

Social Return on Investment of Brick by Brick

A Report for the Brick and Amazon UK



Social Research



Service Design & Innovation



Strategy & Collaboration



Evaluation Support



Social Impact Measurement

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1: Introduction

This report describes the social impact of The Brick's Brick by Brick Multibank project in its first year of operation using the Social Return on Investment (SROI) methodology.

Amazon UK

Amazon is a multinational technology company, with its headquarters in Seattle, that specialises in e-commerce, cloud computing, digital streaming, and artificial intelligence. Amazon was founded by Jeff Bezos in 1994 and has since become one of the largest and most successful companies in the world.

Amazon's primary business is an e-commerce platform that allows customers to buy a wide range of products online, including books, electronics, clothing, and household products. The company also offers a range of digital services, including streaming of movies, TV shows, and music, as well as cloud computing services through Amazon Web Services (AWS).

Amazon's main driver is the desire to deliver lower prices, better selection, and convenient services for its customers.

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking.

Amazon has also formulated a range of social and environmental [position statements](#), including on minimum wage, climate change, energy transition, diversity, equality, inclusion, immigration, housing, government and taxation.

Amazon is also involved in numerous philanthropic and social initiatives, including the [AmazonSmile](#) programme (which is ending) and its [Climate Pledge](#) that

aims to make the company carbon neutral by 2040.

Amazon UK holds the same values and has employed an Impact Team to maximise Amazon's social, economic, and positive environmental impact. Amazon UK has introduced the Force for Good programme, that encompasses more than 80 initiatives focused on three main priorities: Skills, Circular Economy and Amazon as a Charity Force Multiplier.

One of the key Force For Good initiatives in the UK is the Brick by Brick project, established by Amazon UK and delivered in cooperation with The Brick.

The Brick

The Brick¹ is a charity fighting poverty and homelessness in Wigan and Greater Manchester.

The Brick's vision is to offer practical support to vulnerable people in need, addressing the root causes of poverty.

The Brick offers a range of programmes, including:

Brick Homes

The Brick has a 49 beds of emergency accommodation, including a specialised trauma informed hub for young people aged 18-25. The Brick also offers 46 beds in 7 semi-independent accommodation homes across Wigan and Leigh. Brick staff and volunteers support people living in the accommodation to address the underlying issues in their life.

¹ The Brick is the trading name of Queen's Hall Action on Poverty, Reg no. 1153055

Brick Engage

Support for homeless people in their development journey, preventing crisis and homelessness. Brick support includes a number of distinct services:

-
- Outreach services, providing emergency preventative support during the nights.
-
- The Pathfinder, a homeless prevention project across Greater Manchester, coaching people aged 16-35 at risk of becoming homeless.
-
- Manning Wigan Council's duty helpline during the evenings and weekends.
-

Brick Food

The Brick runs a Food Community in the heart of Wigan, ensuring that those who need it can have access to good, healthy nutritional food. The Food Community operates as a pantry and is laid out like a shop. Members can pick fresh, refrigerated, frozen and long-life foods and pay a small fee.

The Food Community is not a food bank, however, in emergencies they will provide food for free. The food is donated or surpluses from supermarkets or restaurants.

The Food Community also run a number of other projects, such as cookery classes and information on and signposting to other services.

Brick Re-Use

The Brick runs a number of social enterprises aimed at recycling and reusing donated goods to give local people access to affordable clothing, household goods, furniture, toys and bicycles. These social enterprises address poverty, but also contribute to achieving Net Zero and provide income to the charity.

-
- **Charity shops** - The Brick operates three charity shops in Wigan and Leigh.
-

- **Online charity shop** - The Brick also runs an online shop.
-

- **Gearing Up** - a bike maintenance, retail, and training Community Interest Company.
-

- **Welfare Packages** - provision of welfare packages in partnership with Wigan Council to help previously homeless people move into their own accommodation and include things such as sofa's, dining tables and chairs and beds. If needed, the service also provides free clothing to vulnerable people (e.g. rough sleeping, domestic violence).
-

Brick Skills

The Brick provides vocation training and personal development for people at risk of or experiencing homelessness and/or financial vulnerability.

Brick Skills consists of a number of projects:

-
- **Work experience** - in cooperation with the local business community to provide work placements and work experience. These can be taster days or placements of 1-2 days a week.
-

- **Career and interview coaching** - person-centred one-to-one support by Brick staff team
-

- **IT training** - classes and one-to-one support to remove digital barriers.
-

- **A programme of activities and volunteering** - The Brick works vulnerable people for six months working towards agreed outcomes.
-

- **FLEX Training** - a programme of personal development, work experience opportunities, further education, external volunteering and paid employment.
-

Brick by Brick - Part of The Multibank Network

In 2022 The Brick joined Amazon UK to establish a Multibank for Wigan and Greater Manchester. A Multibank is a concept developed by Amazon UK and former UK Prime Minister Gordon Brown, that distributes new and unused surplus products to vulnerable people who need them. Products can include food, clothing, furniture, electrical goods, home furnishings, bedding, toiletries, cleaning products, paint, toys, etc.

The Multibank brings together local and national businesses, with charities and public sector professionals to support vulnerable people and families in a given area who are in real need.

The concept was successfully piloted in Fife, Scotland by The Cottage Family Centre's, and replicated for the Brick by Brick project.

The Brick was granted free access to a warehouse donated by **The Mason Family** and set up Brick by Brick. They started collecting and distributing products from the start of 2023.

From its inception, the project has invited other local and national businesses to

donate surplus products and services through Brick by Brick. Apart from Amazon, there are 24 businesses that have donated products to Brick by Brick, ranging from multinationals as Heinz, Co-op, Unilever and PepsiCo to small local businesses.

In the first year of operation, Brick by Brick has distributed 523,982 products, distributed through 1,749 referrals in Wigan and Greater Manchester and beyond.

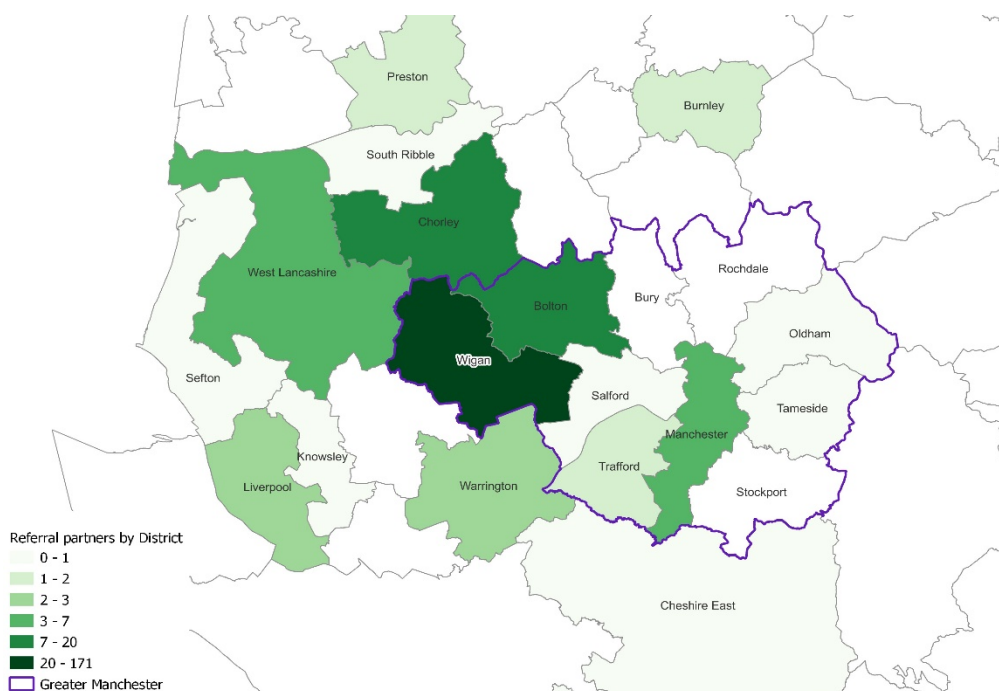
Table 1.1 shows the referrals by location².

TABLE 1.1 REFERRALS BY LOCATION

Greater Manchester Borough	Referrals
Wigan	70.7%
Bolton	5.8%
Manchester	2.1%
Greater Manchester	1.2%
Oldham	0.4%
Salford	0.4%
Tameside	0.4%
Outside Greater Manchester	19.0%

The spread of the Brick by Brick project across Greater Manchester and beyond is presented below.

² Based on Brick by Brick data April-December 2023.



The map and Table 1.1 shows that although the project aims to cover the Greater Manchester area, it is clear that at present Brick by Brick is focused on Wigan and surrounding areas. This means that around a fifth of donated goods (19%) are delivered to areas outside Greater Manchester. It also shows that large areas of Greater Manchester are not or scarcely covered

The products are distributed through a network of 292 professionals, consisting of council and health workers, charity and social enterprise employees and community groups.

The referral process is based on trust in the capabilities of the professionals and requires a short online referral form, without the need to share any personal details about their clients.

The Brick does collect the reason for referral from the professionals in the referral form. These are shown in Table 1.2³.

TABLE 1.2 REFERRALS BY CRITERIA

Criteria	Percentage
Cost of living crisis	50%
Poor living conditions	36%
Loss of benefits/ benefit sanctions	31%
Homeless/in emergency accommodation	28%
Fleeing Domestic Violence	25%
Awaiting benefit payments	23%
Debts being deducted from income	22%
Have no income at all	22%
Unable to work as caring for family member	20%
Seeking asylum/refugee status	19%
Made redundant/lost job	15%
Care leavers/care experienced	15%
Relationship breakdown	13%
Elderly/vulnerable	12%
Moving out of temp accommodation into new property	11%

³ Based on Brick by Brick data April-December 2023.

Criteria	Percentage
Cuts in school budget	6%
Home schooled	4%
Terminally ill	4%
Mental Health	2%
Pregnant	1%
Disability	0.3%
Other	3%

Social Return on Investment (SROI)

Every day our actions and activities create and destroy value; they change the world around us. Although the value we create goes far beyond what can be captured in financial terms, this is, for the most part, the only type of value that is measured and accounted for. Social Return on Investment (SROI) is a framework for measuring and accounting for the full social, economic, and environmental impact of activities, including the ones that have no direct monetary value.

The key principle of SROI is that it measures change in a way that is relevant to the people that are experiencing it. The main difference with other methods of social impact measurement is that it puts a monetary value on these impacts and calculates a ratio of return for those organisations that are contributing to create the change.

Social Value UK has developed and published the '[Guide to Social Return on Investment](#)⁴ that is now widely accepted as the standard for SROI work. In conducting this SROI analysis, we have followed the principles of this guide.

These are:

- Involvement of Stakeholders;
- A focus on understanding what changes;
- Value the things that matter;
- Only include things that are material;
- Avoid over-claiming;
- Transparency; and
- Verification of the result.

This Social Return on Investment evaluation was prepared by Rick Rijdsdijk of [Social Value Lab](#), a Social Value UK accredited SROI Practitioner.

⁴ <http://socialvalueuk.org/what-is-sroi/the-sroi-guide>

2: Scope and Stakeholders

This section defines the scope and boundaries of the study, describes the main stakeholders of Brick by Brick and determines the value of the resources used to deliver the project.

Scope of the Analysis

The principal aim of this study is to get a better understanding of the wider social, economic and environmental impact of Brick by Brick on vulnerable people, professionals and other stakeholders, and the value created.

