



Social accounting and audit for the community sector

Social Audit Network Circular February 2010

This month's circular contains...

- The 2010 SAN Training programme (click [here](#))
- News from around the world (see below)
- A new Case Study feature from Cylch, the Welsh Community Recycling Network (click [here](#))

SAN Snippets...

The **SAN Newsletter** is changing... From March, we will be sending out the circular via SAN's new website. Look out for next month's new-look, exciting copy!

In a previous circular we mentioned **The Tool Factory and their Social Impact Tracker** which we suggested would be a useful tool to use in the process of social accounting. We have heard that on 31st December 2009 The Tool Factory closed down. However, all of their free resources will continue to be available on a new website - www.formorethanprofit.com. The Social Impact Tracker will continue to be available from Cunamh ICT - contact Peter direct on peter@cunamh.org.

...and for those of you who read with regret of John Pearce's retirement from SAN in the last edition of this newsletter, I can assure you that he is still writing, giving masterclasses and helping to promote social accounting across the world!

We have decided to introduce a section in this monthly circular that picks up gossip, thoughts or current comments... We would be interested if you send anything in for this section to alythgoe420@btinternet.com

New from Nepal...

Martin Butterworth writes...

The United Mission to Nepal has recently published its Annual Report, which contains information about their social accountability. Check out pages 21 and 22 at

http://www.umn.org.np/new/publication_files/y2na6rswannualreport2008-09.pdf

Thank you again to SAN for your support and advice, I hope we can remain in contact and meet again.

Social Audit Network India

Patrick Boase writes.....

SAN in Scotland (aka CBS Network) is in now in the second year of a 2-year project to introduce social accounting and audit into India, funded by Lloyds TSB Foundation for Scotland. We are working with the Centre for Social Initiative and Management (CSIM), a Hyderabad-based organisation with branches in Chennai, Bangalore, Pune and Mumbai.

Two representatives from our Indian partners were present at the November Social Audit Network international conference in Liverpool, where they played a vital and inspiring role. They also visited Scotland and Newcastle, where Latha Suresh attended the Shared Interest social audit panel meeting.

Alan Kay and Mike Swain were in India in October and early November to chair audit panels and mentor trainee auditors. Between them they audited 9 organisations comprising 3 commercial companies with social objectives, 2 foundations set up by companies, and 4 NGO/social enterprises. The panels were spread across Chennai, Bangalore, Hyderabad, Pune and Mumbai.

Alan also ran a Social Auditor Workshop and helped with a Masterclass for Mumbai-based organisations.

CSIM are now recruiting to start up a new cluster of organisations and run Masterclasses in Delhi and Kolkata. They will also set up a dedicated SAN India website.

SAN in Scotland update

John Pearce writes...

I can now confirm that the next SAN in Scotland meeting will be held on **Monday 1 March** at the offices of CEiS in Glasgow - **Moorpark Court, 5 Dava Street, Govan, Glasgow G51 2JA**. The nearest underground station is Ibrox and you can find a map and directions by googling CEiS Glasgow.

The meeting will start at 1.30 but you are welcome to arrive from 1pm when there will be coffee and tea available. Bring your own sandwiches!

At 1.30 CEiS will give a presentation on the Demonstrating Value Project which originates from VanCity Credit Union in Vancouver and which CEiS are intending to introduce with their clients in Scotland and to link up with the SAA process. Following the presentation there will be an opportunity for discussion and exploration of how this model will connect with social accounting and audit.

Following the CEiS presentation and discussion we shall do our usual round-up of what is happening just now in Scotland and follow up possibilities for collaborations and for new developments.

As ever we plan to finish by 3.30pm and look forward to seeing you on March 1st.

News from Down under...

Tara Kelly writes...

Prove and Improve Project - Australia's First Social Accounting and Audit Cluster

The growth of the social enterprise sector in Australia in recent years has attracted substantial interest and investment from government and philanthropy. As a result of this there is an increasing desire for social enterprises to prove the benefits they claim to be creating. Despite this strong interest there are still few social enterprises and third sector organisations in Australia that use social impact measurement approaches in a significant or ongoing way. Only a handful of organisations have used the most popular approaches including Social Accounting and Audit, and Social Return on Investment.

