

Value Map - Data

Spreadsheet for developing Social Value and SROI analysis. See guidance tab for further details.

Stage 1		Stage 2		Stage 3				Stage 4																													
Who and how many?		At what cost?		What changes?		How long?		How much?		How valuable?			How much caused by the activity?			Still material?																					
Stakeholders		Inputs		Outputs		Outcomes		Evidence		Value (options)			Deadweight %	Displacement %	Attribution %	Drop off %	Impact (in current year)																				
Who do we have an effect on?		Who has an effect on us?		Description		Duration of outcomes		Indicator and source		Quantity			Ranking			Weighting			Financial Proxy			Value															
How many in group?		What will/did they invest and how much (money, time)?		Financial value (for the total population for the accounting period)		Summary of activity in numbers		How would you describe the changes that result from activities after involving your stakeholders?		How long should we measure the change for / how long are we accountable?		Where would/did you get the data from?		Number of people		How much change per person?		Outcomes start		By stakeholder		How much more important than the least important? Or scale, e.g. 1 to 10		What proxy would you use to value the change?		What is the value of the proxy for the change per person?		What will happen/what would have happened without the activity?		What activity would/did you displace?		Who else contributed to the change?		Does the outcome drop off in future years?		Number of people (quantity) times value, less deadweight, displacement and attribution	
Volunteers	450	Time	2,415,582	105,300 hours of voluntary work for all club functions	Relative satisfaction with volunteering for club	3	The subjective wellbeing of the volunteer that results from volunteering (source: working group, focus groups, survey, external research)	450	Average	2	Does it start in period of activity (1) or in period after (2)	Lowest = 1	Regular volunteering (HACT & Fujiwara 2018)	3,666	25%	24%	17%	33%	522,917																		
Parents	1,044	Juvenile membership subscriptions & proportion of assets & camps fees	291,775	52 weeks of club activities targeted at children	Sense of being a good parent	2	Willingness to pay for children's participation (source: working group, focus groups, survey, external research)	2,345	Average	2			Willingness to pay for coaching (Munster GAA 2015)	902	75%	0%	0%	50%	264,399																		
					Friendships	5	Satisfaction with friendships made at the club (source: working group, focus groups, survey, external research)	919	Significant	2	Satisfaction with friendships (Powdhavee 2008)	22,182	50%	0%	50%	0%	5,096,315																				
Non-playing members	995	Non-playing membership subscriptions & proportion of assets & bar income	186,353	52 weeks of bar availability and usage	Friendships	5	Satisfaction with friendships made at the club (source: working group, focus groups, survey, external research)	806	Significant	2			Satisfaction with friendships (Powdhavee 2008)	22,182	50%	0%	50%	0%	4,469,673																		
Venue renters	189	Rental fees & proportion of bar income	137,188	52 weeks of events at club	Successful events	1	Satisfaction with rentals (source: survey)	180	Limited	1			Cost of renting equivalent space in local area (consultant research)	396	25%	0%	50%	0%	26,730																		
On-site enterprises	7	Rent	101,228	7 small business operations	Increased profit	1	Stated increase in profit over the year (source: one-to-one interviews, survey, external research)	7	Limited	1			Turnover (best estimate)	144,610	90%	0%	40%	0%	60,736																		
Supporters	3,977	Fundraising monies	78,054	52 weeks of active support of club	Sense of belonging	5	Belonging to a social group (source: working group, survey, external research)	3,460	Relatively significant	2			Membership of social group (HACT & Fujiwara 2018)	2,088	0%	60%	50%	0%	1,444,896																		
Schools	18	Access to pitches & ancillary facilities	74,764	10 primary schools receiving coaching and facilities usage by club in a further 8 schools	Reduced pressure on school	5	Cost savings (source: one-to-one interviews, survey)	18	Relatively significant	2			Cost savings (best estimate)	3,048	0%	15%	0%	0%	46,634																		
Sponsors	335	Sponsorship	54,000	335 business names advertised by club	Increased profit	2	Stated increase in profit over the year (source: one-to-one interviews, survey)	70	Very limited	2			Stated increase in profit (survey)	1,000	75%	0%	75%	0%	4,375																		
Players	1,938	Adult playing membership subscriptions & proportion of assets	50,609	Training and matches for 37 weeks of year and a further 5 weeks of camps	Improved health	2	Self-reported good overall health (source: working group, focus groups, survey, external research)	1,820	Highly significant	2			Good overall health (HACT & Fujiwara 2018)	22,723	25%	5%	0%	0%	29,466,050																		
					Improved skills	5	Willingness to pay for coaching (source: working group, focus groups, survey, external research)	1,880	Significant	2	Willingness to pay for coaching (Munster GAA 2015)	1,631	50%	0%	75%	10%	344,957																				
					Friendships	5	Satisfaction with friendships made at the club (source: working group, focus groups, survey, external research)	1,860	Significant	2	Satisfaction with friendships (Powdhavee 2008)	22,182	50%	0%	50%	0%	10,314,630																				
Governing bodies	3	GPO salary contribution & club funding scheme	18,822	1 well-functioning club	Gaelic games and culture and preserved and grown	5	The value of cultural heritage (source: one-to-one interviews, external research)	3	Important but limited	1			Input data	6,274	0%	0%	0%	0%	18,822																		
Local community members	27,000	Nothing	0	Presence in and around club	Relative satisfaction with having club in the local area	5	Perception of a good neighbourhood (source: working group, survey, external research)	400	Limited	2			A good neighbourhood (HACT & Fujiwara 2018)	1,971	0%	28%	80%	0%	113,530																		

