



Key4Life  
A Social Return on Investment (SROI) Analysis  
May 2017



## **CONTENTS**

**Executive Summary**

**Introduction**

**The Key4Life Programme**

**Methodology and Theory of Change**

**Findings: The Social Return on Investment**

**Conclusion**

**Appendix 1: Notes on Methodology**

**Appendix 2: Sensitivity Analysis**

This research was conducted by Bean Research Ltd during Spring 2017; having worked with Key4Life during 2016 to establish a Theory of Change and resulting indicators to collate and collect, for its prison rehabilitation programme.

Bean Research provides research, advice and evaluation services to charities, companies and the public sector on responsible business, sustainability and public policy issues.

This research would not have been possible without the input of the staff at Key4Life, as well as the independent research conducted with programme participants by thepeoplepartnership.



## EXECUTIVE SUMMARY: The social impact of the Key4Life prison rehabilitation programme

*Key4Life is a UK charity that works with 18-24 year old young men in prison and those at risk of going to prison which aims to help them find a new path and break the cycle of prison and crime.*

*Founded in 2012, it has worked with 116 young men, working with them to overcome their individual barriers and challenges so that they can successfully integrate into society upon release. Key4Life engages these men pre and post release over the course of the year providing them with training and access to employment opportunities as well as ongoing mentoring support.*

This report looks at the social impact of the Key4Life programme from its first programme in 2013/14 to 2017 and have estimated the overall social return on investment generated by the programme in monetary terms.

In total, over a three year period, we found that the Key4Life prison rehabilitation programme generated **£6.5 million** in benefits to society.

**We therefore estimate that for every £1 spent on the Key4Life programme, approximately £17.06 of social value is generated through economic benefits, avoided public spending, and the health and wellbeing gains for those involved.**

Our analysis is based on Key4Life's reported costs during this time of **£381,825**. As the programme has developed and Key4Life has become more established, relying less on volunteers and more on professional employed staff, they also provided us with the amount that the same number of cohorts would have been invested based on current programme costs. We therefore estimated the value if all of the five cohorts had cost the same amount that the programme now costs to run; in this scenario for every £1 invested £13.19 of benefit to society would be generated.

- Impacts arising from participants in the programme not re-offending create the most social value. As this is a key aim of the programme; it is one area where the programme can be seen as most successful, not only for the individuals and their families but also society as a whole. This reinforces the focus on reducing re-offending as being especially important to maintain.
- The largest single positive impact arises from the reduced costs to the Exchequer of avoided prison sentences (£2.34m).
- Employment outcomes generate the next largest impact for society. Impacts here are felt by the individuals who gain from increased employability and earning power as well as the health improvements that result from employment. This helps to emphasise that specialised employment related training and work related elements of the programme are not only effective but should continue to be core elements of programme delivery.
- Participants experience £2,279,436 worth of benefits as a group; only slightly less than society as a whole, which experiences £2,930,070 of benefits. Whilst families only



account for a very small proportion of the programme's benefits as this is only based on those participants known to be fathers at the start of the programme we can expect that in reality these benefits will be much higher. Family intervention and meetings are seen as important parts of the programme; and are seen to be important factors in both employment and re-offending rates.

- Collectively the benefits to individuals as a result of changes in attitudes and behaviours is valued at just over £1.3m. This is split between the benefits resulting from less drug and alcohol abuse; the benefits of regular participation with the voluntary sector and organised activities; and the improved confidence that the programme generates for individuals. All of these can be seen to be important underlying and contributing factors for both the ability of participants to gain and sustain employment but also the lower levels of re-offending seen within the participants that would otherwise have been expected.

Key4Life has been capturing the outcomes of its clients and following their progress since its inception; this report is the first effort to put a monetary value on the gains felt by the individuals as well as the state and wider society as a result of the programme.

It looks at the social impact of the five cohorts who have been through the prison programme between 2013 and 2017; and compares the cost of running the programme to the estimated monetary value of the impact that it creates. We have looked at the impact generated by the programme over the three years following each cohort to reflect the ongoing benefits generated by participants sustaining employment. To do this we have used the outcomes for each cohort on release; two years after release (where available); and then projected the outcomes forward to estimate the ongoing benefits generated. To do this we have used the principles of Social Return on Investment (SROI) to measure and put values on the outcomes generated by Key4Life.

In addition to its prison programme; Key4Life also works with those at risk of reoffending. For this report, we have only assessed the social value created by the prison programme. We have focused the analysis on the effect the programme has on entry to employment post-release and reoffending rates but also taken into account the wellbeing benefits of training, changes in attitudes and behaviours, volunteering and increased skills and confidence that it creates.

## **RE-OFFENDING IN THE UK AND KEY4LIFE**

Founded in 2012, Key4Life is a UK charity that works with young men (18 to 24 year olds) in prison and those at risk of going to prison, helping them to find a new path. Key4Life's purpose is to support and empower vulnerable young offenders and minimise barriers preventing them from successfully reintegrating in society upon release. The vision is to be able to deliver the



Key4Life programme more widely, and tell the story of our success in giving those that need it a second or third chance.

## REOFFENDING IN THE UK

The costs of reoffending are both high and complex. They cut across society affecting not only the victims of crime, but the offender themselves, the taxpayer and wider communities.

In total, the UK government has estimated that the cost of reoffending could be as high as £16 billion per year and it's estimated that it costs the Exchequer £34,840 per prisoner per year to keep someone in prison. 60% of prisoners serving short sentences (up to twelve months) go on to reoffend so it is crucial to understand the challenges that make it hard for offenders to reintegrate back into society.

