

SAN Gathering 2022

Social Accounting and Audit for the Community Sector

Wellbeing and Social Accounting

20th May 2022

#SANwellbeing

www.socialauditnetwork.org.uk



HOUSEKEEPING:

exits, facilities and fire alarms...

photos

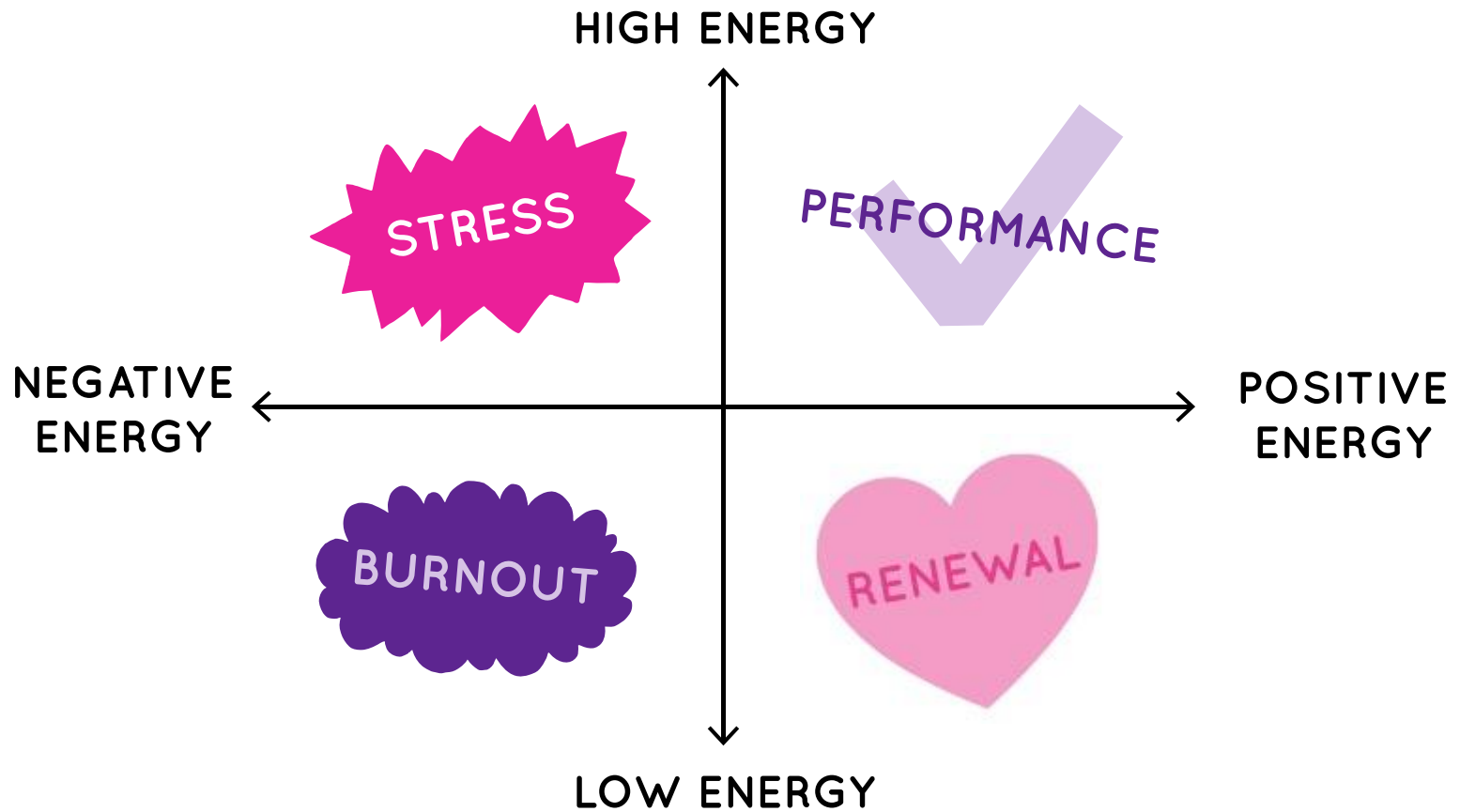
tweets [#SANWellbeing2022](#)

SAN Directors

if you need help – Lily Sullivan

CARING FOR YOURSELF... A PRACTICAL APPROACH

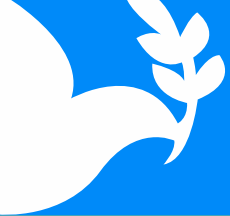






What micro-renewals can you factor into today ?





