

Social impact in transportation

The case study of Rural Transportation Accelerator



the Rural Design Centre
Company limited by guarantee

CATAPULT
Connected Places

Rural Design Centre

Facilitating positive change
for rural communities

- **Research driven**
- **Human centred**
- **Adaptable by default**



Nick Devitt

Head of Design
Rural Design Centre

On this project

Researching the social impact of rural transport innovation



On this project

The plan:

Establish and measure the social impact:

- 8 innovation projects
- 9 month accelerator
- 6 month trials
- Multiple users and stakeholder groups



The project team



Jamie Campbell

Design Research
Lead
Rural Design Centre



Lovisa Erikson

Senior Social
Researcher
Connected Places
Catapult



Nick Devitt

Head of Design
Rural Design Centre



Ben Fisher

Head of Projects
Rural Design Centre



Steve Close

Social Research and
Innovation Lead
Connected Places
Catapult

The rural transport innovators

MOTOCARGO®

BETA
streets

 UrbanTide

 intelligen

 You. Smart. Thing.

 CIVIL
WATER
MANAGEMENT


mobilityways

 alchera
TECHNOLOGIES

 the Rural Design Centre

What we did

What we did

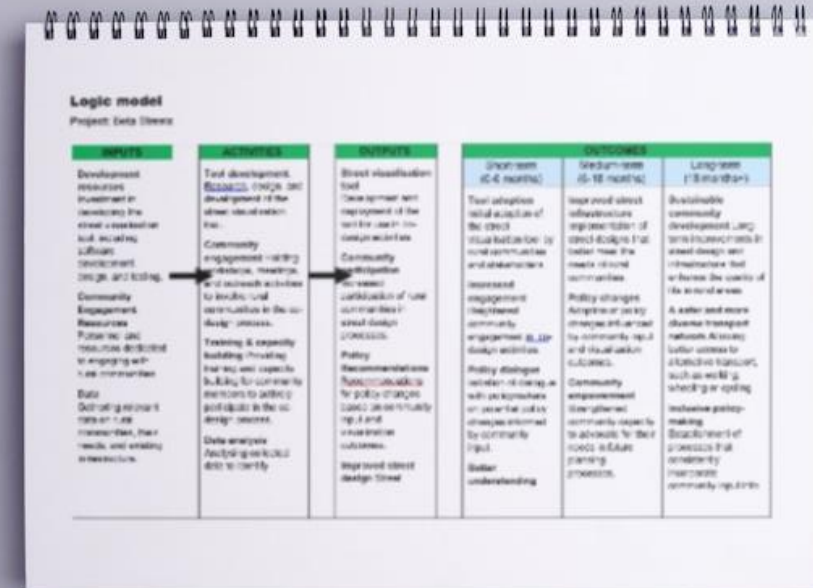
**Analysed each of the 8
projects to understand
the proposed social
outcomes**



What we did

Created logic models

- Inputs
- Activities
- Outputs
- Outcomes



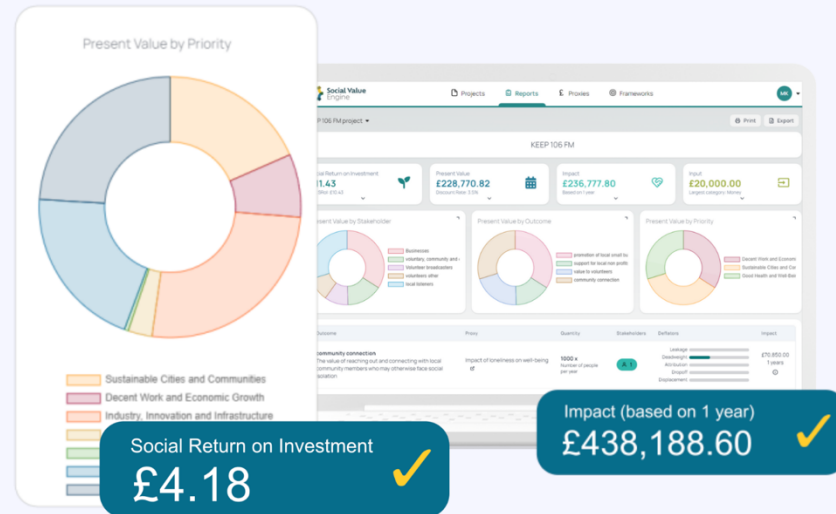
What we did Decided how to measure the impact

Measure and evidence
social value with the Social
Value Engine

The UK's only accredited solution to **accurately and transparently**
measure the social value of your initiatives.

