



Social accounting and audit for the community sector

## **SAN: SOCIAL AUDIT NETWORK NOVEMBER 2010**



Welcome to the November edition of the Social Audit Network newsletter – trying to bring a little bit of cheer into the climate of austerity, with a reminder that you can meet key people in the social auditing world by attending the **SAN Conference in Newcastle upon Tyne** on 3rd December. Entitled 'Accounting for Change', the conference includes keynote speeches from Peter Holbrook from the Social Enterprise Coalition, Dr Jan Bebbington from the University of St Andrews and Mags Vaughan of social accounting pioneers Traidcraft.

For further information about the conference, see the article below.

Our main article has been written by Chris Dabbs, Chief Executive of the Salford based social business Unlimited Potential. Chris provides a report about how the MP for Warwick and Leamington, Chris White, will have his private member's bill - Public Services (Social Enterprise and Social Value) - debated in Parliament on Friday 19 November. The Bill proposes that all public bodies should seek to improve local social, economic and environmental well-being by incorporating social value into procurement decisions.

This is a major opportunity for both social enterprises and the accounting and reporting of social value, and SAN has already added its support behind the draft Bill. However, 100 MPs are needed to debate and vote in favour of the Bill for it to progress to the next stages of discussion in Parliament. It's time for all readers of this circular who live in England and Wales to lend their support and urge your own local MPs to support the Bill.

The Social Enterprise Coalition has produced a campaign pack to help people do this - [www.socialenterprise.org.uk/pages/parliamentary-and-political-social-enterprise-bill-368.html](http://www.socialenterprise.org.uk/pages/parliamentary-and-political-social-enterprise-bill-368.html) and further information can also be found on the SAN website.

Work continues apace of the new Guide to Social Accounting and Audit 2011 – and those who attend the Conference will get the unique opportunity of helping shape the guide. Author Alan Kay will be running 2 workshop sessions in which everyone present will be able to comment on the draft Guide before he completes the final version which will go to print early in the New Year. Book early to avoid disappointment...

...and don't forget to support the campaign to get the Social Enterprise Bill into law

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## ARTICLES

### SOCIAL VALUE HITS PARLIAMENT



A major breakthrough for social value reporting is to emerge in the UK Parliament in November, but seems to have gone unnoticed by many.

Chris White – the new MP for Warwick and Leamington – introduces his Public Services (Social Enterprise and Social Value) Bill as a private member's bill on 19 November.

In essence, if passed, the Bill would require by law that all public sector contracts include provisions relating to social outcomes and social value. Every public authority (and other agencies exercising public functions) in England and Wales would have to ensure that these provisions encourage the economic, social and environmental well-being of the people and communities that it serves.

Chris White argues that the concept of social value holds the key for the future of public service provision. It not only maximises the additional social, economic and environmental benefit possible through commissioning and procurement, but also improves the effectiveness of public expenditure.

If the Bill becomes law, it should finally offer a real opportunity for approaches such as social accounting and audit to have an official value (and thus attraction) for organisations, as well as an intrinsic one. The value of public procurement in the UK is about £150 billion. Social value would be asked of all providers, but the change should provide social enterprises and other social organisations a better chance of securing a greater slice of the public commissioning and procurement budget.

While the draft Bill perhaps associates social value too closely to social enterprise alone – when it should be demanded of providers from all sectors – it is an extremely welcome move. Only when those with the money start demanding social value routinely will it really attract attention – and perhaps give social accounting and other approaches the opportunity to take centre stage.

For more information, go to [www.socialenterprise.org.uk/](http://www.socialenterprise.org.uk/) The Social Enterprise Coalition has a campaign pack on its website, including a template letter to send to your local MP asking them to support the bill. For further details contact Olof Jonsdottir [olof.jonsdottir@socialenterprise.org.uk](mailto:olof.jonsdottir@socialenterprise.org.uk)

*Chris Dabbs – Chief Executive, Unlimited Potential, Salford, UK*

## **SAN CONFERENCE 2010**

*Accounting for Change – a new era in social accounting and audit*

Book your place now at the SAN Conference 2010, which will herald a new era in social accounting and audit, and will take place on Friday 3 December at Castlegate, Newcastle-upon-Tyne.

The conference is bringing together practitioners of social accounting and social reporting partly to celebrate the new guide to social accounting and audit, but also to discuss how it can be used across the sector and how it can be enhanced in the future.

This is your opportunity to join with us in discussion and debate about where social accounting and audit is going in the current political and economic climate, and of course to be part of discussions around the new guide.

It is clear that there is a need for an integrated and common sense framework which can help organizations to understand what they do and how they do it. We hope that the new guide will help organizations find their own way of accounting and reporting, and to develop their strategic planning.

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## **SAN IN SCOTLAND.....an update**

Once again, north of the border, there's lots of SAN in Scotland activity to report. The Scottish Social Enterprise Academy is planning a one-day course 'Measuring Social Impact' in the near future, so watch this space for dates and further details. They also plan two-day, more detailed training courses in Social Accounting and Audit, and SROI for those folks interested in developing their skills in these tools.

