



FOR A HAPPIER,  
HEALTHIER SCOTLAND

# The Social Return on Investment of Health Walks

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All

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## Our vision

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

## Our focus

We want to get Scotland walking:

**Everyone.  
Everyday.  
Everywhere.**

## Our themes

**Walking for health**

**Active environments**

**Active travel**

**Communications and policy**

paths  
for all

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# Health Walks





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# Find a Health Walk

← Live Active Dunbarton



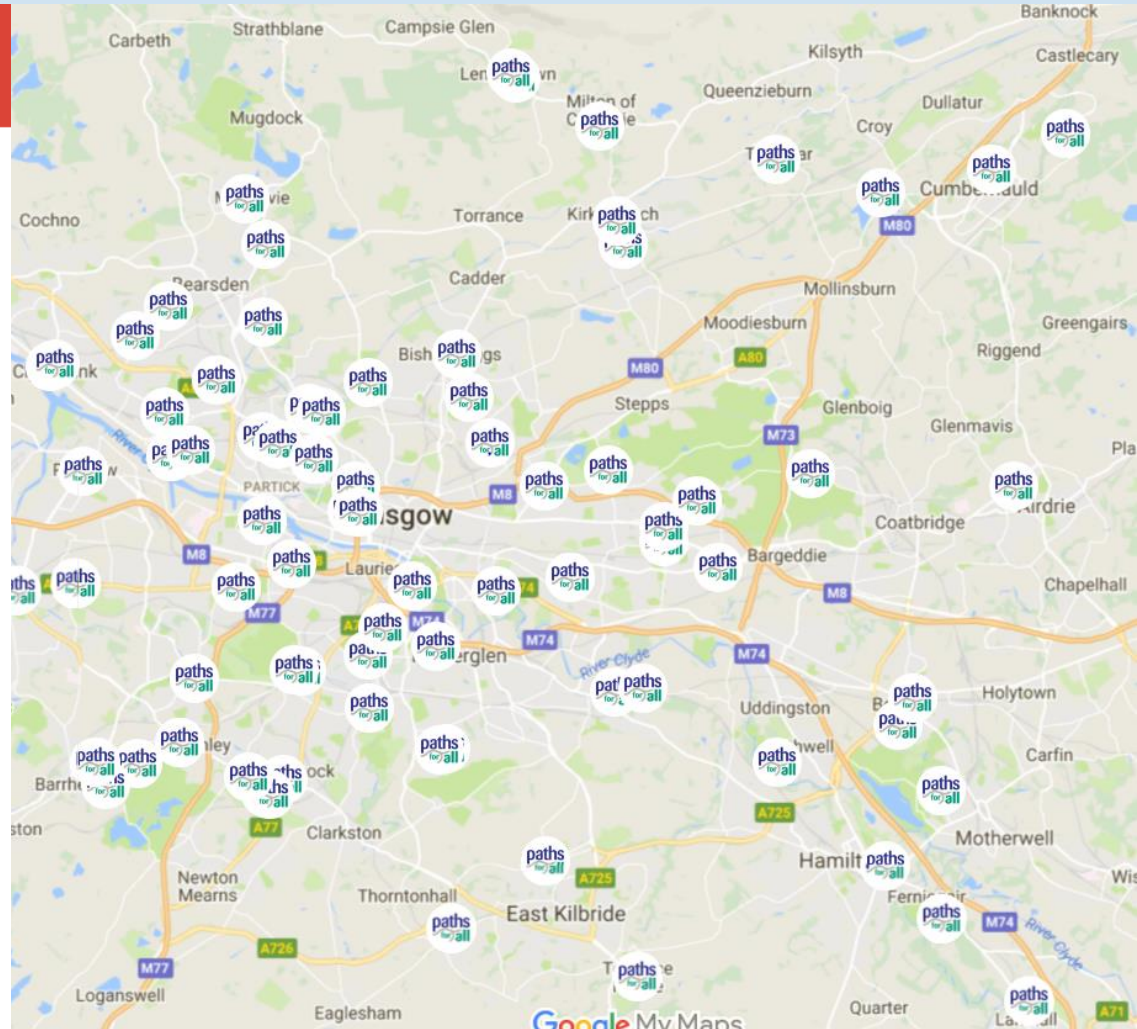
Health Walk Project  
Live Active Dunbarton

Local Authority  
West Dunbartonshire

Contact Details  
John McKeown – Live Active Advisor  
01389 608429  
[john.mckeown@west-dunbarton.gov.uk](mailto:john.mckeown@west-dunbarton.gov.uk)  
Meadow Sports Centre, Dumbarton, G82 2AA

Web address for Walk Info  
<http://www.west-dunbarton.gov.uk/leisure-parks-events/west-dunbartonshire-leisure/live-active-scheme/>

Walk Name  
Dunbarton Health Walk





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# Physical Health



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Nan, Tomintoul Health Walk

*"What a difference it  
has made."*

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

#HealthWalks





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# Mental Health



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“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





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# Social Health



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'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

Principle	Description
<b>Involve stakeholders</b>	Inform what gets measured and how this is measured and valued by involving stakeholders
<b>Understand what changes</b>	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
<b>Value the things that matter</b>	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
<b>Only include what is material</b>	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
<b>Do not over-claim</b>	Only claim the value that organisations are responsible for creating
<b>Be transparent</b>	Demonstrate the basis on which the analysis may be considered accurate and honest, and show that it will be reported to stakeholders
<b>Verify the result</b>	Ensure independent appropriate assurance

# 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