

EVALUATIVE REPORT

Social Value and SROI Report

Wild Hogs Hedgehog Rescue

A focused valuation of volunteer outcomes, supported by a wider impact account

Sept 2026



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1. Executive summary

Wild Hogs Hedgehog Rescue creates clear social value through the way it delivers its core mission. The strongest monetisable evidence relates to volunteers, who described increased purpose, belonging, confidence, skills, social connection and wellbeing. The survey also identified material benefits for the wider community through increased awareness of hedgehog welfare and reported wildlife friendly action. Positive, but less extensive, evidence was identified for students, education providers, veterinary practices, rescue organisations and research partners.

This is an evaluative SROI report prepared in 2026. It has been developed with reference to the Social Value International Standards for Applying the Principles of Social Value and the established Guide to SROI. It draws on a stakeholder survey completed by 60 people, a structured workshop with nine volunteers, organisational information, a Theory of Change and senior leadership verification throughout the process. The investment denominator uses actual operating expenditure for the year ended 31 December 2025, the latest completed financial year available.

Status of the analysis

The calculation is a focused estimate of four material volunteer outcomes. It is not a monetary valuation of the whole organisation and has not been independently assured. Hedgehog welfare, species protection, education, public behaviour change and sector benefits remain within the impact account but are excluded from the ratio because the current evidence does not provide sufficiently reliable quantities and values.

Headline findings

60	9	81%	£9.26
stakeholder survey responses	volunteers in the workshop	formed social connections	central social return per £1

- All 60 survey respondents rated Wild Hogs as very valuable or extremely valuable; 85% selected extremely valuable.
- All 41 respondents answering the purpose question reported a positive change, while 34 of 42 reported new social connections.
- Forty nine of 54 respondents said that skills or experience gained through Wild Hogs were useful elsewhere in their lives.
- Fifty six of 57 respondents said that engagement had influenced how they thought about hedgehogs, wildlife or habitat; 41 reported resulting action or behaviour change.
- The workshop identified four material and connected outcomes: belonging, skills and training, confidence, and feeling useful and purposeful.
- Supportive culture, clear communication, good training, trust and flexibility were identified as the conditions that enable those outcomes.

Headline valuation

The central model estimates a present value of £405,397.13 from the four monetised volunteer outcomes. Compared with £43,786 of actual 2025 operating expenditure, this produces a central SROI estimate of £9.26 for every £1 invested. The result is supported by a proxy based range of £4.13 to £12.55 and remains positive under one year and three year duration tests.

Measure	Result
2025 operating expenditure	£43,786
Present value of monetised volunteer outcomes	£405,397.13
Net present value	£361,611.13
Central SROI estimate	£9.26 of social value for every £1 invested
Proxy based sensitivity range	£4.13 to £12.55 per £1 invested
Duration sensitivity	£2.40 at one year; £6.31 at three years; £9.26 at five years

How the result should be read

£9.26 is the central evidence informed estimate under the stated assumptions; it is not a fixed price or a claim of certainty. The ratio should always be presented with its range, scope and principal assumptions. It excludes the intrinsic value of hedgehog rescue and several wider outcomes, while the five year duration is openly tested against shorter alternatives.

2. Wild Hogs and the scope of the analysis

2.1 About Wild Hogs Hedgehog Rescue

Wild Hogs Hedgehog Rescue is a registered charity (charity number 1168800) operating in Gloucestershire. Its purpose is the conservation and preservation of hedgehogs through the rescue, care and rehabilitation of sick, injured or orphaned hedgehogs, with release back into the wild wherever possible. Its activity also includes public advice, education, work experience, community engagement, support to veterinary and rescue partners and contribution to wildlife research and sector learning.

Wild Hogs recorded 522 admissions in 2024 and 350 in 2025. At the point at which current year information was supplied, 153 admissions had been recorded in 2026. The charity reported a 76% release rate after excluding hedgehogs euthanised or dying within 24 hours of admission.

The initial Theory of Change referred to approximately 25 core volunteers and a wider support network. For the valuation, senior leadership confirmed a wider volunteer base of 100 people. The distinction matters: core volunteers provide regular care, while the wider network includes transport, events, talks, administration, fundraising and other support.

