Liverpool City Region

July 2026

Citizen First Evaluation Report

An independent report prepared by
Brunel University of London & Northumbria University

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Overview

The people closest to social challenges often have the best business ideas to solve them - but the least ability to act. Public Life's Citizen First model has been designed to unlock these hidden entrepreneurs: a vital and largely untapped source of high-impact innovation. It finds and backs these local people, providing a year's Real Living Wage salary, seed funding and specialist support, while systematically mobilising a place around them.

Citizen First LCR launched in 2025 as an integral part of the Liverpool City Region's Health and Life Sciences Innovation Zone, co-funded by the Metro Mayor and Combined Authority, the University of Liverpool, the Fusion21 Foundation, and local housing associations Torus Foundation, Riverside and Livv Housing Group. Public Life delivered the programme end to end - finding and recruiting the cohort, and managing and mentoring the entrepreneurs throughout the year. The University of Liverpool's Virtual Engineering Centre and Civic Health Innovation Labs provided technical support.

Overall, Citizen First delivered a social return on investment of

£10.43

for every £1 invested

Citizen First generated £5.2m of social and economic value in its first year alone, from an investment of £500,000. In keeping with SROI good practice, calculations have been made with conservative figures in order to avoid overstating the impact. This figure only takes into account the impact of the programme during the year it was active: it does not include its longer-term impact on the participants, their communities, or of the solutions they created - meaning that for every future year, the social impact of the programme is likely to increase considerably. It should be treated as a signal, set conservatively, of the impact generated - not a ceiling.

> *"Every Mayoral Strategic Authority and city region could benefit profoundly from such a programme."*

- *Chris Barton, Direc*tor of Local and International Growth, Department for Business and Trade

Activating a place

24x

oversubscribed - hundreds applied through a single CV-less open call

87%

of applicants had direct experience of economic disadvantage

50+

LCR organisations activated, finding applicants, providing support, and now backing the businesses built

Creating value

77%

of entrepreneurs secured investment, grant funding or revenue

£367k

secured by the entrepreneurs in investment, funding and commercial partnerships

£5.2m

total social & economic value generated - £10.43 for every £1 invested, in year one alone

Executive Summary

About this evaluation

This report presents an independent evaluation of Citizen First LCR's first year, conducted by researchers at Brunel University of London and Northumbria University, using social return on investment (SROI) analysis, participatory action research and oral history.

What we've found

The evidence describes change at three levels: individuals, whose wellbeing and economic prospects improved measurably within the year; communities, where thousands of local people benefited directly from the ventures during the programme year; and place, where more than 50 institutions engaged around a single cohort. **The process is truly innovative, life-changing, and represents a practical way to break down barriers to entrepreneurship and access local expertise.**

On this evidence, Citizen First does not simply support individual entrepreneurs: it constitutes a missing layer of civic infrastructure - a repeatable mechanism for converting lived experience into local economic and social value, at a scale and cost-effectiveness that merits continued regional investment.

The model is codified and on its third deployment; its returns have been independently assessed twice, in two places - by the same research team, using the same methodology (see Warren, 2023) - with the ratio improving between them. On that basis, it warrants expansion to other towns and city regions.

The headline figure and how to read it

The analysis finds a social return of £10.43 per £1 invested: £5.2m in present-value terms from the £500,000 programme cost.

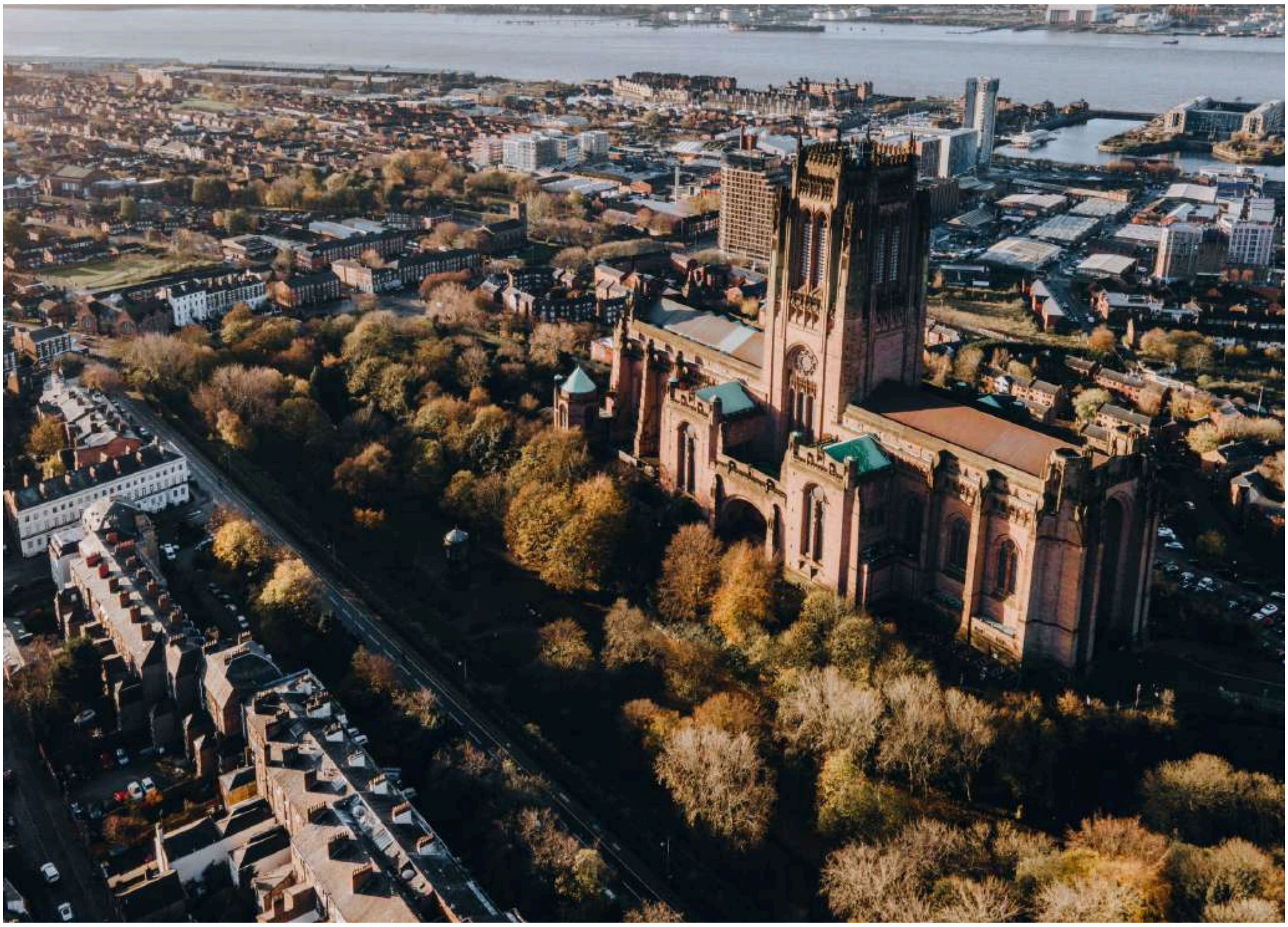
Outcomes were discounted for deadweight, attribution and drop-off, and future values discounted at 3.5% in line with HM Treasury Green Book guidance; the key assumptions are set out in the methodology section. As set out on the headlines page, the figure is conservative and covers the programme's first year only.

