**TESTING THE SOCIAL VALUE MODEL FOR BOSS**

**CASE STUDY SPECIFICATION**

**October 2018**

1. ***What is BOSS? (Benefits of Outdoor Sports to Society)***

The BOSS project is focused on creating a method which will enable projects and organisations to measure the social value\* of the outdoor activities that they deliver. This is a European research project involving 11 different partners co-funded by the European Union (Erasmus+ Sport funding). It will end in December 2019. The project has four packages of work that will be undertaken by the team:

* **WP1** is completed. It involved a large scale literature review to collate the evidence on the social benefit of outdoor sports;
* **WP2** is currently underway. It involves the creation of a process model that will enable projects to measure the benefit of the outdoor activities that they deliver. We will produce detailed guidance and a tool kit to support the use of the model;
* **WP3** is just beginning and we would like you to get involved! We need projects to use and test the system that we have created. More information can be found below.
* **WP4** runs across the whole three years of the project to share our findings and communicate on the value of outdoor sport.

[*https://outdoorsportsbenefits.eu/*](https://outdoorsportsbenefits.eu/)

1. ***What is social value?***

Social value is the quantification of the importance that people place on the changes they experience in their lives. Examples of social value might include the value we experience from increasing our confidence, becoming more integrated into a community or from living near to a park. These things are important to us, but are not commonly expressed or measured in the same way that financial value is. The measurement of social value allows the value experienced by individuals to be considered in monetary terms.

Further information on social value can be found here: <https://socialvalueint.org/social-value/what-is-social-value/>.

1. ***Who can get involved? What types of projects are we looking for?***

We are seeking a wide range of projects to test the approach in a variety of different ways. All projects need to provide activities which fit within our definition for **outdoor sport**.Projects may be:

* Small or large scale projects, including activities delivered within a range of environments;
* Projects which are self-directed as well as those which involve coaching, instruction and leadership;
* Projects with a specific focus on social outcomes e.g. community engagement, reducing crime and anti-social behaviour or projects with a general focus on increasing participation;
* A wide age range of participants including participants from a range of backgrounds;
* Local interventions or larger regional or national level projects;
* Projects with new or existing participants.
* **Definition of outdoor sport for the BOSS project:**
* that are normally carried out with a (strong) **relation to nature** and landscape and the core aim is **dealing with natural elements** rather than with an object
* It may include activities that have their roots in natural places but use artificial structures designed to replicate the natural environment.
* where the natural setting is perceived by users, as at most, only **minimally modified by human beings\***
* that are perceived as (at least minimally) **physical demanding**
* that are based on man or natural element power and are not motorized during the sport itself
* that may use some form of tool (for example a surf board, bicycle, skis etc) or just involve the human body

\*) does not have to be wild, just perceived as natural

1. ***What will be the outputs?***

Involvement in this process to measure the social value of your project could provide you with the following:

* An estimate of the cost savings associated with potential cases of disease prevented for specific health conditions through engagement with outdoor sport interventions.
* The subjective value placed by participants on any personal benefits experienced by them from engaging in outdoor sport interventions.
* The value placed by other stakeholders on any wider positive outcomes identified by participants.
* The social return on investment of outdoor sport interventions that expresses the health and other benefits in relation to the associated costs (subject to the provision of inputs and associated costs (see point 8 below).

The project outputs will help you to demonstrate the value of your project and will provide insight into how your project may be able to improve and develop for the future.

1. ***What skills / resources do projects need to have?***

You will be supported throughout this process by a designated national lead, the WP3 leads and by Sheffield Hallam University. You are not assumed to have prior knowledge of measuring social value and a package of training and support will be provided. However there will be a need for you to invest your own time into this process for which you will not receive payment. The amount of time needed will be dependent on the scale of your project and your individual requirements. The process is outlined below and the data requirements are summarised in the next section.

* You will be required to attend a two day training course in Paris (in February or March) and 1 day for a seminar in Paris (September 2019) - expenses covered by the project.
* You will need to carry out some consultation with a small group of participants to determine which additional outcomes to measure. A short summary highlighting the key findings (translated into English where necessary) will be required to share with the project team.
* You will need to help with the production a survey (with support from SHU and all questions provided) in an agreed format and distribute this to a sample of participants on your project. Translation into native languages will need to be undertaken by the national leads.
* You will need to input the data collected (translation for qualitative answers will be needed / put this into a standardised format and provide the data to SHU.
* You will need to provide detailed data on the cost of your project (inputs) and help to identify other information sources specific to your country.

1. ***What data will you need to provide and what support will you receive?***

The list below confirms the data requirements. For each of the requirements stated below, additional guidance will be provided by Sheffield Hallam University (SHU) to case study leaders:

1. Number of participants involved in the project.
2. Baseline information about participants' activity levels and health at the time of joining the project.
3. Focus groups/interviews with a sample of participants to understand their experiences of the project and what changes for them.
4. Produce a survey (based on recommended questions to be provided by Sheffield Hallam University) and collect primary data from a representative sample of your participants (SHU with provide guidance on the sample) to establish the extent to which they feel they benefited (or not) from the project and what value they place on those benefits. SHU will provide the question bank to support this.
5. Input the survey responses into a spreadsheet for data processing and analysis
6. Along with your national lead, you may need to help to find out the cost of treating specific health conditions in your country. Guidance will be provided by Sheffield Hallam University if this is needed.
7. The costs associated with the project including any public or private sector funding your intervention receives; direct costs incurred by participants; and; any voluntary time contributed by individuals to support your intervention.
8. Once this data is provided SHU will provide some support to undertake the necessary work and calculations using the model to demonstrate the social value of your project.

* **INFORMATION REQUIRED FOR EXPRESSIONS OF INTEREST**

**If you wish to make an application to be a case study project then please answer the questions below (with the application form). Please feel free to have a conversation with any project partner before answering these questions if you need further information or have any queries on this process:**

1. What is the name of your project?
2. In which country is your project based?
3. What is the geographical scope of your project (e.g. is it local, regional or national)?
4. Does your project target specific population groups (e.g. young people, older people, people with specific health conditions, people from certain socio-economic backgrounds etc.) or is it open to everyone?
5. How do you recruit participants for your project? Do you wait for them to come to you?
6. What activities are provided by your project? Are they instructor led, self-directed or a combination of the two?
7. How much of the activities that you provide are in the natural environment?
8. Does your project run for a fixed duration (e.g. for a year, a week etc.), i.e. do participants only attend for this fixed duration; or is it an ongoing intervention where participants can continue participating as long as they want?
9. How many participants are involved in your project each year? How long do they stay in the project?
10. What type of staff do you use to deliver your activities? (e.g. qualified coaches, volunteers, etc.)
11. What are you hoping to achieve through your project (i.e. objectives, purpose of the project)?
12. Do you currently conduct any monitoring and evaluation of your project? If yes, please provide details.
13. If you are selected to be a BOSS case study, are you willing to share the findings for your project with other project partners and a wider audience?
14. Is there any other information about your project that you would like to provide at this stage?

From the answers above we will assess all applications and select 12 case studies to support through the process. We will ensure that we include case studies from a minimum of 6 different countries. The selection process will take place on 26th / 27th November, therefore we must have applications before the 20th November 2018. You will be notified whether you project has been selected by early December.

If you have any questions or would like additional information please contact Maxine Gregory at Sheffield Hallam University for an informal discussion: 0114 2255928 / [m.gregory@shu.ac.uk](mailto:m.gregory@shu.ac.uk)