2.2 Purpose, users and boundaries

The report is intended to help trustees, senior leadership and volunteers understand what changes, which outcomes matter most and how the evidence can improve volunteer support, impact management, fundraising and future monitoring.

Element	Boundary used
Type of analysis	Evaluative SROI
Stakeholder evidence period	2026
Evidence collection	Stakeholder survey in May 2026 and volunteer workshop on 28 May 2026
Activity boundary	Hedgehog rescue and associated volunteer, education, community and partner activity
Monetised boundary	Four material volunteer outcomes: belonging, purpose, skills and confidence
Investment boundary	£43,786 of actual 2025 operating expenditure
Outcome period	Five year central case with 10% annual drop off and shorter duration sensitivities
Price basis	£673 DCMS volunteering wellbeing benchmark in 2021/22 prices
Verification	Senior leadership involvement throughout; stakeholder workshop; no independent assurance

Volunteer time is recognised as a material enabling input but is not added to the central denominator. The ratio is explicitly defined as the return on the charity's actual operating expenditure, and the volunteers are also the stakeholder group experiencing the monetised outcomes.

3. Methodology and application of the Social Value Principles

The analysis follows the established SROI sequence: establish scope; identify and involve people affected; map inputs, activities, outputs and outcomes; evidence and value outcomes; establish impact by allowing for what would have happened anyway and the contribution of others; calculate and test the result; and report, use and improve the findings.

Principle	Application in this analysis
1. Involve people affected	Sixty survey responses, a structured workshop with nine volunteers, Theory of Change discussions and staged leadership verification.
2. Understand what changes	Positive, negative, intended and unintended change considered across volunteers, community, learners, partners and animal welfare.
3. Value what matters	Stakeholder ranking, willingness to pay and willingness to sacrifice informed value; the DCMS benchmark provides the central external anchor.
4. Only include what is material	Four strongly evidenced volunteer outcomes are monetised; other relevant outcomes remain visible in the impact account.
5. Do not overclaim	Survey informed quantities, relative proxy weighting, differentiated impact deductions, drop off, discounting and sensitivity tests are applied.
6. Be transparent	Scope, quantities, values, assumptions, exclusions, limitations and calculation steps are stated in the appendix.
7. Verify the result	Senior leadership verified the work throughout and the workshop tested the outcome pathways; there has been no independent assurance.
8. Be responsive	Recommendations convert the findings into changes to volunteer support, monitoring and future valuation.

3.1 Evidence sources and limitations

Source	Purpose	Principal limitation
Stakeholder impact survey	Breadth of outcome evidence, incidence and SROI judgements	Self selecting sample; volunteers are the largest group; routing produces different denominators
Volunteer workshop	Depth, materiality, causality, prioritisation and value	Nine participants; stated values were widely dispersed
Theory of Change	Maps the pathways from activity to outcomes	Initial assumptions required testing against stakeholder evidence
Organisational information	Activity, costs, volunteers, admissions and education context	Some activity figures are partial year or defined differently; the cost denominator is reconciled to the 2025 accounts
DCMS valuation study	External benchmark for adult formal volunteering	National average; not specific to wildlife rescue or an outcome specific price
Professional judgement	Materiality, overlap, impact deductions and reporting boundary	Requires explicit explanation and sensitivity testing

The survey was designed principally to identify positive change. It did not investigate negative outcomes comprehensively. Responses nevertheless identified time pressure, distance, transport, changing work commitments, health, repetitive tasks, anxiety about unfamiliar teams, internal politics and a desire for a clearer route to raise concerns. These are treated as improvement issues rather than monetised negative outcomes because prevalence and depth were not established.

4. Stakeholders and evidence base

4.1 Stakeholder coverage

Relationship to Wild Hogs	Responses	Share
Volunteer	35	58.3%
Community member / public	6	10.0%
Donor / supporter	4	6.7%
School / college / education provider	4	6.7%
Student / work experience / Duke of Edinburgh	3	5.0%
Other rescue centre / wildlife organisation	2	3.3%
Other individual stakeholder categories	6	10.0%
Total	60	100.0%

The evidence is strongest for volunteers and general awareness. Findings for specialist partner groups are indicative rather than representative. Thirty five respondents identified as volunteers and

42 answered the detailed directly involved outcome route. Percentages are therefore reported against the number answering each question, not automatically against all 60 respondents.