> *"It's very clearly successful - one of the standout examples of this kind of practice."*

- James Plunkett, author of 'End State'; former No.10 and Cabinet Office adviser

> *"The programme didn't just help me build a business - it helped me find myself. For the first time, I felt seen, believed in and genuinely confident in what I had to offer. I finally feel like I've found where I'm meant to be. This has been life-changing."*

- Entrepreneur 2



Findings for **Individuals**

The programme recruited

9 **entrepreneurs** from an applicant pool

24 **times larger** than the available places;

87 **% of applicants** had direct experience of economic disadvantage.

In 1:1 interviews, all nine of the participating entrepreneurs reported improvements in confidence, sense of purpose and professional networks, and several described improvements in mental health. Participants moved from feeling excluded from elite networks to actively belonging within them.

Using established financial proxies, these wellbeing outcomes were valued at £307,839.

All nine are continuing with their ventures beyond the programme year.

Findings for **Communities**

Alongside these personal outcomes, the cohort built viable ventures tackling the health and care challenges local people face. – the focus the programme was designed around, as part of the city region's Health and Life Sciences Innovation Zone and its aim of tackling health inequalities. Their viability is evidenced by the backing they attracted: by the end of the programme year,

77%

had secured investment, grant funding or revenue, with

£367,670

obtained in total.

The ventures span legal structures from limited companies to community interest companies, and all remain early-stage.

Because the ventures are built from lived experience of those challenges, their impact flows directly into the community: thousands of local people benefited in person during the programme year. Community-level outcomes account for the majority of total social value in this analysis. Any further value generated as the ventures grow falls outside this year-one assessment and is not counted.

Findings for **Place**

The clearest finding at place level is that Citizen First activated the place itself - its citizens and its institutions alike - and the demand on both sides was striking. A single CV-less open recruitment call was

24 times oversubscribed

and produced a cohort more diverse than the city region itself - 67% women (against 50% regionally), 33% disabled (against 22%) and 22% Black, Asian or minority ethnic (against 13%) - local people ready to act on their lived experience whom enterprise support persistently struggles to reach.

More than

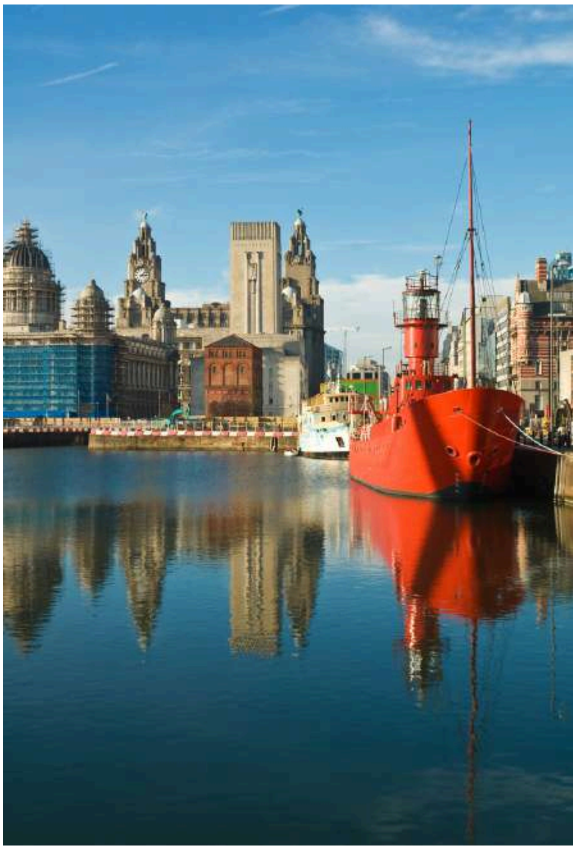
50 organisations

- civic bodies, businesses, universities, public services and investors - stepped up around the cohort.