The Brick will use the assessment to:

- demonstrate the social value created by the project to internal and external stakeholders; and
- inform the strategic development of the scheme.

This **SROI evaluation** covers the activities of Brick by Brick in **2023**, its first year of operation.

Social Value Lab has undertaken an SROI analysis of the UK's first Multibank over its first year of operation (2022), The Big Hoose, in Fife Scotland. For the SROI evaluation of Brick by Brick we have followed where possible and sensible, the same methodologies and valuations (updated to 2023) as for the first Multibank.

Materiality

SROI, following the principles of financial accounting, only considers stakeholders and outcomes that are material to the stakeholder and to the scope of the project. Therefore, we have only included those impacts that are relevant to Brick by Brick and significant in size in order to give a true

and fair picture of the impact of the programme.

Stakeholder Analysis

Stakeholders are the people and organisations that experience changes as a result of their involvement with Brick by Brick. These can be positive or negative, and intended or unintended.

The first step of the SROI process was to identify all material stakeholders:

People in or at risk of poverty⁵

Brick by Brick aims to address poverty in the Greater Manchester area. Therefore, the main beneficiaries of the project are the people living in poverty or at risk of poverty.

However, the project does not collect reliable data on individual users, and therefore we have to make an assumption on the number of people that have received the products.

In total in 2023 Brick by Brick has distributed 523,982 products through 106,842 referrals.

Some people have received a one off donation of products while most vulnerable people have received more than once products from Brick by Brick. For this SROI evaluation we have made the assumption that on average a family has received a donation twice a month during the year. This means the project has donated products to 4,452 people living in poverty.

⁵ For ease of reading we refer to people in or at risk of poverty as 'vulnerable people' in the rest of this report.

The latest UK Poverty data show that across the UK 17% of adults live in absolute poverty and 13% in relative poverty⁶.

The total population of Greater Manchester is 2,867,000 of which 329,329 in the Wigan borough.⁷

This means that there are an estimated 43,000 - 56,000 people living in poverty in Wigan as shown in Table 2.1

TABLE 2.1 POVERTY I WIGAN

	Absolute poverty⁸	Relative poverty⁹
Greater Manchester	487,390	372,710
Wigan	55,986	42,813

Brick by Brick has donated products to 8-10% of people living in poverty in Wigan.

In 2023 there were 292 professionals who referred clients to Brick by Brick. Our assumption of 4,452 beneficiaries, means that every professional on average has referred 15 clients to the project.

Children

The Brick by Brick support does also specific benefits children that live with people at risk of poverty. Our survey data reveal that 51% of the respondents have children. Therefore we have estimated the number of children that have benefited from Brick by Brick at 2,283 (51% of the total number of beneficiaries).

Professionals

Brick by Brick delivers the donated product to the people who need them via a network of professionals, who refer their clients to the project and deliver the products to them. This includes professionals working

for statutory services such as Social Workers and NHS staff and staff of schools and charities.

In 2023 in total 292 professionals have referred people living in poverty to Brick by Brick.

Table 2.2 provides an overview of the professionals who referred clients to Brick by Brick in 2023.

TABLE 2.2 REFERRING PROFESSIONALS 2023

Professionals	No.
School/nursery	
Charity	
Council worker	
Social enterprise	
Community group	
Food pantry	
Housing Association	
Social/support worker	
Health and Social care worker	
Total	292

Business Partners

Business partners that donate products or surplus products to Brick by Brick are another material stakeholder group. In 2023 a total of 25 businesses that have donated 693,586 products¹⁰. Table 2.3 lists these businesses and the number of products they donated in 2023.

⁶ Households Below Average Income, 2021/22, department for Work and Pensions, 23 March 2023.

⁷ ONS, Census 2011

⁸ Relative poverty is defined in the UK as having a household income of less than 60% of the median household income

⁹ Absolute poverty is defined as the household income is less than 60% of the median household income for 2010/11 (adjusted for inflation).

¹⁰ It should be noted that the number of products vary greatly in size and value. For example, the donation of ACCROL consists of 213,408 toilet rolls, while others donated for example items of furniture or crates of food products.

TABLE 2.3 DONATING BUSINESSES 2023

Business Partners	No. products
Amazon	254,676
ACCROL	213,408
UPS	67,686
ECO Lab	40,320
Unilever	37,696
Heinz	27,965
Elis	12,910
Crown Flooring	6,620
OHS	6,228
Cabinet Creations LTD	5,734
Signify	5,154
ANDROS	3,250
Fife	3,000
Proctor and Gamble	2,714
Richard Haworth	2,038
PepsiCo	1,098
HSP	936
The Brick	776
Vision	476
JMP	405
Johnsons	300
Premier INN	51
Rapid Relief Team	50
Sanpro	50
DHL	45
Total	693,586

Volunteers

The Brick is planning to use volunteers for the delivery of Brick by Brick. In the first year, this was in the very early stages and volunteers have not been used yet in a structural and significant way. Therefore, volunteers are not deemed to be material stakeholders for this evaluation, but once volunteering has been established, this will add significant value to the project in the future.

Society

By addressing poverty, Brick by Brick contributes to society and helps the government implementing policy and saving cost.

Environment

Brick by Brick also has a positive effect on the environment and contributes to the government's aims to achieve Net Zero.

Table 2.4 provides an overview of the material stakeholders.

TABLE 2.4 MATERIAL STAKEHOLDERS

Stakeholder	Total no. of Stakeholders
People living in poverty	4,452
Children	2,283
Professionals	292
Business Partners	25

Stakeholder Engagement

To evidence the outcomes from the stakeholder's perspective, we have undertaken a programme of consultation with a relevant sample of the stakeholders.

A Theory of Change workshop was held attended by five staff members of The Brick and two Amazon UK staff to identify the expected outcomes experienced by stakeholders.

Then semi-structured interviews were conducted with 8 beneficiaries, 6 professionals and 4 business partners.

We also undertook semi-structured interviews with 4 key stakeholders.

Finally online surveys of beneficiaries (56 responses) and professionals (52 responses) were designed and distributed.

Input

The total cost for the project in 2023 was £5,501,558, which is the total input for this SROI evaluation. Of this £4,715,838 is the value of the donated products.

3: Theory of Change

This Section provides the Theory of Change developed for Brick by Brick and its context.

Surplus Products

Amazon sells its own products through its website and enables other businesses to do the same. Amazon has set up a comprehensive distribution channel for the products sold through its website, including warehouses to store these products across the UK.

Amazon and its partners in the UK have products that are returned or left unsold. It has a goal to increase the resale or reuse of products; none are sent to landfill.¹¹

Amazon UK has the skills, experience, infrastructure, and networks to help address poverty in the areas they work in.

As an online retailer, Amazon's focus is on its customers, but it often builds partnerships with local public and third sector organisations to deliver community or environmental projects.

Amazon UK is not best placed to donate products to children and families in need directly; donating products directly to individuals would be a taxable activity (VAT). Therefore Amazon UK has established the Multibank Network to identify community organisations through which the donated products can be distributed.

The referral process operates via 292 charities and professionals that request products for the vulnerable people they work with.

Poverty

Wealth, products, and services are distributed unequally across the UK. This leads to poverty for parts of society.

According to the UK Government, around 14.4million people were living in poverty in the UK in 2021/22, equating to around 1/5 people¹².

In many cases, families on Universal Credit must live on £130 per week.¹³

The Greater Manchester Poverty Monitor estimates that there are 620,000 people living in poverty in Greater Manchester.¹⁴

The Poverty Monitor, further finds that in Greater Manchester:

- One in four children (144,770) are living in poverty.
- The number of foodbanks has doubled in 5 years.
- 15% of all households (181,588 households) are experiencing fuel poverty.
- 195,000 workers earn less than the Real Living Wage.

After housing costs, 30% of children are living in poverty in Wigan¹⁵ (2021/22). Between 2015-2022, the rate of child poverty in the North East of England increased by 9%¹⁶.

¹¹ <https://www.aboutamazon.co.uk/news/sustainability/how-amazon-resells-recycles-or-donates-unsold-products>

¹² [Households below average income \(HBAI\) statistics - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/statistics/households-below-average-income-hbai-statistics)

¹³ [Universal Credit: What you'll get - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/news/universal-credit-what-youll-get)

¹⁴ [Greater Manchester Poverty Action - Greater Manchester Poverty Action \(gmpovertyaction.org\)](https://www.gmpovertyaction.org/)

¹⁵ [Poverty Monitor 2022: Child Poverty - Greater Manchester Poverty Action \(gmpovertyaction.org\)](https://www.gmpovertyaction.org/)

¹⁶ [Where is child poverty increasing in the UK? | Action For Children](https://www.actionforchildren.org.uk/news/where-is-child-poverty-increasing-in-the-uk/)

There are a range of developments in the past 10-15 years that have put even more strain on vulnerable people, including the austerity implemented by the UK government as a result of the financial market crisis; the Covid-19 pandemic; and the recent energy and cost-of-living crises.

People living in poverty do not have the means to buy necessary products or replace broken ones.

The consequences

The Greater Manchester Anti-Poverty Strategy¹⁷ lists some of the effects of poverty on the people of Manchester, including:

- Being unable to afford the basics of food, warmth and shelter, and personal hygiene.
- Being unable to adequately care for dependents.
- Being constantly or persistently worried about money.
- Feelings of hopelessness that there is no way to improve your life or to progress.

Other consequences of living in poverty include:

- Poor mental and physical health.
- Poor quality and unsuitable (cold and damp) homes.
- Increased debts.
- Social isolation.
- Feeling unsafe and being forced to stay in unsafe or unhealthy situations.
- Low confidence and self-esteem.
- Low motivation and a negative outlook on their future.
- Slower child development and poor attendance and attainment at school.
- Difficulty to gain and sustain employment or access education.
- Increased chance of children ending up in the care system.

- Living with a stigma and feeling powerless.

Without the relief of immediate practical needs, the root causes of poverty are less likely to be addressed.

Relieving Poverty

There are many efforts by organisations in the third, public and private sectors to relieve poverty and support vulnerable people, but they are fragmented and uncoordinated. Demand for services outstrips supply.

The Brick is not able to identify everyone in Greater Manchester that requires support.

Professionals and charities are spending a lot of time in accessing grants to provide the products that vulnerable people living in poverty need. Funding to relief poverty is decreasing while demand is rising.

Support workers need to spend a lot of time and resources to relieve immediate needs of vulnerable people in poverty, which makes dealing with structural issues and finding long-term solutions much more difficult.

The consequences

Without the donation of products and co-operation and co-ordination between public, private and third sector organisations supporting people living in poverty, there are a number of negative effects:

- Duplication of efforts and gaps in support.
- People that need support are slipping through the net.
- More competition for funding and resources are diverting from addressing the roots of the problems vulnerable people are facing.
- Structural, longer-term support will be less effective.

