

EVIDENCE PACK · 2026

# The evidence behind MEM Academy

Social Return on Investment, HMT Green Book taxpayer-savings model, theory of change, grant history and live delivery footprint — the public version of the data MEM shares with commissioners and prospective funders.

<b>£800k+</b> Grant funding secured	<b>10+</b> Years of delivery	<b>6</b> Live delivery sites	<b>2015</b> Founded
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**Prepared for:** Sport England, Ministry of Justice, NHS ICBs, Local Authority commissioners, trusts and foundations.

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## Section 1

# SROI methodology

MEM Academy's Social Return on Investment (SROI) framework follows the seven principles of **Social Value UK** and the **HM Treasury Green Book**. We monetise three families of outcomes:

### Wellbeing change

Measured via the ONS-4 (life satisfaction, worthwhile, happiness, anxiety) at intake, 3 months and 6 months. Valued using HACT-style wellbeing values.

### Employment outcomes

Confirmed hires and self-employment milestones tracked through MEM's in-house placement pipeline. Valued using DWP fiscal-benefit proxies — avoided UC, JSA and ESA payments plus tax revenue from new earners.

### Reduced re-offending

Modelled using Ministry of Justice unit costs (reception, court, custody, probation supervision) and counter-factual reoffending rates from the Justice Data Lab.

## Adjustments applied

<b>Deadweight</b>	What would have happened anyway, in the absence of MEM.
<b>Attribution</b>	The share of the outcome owed to other partners (probation, NHS, family).
<b>Drop-off</b>	Decay of the outcome over time (typically 10–30% per year).
<b>Discount rate</b>	3.5% per HMT Green Book social time-preference rate.

All workings are version-controlled and republished each quarter. The full SROI report — including sensitivity analysis and the raw evidence base — is available to commissioners on request.

## Section 2

# Taxpayer-savings model

A conservative, HMT Green Book-aligned model of avoided cost across three departments. Use the live calculator at [memacademy.org/funders/evidence#taxpayer-savings](https://memacademy.org/funders/evidence#taxpayer-savings) to model your borough or cohort.

## Per-head fiscal proxies (defaults)

Cost line	Default unit value
MoJ — avoided reoffending event	£18,500
MoJ — avoided custodial year (proportional)	£47,000
NHS — avoided MH contacts (annual)	£1,200
NHS — avoided A&E; + primary care	£480
DWP — avoided UC / JSA / ESA (12 mo)	£8,400
HMRC — incremental tax + NIC from new earner	£3,600

## Worked example — 100-participant cohort

Outcome	Modelled value
Reoffending events avoided (30%)	30 × £18,500 = £555,000
NHS contacts avoided (40%)	40 × £1,680 = £67,200
DWP flow displaced (25%)	25 × £8,400 = £210,000
HMRC tax uplift (25%)	25 × £3,600 = £90,000
<b>Gross taxpayer saving</b>	<b>£922,200</b>
Less attribution (40%) + deadweight (15%)	-£507,210
<b>Net attributable saving</b>	<b>≈ £414,990</b>

These are conservative defaults. The interactive calculator lets commissioners override every parameter with their own local data.

## Section 3

# Theory of change

How MEM converts £1 of funding into wellbeing, employment and reduced reoffending outcomes.

1 · Inputs	Funder grant + a vetted, lived-experience coach team + a venue partner with a safeguarding lead.
2 · Activities	Mentor-led fitness sessions, 1-to-1 check-ins, intake / 3m / 6m outcomes capture, warm referrals from probation, YOT, NHS and schools.
3 · Outputs	Sessions delivered, attendance counts, qualifications and PT placements, intake-to-follow-up retention rates.
4 · Outcomes	Improved ONS-4 wellbeing, sustained employment / self-employment, reduced reoffending and reduced NHS contacts.
5 · Impact	Net taxpayer savings, Social Return on Investment ratio, cohort-level life-satisfaction uplift.
6 · Attribution	Deadweight, attribution and drop-off applied per HMT Green Book; partner contributions explicitly netted out.

## Section 4

# Grant funding history

A non-exhaustive summary of recent grant funding secured by MEM Academy CIC. Full funder list, award letters and end-of-grant reports available on request.

Year & funder	Programme
2024 — Sport England (Movement Fund)	Multi-year grant supporting community delivery in Ealing.
2024 — London Marathon Foundation	Capital + revenue support for the West London hub.
2023 — Local Authority commissioning (Ealing)	Commissioned outreach to care-experienced young people.
2022–2024 — Trusts & foundations	Multiple unrestricted grants from independent UK trusts.
<b>Total secured since 2024</b>	<b>£800,000+</b>

## Section 5

## Live delivery footprint

MEM Academy currently runs six live delivery sites across the London Borough of Ealing, with a referral pipeline from probation, YOT, schools and NHS ICB partners.

Site	Programmes
Ealing — Acton hub	Mentor-led fitness, 1-to-1 coaching, employability.
Ealing — Southall hub	Mentor-led fitness, family outreach.
Ealing — Greenford site	Youth provision, schools partnership.
Ealing — Northolt site	Adult community provision, probation referrals.
Ealing — Hanwell site	Community fitness, signposting.
Ealing — West Ealing site	Mentor-led fitness, women's strand.

## Section 6

## Governance & assurance

Legal name	MEM Academy CIC
Companies House	09702792 (England & Wales)
Founded	2015
Asset lock	Yes — CIC regulated
Safeguarding	DBS-checked staff, designated safeguarding lead, written policy.
Insurance	Public liability, professional indemnity, employer's liability.
Data protection	ICO-registered data controller; GDPR-compliant outcomes capture.

**Next step**

## Open a commissioning conversation

This pack is the public layer. Commissioners and prospective funders can request the full evidence base — including raw outcomes, unit-cost workings, Justice Data Lab submissions and per-cohort attribution adjustments — by contacting the MEM team directly.

Commissioning enquiries	<a href="mailto:hello@memacademy.org.uk">hello@memacademy.org.uk</a>
Funder portal (request access)	<a href="https://memacademy.org/funders">memacademy.org/funders</a>
Live evidence hub	<a href="https://memacademy.org/funders/evidence">memacademy.org/funders/evidence</a>

MEM Academy CIC is a UK Community Interest Company delivering mentor-led fitness, wellbeing and rehabilitation for prison leavers and under-served communities since 2015. Asset-locked. ICO-registered. DBS-vetted.