

THE KIRKWOOD SUPPORT LIFE SOCIAL VALUE REPORT 2024



Shining a spotlight on the incredible work of our retail teams. Our charity shops are an important part of the communities we serve, providing a place to donate and purchase pre-loved fashions and goods at affordable prices.

01484 557 900

thekirkwood.org.uk

The Kirkwood-21 Albany Road, Dalton, Huddersfield, HD5 9UY

Registered Charity No. 512987

[Facebook](#) | [Twitter](#) | [Instagram](#) | [YouTube](#) | [LinkedIn](#)

Section 1

WHO ARE WE?

The Kirkwood help to improve the lives of people affected by any life limiting illness in our local communities, supporting them to improve their quality of life and remain as independent as possible. Our shops in Kirklees help to raise over £2 million each year to support local families affected by any life limiting illness, when and where they need it.

Our retail department consists of 20 shops including four donation centres and an online/eBay store. We have a fantastic team of paid and voluntary staff who work tirelessly to ensure we offer great quality items at great prices. Customer service is at the heart of what we do, and every shop is a hub within their community.



Top image: The Kirkwood Shop - Honley
Bottom Left: Bradford Road
Bottom Right: Slaithwaite

SOCIAL VALUE AND SOCIAL RETURN ON INVESTMENT (SROI)

2.1 What is social value?

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. As a result, things that can be bought and sold take on a greater significance and many important things get left out.

Social value is a broader definition of value that includes the worth or importance stakeholders place on changes to their wellbeing that are not captured through financial transactions. Within the context of a social value evaluation (like this SROI) we describe social value as the quantification of the relative importance people place on the changes they experience.

2.2 About SROI

Social Return on Investment (SROI) is a framework for measuring and accounting for this much broader concept of value. It seeks to reduce inequality and environmental degradation and improve wellbeing by ensuring that any analysis of value centres the evaluation of social impact.

SROI measures change in ways that are relevant to the people or organisations that experience or contribute to it. It tells the story of how change is being created by measuring a range of context-specific outcomes and uses monetary values to represent them. This enables a ratio of impacts to costs to be calculated. For example, a ratio of 3:1 indicates that an investment of £1 delivers £3 of social value.

SROI is about value rather than money. Money is simply a common unit and as such is a useful and widely accepted way of conveying value.

THE SOCIAL VALUE OF CHARITY SHOPS

In 2023 the Charity Retail Association (CRA) published a report called 'The Value of Giving Back - The Social Return of Charity Shops' (<https://www.charityretail.org.uk/social-value-and-social-return-on-investment-sroi-of-charity-shops/>). This was a social return on investment evaluation of charity shops in the UK that set out to describe the value generated by the sector beyond that which is captured in financial terms. The research determined that charity shops in the UK generated £75.3 billion of social value at a cost of £10.3 billion in January-December 2022. This means that for every pound invested in a charity shop there is a social return of £7.35.

3.1 The 'average' charity shop

To undertake the research the evaluators established the concept of an 'average' charity shop. Through desktop study a series of research reports and market analysis activities were analysed. Qualitative research gathered feedback from a sample of charity shops and shop chains that represented a range of different settings. An online survey gathered structured feedback from a representative sample of charity shop stakeholders. This combined data pool was used to estimate averages for data points like the average cost of running a charity shop.

3.2 SROI methodology

CRA's SROI evaluation of UK charity shops were conducted following the framework outlined in the publication 'A Guide to Social Return on Investment' (2012), produced by the Cabinet Office of the UK Government (<https://socialvalueuk.org/resources/a-guide-to-social-return-on-investment-2012/>). The CRA's SROI calculator used to produce the figures in this report for our organisation is based upon that methodology. Key points to note are:

- Outcomes are valued by stakeholder group. Representative samples of these stakeholder groups were used to establish common outcomes for individuals in each group. The outcomes reported and valued by these different stakeholder groups are the ones used to create the values in the calculator.
- The financial valuations used are based on a wellbeing valuation for the sense of 'giving back (to others)' (a detailed technical paper on this wellbeing valuation is available from the CRA website: <https://www.charityretail.org.uk/social-value-and-social-return-on-investment-sroi-of-charity-shops/>).
- Values have already been adjusted within the model to account for how much of each outcome was caused by the contribution of other organisations or people; and whether these could have happened anyway if there were no charity shops.

£118 MILLION + TOTAL VALUE (SOCIAL RETURN)



- K** Team - £109,234
- Volunteers - £1,035,806
- Customer - £70,323,286
- Donors - £46,596,506

TEAM MEMBERS

feel like they are 'Giving Back' to the planet

£23,937

feel like they are 'Giving Back' to others through their work

£31,131

they feel part to their community

£27,932

VOLUNTEERS

feel that they are 'Giving Back' to others through their work

£330,827

feel closer to their community working in our shop

£293,235

say their self-confidence has grown at The Kirkwood

£160,772

CUSTOMERS

felt excitement from the shopping experiences in our shops

£12,553,165

felt that charity shop staff met them with friendliness and compassion

£13,467,656

feel that they are 'Giving Back' to others through their shopping

£18,146,058

SHOP DONORS

feel like they are 'Giving Back' to the planet

£9,905,874

feel like they are 'Giving Back' when they donate items

£16,285,643

feel the shop teams meet customer with friendliness and compassion

£10,191,003

THE SOCIAL VALUE OF THE KIRKWOOD

The Kirkwood is using SROI to enable us to report on the social value generated by our 18-charity shop chain.

