's rating falls below a certain level they are removed from Uber. The site is trialling a ratings system whereby passengers select thumbs up / down or happy / neutral / sad emoji.

Airbnb – Users (hosts and guests) write reviews. Guests use a primary star rating system and then a number of sub-category star ratings e.g. cleanliness. Hosts can become 'Superhosts' by maintaining a high level of activity and reliability, and superior star ratings.

Blablacar – Users rate each other and receive credit for completing their profile to progress through 5 experience levels: Newcomer, Intermediate, Experienced, Expert, Ambassador.

Streetlife – Users can earn a variety of badges which are displayed on their profile, earned by exhibiting good behaviours on the site e.g. starting conversations, frequent visits

We have conducted a focus session with our platform developer to consider models for engendering trust. Options are being considered including:

- Users can initially only borrow one item; as their ranking improves they can borrow more. This system is problematic where groups are borrowing multiple items once a year e.g. for a summer fete;
- Users earn status by offering and requesting items, which are negated if the deal falls through;
- Status awarded for completing profile fully, being a frequent visitor / user and posting content e.g. stories
- Status is impacted by feedback from other users

What's next?

As it transitions from a blog site to a bespoke online platform, comoodle.com will need to retain the functionality to capture social and monetary value data. A design sprint is planned with our platform developer to map this functionality and we will take the opportunity to revisit our model and refine it in the light of this report.

Our thinking around social value measurement is constantly evolving and we recently attended an event by the Football Foundation, *Seven Steps to Measuring and Communicating Impact*, which gave us further avenues to explore. A key theme of this event was that impact can be legitimately conveyed through a blend of numerical evidence and narrative content. Our next report will consider how the learning from this event can be incorporated into our wider social value strategy for Comoodle.

Conclusions

Over the course of the project we have progressively disaggregated the concepts of social value, monetary value and trust to pursue three strands of research. This is due to our realisation that Comoodle requires different things from each of these concepts and has to treat them individually rather than as a homogenous mechanism or system. As the Cabinet Office report *Social Value Act: Implementation and Measurement*, which focuses on practical implementation of social value measures by three local authorities, states in its *emerging consensus on measurement*:

'...it is impossible to have a standard measurement framework to apply across all contracts for social value, but that there needs to be a loose strategic framework with the flexibility to adapt measurement techniques and approaches to each contract.'

http://www.socialenterprise.org.uk/uploads/editor/files/SVimpactmeasurement_eval3contracts_final.pdf

So given that we will garner and measure these values separately, what do we need to achieve in respect of each?

Social Value: To justify and demonstrate to internal and external funders and adopters that Comoodle supports local priorities and can impact in a positive, measurable way on residents;

Monetary Value: To demonstrate that by borrowing instead of buying groups can save money; to show that where funding applicants can be diverted to Comoodle requests for grant funding can be diminished; to demonstrate that when Council assets are released to the community savings can be realised in terms of storage;

Trust: To encourage positive behaviours and activity on the Comoodle platform, thereby increasing sharing activity and building the positive profile of Comoodle; to raise Comoodle's profile as a trustworthy, desirable product that will attract investment and replication.

Whilst we have not abandoned altogether the ‘Rosetta Stone’ of a model which combines all three of these strands in one cohesive formula or score, we believe there is more merit for now in developing these three strands separately to make them robust and resistant to challenge. We will continue to build data for each strand in once we have established the platform proper, will explore how else this data might be used to secure Comoodle’s future. That, ultimately, is the aim of our social value journey.

Further reading:

Stanford Social Innovation Review: Measuring Social Value

http://ssir.org/articles/entry/measuring_social_value

Leaping Frog Publications: Measuring Social Value – The Fundamentals

<http://leapingfrogpublications.co.uk/housing-society/measuring-social-value-the-fundamentals/>

Events Attended

Event	Organisation	Date
<i>The State of Social Capital in Britain</i>	Understanding Society	November 2015
<i>Social Return on Investment</i>	Barnsley Metropolitan Council	February 2016
<i>The Local Authority & the Sharing Economy</i>	Local Government Information Unit	February 2016
<i>Seven Steps to Measuring and Communicating Impact</i>	The Football Foundation	October 2016
<i>Sharelab: Social Value in the Collaborative Economy</i>	Nesta	November 2016

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Appendix 1 – Social Value Questions and Responses (with current allocated scores)**Question 1: What's your activity mainly about?**

Response	Score
Community Spirit	Not currently weighted
Helping Young People	
Helping Older People	
Improving the Environment	
Improving Safety	
Improving Transport	
Providing Useful Information	
Improving People's Job Prospects	
Improving People's Homes	

Question 2: How many people will benefit?