Among them, the University of Liverpool's Virtual Engineering Centre and Civic Health Innovation Labs provided technical support across the nine ventures - expertise the entrepreneurs described as translating their visions into a technology-enabled reality.

Because entrepreneurs were salaried and full-time for a year, institutions could invest in them with confidence, and by the end of the year the programme had become a pipeline into the city region's existing provision, filling a gap in its enterprise ecosystem.

What was missing was never the demand - it was the means to meet it. Citizen First provided that means: a missing layer of civic infrastructure - what one commentator has called an 'activation layer' (Plunkett, 2026).



Key Findings

Significant return on investment

Citizen First generated a social return on investment of £10.43 for every £1 invested - counting the first year only. Built on conservative SROI assumptions throughout, this is a strong, credible return for entrepreneurs, communities and the wider region.

Credible businesses created

In under a year, the nine Hidden Entrepreneurs secured £367,670 in investment, funding and commercial partnerships - including a paid partnership with a national healthcare provider, a national retail partnership (Viners/Morrisons), and acceptance onto Alder Hey Children's Hospital's innovation programme - with 77% securing investment, grant funding or revenue.

Deep individual transformations

Entrepreneurs consistently reported improved confidence, renewed purpose, reduced anxiety and better mental health, and stronger networks - independently valued at £307,839. All nine are continuing with their ventures beyond the programme year.

Innovative solutions to local health and care challenges

The programme created a new pipeline of solutions shaped by lived experience of the problems they address. Thousands of local people benefited directly, in person, during the programme year, and community-level outcomes account for the majority of total social value - strong early evidence that solutions built by those closest to the challenges reach people others miss.

A new layer of civic infrastructure

Citizen First mobilised 50+ civic, public, private and academic organisations across the Liverpool City Region around a single cohort - proof that a dedicated activation layer can connect lived experience to the institutions able to back it. The model is codified, on its third deployment, and independently evaluated twice - by the same team, using the same methodology (see Warren, 2023) - with an improving return, meriting expansion to other towns and city regions.

The Citizen First Model

> *"Citizen First is a reliable method for activating citizens. It creates a space that contains many of the ingredients that enthusiastic communities are often missing, so that people's ideas can 'harden' into successful ventures. The method is well-codified and evidenced, so it can be taken to a place and deployed in a way that funders know will generate a significant social return"*

- Plunkett (2026), How to activate citizen agency

Public Life's Citizen First model acts as a vehicle to enable people with lived experience of a problem - the "Hidden Entrepreneur" - to gain the skills, technological expertise, connections and time to come up with solutions to that problem. The model works because it brings together the two halves of community-led change that have never been properly connected.

The model has five elements, refined over multiple programmes:

1 Inclusive opportunity

a CV-less, open-call recruitment process that reaches deep into communities.

2 Financial stability

a year's Real Living Wage salary plus seed funding, removing the barriers to participation.

3 Meaningful support

small, tight-knit cohorts with a dedicated full-time business advisor.

4 Specialist expertise

training, tools and expert mentoring in business experimentation, alongside tech development support.

5 A powerful local network

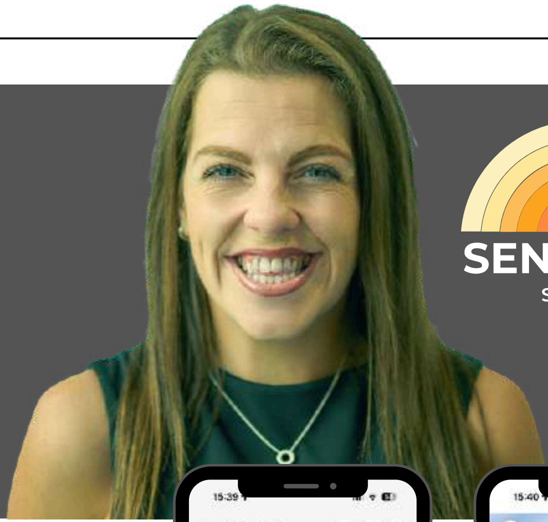
local institutions, public, private and civic, systematically mobilised around each entrepreneur, embedding their enterprise in the wider system from day one.

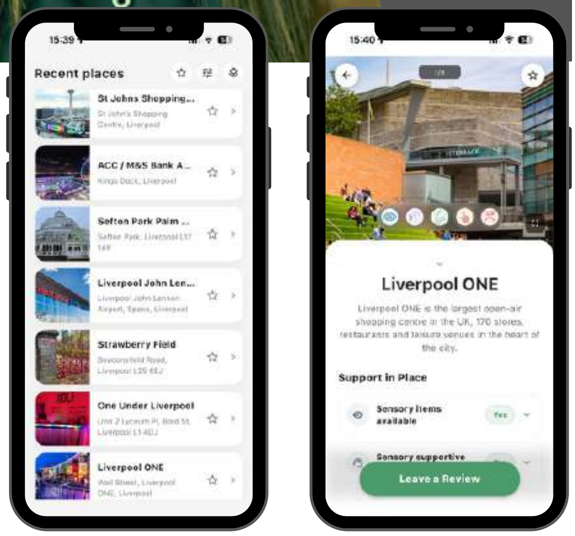
These elements are **designed to compound rather than simply add**: the salary enables full-time commitment; full-time commitment makes entrepreneurs credible, durable partners for local institutions; institutional engagement makes the ventures investable; and the accumulated relationships change what the place itself is able to do. **It is this causal chain - not any single element - that defines the model.**

The Liverpool City Region programme is **the model's third deployment:** developed through small-scale trials with housing associations in five English regions, forged into a year-long open programme in Essex in 2023 (Warren 2023) - independently evaluated by the **University of Essex** - and refined again for the Liverpool City Region.

