



**SAN: SOCIAL AUDIT NETWORK June 2010**

With the reliability of wet bank holidays in otherwise sunny Devon, here is this month's SAN newsletter.

As the 'receptionist' for SAN, mainly answering emails and creating invoices for sales of the ever popular, 'Social Accounting and Audit Manual', I have been asked to write a little about SAN from my perspective.

I receive quite a lot of emails from outside the UK, more than you might expect considering the materials are in English and contain specific terms not regularly used in this language, such as 'stakeholder', outside of this field of study. There is a skew towards India and our organisation has many close ties with that part of the world, but there is also SAA activity in Italy, France, Germany and Sweden.

The only thing which has defeated me so far is successfully posting a Manual to Papua New Guinea. It must have arrived somewhere and I am waiting for an interesting email address (which will probably be thrown into 'Junk' by the enthusiastic spam filter).

I am regularly asked for examples of what is happening up and down the country with regards to SAA. I do not always get to hear about everything but I can tell you that Project Cosmic, a social enterprise in Ottery St Mary, has just gone to panel and used SROI calculations within their Social Accounts. This is very much the 'as well as, not instead of' line that SAN takes and it is interesting that an organisation has independently come to the same conclusion.

And, yes, Ottery St Mary is a real place. <http://www.cosmic.org.uk/>

Kind regards

Sean

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## ARTICLES

### 'Importing' the SAN approach in Italy. Any ideas?

Hi everybody, I am Laura, from Italy. Since 1997 I have worked as trainer and consultant in the field of social responsibility and reporting, mainly for public and non profit organisations.

Since January I work in a consortium of social cooperatives ([www.solcobrescia.it](http://www.solcobrescia.it)): I am in charge for delivering social reporting services to our members and responsible of the project development and training sector.

I first encountered the 'social audit' model in the year 2000, by reading the NEF book 'Social Auditing for small organisations: the Workbook' and then had the chance to do a pilot implementation in a social cooperative.

In the last 10 years several reporting guidelines have been developed in Italy but their focus, and the focus of many practitioners, seem to be the social report, the document, the data... rather than the participative process to produce them.

That is why importing the SAA concept in my country could be a good way to bring social reporting back to its roots.

If you have ideas or suggestions about how to handle the task, please get in touch: Laura Pucci, [laura.pucci@solcobrescia](mailto:laura.pucci@solcobrescia), skype: laura.1966.



### Healthy Living Initiatives

In May 2007 I ran workshop session on social accounting at a social enterprise conference in Bradford. One of the people attending was the manager from the Community Development Unit from the NHS. As always I stressed that the SAN model was fundamentally a business improvement tool. In March 2009 Bradford NHS Community Development Unit commissioned me to work with 9 Healthy Living Initiatives, (all delivering services under contract) to compile social accounts. The end of these contracts is due in March 2011 and armed with the knowledge that resources will be much reduced it was felt that more information around the outcomes and impact of each HLI would assist the commissioning process for post March 2011. I put forward two proposals one which was a one to one support and another which was delivery through a series of group workshops and one to one surgeries. The HLI's were consulted as to which option they wanted and they chose one to one support.

All costs have been met by the NHS and initially I began work with all 9 HLI's. However as you can appreciate I encountered differing reactions from them. In the first year of delivery 4 HLI's have compiled a set of social accounts for one project they deliver, with the intention of adding other projects on an on-going basis.

Projects worked with are

HALE – Health Action Local Engagement - overall winner of King's Fund Impact Awards 2010 – [www.haleproject.org.uk](http://www.haleproject.org.uk) HALE chose to compile social accounts for their Networker Project, which works with people who are socially isolated for a variety of reasons. They accompany individuals to activities they choose, build their confidence and self- esteem and help them reintegrate into their local community.

Keighley HLI - [www.khln.co.uk](http://www.khln.co.uk) KHL chose to look at their speakeasy sexual health & relationships course they run for parents of children about to move up to high school. The 10 week course checks their knowledge, fills any gaps, provides support to build confidence in approaching discussions about sex and relationships with their children. Parents support each other and their children to understand the changes going on through puberty and also to put their sexual and mental health first.

HOTS – Health on the Streets - Bradford and Airedale Teaching Primary Care Trust HOTS chose to look at their Family Links Nurturing Project. The FLNP is a parenting course for parents of children at Primary school who are disruptive and at risk of being excluded. The starting point for Family Links is that good parenting is the hardest job in the world if today's parents didn't receive nurturing parenting how can we expect them to be nurturing parents themselves. So the course takes them through all kinds of situations looking at their automatic response to situations and looking at other options for how they could have managed it differently for a different outcome. What do children need from their parents? They also 'spoil' the parents by encouraging pampering session making sure they get time for themselves. Outcomes show a massive increase in their confidence as parents, managing challenging situations and improvements in their involvement and relationship with the school.

Healthy Lifestyle HLI - [www.healthylifestylebradford.co.uk](http://www.healthylifestylebradford.co.uk) Healthy Lifestyles chose to look at a new project working in a community setting with people who had alcohol/drug misuse.

Originally commissioned to deliver this support to a group, recruitment to a group was very difficult and so 1 to 1 support was given. Evaluation and monitoring of individual progress was undertaken using the Rickter Scale, which involves a baseline taken before any intervention and then another assessment once the support has been accessed – all clients showed improvement in managing their reliance on drugs or alcohol.