Response	Score
1-10	2
11-50	4
51-100	6
101-250	8
251+	10

Question 3: How much difference will it make to people's lives?

Response	Score
It will dramatically improve people's lives on a permanent basis	5
It will make a major, long-term difference to people's lives	4
It will give significant benefits with some ongoing impact	3
It will give people benefit whilst the activity is taking place	2
It will not change participants' lives but is a worthwhile activity	1

Question 4: How important is the thing you are requesting to the activity you are proposing?

Response	Score
Crucial - The activity can't go ahead without it	1
Very important - If we can't borrow it, we'll need to find something similar elsewhere	2
Important – The activity can go ahead without it, but will be hampered	3
Useful - The activity can go ahead without it, but won't be quite as good	4
Nice to have – We'd like to borrow it, but the activity can go ahead OK without it	5

Example 1: An event for 300 people (10) which will dramatically improve people's lives on a permanent basis (5) and the asset is crucial (1) **TOTAL SCORE: $10 \times 5 / 1 = 50$**

Example 2: An event for 4 people (2) which will not change people's lives but is a worthwhile activity (1) and the asset is nice to have (5) **TOTAL SCORE: $2 \times 1 / 5 = 0.4$**

Appendix 2 – Council Priorities which are supported by Comoodle Activity Types**Council Priority - Supporting Early Intervention and Prevention**

Comoodle Outcome	How the Council Defines This
Community Spirit	Building Community Capacity
Helping Young People	Early Help for Children, Young People and Families
Helping Older People	Early Help for Adults
Providing Useful Information	Information, Advice and Signposting

Council Priority - Supporting Economic Resilience

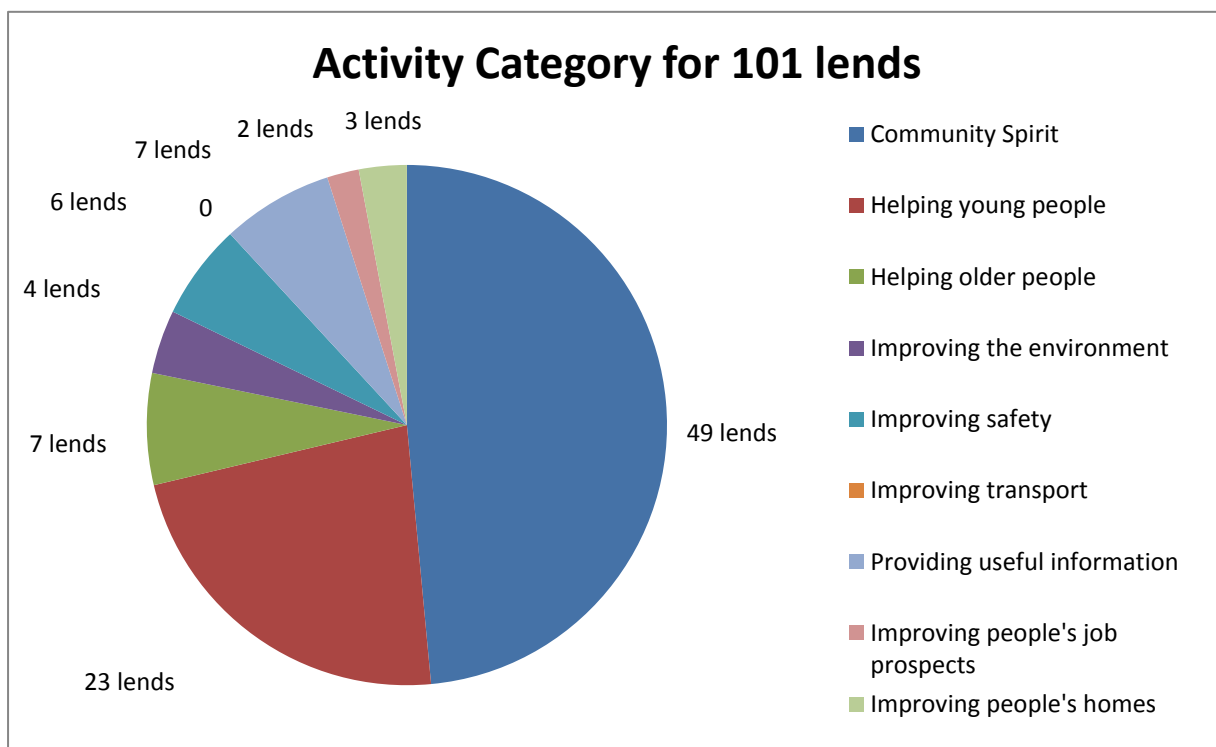
Comoodle Outcome	How the Council Defines This
Improving the Environment	Quality of Place
Improving Safety	Supporting Community Safety
Improving Transport	
Improving People's Job Prospects	Improving access to employment
Improving People's Homes	