The Entrepreneurs

Faye Boswell





Faye came to Citizen First after working as a travel agent on the high street in Liverpool. Having a sister and young nephew who are both neurodivergent, her idea grew from watching them struggle to plan days out - searching TripAdvisor for sensory reviews - until a trip to the Kennedy Space Centre, where a simple sign rating a ride's sensory impact, gave her the blueprint. She joined the programme with a concept but no tech knowledge and no route into the institutions that could make it real.

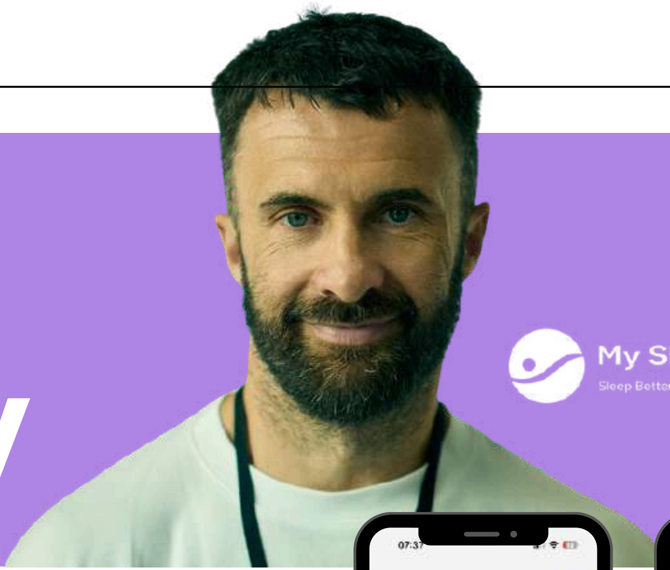
Twelve months later, Sensified Spaces is a functioning platform for neurodivergent people navigating public spaces. She has secured thirteen Liverpool City Region pilot partners, seven already active - which includes Liverpool John Lennon Airport, the M&S Bank Arena and Liverpool ONE - and the combined annual footfall of all 13 partners is more than 50 million people.

She was named 2026 Tech Climbers "Ones to Watch" in the Liverpool City Region and won Baltic Ventures Launchpad 2026. She has collected over 200 sensory surveys, a working app in testing, and a paid B2B pilot with a national healthcare provider across five clinics. Venues are already making tangible changes - creating new quiet spaces at large venues, impacting airport accessibility plans, and developing important staff training.

> *"The Citizen First LCR programme gave me far more than knowledge - it gave me belief, connections and the confidence to build something bigger than I imagined. Twelve months later, our beta app is being tested, we're working with major organisations to make public spaces more inclusive, and we're only just getting started!"*

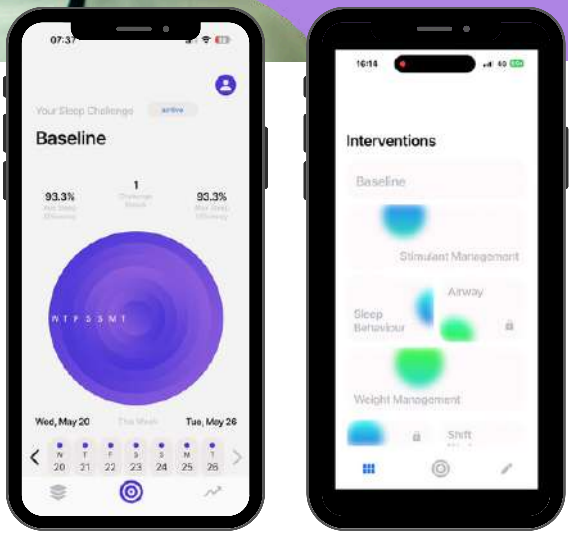
- Faye Boswell, Hidden Entrepreneur & Founder of Sensified Spaces

Sean Bailey



My Sleep Health

Sleep Better, Live Better



When Sean Bailey broke his spine, he was told he might never walk again. During a long rehabilitation he noticed that his neurological and physical recovery accelerated dramatically whenever he got deep, high-quality sleep.

Realising that 1 in 3 UK adults quietly battles chronic sleep issues, Sean knew he had found his mission. He initially opened a brick-and-mortar wellness clinic in Runcorn to help his community sleep better. But to scale his impact, he needed to go digital. He joined Citizen First to transform his hard-won insights into MySleepHealth - an AI-powered "sleep doctor in your pocket" explicitly designed for individuals navigating insomnia, ADHD, autism, and shift work.

