



A Report on Horndean Community Association's Social Value

20.11.2011



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At Community Matters, we believe that local community groups and volunteers are the backbone of civil society which is why we have dedicated over 65 years' to becoming the largest network of community organisations, public bodies and individuals working to build these strong communities.

Through providing an array of services and tools designed to help members with every aspect of running a community organisation and more specifically with commissioning and asset transfer, we acknowledge what our members want and ensure we relay important messages to Government by acting as a 'voice' through advocacy, undertaking research and participating in social policy debate.

This report was produced by

YourValue!

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Introduction

This report has been prepared using Community Matters' Your Value!, and is an assessment of the social value of the work and activities of Horndean Community Association.

Your Value! helps community organisations demonstrate their social value. It works with the organisation to explore the strength of their Local Relationships, their Social Impact, Economic Impact, and Environmental Impact. It is designed to make the group put a mirror to their organisation's activities and consider objectively what effect they have on their social value to their local community. They are asked to produce evidence in support of their findings and YourValue! then collates this evidence and data into this Final Report for the group to show to funders and other stakeholders.

This assessment of Horndean Community Association's social value was completed with the support and scrutiny of Stephenie Linham, who acted as the group's Critical Friend. The Critical Friend acts to test and verify the organisation's self-assessment.



Overview

Horndean Community Association describes themselves as:

Horndean Community Association is at the Centre of our Community providing for Groups, Activities, Services, Wedding Venue, Corporate Functions, Hall Hire, Theatre, Pre-School, the Arts, plus much much more, for the Parish of Horndean and surrounding areas.

Commenting overall on Horndean Community Association's social value, Stephenie Linham said:

"Horndean Community Association is an active organisation at the heart of its community and a key provider of services and facilities in the area to meet the identified needs of local people. They have a strong team of volunteers, recognise the mutual benefit of volunteering and support their community to have a voice. A team of volunteers always provide a very warm welcome as you enter Merchistoun Hall. They rightly see their building as the resource to help them deliver their charitable objectives to the community. The extensive grounds are open for the public to use and include play facilities and a pond. They are innovative, always willing to take on a challenge, open to new ideas and willing to share their time and expertise generously with other voluntary and community groups who may need support. They fully understand and are committed to partnership working as an equal and valued partner and they and their community have benefited hugely from the opportunities this has provided. They play a leading role in Extended Services in the area, village regeneration and the Parish Plan. They are fully inclusive with a wide range of activities - an excellent pre-school, a youth arts programme that has been supported to become fully independent, holiday activities and a full programme particularly for older persons with personalisation and the needs of isolated older persons firmly on their agenda for the near future."



