

HOST

Home of Skills & Technology

SOCIAL AND LOCAL VALUE REPORT 2022

Independently created by



**SOCIAL VALUE
QUALITY MARK**



Foreword

HOST is absolutely committed to driving Social Value and local economic benefit via all activities across its three pillars of skills, innovation and start-ups.

Social Value Business is an independent Social Value specialist and has been commissioned by HOST to map, measure and forecast the impact and value it has created through its programmes and activities.

What is Social Value?

A universal description of what Social Value is has yet to be fully defined. However, for this document:

‘Social Value is the quantification of the relative importance that people place on the changes they experience in their lives.’



Richard Dickins

Founder of the Social Value Quality Mark

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Executive Summary

Social Value Business (SVB), in partnership with the Social Value Quality Mark CIC (SVQM), have undertaken an independent review, evaluation and verification of the Social Value created, influenced, and delivered by HOST within Salford and the North West during 2021.

HOST is passionate about making technology accessible and applicable to all, while delivering in-depth impact and value for its stakeholders and the Salford economy. Its three core values underpin this:

1. Humanising technology and instilling optimism with a people-centered approach by thinking about citizens, not users.
2. Culture - redefine start up culture by supporting wellbeing, inspiring each other, and putting the team before the product.
3. Belonging - create a sense of belonging by creating an inclusive community with shared values.

SVB has adopted the UK widely recognised social accounting methodologies, Social Return on Investment (SROI) and Local-Multiplier (LM3), to map to account for value fully.

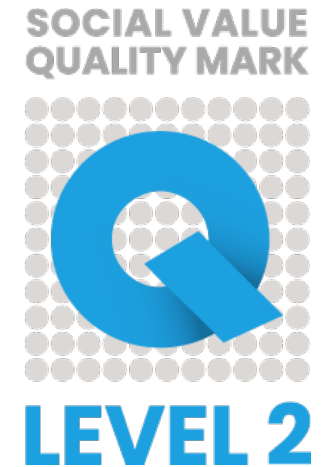


This report aligns with the principles and standards set out by the Social Value Quality Mark and its Level 2 criteria. SVQM have independently reviewed the evidence and conclusions drawn within this report, and it has been awarded the Level 2 Award. HOST joins many illustrious organisations to achieve this accolade.

HOST delivers **£4m** of value annually, with an SROI ratio of £1 invested into delivering services and support; there is a forecasted £5.08 return on the investment achieved through the delivery of 20 identified outcomes.

This value has been broken down and assigned to key areas of a thriving community.

Health and Wellbeing	Education and Skills	Employment and Volunteering	Social and Community	Economic	TOTAL VALUE
£942,337.75	£1,180,557.68	£877,328.72	£129,334.94	£908,715.59	£4,038,274.68



About HOST



HOST, the Home of Skills & Technology, operated by IN4 Group, is an innovation hub based at the heart of MediaCity.

As one of the North West's most established innovation hubs, it offers five floors of innovation services, training and facilities, support for people and businesses alike, from start-ups and SMEs through to enterprise and the public sector.

Established in 2012 by Salford City Council, it has played a major role in establishing Greater Manchester as a leading digital city region. The vision was to create a world-class digital technology hub while at the same time providing positive social value and impact for young people and communities in Salford.

Since then, it has continued to evolve, connecting the city and its 260,000 residents to growing opportunities in and around the area to help secure jobs and investment. HOST is continuing to build on this great pedigree by scaling a pioneering, inclusive ecosystem to drive prosperity across the North.

Evaluation Methodology

This evaluation is based on Social Return on Investment (SROI) and Local Multiplier (LM) principles. These were chosen as the most appropriate methodologies to monetise the impact of the courses and convert them into value. Social Return on Investment is measured through seven key principles, as highlighted below.



Method

The seven principles have been translated into a 15-step process that has been used to research, analyse, forecast and report value.



Data Review

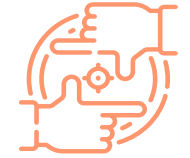


The report's information and data to project outcomes, impact, and aligned value originated from HOST and comprises case studies, application forms, testimonials, course content, learning outcomes, and financial and performance data.