Appendix 3 – User-Defined Social Value Scores for First 50 Comoodle Requests

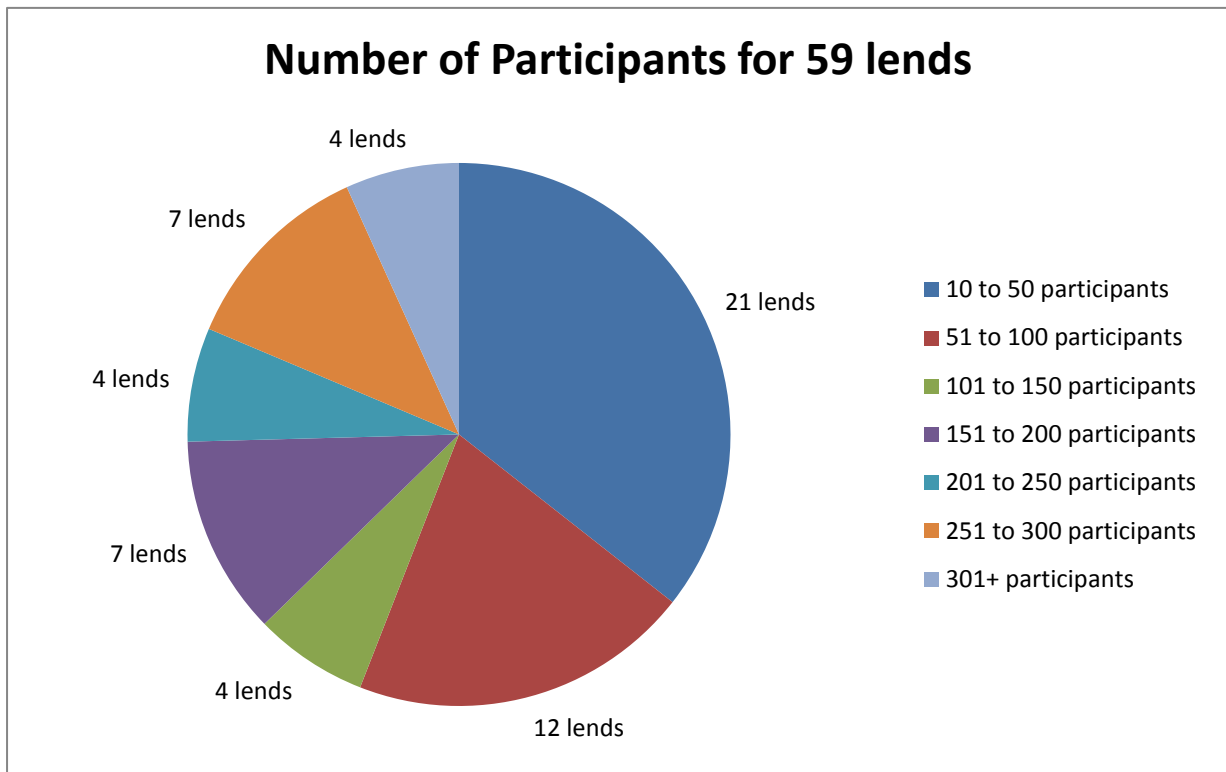
#	What Requested (may not be what was provided)	Stuff	Skills	Space	No. Participants	Participants Score	Impact Score	Trade Monetary Value	What is activity about?	How important is the asset	Overall Social Value Score
1	6 x lit pickers 6 x gloves 6 x hi viz tabards	✓			251	10	4	£45.60	Community Spirit	1	40
2	Moving events equipment 22/07 - 25/07	✓			251	10	4	£120.00	Community Spirit	1	40
3	Van to transport sports equipment, speakers etc. 05/08	✓			251	10	5	£90.00	Community Spirit	2	25
4	Games for summer fair 17/06 - 01/07	✓			200	8	3	£25.00	Community Spirit	1	24
5	28 or 56 pedometers 27/06 - 02/07	✓			200	8	3	£25.00	Community Spirit	1	24
6	Bouncy castle, bats and balls, sandpit, funfair rides, events skills	✓	✓		101	8	3	£7.00	Community Spirit	1	24
7	Van for toys 22/07	✓			110	8	4	£120.00	Helping young people	2	16
8	Van for toys 12/08	✓			105	8	4	£120.00	Helping young people	2	16
9	2 x Escort vans for 3 days refugee goods	✓			1000	10	3	£180.00	Improving safety	2	15
10	Meeting chairs, storage cabinet, operator chairs	✓			160	8	5	£214.00	Community Spirit	3	13.3
11	Generator, lighting, inflatables, van, gazebo, toilets 01/07	✓			1000	10	4		Helping young people	3	13.3
12	Games, Alice in Wonderland props	✓			200	8	3		Community Spirit	2	12
13	Van to transport 12 wheelchairs 25/07 - 26/07	✓			11	4	3	£30.00	Community Spirit	1	12
14	Van to move tables, chairs, food, drink	✓			251	10	2	£90.00	Community Spirit	2	10
15	Games 25/08	✓			51	6	3	£24.20	Helping young people	2	9
16	Giant Jenga for family fun 29/6 to 01/7	✓			250	8	5	£63.95	Helping young people	5	8
17	Rounders set for BHF fundraising match	✓			11	4	4	£4.00	Community Spirit	2	8
18	Games 19/07 - 22/07	✓			11	4	4	£409.55	Helping young people	2	8
19	Forest classes materials	✓			200	8	3		Helping young people	3	8
20	Games for summer fair 01/07 - 04/07	✓			300	10	2	£77.99	Community Spirit	3	6.7
21	Target rings, tables x2, event trailer & hook-a-duck 13/08	✓			50	4	5		Helping older people	3	6.7
22	Games for QBP 10-13/06	✓			56	6	3	£168.00	Helping young people	3	6