In response to this, in 2009 the Brotherhood of St. Laurence's Community Enterprise Development Initiative (CEDI) undertook the Prove and Improve Project with funding from the Westpac Foundation. The Prove and Improve Project aimed to contribute to build the capacity of social enterprises to 'prove' and 'improve' their social value creation through the use of Social Accounting and Audit (SAA). Seven enterprises were selected to participate in the project and were provided with funding, training and one-on-one support. The project has to date supported the enterprises to develop Social Accounting Plans using the 'cluster approach' to SAA, the first time this approach has been used in Australia.

The Prove and Improve Project has also provided an opportunity to document the experience of social enterprises undertaking the SAA process. The learning from the project so far have demonstrated that social enterprises are strongly motivated to better understand and communicate their impacts. The participating enterprises have already found significant benefits in the SAA process and are keen to continue to the Social Audit. However they face a range of hurdles, in particular time and money. The resource limitations of third sector will need to be addressed if more social enterprises are to be encouraged to measure their impacts.

In 2010 Social Traders, a newly established social enterprise intermediary will continue on the next phase of the Prove and Improve Project. The project will continue to provide support to the participating enterprises to undertake the next steps of the SAA process. It is also hoped the learning from the project will contribute to discussions about how to approach social impact measurement in Australia.

For more information on the Prove and Improve Project contact Tara Kelly
tara.kelly@socialtraders.com.au

Events and Training - SAN Training Programme 2010

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 organization or wish to assist other organizations prepare social accounts. The class is based on SAN's Social Accounting and Audit Manual and CD (which are supplied to all participants) and makes use of a case-study as well as other participatory exercises. Master-class tutors are all SAN members with experience of social accounting and audit. The master-class costs £375 (excluding overnight accommodation).

The **Social Auditor Workshop** (SAW) is designed for people who wish to become a SAN approved social auditor and chair social audit panels. The Workshop is based on SAN's Social Auditor Handbook which is supplied to all workshop attendees. The Workshop focuses on the process of the social audit panel meeting from the perspective of the chairing social auditor. Workshop tutors are all approved social auditors with considerable experience. The cost of the Social Auditor Workshop is £150.

Copies of the timetables for a "master-class" and for a Social Auditor Workshop can be seen on the SAN website.

Details of the 2010 programme can be seen below. This programme will be updated on a monthly basis as more training events are organized.

Date	MC/SAW	Location	Lead tutor	Information and bookings
30,31 March	MC	NW	Graham Waterhouse	Graham.waterhouse@ntlworld.com
April	MC	Central London	Sean Smith	01392 666282 info@socialauditnetwork.org.uk
April	SAW	Central London	Mike Swain	01392 666282 info@socialauditnetwork.org.uk
July	MC	Newcastle	Lawrence McAnelly	tbc
20/21 Oct	MC	Wolverhampton	Iftikar Karim	01902 877530 mikarim@sky.com
22 Oct	SAW	Wolverhampton	Mike Swain	01902 877530 mikarim@sky.com

SAN is hopeful that a master-class will also be arranged in Cardiff during 2010.

SAN News and Developments

SAN website

SAN is proud to announce its new look website... with the same address...

<http://www.socialauditnetwork.org.uk/>

Check it out for news, information about social accounting, case studies and articles, and training opportunities... and back editions of this circular!

Register of Social Auditors

SAN is pleased to report that a second Indian colleague has been approved as a Social Auditor. She is Vatsala Ravikrishnan who has been very closely associated with the India Social Audit programme being led by SAN in Scotland and funded by the Lloyds TSB Foundation for Scotland. Vatsala is based in Chennai and can be contacted at: vatsmail@gmail.com

Anyone wishing to become approved as a SAN Social Auditor 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.

SAN Manual...

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).

SAN Wallchart poster.....