The Government has identified lack of employment, accommodation and social networks as some of the key barriers, and is seeking to tackle these through its Transforming Rehabilitation programme. Other key factors that have been found to exacerbate these issues and therefore contribute towards reoffending are a lack of supporting relationships combined with low self-control.

A total of 116 participants in seven cohorts have completed the Key4Life programme to date. Two of the seven cohorts, both in Somerset, have focussed on those at risk from offending and re-offending, involving a six month programme developed by Key4Life.

The focus for this analysis is the five cohorts (93 participants) who have completed the young offender programme in the following locations:

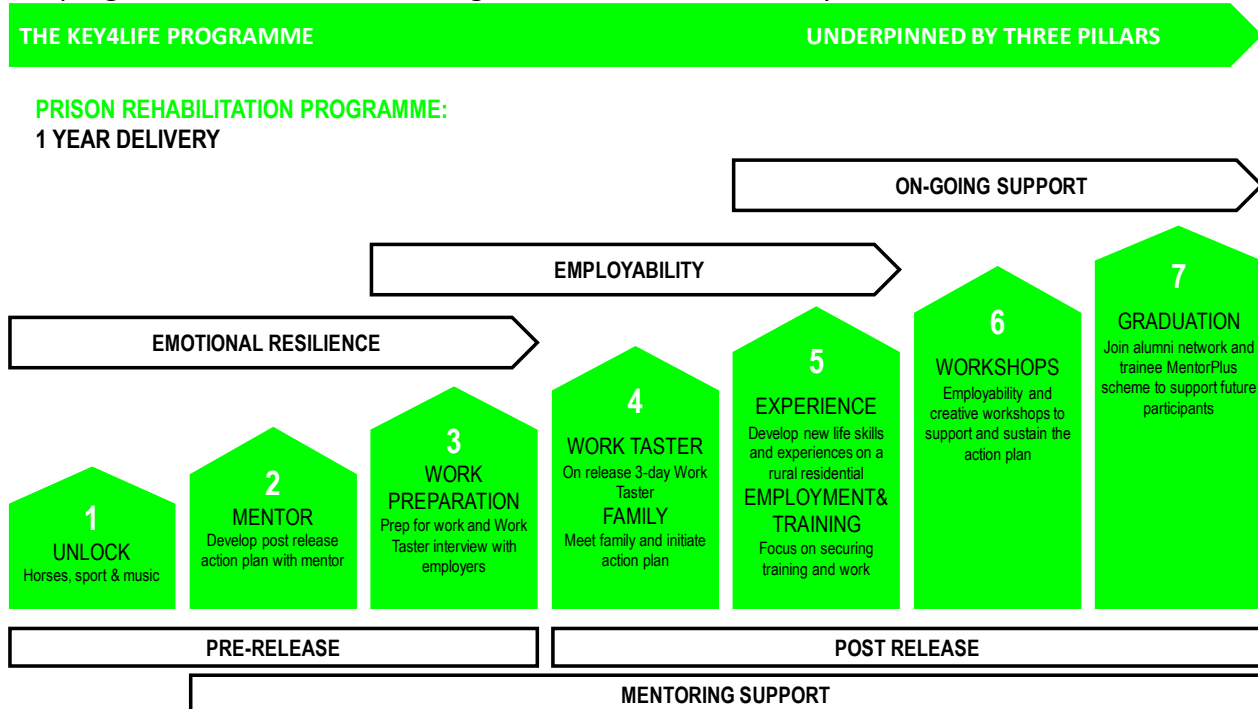
Date	Prison/Young Offenders Institution	Region/Location
2013/14	HMP/YOI Ashfield	South West: Bristol
2014/15	HMP ISIS	London: Greenwich
2016/17	HMP/YOI Portland	South West: Dorset
2016/17	HMP ISIS	London: Greenwich
2016/17	HMP Wormwood Scrubs	London: Hammersmith & Fulham

At the heart of the Key4Life approach is an innovative rehabilitation programme that targets the most disadvantaged young offenders with the objective of reducing reoffending. The seven step model, designed to meet NOMs' Commissioning Intentions, supports participants to develop emotional resilience and gain employment skills.

The model has been consolidated over the past three years and partnerships built with mentors, businesses and the prison service. The young men participating are provided with mentoring for up to a year; offered a series of employability workshops; and access into further training including three-day work tasters that for many have led to permanent employment.



The programme is delivered in 7 stages over the course of one year.



Hardest to Reach: Key4Life work with participants who face multiple issues, identified by Government as being among some of those most likely to re-offend. In our 2015/2016 cohort:

- 57% left mainstream education before 16 (compared to 41% nationally<sup>1</sup>)
- 64% didn't have regular contact with their fathers when growing up
- 22% have been in care (compared to 33% nationally<sup>2</sup>)
- 34% have some mental health issues (compared to 23% nationally<sup>3</sup>)
- 48% have permanent accommodation to return to (compared to 88% nationally<sup>4</sup>)

At the heart of the Key4Life programme is 'joined up delivery' pre-and post-release providing:

- Trusting relationships with trained volunteer mentors, who motivate to make positive changes tailored to individual needs
- A culture that enables offenders to make positive changes in their lives, developing emotional resilience and supports for closer integration with their families and communities post release
- A strong focus on employability and finding meaningful employment opportunities for the young men and actively involving them in designing their futures.