Vital Statistics – Volunteers and Users

Horndean Community Association's Volunteers

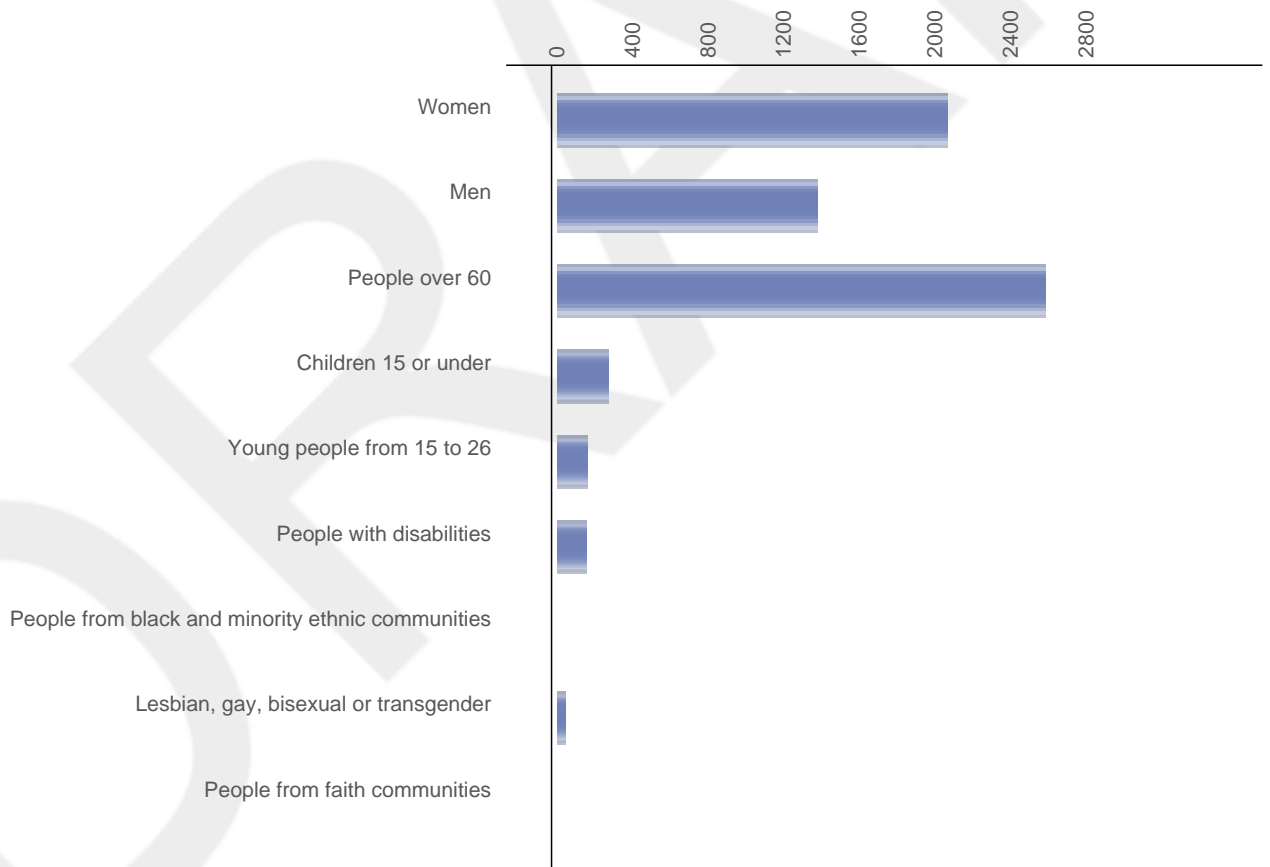
Encouraging and supporting local volunteering is an important benefit of community organisations. Your Value! helps groups put a financial figure on the value of this volunteering

The total financial value of Horndean Community Association's volunteering over a year is

£198201.00

Your Value! calculates this figure using the National Minimum Wage as the proxy for the value of an hour's volunteering, except for hours contributed by board members, who in virtue of the greater skills being offered, we have priced using the National Median wage.

Horndean Community Association provides services to 3500 users per month, and these can be broken down into the following demographics.



These categories are taken from the Cabinet Office Third Sector survey and can be compared with the figures for [Name of local authority taken from registration details], Horndean Community Association's local authority by going to www.nscsesurvey.com/ Volunteers

Vital Statistics – Income Breakdown

Horndean Community Association's Income

It is also important to note that community groups often lever in to a local community additional funds that could not be accessed by statutory authorities. The break-down of Horndean Community Association's income sources is as follow:

Donations and fundraising activities:
£84463.00 (42.61%)

Membership fees/ subscriptions:
£1222.00 (0.62%)

Grants from non-statutory bodies:
£0.00 (0%)

National Lottery (e.g. Big Lottery):
£0.00 (0%)

Grants or core funding (including Service Level Agreements):
£64637.00 (32.61%)

Earned income from contracts:
£11781.00 (5.94%)

Earned income from trading including retail:
£36084.00 (18.21%)