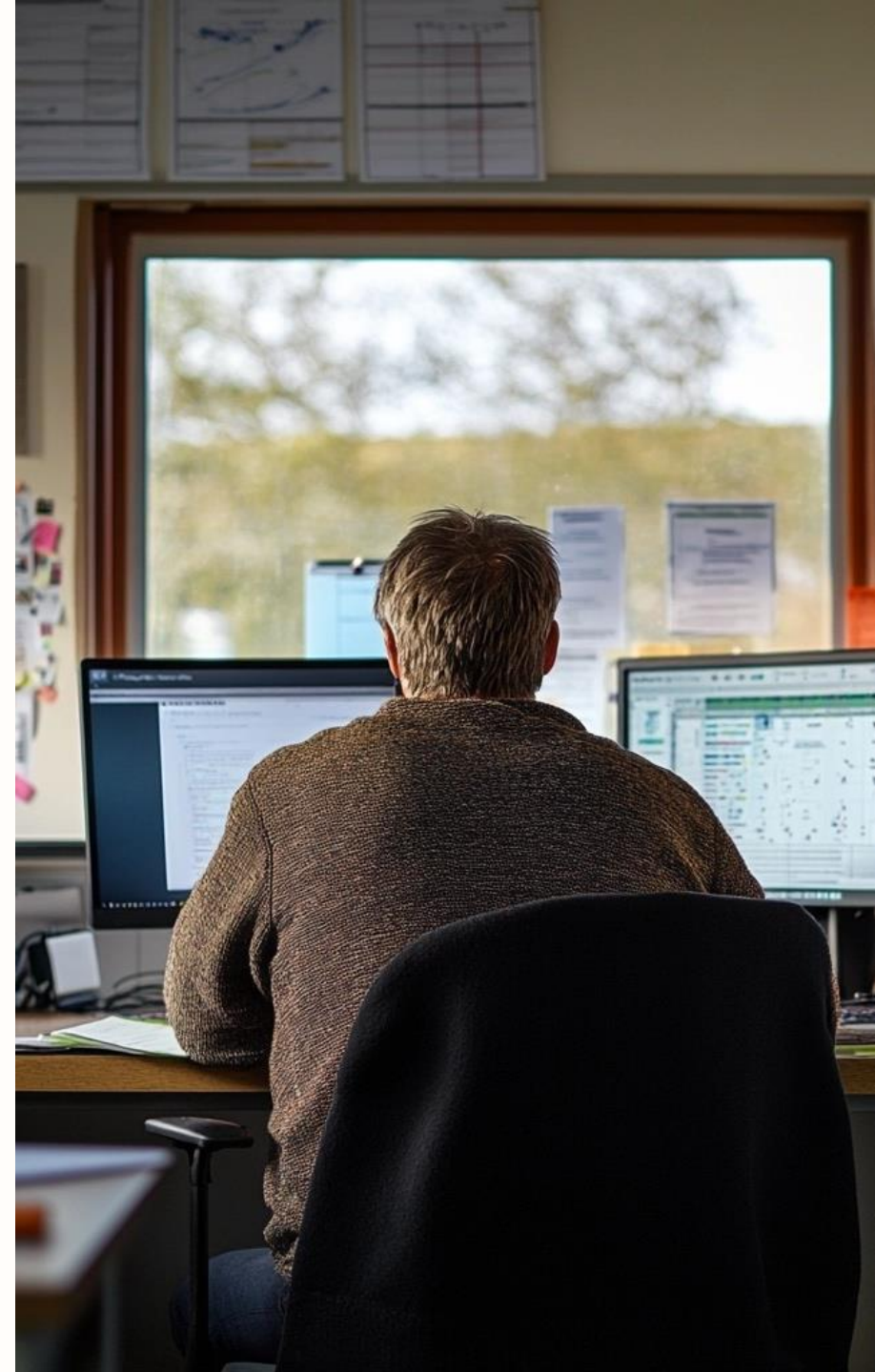
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[Book a Demo](#)



What we did

**Established what to
measure for each
project, linking
outcomes to
proxies...**



Example outcome

Example outcome

**People who walk
and ride more
because of footpath
improvements**



Outcome

**People who
walk and ride
more because
of footpath
improvements**



Proxy

**The value
of frequent
moderate
exercise**

The £ values are based on existing research.