<sup>1</sup> Stewart, D. (2008) The problems and needs of newly sentenced prisoners: results from a national survey, London: Ministry of Justice

<sup>2</sup> Kennedy, E. (2013) Children and Young People in Custody 2012–13, London: HM Inspectorate of Prisons and Youth Justice Board. NB this covers under 18s in custody.

<sup>3</sup> 23% of male prisoners in a Ministry of Justice study were assessed as suffering from anxiety and depression. This can be compared with 12% of the general UK male population. Ministry of Justice (2013) Gender differences in substance misuse and mental health amongst prisoners, London: Ministry of Justice

<sup>4</sup> 12% of prisoners released from custody in 2012/13 had no settled accommodation. Table 15, Ministry of Justice (2013) NOMS Annual Report 2012/13: Ministry of Justice



Key4Life has trained 145 mentors so far. A recent review conducted showed that 100% of mentors would recommend the programme, and 82% go on to use the skills they have developed as a result of mentoring with Key4Life.

Another unique aspect of Key4Life's work is the consistent involvement of employers providing support through mentors, employability workshops, interview techniques advice and three-day Work Tasters post release which lead to a majority attaining job opportunities. They have engaged with 80 employers, 25 of which are in Somerset. They are increasingly focussed on building long-term partnerships with businesses.

Research and impact evaluation underpin Key4Life's work. It regularly monitors indicators of employment and re-offending, assesses changing behaviour in the young men & attitudes of mentors, prison staff, families and employers. The results of our research to date show:

- 71% that have been through Key4Life programme have been offered employment or training, with 63% in employment a year after release (compared to 15% of ex-offenders nationally)
- 14% of those who have been through the Key4Life programme have re-offended a year after release, compared to a national proven re-offending rate of 61% (for comparable individuals by age, gender, type & number of convictions). Reoffending by all recent ex-prisoners costs the economy up to £13 billion.
- The average cost of putting one participant through the Key4Life programme is £5,300 - a seventh of the average annual overall cost of a prison place in England and Wales.
- Independent research conducted on behalf of Key4Life among each of its 116 participants shows that the young men's ability to deal with emotions and their positive attitudes towards work significantly increases during the course of the programme. This research also concluded that their innovative approach and high levels of engagement maximises employability and offers new opportunities that the young men would not otherwise have.
- Prison staff and probation officers highlighted the unique degree of commitment to the programme by the young men.

Key4Life's Impact Review research is available from 1 June 2017 at [key4life.org.uk/research](http://key4life.org.uk/research).



## METHODOLOGY AND THEORY OF CHANGE

This report represents the next step in Key4Life's research and evaluation programme. It identifies the social impact created by Key4Life's programme and puts an estimated monetary value on this. This approach means we can understand and value the wider societal gain from the programme in addition to the individual gains for participants that Key4Life has demonstrated through its research to date.

We have based our findings on the outcomes of the 93 young men (five cohorts) clients who have participated in the year long prison rehabilitation programme since 2013/14.

At the start of the process, Bean Research began by establishing a Theory of Change with Key4Life. This assessed its current outputs and intended outcomes, to identifying measurable outputs, outcomes and impacts among participants – those who have or at risk of offending, their families, mentors, businesses and the prison and probation services. A key part of this was to focus on the impact of Key4Life in breaking the cycle of re-offending and research demonstrating how Key4Life empowers the individual to create more functional and independent lives.

For the next stage of this process, in putting monetary values on these impacts, we have based our analysis on the real outcomes for clients during the programme; at the end of the programme; a year after release; and two years after release (where the latter is available). We have then projected these outcomes to include the value generated for the three years following release as there is continued benefit to society from clients who both sustain their employment and/or do not reoffend. Because we can't assume that all clients who are in work will sustain this indefinitely, nor that that the programme is wholly responsible for their sustaining work and not reoffending, we have discounted these projected outcomes for each year in line with SROI good practice (see section X for further details).

### Stakeholders

Stakeholders are the people or organisations that are involved in or concerned with Key4Life's activities. Through consultation with Key4Life we have identified several different groups or type of stakeholder. Whilst all of our stakeholders may experience change as a result of the Key4Life programme we have not included all stakeholders in the analysis.

#### Included stakeholders:

Key4Life Prison Rehabilitation clients

- individuals who have offended and been part of the year-long seven-step Key4Life programme starting in custody, who have received support from Key4Life. Background data and outcomes for all clients are recorded before, during and after the programme. This includes changes in attitudes and behaviours aligned to NOMS causes of re-offending.





#### National Government (i.e. the public Exchequer or taxpayers)

- National government benefit from the activities taken by Key4Life as a result of the support clients receive, both in terms of avoided costs (in benefits or in relation to crime, health and social care) or gains to the Exchequer (in tax and national insurance) or contributions to the economy.

#### Mentors

- Mentors are volunteers who all receive training in Neuro Linguistic Programming (NLP) techniques in order to become part of the Key4Life programme. Mentoring support is provided throughout the one year programme. 82% Key4Life mentors have used the skills developed through Key4Life at work.

#### Families of clients

- Families are an important element of the Key4Life programme and our research shows that as a result of employment relationships are improved, family life can be less chaotic and participants are better able to support their families. Attitudinal statements also show an increase in participants' belief that they have people they care about and who care about them. However, we do not know enough about each of the participant's families to be able to value the benefit to them, nor are we able to attribute any changes they experience to the programme so these benefits have not been included.
- However, an additional impact identified is parenthood. 30% of Key4Life participants are fathers and national data shows that children of prisoners are 3x more at risk than their peers of committing antisocial behaviour. Whilst we have not included the reduction of potential future offending by participants' children, we have been able to include the increased wellbeing value for children generated by parental employment.

