

Executive Summary

# DRIVING SOCIAL INCLUSION

A Social Return on Investment analysis  
of Vantastic Rental Service



## KEY QUESTIONS AND OBJECTIVES

DO WE MAKE A DIFFERENCE?

CAN WE PROVE IT?

HOW MUCH OF A DIFFERENCE DO WE MAKE?

ENABLE STAKEHOLDERS TO PARTICIPATE IN PLANNING AND DECISION MAKING

# €1 = €2.40 SOCIAL RETURN ON INVESTMENT

## INTRODUCTION

As a social enterprise, we exist for a social good and to make a difference in communities. Vantastic Rental Service is one of the wheelchair accessible transport solutions we offer. To better understand the difference this service makes we needed to be able measure its impact on the service users.

Like all of Vantastic's fully accessible transport services, the Rental Service operates to provide our members with the means to ensure an independent lifestyle, a prerequisite to enabling them to participate in normal activities of daily living, i.e. work, education, health, leisure and social events. The existence of our service is, however, not a validation of its worthiness, requirement or the difference it makes.

Given that the fully accessible Rental Car Service is the most recent addition to our transport services, we felt that it was important to undertake an exercise to answer the obvious questions and also to enable the members and beneficiaries of the rental service to participate in the planning and decision making for the future of the service. To achieve this, Vantastic undertook an in-dept Social Return on Investment (SROI) analysis of our Rental Service.

This executive summary outlines the impact generated by the Rental Service during the SROI analysis period from September 2017 to September 2018. We are delighted that in this analysis has shown that every €1.00 invested in the Vantastic Rental Service results in a social return on investment of €2.40.

### **On behalf of the Vantastic Project Advisory Group**

*Professors Mary Lee Rhodes and Sheila Cannon  
Trinity Centre for Social Innovation Trinity Business School, Trinity College Dublin*

As researchers in the wider non-profit, social enterprise and public sectors, we believe that the value of this report goes beyond Vantastic and its stakeholders. The non-profit sector in Ireland has a long history and wide-ranging scope, with Benefacts - Ireland's database of non-profits - currently reporting around 30,000 organisations in the sector.

These organisations have been chronically unacknowledged and undervalued for the important roles they play in communities, in public services, in improving people's lives, and in influencing social change. Part of the reason for this is the difficulty in measuring and communicating their impact. Their value is sometimes described, but very rarely quantified.

This SROI evaluation responds to that gap in practice by providing a detailed analysis of how to rigorously identify, measure, quantify and document the social value of non-profit activity.

## BACKGROUND

### VANTASTIC RENTAL

Vantastic was established as a registered charity and social enterprise in June 2000. Vantastic has a social mission to provide accessible transportation services for people with permanent or temporary mobility difficulties, physical and sensory disabilities, and works with individuals with wheelchairs, older people with mobility impairments, service providers and key statutory agencies.

The Vantastic Wheelchair Accessible Car Rental Service (or Vantastic Rental) is based on a membership model where clients can hire from a shared pool of rental cars owned and maintained by Vantastic. This is a cost-effective alternative to members owning their own car, particularly when that car is used infrequently.

Vantastic Rental makes it easier for members to rent a wheelchair accessible car for going away on holidays, attending health appointments, visiting family or friends, and going on nights out. Vantastic offers another two accessible transportation services in Ireland, which were not part of the scope of this SROI evaluation.

### SOCIAL RETURN ON INVESTMENT

With inspiration from traditional economic approaches, such as Return on Investment and Cost-Benefit analysis, SROI is a modern method to quantify and evaluate the impact generated by Vantastic for our target groups and communities.

Vantastic has chosen SROI to evaluate our Rental Service because it is a principle-based approach for measuring extra-financial value and allows us to independently assess our impact on stakeholders, identify ways to improve performance and enhance the performance of our investment into the Rental Service.

This SROI was independently assured by Social Value UK to verify the results and ensure the analysis shows a good understanding of, and is consistent with, the seven principles of Social Return on Investment.

