



Social accounting and audit for the community sector

## Social Audit Network Circular November 2009

**SAN Conference 13 November 2009**  
**Booking is still open**

**PLEASE BOOK AS SOON AS POSSIBLE AS PLACES ARE GOING FAST!**

**The 2009 SAN Conference**  
**Accounting, measuring and reporting- how does it all add up?**

**13 November at Blackburne House in Liverpool**

This will be an international affair with social accounting practitioners from Europe and overseas in attendance. Confirmed speakers and workshop presenters so far include:

- **Bryn Sadownyk** - Demonstrating Value Project Canada
- **Gerry Higgins** - CEO of Community Enterprise in Scotland
- **Steve Wyler** - CEO of the Development Trusts Association
- **Ruth Woodall** - Sustainability and Reporting Manager The Co-operative
- **Bob Doherty** - John Moores University Liverpool
- **Mrs Latha Suresh** - Centre for Social Initiative Management in India
- **Marcelle Holdaway** - social auditor based in Australia
- **Lindsay Jeffs** - social auditor based in New Zealand
- **Johny Joseph** - Creative Handicrafts Mumbai
- **Tytti Siltanen** - Develooppi Oy Finland
- **Katherine Trebeck** - The Wise Group
- **Manoj Khadka** - Social Audit Forum Nepal

Full details and a booking form are available on the SAN website.

[Conference Link](#)

The cost of the day is £125 (£100 for SAN company members). Please book early as places are limited.

SAN members are also invited to attend the international Gathering of Social Accounting and Auditor practitioners which will be held on Thursday

afternoon and evening the 12th November - the day before the SAN conference - in Liverpool. Members will receive an e-mail with further details.

## **SAN Snippets...**

In an article by Sarah Jewell in the Guardian of 17/10/09 Kellogg's Corporate Social Responsibility (CSR) manager says that CSR "...is about trying to mitigate some of the negative consequences of a business doing its business." This very clearly illustrates neatly the difference between CSR compared to social accounting within the social economy....

Overheard at the recent Argyll and Bute Social Enterprise Network (ABSEN) conference "... is Social Return on Investment really a bit too reductionist - I mean - reducing everything to a financial value?"

Albert Einstein is of course very quotable and once said..."Not everything that counts can be counted, and not everything that can be counted counts"... This could be a lesson for us all working in this field.

"Success is not so much what you are, but rather what you appear to be". A quote from an anonymous person....

An email has been sent round on the measurement of sustainable procurement which might be worth a look ([www.impactmeasurement.net/emda](http://www.impactmeasurement.net/emda)). It has been written by Adam Wilkinson and Associates and concentrates on assessing and developing the practical measurement of economic, social, and environmental sustainability, so that these measures can be used within the procurement process. He goes on to state that his methodology "leads to the rejection of monetised proxies."

**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](mailto:alythgoe420@btinternet.com)**

## **News from SAN in Scotland**

*Alan Kay writes...*

The Scottish Social Enterprise Academy held a two-day social accounting and audit training module in social accounting and audit in Inverness in September which was well received. The next module - often referred to as '**Prove, Improve and Account**' will be held in Glasgow on 24 - 25 November. If you are interested in attending this module and require more details, please contact the Social Enterprise Academy on 0131 243 2670 or [learn@theacademy-ssea.org](mailto:learn@theacademy-ssea.org).

The next meeting of **SAN in Scotland** will be held on **16<sup>th</sup> November 2009 at the Friends Meeting House at 12.30 for a buffet lunch and networking. Business starting at 1.30 aiming to end as usual by**

**3.30pm.** Anybody intending to come for lunch should tell Jeni Richmond ([info@cbs-network.org.uk](mailto:info@cbs-network.org.uk)) so that lunch can be ordered. This meeting will take on an international perspective as a number of our guests from India and elsewhere will be attending during their visit to Scotland after the SAN International Conference.

## **News from India**

*Patrick Boase writes....*

The SAN India Project is a CBS Network project which aims to help our Indian partners, the Centre for Social Initiative and Management (CSIM) to establish social accounting and audit in India. The demand for the project came from NGO's in India. It got underway in October 2008, with funding from Lloyds TSB Foundation for Scotland.

