

Perth Harbour Community Fund Social Value Impact Report | Executive Summary

Introduction

David MacBrayne Limited / CalMac Ferries Ltd delivers Corporate Social Responsibility through community investment.

Community investment is how an organisation spends its time, money and or resources to generate measurable value for their most important and influential stakeholders.

The purpose of CalMac's community investment programmes is to generate social and economic value for our locality.

Following the success of the CalMac Community Fund in the Clyde and Hebrides Network, in 2021, CalMac launched the Perth Harbour Community Fund (The Fund).

The Fund exists to benefit the lives of people living in the locality of Perth and Kinross.

Stakeholder Engagement and Materiality Mapping

The foundation of a successful community investment programme is to know and understand your stakeholders and identify the challenges facing the locality of interest.

CalMac developed a partnership with Perth and Kinross Association of Voluntary Service (PKAVS). PKAVS are the third sector interface (TSI) for Perth and Kinross and work in partnerships with NHS Tayside, Perth and Kinross Council (PKC), Perth and Kinross Health and Social Care Partnership and the Scottish Government. TSI's are the single point of access for support and advice for third sector (non-profit) organisations within the locality.

Working with PKAVS, CalMac identified gaps in provision and opportunities to support those most in need during a time of social and economic challenge at the beginning of COVID recovery.

In 2021, The Fund focussed on the Perth City boundary and supported five services that tackled poverty, stigma and shame, inclusion, wellbeing and/or assets-based development.

In 2022, The Fund supported nine groups that use the River Tay to deliver positive outcomes and benefit the lives of the people they engage with. For example:

- Organisations who use the river for recreation and sport.
- Organisations who use the river for education and learning.
- Organisations who use the river's surroundings and walkways.
- Organisations who commit to the environmental upkeep of the river.

The Impact

In 2022, CalMac commissioned Social Value Business (SVB) to measure the social value (community benefit) of The Fund. Social value is: 'The tangible impact created for society by or through the actions and legacy of an individual or organisation.' SVB were specifically challenged to map the impacts and outcomes against PKC's Local Outcome Improvement Plan (LOIP). Which at the time of delivery were:

1. Giving every child the best start in life.
2. Developing educated, responsible, and informed citizens.
3. Promoting a prosperous, Inclusive, and sustainable economy.
4. Supporting people to lead independent, healthy, and active lives.
5. Creating a safe and sustainable place for future generations.

Since The Fund launched in 2021, 14 groups have benefitted from £17,411.10. In turn, benefitting a maximum of 1,941 people, supporting three people into employment and generating 334 community volunteering hours. Of the 1,941 people supported, 67.22% were reported to be living in SIMD Quintile 1, representing a notable reach and impact within areas of multiple deprivation. Table 1 maps the impact of the outcomes delivered against PKC's LOIP.

Table 1

Strategic Objective	Outcome Theme	Outcomes	Impact
Giving every child the best start in life	Social & Community	Greater access to local, community and social activities	The creation of new and positive role models, reducing anti-social behaviour
	Social & Community	Improved capacity to engage with local residents	Greater positivity leading to the increase participation in community led activity and support of others
	Health and Wellbeing	Greater access to equipment	Increased health and well-being, leading to effective self-management (Emotional, Psychological and Physical well-being)
	Health and Wellbeing	Improved Mental Wellbeing/Mental Health	Raised aspirations, reduced need for Mental Health interventions
	Education & Skills	Development of positive peer networks	Reduction of absenteeism from school as a result of bullying
	Education & Skills	Informal Learning/Development of new life skills	Greater positivity leading to the increase participation in community led activity and support of others
Developing educated, responsible, and informed citizens	Education & Skills	Development of positive peer networks	Reduction of absenteeism from school as a result of bullying
	Education & Skills	Informal Learning/Development of new life skills	Greater positivity leading to the increase participation in community led activity and support of others
Promoting a prosperous, Inclusive, and sustainable economy	Social & Community	Greater access to local, community and social activities	The creation of new and positive role models, reducing anti-social behaviour
	Social & Community	Improved capacity to engage with local residents	Greater positivity leading to the increase participation in community led activity and support of others
	Social & Community	Connected People/Greater community resilience/cohesion	Greater community and social engagement
	Social & Community	Increased Inclusion/Reduced Discrimination	Increased participation
	Social & Community	Support with Disability/Increased access	More Disabled people participate in community