In just twelve months, MySleepHealth has grown from a single local clinic into a digital health platform with an NHS trial pathway: the standalone mobile application is fully built and actively undergoing phase testing, with trials agreed in two NHS settings - the first test of the platform in clinical use. Furthermore, Sean has successfully unlocked critical external investment and grant funding to secure the venture's commercial future, and has been accepted onto Alder Hey Children's Hospital's prestigious innovation programme.

> *"Before Citizen First, I knew sleep validation could transform lives because it literally saved mine - but I had no idea how to scale it. This programme didn't just give me financial stability; it gave me the technical expertise and institutional backing to dream bigger than a single clinic. Today, we've built the app, secured capital, and are entering the NHS alongside Alder Hey. Citizen First took a lived experience born out of personal trauma and helped me forge it into an innovation that will help thousands."*

- Sean Bailey, Founder of MySleepHealth

The Entrepreneurs

> *"Each of the entrepreneurs was marrying their lived experience to a powerful idea. The progress in just nine months really had been astonishing."*

- Peter Hyman, co-founder of School 21; former adviser to Tony Blair and Keir Starmer.

Leanne Lucas

Leanne was the yoga teacher who survived the July 2024 Southport attack. She is building a social business to replace sharp-tipped kitchen knives with rounded ones - a single design change that aims to reduce knife-related harm at its source.

LET'S BE BLUNT
REMOVE THE POINT

Where it stands:

CIC established; national partnership with Viners, the Liverpool-based UK knife manufacturer; rounded-tip knives carrying her message launched across hundreds of Morrisons supermarkets nationwide in March 2026.

Frankii Panchoo

As a local hairdresser, Frankii saw how people with mobility challenges are quietly excluded from something most take for granted - around 80% of UK salons are inaccessible in some way. She is building the UK's first fully accessible mobile salon to bring the high street to them.

HAIR : ANYWHERE

Where it stands:

First prototype van designed and built; currently in pilot, with plans to scale to a national fleet.

Ceara Byrne

Inspired by how nature transformed life for her own son, Ceara runs nature- based wellbeing programmes for children in a once-neglected woodland, with a particular focus on those with special educational needs.

Where it stands:

Sessions sell out weekly, with thousands participating in person over the past year; social investment secured to launch the Laurel's Wood Academy for young people at risk of becoming NEET.

Katie Bowater

As a young founder herself, Katie saw how lonely and challenging setting up a business can be. She has built Young Entrepreneurs Club, the UK's first network for founders under 35, combining business support with mental wellbeing.

Where it stands:

Over 30 events engaging 350 young people over the past year; the YEC app built to grow reach; a subscription membership launched and now generating revenue.

Mat Richards

Excluded from physical activity as a disabled child, Mat is building the inclusive sport experiences he wished he'd had - combining accessible activity, media and immersive technology, co-designed with disabled people.

Where it stands:

Funding secured and revenue generated; business delivering regular sessions in community settings, including a local school and a care home.

Abeer Al-awlaqi

A registered nutritionist, Abeer saw women struggling silently with menopause symptoms they didn't understand - particularly in minority ethnic communities like her own, where women are around 65-70% less likely to receive HRT. She has built a culturally informed menopause and nutrition service delivering 1:1 clinics, community programmes and workplace partnerships.

Where it stands:

Funding secured; new paid-for offer developed and piloted.

Lorcan McGuinness

Lorcan has been building robots in his bedroom since he was 16. He joined Citizen First to turn that passion into robots that improve people's lives.

Braywell Robotics

Where it stands:

Working prototype robotic arm built; applications being explored with the Royal Liverpool Hospital, including improving working conditions in surgery. The programme has led him to choose further study alongside his business ambitions, to deepen the expertise behind the business.

Outcomes

Individuals

The most striking outcomes across the nine 1:1 interviews relate to confidence, sense of purpose, reduced isolation and mental health. Not all entrepreneurs experienced every outcome, nor to the same extent, but all nine reported improvement. Participants moved from feeling excluded from elite networks to actively belonging within them - gaining access to spaces, relationships and institutions they had never imagined possible. All nine are continuing with their ventures beyond the programme year. Wellbeing outcomes for the entrepreneurs were valued at £307,839; the assumptions are set out in the methodology section.

> *"I went from our first event in September - a room of about 20, 30 people - and I'll never forget how nervous I was... At the start of the programme I had the opportunity to go on BBC Radio Merseyside. I had a panic attack... and I did it. And it was amazing. Over time, by just doing it anyway, I've built up this strength."*

- Entrepreneur 2 - Improved Confidence

> *"It's made me a lot more entrepreneurial. It's made me... A lot more open-minded and... basically knowing that there's funding pathways available, which I didn't previously know about because I've been in a job."*

- Entrepreneur 9 - Improved employability

> *"It feels nice to be recognised. And to feel like you're moving towards something... it makes me feel positive because I feel like I'm moving towards something."*

- Entrepreneur 6 - Improved Sense of Purpose

> *"I used to get so much anxiety going to contracted jobs. I'd have panic attacks. I was on medication for my anxiety, which I've managed to come off this year through running my business and being on the programme."*

- Entrepreneur 2 - Improved Mental Health

Community

Social value extends well beyond the nine entrepreneurs. Thousands of local people benefited directly, in person, from the ventures during the programme year - on the health and care challenges they face: people seeking sleep support through Sean Bailey's clinic and app, families at Ceara Byrne's woodland wellbeing sessions, venues changing practice for neurodivergent visitors following audits by Faye Boswell's business and platform, and the young founders at Katie Bowater's Young Entrepreneurs Club events.