#### Excluded stakeholders

##### Key4Life 'At Risk' programme clients

- Individuals who are at risk of offending and take part in Key4Life's at risk programmes. As this report looks at the impacts relating to clients participating in the prison rehabilitation where it is possible to track actual employment and reoffending outcomes, this group have been excluded due to the difficulties of predicting how many would have actually offended without the programme intervention.

##### Prison officers, probation service, police

- Individual officers in the prison service, probation service and police are all crucial to the successful delivery of the Key4Life programme. As part of its research programme, Key4Life collects feedback from these stakeholders and has recorded the positive impact that they believe Key4Life's high levels of engagement have on the young men while in prison and on probation. However, this analysis does not look directly at the benefits to these individuals, so we have excluded them from the analysis.



## Businesses

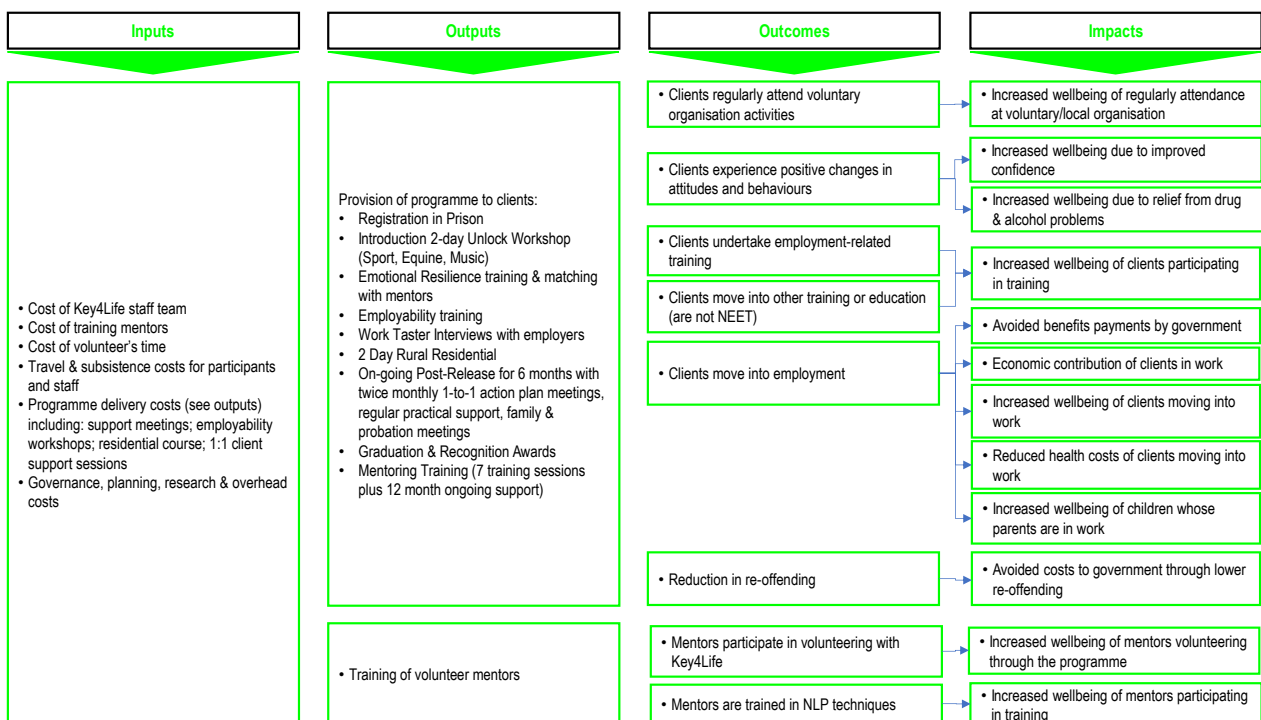
- Employers play an important role in Key4Life’s programme, providing in-kind support, work taster days and employee volunteers. 80 businesses are engaged with Key4Life, offering work tasters, coaching employability skills, providing leadership opportunities to employees through mentoring or providing employment to participants. Independent research has shown that the benefits to the businesses are developing and engaging their workforce, diversifying their workforce and meeting social responsibility goals. These are excluded from the research as the social return cannot be quantified. Any mentors through engaged businesses are included in the mentor stakeholder group.

## Key4Life Impact map

To help identify and then value the social impacts that Key4Life’s programme creates, we developed an impact map. This describes the:

- inputs: the investment made to run the programme
- outputs: the activities taken as a result of the investment
- outcomes: what changes as a result of the outputs and activities
- impacts: what outcomes occurred that wouldn’t have happened in the absence of the programme.

The impact map describes Key4Life’s Theory of Change (i.e. a description of the changes that occur to different parties as a result of the activities being evaluated). It was established through review of the regular research and monitoring data collected by Key4Life, discussions with Key4Life staff as well as a literature review.