Total	3,408,375		Total	52,194,663							
Present value of each year						Total	9,421,570				
Total Present Value (PV)						Total	52,144,835				
Net Present Value (PV minus the investment)						Total	48,736,460				
Social Return (Value per amount invested)						Total	15.30				

Calculating Social Return						
Discount rate						
3.5%						
Current year	Year 1	Year 2	Year 3	Year 4	Year 5	
0	522,917	350,354	234,737	0	0	0
0	264,399	132,199	0	0	0	0
0	5,096,315	5,096,315	5,096,315	5,096,315	5,096,315	5,096,315
0	4,469,673	4,469,673	4,469,673	4,469,673	4,469,673	4,469,673
26,730	26,730	0	0	0	0	0
60,736	60,736	0	0	0	0	0
0	1,444,896	1,444,896	1,444,896	1,444,896	1,444,896	1,444,896
0	46,634	46,634	46,634	46,634	46,634	46,634
0	4,375	4,375	0	0	0	0
0	0	0	0	0	0	0
0	0	0	0	0	0	0
0	0	0	0	0	0	0
18,822	18,822	18,822	18,822	18,822	18,822	18,822
0	113,530	113,530	113,530	113,530	113,530	113,530
Total	106,288	12,069,026	11,676,798	11,424,607	11,189,870	11,189,870

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522,917	522,917	350,354	234,737	0	0	0
264,399	264,399	132,199	0	0	0	0
5,096,315	5,096,315	5,096,315	5,096,315	5,096,315	5,096,315	5,096,315
4,469,673	4,469,673	4,469,673	4,469,673	4,469,673	4,469,673	4,469,673
26,730	26,730	0	0	0	0	0
60,736	60,736	0	0	0	0	0
1,444,896	1,444,896	1,444,896	1,444,896	1,444,896	1,444,896	1,444,896
46,634	46,634	46,634	46,634	46,634	46,634	46,634
4,375	4,375	4,375	0	0	0	0
29,466,050	29,466,050	29,466,050	0	0	0	0
344,957	344,957	310,461	279,415	251,473	226,326	226,326
10,314,630	10,314,630	10,314,630	10,314,630	10,314,630	10,314,630	10,314,630
18,822	18,822	18,822	18,822	18,822	18,822	18,822
113,530	113,530	113,530	113,530	113,530	113,530	113,530
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