The independent analysis of this information has led to the conclusion drawn within this report.



Scope



HOST has delivered over 12 training and support programmes in 2021, many of which are within the scope of this report. The below list spotlights just some of the programmes featured in this report.

Skills City

Employer-led digital Skills Bootcamps to upskill and reskill individuals in the areas of software engineering, data analytics, AWS, cyber, immersive, and more, supporting them directly into high-quality technology careers.

FreelanceHER 100

12-week accelerator for women to support them in starting, launching, and accelerating their businesses via an inclusive and supportive community.

HOST 50

12-week accelerator for digital and tech businesses to provide them with the foundation required to start and launch their innovative businesses.

Fund Your Tech

Intensive programme to support businesses in understanding the landscape for non-dilutive sources of funding, as well as tips and tricks in submitting successful grant applications.

Promote Your Tech

Supporting businesses to understand how they can utilise digital marketing and social media to maximise their reach and ultimately increase their customers.

Prepare to Raise

One-day event to provide businesses with information on raising finance via investment from a panel of experts.

Cyber Salford

Working to make Salford the most cyber-enabled place in the UK via Cyber workforce and Cyber SME courses, a Cyber Academy and CyberFirst courses to showcase cyber careers and skills to school children in Salford.



Stakeholders

A review has identified more than 20 stakeholders.

These have been categorised and profiled to ensure their influence, and HOST's effect on them, can be considered individually.



Primary Stakeholders

- Participants (individuals)
- Participants (businesses)
- Staff
- Directors
- Trainers
- Delivery Partners



Secondary Stakeholders

- Salford City Council
- Greater Manchester Councils
- North West Councils
- Job Centres
- Employers
- Pathways into Employment providers
- Contractors
- Suppliers
- Funders and Investors



Wider Stakeholders

- Technology and Digital Sector Ecosystem
- Local Businesses
- Families of Participants
- Local Enterprise Partnerships
- Welfare Providers



Partnerships

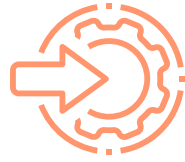


The hidden value of HOST is centred on the established relationships it has with a wide range of support and delivery partners within the technology sector. These provide access to sector insights, trends, information, knowledge and opportunities for participants. Without these partners, the outcomes delivered would not be possible.

HOST's partners include



Inputs



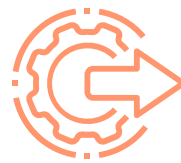
Many financial and non-financial inputs have enabled HOST to create, develop, and innovate during the review period.

The total cost of delivering the ‘in scope’ activities is £789,182.90

The origins of this include government funding (central and local) and partner sponsorships. In addition to the direct financial contribution by stakeholders, they often overlook indirect non-financial contributions that are intrinsic to the organisation’s success. These include, but are not limited to, the relationships developed with partners, the professional networks established, both locally and nationally, and in-kind support, including insight knowledge within the technology sector.



Outputs



Outputs are defined as the number, type and frequency of programmes and activities provided to recipients. During the review period in 2021, 553 people have been engaged. This is split into individual courses, below:

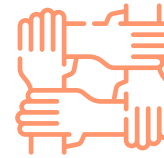
Programme/Course	Participants
AWS re/Start Bootcamp cohorts (5/6)	73
Unity Programme	62
Future 50	5
Cyber Workforce	4
Prince's Trust Future 50 starter programme	5
Fund your Tech	33
Promote your Tech	21
HOST 50	50
FreelanceHER 100	104
Prepare to Raise	33
Cyber SME	40
CyberFirst, including girl development days	88



**“It’s not about the space.
It’s about the network
and connections that
you can make.”**

Michael Livingstone | Founder of Dust ID

Diversity and Inclusivity



HOST’s activities promote positive engagement and inclusion to all, both across the recruitment of new local people through its range of courses and programmes, and the demographics of its staff. This is demonstrated through the gender, ethnicity and age range of participants.