Community-level outcomes account for the majority of the programme's total social value: each venture has become its own vehicle for community change. The wider modelled reach across the nine ventures, and its treatment in the SROI, is set out in the methodology section.

> *"It's so nice that it started with Liverpool because we're a city that often gets overlooked... we don't normally get things like this and we don't normally get opportunity like this."*

- Entrepreneur 8

> *"Public Life's distinct role is in supporting nascent social entrepreneurs - those on the front line, often with lived experience of the challenges faced by their communities. By nurturing their skills and resilience, Public Life enables these entrepreneurs to develop their organisations and create meaningful impact. This focus on grassroots leadership is crucial, as it brings innovative solutions from those closest to the issues."*

- Mark Swift, Wellbeing Enterprises

Place

Our research found that the Citizen First process successfully activated citizen agency - and, with it, the place around it. This finding draws on the 1:1 interviews with the entrepreneurs and programme staff, and on the engagement reported by the partner organisations themselves - they described actively finding applicants, opening doors, providing pro-bono support or backing the ventures over the course of the year.

Before the programme, the city region had people living its health and social challenges who held the business ideas to tackle them - entrepreneurial talent that business support was not reaching - and institutions willing to back that talent but with no way of finding it. The programme connected the two.

The open call created a route in: applications outnumbered places 24 to one; 87% of applicants had direct experience of economic disadvantage; and against Census 2021 baselines the final cohort was more representative than the region itself on gender (67% women vs 50%), disability (33% vs 22%) and ethnicity (22% Black, Asian or minority ethnic vs 13%).

More than 50 organisations across the Liverpool City Region were activated around the cohort - finding applicants, opening doors, providing pro-bono support, and now backing the ventures as investors, customers and delivery partners - among them the Combined Authority, the University of Liverpool, Alder Hey Innovation, Liverpool FC Foundation, Liverpool John Lennon Airport and dozens more.

> *"It is great that the Combined Authority is supporting Citizen First... From an LCR perspective, we always want to back our citizens - those people at the grass roots have got some of the best ideas and innovation is in the very DNA of LCR."*
>
> - Cllr. Liam Robinson, Leader of Liverpool City Council and Cabinet Member for Public Service Innovation

> *"Citizen First embodies exactly what our Liverpool 2031 Strategic Framework sets out to achieve... by connecting our world-leading expertise in data science, health and care research with the real needs of our city region, the programme turns academic strength into tangible economic, social and health benefit for the communities we serve. It is a powerful demonstration of the University as a civic anchor and shows what the University of Liverpool can accomplish when excellence and purpose move together."*
>
> - Dr Annemarie Naylor MBE, Director of HealthTech and Innovation Growth, University of Liverpool

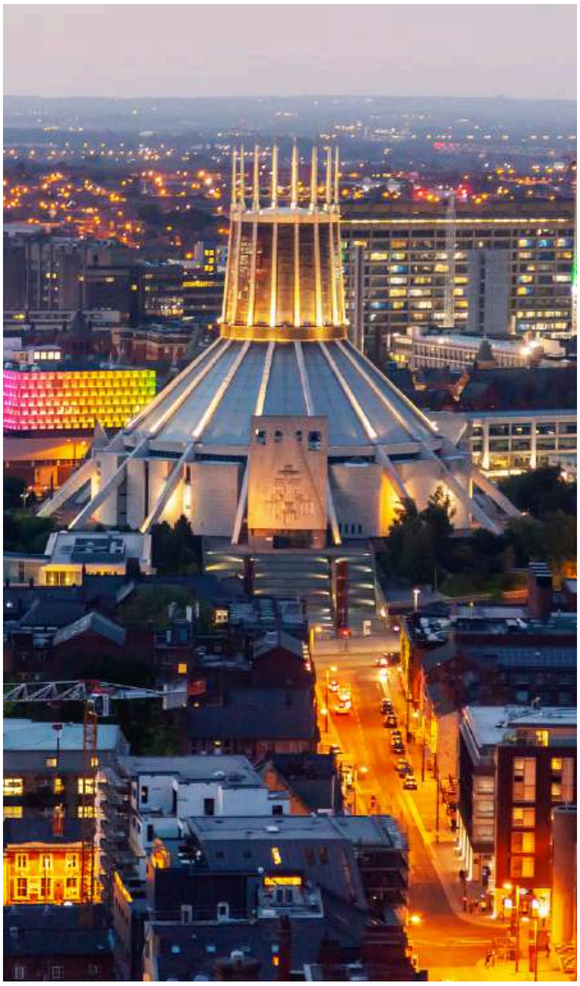
> *"Something really struck me, which was that the people living social issues are almost never the people actually supported to come up with the solutions they need. There's almost always like the experts or wherever it is kind of developing the solutions."*
>
> *- PL Staff*

Place

The University of Liverpool's engagement went beyond co-funding: entrepreneurs received expert technical support from its Virtual Engineering Centre and Civic Health Innovation Labs - the apps described in this report, for example, were built with that support. This reflected the programme's design as an integral part of the city region's Health and Life Sciences Innovation Zone: the VEC and CHIL together brought engineering, digital and health-innovation expertise that few early-stage founders can access. Their hands-on support ranged from the development of apps and robotics prototypes to digital mapping, data visualisation, websites and accessible technology. Entrepreneurs greatly valued having access to these bodies of expertise who helped translate their visions into a technology-enabled reality.