### SEVEN PRINCIPLES OF SROI

- 1 **Involve stakeholders**
- 2 **Understand what changes**
- 3 **Value the things that matter**
- 4 **Only include what is material**
- 5 **Do not over-claim**
- 6 **Be transparent**
- 7 **Verify the result**

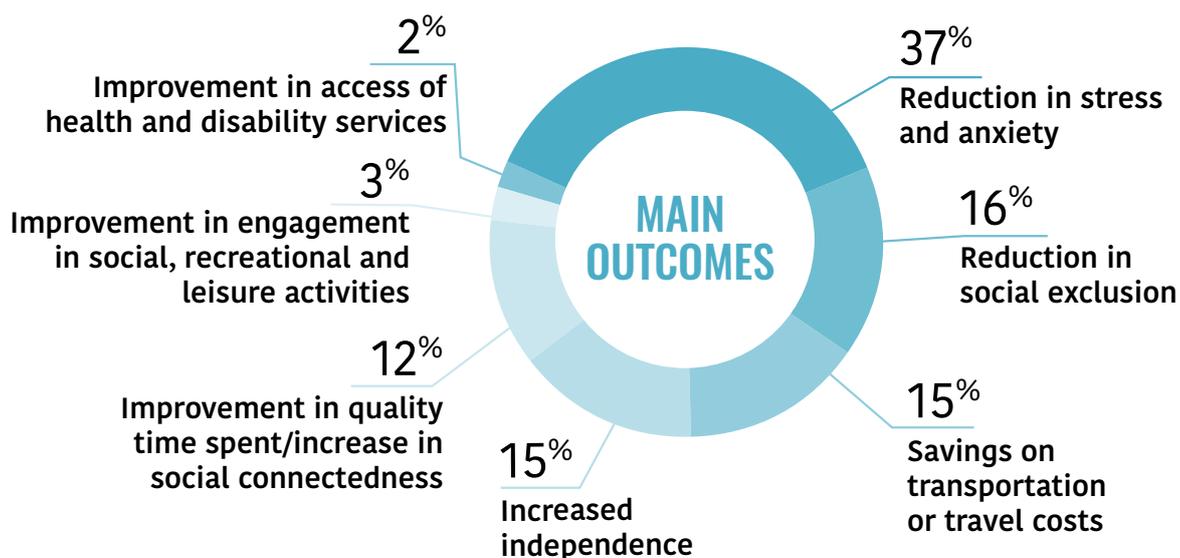
# SOCIAL RETURN ON INVESTMENT OF VANTASTIC RENTAL

€1 = €2.40

SOCIAL RETURN RATIO

240%

SOCIAL RETURN ON INVESTMENT



Vantastic Rental makes everything much more accessible and easier for our staff.

Taking a taxi is very expensive! It costs me about €100 to travel to the hospital and back.

There is no doubt about how using the rental car makes me feel more independent.

It was really good for our family to have a chance to get out and travel together.