Using the CRA's SROI calculator we have calculated:

A total of £118,064,832 of social value generated by our shop network.

4.1 Stakeholders

Stakeholders are people, organisations, or entities (e.g., the environment) that are affected by or affect our activity. For the purposes of this SROI and in line with the findings from the primary research we have focussed on 4 groups of stakeholders: staff, volunteers, customers, and donors.

Stakeholders	Number of stakeholders
Staff (full-time equivalent)	41.0
Volunteers	326
Customers	33,379
Donors	40,274
Transactions	355,977

4.2 How the figures have been calculated.

- Reporting period: April 2022- March 2023
- Where we had our own data about stakeholders that data has been used. Where we did not have data on a stakeholder group then their population sizes have been estimated. These estimations are based on national averages calculated in the primary research conducted on behalf of CRA.

4.3 Outcomes

Outcomes are the changes experienced by those stakeholders due to engaging with our activity - in this case that engagement is working in, buying from, or donating to charity shops. A full list of outcomes experienced by each stakeholder group is detailed in the following subsections of the report.

4.3 (a) Quantity of outcomes

The following tables describe the number of people in each stakeholder group experiencing each of the outcomes.

Outcomes for staff	Number of people experiencing this outcome
More empathy	14
Feeling that I am 'giving back' to others	23
Feeling that I am 'giving back' to the planet	19
More self-confidence	12
Feeling adequately compensated financially for work	15
Feeling more distress (from H&S concerns)	7
Feeling part of a community	20
More financial choice and independence	8

Outcomes for volunteers	Number of people experiencing this outcome
More empathy	58
Feeling that I am 'giving back' to others	212
Feeling that I am 'giving back' to the planet	107
More self-confidence	93
Feeling adequately compensated financially for work	7
Feeling less distress (from H&S concerns)	20
Feeling part of a community	178
More financial choice and independence	13

Outcomes for customers	Number of people experiencing this outcome
Feeling that I am 'giving back' to others	21,282
Feeling that I am 'giving back' to the planet	20,759
Feeling part of a community	10,678
More financial choice and independence	10,604
Excitement from the shopping experience	15,457
Feeling that charity shop staff meet me with friendliness and compassion	11,500

Outcomes for donors	Number of people experiencing this outcome
Feeling that I am 'giving back' to others	26,017
Feeling that I am 'giving back' to the planet	20,725
Feeling part of a community	10,436
More financial choice and independence	3,969
Excitement from the shopping experience	4,851
Feeling that charity shop staff meet me with friendliness and compassion	8,966

4.3 (b) Causality of outcomes

Every SROI asks a series of questions about 'causality' that affect the valuation of any outcomes described by stakeholders. These questions include "what would have happened anyway?" and "who else contributed to the change?" In the SROI methodology these concepts are referred to as deadweight, attribution, displacement and drop off (in addition to duration). In the model for calculating the value described in this report all values have been discounted to consider the answers to these questions. This is based on the research conducted in the CRA's SROI evaluation and a full breakdown of the discounts applied can be viewed in the CRA's report.

4.3 (c) Total value of outcomes

The CRA's SROI evaluation, and therefore the model underpinning their calculator, used a valuation technique called 'anchoring'. The relative importance of the outcomes as expressed by stakeholders themselves was anchored to a wellbeing valuation of the outcome 'giving back (to others)' (see SROI methodology). The benefit of using an anchoring technique is that the relative importance of the outcomes to stakeholders is given priority over separate valuations and valuation techniques for different outcomes. This eliminates the risk of not showing the value of the different outcomes relative to the other outcomes that were analysed.

The following tables describe the value of each outcome experienced by each stakeholder group.

Outcomes for staff	Value of each outcome
More empathy	£13,103
Feeling that I am 'giving back' to others	£31,131
Feeling that I am 'giving back' to the planet	£23,937
More self-confidence	£9,543
Feeling adequately compensated financially for work	£2390
Feeling more distress (from H&S concerns)	-£2553
Feeling part of a community	£27,932
More financial choice and independence	£3,750
TOTAL	£109,234

Outcomes for volunteers	Value of each outcome
More empathy	£70,900
Feeling that I am 'giving back' to others	£330,827
Feeling that I am 'giving back' to the planet	£137,509
More self-confidence	£160,772
Feeling adequately compensated financially for work	£4,893
Feeling less distress (from H&S concerns)	£24,535
Feeling part of a community	£293,235
More financial choice and independence	£13,136
TOTAL	£1,035,806

Outcomes for customers	Value of each outcome
Feeling that I am 'giving back' to others	£18,146,058
Feeling that I am 'giving back' to the planet	£13,381,223
Feeling part of a community	£6,410,433
More financial choice and independence	£6,364,750
Excitement from the shopping experience	£12,553,165
Feeling that charity shop staff meet me with friendliness and compassion	£13,467,656
TOTAL	£70,323,286