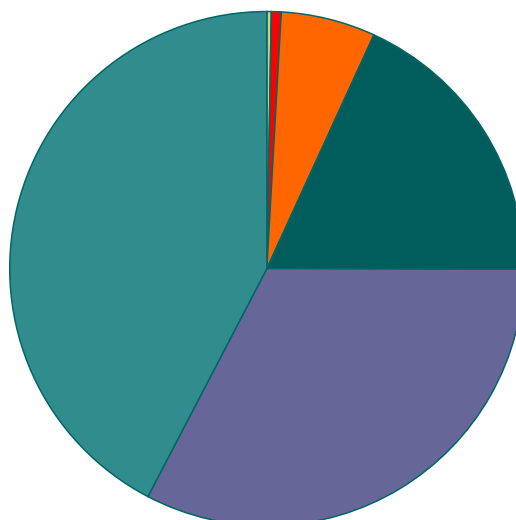
Income from investments:
£0.00 (0%)

Other:
£14.00 (0.01%)

Total annual turnover or income:

£198201.00

- Donations and fundraising activities
- Membership fees/ subscriptions
- Grants from non-statutory bodies
- National Lottery (e.g. Big Lottery)
- Grants or core funding (including Service Level Agreements)
- Earned income from contracts
- Earned income from trading including retail
- Income from investments
- Other





Social Value – Introduction

Horndean Community Association's Income

YourValue! assesses the social value of a group in relation to four key areas of outcome: Local Relationships, Social Impact, Economic Impact, and Environmental Impact. These four assessment pages are the heart of the Your Value! tool. Organisations are given a series of prompt statements and asked to list the activities that they provide that relate to these statements. They are also asked to provide evidence of the scale and quality of these activities.

They then need to review that evidence and give themselves a rating as to how much impact they feel their work has on the original prompt. This rating then forms the basis for how Your Value! assesses the organisation's overall value for that area. The Critical Friend is crucial in testing and verifying these self-assessments.

Over the page you will find definitions of the four assessment areas, along with graph's showing Horndean Community Association's overall rating for each area, and a summary statement provided by Your Value! of their overall impact and value in those areas.

Each area of assessment is assessed and rated by Your Value! into one of four levels:

- **Very Strong**
the organisation's impact is exemplary and profound on its community and is building strong levels of local social capital.
- **Good**
the organisation is having a high level of impact on its community and helping build good social capital through its work.
- **Reasonable**
the organisation is making a noticeable difference on the social capital in its local community but the impact may be uneven or have room for improvement.
- **Emerging**
the organisation does have an impact on its local community but it is limited, though there may be locally specific reasons for this beyond the organisation's control.



Social Value – Assessment

Horndean Community Association's Social Value

Local Relationships:

The extent to which the group has strong and wide ranging local relationships enabling them to engage with a variety of other groups, local citizens and important local players like the Local Authority, police and Health Organisations. There is particular emphasis on so called 'hard to reach' communities.

Very Strong Relationships

- This organisation is likely to have excellent local knowledge and to use this to improve the reach and effectiveness of its services.
- Their local knowledge probably helps statutory bodies and other service providers to be more effective within their community.
- They are likely to be successful in reaching diverse, marginalised and under-represented people and groups in their community and helping to give them a mainstream voice.
- They are likely to have very good relationships with a wide range of local statutory and voluntary agencies.
- As a result of their work and connections, local consultations are more likely to be effective and inclusive.
- They are likely to be known as a strong local collaborator.

Social Impact:

The extent to which the group values and supports associational working that builds strong social capital and community cohesion, so local people can contribute to a vibrant local community life.

Very Strong Social Impact

- This organisation is likely to provide a wide range of services that are very responsive and highly relevant to local people and almost certainly help to fill gaps in formal or statutory provision. They may offer a one-stop approach to local provision increasing access to services and providing a progression route for their users
- The organisation is likely to be seen as a permanent presence and resource for local people and to be rooted in its community. They are very likely to be governed and operated by local people and this may help model democratic engagement and practice for the community
- They may provide holistic support for local people at all stages of their life

Economic Impact:

The way in which the group contributes to the local economy, retaining, re-circulating and leveraging funds in their neighbourhood. It also considers wider contribution to skills and tackling worklessness.