¹⁷ Anti-Poverty Strategy 2023–2027, Manchester City Council

Theory of Change for Brick by Brick

Inputs	Outputs		Outcomes -- Impact		
	Activities	Stakeholders	Short	Medium	Long
Funding (individual, lottery, Amazon, Big Issue) Donated goods The Brick staff time, resources, expertise and networks Online referral system/office system Warehouse (donations)	People in or at risk of poverty supported: • Brick service users • Clients of professionals • People supported via charities • People supported through schools	Children (of people living in poverty)	• Faster access to immediate relief of critical issues • Reduced stress and anxiety • Improved physical health • Increased confidence and self-esteem • Increased financial wellbeing • Improved motivation and outlook on the future • Increased social interaction • Improved family relationships and being a better parent • Increased chance of sustaining their tenancy • Reduced involvement in anti-social and criminal activity	• Improved mental health and wellbeing • Improved relationships with their community • Improved living standards and quality of life	Improved equality and reduced poverty in Greater Manchester.
			• Reduced stress and anxiety • Improved confidence and self esteem • Improved relationships • Improved performance at school • Reduced chance of being taken into care	• Improved mental health and wellbeing • Improved quality of life • Improved attainment	
	Increased reputation/ good PR for The Brick	Referral Partners (social workers, health visitors, charity workers, teachers etc.)	• Avoidance of crisis situation • Increased and quicker access to resources • Increased collaboration • Improved relationship with client • Increased ability to do their job	• Increased job satisfaction • Improved relationships with other support providers	
			• Increased skills and knowledge • Increased employment opportunities • Increased confidence and self-esteem • Reduced stress and anxiety • Increased social interaction • Improved motivation	• More involved in community life • More aware of the issues facing their local community	
	Donating businesses	• Extended reach and impact of their charitable efforts	• Improved reputation in the community		
	Environment	• Reduced waste (re-use, extended life, circular economy)	• Reduced greenhouse gases		
	Society	• Reduced health cost • Reduced care cost • Reduced criminal justice cost	• Reduced child poverty		

Assumptions

There are a number of underlying assumptions that underpin the Theory of Change:

- There will always be enough surplus products available.
- Companies will continue to donate.
- Professionals and charities that refer people understand the issues and needs of vulnerable people and are making the correct referrals. The items are going to the right people.
- The lives of vulnerable people benefit from the donations.
- Situations experienced are temporary.
- Partners and/or users are able to collect.
- Items are not being resold.
- No better solution to address poverty comes along.
- Sufficient warehouse space will be available.

External factors

There are a number of external factors that influences the Theory of Change:

- Global and national crises, including wars and pandemics.
- Government policies and priorities
- Supply chain, including Brexit and the availability of drivers.
- Weather and Climate Change
- Economic situation
- Quality of the stock
- Availability of staff and volunteers
- Availability of funding

4: Views on Brick by Brick

This section presents the satisfaction of people living in poverty that have been supported by Brick by Brick and professionals that have referred their clients and got products donated on the delivery of the project.

Views of People Living in Poverty

People living in poverty that have received the donated products were all very satisfied with all aspects of the project, as displayed in Figure 4.1.

Figure 4.1: Satisfaction with Brick by Brick (beneficiaries)



People were all very pleased with the quality, availability, and delivery of the products.

“Good quality, branded products”

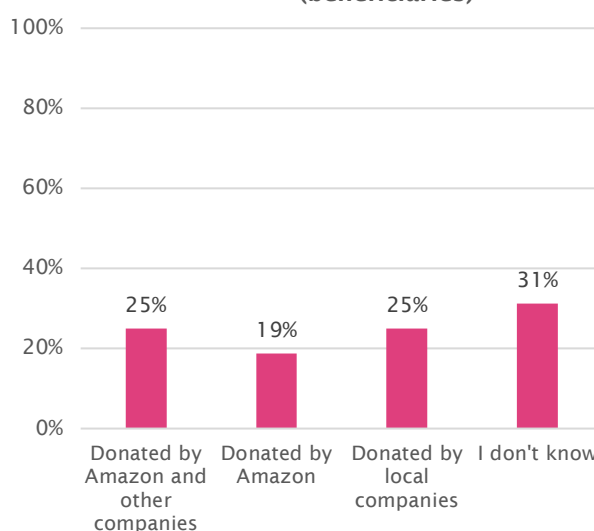
“You do a wonderful thing in this area to help people.”

“We have had some great things given; my daughter was given a pair of walking boots that have been so useful we’re very grateful for everything.”

“Amazing, can’t thank you enough!”

When asked about the origin of the donated products, the people who received the goods were less sure, as demonstrated in figure 4.2.

Figure 4.2: Origin of donated products (beneficiaries)

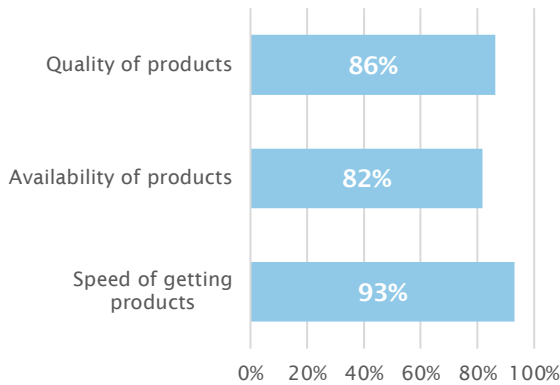


Only a quarter of beneficiaries correctly knew that the products were donated by Amazon and a range of other national and local companies (25%). A fifth thought that the products came from Amazon only (19%) and a quarter did not know of their involvement of Amazon and other large companies (15%). A third of beneficiaries did not know where the products came from (31%).

Views of Professionals

Professionals were very satisfied with Brick by Brick.

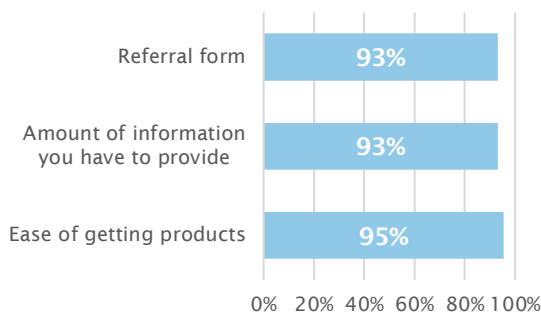
Figure 4.3: Satisfaction with Brick by Brick (Professionals)



Most were happy with the quality (86%), availability (82%) and the speed of delivery (93%).

Professionals were also satisfied with all the elements of the process, as shown in Figure 4.4.

Figure 4.4: Satisfaction with process (professionals)



Professionals thought the referral form (93%), the amount of information they have to provide (93%) and the ease of the whole process (95%) was very good.

“Very happy with the unique service provided.”

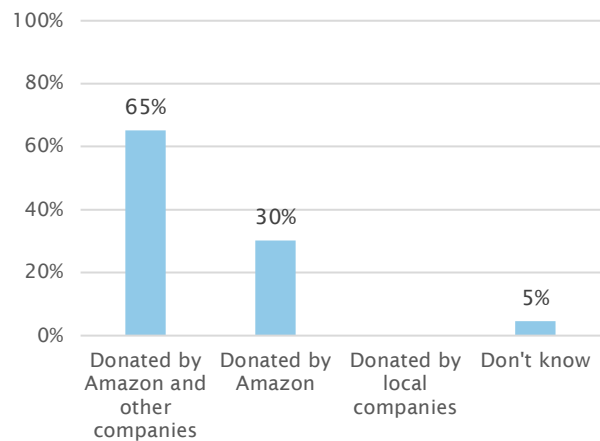
“Thank you. All donations are hugely appreciated and not taken for granted!!!”

“The team at the Brick project are amazing. They make sure we get what we have ordered if they have it, the whole process is painless.”

“More of the same. It is a great service.”

Professionals were more knowledgeable about the origin of the products than beneficiaries, as revealed in Figure 4.5.

Figure 4.5: Source of products (professionals)



Two-thirds of professionals correctly knew that the products came from Amazon and other companies (65%). Just under a third thought that they came from Amazon alone (30%) and a small minority did not know (5%).

Room for improvement

Professionals made a few suggestions on how to improve the service, including:

- An opportunity to view the products, either in the warehouse or online.
- Delete products that are no longer available from referral form quicker.

- Requests for more products in certain categories: food, cleaning products and personal hygiene products.

"It would be helpful to see items such as wall paint, grass streamers, rugs, pillows, blankets etc."

"A newsletter or a catalogue online of the new items."

"I want to wander and see what you have and not take things we won't use."

"Being able to visit and select items ourselves enables us to get exactly what each individual or family needs. The referral form is very vague but seeing all the items is more productive."

Views of Business Partners

Business partners were generally happy with the delivery of Brick by Brick. Communications are good and the Brick generally delivers what it promises.

"I have nothing but trust in Brick by Brick; they come when they say they do, etc. No complaints."

Key stakeholder views

Fit in the service landscape

Key stakeholders all agree that Brick by Brick is a welcome addition to existing service and there is no duplication or displacement of other services.

Stakeholders acknowledge that other services are more restricted in what they can offer and to whom. The flexibility and flexible remit of Brick by Brick is seen as highly positive.

"Everything is fantastic, it enhances what we offer."

"Brick by brick provides real additionality to what we offer."

Addressing the needs of vulnerable people

Key stakeholders agree that Brick by Brick is addressing the needs of vulnerable people in Greater Manchester.

"People have been amazed at what they could get."

"The anecdotal feedback is that this is stuff that is much needed."

"The feedback is that this helping our service users, and getting new ones."

"Everyone speaks highly of it."

"People are thankful, asking for more stuff, we know there's an appetite for this stuff."

Expansion of the project

Key stakeholders would like to see the project to expand geographically. They acknowledge that the Greater Manchester area is a large area and expansion would require new partnerships and more distribution points.

5: Outcomes and Evidence

This Section describes the outcomes achieved by Brick by Brick stakeholders and discusses the indicators that evidence achieving these outcomes, the quantity and duration of the outcomes, and the financial proxies identified to value them.

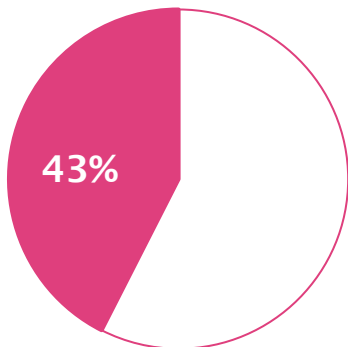
Outcomes for People at Risk of Poverty

The consultation with people at risk of poverty revealed a number of significant outcomes that were achieved.

Faster access to immediate relief of critical issues

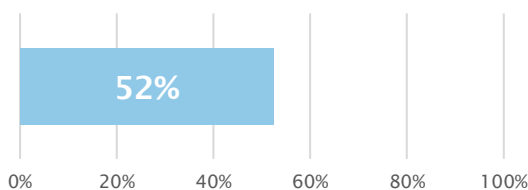
More than four out of ten people receiving products through Brick by Brick reported that the fast access to relieve their immediate material needs has helped them to avoid a crisis situation (43%).

Figure 5.1: Avoided a crisis situation



Professionals observed that the Brick by Brick support helped to avoid crisis situations, as shown in Figure 5.2

Figure 5.2: Prevented crisis intervention (professionals observations)



"I am very grateful to these people that provide this service they have greatly helped my situation."

"Extra cleaning products, toilet rolls, mops, toiletries, towels, food and individual items I've been able to get from the Brick has helped me to concentrate on other issues within the family home."

"I got most stuff you'd need to move into the house. If I didn't have that available, I don't know what I would have done."

"Without the help off the Brick I would have days that I wouldn't eat. And now I know I can manage."

Reduced stress and anxiety

Most people that received the products (86%) reported a reduction in stress and anxiety.

