



Do good, better.



Blue Light

Youth Driver Navigator Programme

ImpactLab GoodMeasure Report
February 2022

ACKNOWLEDGEMENTS

We would like to thank Wendy Robertson and Rod Bell and the Blue Light team who contributed to the preparation of this report by sharing their values, processes, evidence and experience.

Enquiries to:
ImpactLab
187 Featherston Street
Wellington
info@impactlab.co.nz



Simplifying social impact measurement

I had the privilege in public life to work with people who understood the need for positive change in the lives of those around them and worked hard to achieve it.

Our social services do a tremendous job of bringing positive change to our most deserving individuals and communities. These organisations are built by volunteers and community workers who dedicate their lives to helping others.

Social service workers can see the positive impact of their work. Children thriving, families united, jobseekers in new employment and people empowered to change their life course.

With more tools they could do more good. I want to help them by finding ways to make sure that effort is recognised, results are measurable and they can make decisions about how to do more good.

ImpactLab grew from a desire to make available to community organisations tools that use the power of public information and the latest technology, so these organisations can change more lives.

By measuring social change and positive outcomes, ImpactLab enables charities and social service providers to speak the language of funders, investors and governments.

It has been a pleasure to work with Blue Light to learn how this organisation changes lives throughout The Bay of Plenty and Waikato.

Calculating social value helps inform decision making and investment and enables you to do good, better.

Thank you for joining us on this journey.

Sir Bill English
ImpactLab Chairman





Contents

Who we are	3
Understanding social value	4
How we measure social value	5
Blue Light’s Youth Driver Navigator Programme’s people	8
The change journey	9
Outcomes map	10
GoodMeasure results summary	11
GoodFeatures	13
References and further reading	14
GoodMeasure summary sheet	15
GoodMeasure for Blue Light’s Youth Driver Navigator Programme	16
Appendix	17



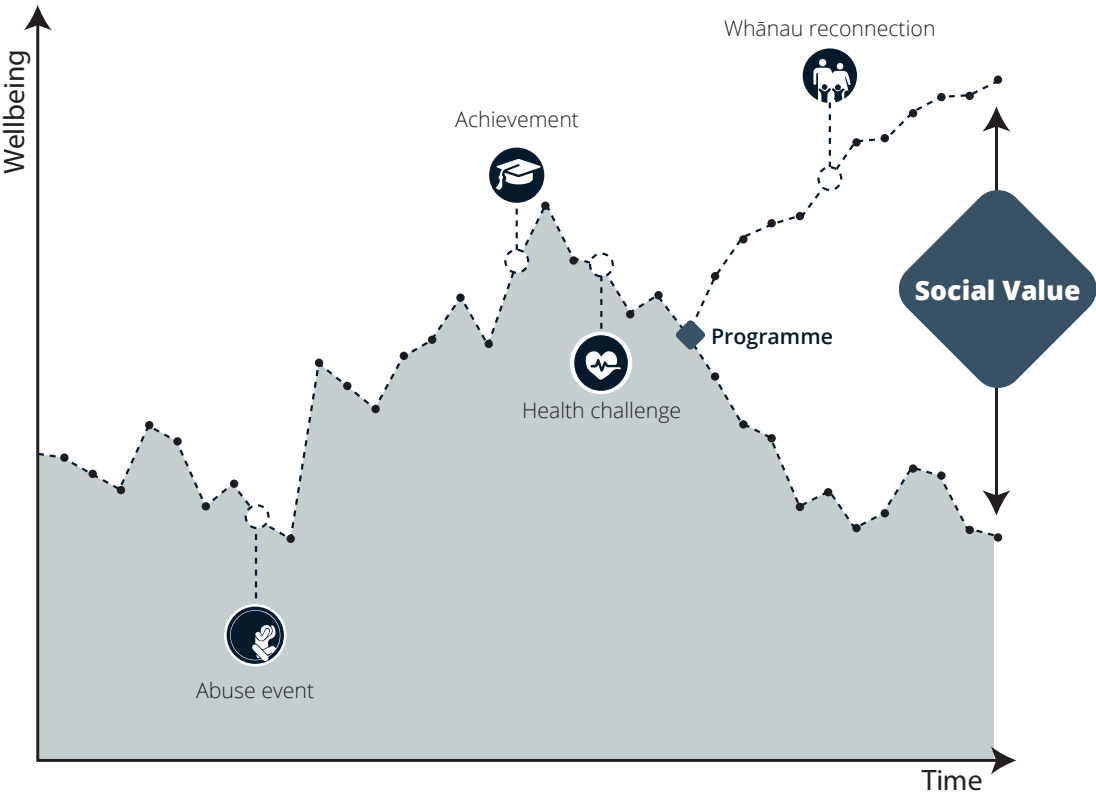
Who we are

The team at ImpactLab share the goal of helping all organisations do good, better.