Very Strong Economic Impact

- The organisation understands the value of a strong local economy and recognises their place within it.
- They understand the importance to the economy of a skilled local workforce and they are likely to make a strong contribution by actively developing the skills of their staff and volunteers
- They are committed to supporting increased employment rates amongst local people and are very likely to use local labour wherever possible
- They are highly likely to spend on goods and services in their locality wherever possible, increasing the viability of local businesses and helping to stem the leakage of funds from their community
- They are committed to the principle of excellent value from publicly funded services and they probably provide better value for money than many competitors through lower overheads and the support of local volunteers

Environmental Impact:

The extent to which the group is minimising its own and the community environmental impact and supports local initiatives that seek to improve the local environment.

Very Strong Social Impact

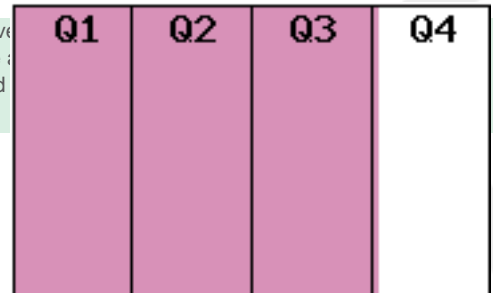
- This organisation is likely to provide a wide range of services that are very responsive and highly relevant to local people and almost certainly help to fill gaps in formal or statutory provision. They may offer a one-stop approach to local provision increasing access to services and providing a progression route for their users
- The organisation is likely to be seen as a permanent presence and resource for local people
- They may provide holistic support for local people at all stages of their life



- Local statutory bodies are more likely to seek their views and their support in consulting the local community and to be rooted in its community. They are very likely to be governed and operated by local people; they are likely to have strong local advocacy and engagement and for the community
- Local people are likely to know the association well and to be able to help and support the association in its work for the community

Local Relationships:

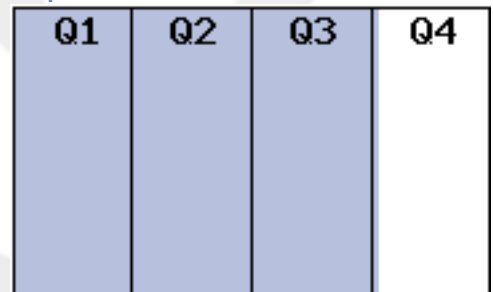
77%



- They probably help to mobilise local people and build an active community with very high levels of community participation and volunteer involvement. This can create a culture of mutual support and self-help and enables local people to feel connected and to make a contribution and this may reduce loneliness and improve their confidence and well-being
- They are likely to support other community groups and start-ups and this helps to sustain a more vibrant community and social enterprise sector

Social Impact:

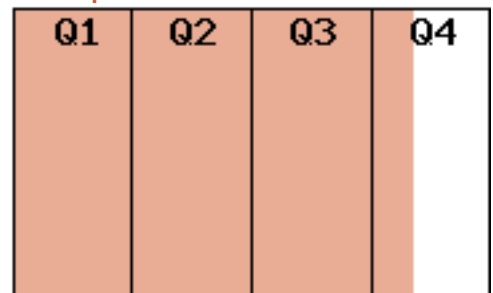
77%



- They are likely to be a net economic contributor to their neighbourhood by leveraging external funds, generating substantial income through enterprise activity and attracting people from a wider area to their events who then spend within the community, thus easing the burden on the public purse
- They are likely to be highly flexible, adaptable and able to make decisions quickly and this may improve the efficiency of local public services and reduce waste by enabling them to engage directly and responsively with commissioners and funders with regard to newly identified need or changed requirements

Economic Impact:

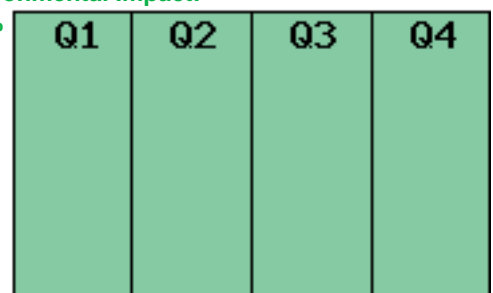
84%



- The organisation is likely to make a conscious effort to buy Fairtrade products, source locally grown food and buy products that reduce chemical or other harmful contamination of the environment. They may help to produce food locally
- They are likely to make a committed effort to improve the local environment and landscape by recycling, saving water and other resources, increasing green-space, helping remove litter and helping ensure that the local built environment is appropriately maintained and improved.

Environmental Impact:

170%





Local Relationships

We are aware of the wide range of groups and people in our area and their needs and interests



8

We know the issues that affect local people such as transport links, where people feel safe, development and planning issues etc



8

We work alongside other local community groups to make sure that local people find the services they need.



9

We support the very small groups of people that other agencies miss



9

We have good links with a wide range of local organisations, we share our knowledge with them and we help to join up communication



9

We have good relationships with our Local Authority.



9

We have good relationships with other statutory bodies e.g. Police, Health, Job Shop, local schools and colleges.



9

We have good relationships with local non-statutory bodies e.g., our CVS, local businesses, local training providers.



9

We encourage and support local people to speak for themselves so that their views are heard by people in power.



0



Social Impact

Our organisation is governed by local volunteers and is run democratically



Many of our activities are designed to build bridges between different and diverse communities and between the generations



We encourage a culture of self help in our community and enable groups of volunteers to run many of the activities and services we offer



Most of our activities are designed to encourage our community to take part more and to prevent people becoming isolated.



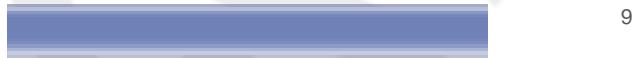
Many of our activities are designed to build trust and cooperation between people and to improve neighbourliness, friendship and fun



Most of our activities are designed to encourage a feeling of belonging to our area and of pride in our community



We encourage local people to act collectively to achieve change in our area



We provide or bring together a range of services and activities to meet the needs of all the different groups within our community and are open when other services are closed.





Economic Impact

We employ local people, helping to re-circulate our funds within the community and improving the skills of local people



We help all our local trustees and volunteers to develop their skills and improve their employment prospects



We bring new funds into our community through grants and contracts



We use local suppliers to help the local economy



We are enterprising and generate as much of our own income as possible. This helps the local economy and reduces our take on the public purse.



Our activities and events bring in people from a wide area who then spend within our community



We offer better value for money in delivering local services.



We improve the efficiency of local services by being independent. We are able to respond, adapt and make decisions quickly.



We improve local services by delivering on a smaller and more human scale and tailoring services to the needs of people in our community





Environmental Impact





Critical Friend

Horndean Community Association's Critical Friend

The role of the Critical Friend in verifying the assessment completed by a group using Your Value! is crucial to the robustness of the results produced. S/he should know the group well though be independent of it, so they can provide an informed and reasoned critique. They should also have been involved as much as possible in the process of assessing the quality and scale of the impact that a group's activities. The Critical Friend plays a crucial role in testing and verifying the organisation's rating of its own impact. To underpin this role it is the Critical Friend who must release the Final Report from draft status, at which point the Report is locked and the organisation can no longer change their evidence or ratings.

To aid the transparency and accountability of this process we provide here the following details concerning **Stephenie Linham**, who was the Critical Friend for **Horndean Community Association**.