**Outcomes varied
between projects
Some crossed over
all the projects**

**Collaboration with
other organisations**

Multiplier effect

**RSC customers and
staff who engaged in
using the platform**

**Engagement in
community feedback**

**Improved relationship
between Local
Authority and the
community**

**People who walk and
ride more because of
the improved path**

**Preventing the
footpath from flooding**

People feeling better

Example outcomes and impact values

Key findings

Social value created

Inputs	£150,000
Impact (Based on 10 years)	£453,298.46
Social return on investment	£2.78 per £1.00

Individual outcomes and impact values

Achieved outcome	Social impact value (£)
People who have visited green space because of the path improvements	9,315.43
People who walk and ride more because of the improved path	148,585.31
CO2e saved in footpath product and process	1,950.00
People who use the path via bicycle instead of driving	111.59
Preventing the footpath from flooding	118,799.99
Collaboration with partner organisations	32,065.87
Engagement in community feedback	21,600.00
Innovation support	2,370.24
Multiplier effect	118,500.00

Outcomes where there was no proxy



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Outcomes where there was no proxy

**We found values that
related to outcomes**

Outcomes where there was no proxy

**We found values that
related to outcomes**

**And added them to the
Social Value Engine**

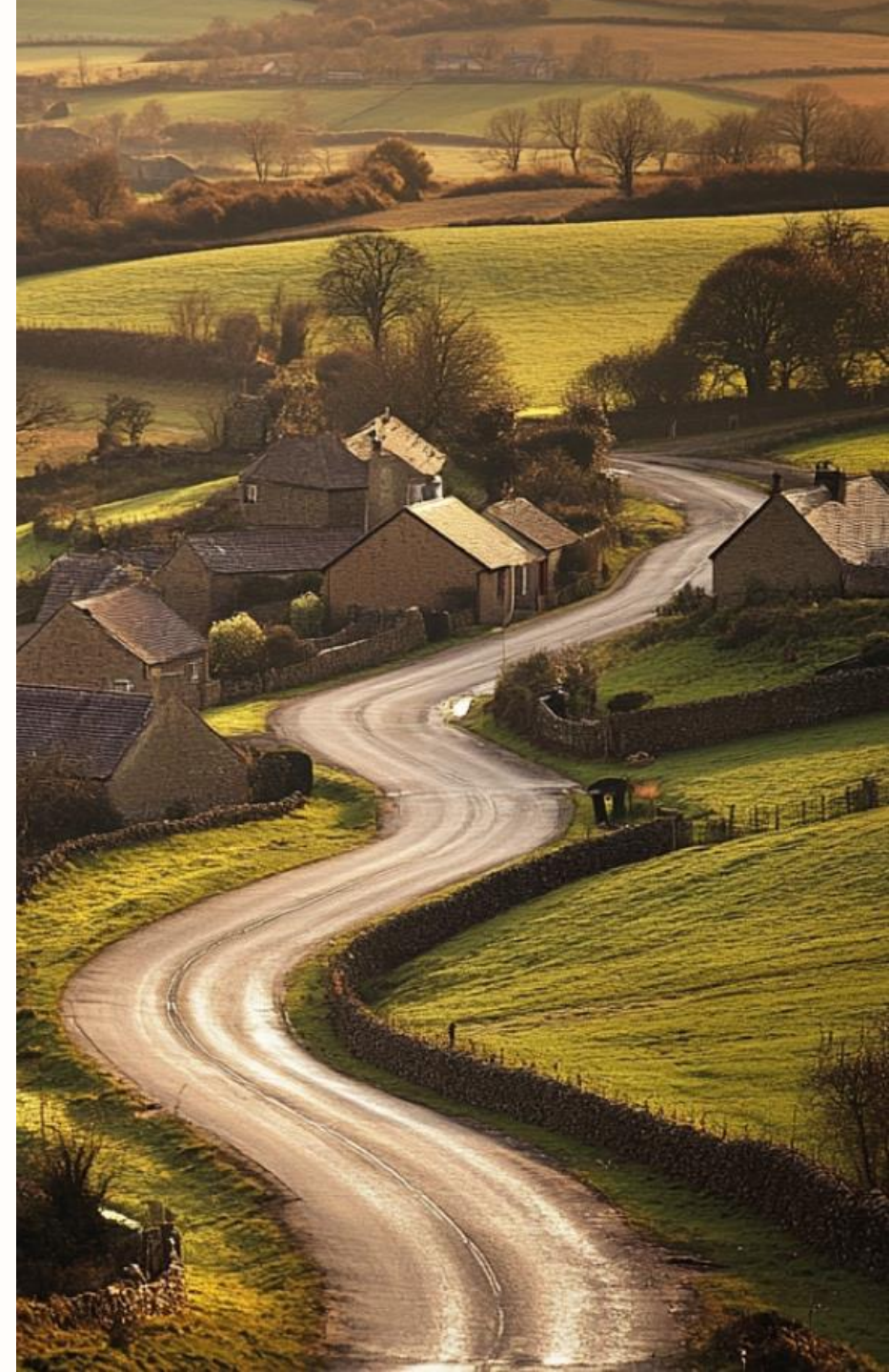
How the trial plans changed



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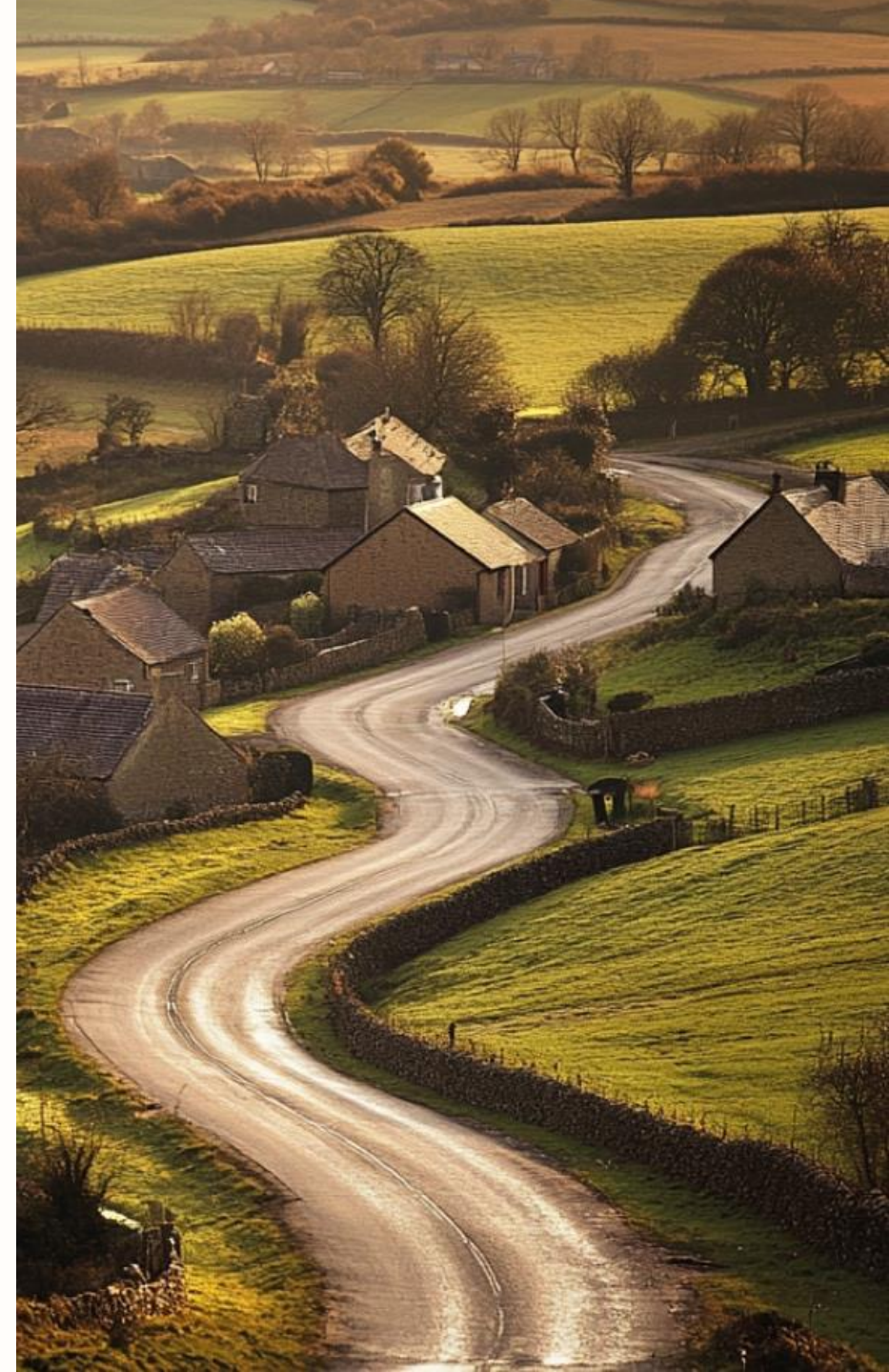
How the trial plans changed