Figure 5.3: Reduced stress and anxiety

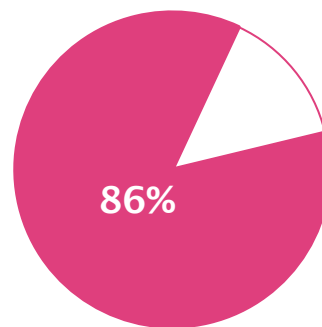
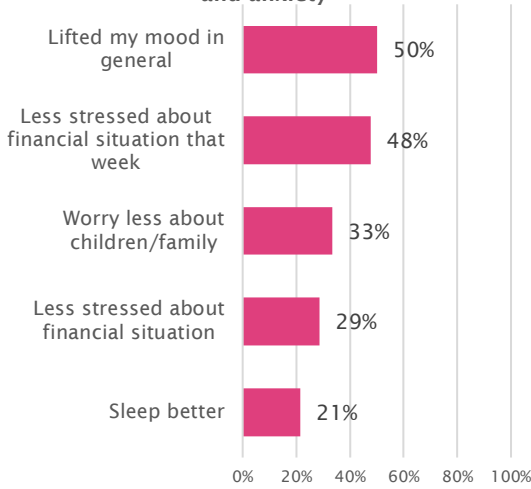


Figure 5.4 shows an overview of the indicators of reduces stress and anxiety.

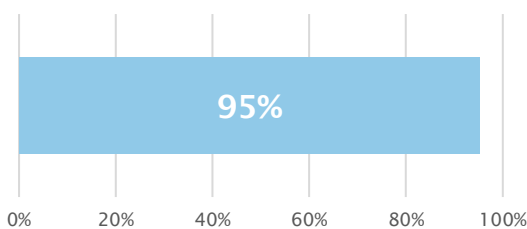
Figure 5.4: Indicators reduced stress and anxiety



Half of the respondents noted a general improvement of their mood (50%) and said they were less worried about finances that week (48%). Around a third were less worried about their family (33%) or less stressed about their financial situation in general (29%) and around a fifth said they sleep better (21%).

Most professionals observed a reduction in stress and anxiety levels in their clients (95%), as presented in Figure 5.5.

Figure 5.5: Reduced stress and anxiety (professionals observations)



"The Brick has been a life saver to me. I'm a little less stressed knowing I can go down and get food. At first I was too proud to ask for help, but now I'm glad I did."

"I worry less as it helps me to feed my family and it allows me worry less about heating in these colder times."

"I can look forward more rather than being depressed."

"I get so stressed whether or not I can eat that week with all my bills I have to pay."

"I won't be stressed about not having enough food to last till next payday."

Improved physical health

Receiving products also improved the physical health of just over three quarters of people living in poverty (76%).

Figure 5.6: Improved physical health

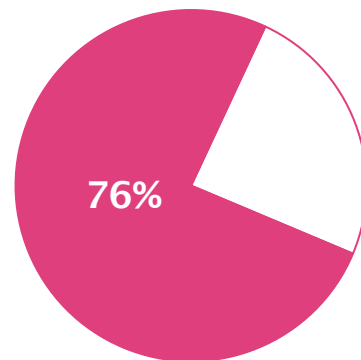
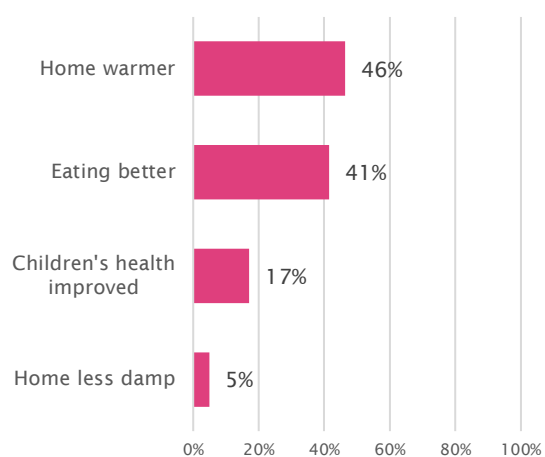


Figure 5.7 displays the indicators of improved physical health.

Figure 5.7: Indicators improved physical health

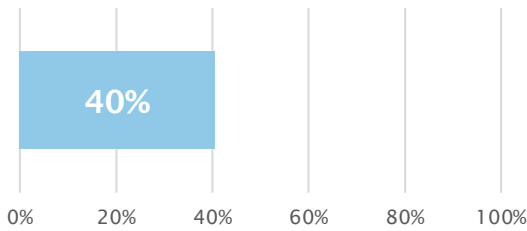


People reported their home being warmer (46%) and less damp (5%). People were also eating better (41%) and reported an

improvement in the health of their children (17%).

Figure 5.8 displays that professionals also observed an improvement in the physical health of their clients (40%).

Figure 5.8: Improved health (professionals observations)



"I'm sleeping easier and have more energy."

"Helped with being able to eat."

"I feel more active, it has improved a great deal."

"Donations made me feel better as I can provide for my family and I can concentrate on my gas and electricity bills. My home is warmer and looks better. The children are happier in the home. Also made the children want to look after the bedroom and help me tidy the house."

"I knew I could afford my energy bills and keeping my home warm."

"I was able to feed my family."

Increased confidence and self-esteem

Four out of five people that received the products reported an improvement in their confidence and self-esteem (81%).

Figure 5.9: Improved confidence and self-esteem

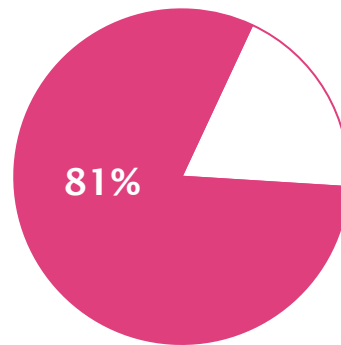
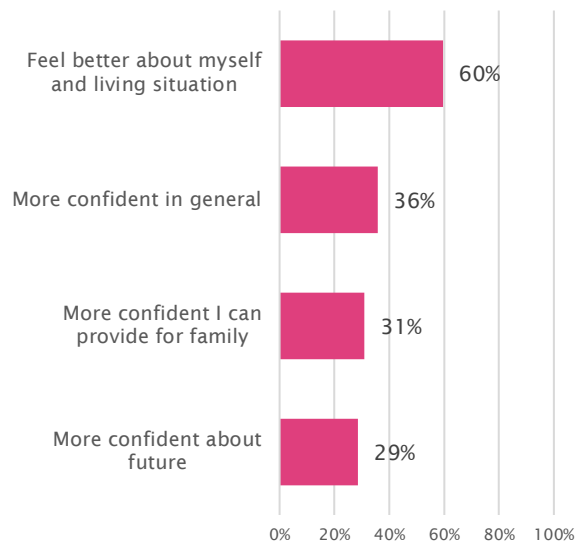


Figure 5.10 provides an overview of the indicators of increased confidence and self-esteem.

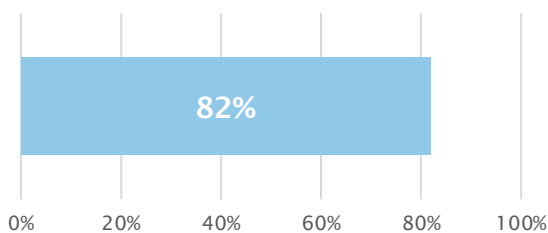
Figure 5.10: Indicators increased confidence and self-esteem



Almost a two-thirds of respondents said they felt better about themselves and their living situation (60%). Over a third reported a general increase in confidence (36%) and just under a third are confident that they now can provide for their family (31%) and more confident about their future in general (19%).

As shown in Figure 5.11, professionals also saw a similar improvement in confidence and self-esteem in their clients (82%).

Figure 5.11: Improved confidence and self-esteem (professionals observations)



“It has made me feel valued. Made me feel like I am worthy enough to receive nice things. I walk taller now as I feel better about myself.”

“Receiving goods such as shoes, underwear, rucksacks, Bluetooth speakers etc gave me a sense of worth, helped me feel much more confident due to the boost in quality of life.”

“Some of the things are very practical and needed which is great but sometimes there’s something lovely just for me which I wouldn’t buy for myself like some nice underwear which is really nice.”

“This project has had a big impact for me. It shows that people care. I had nothing and I am so thankful .”

“Items such as hygiene products made me and my family feel better knowing we are cleaner.”

Increased financial wellbeing

Almost all respondents noticed a positive affect of the support on their financial wellbeing (98%).

Figure 5.12: Increased financial wellbeing

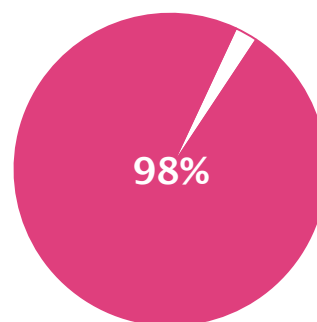
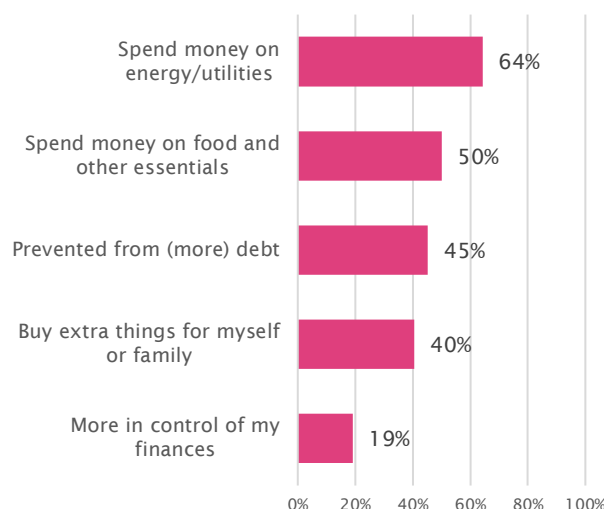


Figure 5.13 gives an explanation about what this means for people living in poverty.

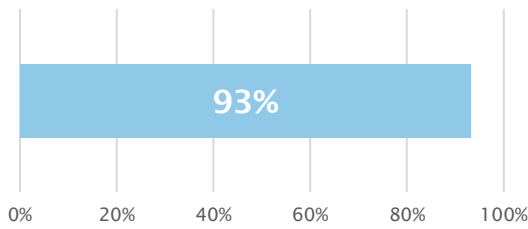
Figure 5.13: Indicators improved financial wellbeing



Respondents said that because of the Brick by Brick support they could spend more of their money on energy and other utilities (64%) and food (50%) and extra things for their family (40%). For almost half of them it meant that they did not have to get into debt or more debt (45%). Just under a fifth said they now feel more in control of their financial situation (19%).

Figure 5.14 shows that professionals also saw an increase in the financial well-being of the majority of their clients (93%).

Figure 5.14: Improved financial wellbeing (professionals observations)



"It helps me financially with foods many things more."

"It removed some of the financial stress and worry."

"Really grateful for these items which i could not afford before."

Improved motivation, aspiration and outlook on future

For almost three quarters the Brick by Brick support meant that they now had a more positive outlook on their future (71%).