Critical Friend Name:

Stephenie Linham

Position:

Regional Coordinator for the South East

Organisation:

Community Matters

Email:

zarqa.taraq@communitymatters.org.uk

Stephenie Linham summarised their knowledge and relationship to **Horndean Community Association** in the following way:

"I have known the association for 20 years in my capacity as a Community Matters consultant, colleague working in another community centre in the locality, VISIBLE assessor, Communitybuilders supporter and Regional Coordinator for Community Matters"

They described their involvement in assessment as being:

"I facilitated a Your Value session with trustees, staff and local authorities, gathered all the information and completed the tool. Present at the session were also Hampshire County Council, East Hants District Council and



Horndean Parish Council. Further. I then reviewed all the assessment with the Centre Director once all the information from the facilitated session had been inputted into the online tool."



Appendix

Full text of Horndean Community Association's evidence of their activities and the quality and scale of those activities that they provided for their **Local Relationships** assessment.

1. *We are aware of the wide range of groups and people in our area and their needs and interests*

Participated in Discover Horndean Activities Parish Plan, consultation re children, focus groups, extended school services, children's part of Horndean plan. Pre school networks and trustees have their own networks in addition. We know our community demographics

Rating of impact your activities have on achieving this: 8

2. *We know the issues that affect local people such as transport links, where people feel safe, development and planning issues etc*

Transport poor and therefore limits personal choice. We have provided the opportunity for a voice for local people on this issue and taken part in consultation with Parish and County councils. We link individuals to arrange transport and know what resources there are available. Safety is seen as a perceived threat so we encourage ownership of the situation. We are well informed re safety issues via our contacts with the police and make others aware. Safeguarding procedures good. . As your evidence will appear in the Final report you can add information about any mitigating circumstances that might that concern your current impact, and also give details of future plans. But you should only rate yourself on current actua. As your evidence will appear in the Final report you can add information about any mitigating circumstances that might that concern your current impact, and also give details of future plans. But you should only rate yourself on current actua. As your evidence will appear in the Final report you can add information about any mitigating circumstances that might that concern your current impact, and also give details of future plans. But you should only rate yourself on current actua. As your evidence

Rating of impact your activities have on achieving this: 8

3. *We work alongside other local community groups to make sure that local people find the services they need.*

We know what space is available in our community and direct people to those spaces if we are full or do not have the appropriate space. We are registered on the Community Matters "My Community Space" site

Rating of impact your activities have on achieving this: 9

4. *We support the very small groups of people that other agencies miss*

We support small groups and invest in them. BME, Ga/Lesbian welcomed and intergrated into our services. We develop and help groups and potential users with discounts, advice ,admin, marketing, fund raising etc

Rating of impact your activities have on achieving this: 9



5. We have good links with a wide range of local organisations, we share our knowledge with them and we help to join up communication

As indicated elsewhere in this questionnaire. Seen as leading example

Rating of impact your activities have on achieving this: 9

6. We have good relationships with our Local Authority.

Relationships are excellent with mutual respect, honesty and trust. All departments local authorities including Parish, East Hants District Council and Hampshire County Council. This includes education particularly. We understand the contribution that our partnership with local authorities makes to this organisation and value their time and commitment. This value does not always include money - and does not need to.

Rating of impact your activities have on achieving this: 9

7. We have good relationships with other statutory bodies e.g. Police, Health, Job Shop, local schools and colleges.

We are seen as a leading example and have particularly excellent relationships outlined elsewhere

Rating of impact your activities have on achieving this: 9

8. We have good relationships with local non-statutory bodies e.g., our CVS, local businesses, local training providers.

We are well informed re local training providers and sign post residents. We have good relationships with YOU Trust, Arcadia and directly provide work experience for young people. Young people are trained to act as mentors to other young people and advisors to the Board. We are setting up a Business network. We provide direct training in the arts and for the pre school staff and volunteers. We use Community First East Hants for trustee training. We have made use of the communitybuilders programme for training and development and are planning a Silver Surfers ICT programme gdfgh We are well informed re local training providers and sign post residents. We have good relationships with YOU Trust, Arcadia and directly provide work experience for young people. Young people are trained to act as mentors to other young people and advisors to the Board. We are setting up a Business network. We provide direct training in the arts and for the pre school staff and volunteers. We use Community First East Hants for trustee training. We have made use of the communitybuilders programme for training and development and are planning a Silver Surfers ICT programme gdfgh We are well informed re local training providers and sign

Rating of impact your activities have on achieving this: 9

9. We encourage and support local people to speak for themselves so that their views are heard by people in power.

We host focus groups, public meetings for East Hants District council, attend local community forum meetings, participate in Parish and Area plans. We have an



advisory role on several local programme committees. We acknowledge that while we do consult, consultation could be much wider.