These 4 HLI's are delivering high quality services in creative ways using a variety of effective methods and were enthusiastic from the start to learn more about their effectiveness and how they might be able to improve their delivery. Throughout the process as information came back areas for improvement were taken seriously and appropriate changes to practice made so as see required improvements as soon as possible. All 4 have been able to compile a good set of first accounts and even better begin looking at how the other projects can start to embed the SAN social accounting process into their every day practice.

None as yet have opted to go for an audit of their accounts due to lack of resources, but recognise that once an organisation is socially accounting for more projects it will be feasible to hold a panel for those collectively.

As we have begun the second year of delivery reduction in NHS resources means that the remaining 5 HLI will access support through group workshops and surgeries. This is my preferred option, as I believe that participants gain more by working with others as they are exposed to other perspectives and are better able to share ideas and experiences. I am also inviting workers from the 4 HLI's I worked with this year to come along and share their learning etc with those undertaking it for the first time.

It is hoped that all 9 HLI's will have a set of social accounts completed by March 2011.

*Bernie Speight*  
*Social Enterprise Development*  
*SAN Social Auditor 26th May 2010*

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## The IRENE.T Project

The Core Mission of the IRENE.T Project is to empower Social Enterprises across Europe to identify and address their skill and competencies requirement .

To do that, the IRENE.T website will offer EU Social Enterprises, EU Vocational Education and Training (VET) Organizations and individuals, for first time in Europe, a European virtual platform where they can interact about the curriculum, good practice, specific Social Enterprises training needs for managers and directors. The long-term aim is to encourage VET organisations to tailor programmes for European Third Sector organisations and for training to have a strong European flavour.

Speaking at Co-operatives UK in Manchester today was a representative from the IRENE.T Project. This seems to have a particular interest in social enterprises that are not large. Please see the website for more details.

Apologies if you are already aware of IRENE.T, but I thought that it might be of interest to the Social Audit Network, and that you may want to get engaged with it, especially in spreading / sharing learning across Europe.

## 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....

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### 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

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### 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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### Social Accounting and Audit Training Workshops

A Social Accounting Masterclass will take place in Salford on 22nd and 23rd June 2010. The trainers/facilitators for both days will be Alan Kay (CBS Network and the Social Audit Network) and Graham Waterhouse (G&M Associates and Social Audit Network).

The Masterclass is aimed at those with some understanding of Social Accounting and Audit. They are also a forum to exchange experience and an opportunity for mutual learning. They are especially targeted at people wishing to facilitate the process with social economy organisations and/or become SAN approved social auditors, enabling them to chair Social Audit Panels. Training can be offered on another occasion for the latter.

The Masterclass will explore the Three Step social accounting process and how best to implement it, using the new Social Accounting and Audit Manual and CD. It will take into account developments emanating from SAN's Really Telling Accounts Research Project and will also look very briefly at the other new tools for social accounting. See below for the outline master-class programme – more detailed timetables will be provided on the days.

The venue for the course is Salford University. The venue is 5 minutes walk from Salford Crescent railway station. Detailed information about the venue, timings and possible accommodation will be circulated to all potential participants.

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### **Social Enterprise Academy Masterclass**

The Social Enterprise Academy will be running its Prove, Improve, Account course (aka a Social Accounting masterclass) in Edinburgh on 7 & 8 July and in Glasgow on 29 & 30 September. The tutor for both will be Alan Kay and the cost of the course is £495 but bursaries are available for Third Sector and for Public Sector people reducing the cost to £95. For further information and to book please contact [learn@theacademy-ssea.org](mailto:learn@theacademy-ssea.org) or visit [http://www.theacademy-ssea.org.uk/main/programmes\\_section/Prog\\_Open\\_Progrs.php](http://www.theacademy-ssea.org.uk/main/programmes_section/Prog_Open_Progrs.php)

The PIA course is aimed at people who wish to gain a good understanding of the Three Step Social Accounting process such that they can apply it to their own organisation or assist others to do it.

There will also be a one day Social Auditor Workshop on Thursday 7 October in Edinburgh when the trainer will be John Pearce. The SAW is for people who have already done the PIA course (or a Social Accounting masterclass), have some experience of social accounting and wish to become a SAN approved Social Auditor. It will therefore focus on Step Three - the audit panel process - from the perspective of the Social Auditor. The cost of the SAW is £150. For further information or to make a booking please contact John Pearce via [j.pearce@cali.co.uk](mailto:j.pearce@cali.co.uk)

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### **SAN in Scotland**

The next SAN in Scotland meeting will be held on Thursday 10th June within the Graham Hills Building at the University of Strathclyde starting at the usual time of 1 for 1.30 and aiming to finish by 3.30pm. Following Introductions 'an Thomson from the University will give a short presentation about Accounting and where and how 'social accounts', 'shadow accounts' and other forms of 'accounting' fit in. Hopefully his presentation will spark a spirited discussion!

The final half hour will take the form of our usual round-up of what is going on in Scotland at the moment and any plans for the future. Tea and coffee will be available so do bring your sandwich and take the chance to catch up with folk from 1pm onwards.

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### **The SAN Conference 2010 - Accounting for Change**

The 2010 SAN conference will be held on Friday 3rd December at Castlegate in Newcastle-upon-Tyne. The Programme will include the usual mix of plenary events and workshops with the emphasis this year on discussion rather than presentations in the workshops. There will also be an opportunity to put questions to a panel of experienced practitioners of social accounting and other methods of reporting performance and impact.

These are changing - and exciting and challenging - times for SAN and social accounting and audit. We hope the conference will lead us into a new era, with a new generation of the SAA tool-kit coming on-stream. Note the date in your diaries now. Further programme details will be published soon.

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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.