- **Timelines**
- **Priorities**
- **Politics**
- **Places**



How the trial plans changed

Constant iteration was essential



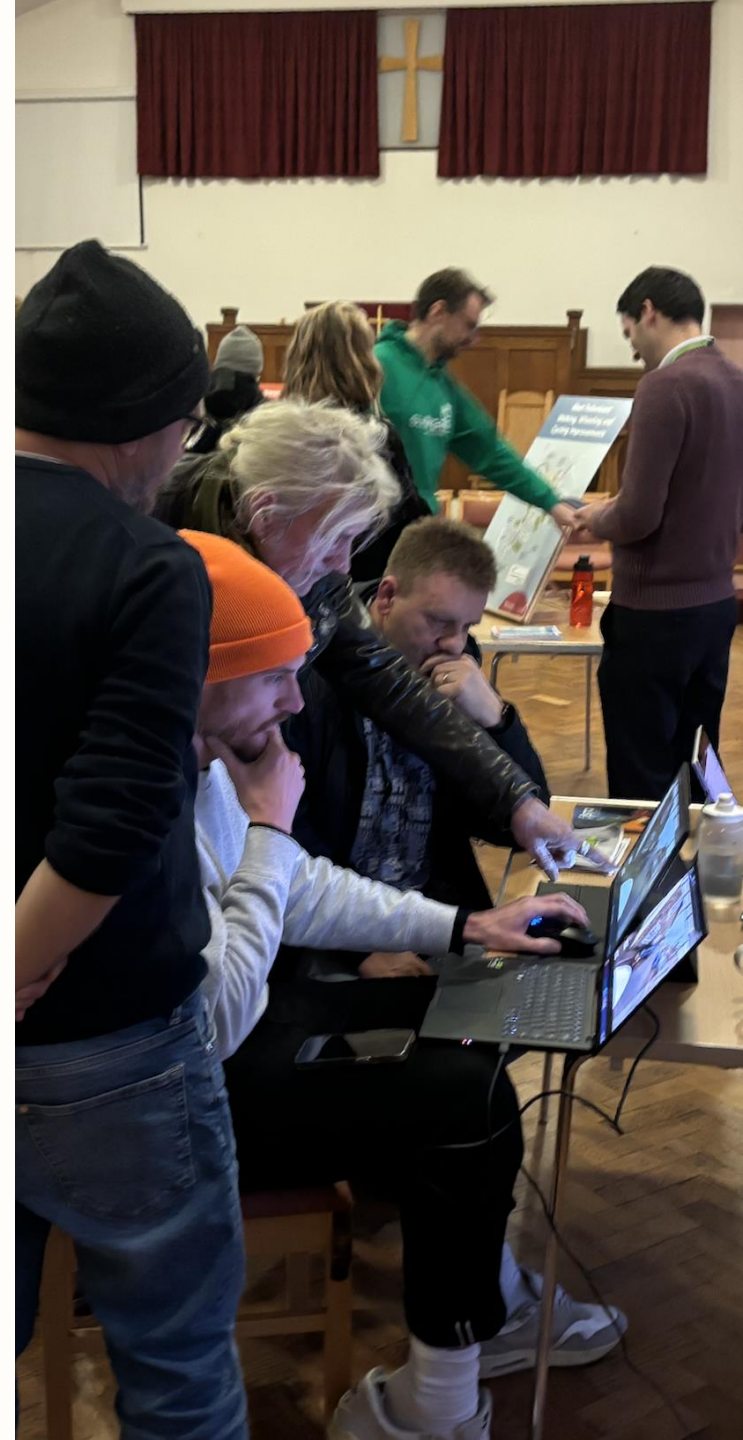