4.2 From survey incidence to cohort quantity

The calculation applies the observed positive response percentage for each outcome to the management confirmed wider volunteer base of 100. This estimates how many people in the cohort experienced each change. SROI does not require an outcome to be reported by more than half of respondents before it can be material or quantified. A lower incidence simply produces a lower outcome quantity.

Outcome	Survey evidence	Incidence used	Estimated quantity
Belonging and social connection	34 of 42 formed at least a few new connections	81.0%	81
Purpose and usefulness	41 of 41 reported a positive change	100.0%	100
Skills and training	49 of 54 said skills were useful elsewhere	90.7%	91
Increased confidence	38 of 42 reported a positive change	90.5%	91

This approach is consistent with published SROI practice. The North York Moors National Park Authority study applied volunteer survey percentages of 33.3%, 89.5%, 57.1% and 36.2% to its total volunteer population. The Wildlife Trusts analysis similarly applied observed improvement rates to the relevant participant group, including rates of 41%, 42% and 43%. These studies confirm that the observed proportion is used to quantify change; there is no 50% eligibility threshold. They do not prove that the Wild Hogs sample is fully representative. Future active volunteer records and repeated surveys should strengthen the extrapolation.

Verification

Senior leadership were involved in verification throughout. The volunteer workshop also reviewed and prioritised the outcome pathways, identified the conditions that enabled change and explored what might have happened without Wild Hogs. This is proportionate organisational and stakeholder verification, but it is not independent assurance.

5. Theory of Change

Wild Hogs' core rescue mission provides the purpose around which wider value is created. Volunteers, learners, community members and partners participate because the activity is meaningful and visibly connected to the welfare and release of hedgehogs. The evidence indicates that the way the charity organises participation is as important as the tasks themselves.

Stage	Wild Hogs pathway
Inputs	Operating income, volunteer time, trustees and leadership, facilities, equipment, veterinary relationships, specialist knowledge and organisational culture.
Activities	Rescue, care, treatment, rehabilitation and release; volunteer training and supervision; transport; talks; public advice; events; placements; partner and research engagement.
Outputs	Hedgehogs cared for; volunteer shifts and training; talks and events; learner placements; public advice; referrals; research and sector activity.
Immediate outcomes	Volunteers gain knowledge, purpose, connection and confidence; learners develop practical understanding; the public receives advice; partners access a specialist route.
Intermediate outcomes	Improved volunteer wellbeing and capability; wildlife friendly behaviour; stronger referral and learning networks; improved awareness and participation.
Longer term impact	Contribution to hedgehog welfare and conservation alongside a more informed, connected and capable community.

Within the volunteer pathway, training builds skills; skills and successful participation build confidence; stable teams and shared purpose strengthen belonging; and visible contribution to hedgehog recovery reinforces usefulness, purpose and motivation. The outcomes influence each other, but they are not identical. Skills represent capability, confidence represents self efficacy, belonging represents social connection and purpose represents meaningful contribution.

6. Outcomes and materiality

Materiality was assessed through relevance to people affected and significance to the decisions supported by this report. Frequency, depth, duration, stakeholder importance, evidence strength, causal contribution, overlap and the availability of a defensible value were considered together. Outcomes that are relevant but not yet suitable for monetary valuation remain in the impact account.

Stakeholder / outcome	Materiality decision	Treatment
Hedgehogs: rescue, care, rehabilitation, release and reduced suffering	Central to mission and highly significant	Describe and monitor; not monetised without a defensible animal welfare valuation
Volunteers: purpose, belonging, skills and confidence	Highly significant and strongly evidenced	Four separately described and monetised outcome pathways
Community: awareness and wildlife friendly behaviour	Significant and well evidenced by self report	Qualitative; improve reach and follow up data
Students and learners: knowledge, confidence and responsibility	Relevant and potentially significant	Qualitative; collect consistent participant and follow up data
Vets and rescue partners: referral, advice and practice support	Relevant; evidence is positive but small	Qualitative; develop annual partner feedback
Research and sector learning	Relevant but contribution is difficult to isolate	Qualitative and documented by output
Potential negative experience and access barriers	Relevant; significance not established	Monitor explicitly in future

6.1 Distinct outcomes and overlap

The four volunteer outcomes are connected and may be experienced by the same person. That does not automatically make them duplicates. The model retains them because they describe different changes and because stakeholders valued them separately. Belonging and purpose are closely associated with wellbeing; skills and confidence also represent capability and self efficacy that may transfer into education, employment, other volunteering and wider life.