Figure 5.15: Improved motivation aspiration and outlook

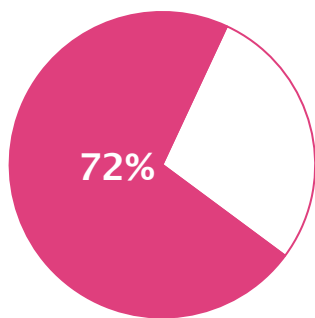
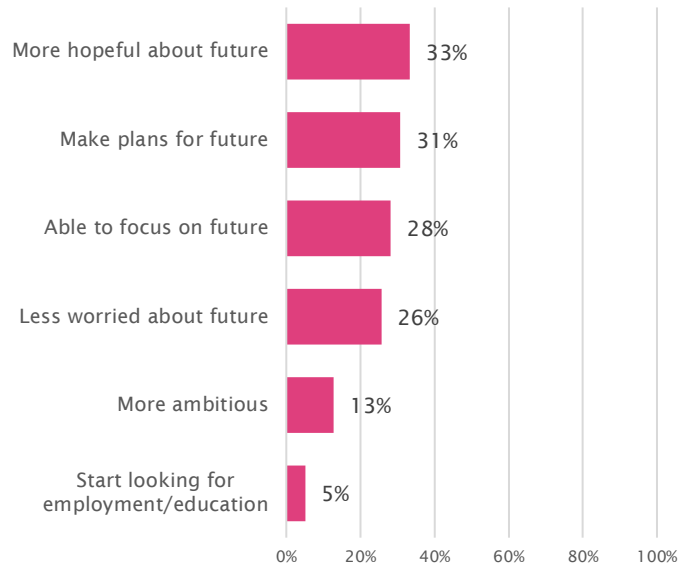


Figure 5.16 shows why people that received support from Brick by Brick felt more hopeful about their future.

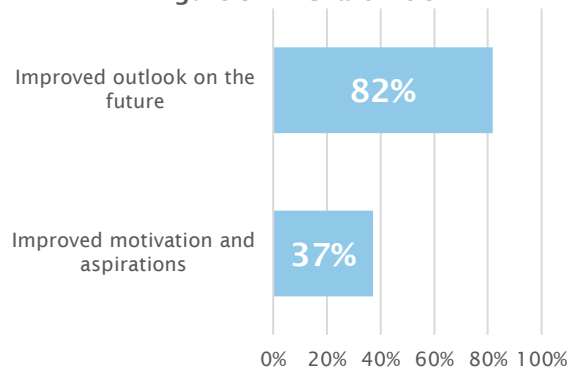
Figure 5.16: Indicators improved motivation and outlook



People reported being more hopeful (33%), being able to make plans for their future (31%), having more focus on their future (28%) and being less worried about their future (26%). A small proportion said they have become more ambitious (13%) and that they have started to look for employment or education (5%).

Professionals also saw an improvement in the motivations, aspirations, and outlook of their clients (Figure 5.17).

Figure 5.17: Chart Title



"To know that there is hope and a good chance of a better future with the help of others that understand. "

"I'm living day to day, but I feel less afraid."

"I know I have somewhere to turn to."

"Not having to worry about the here and now and how I will afford certain items has freed me to look forwards."

"I feel like there is light at the end of the tunnel. There's help there and you should accept it. Sometimes you can't do it on your own. I was overwhelmed with all the support. I thought I was alone but I wasn't."

Increased social interaction

Just over half of people that received products through Brick by Brick reported a positive impact of the support on their social life (55%).

Figure 5.18: Increased social interaction

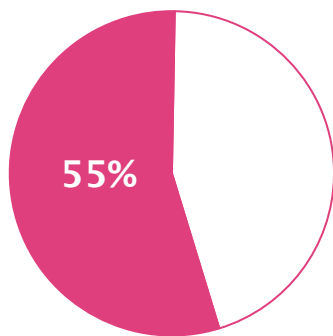
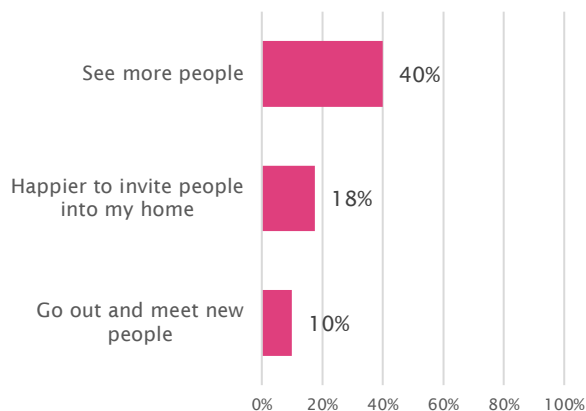


Figure 5.19 provides an explanation why people said that.

Figure 5.19: Indicators increased social interaction



Two out of five respondents said they now see more of their friends and family (40%). Around a fifth said that they were now happier to meet with others in their own home (18%), and one out of ten thought that the support enabled them to be more outgoing and meet new people (10%).

Improved family relationships

For just under three quarters Brick by Brick has led to better family relationships (73%).

Figure 5.20: Improved family relationships

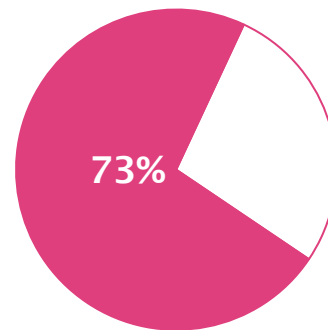
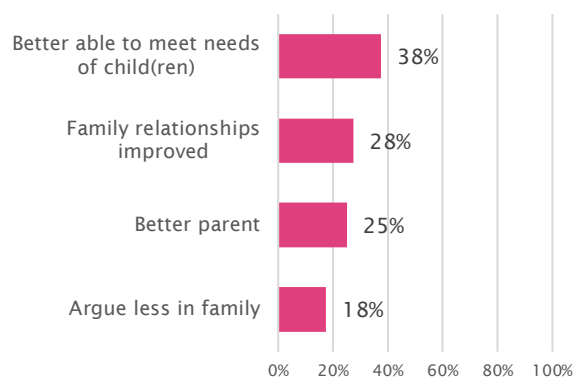


Figure 5.21 provides an overview of the indicators of improved family relationships.

Figure 5.21: Indicators improved family relationship

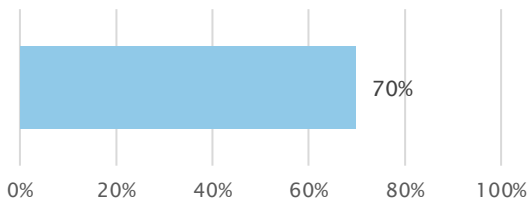


Being better able to provide for the needs of their family has improved family relationships for almost four out of ten families (38%) and a quarter thought that it made them better parents (25%). Just over a quarter experienced improved family relationships (28%) and one

fifth noticed that there were fewer arguments in their family (18%).

As Figure 5.22 shows, professionals also saw a markable improvement in family relationships (70%)

Figure 5.22: Improved family relationships (professionals observations)



The Brick by Brick support made their home a nicer and happier environment and they were able to do a bit extra for their children, in particular over the festive period.

"It's always very good quality items and it has really helped my family. And also there are some really nice items that I've been given, like presents or beauty gifts. This is made a big impact on the family home and my children's relationship with me. I just feel a lot happier in the house thank you."

"My kid wouldn't have stuff for Christmas. And now I can afford stuff for Christmas dinner."

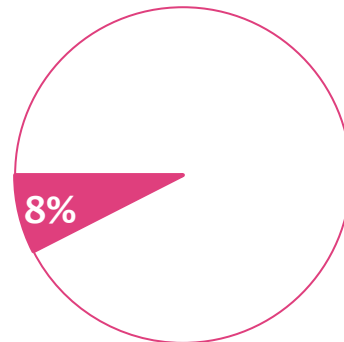
"Thank you, it certainly helped at Christmas to give my children a better time."

"Not having to buy these items have helped me keeping my home tidy and my children are more happy."

Increased chance to sustain tenancy

A small proportion of people supported by Brick by Brick reported that the support has made a significant contribution to sustain their tenancy (8%).

Figure 5.23: Sustained tenancy



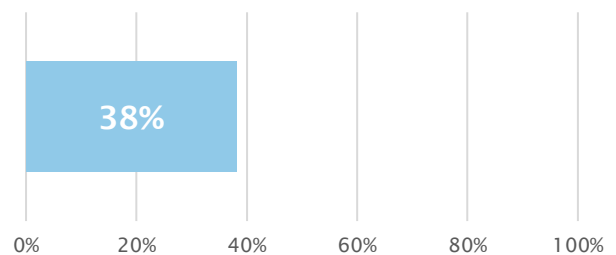
"I'm on Universal Credit, if I had to pay for all the goods, I would not have been able to pay my rent."

"It helped me to start my tenancy. I didn't even have a bedframe."

"Without Brick by Brick I wouldn't have moved into my house."

Professionals observed a much greater impact of the Brick by Brick support on the tenancy of their clients (38%, Figure 5.24).

Figure 5.24: Increased chance to sustain tenancy (professionals observations)



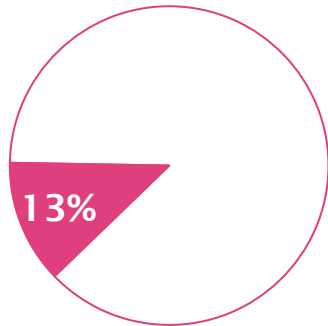
"Toiletries, cutlery and crockery help people who are moving into new accommodation."

"A new unfurnished flat needed curtains, curtain poles were provided."

Reduced involvement in anti-social and criminal behaviour

One in eight respondents reported that the Brick by Brick support has helped them to avoid being involved in criminal activity (13%).

Figure 5.25: Reduced anti-social and criminal behaviour



"I would have gone back to sex work; I would probably be on drugs again. It would have been the death of me."

Outcomes for Children

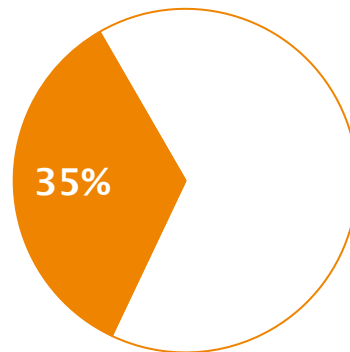
We asked people living in poverty supported by Brick by Brick about what the support has meant for their children. The responses from these parents have been taken as the leading data for the calculation of the SROI rate of return.

We also asked professionals about the impact that they had observed in the children they worked with. These observations are included for comparison.

Reduced stress and anxiety

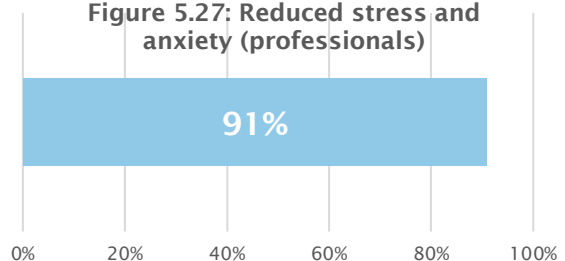
For over a third of children, the Brick by Brick support has had a positive effect on their stress and anxiety levels (35%).

Figure 5.26: Reduced stress and anxiety



Nine out of ten professionals (91%) also observed a reduction in stress and anxiety in the children they supported.

Figure 5.27: Reduced stress and anxiety (professionals)

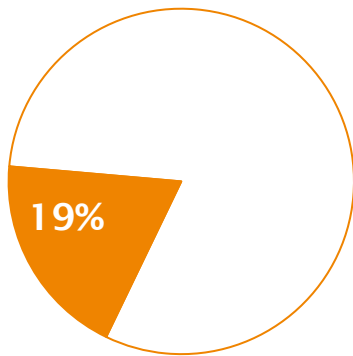


"When he started getting toys and puzzles there was things to distract and occupy him."

