



Social Value Report

This report has been prepared for Warwickshire Rural Hub as part of its participation in a Future Farming Resilience Project. Funded by the Department for Environment, Food & Rural Affairs (Defra), Warwickshire Rural Hub has been supported by Rose Regeneration and Bishop Grosseteste University to measure the social impact of its activities.

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Introduction

The Future Farming Resilience Project has been funded by the Department for Agriculture, Food, & Rural Affairs (Defra). This project is part of Defra's Future Farming Resilience Programme and comes ahead of a seven-year Agriculture Transition period due to start in 2021, when the current subsidy system of Direct Payments will begin to be phased out and replaced with a new system that rewards farmers and land managers for the 'public goods' that they provide, such as better air and water quality, improved access to the countryside and measures to reduce flooding.

This project has supported eight Farm Support Networks (FSNs) across England to measure the impact of their activities in supporting farmers and land managers to prepare for this transition. The eight FSNs that participated include: Cheshire Agricultural Chaplaincy, Exmoor Hill Farming Network, Farm Cornwall, Focussed Farmers, Lincolnshire Rural Support Network, Nottinghamshire Rural Support, Upper Teesdale Agricultural Support Services (UTASS), and Warwickshire Rural Hub. Rose Regeneration and Bishop Grosseteste University supported each FSN to measure the impact of the current activities and services they undertake to support farmers and farm businesses.

This report has been prepared for Warwickshire Rural Hub as part of their participation in the project. It provides an overview of their work, an outline of social value, information about how the Social Value Engine has been used with Warwickshire Rural Hub to measure the impact of their activities, as well as the key findings emerging from the project.

About the Warwickshire Rural Hub

The Warwickshire Rural Hub was established in 2003 by a group of farmers who wanted their businesses to prosper. Since then, the organisation has become a Community Interest Company and now has 1,275 farmer and rural business members across Warwickshire and surrounding counties. Membership is free and all of the Rural Hub's activities are funded by charitable trusts and business supporters.

Run by farmers, for farmers, the Rural Hub provides members with:

- Access to industry information which it makes applicable to farm businesses in the area. This covers a broad range of themes including legislation, regulation, changing Government policy / Agricultural Transition, health and safety, and grants and funding.
- A regular E-news bulletin containing information about events the Rural Hub is running, latest news, a noticeboard, and links to market-place companies.
- A series of events requested by members on a wide variety of subjects such as planning, new technology and farm diversification.
- Participation in an Environmental Farming Group which meets three times a year, holds events (e.g. biodiversity, wildlife friendly farming) and organises the Warwickshire Rural Hub Environmental Farming Awards.

- Access to health screening and complementary therapy – piloted at Rugby Farmers' Mart at Stoneleigh Park. The Rural Hub works with Parish Nursing, the Farming Community Network (FCN), Royal Agricultural Benevolent Institution, Addington Fund and MacMillan Cancer Support to give farmers the opportunity to speak informally to staff and volunteers about their wellbeing and welfare.
- Opportunities to network with, and build relationships with, other farmers leading to peer-to-peer learning and positively impacting on their farm businesses.

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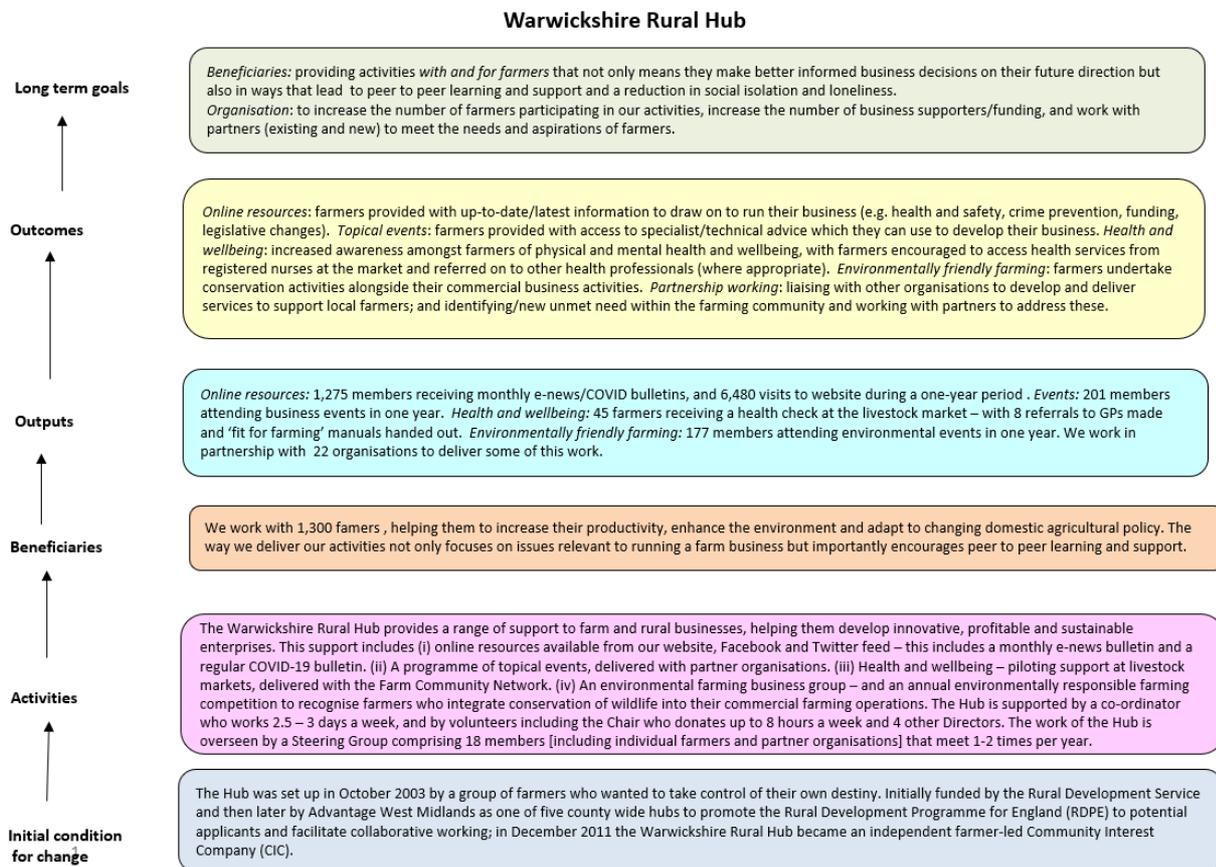
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Website: <https://www.ruralhub.org.uk/>

The theory of change diagram below summarises why the Warwickshire Rural Hub is needed, the activities and support it provides and the outcomes and longer-term changes it is striving towards.



What is Social Value?