The central £673 benchmark is therefore used as a common valuation anchor, not as a claim that each outcome is the same as life satisfaction or that four full wellbeing benefits occurred. Relative weightings of 40%, 100%, 70% and 70% express the importance assigned to each pathway and reduce the risk of overlap. Further deductions for deadweight, displacement and contribution from other factors are applied by outcome. The remaining uncertainty is addressed through proxy, duration and outcome removal sensitivity tests.

This treatment is a pragmatic valuation judgement. The North York Moors study provides useful support for separating volunteer outcomes and valuing social contact, worthwhile activity, health and skills independently. It does not validate Wild Hogs' particular proxy values. Developing outcome specific proxies, particularly for skills and confidence, would strengthen the next SROI cycle.

7. Evidence of change

7.1 Overall stakeholder value

All 60 respondents rated Wild Hogs as very valuable or extremely valuable. Hedgehog rescue and welfare was selected by 59 respondents. Education and awareness was selected by 48, wildlife friendly change by 46, support to other rescues by 38, community connection by 37 and research or sector learning by 36. These selections show breadth of perceived value, but they are not outcome quantities on their own.

“Wild Hogs supports hedgehogs as well as people.”

Anonymous stakeholder

7.2 Volunteer outcomes

The detailed outcome route was answered by 42 directly involved respondents, with one fewer response to the purpose question. The chart shows the proportion reporting that Wild Hogs had improved each outcome by a lot or a great deal. Positive change at any level was higher: 100% for wildlife knowledge and purpose, 95.2% for motivation, mental wellbeing and community belonging, 92.9% for social connection and 90.5% for confidence.

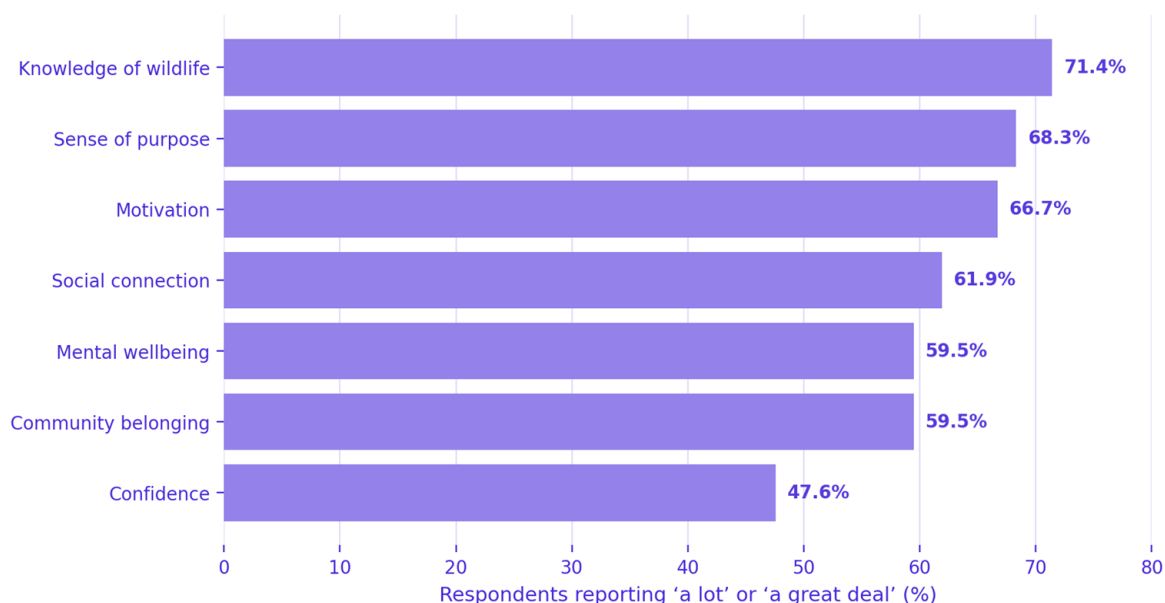


Figure 1. Strength of reported change among directly involved respondents (n=41–42)

Belonging and social connection

Thirty four of 42 respondents said they had formed at least a few new relationships or social connections through Wild Hogs. The workshop collectively ranked belonging first. Volunteers linked the change to stable teams, shared purpose, peer support and a welcoming environment. For some participants, the outcome included reduced isolation and a wider support network.