The popular SAN wallchart poster has been updated and reprinted. The new version includes the changes made to the SAA Three Step process following the *Really Telling Accounts!* research, revised diagrams and new case-studies. These include The Wise Group, Highland Home Carers, Pembrokeshire Frame and the Neuro Muscular Centre. To obtain a copy simply send an A4 self-addressed envelope with large stamp to the SAN office.

Contributing to this circular...

The SAN e-mail list reaches some 1500 people in the UK and all around the world. If you know of other people who are interested in social accounting please invite them to join the network via the website or simply email us their address. Please remember the network is there not only to send out information but also to be used as a way of contacting other people and spreading information about what you are doing.

If you are willing to share your experiences of social accounting and audit in order to help inform others, you do not need to write the whole article – we are happy to help. However, the information and opinion must come from you and your organisation – it's your story that is being told! Please contact Anne Lythgoe (alythgoe420@btinternet.com), to discuss how your story can be included on our website.

Call for 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 case studies 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 Case Studies for your needs...

Go to:

http://www.socialauditnetwork.org.uk/index.php?option=com_content&view=article&id=63&Itemid=81 for more details.

SAN is planning a booklet of case studies to illustrate good practice in social accounting and audit – if you would like to feature in this booklet, please contact Graham Waterhouse for more details. Thank you to all those who have responded so far!

Social Accounting Case Study Feature

Cylch, the Wales Community Recycling Network

Cylch is the Wales Community Recycling Network, and is a membership organisation and registered charity which promotes sustainable resource (waste) management through education & practical action.



Our ethos embraces community ownership, wealth from waste, sustainability, partnership, and our members work in the following areas:

- Kerb-side recycling
- Reuse
- Composting
- Scrap-stores
- Re>Paint schemes
- Education
- Provide training
- Provide work placements

Cylch ran a cluster of organisations amongst its membership which learnt about and started social accounting and audit. This was to allow the members to:

- Measure & publicly account for what we do
- Understand whether we are achieving what we set out to do?
- Aiming in the right direction?
- Listen to what others have to say, so that our future work can be more effective
- Prove our worth through independent verification

Social accounting and audit helped us to show that community recycling organisations have a social, environmental and economic impact on their local community, primarily measure tonnage diverted from landfill. It is a means of measuring the 'added value' and a competitive edge on tendering for contracts

12 members + Cylch itself, formed 3 clusters, and undertook an 18 month process. Training was provided by SAN UK, and the Community Enterprise Unit. We now have 5 trained staff and 2 social audit chairs.

Step 1 of the process provided us with:

- Opportunity to really look at what we do
- Clarification of our Mission Statement, Values and Objectives and Activities
- Identification of our stakeholders

Step 2 then allowed:

- Collation of the info that we are already collecting
- Devising methods to collect info that we weren't collecting
- Reminder of importance of feedback
- Questionnaires – most time consuming and difficult but, most interesting and enlightening results

Step 3 also:

- Enabled identification of areas for improvement
- Writing the accounts takes a lot of time & co-ordination

- Its hard work but worth the effort
- Its been a learning process – next year it'll be easier
- Panel experience very constructive

Cylch first prepared accounts in 5005-06 and decided to take some time to implement the findings. We have undertaken partial social accounting in the intervening years but have not formally reported or been verified. We are currently preparing and working on a full set of Social Accounts for 2009-10.

For further information, go to: <http://www.cylch.org>

SAN Regional Co-ordinators

London: Mike Gordon (pro tem)- mike@mgc13.plus.com

South East: Mike Gordon (pro tem)- mike@mgc13.plus.com

East Midlands: Mike Swain - Mike.S@asan.org.uk

West Midlands: West Midlands Social Accounting Cluster - Mike.S@asan.org.uk

Scotland: SAN in Scotland - info@cbs-network.org.uk

South West England: Community Enterprise Unit - lorna@ceultd.co.uk

East of England: Mike Gordon - mike@mgc13.plus.com

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 - lawrence@cc87.co.uk

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.

*Anne Lythgoe
January 2010*