The first activity was to form a "cluster" of organisations to participate in joint training and to prepare accounts in parallel. Three two-day training workshops were successfully completed and CSIM have helped the organisations to prepare their draft accounts. The first audit panel took place on 5<sup>th</sup> October, and is being followed by a further 8 audits up to 6<sup>th</sup> November.

Interestingly, the first cluster of 9 organisations is made up 3 commercial companies, all with strong social commitments, 2 foundations set up by companies, and 4 NGO/social enterprises. A much wider spectrum of organisations than is covered by SAN UK.

By early November two Masterclasses will also have taken place as part of the project. The first one had 25 participants and took place at the Rajiv Gandhi Institute in Chennai. The second will take place in early November in Mumbai. We expect it to have around 20 participants.

We are pleased to note that our India partners, while adopting the tools and processes that we have developed in the UK, are setting their own quality standards. Two examples of this:

- All those training to become social auditors, ie. to chair social audit panels, must themselves have prior experience in drawing up social accounts.
- The Standard Plus audit format, which takes place over one-and-a-half days, is being set as the norm for Indian organisations.

2 colleagues from the SAN India project will be attending the SAN UK International conference on Nov 12<sup>th</sup>-13<sup>th</sup> 2009 in Liverpool.

## **New Publication.....**

ZED Books have launched 'The Social Economy – international perspectives on economic solidarity', edited by Ash Amin from Durham University. SAN colleagues will recognise a contribution from our own John Pearce, and the book contains essays examining the search for a kinder, greener, less unequal and more redistributive economy.

For further information, please go to [www.zedbooks.co.uk](http://www.zedbooks.co.uk). Or contact Zed's operations manager, Ruben Mootosamy. You can email him on [ruben.mootosamy@zedbooks.net](mailto:ruben.mootosamy@zedbooks.net) or call 020 7837 4041.

## Events and Training

The **two-day social accounting master-classes** are aimed at people who wish to understand the Three Step social accounting process either in order to facilitate the process with social economy organisations or to use it within their own organisation. The cost of these classes in the UK is £375 including a copy of the social accounting and audit Manual & CD and dinner on the first evening. (If you already have a Manual & CD the cost is £350).

Social Auditor workshops are aimed specifically at those people wishing to become SAN approved Social Auditors. Participants should have sound prior knowledge and/or experience of the social accounting and audit process either by having used it for their own or another organisation or by having attended one of SAN's two-day master-classes or similar SAN recognised training. The cost of the Social Auditor workshop is £150.

### ***Future events include:***

**Edinburgh or Glasgow** - master-class and Social Auditor workshop - possibly December or late January 2010 - lead trainer John Pearce – for further information watch the SAN Circular.

If you are interested in working with SAN to hold a Master-class or other training in your region, please contact John Pearce by e-mail at [j.pearce@cali.co.uk](mailto:j.pearce@cali.co.uk)

## SAN News and Developments

### **SAN working with SROI Across Scotland**

SAN are part of the SROI Across Scotland project which is funded by the Scottish Government. Following a consultative meeting in April this year it was agreed that SAN and SROI would work on criteria and training needs for those seeking to verify SROI reports or Social Accounts or – as will become increasingly the case – a blend of social accounts with SROI inclusions. This element to the project is just beginning.

## **SAN Social Accounts**

The SAN social accounts for the period to 31 March 2009 went to a social audit panel in Birmingham on 1 October. This was a very interesting Social Audit Panel meeting and a summary of the SAN Social Accounts will be circulated soon and will be available at the SAN conference in November.

## **Register of Social Auditors**

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 – or come to the SAN conference on 13 November where copies will be available.

## **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.

**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!**

## **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

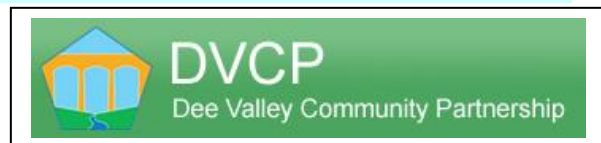
only to send out information but also to be used as a way of contacting other people and spreading information about what you are doing.

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](mailto:alythgoe420@btinternet.com)), to discuss how your story can be included on our website.