Diversity and inclusivity is in HOST’s DNA

	Total	%
Female	226	40.9
Male	322	58.2
Non-binary	5	0.9
	553	100

Ethnicity

	Total	%
Asian	133	24.1
Black	169	30.6
Middle Eastern	12	2.2
Mixed	24	4.3
White	198	35.8
Prefer not to say	17	3.1
	553	100

Disability/long-term illness

	Total	%
Yes	79	14.3
No	474	85.7
	553	100

Education background

	Total	%
Level 2	22	4.0
Level 3	79	14.3
Level 4	4	0.7
Level 5	24	4.3
Level 6	286	51.7
Level 7	93	16.8
Level 8	6	1.1
No record	39	7.1
	553	100



Outcomes and Impact

Twenty outcomes have been identified during the research, split across six themed areas. These areas are one of the cornerstones of developing thriving local businesses and residential communities, and a valuable platform to address the emerging skills shortages within the technology sector.



The impact is created due to delivered outcomes, although not all outcomes lead to a tangible impact. The impact can be qualitative or quantitative, and where quantitative impacts are evident, they can be associated with a financial value.

Health and Wellbeing

Research forecasts that programmes increase emotional and physiological wellbeing, centred on increased self-esteem, motivation, positivity, and a sense of belonging, driven in part by the desire of participants to develop new skills and, secondarily, improve their prospects.

Outcomes

- Improved mental health
- Improved self-esteem (confidence and feeling good)
- Increased sense of belonging

Impact

Building on the increased health and wellbeing that participants experience, the connecting impact, directly and indirectly, reduces the need for future health and social care intervention.

- The reduction in the need for healthcare intervention
- Reduction in social isolation

£942,337.75 or 2.33%

of the total value is the forecasted value delivered through health and wellbeing.



Social and Community

Relationships are a foundation of the value placed on the courses and programmes within HOST. Evidence suggests that creating new support networks boosts personal and professional development and enables HOST to achieve its desired goals. The informal and formal opportunities to engage with like-minded individuals also support a positive change in health and wellbeing.

The opportunities for professional relationship building through the organisation's multiple delivery partners and events provide key insight into the technology sectors, reducing future barriers to engagement, involvement and activities.

Outcomes

- Peer support/mentoring
- Development of new friendships
- Development of new life skills

Impact

The impacts achieved lead to greater levels of personal relationships and professional growth.

- Development of relationships to help achieve personal and professional growth
- Reduced negative relations and social engagements
- Greater community and social engagement

£129,334.94 or 3.2%

of the total value is the forecasted value delivered through social and community.



Education and Skills

Learning outcomes achieved through the 15 courses and programmes delivered in 2021 act as a gateway to employment, business development and personal and professional growth. Research has defined four main themed-based outcomes; however, it is recognised that there are more than 50 indirect outcomes.

The formal education and guided learning balanced with informal skills development, create multiple value layers. The layers are:

- Emotional self-development positively influences how individuals feel about themselves, their peers and the technology sector.
- Psychological development supports individuals to 'think' differently and challenge preconceptions and stereotypes.
- Physical development challenges their new feelings and thoughts into new positive 'action'.

These layers unlock the four themed outcomes below:

- New practical insight, knowledge and confidence within digital/tech job role
- New multi-layered technical skills
- Professional development (staff)
- Improved team working and communication

Impact

The impact will be delivered with the confidence and support to apply the new knowledge and skills. Research indicates three defined impacts through HOST's support and membership options.

- Increased employability
- Greater effectiveness within their respective roles
- Improved relationships with peers and local people

The forecasted value delivered through education and skills is **£1,180,557.68 or 29.2%** of the total value.



Employment and Volunteering

It is recognised that personal and professional development acts as a pathway to employment in the local technology sector. Without HOST's established methodology, support, and delivery programmes, many of the participants would not have had the opportunity to learn new skills and identify and secure employment or funded placement opportunities within organisations.

Employment is the strongest performance theme with seven clearly defined forecasted outcomes, with a wealth of supporting evidence to confirm these are being achieved.

