



# A SOCIAL RETURN ON INVESTMENT (SROI) STUDY

2023



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## ABOUT

The Roundhouse works with over 8,000 young creatives aged 11 to 30 each year in a range of projects spanning music, performing arts, broadcast and digital, as well as through a dedicated programme for freelancers and creative entrepreneurs.

We offer high-quality, creative opportunities in world-class facilities, alongside wrap-around youth work, for all young people. Each year, we spend around £3.3m on this whole programme and we have plans to double the number of young people we work with each year to 15,000.

One creative strand of our work is our Broadcast and Digital Programmes (BDP). Projects include digital masterclasses, podcast producer programmes and an intensive 7-week programme in live TV, broadcast and film. We invest around £85,000 each year on project delivery in BDP.

We undertook a Social Return on Investment (SROI) study with Social Change UK to look at BDP, dividing the research into two strands; film and digital projects and audio projects.

SROI not only demonstrates the economic return of activities, but also evidences their wider social and environmental impact and worth.



# RESULTS

**£42.25**

**For every £1 invested in film and digital projects, £42.25 of social value is created**

**£21.88**

**For every £1 invested in audio projects, £21.88 of social value is created**

**£2,876,168**

**of social value is created in film and digital projects**

**£889,648**

**of social value is created in audio projects**



## FILM / DIGITAL OUTCOMES

Young people experience a range of professional and personal benefits, demonstrating the incredible impact on career progression, social support and individual development which returned high social value. The most significant changes for young people in the film and digital strand included:

- having evidence for their showreel
- connection with creative industries
- gaining technical skills which they now apply in their careers
- increased confidence and resilience to pursue a career in film/TV.

## AUDIO OUTCOMES

Audio projects also produced a range of positive outcomes. The outcomes demonstrate the many ways in which young people are supported to move into audio or radio careers and develop their personal and creative growth. Young people gained particular value from:

- having assurance that they can competently lead their own work
- pride in their completed work
- self-belief in their creative ability
- the range of transferrable skills gained, such as public speaking
- being endorsed by the Roundhouse.



“These incredibly high values show the phenomenal impact creative projects can have on young people - from self-belief to securing work. We shouldn’t underestimate the importance of young people having access to creative opportunities at every stage of their development. Young people gain valuable technical and transferable skills; for many, free participation is key to career opportunities in the creative industries.

“When everyone has equitable access, we can raise the creative potential of the whole of the UK and generate millions of pounds worth of social value.”



**DEREK RICHARDS**  
**HEAD OF BROADCAST AND DIGITAL**  
**ROUNDHOUSE**

# LEARNINGS



Value was lost in some areas because of negative outcomes experienced by young people. These included stress of the projects, managing a variety of deadlines, and also stepping out into freelance opportunities without the relevant administrative knowledge and skills. As a result, Roundhouse has committed further time and resources:

Our in-house youth work team provides holistic support for young people on projects. This research showed that we can do more to support young people with financial aspects of taking part in projects.

Roundhouse Works, opened in 2023, is helping help with that next step, supporting young people to turn their creativity into a career. The new space has a dedicated workspace and a variety of studios and opportunities to develop careers - from how to do your tax returns to inspiring talks with industry professionals in the Self Made Series.



# METHODOLOGY

Whilst calculating SROI for each of the two project strands, the data was continually assessed according to the core Principles of SROI to ensure a robust evaluation of the project activities.

The project began with an initial scoping phase to critically assess secondary research relating to the activities, including case studies and prior evaluation data, and stakeholder mapping. Primary research then included a series of surveys with past project attendees as well as tutors to understand what has changed. Participants were recruited through Roundhouse information-sharing channels, newsletters and organic social media posting.

Using further qualitative research from telephone interviews with attendee stakeholders, the changes were refined into well-defined outcomes. Following this, a final survey for value consultation along with analysis of national valuation databases enabled the generation of social value proxies for each of the outcomes. Finally, SROI was calculated accounting for factors such as deadweight, attribution and displacement and drop-off using the information gathered throughout the research period.





# BACKGROUND

## SOCIAL CHANGE

Social Change UK is a behaviour change agency working with Government, businesses, brands and the public sector.

You can [find out more about their approach to SROI here.](#)

## SROI

SROI is a methodology for measuring and accounting for changes that are relevant to those impacted and resulting from given activities.

Through consultation with stakeholders, the approach involves generating financial proxies for the social value created or destroyed, to help strategic planning by highlighting key changes which could help to optimise impact.

From the final ratio, it can also be understood how much net value is created or destroyed relative to the investments made.