Measuring the tangible costs and outputs of an activity is relatively straightforward. We may know what our inputs are (e.g. the funding, equipment or volunteers we need to run our activity) and the outputs expected of us (e.g. a target for the number of people participating in our activity); the greater challenge is quantifying the wider social, economic and environmental outcomes we are delivering. This is what social value does. It asks the question ‘if £x is spent on delivering an activity, what is the value of that same £x in terms of wider benefits for the local community?’

The Public Services (Social Value Act) 2012 requires public bodies who commission services to think about how they can also secure wider social, economic and environmental benefits. HM Treasury’s Green Book (2018), which provides guidance on how to appraise projects, highlights needing to understand the net measure of welfare resulting from an option and intervention. In October 2020, The Crown Commercial Service produced a Policy Procurement Note requiring all central Government departments to consider social value in contracts let from January 2021. Social value is increasingly seen by policy and decision makers as a way of thinking about what changes are happening in people’s lives as a result of their decisions and activities.

Social Value UK (SVUK) has 7 principles of social value. These are the basic building blocks for anyone wanting to take social value into account. The principals are:

1. Involve stakeholders – people and organisations involved in your work can help you to identify outcomes and determine if change has occurred.
2. Understand what changes – understanding the links between your context, activity, outputs, inputs, outcomes and impact you are making.
3. Value the things that matter – capturing what matters most from the perspective of your stakeholders.
4. Only include what is material – only include what is relevant and significant within your analysis.
5. Do not overclaim – you will need to take account of five factors, what are called ‘deflators’ to understand your unique contribution to the outcomes you are measuring.
6. Be transparent – be clear about the scope of your calculation including duration and timeframe.
7. Verify the result – check your data and analysis with stakeholders, peers and a third-party verification provider.

About the Social Value Engine

Rose Regeneration and BGU have supported Warwickshire Rural Hub to use [the Social Value Engine](#) to identify and measure the impact of their programme. The Social Value Engine (SVE) has been developed by Rose Regeneration and East Riding of Yorkshire Council and is one of two UK tools accredited by Social Value UK. The SVE provides:

- A systemised and academically robust assessment of social value to forecast, plan and evaluate activities.
- More than 200 peer-reviewed financial proxies derived from reliable sources.
- A description of how a project or activity creates value and a ratio that states how much social value (in £) is created for every £1.00 of investment.
- It helps you think about how activities are making a place better to live in – by tagging outcomes and financial proxies against one of the eight domains of the Bristol Accord [sustainable communities framework developed by the UK government].

We have used the SVE with the Warwickshire Rural Hub to measure the impact of their activities between 1 February 2019 and 31 January 2020.

Measuring the Impact of the Warwickshire Rural Hub

Rose Regeneration and BGU followed a consistent approach to work with each FSN to estimate their social value. This included:

1. Carrying out a data audit:

- What information do you collect about the support you provide?
- How is this information collected (e.g. online, paper survey)?
- How often do you collect this information – and have you collected the data over a long period of time or if it is ad hoc for a specific purpose?
- Who collects the data (e.g. staff, volunteers)?
- Is the data collected for all farmers participating in your activities or is it a sample for a particular cohort of beneficiaries?
- Who are you collecting the data for (e.g. monitoring/funding purposes, for internal learning and sharing)?

2. Scope: confirming the farm business support activities and the 12-month time period to be covered by the analysis.

3. Involving stakeholders: discussions with staff and beneficiaries about these activities to identify outcomes. Assigning a financial proxy from the SVE to each of these outcomes.

4. Understanding Warwickshire Rural Hub's role in supporting farmers and land managers to

achieve these outcomes: surveys were carried out with beneficiaries to understand the unique contribution of the Rural Hub to delivering these outcomes. This ensured the Rural Hub had considered all the different elements that could affect the outcomes in order that they did not overclaim. Beneficiaries were surveyed to find out: who else they had been working with at the same time as the Rural Hub who could take some of the credit for the outcome (attribution), what might have happened anyway (deadweight), how long the outcome will last for (drop off), if the outcome was experienced by the intended participant or geographical area

(leakage) and whether the activity displaces any similar activities run by another organisation targeting the same beneficiary group (displacement).

5. Calculating the input costs: this is everything the Rural Hub needs to deliver its activities (e.g. staff and volunteer time, venues, refreshments, equipment, travel and expenses).

6. Producing a figure for the social value delivered by the Rural Hub by dividing the net value of the outcomes by the input costs.

Overarching Findings

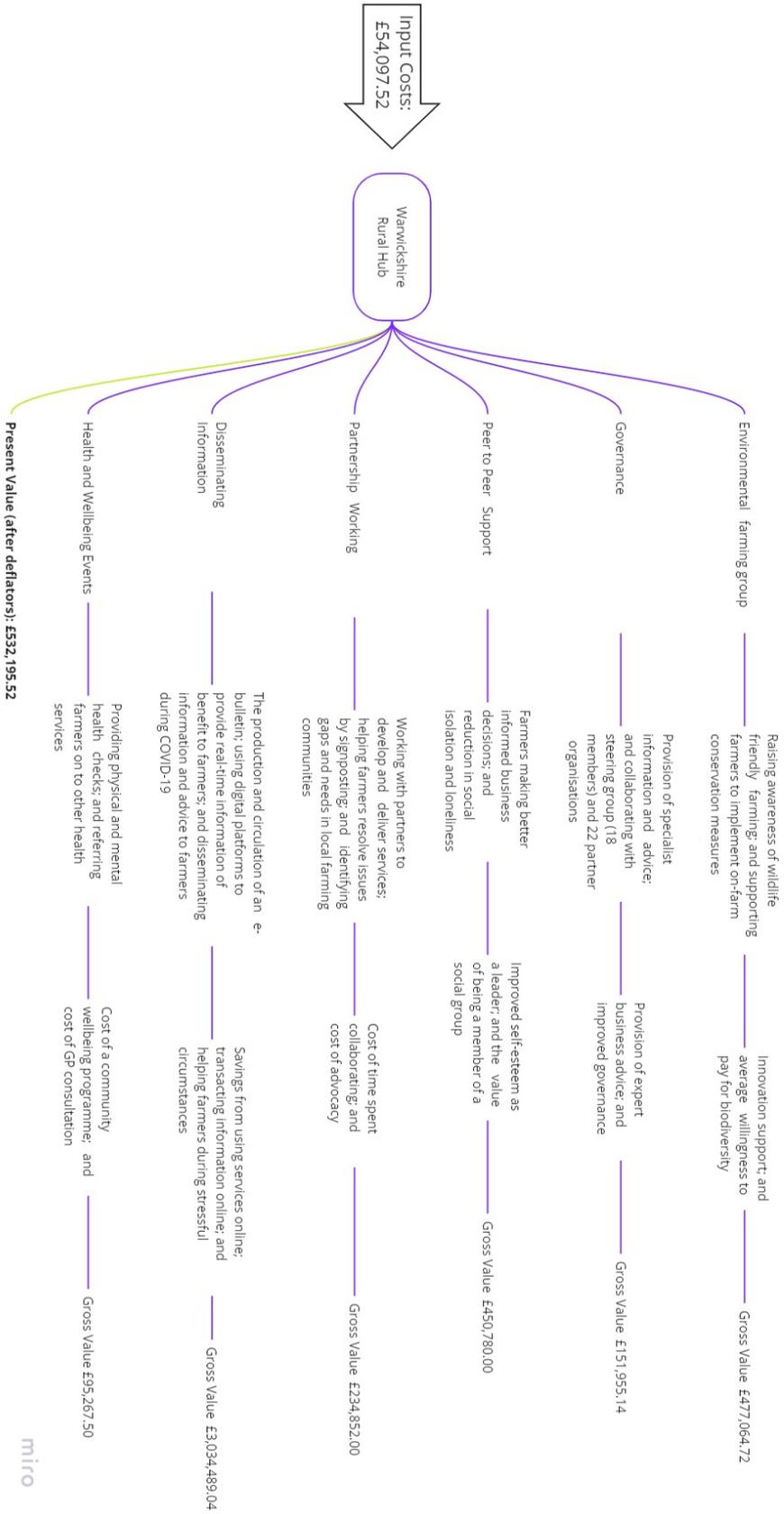
This process set out at steps 1-6 was followed to measure the impact of six activities undertaken by the Rural Hub:

1. Disseminating industry relevant information.
2. Environmental farming group.
3. Health and wellbeing support offered at the mart.
4. Peer to peer learning and support.
5. Partnership working.
6. Governance and strategic oversight of all Hub activities.

Each of those activity strands has been examined in more detail in the next section, but their individual social values are summarised in the table below:

Activity	SROI
Environmental farming group	£11.27 for every £1.00 invested
Governance	£11.21 for every £1.00 invested
Peer to Peer Support	£10.87 for every £1.00 invested
Partnership Working	£9.22 for every £1.00 invested
Disseminating Information	£8.35 for every £1.00 invested
Health and Wellbeing Events	£8.18 for every £1.00 invested

The Social Value Engine adds all of these activities together to provide **an overarching analysis. This shows for every £1.00 invested, Warwickshire Rural Hub is delivering £9.84 of social value.** The diagram overleaf summarises the inputs, outputs, outcomes, financial proxies, and value for each these activities.



The Social Value Engine uses the Bristol Accord to enable you to see how your activity is building a more attractive place – where people want to live and work, both now and in the future. The Bristol Accord was developed in 2005 when the UK Government worked with all the EU Member States to agree what makes communities sustainable and to foster 'place making' skills. A sustainable community should be safe, fair, thriving, environmentally sensitive, well run, served, well connected and well designed and built. This is shown in the diagram below:



Each of the outcomes and financial proxies selected by Warwickshire Rural Hub has been tagged against one of the eight domains of the Accord. This shows how their activities are delivering returns against six of these domains (principally ‘well run’ and ‘well connected’):

- **Well Run:** The Rural Hub was established by a group of local farmers and engages all of its members and partners and stakeholders in developing its activities – delivering £234,461.26 of social value.
- **Well Connected:** The Rural Hub disseminates a wide range of information and organises activities that leads farmers and land managers to make more informed decisions - about how they run their business - delivering £193,390.22 of social value.
- **Active, Inclusive & Safe:** The Rural Hub provides opportunities for farmers and land managers from across the industry to come together to share information and practice and develop relationships with their peers - delivering £33,701.60 of social value.

- **Thriving:** Through participating in activities provided by the Rural Hub farm businesses become more productive, efficient and sustainable - delivering £22,539.00 of social value.
- **Well Served:** The Rural Hub provides a series of innovative and high-quality services for farmers and land managers in ways that enable them to think and act for the long-term – delivering £17,996.84 of social value.
- **Environment:** The Rural Hub supports farmers to undertake on-farm activities that protect the environment (e.g. wildlife habitats, water, energy efficiency) – delivering £12,170.83 of social value.

Activity Findings

Warwickshire Rural Hub entered information about six activities onto the Social Value Engine. This section provides an analysis for each of the following activities:

1. Disseminating industry relevant information.
2. The environmental farming group.
3. Health and wellbeing support offered at the mart.
4. Peer to peer learning and support.
5. Partnership working.
6. Governance and strategic oversight of all Hub activities.

1. Disseminating Information

The Rural Hub collates a wide range of information from across policy and industry and translates this to make it applicable to local farm businesses. This information is shared through an e-bulletin and using digital platforms such as Twitter and Facebook. Over a 12-month period the Rural Hub circulated the e-bulletin to 1,275 subscribers, had 768 interactions on digital platforms (e.g. re-tweets, likes) and received 6,863 visits to its website to view information.

The following output areas were identified for this activity:

- The production and circulation of an e-bulletin.
- Using digital platforms to provide real-time information of benefit to farmers (e.g. policy, funding).
- Disseminating information and advice to farmers during COVID-19 (e.g. financial support, farm support organisations).

The Rural Hub used the Social Value Engine to identify a financial proxy for each of these outputs. Each proxy is linked to an example of something of similar worth (and where peer-reviewed research enables us to identify how much that example costs). This is shown in the table below:

Output	Financial proxy	Unit	Number of units benefitting	Time period	Benefits per unit	Total benefits (gross value)
Production and circulation of an e-bulletin	Average savings from using online services	Per person	1,275	1 year	£689	£878,475
Digital platforms to provide real-time information	Savings from transacting information online rather than face to face	Per transaction	768	1 year	£8.78	£6,743.04

Output	Financial proxy	Unit	Number of units benefitting	Time period	Benefits per unit	Total benefits (gross value)
Disseminating information and advice to farmers during COVID-19	Cost of counselling to help service users during stressful circumstances	Per person	4,703	8 months	£457	£2,149,271

Each output area has then been adjusted to take account of:

- *Deadweight*: what proportion of farmers and land managers would have found this information without the Rural Hub?
- *Attribution*: what proportion might other organisations/activities have contributed to the content of this work?
- *Drop off*: what proportion of the outcomes will deteriorate over time (i.e., will members use the information they have received?)