Rating of impact your activities have on achieving this: 0

DRAFT



Full text of Horndean Community Association's evidence of their activities and the quality and scale of those activities that they provided for their Social Impact assessment.

1. Our organisation is governed by local volunteers and is run democratically

We have 5 trustees elected by the membership thus demonstrating participative democracy. The trustees are extremely active within the organisation. We fully met the Community Matters VISIBLE quality standard for democracy and accountability

Rating of impact your activities have on achieving this: 9

2. Many of our activities are designed to build bridges between different and diverse communities and between the generations

Rating of impact your activities have on achieving this: 0

3. We encourage a culture of self help in our community and enable groups of volunteers to run many of the activities and services we offer

Volunteers and groups actively encouraged and supported. See "your Group" for evidence re huge amount of volunteering from this centre. 53 activities per week/month that are primarily social, recreational, cultural or sports related. 45 active volunteers. volunteer reception team - volunteer activity leaders - trustees - staff volunteer hours - young volunteers - young advisors to the board

Rating of impact your activities have on achieving this: 9

4. Most of our activities are designed to encourage our community to take part more and to prevent people becoming isolated.

53 activities and meetings per week/month to cater for all interests and ages. We are aware that the group we target insufficiently are the isolated elderly but have a programme re personalisation underway to combat this. personalisation programme underway - wellbeing centre in development - project to target socially isolated elderly in progress - much support from organisations such as The You Trust

Rating of impact your activities have on achieving this: 9

5. Many of our activities are designed to build trust and cooperation between people and to improve neighbourliness, friendship and fun

Outstanding. See evidence above. Intergenerational activities. Young people appointed as advisors to the Board. We use social media extensively to pass on information and stay in touch. We have stakeholders evenings

Rating of impact your activities have on achieving this: 9

6. Most of our activities are designed to encourage a feeling of belonging to our area and of pride in our community



All activities previously outlined parish planning, litter picks, local history

Rating of impact your activities have on achieving this: 8

7. We encourage local people to act collectively to achieve change in our area

Community Forum. Local Action groups. We support local people to sit on committees and steering groups. EG Extended school services, U3A and HATS Drama

Rating of impact your activities have on achieving this: 9

8. We provide or bring together a range of services and activities to meet the needs of all the different groups within our community and are open when other services are closed.

We bring a very wide range of activities and services under one roof for the benefit of local people - See evidence under "Your Group". Residents associations, community safety, advice and consultancy for other groups, litter pick, U3A, local history, children's services, social service adult services, , arts, sports, dance, youth programme, exercise, café etc. We are open from 8.30 am through until 10-11.00 pm weekdays and whenever needed over the weekend. See Your group for further details. We have even been here for Ghost Watch at 3.00 am

Rating of impact your activities have on achieving this: 9



Full text of Horndean Community Association's evidence of their activities and the quality and scale of those activities that they provided for their Economic Impact assessment.

1. We employ local people, helping to re-circulate our funds within the community and improving the skills of local people

15 of our paid posts are filled by local residents. We champion NEETS and youth unemployment. Trustees, volunteers, Staff have opportunities for training and development. We give opportunities for real work experience for local young people. Youth mentoring will enhance the Cv's and employability of those participating.

