The Social Return on Investment of Health Walks

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We want to create a happier, healthier Scotland, where increased physical activity improves quality of life and wellbeing for all.

We want to get Scotland walking:

**Everyone. Everyday. Everywhere.**

Our themes:

- Walking for health
- Active environments
- Active travel
- Communications and policy
Health Walks
Find a Health Walk

Live Active Dunbarton

Health Walk Project
Live Active Dunbarton

Local Authority
West Dunbartonshire

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Web address for Walk Info

Walk Name
Dunbarton Health Walk
Physical Health

Nan, Tomintoul Health Walk

“What a difference it has made.

I could hardly walk before as I was in so much pain.”

#HealthWalks
“It has turned me from a non-person into a worthwhile person. It’s helped me, and I now help others.”

Debbie, Volunteer Walk Leader
'The group is a bit like walking as a team. I've got to know half the village community through this group. The refreshments at the end are especially welcome'

Walk It Borders - Walker
What’s SROI?

• SROI measures social, environmental and economic change from the perspective of those who experience or contribute to it.

• It can be used to identify and apply a monetary value to represent each change that is measured.

• This enables a ratio of cost to benefits to be calculated.
What did we do?

• Engaged Greenspace Scotland
• 3 SROI’s with Health Walk Projects in Glasgow, Stirling and the Borders
• Theory of Change model produced
• Stakeholder surveys, interviews and focus groups
• Processed the data
• Produced and promoted the report
The SROI Process

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<tr>
<th>Principle</th>
<th>Description</th>
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<td>Involve stakeholders</td>
<td>Inform what gets measured and how this is measured and valued by involving stakeholders</td>
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<td>Understand what changes</td>
<td>Articulate how change is created and evaluate this through evidence gathered, recognising positive and negative changes as well as those that are intended or unintended</td>
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<td>Value the things that matter</td>
<td>Use financial proxies in order that the value of the outcomes can be recognised. Many outcomes are not traded in markets and as a result their value is not recognised</td>
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<td>Only include what is material</td>
<td>Determine what information and evidence must be included in the accounts to give a true and fair picture, such that stakeholders can draw reasonable conclusions about impact</td>
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<td>Do not over-claim</td>
<td>Only claim the value that organisations are responsible for creating</td>
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<td>Be transparent</td>
<td>Demonstrate the basis on which the analysis may be considered accurate and honest, and show that it will be reported to stakeholders</td>
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<td>Verify the result</td>
<td>Ensure independent appropriate assurance</td>
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What did we find out?

**Increase in:**
- Physical health
- Mental health
- Social contacts
- New experiences
- Close relationships
- Sense of satisfaction
- Cultural understanding
- Community capacity
- Self esteem
- Feeling of safety in greenspace

**Reduction in:**
- Medications
- Demand for care services
- falls
What did we find out?

- Glasgow - It was found that every £1 invested generated around £8 of benefits. (By applying a sensitivity analysis, or varying any assumptions made in the calculation, the value of the benefits derived ranges from £7 to £10).

- Stirling/Borders - £1 invested generates around £8/9 of benefits. With a ranges from £7 to £10.
How has it helped?

- Continued Investment – National and Local
- Profile of projects
- Promotes holistic model of health
- Supports preventative spend agenda
- Opportunity for Physical Activity interventions to have benefits across sectors and policy streams