Because entrepreneurs were salaried and full-time for a year, institutions could commit to them with confidence - and by the end of the year the programme had become a pipeline into the city region's existing provision. That began with the applicants: those not selected were routed into local authority business support. The ventures followed: several entrepreneurs secured backing from Kindred; Faye Boswell won Baltic Ventures' 2026 Launchpad; and Sean Bailey's MySleepHealth was accepted onto the innovation programme at Alder Hey Children's Hospital - home to the UK's largest hospital-led innovation centre.

This is the gap the model fills. Support to start a business exists, and support to grow an established one exists; between them lies what enterprise policy calls the 'valley of death' - the unpaid stretch between an idea and an investable business, which typically requires private means to cross. Citizen First bridged it - a salaried, supported year for people with lived experience of the challenges but not the means to attempt it - and connected them to the institutions able to back what they built. Not just a development process, but a missing layer of civic infrastructure.



The Impact of a Salary

A distinguishing feature of Citizen First is a full-time Real Living Wage salary for each entrepreneur - a marked departure from traditional accelerator models, which rarely fund salary costs.

Its first effect is on who can participate at all: almost all entrepreneurs said they would not have started, or continued, their ventures without it. This is the clearest evidence of additionality in the evaluation: the outcomes described in this report largely would not have occurred without the programme. Paying a salary has wider benefits too: it legitimises lived experience as a resource.

Its second effect is on what participation produces. Because entrepreneurs could commit full-time for a full year, local institutions could invest in relationships with them; several interviewees described entrepreneurs becoming focal points around which organisations gathered. The salary's value therefore accrued to the institutions as well as the individuals. If a body is serious about lived-experience-informed venture creation, a salary is not optional.

> *"I think the salary is the best part of it. Because when do you get paid for a year's freedom? [...] who quits a full time job to do something that you want to do? No one does that."*
>
> *- Entrepreneur 1*

> *"So the money is a safeguard. But the introductions, the technology access, and... the kind of wraparound support, all of that is, can't really be quantified in value, but it's significant."*
>
> *- Entrepreneur 4*

> *"The salary has been literally the cushion on the roller coaster seat, but you're still on a roller coaster. It's been the padding, but it's not, you know, it's not made the roller coaster any less sort of thrilling and sometimes terrifying."*
>
> *- Entrepreneur 7*

> *"So, the salary was probably the main foundation for applying to the programme [...] No, I won't have done it if I didn't have the salary because I had to have a wage to live essentially."*
>
> *- Entrepreneur 9*

> *"I've seen lots of incubators and accelerators in the city. They're all short term, they're all kind of 6 to 8 weeks and the excitement when people were kind of hearing that it was a 12 month salary, they could give their day jobs up."*
>
> *- PL Staff*

Evaluation Methodology

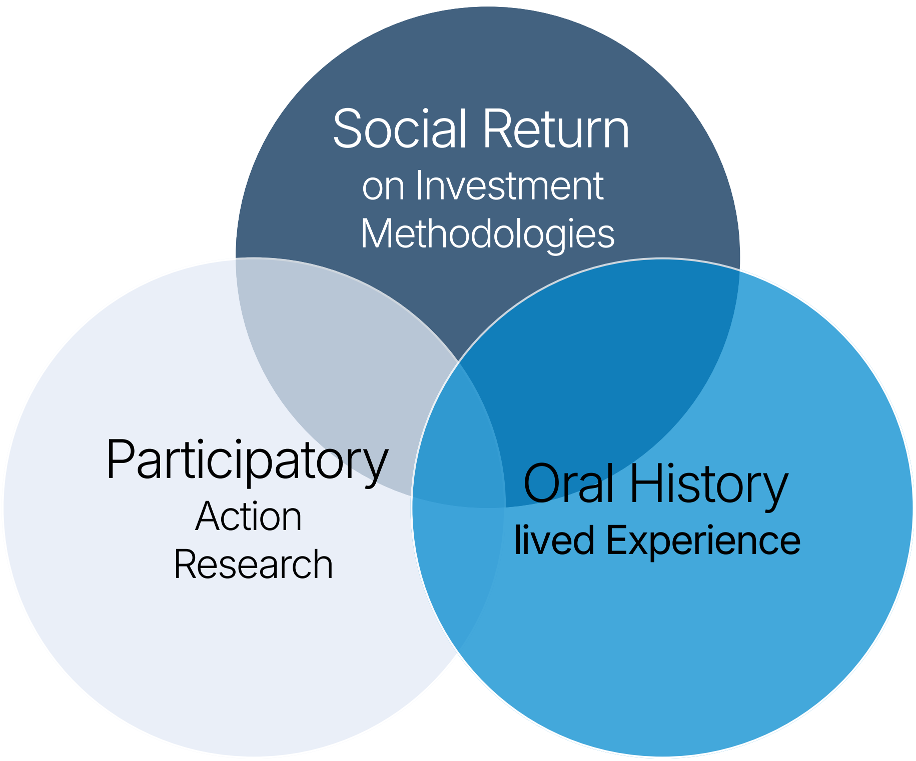
The living impact model

To evaluate this project, the independent team of researchers used the Living Impact Model. This is a cutting edge tripartite approach which is able to show the social impact of transformative projects beyond what would usually be captured in accounting and accountability.

Social return on investment (SROI)

SROI attributes financial value to outcomes not usually captured in traditional accounting, such as confidence, wellbeing and skill development. Some outcomes are easily valued - a higher wage, access to transport. Others - confidence, health, belonging - are harder to quantify directly, but still produce real financial effects: better overall health reduces NHS burden, cuts time off work, and increases economic contribution.