How we worked with the project teams



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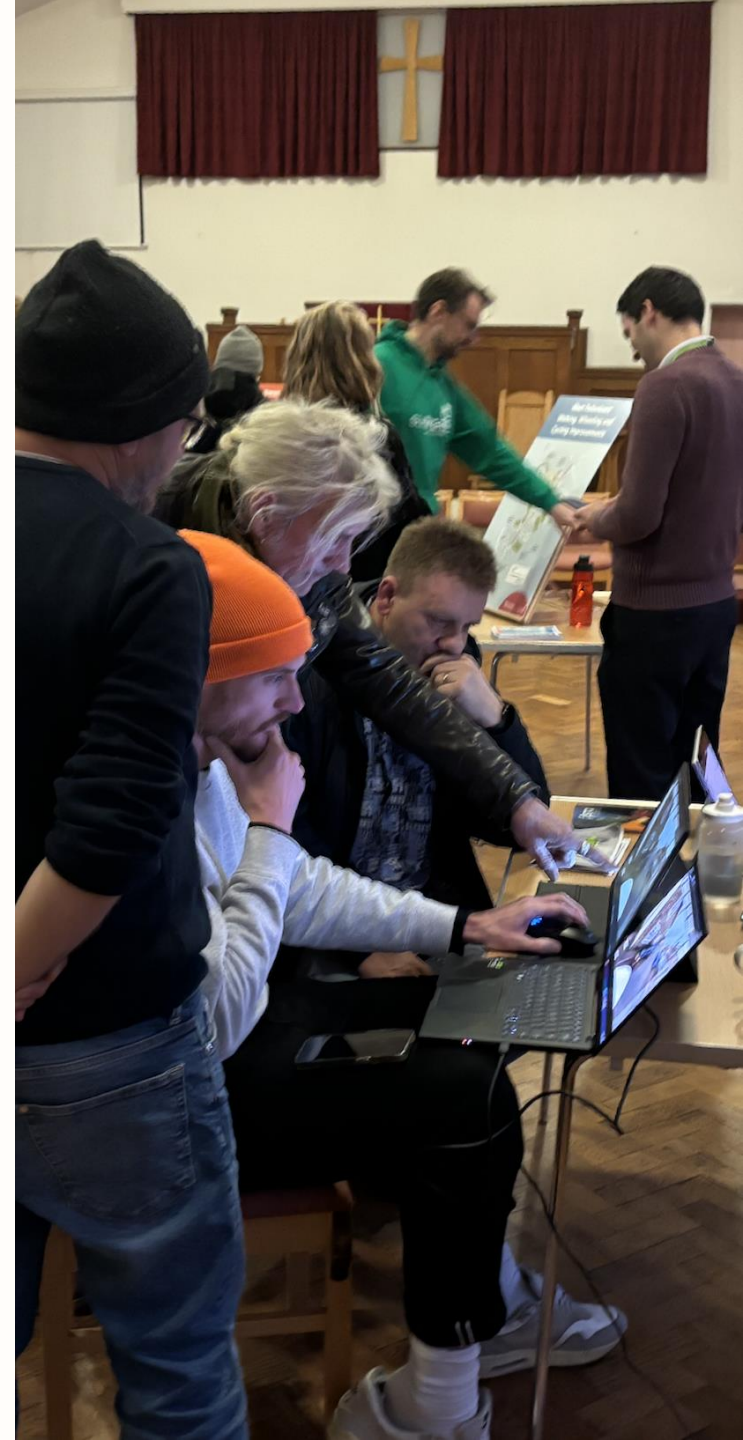
How we worked with the project teams