## FINDINGS

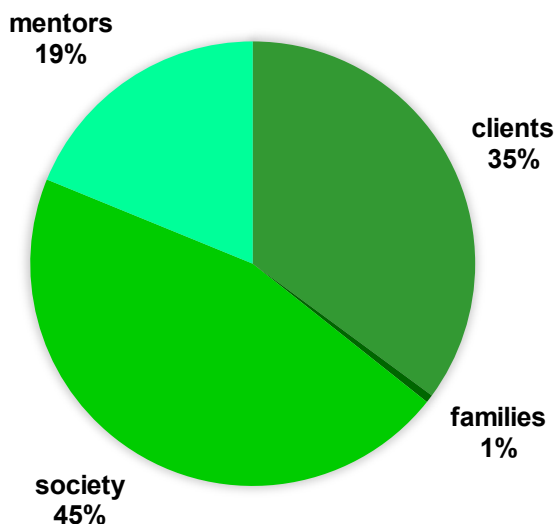
**£1:£17.06** [ratio] = **£6,512,676** (total value of impacts) ÷ **£381,825** (total input from Key4Life)

### Total Value of Impacts =

Impact on clients: £2,386,275  
+  
Impact on client's families (children): £37,981  
+  
Impact on society: £2,962,909  
+  
Impact on mentors: £1,225,512

The ratio above has been calculated based on the actual cost and investment needed to run the five programmes included in the analysis. As running costs for the first two programmes were lower due to a higher reliance on volunteers we have also calculated how much return the programme would cost assuming that current running costs applied to all programmes. This generates a revised ratio of £1:£13.19.

Percentage of total value according to each stakeholder. The biggest impact of the programme is the impact of employment and re-offending on society. This is followed by the impact on the clients as a result of being in work and the economic and social (and psychological) benefits that the programme has for them as individuals; changing both behaviours and attitudes.



## THE PRINCIPLES OF SOCIAL RETURN ON INVESTMENT (SROI) AND OUR APPROACH

Social Return on Investment (SROI) is an approach to understanding how activities and organisations create social, economic and environmental changes which seeks to put a value on those changes or outcomes. This report follows the principles identified by the Social Value UK (formerly the SROI Network) and its guidance on how it should be used.

An important part of the principles of SROI is to account for attribution, deadweight, displacement, discounting and drop-off as well as the possibility of double-counting. We have taken the following approaches to each of these:

**Attribution:** attribution means how much of any change is due to the activities and programmes run by Key4Life. Where possible we have based this on survey and interview data conducted independently with all the participants for Key4Life by thepeoplepartnership. For the employment impacts an attribution factor of 80% was applied. We also applied an attribution rate of 90% for re-offending to reflect the proportion of this outcome that could be attributed to Key4Life's intervention as opposed to another agency or organisation. For training and volunteering impacts we have applied 100% as this all took place directly as a result of the programme.

**Deadweight:** deadweight is a measure of the amount of the outcome which would have happened without Key4Life. This requires comparing Key4Life clients with a similar group who didn't participate in the programme. As it offered the closest comparison, we used the government's national statistics on reoffending and employment. 15% of offenders are in employment a year after release. We used the reoffending statistics to calculate a counterfactual scenario of the number of offences avoided by the programme resulting in 39 avoided offences. For volunteering impacts a deadweight figure of 20% was applied assuming that the mentors based in large businesses with employee volunteering programmes were both likely to and had the ability to volunteer with other organisations.

**Displacement:** displacement means whether outcomes have simply been displaced, or moved, to somewhere else. We have not accounted for displaced outcomes caused by Key4Life for most of the outcomes identified and assumed that participation in the programme was not preventing other ex-offenders from experiencing positive outcomes. However, DWP estimate that only 20% of jobs created through job-matching are 'additional', so for the economic contribution made by clients in work we have used a displacement figure of 80% for the element of the impact made by the economic contribution of clients in work.

**Drop-off:** We have based our analysis on three years of data – outcomes at release; at one year after release and two years after release. For earlier programmes we have actual outcomes on all three years for employment and reoffending. We have calculated the drop off rates for these programmes and applied them to the programmes where we do not have the actual data. For the wellbeing outcomes, we expect the benefits to continue but have applied a drop off rate of 20% per year.

**Discounting:** To reflect the fact that impacts have been estimated for future years a discount rate has been applied to obtain the present value; money gained a year from now is not worth as much as money now. We have used a rate of 3.5% as recommended by HM Treasury's Green Book. We have used the most recent year of available data and, where needed, updated the values to 2016 prices using the Bank of England inflation calculator.

**Double counting:** given the type of impacts identified it is possible to 'double count' when you aggregate the value of impacts as each impact is estimated independently of others. The most likely instance of double counting relates to the benefits of training for those participants who both receive training as part of the course and go on to further education or training. We have addressed this by only including the benefits of training as part of the programme for the first year for all participants; and starting the benefits of training for those who go on to further training from year 2. Whilst the benefits of initial training are likely to continue into the future; for those in employment they will be partially accounted for anyway by the increased economic gains for those who move into employment.



## Inputs: the cost of running the programme

The total cost to deliver the five programmes used in the analysis was £381,285.

Costs for each programme have varied; with earlier programmes relying more heavily for delivery on volunteers. This enabled them to get off the ground and prove the worth of the programme, leading to increased investment and ultimately improved chance of sustainability as Key4Life was able to grow its core permanent team.

Key4Life estimate that now their staff team is fully up and running the cost of delivering five programmes would be £493,625. We have therefore calculated the social return using this figure as well to give greater insight both to Key4Life and to future investors of the likely returns for future programmes.

## The social return of employment and moving into work

One of the most tangible economic and social outcomes for Key4Life clients is getting a job and securing employment. During the programme, clients participate in employment related training workshops as well as three-day work taster sessions. In addition to the opportunity to gain skills related to work, they are able to directly access opportunities to move into employment on release.