## Social Accounting Case Study Feature

### Dee Valley Community Partnership – Social Accounting and Audit in a New Organisation

Dee Valley Community Partnership (DVCP) is an independent, not for private profit enterprise combining community-led action with



business expertise, working alongside the voluntary sector and the local authority, sharing the values of public services and community benefit. DVCP is a community regeneration company that promotes partnership working and collaboration. It is involved in social, economic, physical and cultural projects and activities and work towards achieving objectives and actions via a strategy and action plan. DVCP is currently funded via the local authority, Wrexham County Borough Council, but is however involved in income generation activity such as letting commercial office space. DVCP is part of the Development Trust movement, being an asset based Development Trust, with the intention that all activities and projects are not dependent on grants in the future and is therefore working towards being self sufficient and sustainable.

Following participation in the ESF Wrexham Social Economy Project and specifically attending a Social Economy Network event on Social Accounting and Audit, Dee Valley Community Partnership Limited was keen to undertake the process of Social Accounting to enable us to identify and report on the strengths and weaknesses of our organisation.

Our first social accounts covering the period 1<sup>st</sup> April 2005 to 31<sup>st</sup> March 2006 have just recently been signed off (September 2006) and actually cover the first year of trading for DVCP, which we think is unusual. A challenge for the Wrexham Social Economy project was how to promote the benefits of social accounting for fledgling social enterprises. The social accounting principles provided an excellent basis for DVCP to work to from the inception of the company to ensure that the trust delivers on its objectives. Although the accounts can not focus heavily on impact at such an early stage in the organisation's history, future accounting periods will feature the impact that we are having in the local community.

The Directors and manager of DVCP were fully supportive of the process and it highlighted a number of achievements for DVCP including :

- Two local members of the community have been employed by DVCP during the course of this social accounting period.

- During the course of this social accounting period the DVCP Community Enterprise Centre has provided employment for twelve individuals, nine of whom live in the local community area. (75%).
- DVCP Inward Investment plus leverage funding has secured over £458,156 of funding for the local community.

We found that whilst the first attempt at the social accounting process seemed to take up a lot of time and effort, the results were definitely worth it and that it will be much easier next time around! In fact, for organisations who receive an element of funding for their activities, a lot of quantitative information already exists for funding report purposes.

Our only tip would be to take care to look at the right way to consult with your stakeholders and to ask them the right questions.

DVCP intends to continue with the Social Accounting Process on a bi-annual basis

Further information can be found at [www.dvcp.co.uk](http://www.dvcp.co.uk) or by telephoning DVCP on (01978) 814990.

## New Office Address

Note SAN's new correspondence address is: SAN Ltd., c/o CEU Ltd., Garden Floor, Suite 1, 11-15 Dix's field, EXETER. EX1 1QA **Tel: 01392 666 282**

## SAN Regional Co-ordinators

**London:** Mike Gordon (pro tem)- [mike@mgc13.plus.com](mailto:mike@mgc13.plus.com)

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

**East Midlands:** Mike Swain - [Mike.S@asan.org.uk](mailto:Mike.S@asan.org.uk)

**West Midlands:** West Midlands Social Accounting Cluster - [Mike.S@asan.org.uk](mailto:Mike.S@asan.org.uk)

**Scotland:** SAN in Scotland - [info@cbs-network.org.uk](mailto:info@cbs-network.org.uk)

**South West England:** Community Enterprise Unit - [lorna@ceultd.co.uk](mailto:lorna@ceultd.co.uk)

**East of England:** Mike Gordon - [mike@mgc13.plus.com](mailto:mike@mgc13.plus.com)

**Wales:** Cylch in partnership with the Development Trusts Association Wales (DTAW) - [sarah.germain@cylch.org.uk](mailto:sarah.germain@cylch.org.uk)

**North West England:** contact either Graham Waterhouse - [graham.waterhouse@ntlworld.com](mailto:graham.waterhouse@ntlworld.com) or Liz Brooks Allen - [lizbrooks-allen@theconnectives.com](mailto:lizbrooks-allen@theconnectives.com)

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

**North East England:** Community Campus 87 - [lawrence@cc87.co.uk](mailto: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

*October 2009*