	Social & Community	Reduction social isolation	The reduced number of local residents experiencing low moods, limited motivation, and mild depression
	Employment & Volunteering	Improved Employability	Increase in economically active people
	Employment & Volunteering	Increased volunteering within community	Community volunteers providing free service at the point of access
	Employment & Volunteering	Achieved paid employment	3 people now in paid work
	Economic	Helped people in Poverty/Financial Difficulty	Improved quality of life
	Economic	Greater accessibility to affordable community activities	Reduction of community isolation
	Education & Skills	Development of positive peer networks	Reduction of absenteeism from school as a result of bullying
	Education & Skills	Informal Learning/Development of new life skills	Greater positivity leading to the increase participation in community led activity and support of others
Supporting people to lead independent, healthy, and active lives	Social & Community	Greater access to local, community and social activities	The creation of new and positive role models, reducing anti-social behaviour
	Social & Community	Improved capacity to engage with local residents	Greater positivity leading to the increase participation in community led activity and support of others
	Social & Community	Connected People/Greater community resilience/cohesion	Greater community and social engagement
	Social & Community	Increased Inclusion/Reduced Discrimination	Increased participation
	Social & Community	Support with Disability/Increased access	More Disabled people participate in community
	Social & Community	Reduction social isolation	The reduced number of local residents experiencing low moods, limited motivation and mild depression
	Health & Wellbeing	Greater access to equipment	Increased health and well-being, leading to effective self-management (Emotional, Psychological and Physical well-being)
	Health & Wellbeing	Improved Mental Wellbeing/Mental Health	Raised aspirations, reduced need for Mental Health interventions

	Health & Wellbeing	Reduced Risk of Hospitalisation through Serious MH needs	People able to remain in community
	Health & Wellbeing	Increased physical activity	Increased physical health, leading to fitter and healthier young people
	Employment & Volunteering	Improved Employability	Increase in economically active people
	Employment & Volunteering	Increased volunteering within community	Community volunteers providing free service at the point of access
	Employment & Volunteering	Achieved paid employment	3 people now in paid work
	Economic	Helped people in Poverty/Financial Difficulty	Improved quality of life
	Economic	Greater accessibility to affordable community activities	Reduction of community isolation
	Education & Skills	Development of positive peer networks	Reduction of absenteeism from school as a result of bullying
	Education & Skills	Informal Learning/Development of new life skills	Greater positivity leading to the increase participation in community led activity and support of others
Creating a safe and sustainable place for future generations	Social & Community	Improved capacity to engage with local residents	Greater positivity leading to the increase participation in community led activity and support of others

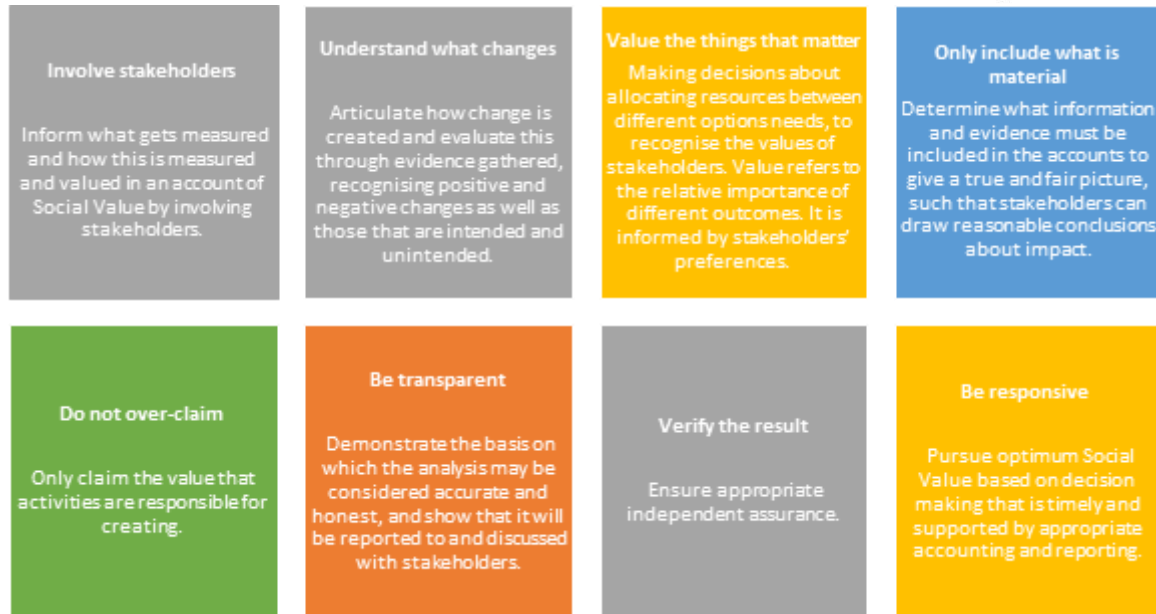
No.	Theme	Occurrences measured	Frequency Ranking
6	Social and Community	1039	46%
4	Health and Wellbeing	340	15%
3	Employment and Volunteering	179	8%
2	Economic	350	16%
1	Education and Skills	337	15%