Increased confidence and self-esteem

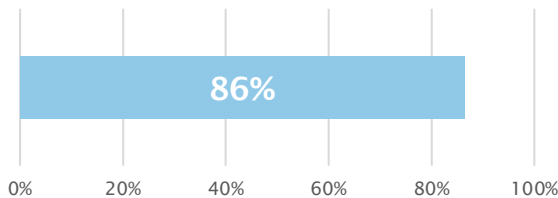
The Brick by Brick support has increased the confidence and self-esteem for around a fifth of children (19%).

Figure 5.28: Increased confidence and self-esteem



Almost nine out of ten professionals have observed a boost in confidence and self-esteem from Brick by Brick support (86%).

Figure 5.29: Improved confidence and self-esteem (professionals observation)



“Due to the items being given to my children like a lunchbox , a water bottle, extra food, pens and pencils has improved their confidence and self-esteem.”

“They are happy to go to school and also they don’t feel different from other children.”

Improved relationships

Parents reported improved relationships for over half of the children (54%)

Figure 5.30: Improved relationships

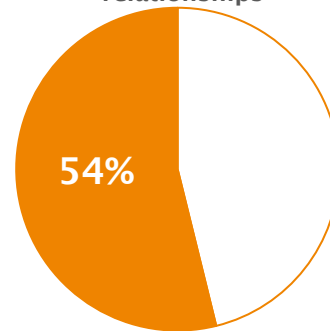
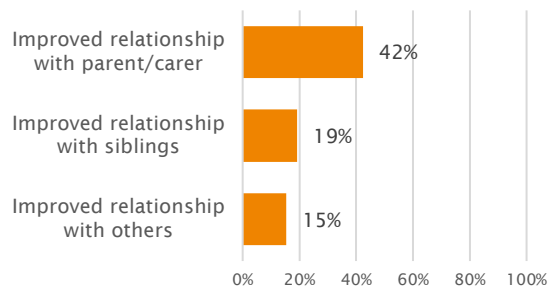


Figure 5.31 shows who the children have improved relationships with.

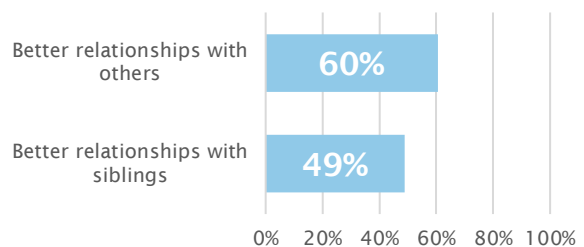
Figure 5.31: Indicators improved relationships children



Children have improved relationships with their parent/carer (42%), their siblings (19%) and with other friends and family members (15%).

Professionals also observed improved relationships as presented in Figure 5.32.

Figure 5.32: Improved relationships (professionals observation)

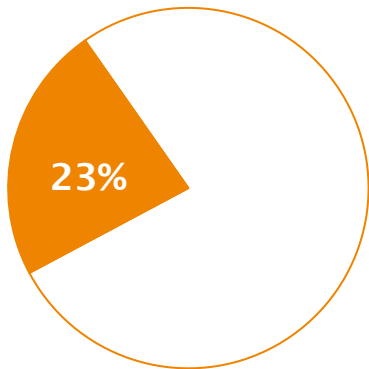


“My daughter has been thrilled with some of the things we have been given and I’ve been able to use some of the things as birthday and Christmas gifts.”

Improved performance at school

Parents noted an improved performance at school because of the Brick by Brick support for almost a quarter of children (23%).

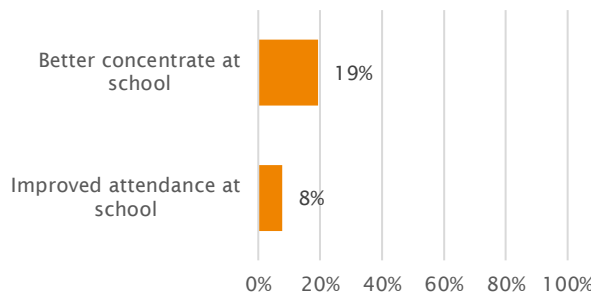
Figure 5.33: Improved school performance



One interviewee told that their child did not go to school because of a lack of uniform, shorts, shirts, underwear, etc. After donations by Brick by Brick he goes to school again.

Figure 5.34 shows the indicators of improved school performance.

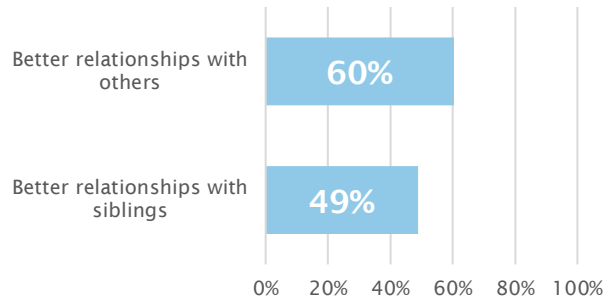
Figure 5.34: Indicators improved performance at school



Children can better concentrate (19%) and show an improved attendance (8%).

Professionals also observed the impact of Brick by Brick support on school performance of the children they worked with (Figure 5.35).

Figure 5.35: Improved relationships (professionals observation)

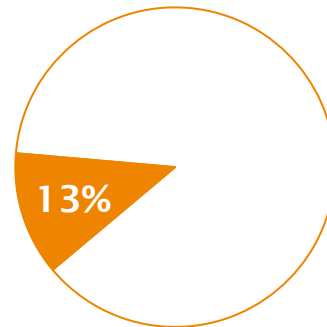


“My children have cleaner clothes and given books that I could not afford.”

Reduced chance of being taken into care

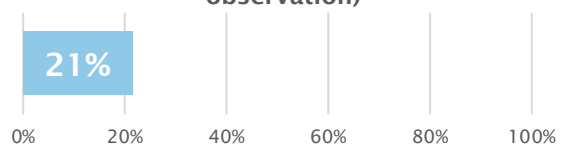
One in eight parents believed that the Brick by Brick support has helped them to avoid their child(ren) being taken into care (13%).

Figure 5.36: Reduced chance of being taken into care



Professionals also observed that that support has helped avoiding children being accommodated, as shown in Figure 5.37.

Figure 5.37: Avoided children being taken into care (professionals observation)



Outcomes for Professionals

Professionals that referred their clients to Brick by Brick for support, saw a range of benefits for their own practice and organisation as well.

Avoidance of crisis situation

Almost nine out of ten professionals reported that the Brick by Brick support has helped avoiding a crisis situation for their clients (88%)

Figure 5.38: Avoided crisis situation

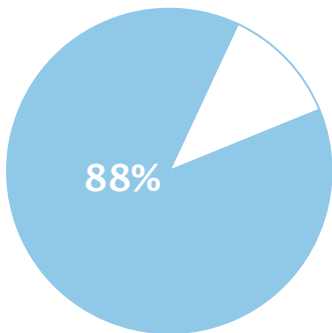
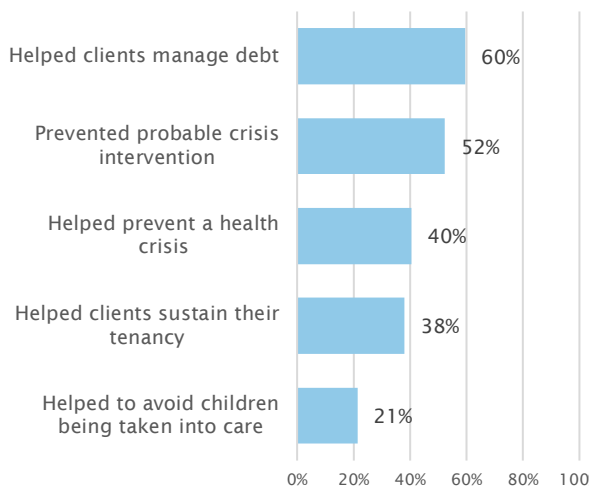


Figure 5.39 provides further insight.

Figure 5.39: Indicators of crisis avoided



Professionals observed that the Brick by Brick support helped their clients to manage their financial situation (60%), their health (40%) and their tenancy (38%). More than half acknowledge that Brick by Brick has prevented

a crisis intervention (52%) and one in five said it has helped to prevent children being accommodated.

“The Brick by Brick project has helped us to help others who have had benefits sanctioned and lost jobs.”

“In a recent outbreak of scabies in one of the hotels in which they [asylum seekers] are based, a lot of clothing had to be destroyed leaving them with nothing. Thanks to the Brick by Brick items I was able to provide clothing and underwear which made the situation more bearable.”

Increased and quicker access to resources

For more than three-quarters of professionals reported having the Brick by Brick Multibank available gave them improved and quicker access to resources to alleviate immediate material needs for their clients (77%).

Figure 5.40: Improved access to resources

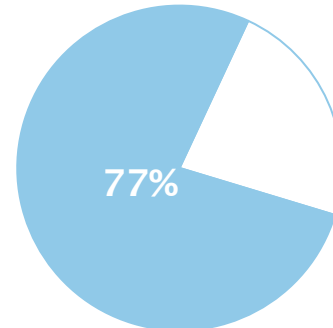
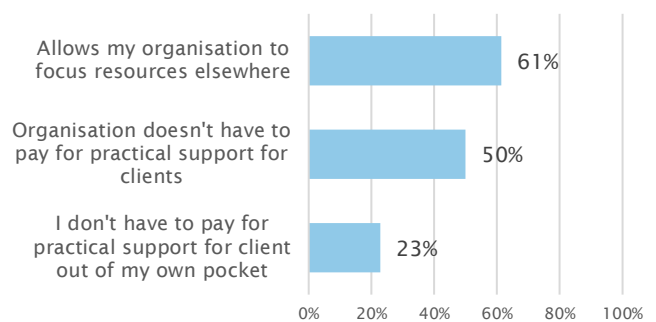


Figure 5.41 shows what the improved access to resources means for organisations.

Figure 5.41: Indicators of improved access to resources



Organisations could reallocate resources to address other needs of their clients (61%) and save money (50%). For almost a quarter of professionals it meant that they do not have to pay for their clients out of their own pockets (23%).

“We usually buy washing powder to help wash children’s clothes but we received this from Brick by Brick as well as clothing for children and wipes.”

“My clients are vulnerable military veterans who have found the transition from military life to civilian difficult. This has resulted in them struggling with life on a daily basis from managing debt to mental health. Having the ability to utilise the Brick by Brick project has allowed us to provide additional support which we would otherwise be capable of.”

“The goods I request go to asylum seekers - they have no recourse to public funds and struggle to get hold of clothing, underwear and personal care items.”

“By knowing we can choose products from Brick by Brick it saves time trying to access further supplies.”

“The provision of items such as clothing and footwear, toiletries etc have helped us to support our clients as we received limited funding.”

“As a charity we continually fundraise to support our members. The Brick donations have been invaluable to us as charity.”

Increased ability to do their job

Almost all professionals reported that because of Brick by Brick they were better able to do their job (98%).