23	Bike, smoothie maker 16/07 Community Funday	✓			50	4	3	£90.00	Community Spirit	2	6
24	Games for gala 03/07	✓			250	8	3	£132.78	Community Spirit	4	6
25	Games for music festival 21/07 - 25/07	✓			51	6	2	£130.34	Community Spirit	2	6
26	4 green bowling balls and jack	✓			10	2	3	£187.95	Helping older people	1	6
27	Games for Picnic in the Park 29/07 - 31/07	✓			60	6	3	£99.82	Community Spirit	3	6
28	Games for family fun day 29/07 - 01/08	✓			51	6	3	£118.19	Community Spirit	3	6
29	Sports equipment for 'Olympics' summer fair 01/07	✓			225	8	3		Helping young people	4	6
30	15 hi vis vests 05/08 - 08/08	✓			101	8	2	£32.00	Helping older people	3	5.3
31	Activity bag x2, large sticks, large skittles 01/07 - 04/07	✓			20	4	4	£182.00	Helping young people	3	5.3
32	Games / Sports Eqpt	✓			300	10	2	£145.98	Community Spirit	4	5
33	2 Large Generators 09/07	✓			1200	10	2		Community Spirit	4	5
34	Gazebo transport for QB celebration	✓			100	6	3	£20.00	Providing useful information	4	4.5
35	Garden games 04/07 - 12/07	✓			39	4	3	£66.09	Helping young people	3	4
36	Games for Church Family Fun 13/08	✓			11	4	3	£133.58	Community Spirit	3	4
37	Games 15/08 - 24/08	✓			11	4	3	£78.44	Helping young people	3	4
38	Games for Olympic day 17/07	✓			100	6	2	£218.95	Community Spirit	4	3
39	Games for charity sports tournament 12/08 - 15/08	✓			51	6	2	£94.89	Community Spirit	4	3
40	Games for company summer party 21/08	✓			70	6	2	£110.94	Community Spirit	4	3
41	Target Mat Nts & Cross Skitts Dominos 7-12/7	✓			50	4	3	£73.51	Community Spirit	4	3
42	Games 09/06 - 13/06	✓			40	4	2	£162.40	Helping young people	3	2.7
43	Games 20/6 - 27/6	✓			50	4	2	£68.99	Community Spirit	3	2.7
44	Games for Gala Saturday 9 July	✓			50	4	3	£138.38	Helping young people	5	2.4
45	Cones 20/07 - 25/07	✓			11	4	3	£12.00	Community Spirit	5	2.4
46	Parachute 08/07	✓			30	4	3	£13.60	Helping young people	5	2.4
47	Large world balloon 11/06 - 13/07	✓			30	4	3	£12.00	Community Spirit	5	2.4
48	Anything available for summer fair 02/07	✓			50	4	2	£9.60	Providing useful information	4	2
49	Gazebo transport for QB celebration	✓			50	4	2	£173.06	Community Spirit	4	2
50	Giant Jenga 12/08 - 16/08	✓			11	4	2	£58.39	Community Spirit	4	2