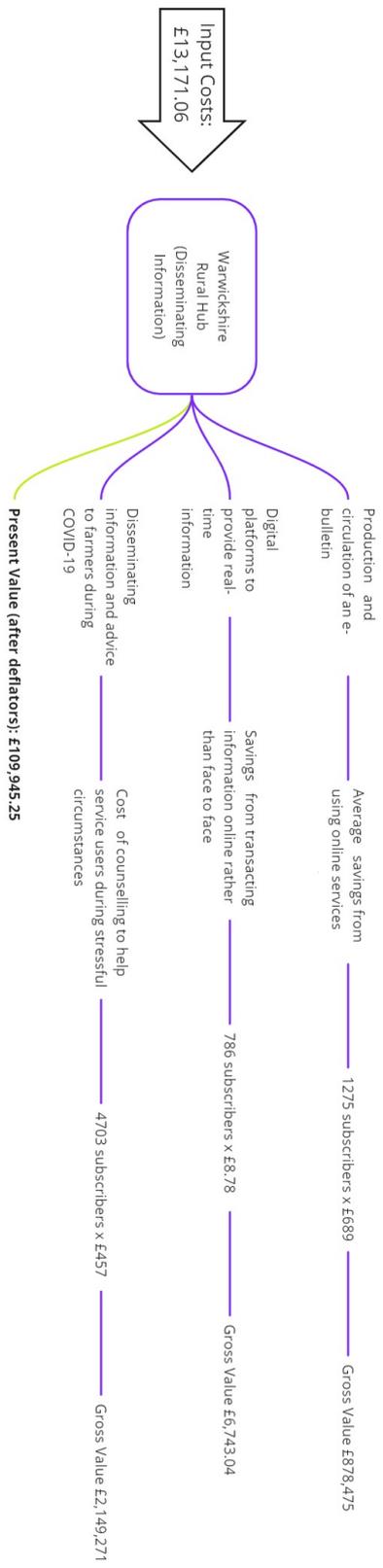
To answer these questions, we spoke to Rural Hub staff and board members and surveyed beneficiaries. The table below shows the amount (as a %) that we have deflated each output area:

Output	Deadweight	Attribution	Drop off	Net value (Hub's impact)
Production and circulation of an e-bulletin	95%	25%	5%	£32,942.81
Digital platforms to provide real-time information	95%	25%	5%	£252.86
Disseminating information and advice to farmers during COVID-19	95%	25%	5%	£80,597.66

Each output area was then divided by the input cost (what we have called 'expenditure'). For this activity, the inputs include staff and board member time, web hosting costs, IT packages and insurance.

If you divide the net social value [the return after applying the deflators] to the input costs, **the disseminating information activity is delivering a social value of £8.35 for every £1.00 invested**. This is illustrated in the diagram overleaf:

WARWICKSHIRE RURAL HUB



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2. Environmental Farming Group

The Rural Hub recognises that conservation makes good business sense, as well as being good for the environment. It organises several free events for members during the year. These sessions provide opportunities for farmers and land managers to find out about simple changes they could make to their land management practices to deliver multiple benefits to the environment, at an individual farm level and at a landscape scale through working together. The Rural Hub also organises an annual Environmental Farming Award to recognise on-farm conservation alongside commercial farming activities. The Rural Hub is a member of the Warwickshire Championing the Farmed Environment Group and liaises with a wide range of organisations to ensure farmers have the support they need to make changes (e.g. Natural England, Nature Friendly Farming Network, Farm Wildlife).

Over a 12-month period the Rural Hub delivered a series of environmental events for 177 farmers and land managers. These events sought to:

- Raise awareness of wildlife friendly farming.
- Encourage farmers to consider environmental initiatives that could work alongside their commercial farming activities – including novel and innovative measures.
- Support farmers to implement on-farm conservation projects (e.g. installing barn owl boxes).
- Promote the wildlife friendly farming competition and encourage farmers to participate.

The Rural Hub used the Social Value Engine to identify a financial proxy for each of these outputs. Each proxy is linked to an example of something of similar worth (and where peer-reviewed research enables us to identify how much that example costs). This is shown in the table below:

Output	Financial Proxy	Unit	Number of Units Benefitting	Period of time	Benefits per unit	Total benefits (Gross value)
Regular meetings and events bringing farmers together to discuss what the industry is already doing and could do to improve the environment	Cost of leadership management training course	Per person	177	1 year	£876	£155,052.00
Farmers undertake on-farm conservation activities alongside their commercial business activities (e.g. barn owl boxes, environmental stewardship)	Innovation support voucher	Per person	11	1 year	£5,464	£60,104.00

Output	Financial Proxy	Unit	Number of Units Benefitting	Period of time	Benefits per unit	Total benefits (Gross value)
Farmers provided with information and signposting about wildlife friendly farming	Average savings from using online services	Per person	380	1 year	£689	£261,820.00
Competition to encourage and demonstrate best practice around wildlife friendly farming	Average willingness to pay for biodiversity	Per person	2	1 year	£44.36	£88.72

Each output area has then been adjusted to take account of:

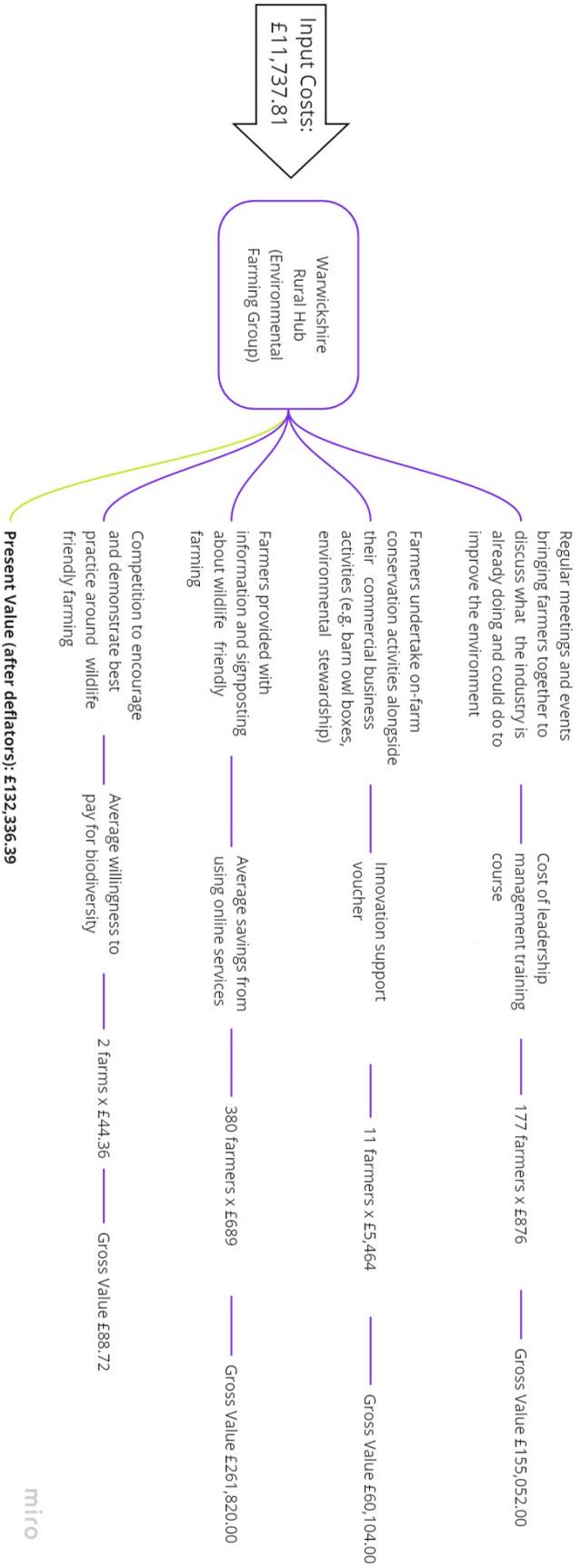
- *Deadweight*: what proportion of farmers and land managers would have considered undertaking on-farm conservation practices without support from the Rural Hub?
- *Attribution*: what proportion might other organisations/activities have contributed to providing farmers and land managers with information about environmentally friendly farming?
- *Drop off*: what proportion of the outcomes will deteriorate over time (i.e., will farmers stop undertaking conservation measures alongside their commercial farm activities)?