“Wild Hogs welcomed me with open arms and helped me make connections in a new place.”

Anonymous stakeholder

Purpose, usefulness and motivation

All 41 people answering the purpose question reported a positive change; 28 reported a lot or a great deal. Purpose and usefulness received the highest individual voting score in the workshop. The evidence connects this outcome to structure, visible contribution and the knowledge that volunteer effort helps a vulnerable animal return to the wild.

“I love the fact that my little contributions can help return an injured or sick hedgehog back to the wild.”

Anonymous stakeholder

Skills and confidence

Respondents reported practical animal care, wildlife welfare, responsibility, teamwork, communication and problem solving skills. Forty nine of 54 said that skills or experience were useful elsewhere, including daily life, relationships, education and employment. Eighteen of 42 directly involved respondents reported progression within their Wild Hogs role. Confidence was less intense than purpose or knowledge but remained material, with examples involving animal handling, public speaking, information technology and taking responsibility.

Employment progression is not claimed as a general outcome. Eleven respondents selected employment as an area where skills had been useful, but the evidence is insufficient to quantify jobs or earnings attributable to Wild Hogs.

7.3 Duration evidence

Duration is one of the most important judgements in the calculation. Of the 58 respondents answering the question, 33, or 56.9%, expected the main benefits to last for more than five years. Among respondents identifying as volunteers, 19 of 35, or 54.3%, selected more than five years. A further 22 respondents overall, including 15 volunteers, were unsure.

Length of involvement provides supporting but more limited evidence: 42 of 60 respondents had been connected to Wild Hogs for at least one year, 28 for three years or more and 13 for more than five years. Among the 35 volunteer respondents, six reported more than five years' involvement. This shows sustained participation for part of the cohort, but it should not be described as a majority of surveyed volunteers.

The five year central case is therefore based primarily on stakeholder expectations of persistence, continuing participation, the transferable character of skills and confidence, and the possibility that relationships and purpose endure. It is not treated as certain. A 10% annual drop off reduces value over time, while one year and three year sensitivities show the effect of a shorter duration.

7.4 Community, education and partner outcomes

Fifty six of 57 respondents said engagement had influenced how they thought about hedgehogs, wildlife or habitat. Forty one reported an actual change in behaviour or action. Examples included providing appropriate food and water, installing hedgehog houses, creating garden access, checking areas before gardening and sharing information. Education, veterinary, rescue and research stakeholders also described practical learning, referral value, specialist knowledge and sector contribution. These outcomes remain material but are not monetised because reach, persistence and contribution cannot yet be quantified reliably.

8. Valuation approach

8.1 Central external benchmark

The central valuation anchor is the DCMS estimate of £673 per adult formal volunteer in England for 2021/22. DCMS calculated this as the average increase in life satisfaction associated with volunteering at least once in the previous 12 months, relative to not volunteering. It is relevant because it provides a recognised national benchmark for the wellbeing effect of formal volunteering.

The benchmark is not treated as a ceiling on every type of value created through volunteering. DCMS separately estimated an average replacement cost of volunteer activity of £1,339 and a combined economic impact of £2,012 per volunteer. The £1,339 is the value of labour contributed rather than a personal outcome, so it is not added to the volunteer outcome calculation. It is included only to show that the £673 wellbeing estimate is one component of the wider economic and social contribution of volunteering.

8.2 Stakeholder valuation

The workshop used willingness to pay and willingness to sacrifice to explore what the changes were worth to volunteers. Annual willingness to pay values ranged from £10 to £25,000. The median was £300 and the trimmed mean, after removing the lowest and highest responses, was £941.67. Willingness to sacrifice responses included both money and non monetary sacrifices, providing strong qualitative evidence of personal importance but not a consistent standalone proxy.

The central £673 benchmark sits between the workshop median and trimmed mean. The model retains £300 as a conservative sensitivity and £912 as the upper value documented in the agreed value map. The £912 value is below the workshop trimmed mean and therefore remains within, rather than above, the stakeholder evidence. The willingness to pay evidence is used to triangulate the anchor and sensitivity range; it is not presented as a precise valuation of each outcome.