Outcomes

- Increased volunteering within the community
 - Increased employment
 - Increased employment-ready candidates
 - Increased employability skills
 - A greater understanding of a future employment/career path
 - Bridging the technology skills gap
 - Reduced NEETs (Not in employment, education, training)
- 36 participants are achieving new employment, and a further 199 are employment ready or have gained interviews. This has been achieved by reducing barriers to employment and developing and aligning new skills required in the fast-moving and developing sectors.
- New and continuous delivery of community activities
 - New entries into the employment market
 - New core knowledge
 - A new entrance into the tech sector
 - New job opportunities for local people

Impact

The forecasted value delivered through employment and volunteering is **£877,328.72 or 21.7%** per annum of the total value..



“This was a very valuable personal growth experience”

Joaquin Contreras |
Founder of Pandemic Tours

“HOST 50 has been indispensable in the growth of Vulse.co”

Rob Illidge | Founder of Vulse.co





Economic

The indirect benefit of the identified opportunities uncovered is the increased economic stimulus created through new business start-ups, improved business sustainability, and greater economic activity locally via grant application and investment activity. This is particularly the case with Prepare to Raise, FreelanceHER 100, HOST 50, and the Fund and Promote your Tech programmes.

Outcomes

- New investment
- New business start-ups
- Build business resilience
- Enabling £300k worth of grants to be distributed

In addition to these three defined outcomes, it is further recognised that additional outcomes are delivered through new future employment opportunities and increased localised supply chains. Through grant funding, small businesses have secured an additional £45,500 of income to support the purchase of new equipment and materials to further the growth and development of their organisations. In addition to the new skills developed, this acts as an enabler for growth and development, leading to increased income and performance.

Impact

- Increased local expenditure (staff)
- Increased local expenditure (suppliers)
- Increased tax contributions

The forecasted value delivered through direct economic value is **£908,715.59 and 22.5%** per annum.





Forecasted Value

Across the in-scope courses and programmes delivered by HOST during 2021, it is forecast that there is an added £4,038,274.68 generated for its stakeholders.

Therefore, for every £1 invested into HOST, there is a £5.08 returned in Social Value.



Appendix

Legitimising Claims

There is a recognised range of external influences on the depth and causality of Social Value being delivered. These influences have been considered and were required to remove value that cannot be contributed to HOST.

Discounting covers four primary areas



Deadweight

What would have happened anyway?



Displacement

Did the benefits of the programme just displace other benefits / outcomes?



Attribution

Who else has contributed to the impact?



Drop Off

How long will the value last?

Deadweight

Deadweight considers what would have happened without participants having access to the course and learning provided. Therefore, in creating this report, local, regional, and national initiatives and Government policies and strategies have been considered, and a deadweight of 27% has been assigned.

Level of Displacement

A nominal displacement % has been allocated across all courses and activities. This report has been defined as 1% as it is forecasted there is negligible effect elsewhere.

Level of Attribution

Attribution relates to how much of the unweighted (pre discounting) value can be claimed by HOST. For this report, the following formula has been used.

Forecasted strength of partnerships + Forecasted trust level + Forecasted influence

Minus 100 = Attribution

Using this approach, a 33% attribution figure has been assigned.



Level of Drop Off

The foundation of HOST's value is centred on learning. Therefore, the learning and corresponding change curve principles have been used. Value is spread over four years, with a build to a peak in year two and a steady reduction in years three and four, due to the reduced relevant learning. As the technology sector evolves, new workplace knowledge, skills and experience overtake.

Furthermore, a key outcome from the courses is employment/future engagement within the technology sector. ONS data indicates the attrition rates within the sector are up 30% per year.

Learning Programmes

Drop off 4 years

Year 1 - 50%
Year 2 - 100%
Year 3 - 50%
Year 4 - 25%
Year 5 - 0%



“HOST 50 was really helpful, identifying areas of consideration and connections to a wider network of people. Not only was I taught the necessary technical topics, but I was also taught soft skills such as how to communicate information with a client, which is something that was never taught during my university education. The programme was truly life-changing for me, and I'd recommend anyone to join.”

Nicole Fearon | Founder of Clustr





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