- **Supported data gathering**
- **Calls and online meetings**



How we worked with the project teams

- **Observing public engagement**
- **Pillar support reviews**



Reports

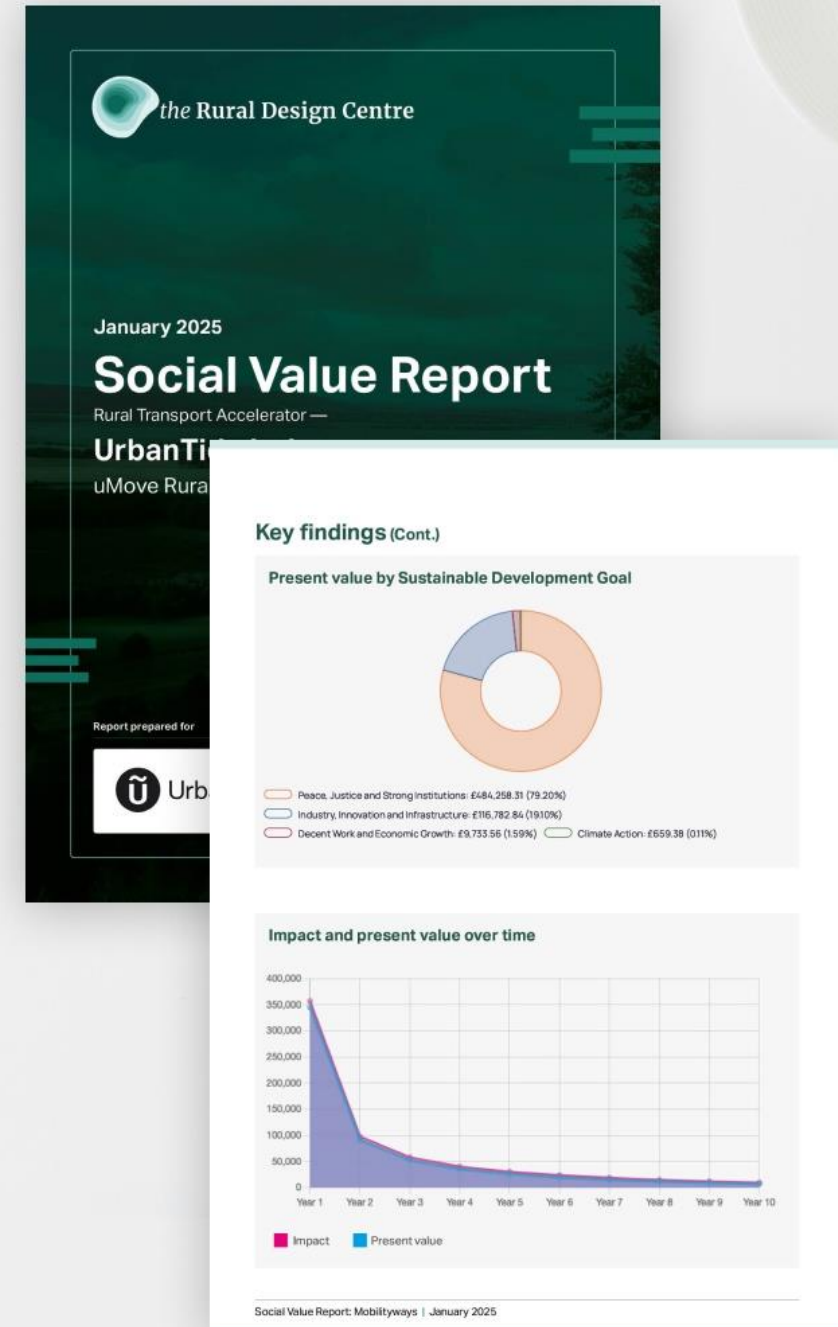
Reports

**Evaluated /
forecasted the
impact for each
project**



Reports

Shared the reports to help the SMEs build on what they know



What we learnt

(about measuring social
value of innovation projects)



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What we learnt

- **Measuring impact isn't easy, but it's worth doing**
- **Negative outcomes are just as valuable to know about**

What we learnt

- **User research is essential**
- **Use tools to help with the calculations**
- **It's a team sport**

What we learnt

**It's more of an art,
than a science!**

To conclude

To conclude

**According to the research, the
Social Return On Investment for
the project is estimated to be
£2.98 per £1.00 spent.**

To conclude

**The real impact will be
seen in rural communities**

To conclude

**Creating impact is a journey,
and these projects are just
getting started...**

Thanks to...

Thanks to...

**All the people who
gave their time, energy,
advice and insights**

Thanks for listening