Valuation point	Value	Role in the model
Conservative stakeholder value	£300	Workshop median; lower sensitivity
Central external benchmark	£673	DCMS adult formal volunteering wellbeing estimate
Documented upper sensitivity	£912	Agreed upper value, below the £941.67 workshop trimmed mean
DCMS wider economic context	£2,012	£673 wellbeing plus £1,339 replacement cost; contextual only

8.3 Relative weighting and impact deductions

The purpose of weighting is to express the relative importance of each distinct outcome using a consistent unit of value, while recognising their connections. Purpose receives the full anchor because it was strongly evidenced and most clearly linked to Wild Hogs. Skills and confidence receive 70%; belonging receives 40% to reflect its relationship with wider wellbeing and other social outcomes. These are transparent judgement based allocations informed by the workshop, not market prices.

Volunteer outcome	Quantity	Central value	Impact treatment	Present value
Belonging and social connection	81	£269 (40% of anchor)	20% deadweight; 5% displacement; 10% other attribution	£57,453.35
Feeling useful and having a sense of purpose	100	£673 (100%)	20% deadweight; 5% displacement; 10% other attribution	£177,456.98
Practical and transferable skills	91	£471 (70%)	40% deadweight; 25% displacement; 20% other attribution	£57,470.69
Increased confidence	91	£471 (70%)	20% deadweight; 5% displacement; 10% other attribution	£113,016.10
Total	—	—	Five years; 10% annual drop off; 3.5% discount rate	£405,397.13

8.4 Published comparator evidence

The North York Moors National Park Authority SROI is particularly relevant as a methodological comparator. It identified separate volunteer outcomes for social contact, satisfaction and self esteem, health, and skills or engagement; applied the relevant survey incidence to the total volunteer population; selected a separate proxy for each outcome; and used outcome specific duration and drop off. Its overall result was £7.21 per £1 invested.

This comparator supports the legitimacy of quantifying several material volunteer outcomes and using survey incidence below or above 50%. It also reinforces the importance of explaining proxy selection and duration by outcome. Its ratio does not validate £9.26, because its activities, stakeholder base, inputs, proxies and visitor outcomes differ substantially. It is used as a reasonableness and methodology check only.

The 2019 Wildlife Trusts analysis provides a second relevant comparator. It valued improvements in emotional wellbeing, feelings of health, nature relatedness and physical activity separately, even though the same participants could experience several changes. It applied observed improvement rates to the participant group, selected a separate proxy for each outcome and reported a central point estimate alongside a wide sensitivity range. Its headline ratios were £6.88 for targeted participants with low baseline wellbeing and £8.50 for general volunteering participants with average to high baseline wellbeing.

This supports retaining distinct outcomes where each represents a separately evidenced change, and it supports presenting a central estimate within a tested range. However, the Wildlife Trusts work used before and after measures over six weeks and outcome specific proxies. It did not project five years of value into its headline ratio. It also counted volunteer hours as a benefit rather than adding them to the investment denominator. These differences make it useful context, not direct validation of the Wild Hogs calculation.

9. SROI calculation and sensitivity

9.1 Central calculation

The value map applies survey informed quantities, relative values, outcome specific impact deductions, a five year duration, 10% annual drop off and a 3.5% social discount rate. Skills are modelled as beginning in the period after the activity; the other three outcomes begin in the activity period.

Period	Value before discounting	Present value
Year 0	£90,253.80	£90,253.80
Year 1	£96,658.38	£93,389.74
Year 2	£86,992.54	£81,208.47
Year 3	£78,293.29	£70,616.06
Year 4	£70,463.96	£61,405.27
Year 5	£10,123.60	£8,523.80
Total	—	£405,397.13

Calculation	Result
Total present value	£405,397.13
Less operating investment	£43,786.00
Net present value	£361,611.13
$£405,397.13 \div £43,786$	£9.26 : £1

Central result

Under the central model assumptions, Wild Hogs generated an estimated £9.26 of volunteer social value for every £1 of actual 2025 operating expenditure. This is an evidence informed central estimate, not a guaranteed return or a valuation of all Wild Hogs activity.