Appendix 4 – Analysis of User-Defined Social Value Data Gathered to Date at Point of Request

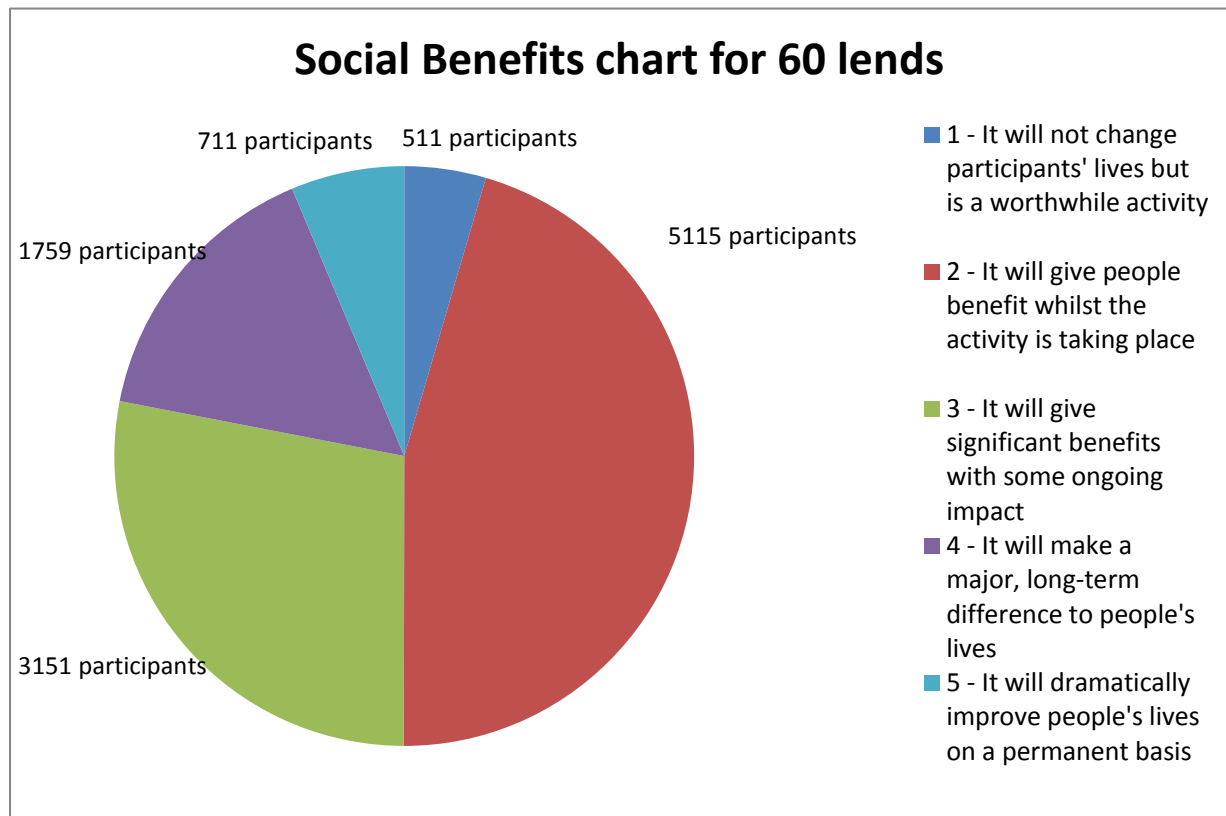
Note: The social value questions were introduced at different stages in the project therefore data exists for some lends but not others. Additionally the question regarding number of participants was originally a free-text box therefore the participant numbers shown below are not divided according to the current 5 drop-down ranges.