To answer these questions, we spoke to Rural Hub staff and board members and surveyed beneficiaries. The table below shows the amount (as a %) that we have deflated each output area:

Output	Deadweight (%)	Attribution (%)	Drop-Off (%)	Net Value (Hub's impact)
Regular meetings and events bringing farmers together to discuss what the industry is already doing and could do to improve the environment	20%	50%	15%	£62,020.80
Farmers undertake on-farm conservation activities alongside their commercial business activities	25%	50%	0%	£22,539.00
Farmers provided with information and signposting about wildlife friendly farming	20%	75%	25%	£52,364.00
Competition to encourage and demonstrate best practice around wildlife friendly farming	0%	50%	0%	£44.36

Each output area was then divided by the input cost (what we have called 'expenditure'). For this activity, the inputs include staff and board member time, venue hire and refreshments, speakers, and equipment (e.g. bird boxes).

If you divide the net social value [the return after applying the deflators] to the input costs, **the environmental farming group is delivering a social value of £11.27 for every £1.00 invested**. This is illustrated in the diagram overleaf:



micro

3. Governance

The Rural Hub is a small organisation with one part-time member of staff and a board of 5 directors. Good governance is fundamental to the success of the Rural Hub. In addition to ensuring the overall direction, effectiveness, supervision and accountability of the organisation; directors also provide specialist skills and knowledge and build external relationships with a wide range of bodies. This work helps to underpin everything else that the Rural Hub does.

Through its governance activities, Rural Hub directors:

- Provide additional support through the provision of specialist information and advice (e.g. financial, legal, policy).
- Collaborate with the steering group (18 members) and with 22 partner organisations to develop and deliver services and support to members.
- Provide strategic direction for Rural Hub activities – in line with local farming needs.

The Rural Hub used the Social Value Engine to identify a financial proxy for each of these outputs. Each proxy is linked to an example of something of similar worth (and where peer-reviewed research enables us to identify how much that example costs). This is shown in the table below:

Output	Financial Proxy	Units	Number of units benefitting	Time period	Unit Cost	Total Benefits (Gross value)
Regular director/trustee meetings to ensure the Hub carries out its purposes for the benefit of farmers and land managers	Average cost of trustee training	Per person	5	1 year	£288	£1,440.00
Directors/trustees providing additional support to the Hub through the provision of specialist information and advice (e.g. financial, legal, policy)	Provision of expert business advice (e.g. financial, legal, HR, health & safety)	Per person	374	1 year	£96.11	£33,350.17
Steering groups comprising external organisations - identifying good practice, gaps and shaping the future work of the Hub	Improved governance / staff relationships	Per person	18	1 year	£6,365	£114,570.00

Each output area has then been adjusted to take account of:

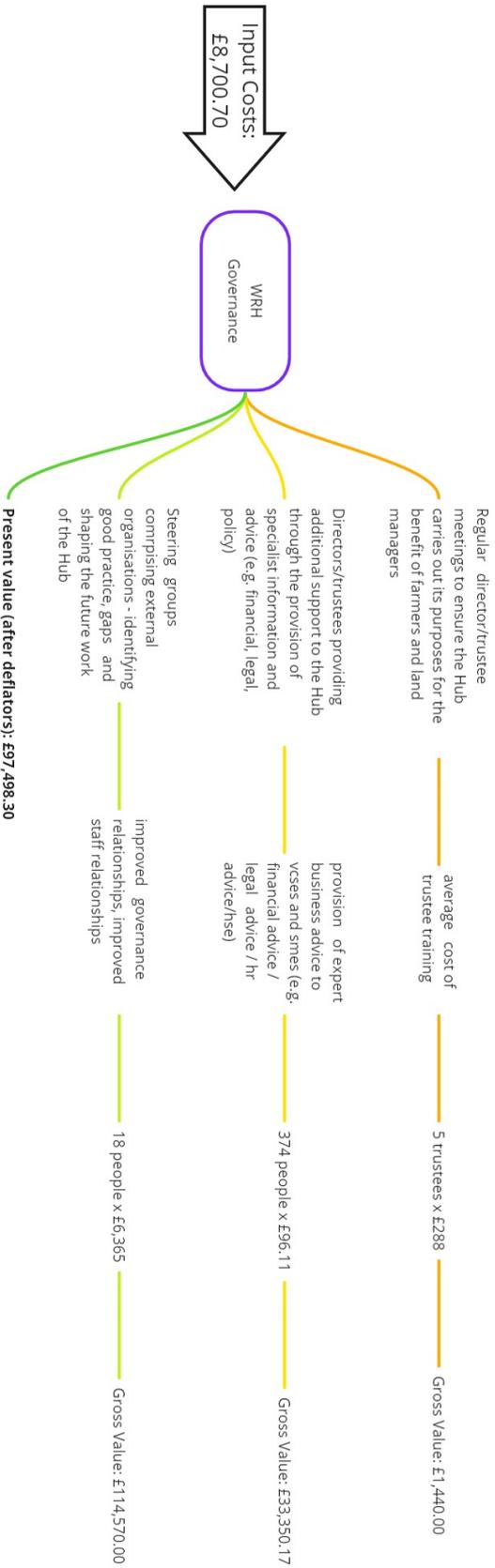
- *Deadweight*: what proportion of specialist advice and good practice would have been sourced without director support?
- *Attribution*: what proportion might other organisations/activities have contributed to the specialist advice or good practice being provided?
- *Drop off*: what proportion of the outcomes will deteriorate over time (i.e., will directors and partners stop providing specialist expertise to the Rural Hub)?

To answer these questions, we spoke to Rural Hub directors. The table below shows the amount (as a %) that we have deflated each output area:

Output	Deadweight (%)	Attribution (%)	Drop-Off (%)	Net Value (Hub's Impact)
Regular director/trustee meetings to ensure the Hub carries out its purposes for the benefit of farmers and land managers	20%	30%	0%	£806.40
Directors/trustees providing additional support to the Hub through the provision of specialist information and advice (e.g. financial, legal, policy)	0%	0%	0%	£35,945.14
Steering groups comprising external organisations - identifying good practice, gaps and shaping the future work of the Hub	20%	30%	20%	£64,159.20

Each output area was then divided by the input cost (what we have called 'expenditure'). For this activity, the inputs include director time provided at board meetings and outside of formal meetings, travel expenses, venue costs and directors insurance.