# PARTICIPANTS

165/300

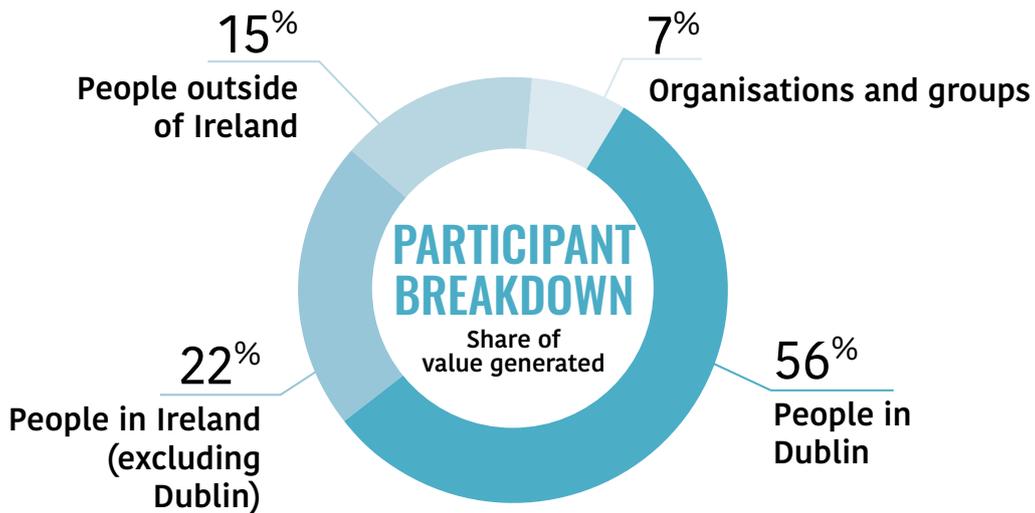
MEMBERS WHO PARTICIPATED IN SROI

55%

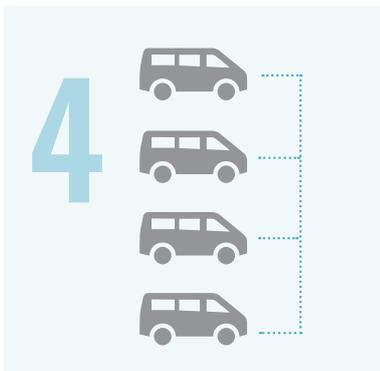
MEMBER ENGAGEMENT

## TYPE OF RESPONDENTS USING VANTASTIC RENTAL CAR

A father or mother	51%
A son or daughter	16%
Myself	10%
A brother or sister	5%
A family member	5%
A friend	5%
A husband or wife	4%



## AVERAGE RENTAL



On average members will rent four times in a year

## SHARED RESOURCE



15 different members will use each rental car in a single year

## NOMINATED DRIVER

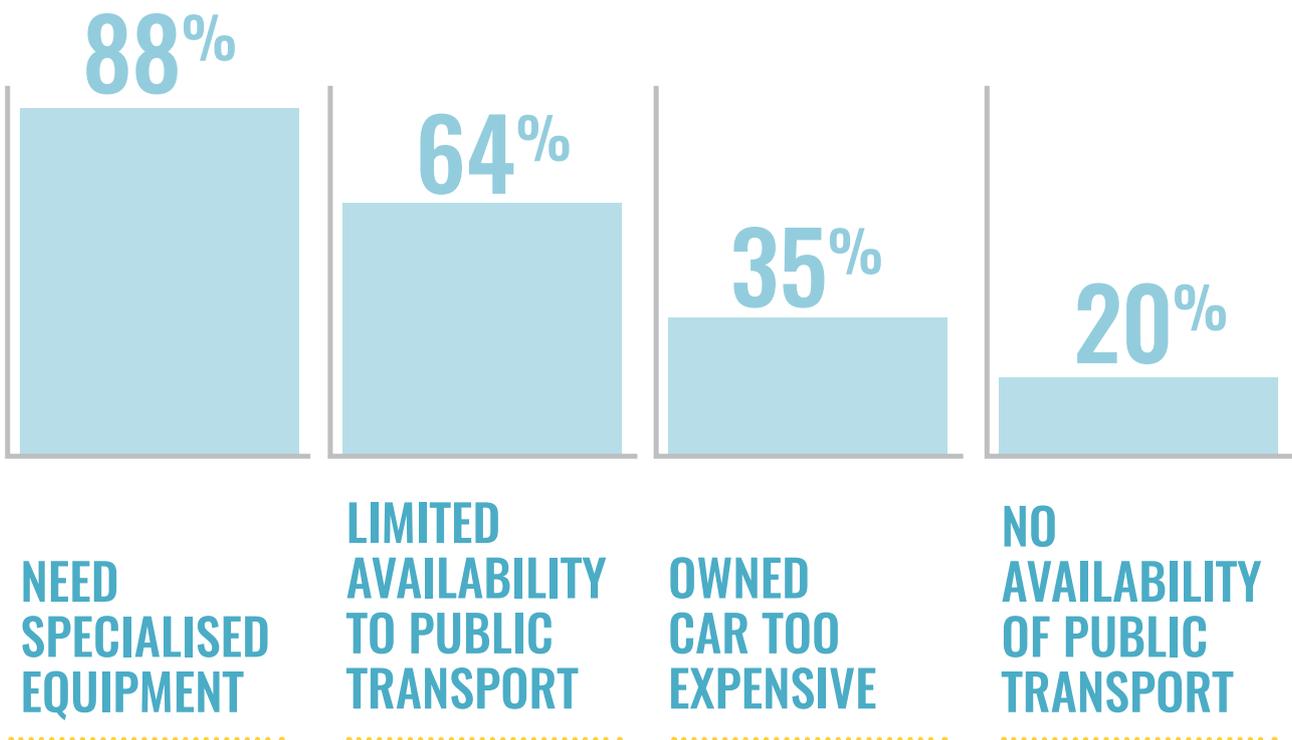


On average there are two nominated drivers for one member

# TRANSPORT BARRIERS

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## Types of Transport Barriers



People don't understand that you can't be spontaneous when you're in a wheelchair.