Outcomes for donors	Value of each outcome
Feeling that I am 'giving back' to others	£16,285,643
Feeling that I am 'giving back' to the planet	£9,905,874
Feeling part of a community	£4,429,408
More financial choice and independence	£1,754,787
Excitement from the shopping experience	£4,029,791
Feeling that charity shop staff meet me with friendliness and compassion	£10,191,003
TOTAL	£46,596,506

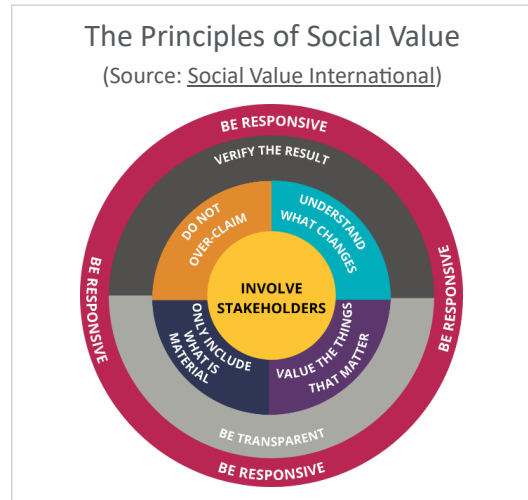
Total value of all outcomes aggregated for all stakeholder groups	
Staff - Total value	£109,234
Volunteers - Total value	£1,035,806
Customers - Total value	£70,323,286
Donors - Total value	£46,596,506
TOTAL Value (Social Return)	£118,064,832

CONCLUSIONS

The social value principles close with Principle 8 which is 'Be Responsive'. In our preparation for and through the use of the CRA's calculator, we have learned our retail shops are far more than a shop. This report highlights this. Our shops create a safe and caring environment for customers, donors, and volunteers.

Volunteering in our shops has many benefits, from confidence building and work experience to friendship.

Our shops are at the heart of the communities and provide a place to reuse items and avoid landfill, creating a sustainable environment for future generations. Using the CRA calculator has enabled us to quantify just how much impact our shops have on all our customers, staff, volunteers, and donors.



THE KIRKWOOD AT ITS BEST

"I have long advocated the additional benefits that a charity retail operation provides to both its parent charity and the wider community. The new toolkit provided by the Charity Retail Association has enabled us to demonstrate this beyond a shadow of a doubt and I'm very pleased to publish the results relating to The Kirkwood" **Paul Freethy-Head of Retail**

"The social impact of our shop, which is in a very multicultural community, are many. We have people who come to the shop to talk and release some of their stress and loneliness. Other customers genuinely come to us because they cannot afford to buy what they do at high street prices."

Paddock Shop Deputy Manager

"We have developed our community links by sharing items we do not sell in the shop with them—we send sanitary products, baby products and school uniforms to the local Jubilee Welfare Centre. In addition, games we do not sell are donated to the local school to assist them with their teaching and recreation."

Shop Deputy Manager

"Working at the Kirkwood has enabled me to have a sense of belonging to a wider community. Within our shop specifically we work together like a family not just colleagues through the bad, the good and the ugly - never alone, always supportive of each other. That also extends to our customers who shop regularly and so become part of our extended family."

Kirkburton Deputy Shop Manager



"Being new to the village 7 years ago I found a way to meet people and be useful. I still feel the same even now."

Volunteer at Kirkburton

"I needed to do some work and I wanted to support a worthy cause locally. It turned out it supported me too." **Volunteer at Kirkburton**

"I love working for The Kirkwood and helping to support the hospice but also supporting and helping the community with the wide range of items I sell in my shop, hearing people's stories of why they want to help the hospice is also lovely to hear. I enjoy the variety my work brings and all my customers that bring continued support." **Bradford Road Shop Manager**

"I like to volunteer at The Kirkwood because I can meet and greet new people (which helps my social skills) and help to keep things tidy and in place in the clothing department (which helps my organisational skills)" **Bradford Road Shop Volunteer**



"I started working in the shop because I saw how wonderful The Kirkwood cared for my friend." **Holmfirth Shop**

"Volunteering at The Kirkwood helps me build confidence and self-esteem." **Holmfirth Shop**

"Volunteering at The Kirkwood helps you understand diversity." **Holmfirth Shop**

"I like being part of a team and I get a lot of satisfaction from the role." **Holmfirth Shop Volunteer**

"Volunteering helps me combat my anxiety." Holmfirth Shop Volunteer

"Volunteer helps me gain experience for my job search." **Holmfirth Shop Volunteer**

"As someone with a disability it provides me with a sense of purpose and work." **Holmfirth Shop Volunteer**

"Volunteering gives me motivation, a sense of worth." **Wyke Shop Volunteer**

"Volunteer to me means belonging, it's another family and I love feeling part of something." **Wyke Shop Volunteer**

"Just because I'm old doesn't mean I'm finished I've still lots to give." **Wyke Shop Volunteer**

"It's my way to give back to The Kirkwood after all they did for my family." **Wyke Shop Volunteer**