SAN Gathering 2022

Social Accounting and Audit for the Community Sector

Wellbeing, stakeholders and social accounting

Anne Lythgoe



Wellbeing....

One word that comes into your head
when you think of 'wellbeing'...

Log in to www.Menti.com

Code 6557 1689



Wellbeing....

One word that comes into your head when you think of 'wellbeing'...

I can see....

- Range of answers
- Complex subject
- Different people think different things about wellbeing
- Trends in the responses
- Need for evidence to back up the responses – (one word isn't really enough)



Wellbeing....

Definitions:

World Health Organization's (WHO) definition of health reads: **A state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.**

UK Government (Dept of Health and Social Care): **Wellbeing is about feeling good and functioning well and comprises an individual's experience of their life; and a comparison of life circumstances with social norms and values.**

What Works Centre for Wellbeing: **It's about 'how we're doing' as individuals, communities and as a nation, and how sustainable that is for the future**

Lots of definitions – but helpful if your organisation has a clear definition that you use... (consistently)



Stakeholders....

Who is in the room?

Which of the following describes your role?

Log in to www.Menti.com

Code 6557 1689



Stakeholders....

Who is in the room?

I can see...

- A range of stakeholders
- Possibly who you are influenced by how you think about wellbeing?
- Larger number in one category could skew the results?
- Important to know your stakeholders, engage with your stakeholders and (robustly) report their views / feelings...



Stakeholders....

Whose wellbeing?

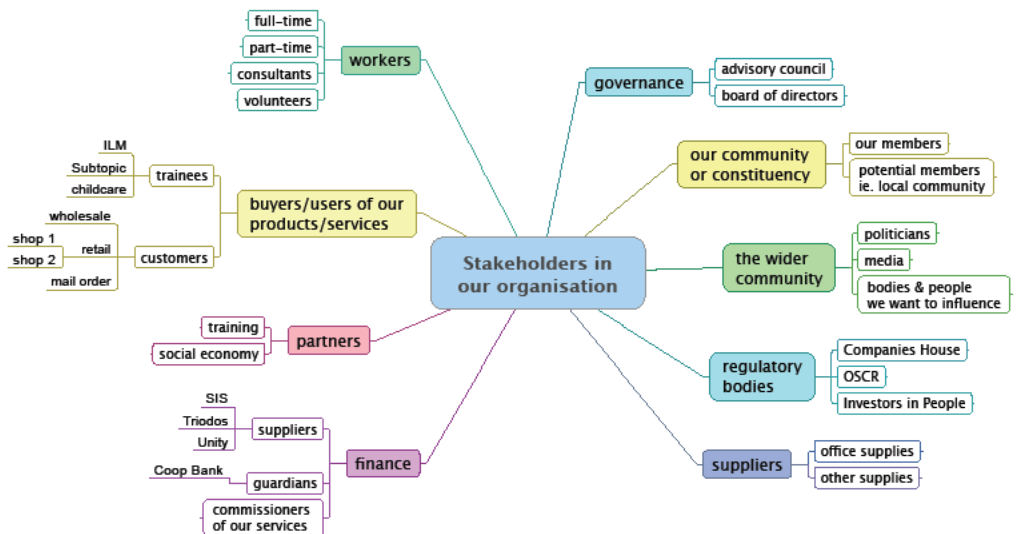
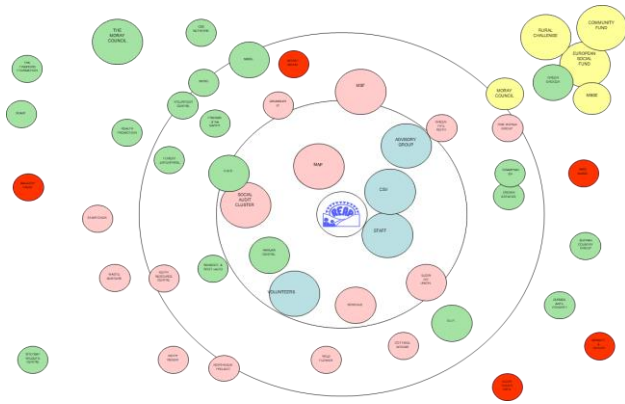
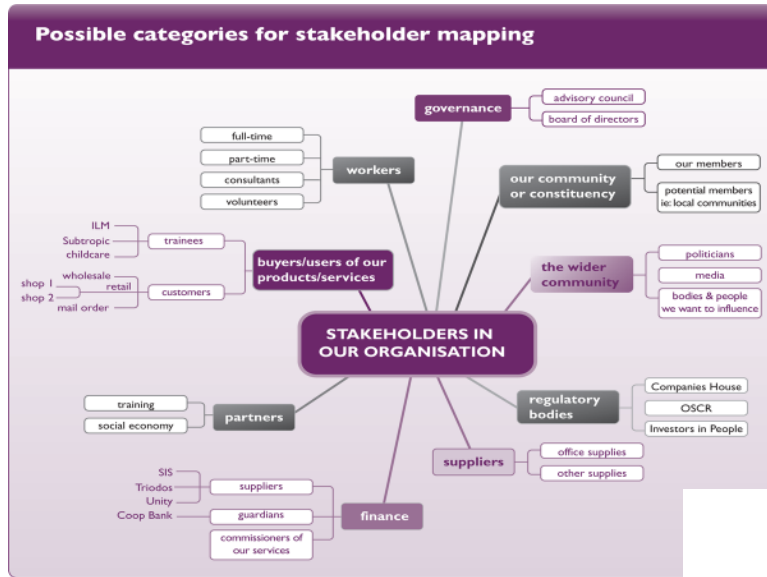
Stakeholder mapping