By identifying financial proxies for these effects and comparing them against what people have invested, SROI produces a ratio of total benefits to total investment - cost-effectiveness for stakeholders, both direct and indirect.



Participatory action research (PAR)

PAR is a collaborative approach in which researchers and participants investigate an issue together, treating participants as co-researchers with lived expertise rather than subjects of study. It grounds findings in real-world experience and ensures the evaluation captures what genuinely matters to those most affected.

Oral history

Oral history focuses on the breadth of an individual's life leading up to a particular event - here, participation in Citizen First - making it well suited to establishing lived experience before, during and after the programme.

Whose change are we measuring?

Stakeholders Included in Analysis	No.	Involvement	What outcomes have we measured? (indicative - not all outcomes included)
Hidden Entrepreneurs	9	1:1 interviews Supplied data	• Increased confidence • Identity shift • Mental Health Improvements • Reduced Isolation • Increased skills • Increased sense of belonging
Economic & Venture Outcomes	-	Reported data	• Investment/revenue from ventures • Pro-bono support • Future employment (based on venture)
Community Members engaged in events	260	Reported data	• Increased community engagement/ learning something new
Local people benefiting directly, in person, from the ventures during the programme year	444,392 (between all 9 entrepreneur projects)	Modelled from entrepreneur-reported data	• Improved sleep; wellbeing through nature-based programmes; safer, more accessible venues; inclusion in sport; menopause understanding; skills and confidence for young people
Staff	3	1:1 interviews Reported data	• Sense of purpose • Increased skills
Partner Organisations	50	Reported data	• Mobilisation of place • Value of programme bringing people into engagement • Positive impact on life from support offered
Funders - rest of the investment to run the programme including staff salaries	-	Reported data	N/A

Some stakeholders sit outside this year-one analysis - entrepreneurs' wider families, downstream venture customers, institutions' own service users - and represent an opportunity for future longitudinal research.

What are our assumptions?

These are the assumptions behind the description of the analysis as conservative: substantial deductions for what would have happened anyway (deadweight), for the contribution of others (attribution) and for displaced activity, with most community outcomes counted for a single year and cut by 50-100% thereafter.

Entrepreneurs - personal outcomes

(confidence, identity, mental health, isolation, skills, belonging)

deadweight	displacement	attribution	drop-off	duration
10-22%	0-10%	0-20%	50-100%	1-3 yrs

Financial Proxy Sources
HACT Social Value Bank; Measure Up wellbeing values

Entrepreneurs - venture outcomes

(investment/revenue, pro-bono support, future employment)

deadweight	displacement	attribution	drop-off	duration
25-30%	0-20%	10-20%	100%	1 yr (starting in the period after activity)

Financial Proxy Sources
Actual investment and pro-bono amounts reported; Measure Up (employment)

Community members

(engaged in events)

deadweight	displacement	attribution	drop-off	duration
10%	20%	10%	100%	1 yr

Financial Proxy Sources
Measure Up (attending cultural/learning events)

Local people

benefiting directly, in person, from the ventures during the programme year

deadweight	displacement	attribution	drop-off	duration
10-25%	0-25%	0-25%	50-100%	1-2 yrs

Financial Proxy Sources

HACT; Measure Up (in some cases applied at 20-50% of the full proxy for conservatism); bespoke proxies for novel outcomes (e.g. £3.51/hour derived from the Measure Up mental-health value; benchmarked campaign and training costs of £3 and £56 per head)

Staff

deadweight	displacement	attribution	drop-off	duration
17-30%	0%	0%	100%	3 yrs

Financial Proxy Sources

Measure Up (50% of life-satisfaction proxy); HACT vocational training

Partner Organisations

deadweight	displacement	attribution	drop-off	duration
10%	0%	0%	50-100%	1-2 yrs

Financial Proxy Sources

Cost-based proxies (three Real Living Wage roles; usual market rate of expertise); Measure Up volunteering

The inputs to this analysis are the £500,000 cash investment. Partner contributions in kind - including the University of Liverpool's technical support and pro-bono support from partner organisations - are not monetised as inputs: mobilising such support is a designed outcome of the model, and equivalent support would be sought locally in any future deployment.

How much social value did they generate?

This figure represents the total social value generated by each stakeholder group, after deadweight, displacement, attribution and drop-off discounts:

Stakeholders	Value Generated (multi-year present value)
Hidden Entrepreneurs	£307,839
Economic & Venture Outcomes	£491,394
Community Members engaged in events	£522,288
Local people benefiting directly, in person, from the ventures during the programme year	£3,504,291
Staff	£42,525
Partner Organisations	£346,758
Total Generated	**£5,215,095**

This table shows the total present value of the social value generated by each stakeholder group, after deadweight, displacement, attribution and drop-off discounts, with each outcome's value distributed across its assessed duration (between one and three years) and discounted to present value at 3.5% per HM Treasury Green Book guidance. The rows sum to the total present value of social impact of £5,215,095 - equivalent to a net present value, after deducting the original £500,000 investment, of £4,715,095, and a social return on investment of £10.43 for every £1 invested.

If you would like a copy of the final SROI calculations, including full figures, indicators, outcomes - including deadweight, displacement, attribution and drop off - please contact Professor Rebecca Warren at rebecca2.warren@northumbria.ac.uk

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