When waiting for a bus, it can either be too full of people or there may already be someone with a wheelchair on board.

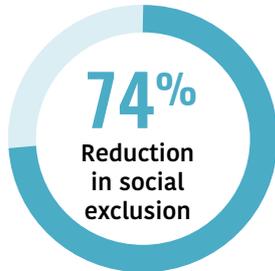
It's pretty expensive to purchase a car in Ireland, so using Vantastic is the best option for me and my family.

Without Vantastic my husband would not have the opportunity to get home.

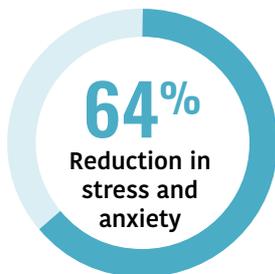
# KEY OUTCOMES

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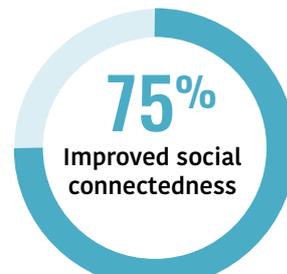
## Individuals with disabilities and older people with mobility impairments



## Families and Friends



## Organisations



Vantastic helped me feel connected to others and feel like I'm part of the community again.

I'm less stressed when I'm confident my father is comfortable and enjoying himself on our trips.

Being able to take my clients away was the best part of their week.

We rented a car so my sister wouldn't feel too stressed or frustrated about getting to her appointments.

## RECOMMENDATIONS

This report highlights three key recommendations. These recommendations are a result of extensive surveys, both phone and written, with various stakeholders of Vantastic's Rental Service. Apart from the direct service users themselves, these surveys included families and friends, staff, the Board, and five organisations who have a role in influencing policy and practice related to disability services and wheelchair accessible transportation in Ireland.

The recommendations were:

### 1. Improving the business model and strategically developing the Rental Service

- To ensure stakeholders understand the service
- To expand Vantastic Rental depots and car fleet
- To offer a wider range of rental options
- To advocate for mobility allowances to be used to reduce rental costs

### 2. Partnership with service providers and commercial companies

- To work with disability and health services
- To increase promotion and awareness of the Rental Service
- To partner with private companies and commercial car rental companies

### 3. Improving internal processes and systems

- To continue to measure outcomes for the Rental Service and its members
- To review the online booking system for the Rental Service
- To provide members with regular updates and information

## CONCLUSION

This SROI analysis found that Vantastic Rental generates a social value beyond its financial investment. For every €1 invested into the service, a social value of €2.40, within a margin of €2.09 to €2.60, is generated for our stakeholders.

This report will not be allowed to sit on the shelf, it is already an integral part of our Rental Service DNA. This process confirmed to the Vantastic Board that it can be committed to being impact focussed while returning a positive return on investment. The Board are enthused and look forward to working with the team in Vantastic to deliver on the recommendations drawn from the various stakeholders engaged in the analysis, to enhance the business model, to broaden partnerships and further improve internal processes and systems.

Within Vantastic, social impact is the beginning and the end of what we do; the reason we exist. We believe that understanding our impact, measuring it rigorously and then sharing what we have found is an indivisible part of the impact itself. If we can also inspire others to create change – or use any of the learnings we might have gained in supporting the broader social enterprise sector – we stand available.

Even though the Rental Service we provide, as captured in this report, shows we are moving in the right direction, that we make a real and vital difference to people's lives, it is not enough. We must ask ourselves always, what more is in our power to do? Increased investment in our communities does have a positive, measurable extra-financial value; in this case a 240% return on investment.

## FULL REPORT

To view the full report, please contact [info@vantastic.ie](mailto:info@vantastic.ie).

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Rialtas na hÉireann  
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