If you divide the net social value [the return after applying the deflators] to the input costs, **governance is delivering a social value of £11.21 for every £1.00 invested**. This is illustrated in the diagram overleaf:



micro

4. Partnership Working

The Rural Hub collaborates with a wide range of organisations to provide services and support to its members.

This partnership working includes:

- Working with partners to develop and deliver services and support to farmers on a range of issues.
- Helping farmers to find a way through issues by signposting them to other relevant bodies.
- Identifying new and emerging needs in the local farming community and working with others to see how these could be filled.

The Rural Hub used the Social Value Engine to identify a financial proxy for each of these outputs. Each proxy is linked to an example of something of similar worth (and where peer-reviewed research enables us to identify how much that example costs). This is shown in the table below:

Output	Financial Proxy	Units	Years	Number of Units Benefitting	Benefits per unit	Total Benefits (Gross Value)
Working with partners to develop and deliver services/support to farmers	Cost of time spent collaborating	Per person/organisation	1 year	22	£2,229	£49,038.00
Helping farmers to find a way through issues by signposting them to other bodies	Average cost of advocacy	Per person	1 year	32	£36	£1,152.00
Identifying new/emerging needs in the farming community and working with others to see how these could be filled	DFT estimation of business time savings	Per person	1 year	18	£10,259	£184,662.00

Each output area has then been adjusted to take account of:

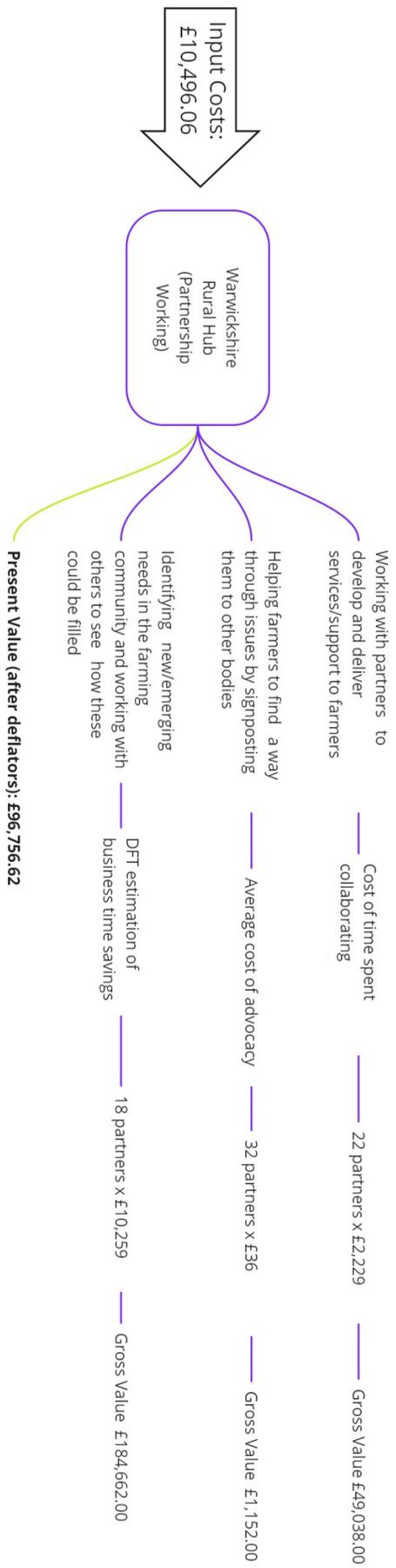
- *Deadweight*: what proportion of partners was the Rural Hub already working with?
- *Attribution*: whether other organisation(s) supported the Rural Hub to identify partners to collaborate with.
- *Drop off*: what proportion of the outcomes will deteriorate over time (i.e., will the Rural Hub continue to collaborate with these partners or will some of this work finish)?

To answer these questions, we spoke to Rural Hub directors and partners. The table below shows the amount (as a %) that we have deflated each output area:

Output	Deadweight (%)	Attribution (%)	Drop-Off (%)	Net benefit (Hub's impact)
Working with partners to develop and deliver services/support to farmers	50%	33%	5%	£16,427.73
Helping farmers to find a way through issues by signposting them to other bodies	20%	33%	5%	£617.47
Identifying new/emerging needs in the farming community and working with others to see how these could be filled	50%	10%	20%	£83,097.90

Each output area was then divided by the input cost (what we have called 'expenditure'). For this activity, the inputs include staff and director time, travel costs, promotional materials, meeting space and insurance.

If you divide the net social value [the return after applying the deflators] to the input costs, **partnership working is delivering a social value of £9.22 for every £1.00 invested**. This is illustrated in the diagram overleaf:



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5. Peer to Peer Support

Through its events and activities, the Rural Hub connects farmers and land managers in ways that help them to build their professional and social networks.

The development of peer to peer support:

- Helps 201 farmers to make better informed business decisions about their future direction.
- Provides social and informal settings for 409 farmers to develop ongoing and supportive relationships with each other.
- Leads to a reduction in social isolation and loneliness – particularly for 31 of the older and/or most vulnerable members.

The Rural Hub used the Social Value Engine to identify a financial proxy for each of these outputs. Each proxy is linked to an example of something of similar worth (and where peer-reviewed research enables us to identify how much that example costs). This is shown in the table below:

Output	Financial Proxy	Units	Time Period	Number of Units Benefitting	Benefits per unit	Total Benefits (Gross value)
Providing farmers with a range of services/ support so they are able to make better informed business decisions on their future direction	Improved self-esteem as a leader	Per person	1 year	201	£384.00	£77,184.00
Providing farmers with opportunities to come together in a social setting to share learning and develop ongoing relationships with their peers	The value of feeling more confident in being with other people	Per person	1 year	409	£824.00	£337,016.00
Providing opportunities for farmers to come together in ways that reduce social isolation and loneliness	Value to an individual of being a member of a social group	Per person	1 year	31	£1,180.00	£36,580.00

Each output area has then been adjusted to take account of:

- *Deadweight*: what proportion of farmers and land managers would have found met and networked with each other anyway?