Of the 93 clients in the Key4Life programme, 54 were employed at the end of the programme, and 45 a year after release. We also have data for employment rates for 2 years after release for one of the cohorts showing that those employed a year after release were still employed two years after release. However, we have made a conservative assumption that the employment rate is likely to tail off at a similar rate to the drop between years 1 and 2 after release in future years (although it may in reality remain stable); estimating the number who were likely to still be in work two years after release across all cohorts.

The impacts of moving into work were identified and valued as:

- Avoided benefits payments and increased tax payments on earnings as result of clients moving into work = **£155,311**
- The economic contribution made by clients moving into work and joining the labour force = **£248,760**
- Increased wellbeing of clients moving into full-time jobs = **£682,498**
- Increased wellbeing of children of clients who are in employment = **£37,981**
- Reduced health costs = **£50,123**

We do not ask clients if they were claiming benefits before their offence; however, we have assumed that clients who gain employment on release would otherwise be claiming benefits such as Job Seekers Allowance, Employment & Support Allowance and Income support as well as other benefits like Council Tax Benefit and Housing Benefit. Because we do not have the data on previously claimed benefits, we have estimated the savings in welfare benefits from Job Seekers Allowance and Council Tax Benefit only for each client in work.<sup>5</sup>

---

<sup>5</sup> New Economy Manchester Unit Cost Database <http://www.neweconomymanchester.com/our-work/research-evaluation-cost-benefit-analysis/cost-benefit-analysis/unit-cost-database>



There are also additional economic benefits generated by the additional earnings of individuals moving into work - who pay taxes to the Exchequer, and make a contribution to GVA as they enter the workforce<sup>6</sup>. However, as DWP estimates that only 20% of jobs created by job-matching schemes are 'new jobs' we have applied an 80% displacement rate for additional economic benefits that are generated relating to employment.

In addition, simply being in work generates increased wellbeing for the individual employed. This comes from a range of factors including increased income and earnings, less financial stress, better access to healthcare as well as improved status in society<sup>7</sup>. We also know that 30% of our clients are fathers; this generates additional benefits in wellbeing for their children. As we don't collect data on the number of children each client has we have assumed each father in employment has one child.

There is substantial evidence to links employment status with improved health outcomes, though this is very difficult to value. However, there is evidence to suggests that movement into employment directly reduces NHS costs as a result of the benefits of work on both physical health and wellbeing.<sup>8</sup>

This gives us a total value to society relating to clients finding employment of **£1,174,673**.

## The social return of reduced and avoided reoffending

All the clients in Key4Life's prison rehabilitation programme have at least one conviction. Reducing re-offending is one of the key goals for the programme and our data shows that 18% of those who have been through the Key4Life programme have re-offended in the year after their release compared to a national proven re-offending rate of 60% (for comparable individuals by age, gender, type & number of convictions). Reoffending by all recent ex-prisoners is estimated to cost the economy up to £16 billion.

To calculate the cost savings as a result of reduced reoffending we have to estimate how many clients would have offended had they not participated in the programme. This was done using the latest Ministry of Justice proven re-offending rate for comparable individuals which would suggest that there should have been 57 expected re-offenders from the programme cohorts. Our data showed that there only 12 have gone on to reoffend and on this basis, we were able to estimate that there were 45 avoided convictions as a result of the programme, and therefore saved costs as a result<sup>9</sup>. This remains conservative as assumes each re-offender would only have one additional conviction. Ministry of Justice data shows this is likely to be far higher. These were valued as:

- Avoided Exchequer costs related to less time spent in prison = **£2,343,891**
- Avoided economic and social costs associated with the actual criminal costs = **£214,946**

---

<sup>6</sup> New Economy Manchester Unit Cost Database. Ibid.

<sup>7</sup> Fujiwara, D. (2013) The Social Impact of Housing Providers, HACT

<sup>8</sup> DWP, Social Cost Benefit Analysis framework; with value taken from New Economy Manchester Unit Cost Database <http://www.neweconomymanchester.com/our-work/research-evaluation-cost-benefit-analysis/cost-benefit-analysis/unit-cost-database>

<sup>9</sup> New Economy Manchester Unit Cost database. Ibid.



## The social return of training

During the programme, all participants complete employment related training including workshops, interview advice and work tasters. Research has shown that completing training leads to an improvement in life satisfaction and wellbeing<sup>10</sup> either by helping people to get a job or by increasing their skills for work.

We have valued the benefits of:

- Increased wellbeing of clients from participating in training sessions during the programme = **£175,172**

Additionally, some clients are not fully job-ready by the time the programme ends. Of the five cohorts six participants went on to other forms of education and training and in doing so benefitted from the ongoing benefits of this to long-term earning power and improved skills.

We have valued the benefits of:

- Increased wellbeing of clients moving into other training or education (are not NEET) = **£28,420**

The successful delivery of the programme relies on the 145 volunteers who act as mentors for clients. Mentors receive training in NLP techniques, gaining skills that they are then able to apply in their own life and work. All mentors are asked to complete a feedback survey as part of their participation and 82% Key4Life mentors say have used the skills developed through Key4Life at work.

We have valued the benefits of:

- Increased wellbeing of mentors from participating in training = **£435,266**

## The social return of changes in behaviours and attitudes

As a result of the programme and the training received; clients both report and are observed to experience changes in attitudes and behaviours. These are monitored through regular Key4Life research and linked to the Ministry of Justice's National Offender Management Scheme objectives.