On your tables, use the sticky notes to identify people / stakeholder groups about whose wellbeing any social economy organisations might wish to know more...

Stick them on the flip chart sheet and build a 'map' – can you group them together? prioritise them?

10 minutes

Stakeholders....



Stakeholders....



Workplace wellbeing

Workshop 1 this morning
Hayley Hulme and Becci Martin

Stakeholders....



Workplace wellbeing... and inclusion

Jacy Stewart, For Business Sake

Panel discussion this afternoon

Stakeholders....



UK for Good

purpose. people. planet. prosperity

Creating (healthier) connections with businesses, wider society, and the environment

Workshop 3 this morning
Donna Okell



Social accounting and audit...

...a logical and flexible framework for your organisation:

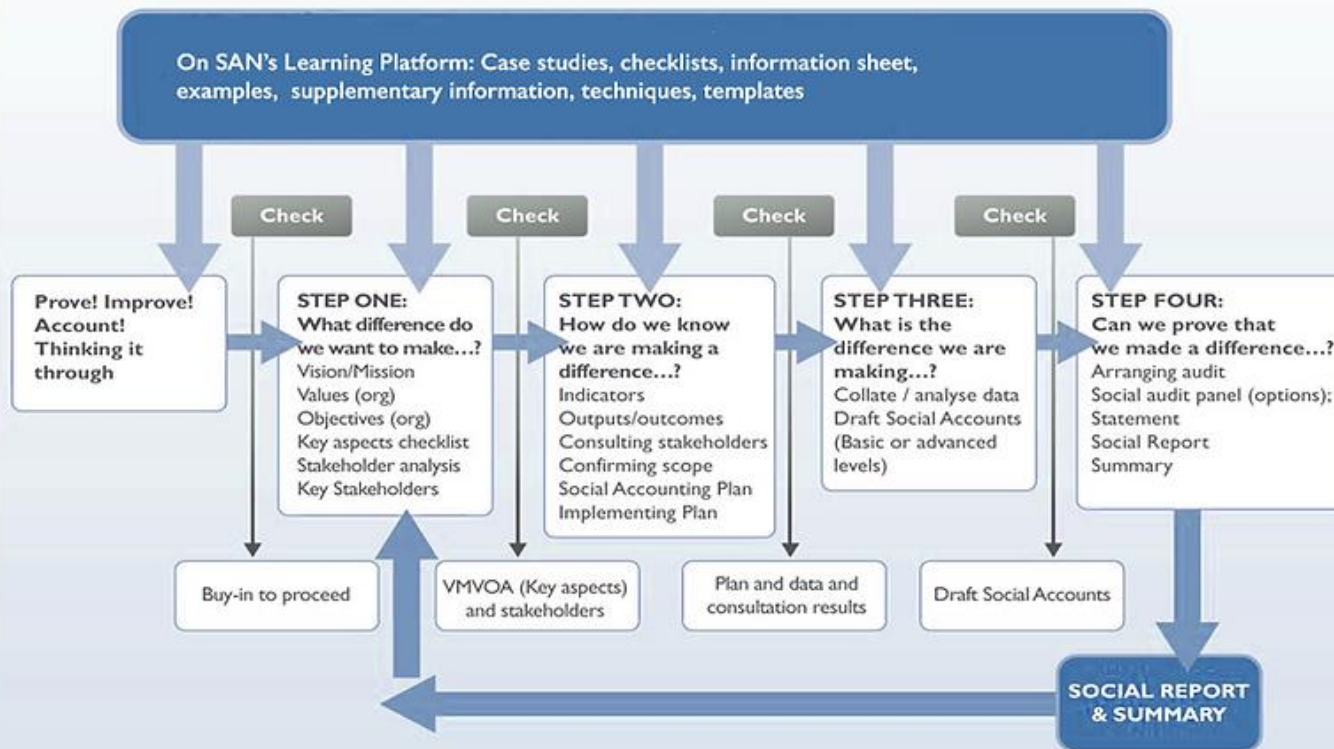
...**Prove!** - account fully for and report on your organisation's social, environmental and economic performance and impact...

...**Improve!** – provide the information essential for planning future actions and improving performance; and

...**Account!** – be accountable to all those you work with and work for...

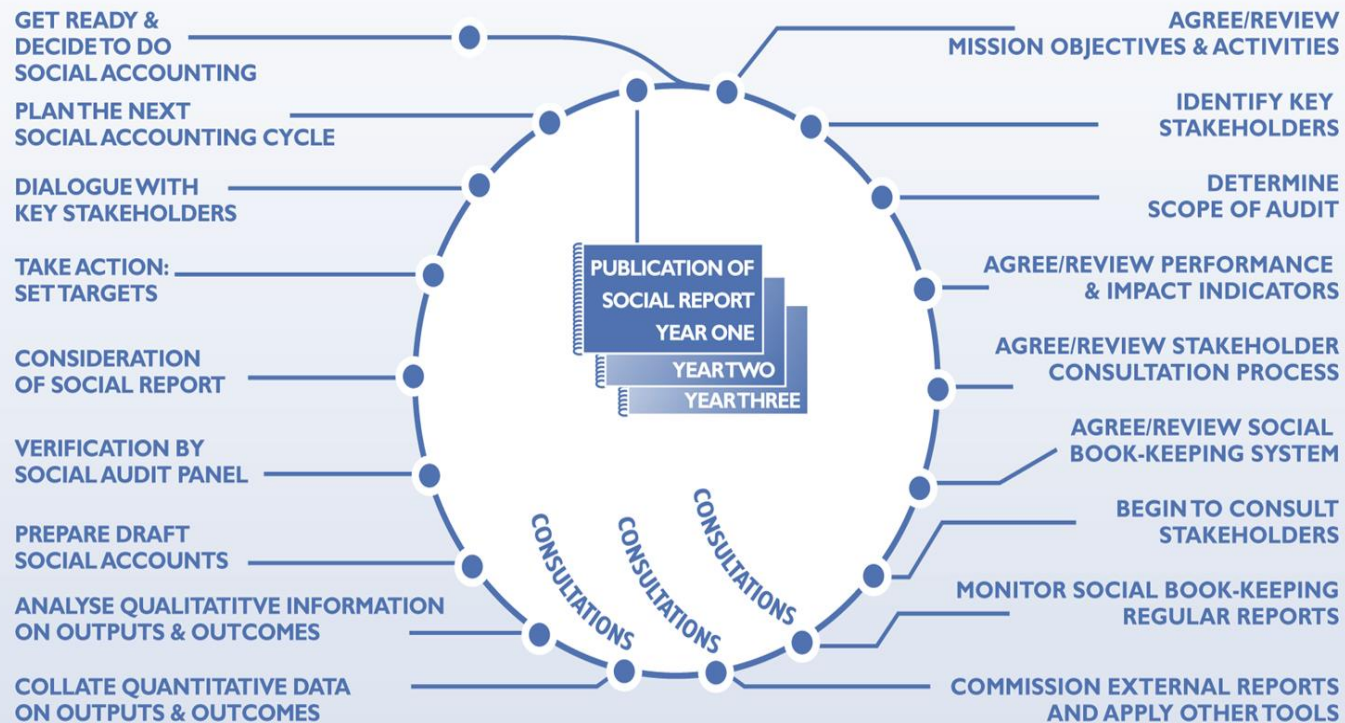
4 step process...