Figure 5.42: Increased ability to do job

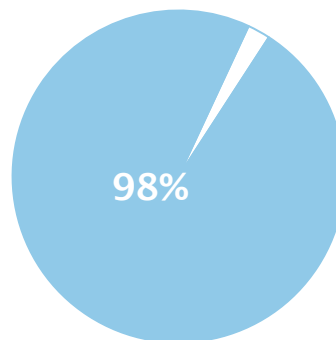
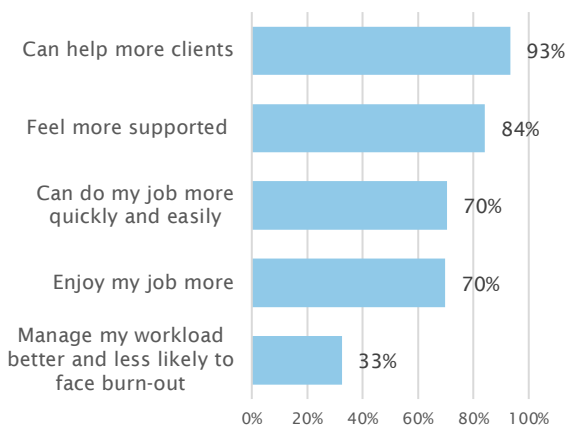


Figure 5.43 shows the reasons why professionals are better able to do their job.

Figure 5.43: Indicators of increased ability to do their job



The Brick by Brick support enables professionals to support more clients (93%) and means can do their job quicker and easier (70%). They report feeling more supported (70%) and enjoy their job better (70%). A third of professionals say that the Brick by Brick support reduces their chances of suffering from burn-out.

“As a registered charity we have limited funds to support our clients in areas which we support to the level that we can with the Brick by Brick project. This in turn has increased our support without enduring additional costs.”

“When a child comes into our home in an emergency we have the resources here to provide them with clothes, a wash

bag that is filled with essentials, a warm hoodie, and a good bye present. “

“Brick by Brick enables us to increase the support available to our clients.”

“Brick by Brick can save us huge amounts of time and therefore we can refocus our energies on children's needs.”

“These items have meant that we have not had to use our own limited Emergency Fund to buy them and we have been able to use the money saved for fuel and food support to more people.”

“We have been able to offer our patients extra support and items at such a difficult time in their lives.”

“We haven't had to purchase the products we receive from Brick by Brick which has allowed us to focus on more families.”

“When you have the resources on hand you have more time to spend 1-1 rather than having to go to the shops or waiting through the night as they are shut. This takes the stress from the emergency situation and you can feel prepared at all hours of the day. “

Increased knowledge of support landscape and collaboration with others

Four out of five professionals stated that Brick by Bring has led to increased collaboration with others (80%).

Figure 5.44: Increased collaboration

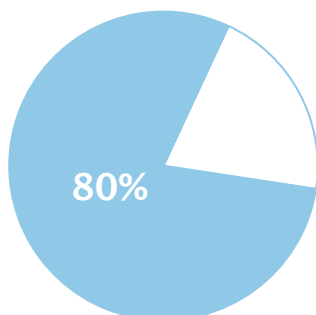


Figure 5.45 presents the indicators of increased collaboration.

Figure 5.45: Indicators of increased collaboration



Almost three-quarters of professionals have a better understanding of what support is available for their clients (73%) and more than half have actually accessed additional support for their clients (53%). Around a third of professionals have learned about best practice (37%), developed closer working relationships with other organisations (35%) and made referrals to or received referrals from other organisations (30%).

Improved relationship with client

Almost all professionals acknowledge that the Brick by Brick support has improved their relationships with their clients (98%).

Figure 5.46: Improved relationship with client

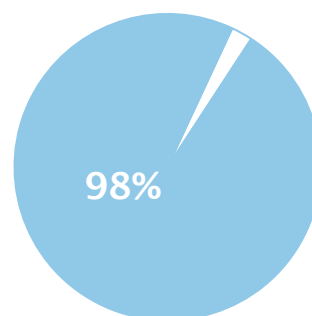
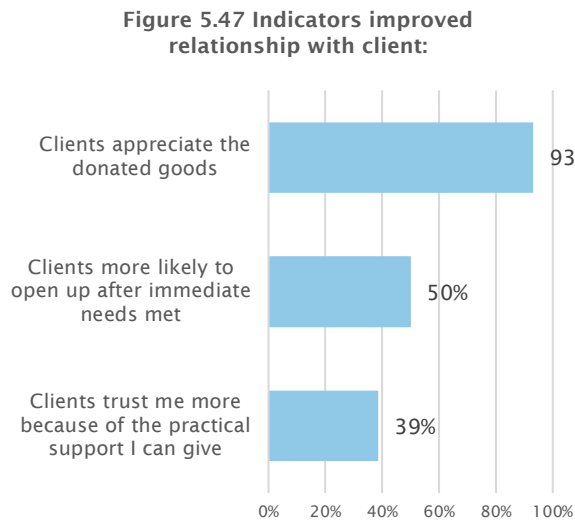


Figure 5.47 provides more insight into these improved relationships.



Almost all say that their clients appreciate the donated goods, which rubs off on their own reputation (93%). Half of professionals state that clients are more likely open up to other support available after their immediate needs are met (50%) and more than a third report increased trust (39%).

“This has helped me to build a positive relationship with the families and enabled me to concentrate on other issues within the family home like relationship building and supporting the children.”

“My families are extremely grateful and do engage with me more.”

“It helps up to establish a rapport with families.”

“Parents are very grateful and trust us more to be honest and tell us when they need help.”

“Gaining trust of the clients has enabled us to work more closely on other issues such as integration into the local community.”

“Now people will come and ask for help whereas before I had to cajole them”

In the longer term: More able to address underlying issues

Almost four out of five professionals report that because Brick by Brick alleviates the immediate material needs of their clients, they are better able to address their clients underlying issues and address the structural issues that keeps them in poverty (79%).

Figure 5.48: Better able to address underlying issues

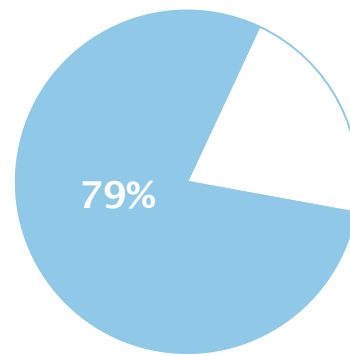
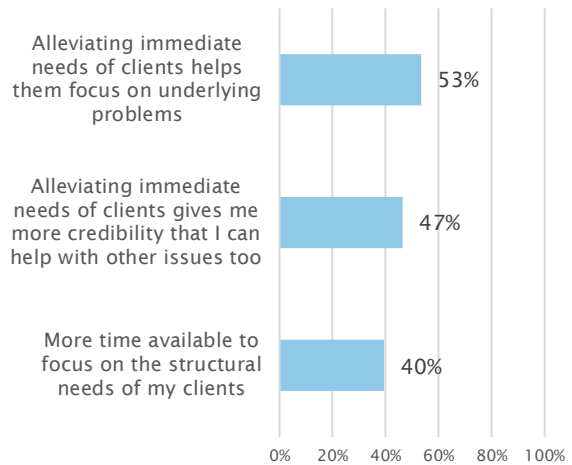


Figure 5.49 reveals the reasons why professionals are better able to address underlying structural issues.

Figure 5.49: Indicators addressing underlying issues



Just over half of professionals report an improved focus of their clients to look at their wider issues (53%). They say that ability to provide clients with the donated products increases their credibility (47%) and helps to build trust (40%).

“Products help prioritise other areas, reduce worry and stress, allow hygiene to improve self-esteem, pride and confidence.”

“Parents feel that they are listened to and their needs are being addressed, they will therefore open up and share more worries.”

“Due to me getting items from the Brick, we are able to deal with more direct work and parenting, like working on domestic abuse, relationship issues and behaviour issues. We can concentrate on the other stuff what’s underlying.”

“It allows us to have more time to talk to the families and make referrals with doctors etc if needed as the initial worry has been taken away from them.”

“It frees up my time to address other issues rather than focussing on trying to get them the essentials.”

“Because I can help them with goods so thereby saving them money we are now talking money issues which I can then signpost them to who can help.”

“They are more open about their home situations and so we can support the children through changes and crisis.”

“Meeting basic, practical needs gives clients the mental space to think about other underlying concerns.”

Outcomes for Business Partners

Business partners donated a range of products.

Extended reach and impact of their charitable efforts

When asked, donating businesses said that the main reason for becoming part of the Multibank was to do good in society. Most companies did support charities and communities already, but being part of the Multibank initiative, made it easier and made sure their charitable efforts got maximum impact.

Outcomes for Society

The reported outcomes achieved by vulnerable people will positively impact the public purse and therefore on society as a whole.

It should be noted that the identified cost savings for the public purse are not always ‘cashable savings’ but, as a result of displacement effects, should be seen as an opportunity for resource reallocation.

Reduced health cost

The reported improvement in physical and mental health by people living in poverty and their children will result in less pressure on health services of people that have received donated products. This enables the NHS to allocate these resources to other services or patients.

Reduced care cost

For the limited number of cases where parent/carers and professionals have reported explicitly that Brick by Brick has played a significant role in avoiding children being taken into care. In these cases the project has led to reduced care cost for the public purse.

Reduced criminal justice cost

For the small number of people supported by Brick by Brick who reported that they were less inclined to take part in criminal behaviour, the public purse will benefit from reduced cost related to addressing this behaviour.

Outcomes for the Environment

Without Brick by Brick, products that are unsold would be donated to other charities that typically would sell the products, or they are sold at a greatly reduced price, mainly to buyers who would resell the products again. In all cases, this would lead to additional packaging and transportation, in most cases across the whole of the UK and potentially internationally. Donating products through Brick by Brick will thus reduce the emission of CO².

Outcome Indicators

An outcome indicator is a measure to enable impact and change to be measured and validated. In other words, an outcome indicator shows how we would know if an outcome has been achieved.

For each outcome we have identified appropriate outcome indicators. The Impact Map (Appendix A) shows the outcome indicators for the identified outcomes.

Quantity

For the people living in poverty and professionals we have analysed the consultation responses and calculated the number of times a certain outcome was reported by the stakeholder. This gave us overall percentages of occurrence of the outcome, which we then multiplied by the total number of stakeholders and rounded the result to the nearest one digit.

For the business partners we have taken the actual number of business partners that were involved in Brick by Brick in 2023.

The outcomes for the public purse are directly derived from the outcomes achieved by the beneficiaries.

For the environment we have taken the number of donated products in 2023 and conservatively assumed an additional 200 miles per product. We have then used a carbon footprint calculator to estimate the total tonnes CO² saved¹⁸.

The quantities are shown in the Impact Map (Appendix A).

Duration

Some outcomes have the potential to last a long time, potentially for the rest of stakeholder's life, while others will only last for the duration of the intervention.

The vast majority of outcomes identified in this evaluation we have conservatively assumed that they only last for the period the donations have been made.

For the few outcomes that we are confident will last for some time after the intervention, we have conservatively considered outcomes for a maximum of three years to avoid over-claiming. It will be considerably more difficult to credibly link the outcomes with Brick by Brick donations after three years.

The Impact Map (Appendix A) shows the details on duration of outcomes.

Financial Proxies

SROI analysis uses financial proxies to establish a monetary value of intangible outcomes. A financial proxy is an approximation of the value that can be attached to the outcome. When applicable, price is used as a measure of value when there is an associated market. For intangible outcomes there are no markets, and we have used financial proxies to determine the value.