Our story	Our team	Our partners
Our team at ImpactLab has seen the power of understanding social change. Our founders came together working in the public sector, where we led the development of new processes to link social value measurement with decision making. We believe that all organisations should be able to understand and improve their social impact. Our mission is to help impact creators and investors make decisions that change more lives.	<p>To make better decisions, it's crucial to consider both the hard facts and the human stories that substantiate them. Our family of researchers, data scientists and statisticians are committed to combining powerful analytics with what you know works for your community.</p> <p>Alongside expertise in data-driven decision making, our team brings a wealth of real-world experience. We are parents, teachers, volunteers and customers of social services.</p>	<p>ImpactLab is proud to be partnering with trust company Perpetual Guardian. Together we are using GoodMeasure to improve strategic grantmaking and support collaboration with grantees by applying a consistent measurement framework.</p> <div>  @impactlabnz  ImpactLab Ltd  @ImpactLabNZ  www.impactlab.co.nz </div>

“The strength of ImpactLab is a real depth of experience in a public policy context. They understand what evidence would be helpful to enable us to make decisions for the future”

– Debbie Sorenson, CEO, Pasifika Futures



Understanding social value

Social value is the social impact in dollar terms that a programme achieves for participants over their lifetime.

Throughout our lives, different events occur which impact our overall wellbeing trajectory. ImpactLab measures the impact on an individual's wellbeing across multiple domains when they're supported by a programme to make positive changes in their life.

We measure this impact in terms of both positive benefits (such as increased income) and avoided costs to government.

To calculate social value, we combine these impact values with

- ◆ Evidence from global literature about how effective a programme can be.
- ◆ The size of the opportunity for the people an organisation serves to achieve more positive outcomes.
- ◆ The number of people supported.

By combining these inputs, the social value calculation helps us understand how a programme or intervention helps change lives for the better. We combine the social value with cost information to calculate a programme's social return on investment.

How we measure social value

Our consistent approach to measurement enables comparisons across wellbeing domains and over time.

Map programme dimensions

ImpactLab engages with providers to understand their people, their service and the outcomes they seek to achieve.

Clean and analyse data

ImpactLab uses the best of data about people's lives to understand what works, for whom, at what cost. We combine publicly available insights from the NZ Treasury, NZ Statistics and other sources. Impact values produced using Statistics NZ's Integrated Data Infrastructure are a particularly valuable resource. The IDI is a dataset containing information on every New Zealander about many areas of their lives – education, health, social welfare, employment and others. It's anonymised, so we can't identify anyone. This adds up to over 166 billion facts, for nine million New Zealanders (some have left the country, and some have passed on), for more than a generation of us.

Collect and synthesise literature

ImpactLab draws on the best academic impact literature from around the world. We access globally screened evidence from top universities and governments to estimate how impactful a programme can be. We also identify service delivery model features associated with the most effective programmes.

Calculate impact

Our algorithm combines New Zealanders' life experiences, with the wisdom about what works from the brightest minds across the world, with what we know about need in communities.

This combination of system level insights and grassroots know-how means we can consistently calculate the expected impact of a programme, and the social return on investment.

Map social value to frameworks

Because we start with individuals' experience, we can organise our insights into the relevant government and international frameworks. The New Zealand Treasury's Living Standards Framework (Living Standards Framework) is the Treasury's way of systematising wellbeing. It has four 'capitals' – social capital, financial and physical capital, human capital and natural capital. ImpactLab's GoodMeasure tool links the social value and return on investment created to domains within human capital.

We can also map social value and return on investment to the relevant OECD Sustainable Development Goals.



Year in scope
May 2020 – Oct 2021

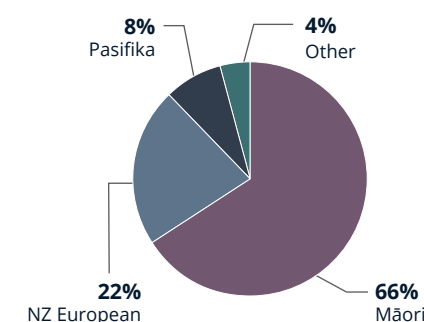
Range

Region	#of participants	# progressing licence stage
Bay of Plenty	1776	1554
Waikato	458	433
Total Participant Numbers	2234	1987

Learners	Learners	Restricted	Full
No. of observed in scope	950	660	53
Estimated no. progressing from last stage	-	722	636
Estimated total completing this stage	-	1382	689*

*Projected total carried through to calculation

Ethnicity



Location
New Zealand



Blue Light's Youth Driver Navigator Programme's people

Blue Light's Youth Driver Navigator Programme empowers young people to access education and employment opportunities and achieve life-long success trajectories. It aims to reduce the incidence of young people becoming an offender or a victim of crime and to encourage better relations between the police, young people, whānau, and community.

What does Blue Light do?

Blue Light works in partnership with the New Zealand Police to support communities and youth across Aotearoa. It aims to reduce the incidence of young people becoming an offender or a victim of crime and to encourage better relations between the police, young people, whānau, and community.

Blue Light's Youth Driver Navigator Programme empowers young people to access education and employment opportunities and achieve life-long success trajectories. By working with young people to tackle their barriers to licensing, Blue Light ensures that youth progress from a learner's licence all the way to obtaining their full licence, while also learning how to be better, safer drivers.