Simply participating in activities and coming into contact with the voluntary sector regularly has been shown to improve people's general wellbeing. We have valued the benefits of:

- Improved wellbeing through regular contact with the voluntary sector and attendance has for the participants of the programme = **£214,989**

Independent research with participants is also conducted where they are asked about the benefit of the programme. 25 of the participants that we have this data for reported (unprompted) that one of the most important things the programme had given them was increased confidence. We have valued the benefits of:

- The gains in wellbeing as a result of improved confidence = **£651,282**

---

<sup>10</sup> Dolan, P. and Fujiwara, D. (2012), Valuing Adult Learning: Comparing Wellbeing Valuation to Contingent Valuation, Department for Business Innovation and Skills. Available at [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/34598/12-1127-valuing-adult-learning-comparing-wellbeing-to-contingent.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/34598/12-1127-valuing-adult-learning-comparing-wellbeing-to-contingent.pdf)





Another significant outcome from the programme is the number of clients who, through the activities, support and mentoring are able to gain relief from alcohol and drug problems. We have valued the benefits of:

- Improved health and wellbeing of the clients known to have previously had drug and alcohol problems who were able to overcome these during the programme = £483,792

## The social return of volunteering

The successful delivery of the programme relies on the 145 volunteers who act as mentors for clients.

Volunteering creates benefits for the individual, for the economy and for society<sup>11</sup>. There is also consistent evidence from other studies<sup>12</sup> suggesting that participating in volunteering, leads to an increase in wellbeing. More recent studies have shown that it is possible to put a value on volunteering (in terms of the cost of not being able to volunteer)<sup>13</sup> and we have used this to estimate that the benefit from mentors is valued as:

- Increased wellbeing of mentors volunteering through the programme = £790,246

The value of the training received by mentors is included the social return of training (see above).

---

<sup>11</sup> Haldane, A (2014), 'In giving, how much do we receive? The social value of volunteering. Speech given at the Society of Business Economists, London. Available at

<http://www.bankofengland.co.uk/publications/Documents/speeches/2014/speech756.pdf>

<sup>12</sup> Cabinet Office (2007), Helping Out - A national survey of volunteering and charitable giving

<sup>13</sup> Fujiwara, D. (2013) The Social Impact of Housing Providers. Available at

<http://www.hact.org.uk/sites/default/files/uploads/Archives/2013/02/The%20Social%20Impact%20of%20Housing%20FINAL.pdf>



## Appendix 1: NOTES ON METHODOLOGY

**Use of Wellbeing Valuation Data:** several of the financial values used were drawn from HACT and Simetrica, *Community investment and homelessness values from the Social Value Bank* [www.socialvaluebank.org](http://www.socialvaluebank.org). These were used under the terms of the Creative Commons license: Creative Commons Attribution-NonCommercial-NoDerivatives license ([http://creativecommons.org/licenses/by-nc-nd/4.0/deed.en\\_GB](http://creativecommons.org/licenses/by-nc-nd/4.0/deed.en_GB))

### General assumptions

**AGES:** The comparative reoffending rate used is for 18-25 year olds, and all HACT data has been taken for 18-25 year olds. There are a few participants of Key4Life programme, who are either under or over the 18-25 range and therefore there may be some under and over counting.

**REGIONAL DATA:** Values have been calculated for London and non-London values. All participants of the HMP Isis 2015, Isis 2016 and Wormwood Scrubs programmes and 3 of those in the HMP/YOI Portland programme are based in London after release, and we have assumed that they will remain so. All participants from the HMP/YOI Ashfield programme, and all but 3 of the HMP/YOI Portland programme are based in the South West and we have therefore used non-London values.

**Timing:** The report seeks to establish the impact over three years, however as the benefits of some of the identified impact are felt during the activity, in reality we have calculated impacts over a period of four years; with no single impact being calculated for more than three years. Whilst many of the benefits will have longer lasting impacts our preference was to work with actual data wherever possible and avoid making forecasts unless we had some certainty of the ongoing benefit. The following table summarises the timescale over which each impact has been accounted for.

Impact	Year 0 (during programme)	Year 1 (end of programme)	Year 2 (a year after release)	Year 3 (2 years after release)
Contact with voluntary sector	✓			
Relief from drugs and alcohol		✓	✓	
Increased confidence	✓	✓	✓	
Training (during programme)	✓			
Training (after programme)		✓	✓	
Employment (all benefits)		✓	✓	✓
Reduction in reoffending		✓	✓	✓
Mentors volunteering	✓	✓	✓	



## Impact area specific assumptions

**Reoffending:** This is assessed for Key4Life participants at the end of the programme, and a year after release. The definition of reoffending is in line with MOJ definition of proven re-offending which is defined as any offence committed, that leads to a court conviction, caution, reprimand, or warning, in the period defined, or within a further six month waiting period, to allow the offence to be proven in court. Actual data has been used to generate our calculations on the number of avoided convictions; and the rate of these used to project the likely reoffending rate for a further year. Based on interviews with each of the 93 participants, as well as feedback from probation officers and participants' families and girlfriends, we have estimated that attribution for Key4Life on re-offending is 90%.

**Employment:** All participants are asked at the end of the programme if they were in work, or in other education or training. They were followed up a year after release and two years after release and asked the same question. This definition of employment used is in line with the MOJ, defined as P45 employment. While Key4Life may prepare all the young men for employment, some of those jobs secured were done so through previous connections, or family, or friends, rather than through Key4Life supporter businesses. Therefore, the attribution of Key4Life for employment has been estimated as 80%.