SVB were asked to detail The Fund's impact in the form of a Social Return on Investment (SROI) framework and methodology.

SROI measures change in ways that are relevant to the people or organisations that experience or contribute to it. It tells the story of how change is being created by measuring social, environmental, and economic outcomes and uses monetary values to represent them. This enables a ratio of benefits to costs to be calculated.

Source: Social Value UK

The methodology, accompanied by local multipliers, is based on eight principles.



The Fund evidenced social value created of £104,723.62, providing a £1: £6.01* return on investment. This is split between the themes:

- Health and Wellbeing, delivering £10,647.26 of value. This value represents 10.2% of the total value created over the review period.
- Education and Skills generated £7,209.38 of value, representing 6.9% of the programme's value.
- Employment and Volunteering delivered £50,559.69 or (48.3%) of value.
- Social and Community contributed 20.1%, delivering £21,075.38 of value and
- Economic value was £15,231.90 or 14.5%.

The total investment per stakeholder engaged is £8.97.

Appendix 1: Successful Groups

Full Legal Name	Total Project Cost	Total Awarded
Letham4All SCIO	£16,000.00	£2,000.00
Perth Strathtay Harriers	£3,600.00	£1,100.00
Checkin Works	£168,000.00	£2,000.00
Buttons & Bows Baby Bank	£3,800.00	£2,000.00
Perth City Centre Community Hub Limited	£2,000.00	£2,000.00
Plus Perth and Kinross	£992.84	£992.84
Perth Parrots Floorball Club	£1,615.70	£949.35
Taymara	£1,200.00	£1,000.00
UPPER TAY PATHS GROUP	£950.00	£700.00
Mindspace	£600.00	£1,000.00
Carse Canoe Club	£1,206.00	£1,000.00
Perth Sailing Club	£1,000.00	£1,000.00
Perth Coastal Rowing Club	£2,000.00	£1,000.00
TS Fairmaid - Perth Sea Cadets	£1,000.00	£1,000.00

Appendix 2: What They Said...

"The project has supported families who are struggling financially due to job losses through COVID and rising costs"
Buttons and Bows Baby Bank

"Helped to provide a range of targeted LGBTIQ+ community focused mix of physical and more social events which also sought to try and make them financial accessible."
Perth Parrots

"I felt isolated at the beginning then connected at the end".
MindSpace (Service User)

"Our older members can now enjoy sailing without the added risk of injury when recovering and launching the bigger boats. Numbers are increasing as we are able to offer sailing regardless of how many people attend each session."
Perth Sailing Club

"My husband has severe dementia, and he thoroughly enjoyed this experience, as did I. Getting to drive the boat was a highlight for him and he was buzzing when we left the boat. I'll be printing out the photos taken today because I think this will be a subject we'll be talking about on many occasions."
Taymara (Service User)

"The project assisted people to use social media to stay connected with their family and friends and help reduce social isolation when unable to meet face to face. The digital support also encouraged self-dependence through enabling people to arrange their own travel, pay bills, order shopping and access health & wellbeing support when this was unavailable through traditional physical means."
Connect Perth Digital Project – Perth City Centre Community Hub

"The project was responsible in encouraging the participants to get out of their flats and into open greenspace. Getting out of their own heads and chatting with others. Nearly all of the target group live in the SIMD area of the city centre which has the highest deprivation making this even more important."
Plus Perth and Kinross