



See Postcard from America

SAN: SOCIAL AUDIT NETWORK November 2010

Welcome to the October edition of the SAN newsletter, which goes out across the world to social enterprises, social businesses, voluntary sector organisations, NGOs, as well as local and central government.

In Scotland, the process of re-drafting the Social Accounting and Audit Manual got underway with a meeting of the Reference Group at the end of August.

This gathering was attended by 11 social accounting practitioners from all over the UK - and over two days the outline for the new Guide was planned and discussed. The plan is for the Guide to be written in October, consulted upon in November and designed and published in December.

The annual SAN conference will be on Friday 3rd December in Newcastle upon Tyne. To be held at the Castlegate centre, on Melbourne Street, the conference is titled 'Accounting for Change – a new era in social accounting and audit', and will focus not only on the development of the new guide, but also on the future of social accounting and social reporting.

For further details of the conference, go to the home page of the SAN website (www.socialauditnetwork.org.uk) where there is a downloadable flier containing details of all the events, presentations and workshops, as well as a booking form. Please return these to Sean in the SAN office as soon as possible to avoid disappointment.

Speakers on the day include:

Professor Jan Bebbington, University of St Andrews
Liz Brooks-Allen, The Connectives
Peter Holbrook, CEO Social Enterprise Coalition
Mark Pierce, Community Foundation
Mark Saddington, Director of Social Enterprise Sunderland
Mike Swain, SAN Chair
Mags Vaughan, Business Director, Traidcraft plc

This month's newsletter includes an update on activities in Scotland – ever a hotbed of social accounting activity, news of a recently appointed social auditor, and up coming training events. We are always happy to receive articles, case studies and comments from anyone interested in social accounting. Please send these to the SAN office (info@socialauditnetwork.org.uk) or to Anne Lythgoe (alythgoe420@btinternet.com).

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SAN IN SCOTLAND



SAN in Scotland (SANiS) had its autumn meeting on 23rd September which enabled the participants to catch up with what is happening around social accounting and audit and social impact measurement in Scotland. As part of the CPD session, Alan Kay (*pictured right*) presented a discussion paper on defining social enterprise as having impacts on people (social), the planet (environment) and society (cultural). This led to lively discussion about economic activity being a means to an end and not an end in itself.

This discussion paper can be available for anyone that is interested from alan.kay20@gmail.com.

It was also reported that Cothrom in South Uist is planning to proceed with social accounts and the ILM Endorsed Award in SA&A; that Kevin McDermott (Aberdeenshire Council) is continuing to get Third Sector organisations in the North East of Scotland to keep social accounts and/or do SROI - sometimes both!; that C-Change are considering keeping social accounts; that SES in Sunderland have just held their Social Audit Panel on their 4th set of social accounts; that the WISE Group have just finalised their second set of Social Accounts; and that Highland Homecarers (who recently were featured in the Glasgow herald) are going to panel later in the year with their second set of social accounts.

The Scottish Government has recently indicated its plans to support the social enterprise sector from April 2011 and it appears that three contracts will be issued - one of which includes assessing social impact. SANiS is keen to be included in bidding for this support work and is looking to be part of a consortium bid.

SAN is continuing to work with the SROI Network on the the SROI Across Scotland project - specifically looking at ways they can introduce an "audit" to work in conjunction with their current assurance process.

The Scottish Social Enterprise Academy is holding its Prove, Improve and Accout! two day workshop on 29 - 30th September in Glasgow. This workshop is fully subscribed.

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. Note that this is specifically for auditors - those that chair social audit panels not for people wanting to know about social accounting.

NEW SOCIAL AUDITOR

Congratulations to Anne Houston, who has recently been accredited as a SAN Approved Social Auditor. For information on the register of approved social auditors, please go to our website at:<http://www.socialauditnetwork.org.uk/register2.htm> or click on this link

POSTCARD FROM AMERICA

This summer, *writes Anne Lythgoe* I spent three weeks travelling around Washington State and Oregon in the NW USA. Although primarily 'sight seeing' – and I can recommend this destination to anyone interested in scenery, wildlife, massive landscapes and trees, I was struck by how citizens get stuck in to helping each other, recycling and protecting the environment and supporting 'charity' in its widest sense.

Not for profit is big business, and is 'mainstreamed' in a way that could not be imagined here in the UK. Social businesses include micro-breweries so big that their definition seems bizarre as they compete effectively with the 'private sector', and large scale public services operated by local charities, particularly in the faith sector.

Philanthropic giving again is huge and sponsorship forms a major source of not for profit income. At the baseball stadium, the refreshment stands were operated by charitable groups, themselves taking a share of the profits.

Then the penny dropped – this was the 'Big Society' in action. So, as a social accountant, what did I learn? Simply that it has never been more important to account for and in particular report on the social, environmental and economic impacts that your organisation's work accrues, so that you can get out there and market what you do to the people who control the money which supports what we do.

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,

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

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

The SAN Conference 2010 - Accounting for Change

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South West England Community Enterprise Unit
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Wales Cylch in partnership with the Development Trusts Association Wales (DTAW)
sarah.germain@cylch.org.uk

North West England contact either Graham Waterhouse -graham.waterhouse@ntlworld.com or Liz Brooks Allen lizbrooks-allen@theconnectives.com

Yorks and Humber Contact in the first instance Mary McGarry mary@punchthehorse.karoo.co.uk

North East England Community Campus 87
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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.