As figures from DWP estimate that only 20% of employment created by dedicated schemes is due to new jobs we have applied a displacement figure of 80% to the benefits seen to society as a result of the programme. We have not applied this to those benefits felt by individuals or families as a result of employment.

Qualitative analysis and detailed interviews are taken with each of the participants at the end of the programme. Through these, we are able to determine the extent to which Key4Life has been responsible for the outcome of either employment or reoffending. Through this analysis of the 93 participants, we have concluded that Key4Life is attributed 80% of reduction of employment rates.

Whether the young men are fathers themselves is asked at registration to the programme. This is therefore based on self-reporting by the participants. Calculations are based on one child per father participant. Those that are still in employment and have become fathers since the end of the programme are not included here. We also know from interviews that employment tends to support more dependents than just children of the young men – siblings and parents for example. These have not been included. We can therefore assume the impact of employment on dependent families is greater than reported.

### Changes in attitude & behaviour:

Increased wellbeing of **regularly attending the organisation** is based on the attendance of all 93 participants throughout the year-long Key4Life programme. Independent research by the People Partnership shows that the degree of engagement of Key4Life programmes is very high. Records from Key4Life programme coordinators indicate this to be true.

At the end of the programme, all Key4Life participants were asked, "What do you think made the biggest single difference on the Key4Life programme?" Where increased confidence was noted in



the questionnaire or interview notes —unprompted—this has been recorded as **increased confidence** in the programme, and therefore 100% attribution has been applied to the Key4Life programme. This is the case for 25 of the 45 possible participants. NOTE: that this differs to the question in the HACT/Simetrica Social Value Bank where we derived the financial value from. However, as this improvement was based on unprompted responses we felt confident in using it. A specific question as to the influence of Key4Life on participants' confidence will now be built in to participants' assessments. End of programme qualitative interviews with participants from HMP/YOI Ashfield were not recorded and therefore have not been included in this estimate, nor HMP Wormwood Scrubs participants, as their end of programme qualitative interviews were not completed at the time of the SROI analysis taking place. We can therefore conclude that this is a very conservative estimate.

Each participant was assessed to whether they had a **problem with drugs or alcohol**. There were 11 participants (8 in the South West, 3 in London) who had a drug or alcohol problem at the beginning of the programme, and did not have a problem by the end of the programme. We have not included monetised values for those participants who did not have a drug or alcohol problem at the start of the programme.

**Training:** Employment-related or other training is defined on those who are assessed at the end of the programme, to be in either employment, education, or training, and is based on all participants receiving training through the programme, and support from employers both pre- and post release through interviewing techniques, work tasters and enabling the young men to be work ready.

**Mentors:** Mentors' participation is based on the number of mentors who have taken part in all Key4Life programmes. By their very nature, they are all volunteering, and therefore receiving increased wellbeing, and all mentors are trained including NLP techniques.



## Appendix 2: SENSITIVITY ANALYSIS

To understand how sensitive our results are to the some of the assumptions we have made; we tested them by changing either the attribution, deadweight or drop-off rates. We then calculated the percentage change of the revised SROI to the ratio achieved with our original assumptions. Note the attribution value is the % allocated to the contributions of other actors.

Impact	Base value	Alternative variable	Revised SROI	% change to base SROI
<b>Training (programme)</b>				
Attribution	0%	10%	17.01	0.3%
Attribution	0%	20%	16.96	0.6%
Deadweight	0%	5%	17.03	0.2%
Deadweight	0%	15%	16.99	0.4%
<b>Training (other training or education – not NEET)</b>				
Attribution	20%	30%	17.05	0.0%
Attribution	20%	15%	17.07	0.1%
Deadweight	10%	15%	17.05	0.0%
Deadweight	10%	25%	17.04	-0.1%
<b>Employment</b>				
Attribution	20%	30%	16.67	-2.3%
Attribution	20%	25%	16.86	-1.2%
Deadweight	15%	10%	17.24	1.1%
Deadweight	15%	20%	16.88	-1.0%
Drop-off	20%	30%	16.75	-1.8%
<b>Reoffending</b>				
Attribution	10%	5%	17.43	2.2%
Attribution	10%	15%	16.68	-2.2%
Deadweight	0%	5%	16.72	-2.0%
Deadweight	0%	10%	16.39	-3.9%
Drop-off	15%	20%	16.72	-2.0%
<b>Volunteering</b>				
Attribution	0%	5%	16.95	-0.6%
Attribution	0%	10%	16.85	-1.2%
Deadweight	0%	5%	16.95	-0.6%
Deadweight	0%	10%	16.85	-1.2%
<b>Behaviour change</b>				
Attribution	10%	5%	17.13	0.4%
Attribution	10%	15%	16.99	-0.4%
Deadweight	5%	10%	16.99	-0.4%
Deadweight	5%	15%	16.92	-0.8%

Varying the attribution and deadweight levels shows unsurprisingly that both reoffending and employment are the most sensitive results to change – partly because they are the largest contributors to the social value created by the programme. However, they are also the two outcomes which are most closely monitored and evaluated by Key4Life; and where outcomes are based largely on actual data. One area to consider in the future is building in specific questions to existing feedback and reporting mechanisms that would further validate the degree to which Key4Life was instrumental in the change (relative to other actors) [Attribution] and to what extent they would not have re-offended/been employed without the programme [Deadweight].