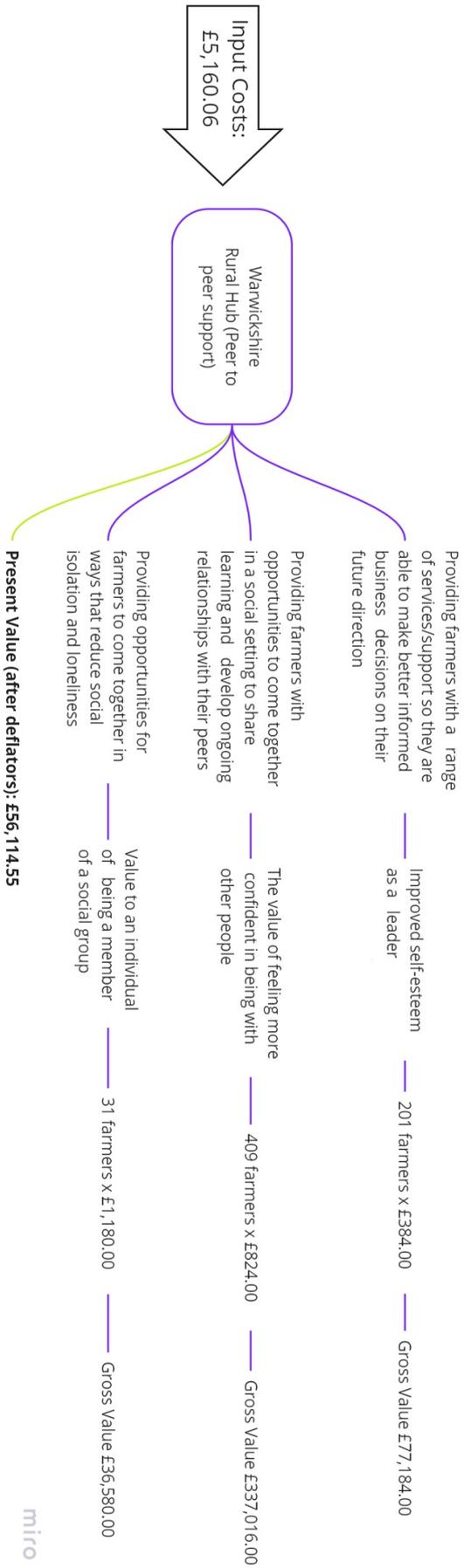
- *Attribution*: what proportion might other organisations/activities have contributed to peer to peer learning and support?
- *Drop off*: what proportion of the outcomes will deteriorate over time (i.e., will members stop regularly attending sessions)?

To answer these questions, we spoke to Rural Hub staff and directors and surveyed beneficiaries. The table below shows the amount (as a %) that we have deflated each output area:

Output	Deadweight (%)	Attribution (%)	Drop-Off (%)	Net benefit (Hub's impact)
Providing farmers with a range of services/ support so they are able to make better informed business decisions on their future direction	60%	40%	10%	£18,524.16
Providing farmers with opportunities to come together in a social setting to share learning and develop ongoing relationships with their peers	60%	75%	10%	£33,701.60
Providing opportunities for farmers to come together in ways that reduce social isolation and loneliness	60%	60%	5%	£5,852.80

Each output area was then divided by the input cost (what we have called 'expenditure'). For this activity, the inputs include staff and board member time, venue hire and refreshments and insurance.

If you divide the net social value [the return after applying the deflator] by the input costs, **peer to peer support is delivering a social value of £10.87 for every £1.00 invested**. This is illustrated in the diagram overleaf:



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6. Health and Wellbeing Pilot

This has been a pilot activity led by the Rural Hub to respond to local health and care needs. In Spring 2020 nurses and a complementary therapist attended two meetings at Rugby Farmers’ Mart, providing farmers with health checks and complementary treatments. The Farm Community Network (FCN), Royal Agricultural Benevolent Institution, Addington Fund, Parish Nursing and Macmillan Cancer Support also participated in the pilot, providing an informal opportunity for farmers to find out more about the support on offer. Farmers were also able to receive a copy of a ‘fit for farming’ booklet.

The health and wellbeing events led the Rural Hub to:

- Disseminate information about health and wellbeing to 1,395 farmers.
- Provide mental wellbeing checks to 381 farmers.
- Provide physical health checks to 200 farmers.
- Provide 65 farmers with an opportunity to receive complementary therapy.
- Refer 8 farmers to other health services (e.g. signposting and referrals to GP, opticians, dentist etc.)

The Rural Hub used the Social Value Engine to identify a financial proxy for each of these outputs. Each proxy is linked to an example of something of similar worth (and where peer-reviewed research enables us to identify how much that example costs). This is shown in the table below:

Output	Financial Proxy	Units	Time period	Number of units benefitting	Unit Cost	Total benefit (gross impact)
Raising awareness of health and wellbeing issues amongst farmers	Cost of a community wellbeing programme	Per person	1 year	1395	£38.11	£53,163.45
Facilitating access to health checks and complementary therapies	Cost of a community health visit	Per person	1 year	65	£45.00	£2,925.00
Referring farmers to other health services (signposting and referrals to GP, dentist, opticians etc)	Cost of GP consultation	Per person	1 year	8	£42.61	£340.88
Supporting farmers to improve their mental and emotional wellbeing	Cost of therapy	Per person	1 year	381	£79.57	£30,316.17
Supporting farmers to improve their physical health and wellbeing	Cost of GP consultation	Per person	1 year	200	£42.61	£8,522.00

Each output area has then been adjusted to take account of:

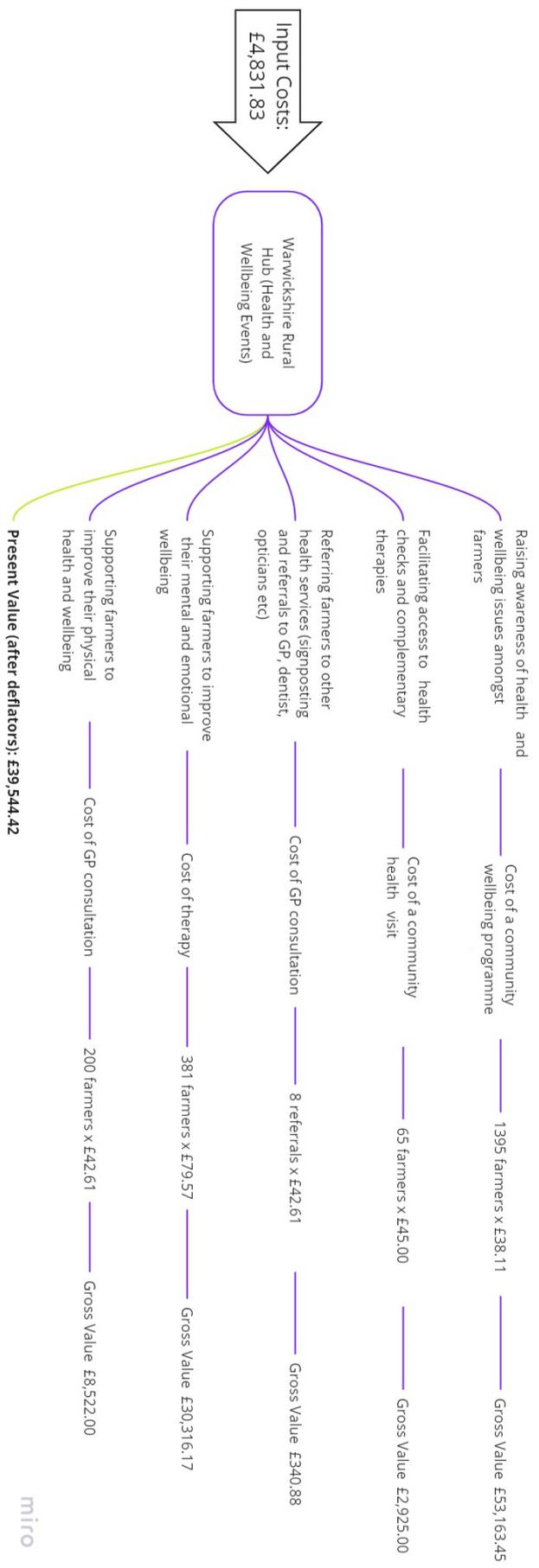
- *Deadweight*: what proportion of farmers would have booked at appointment to have a health check without the pilot?
- *Attribution*: what proportion might other organisations/activities have contributed to encouraging farmers to have a health check?
- *Drop off*: what proportion of the outcomes will deteriorate over time (i.e., will farmers continue to take positive steps towards maintaining and improving their health and wellbeing)?