9.2 Sensitivity analysis

Test	Present value	SROI ratio	Interpretation
£300 lower proxy	£180,711.95	£4.13	Positive return using the workshop median
£673 central proxy	£405,397.13	£9.26	Preferred external benchmark
£912 upper proxy	£549,364.31	£12.55	Within the workshop informed range
One year duration	£105,161.97	£2.40	Positive without relying on longer term persistence
Three year duration	£276,124.73	£6.31	Mid point duration case
Five year duration	£405,397.13	£9.26	Central evidence informed case
20% annual drop off	£335,375.32	£7.66	More rapid reduction in future value
Purpose removed	£227,940.15	£5.21	Largest single outcome sensitivity
Combined cautious impact adjustments	£295,478.85	£6.75	More restrictive causality case

The result is most sensitive to the financial value, duration and inclusion of purpose and usefulness. The one year model is particularly important: it demonstrates a positive return without assuming benefits continue for five years. The central ratio should therefore be reported as part of a range rather than as a precise single point.

9.3 Limitations and interpretation

- The £43,786 investment input is actual 2025 operating expenditure reconciled to the charity's independently examined accounts. It precedes the 2026 stakeholder evidence period and may not reflect any subsequent change in operating costs.
- The 100 person wider volunteer base is management verified but is not supported by an auditable annual active volunteer register in the supplied evidence.

- Survey participation was self selecting and may contain positive response bias; question denominators vary because of routing and non response.
- The workshop involved nine volunteers and the stated valuation range was wide.
- The four outcomes are distinct but connected; weighting and outcome removal tests reduce rather than eliminate the risk of overlap.
- £673 is a national average wellbeing benchmark, while skills and confidence are capability outcomes; outcome specific proxies should be developed in future.
- Five year duration is supported by stakeholder expectations but remains uncertain, particularly for participation dependent outcomes.
- The report has proportionate organisational and stakeholder verification but no independent assurance.

“Stakeholder evidence gathered in 2026 shows that Wild Hogs creates strong volunteer outcomes in purpose, belonging, skills and confidence. Using £43,786 of actual 2025 operating expenditure as the investment base, the central model estimates £9.26 of social value for every £1 invested, with a tested proxy based range of £4.13 to £12.55. The calculation is focused on four volunteer outcomes and excludes the charity’s core hedgehog welfare value and several wider outcomes.”

Recommended external wording

10. Conclusions and recommendations

10.1 Conclusions

Wild Hogs creates meaningful social value because its hedgehog rescue mission gives people a practical, visible and valued way to contribute. Purpose, belonging, skills and confidence are not interchangeable descriptions of one generic benefit. They are connected changes that stakeholders identified, prioritised and described through different evidence pathways.

The £9.26 central estimate is supportable when its construction is made transparent. Survey incidence is used to estimate the affected cohort; the £673 DCMS benchmark is used as a common anchor; stakeholder evidence informs relative weighting; outcome specific deductions reduce the value claimed; and drop off, discounting and sensitivity analysis address persistence and uncertainty. The lower £300 and upper £912 values show the effect of alternative valuation, while the one year result of £2.40 demonstrates that positive value does not depend entirely on the five year assumption.

The calculation nevertheless remains a focused and judgement based model. The wider evidence on animal welfare, public behaviour, education, veterinary support and research is important but not monetised. £9.26 should therefore be used as a central estimate within an impact narrative, not as a standalone claim about the total worth of Wild Hogs.

10.2 Recommendations

Recommendation	Purpose	Priority
Protect communication, culture, training, trust and flexibility	Maintain the conditions that create volunteer outcomes	Immediate
Define active, core and wider volunteer groups	Make future outcome quantities auditable	Immediate
Collect a short annual volunteer outcome dataset	Track incidence, depth, duration and negative outcomes	Within 12 months
Record volunteer hours by role	Allow a reliable full resource sensitivity if required	Within 12 months
Develop outcome specific proxies for skills and confidence	Reduce reliance on one common valuation anchor	Next SROI cycle
Maintain annual expenditure reconciliation	Keep future SROI calculations aligned with actual outturn operating expenditure	Each SROI update
Add public, learner and partner follow up	Strengthen currently unmonetised outcomes	Within 12 months
Consider independent assurance	Support significant external use of the ratio	Before major public claims

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