Overall process of social accounting and audit



Repeated...

Social accounting and audit cycle





Wellbeing, stakeholders and social accounting....

STEP ONE - What is the difference that we want to make?

Describe - Vision, mission, values objectives, activities....

And for whom?

Prepare a list or a map of your stakeholders

Social accounting brings these two together and then asks...



Wellbeing, stakeholders and social accounting....

STEP TWO - How do we know that we are making a difference (for our stakeholders)?

Impact mapping / theory of change:

- Objectives – what we set out to do
- Activities – our services, running the business,
- Outputs – direct, countable, ‘measures’
- Outcomes – change, so need ‘indicators’
- Impacts – often cumulative, longer term,

Social accounting creates a plan for your organisation to test the theory of change and describe the complexity of what it does – eg improve wellbeing...



Wellbeing, stakeholders and social accounting....

STEP THREE – What is the actual difference that we are making (for our stakeholders)?

Stakeholder engagement – ask them....

Use the tools available for measuring wellbeing

Collect the data that you need (and analyse it)

Use comparisons...

Compile a 'report'



Stakeholder engagement....



The Positivitree

Matthew Lanham, Neuro Muscular Centre
Panel discussion this afternoon

Frameworks and tools....



Measuring the impact of your services with the HACT Wellbeing Valuation

Colette Humphrey, Wythenshawe Community Housing Group
Workshop 2 this morning

Frameworks and tools....



Wellbeing for Everyone – using the UN Sustainable Development Goals in social accounting

Andy Biggs, Info Superstar
Workshop 5 this afternoon

Frameworks and tools....



Building Your Toolkit – using measurement frameworks for wellbeing

Karen Smith, Liz Allen

Stewart Martin (What Works Centre for Wellbeing)

Workshop 6 this afternoon

Case studies....

Empower You
Social
Impact
Report
2020/2021



BLACKBURNE
HOUSE

Prepared by the connectives



Workshop 4 this afternoon: Case Studies

- Beyond Empower (Sophie Priest, Ben Andrews)
- Blackburne House (Lynne Kavanagh, Fiona Wilkie)



Innovation....



Poetry (and wellbeing)

Lyndsay Price, Spoken Word Artist



Wellbeing, stakeholders and social accounting....

STEP FOUR – Can we prove we are making a difference?

Verification – social audit

Summary / social report

Publish and share with stakeholders



Principles...

- **Clarify purpose** — why you are doing this...
- **Define scope** — what's included...
- **Engage stakeholders** — gives the qualitative information
- **Determine materiality** — measure what matters and make sure you can report cause and effect
- **Make comparisons** — 'so what?'
- **Be transparent...**
- **Verify accounts** — independent audit
- **Embed the process** — part of your business as usual



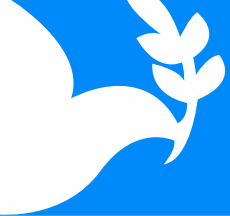
Wellbeing, stakeholders and social accounting....