There are several techniques, developed in economic Cost-Benefit Analysis, to determine financial proxies for intangible outcomes. For this evaluation we have used:

- **Revealed preference** - a price-based technique that looks at people's behaviour in related markets and takes the value from the price of related market-traded products.
- **Wellbeing Valuation** - a relatively new technique that looks at determinants of people's wellbeing (e.g. life satisfaction or quality of life), whereby income is one of the determinants.
- **Cost saving** - a direct cost-saving for the stakeholder. For public spending this is in most cases not a 'cashable saving' and should be considered a resource re-allocation.

¹⁸ <https://calculator.carbonfootprint.com/calculator.aspx> 100,000 miles travel in an average diesel van up to 3.5t emits 37.26 tonnes CO².

In order to ensure comparability, we have tried to use the same or similar financial proxies as were used by the SROI evaluation of the Big Hoose multibank in 2022. Where we have used the same proxies, the values have been updated to current (2023) values where possible.

The description and source of the proxies can be proxies can be found in the Impact Map (Appendix A).

6: Impact

This section examines the impact of Brick by Brick with reference to the other factors that influence it.

It is important to establish the impact of Brick by Brick project in order to ensure credibility and to avoid over-claiming. The impact of the project is determined by considering attribution, deadweight and drop off.

Attribution

Attribution is the assessment of the contribution of others to achieving the identified outcomes. In most cases, change is not caused by one single activity or intervention, but comes as a result of more than one project, service and/or persons working together.

In the consultations, beneficiaries (and their children) and professionals were asked to identify who else had helped them with the changes they had described. The attribution is calculated on the basis of the answers of respondents to the relevant questions in the surveys.

For business partners and the environment the identified outcomes can be exclusively attributed to the project.

The outcomes for society are directly derived from the relevant outcomes for beneficiaries and children and therefore we have used the average of the corresponding attribution rates.

Deadweight

Deadweight is a measure to assess what part of the outcomes would have happened anyway, even if the activity or intervention had not taken place. For this report we have defined the deadweight as what would have happened if Brick by Brick would not have existed.

Again we asked beneficiaries and professionals questions about deadweight and the deadweight is calculated on the basis of the answers of respondents to the relevant questions in the surveys.

For business partners we have conservatively estimated a deadweight of 25%, to reflect that without Brick by Brick they may have found other ways to target their charitable efforts. This is consistent with the previous Multibank SROI evaluation.

For the environment we have also assumed a deadweight of 25% to reflect that without the project some carbon savings would have been made. This is consistent with the previous Multibank SROI evaluation.

The outcomes for the public purse are directly derived from the relevant outcomes for beneficiaries and children and therefore we have used the corresponding deadweight.

Table 6.1 shows the attribution and deadweight percentages used.

TABLE 6.1: ATTRIBUTION AND DEADWEIGHT

Stakeholder	Attribution	Deadweight
People living in poverty	14%	37%
Children	14%	37%
Professionals	24%	33%
Business Partners	0%	25%
Society	14%	37%
Environment	0%	25%

Drop Off

For outcomes that last longer than one year, it is likely that the effect of the outcome will decline over time. The outcome will be influenced by other factors and it will be less attributable to the activity. This is calculated by deducting a straight percentage from the outcome each year.

For applicable outcomes we have assumed a drop off of 33% per year.

Materiality of Impact

In our analysis of attribution and deadweight we have found no outcomes where attribution and deadweight or a combination of these two has led to an impact that is not relevant or significant and therefore not material.

Impact

The impact of Brick by Brick is calculated by the quantity of the outcomes multiplied by the value of the financial proxy, minus attribution and deadweight (see Impact map, Appendix A).

7: Social Return on Investment

In this Section we calculate the overall Social Return on Investment produced by Brick by Brick and apply a sensitivity analysis.

SROI Ratio

The Social Return value is expressed as a ratio of return and is the resultant of the value of the impact divided by the value of the investment. However, the value of the impact is corrected to the Present Value (PV) to reflect the present-day value of benefits projected into the future.

$$\text{SROI} = \frac{\text{Total Present Value}}{\text{Total Input}}$$

Discounting is applied to those values that have been projected for longer than 1 year. The interest rate used to discount the value of future benefits in this case is 3.5%¹⁹.

In our calculations²⁰ of the impacts, we have established the total of all impacts of the programme at £28,581,680. This represents the total value created by Brick by Brick

The Total Present Value for Brick by Brick, at a discount rate of 3.5%, is £27,555,072. This represents the total value created whereby the earning capacity of the amounts in the future is discounted.

The Net Present Value, the Total Present Value minus the total of all investments (£5,501,558), is £22,053,514. This amount represents the total extra value created by Brick by Brick.

This gives an SROI ratio of £27,555,072/£5,501,558 = **£5.01: £1**. This means for every pound of investment in Brick by Brick £5.01 of social value is created.

Sensitivity Analysis

The results presented in this SROI evaluation are based on assumptions and variables according to available evidence.

We have undertaken a sensitivity analysis to test these assumptions and variables given that there are areas of the base case that could be derived from imperfect evidence.

Table 7.1 shows which areas we selected as those with the most potential to affect the results.

TABLE 7.1: SENSITIVITY ANALYSIS

Item	Base Case	New Case	SROI
Attribution	14-24%	50% attribution for all outcomes	£2.89:£1
Deadweight	33-37%	50% deadweight for all outcomes	£3.89:£1
Outcomes beneficiaries	Impact Map	Only 50% of outcomes achieved	£3.90:£1
Outcomes children	Impact Map	Only 50% of outcomes achieved	£4.87:£1
Outcomes professionals	Impact Map	Only 50% of outcomes achieved	£4.93:£1
Outcomes Society	Impact Map	Only 50% of outcomes achieved	£4.06:£1
Outcomes environment	200 miles average travel	500 miles average travel	£5.65:£1

The sensitivity analysis shows that if the already conservative values used in the evaluation are reduced even further, the SROI index does not fall below £2.89:£1. This value

¹⁹ This is based on the UK Government Green Book recommended discount rate for public funds.

²⁰ All amounts are rounded to Pound Sterling.

would be achieved in the unlikely situation that half of the outcomes we identified were not attributable to Brick by Brick support. Even in this worst-case scenario the ratio of return to return is not less than £2.89 for every £1 invested.

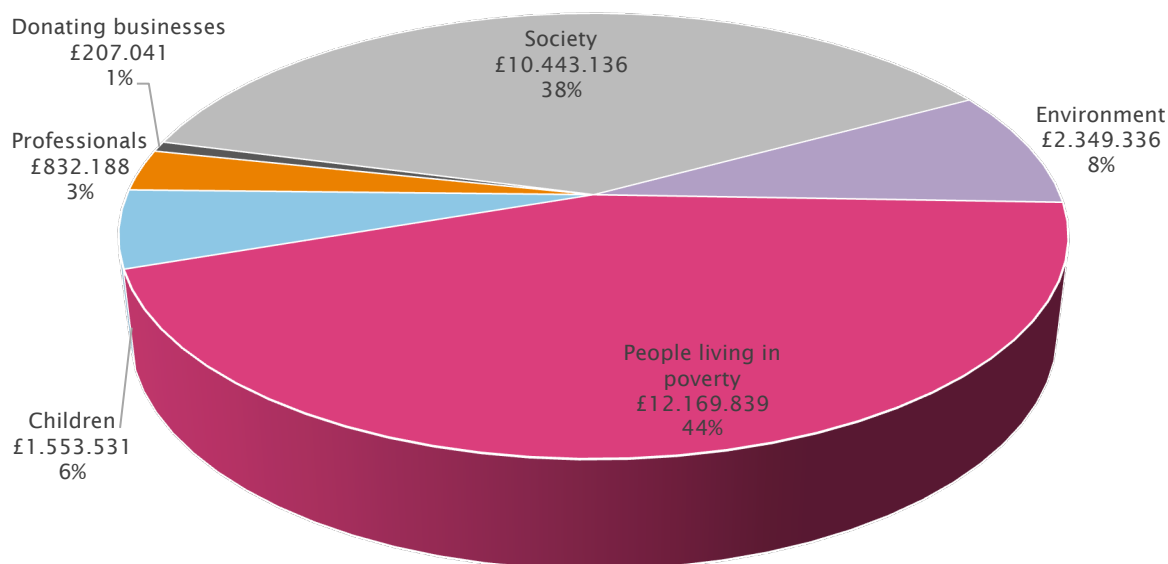
8: Analysis and Conclusions

This section presents an analysis of the social value created by Brick by Brick and our conclusions from the study.

Social Value Created

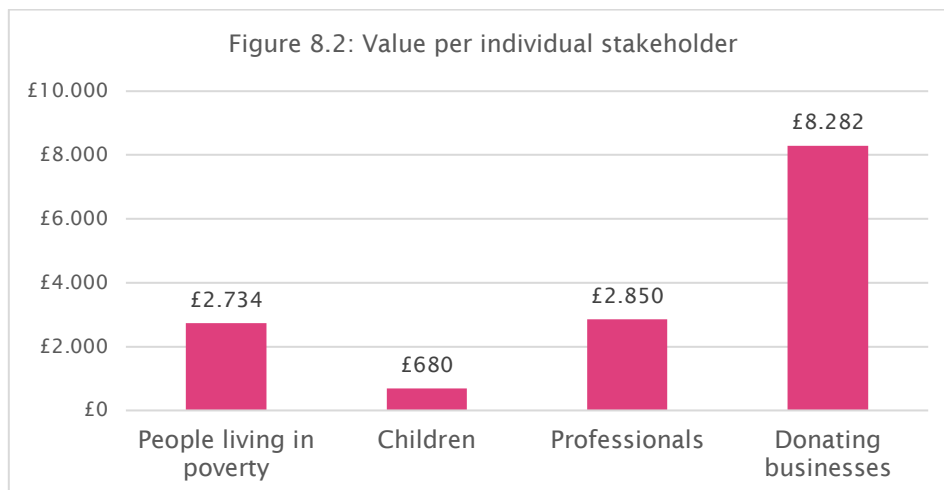
Figure 8.1 presents the value created for each stakeholder group. The greatest value is created for the people that have received the donations (44%), followed by society (38%), the environment (8%), children (6%), professionals (3%) and the donating businesses (1%).

Figure 8.1: Value per stakeholder group



Value per stakeholder

When looking at the value per individual stakeholder a different picture emerges.



Most value is created for an individual business partner (£8,282), followed by an individual professional (£2,850), a person living in poverty (£2,734) and a child (£680).

Value for the public purse

Brick by Brick also creates a considerable value for the public purse of more than £10.4m, and including the environmental impact almost £12.8m.

When considering the public purse alone, the ratio of return is £1.90 for every £1 invested in Brick by Brick, and including environmental benefits £2.33 for every £1 invested.

Conclusions

1. This SROI evaluation has shown that Brick by Brick project has created a significant social value of £5.01 for every pound of investment (with a sensitivity range between £2.89 and £5.65).
2. The greatest value is created for the people living in poverty (24%), and the remaining for the society (24%), children (17%), professionals (7%), the environment (5%) and business partners (0.3%).
3. When looking at the value created per individual stakeholder, the greatest value is created for the individual business partner (£8,282), followed by an individual professional (£2,850), a person living in poverty that has received donated products (£2,743), and a child (£680).
4. The direct return for the government is £1.90-£2.33 for every £1 invested.
5. The satisfaction of both beneficiaries, professionals and business partners with Brick by Brick project is high.

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