To answer these questions, we spoke to Rural Hub staff, directors and the nurses/therapist providing the service. The table below shows the amount (as a %) that we have deflated each output area:

Output	Deadweight (%)	Attribution (%)	Drop-Off (%)	Net benefits (Hub's impact)
Raising awareness of health and wellbeing issues amongst farmers	10%	50%	33%	£23,923.55
Facilitating access to health checks and complementary therapies	10%	50%	33%	£1,316.25
Referring farmers to other health services (signposting and referrals to GP, dentist, opticians etc)	10%	50%	33%	£153.40
Supporting farmers to improve their mental and emotional wellbeing	20%	50%	33%	£12,126.47
Supporting farmers to improve their physical health and wellbeing	20%	50%	33%	£3,408.80

Each output area was then divided by the input cost (what we have called 'expenditure'). For this activity, the inputs include nurse and therapist time, contributions from other organisations attending the events, staff and director time, venue hire, marketing and promotion and insurance.

If you divide the net social value [the return after applying the deflators] to the input costs, **the health and wellbeing pilot events delivered a social value of £8.18 for every £1.00 invested**. This is illustrated in the diagram overleaf:



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Sharing Learning and Practice Across FSNs

Some FSNs have entered all of their work as one project on the Social Value Engine while others have entered individual strands of activities like the Rural Hub. The project has assisted all FSNs in being able to quantify the tangible and less tangible outcomes from the activities they are delivering.

All of the FSNs have used this project to look at the data and information they collect. Many have involved staff, volunteers, trustees, partners and stakeholders in the process of collating data and triangulating the findings. This process has raised awareness of the contributions of volunteers and in-kind support provided to activities. It has also assisted FSNs with thinking through the data they need to collect to further evidence their outcomes and achievements.

As part of the project, Rose Regeneration and BGU identified comparable activities being delivered across FSNs for which similar outcomes and financial proxies had been selected on the Social Value Engine. For a FSN to belong to a common theme, it must deliver similar activities and/or services to at least two more FSNs. In the case of the Rural Hub those common themes were “Health Events” (dedicated information and/or screening for farmers), “Peer to Peer Support” (events that facilitate knowledge exchange) and “Communication” (activities related to sharing and disseminating information pertinent to running a farm business).

The table below shows the interquartile range and median for the deflators of all FSNs that belong to these common themes, as well as the median values for the deflators of the Rural Hub. Interquartile range refers to the “middle fifty percent” of deflator values, or where the majority of values can be found. Median refers to the middle number of a sorted range, ascending or descending. Depending on the relation to the median to the interquartile range, it demonstrates whether there is a lot of variation in the values or not. If the median of all values is closer to one end of the interquartile range or the other, it shows that most values are skewed one way or the other. In other words, if the median is closer to the lower end of the interquartile range, it is an indication the most values in the common theme for deadweight, attribution, and drop-off lay towards the lower end of the range. Conversely, if the median is right in the middle of the interquartile range, it usually indicates an even spread of values. This is important if the median values of any individual FSN fall outside of the usual range (are outliers) because it provides valuable context to the result.

Common Themes	Interquartile Range (all FSNs)			Median (all FSNs)			Median (WRH)		
	Deadweight	Attribution	Drop-off	Deadweight	Attribution	Drop-off	Deadweight	Attribution	Drop-off
Health Events	10-43%	50-50%	30-37%	20%	50%	33%	10%	50%	33%
Peer to Peer Support	15-47%	31-50%	5-25%	23%	40%	7%	60%	60%	5%
Communication	47-52%	26-40%	5-7%	49%	32%	7%	95%	25%	5%

The table shows that the Rural Hub has deflator percentages on a par with other FSNs delivering similar activities. For communication, the percentage for deadweight [what would have happened anyway?] is higher for the Rural Hub because it is collating information that is available to farmers through a variety of platforms compared to other FSNs that compile bespoke information. For health, the deflator percentages are also higher for the Rural Hub as this has been a pilot activity compared to other FSNs which have been providing health screening over a long period of time. All these results are to be expected given the Rural Hub's activities and resources.

Future Implications - Where Next?

While the Rural Hub is led with, by and for farmers, the resources it has are limited. This project has provided the organisation with an important tool to inform its current and future work. This includes:

- Exploring the possibility of expanding geographical coverage of the environmental farming group by setting up 2 new groups so farmers from across the whole of Warwickshire can participate. The Government wants to pay farmers and land managers for providing environmental benefits and, from 2024, plans to launch a new Environmental Land Management (ELM) scheme. The Rural Hub is playing a crucial role in helping farmers understand Agricultural Transition and what it might mean for their business and intends to increase the number of events it organises around climate change and enhancing landscapes.
- Scaling up and rolling out the health screening and complementary therapy provided on a pilot basis. This includes using the Social Value Engine to forecast the social value that would be delivered if this pilot were to be expanded.
- Continuing to identify and respond to local needs (e.g. loneliness, isolation, mental health issues) – taking up issues raised by farmers and seeing what the Rural Hub can deliver, where it can work in partnership with other organisations to deliver, or where other organisations are better placed to respond.
- To increase the number of farmers participating in Rural Hub activities, increase the number of business supporters/funding, and work with partners (existing and new) to meet the needs and aspirations of local farmers.

The Rural Hub is also exploring how the existing data they collect can be enhanced to monitor longer-term changes to farmers and their businesses that result from these activities.