Questions / Reactions?...



In summary....

- **Framework** which can include different tools
- Becomes **embedded** in the organisational life cycle
- Runs **alongside financial accounts**
- Reports on **social, environmental and economic performance and impact**
- Done by and controlled by the organisation - **empowerment**
- Accounting to **all stakeholders**
- Mix of **measurement and “story”**
- Independent **verification** is crucial to prove value...

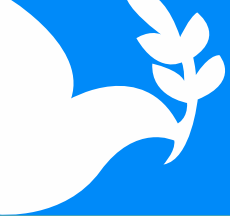


SAN Roadshow

Social Accounting and Audit for the Community Sector

Break

Back here at 11.20am

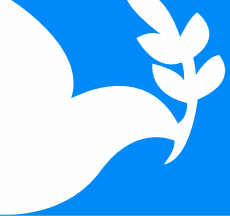


SAN Roadshow

Social Accounting and Audit for the Community Sector

Lunch

Back here at 1.40pm

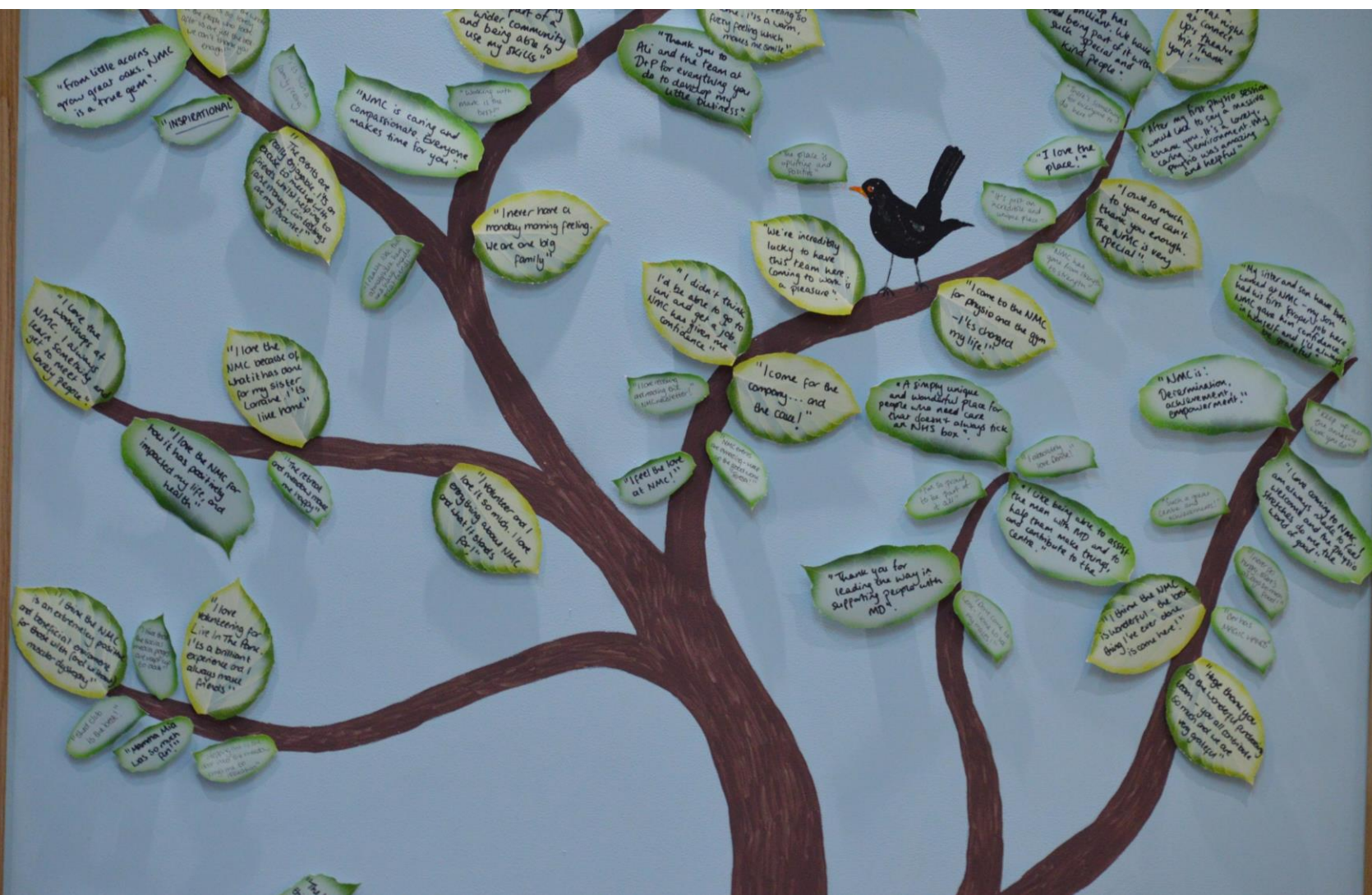


SAN Roadshow

Social Accounting and Audit for the Community Sector

Break

Into workshops at 3.00pm



"From little acorns
grow great oaks. NMC
is a 'true gem'."

"INSPIRATIONAL"

"under part of a
wider community
and being able to
use my skills."

"Thank you to
ATI and the team at
DrP for everything you
do to develop my
little business."

"... it's a warm
fuzzy feeling which
makes me smile."

"... has
been part of it with
special and
kind people."

"... this night
up! Thank
you!"

"NMC is caring and
compassionate. Everyone
makes time for you."

"I never have a
monday morning feeling.
We are one big
family."

"The place is
welcoming and
positive."

"I love the
place."

"After my first photo session
with you, it's a lovely
experience. It's so lovely
being there. You're amazing
and helpful."

"I owe so much
to you and can't
thank you enough.
The NMC is very
special."

"My sister and son have both
benefited from NMC - my son
had his first properly job here
and now has confidence
in himself and I'll always
be grateful."

"I love the
welcoming at
NMC. I always
feel something
different when I meet
people."

"I love the
NMC because of
what it has done
for my sister
Lorraine. It's
like home."

"I love the NMC for
how it has positively
impacted my life, and
health."

"The staff
are really nice