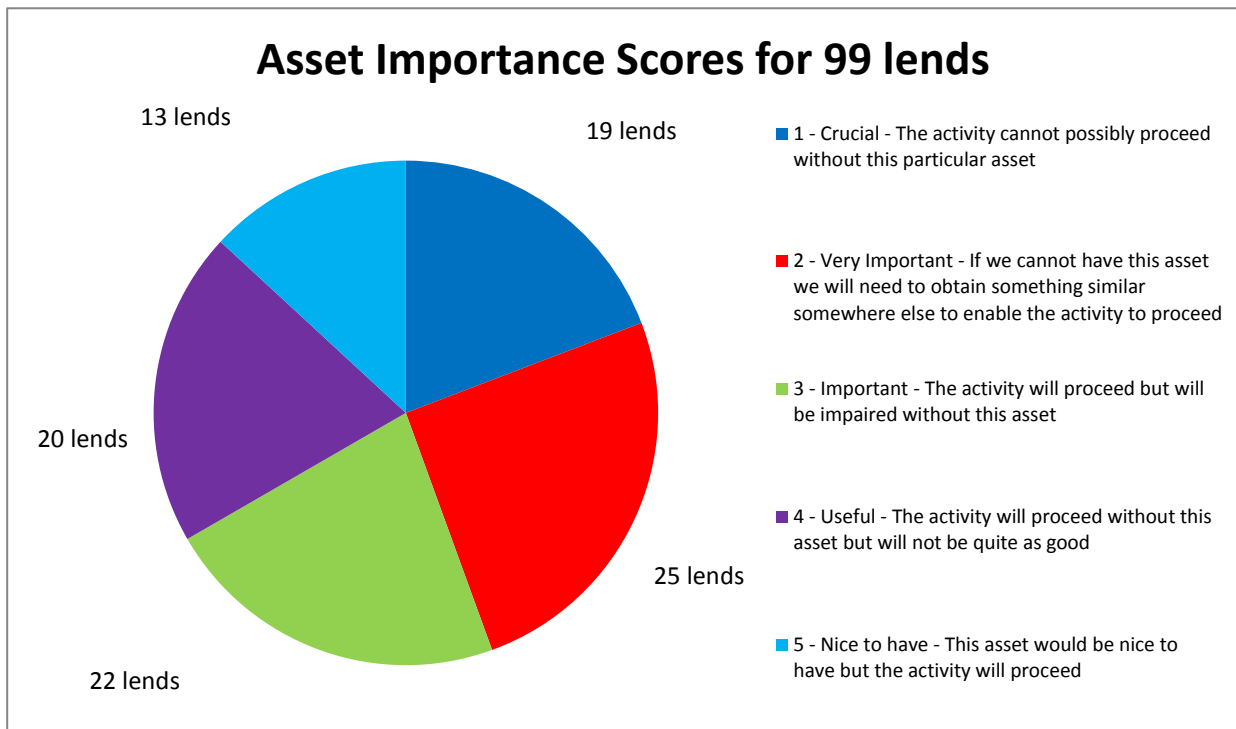
Category	No of Lends	% of Lends
Community Spirit	49	48.52%
Helping Young People	23	22.77%
Helping Older People	7	6.93%
Improving the Environment	4	3.96%
Improving Safety	6	5.94%
Improving Transport	0	0.00%
Providing Useful Information	7	6.93%
Improving People's Job Prospects	2	1.98%
Improving People's Homes	3	2.97%
	101	100.00%



No of Participants	No of Lends	% of Participants
10 to 50	21	35.60%
51 to 100	12	20.34%
101 to 150	4	6.78%
151 to 200	7	11.86%
201 to 250	4	6.78%
251 to 300	7	11.86%
301+	4	6.78%
	59	100.00%



Impact	No of Lends	No of Participants	% of Lends	% of Participants
It will not change participants' lives but is a worthwhile activity	3	511	5.00%	4.54%
It will give people benefit whilst the activity is taking place	17	5115	28.33%	45.48%
It will give significant benefits with some ongoing impact	27	3151	45.00%	28.02%
It will make a major, long-term difference to people's lives	8	1759	13.34%	15.64%
It will dramatically improve people's lives on a permanent basis	5	711	8.33%	6.32%
	60	11247	100.00%	100.00%



Importance	No of Lends	% of Lends
Crucial	19	19.19%
Very Important	25	25.25%
Important	22	22.23%
Useful	20	20.20%
Nice To Have	13	13.13%
	99	100.00%