Rating of impact your activities have on achieving this: 9

2. We help all our local trustees and volunteers to develop their skills and improve their employment prospects

We offer peer support and development to our trustees and volunteers and we organised training for them last year

Rating of impact your activities have on achieving this: 9

3. We bring new funds into our community through grants and contracts

Last year we brought in £11k reschools extended services, £20,400 from East Hants District Council, £5880 from Hampshire County Council, £3k from the Parish Council, £6k grant re elctrics, £18k Childrens Services and £5.5k for Youth Drama

Rating of impact your activities have on achieving this: 9

4. We use local suppliers to help the local economy

We support Stay Local. We try to buy consumables from within a 2 mile radius e.g. Fullers of Horndean and Morrisons. As we are in a rural area shopping, within a small radius, is not often possible but we are planning a Loyalty Card launch where local business are supported and supporters receive a 10% discount

Rating of impact your activities have on achieving this: 6

5. We are enterprising and generate as much of our own income as possible. This helps the local economy and reduces our take on the public purse.

Last year we generated £45,455 from lettings and £36,084 from trading activities

Rating of impact your activities have on achieving this: 9

6. Our activities and events bring in people from a wide area who then spend within our community

Our centre attracts people from outside the area - particularly weddings, business functions, stakeholder events, consultation meetings, drama shows, theatre tours



and rural play

Rating of impact your activities have on achieving this: 7

7. We offer better value for money in delivering local services.

Our extensive volunteer support and owning our building mean that we can keep delivery costs low and therefore provide services locally at affordable rates and far less than a corporate organisation.

Rating of impact your activities have on achieving this: 9

8. We improve the efficiency of local services by being independent. We are able to respond, adapt and make decisions quickly.

We are able to change and add services in response to local need and opportunity. We can respond quickly.

Rating of impact your activities have on achieving this: 9

9. We improve local services by delivering on a smaller and more human scale and tailoring services to the needs of people in our community

Many letters of thanks and recommendation. Anecdotal evidence of being warm and welcoming. Being a big , memorable part of peoples lives for many years. We do consult in order to tailor services to the needs of the local community. We pride ourselves on both listening , taking up opportunities and being pro active

Rating of impact your activities have on achieving this: 9



Full text of Horndean Community Association's evidence of their activities and the quality and scale of those activities that they provided for their Environmental Impact assessment.

1. We have reduced our carbon emissions and our energy consumption

We install low energy light bulbs as they need replacing. Our planned programme of restoration will consider these possibilities - but we are a grade 2 listed building. The central heating is used only for rooms in use. The central heating boiler is regulated. We are very proactive in turning off lights where rooms are not in use. Our water is metered. We should look at water saving devices for toilets and hand wash basins. We have partial double glazing.

Rating of impact your activities have on achieving this: 4

2. We have reduced our travel miles

We will shortly have a secure bicycle store. We promote cycling, walking, use of public transport. We are a car drop off zone so pupils can continue their journey to school safely on foot. We acknowledge we should ensure volunteer travel expenses are always used for public transport whenever possible

Rating of impact your activities have on achieving this: 6

3. We buy ethical or local products wherever possible

We are poor at this and should consider eco friendly detergents, fair trade tea and coffee and locally sourced produce. We should also consider NOT using paper plates and cups.

Rating of impact your activities have on achieving this: 95

4. We recycle and save resources

We use a bottle bank for glass. We have recycling bins on site for paper, cans and plastic. We recycle via sales and donation of used equipment. We should consider using only recycled paper for our printer.

Rating of impact your activities have on achieving this: 2

5. We help to look after our area

We have a large green space and pond which we care for and is used as community space. This is designated as an area of outstanding natural beauty. The pre school have an area of the garden and a play area. We arrange at least one litter pick per year

Rating of impact your activities have on achieving this: 9

6. We work with others to source and produce food

Pre school veg pack

Rating of impact your activities have on achieving this: 9



7. We campaign on environmental issues and encourage personal environmental action from local people

Rating of impact your activities have on achieving this: 9

8. We help maintain and safe-guard local green spaces, and where possible campaign for an increase in green and other public spaces.

Rating of impact your activities have on achieving this: 2



YourValue!

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