and helpful."

"I wonder and I
love it so much. I love
everything about NMC
for!"

"I feel like love
at NMC."

"I come for the
company... and
the cause!"

"A simple unique
and wonderful place for
people who need care.
But doesn't always tick
an NHS box."

"NMC is:
Determination,
achievement,
empowerment."

"Keep up the
good work
you're doing!"

"I love coming to NMC
and all the staff
who help me. I feel
safe and happy. It's
like a family."

"I think the NMC
are fantastic! I promise
for that I will feel
really happy."

"I love
volunteering for
Live in the Frame.
It's a brilliant
experience and I
always make
friends."

"I love the
NMC. It's a
great place to
work."

"I love the
NMC. It's a
great place to
work."

"I love the
NMC. It's a
great place to
work."

"Thank you for
leading the way in
supporting people with
MDD."

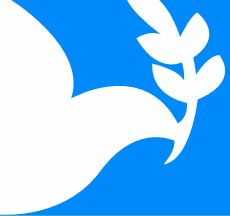
"I love being able to assist
you with MDD and to
help them make things
better."

"I think the NMC
is brilliant - the best
thing I've ever done.
I've come here."

"I love the NMC
because of the lovely
staff and the way
they help you."

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SAN Roadshow

Social Accounting and Audit for the Community Sector

Next steps



SAN events....

Prove Improve, Account

2-day workshop, Thursday 30th June and Friday 1st July, in Manchester (in person) For those wanting to be a social accountant, or to help others with their SAA

<https://www.eventbrite.co.uk/e/prove-improve-account-workshop-in-social-accounting-and-audit-tickets-289732707327>



SAN activities....

- **Website** www.socialauditnetwork.org.uk for case studies, research documents, to download the Prove, Improve, Account Guide – and much more
- **Membership** – UK and overseas
- **Newsletter** - Monthly email circular
<https://www.socialauditnetwork.org.uk/copy-of-san-community>
- **Virtual events** – usually one hour, range of topics, allowing sharing of practice, including from outside UK
- **Social audit** – list of approved auditors
- **Other work** - Research, setting standards and new developments