Glasgow Caledonian University have received validation to proceed with the development and delivery of their new MSc course in Social Enterprise. Go to the GCU website for more details:  
[http://www.gcu.ac.uk/media/gcalwebv2/business/pdfs/AKE\\_Insert\\_3.pdf](http://www.gcu.ac.uk/media/gcalwebv2/business/pdfs/AKE_Insert_3.pdf)

Finally, Highland Homecarers are due to go to Social Audit Panel in November for the third time. This organisation is one of those featured as a case study on the SAN website. For more information, see the panel below.

*Alan Kay*

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## **SAN IN THE EAST & WEST MIDLANDS.....an update**

The last few months have been a busy period for SAN in the Midlands. We have continued to meet as a group, of practitioners and trainers, to review practice of social accounting & audit (SAA) and to plan how to promote its practice in the region. We have continued to roll out our *introduction to social impact* half day workshops which attempt to engage social economy organisations in assessing social impact by:

Explaining what is meant by impact measurement and why it is important

Presenting a range of approaches to measuring impact measurement

Examining what information is already gathered within organisations

Considering benefits and snags of undertaking impact measurement

The events have proved to be popular and have tapped into a rich seam of interest, with over 20 delegates at Wolverhampton in April and Birmingham in July 2010.

The next workshop will be held in Shrewsbury in early November, with the aim of seeking to engage with organisations in more rural areas of the Midlands. Evaluation from the events held so far has indicated that people attending found the workshops very useful and would be interested in more specific training to equip them with skills and confidence to carry out their own social impact exercises.

We have also been busy with delivering social accounting master-classes with the successful delivery of a master-class in Wolverhampton in October which was attended by 8 delegates and there will be a further two-day workshop to be held in London. Following the delivery of a number of social accounting training events, earlier in 2010 in the East Midlands, we are continuing to work with Social Enterprise East Midlands (SEEM) to explore the possibility of running a social accounting cluster to enable the provision of an extended package of training and support to social economy organisations. As a consequence of delivering the earlier two day workshops there has been some interest in running a social auditor workshop in the East Midlands and the arrangements for this are now being finalised.

*Iftikar Karim SAN in the Midlands*

## NEWS & DEVELOPMENTS

### SAN Training Programme

SAN runs two types of training event: the two day **Social Accounting 'master-class'** and the one day **Social Auditor Workshop**.

The **master-class** (MC) works through the Three Steps of the Social Accounting and Audit process and is designed for people who either wish to use social accounting in their own organisation or wish to assist other organisations prepare social accounts..... for more information and list of upcoming events,

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### SAN practice Case Studies

SAN is always looking for organisations to feature as Case Studies in both this newsletter and on the SAN website. A number of these have been prepared following the SAN research project.

There are now 23 Case studies on the SAN website, and these will shortly be accompanied by a handy directory feature to help you select the best for your needs.

To visit the Case Studies page....

[READ ON.....](#)

### Register of Social Auditors

Anyone wishing to become approved as a SAN Social Auditor should contact their Regional Co-ordinator in the first instance - see end of Circular. Prospective auditors are required to attend a SAN Social Auditor workshop and to have attended at least two social audit panels and written a set of notes before being mentored, when they chair a first panel for themselves. To see more about Social Auditing

[READ ON .....](#)

### SAN Manual & CD

Should you wish to purchase a copy of the interactive Manual and CD, please contact your Regional Co-ordinator in the first instance, who may have some in stock.

Larger orders should be placed via the SAN office in Exeter - contact details at the end of this newsletter.

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### SAN London Masterclass

**Your attention is drawn to a Training Masterclass** to be held in London on the 15th and 16th November .

The lead Trainer is Rosemarie Collie and swift book is advise for what promises to be a popular event.

For further details please click here

See WEB SITE and this Edition for details of the

**SAN ANNUAL CONFERENCE**  
**December 3rd in Newcastle upon Tyne**

**Details**

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### The SAN Conference 2010 - Accounting for Change

The planned Social Auditor Workshop planned for 7th October in Edinburgh has had to be postponed for a number of reasons. It will now take place in Edinburgh on 12th January 2011. If you require further information or wish to be registered for this one day course in becoming a Social Auditor then contact Alan Kay [alan.kay20@gmail.com](mailto:alan.kay20@gmail.com). Note that this is specifically for auditors - those that chair social audit panels not for people wanting to know about social accounting.

**London** Mike Gordon (pro tem)  
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**Yorks and Humber** Contact in the first instance Mary McGarry [mary@punchthehorse.karoo.co.uk](mailto:mary@punchthehorse.karoo.co.uk)

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**Northern Ireland** Vacant

We are still seeking to identify people willing to serve as Regional Co-ordinators in Northern Ireland and the South of England.