Blue Light operates in 72 locations throughout New Zealand, each branch led by a local Police Officer with close ties to their communities – allowing them to identify and flexibly respond to community need through a range of service provisions.

Population profile

Blue Light's Youth Driver Navigator Programme seeks to support those who need it the most. Many participants come from decile 1-5 schools, typically experience poverty and may be of a lower socio-economic status and are from more rural and less-connected areas of New Zealand.

Referrals are accepted from 3 streams, decile 1-5 schools, NEETs students (Not in Education Employment or Training), and via the New Zealand Police and their AWHI programme for road-side offenders.

Being accepted into a Blue Light Youth Driver Navigator Programme is dependent on being between 16 and 24, having limited or no access to a suitable vehicle, having limited or no access to a supervising adult, and having limited financial means to meet the cost obligations of attaining a licence.

Opportunities

Participants in Blue Light's Driver Programme face additional barriers to obtaining their licence and progressing through the Graduated Driver Licence System (GDLS). These barriers can be financial, logistical, or personal. Common barriers that Blue Light helps participants address are financial barriers such as an inability to afford driving instruction or licence fees; time and scheduling barriers such as having home and work obligations; a lack of adequate identification; a lack of access to a licenced supervising adult; a lack of access to an adequate car to practice in; poor literacy; and a family history of undervaluing licence benefits.

Many participants are driving outside of what their licence legally allows. Blue Light helps these people legitimise their driving to ensure that they do not unnecessarily engage with the justice system, which can often compound many of the issues that prevented them from obtaining a legal driving status in the first place. For other participants they will be the first member of their family to obtain a licence.

The change journey

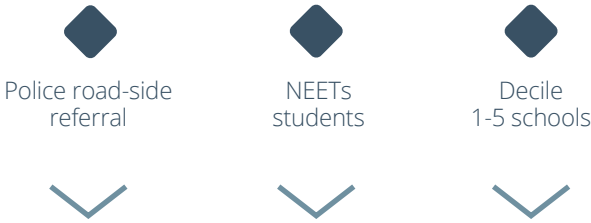
Blue Light works in partnership with the police to deliver an extensive range of youth programmes, one such programme is the Youth Driver Navigator Programme that helps youth attain a driver licence.

Prepare	Licence	Drive
<p>Receive referrals from decile 1-5 schools, NEETs providers, and the New Zealand Police.</p> <p>Screen participants to ensure those that need the support the most receive it.</p> <p>Engage with young people to identify barriers and tailor support.</p> <p>Assist with the obtainment of ID and in applying for the learner's theory test.</p> <p>Teach the road code through classroom-based support and interactive online tests.</p> <p>Support those with other barriers such as literacy by providing reader / writers and poor eyesight by arranging optometry support.</p> <p>Pass the learner theory test.</p>	<p>Driving instructor assesses level of students driving skills and develops a plan for the next six months.</p> <p>Initial driving assessment is carried out with an I endorsed driving instructor.</p> <p>If driving skills are adequate, then youth are paired with a navigator – a volunteer driving mentor that provides driving experience when and where it works for the young person, once a week, for six months in a car that is provided by Blue Light.</p> <p>If driving skills need development, then youth continue in driving lessons with a qualified instructor until at a standard where they can be paired with a navigator.</p> <p>Cars are provided by Blue Light and use an online booking system to ensure lesson times suit both the mentor and young person. Vehicles are also fitted with GPS and internal and external cameras for the protection of all parties. Petrol, warrant of fitness, registration and insurance are all taken care of.</p> <p>At the end of the six-month period the driving instructor once again conducts a driving assessment and books the young person for the practical restricted test or recommends further instruction.</p> <p>The youth is taken on a final drive around the test route before they sit their restricted licence test in a Blue Light car.</p>	<p>After 10-12 months the young person will be contacted again to arrange a defensive driving course.</p> <p>Defensive driving courses are delivered by accredited instructors in a standard format and allow youth to gain their full licence six months earlier.</p> <p>Hazard perception training – narrating the hazards one can see as they drive, is practised with the restricted driver in preparation for the full licence test.</p> <p>A further driving assessment with an I endorsed instructor is completed prior to full test to ensure the student has not picked up poor driving habits during their restricted licence phase and that they are prepared for their full test.</p> <p>Full licence test passed.</p> <p>An outcome story is completed for every successful graduate of Blue Light's Youth Driver Navigator programme.</p> <p>Having obtained their licence and a legal driving status, employment opportunities increase, likelihood of engaging with the criminal justice system reduces, and a positive wellbeing trajectory is attained.</p> <p>Whānau and friends are inspired to obtain their licence.</p>

Outcomes map

The outcomes that Blue Light's Youth Driver Navigator Programme aim to achieve and how these are reflected in the GoodMeasure calculation.

Referral channels



Client description

16-24 youth who having limited or no access to a suitable vehicle, limited or no access to a supervising adult and/or limited financial means

Intervention structure



GoodMeasure outcomes

These outcomes directly contribute to this year's social value calculations.

- Improve mental health
- Increase driver licensing
- Reduce risky behaviour

Additional outcomes

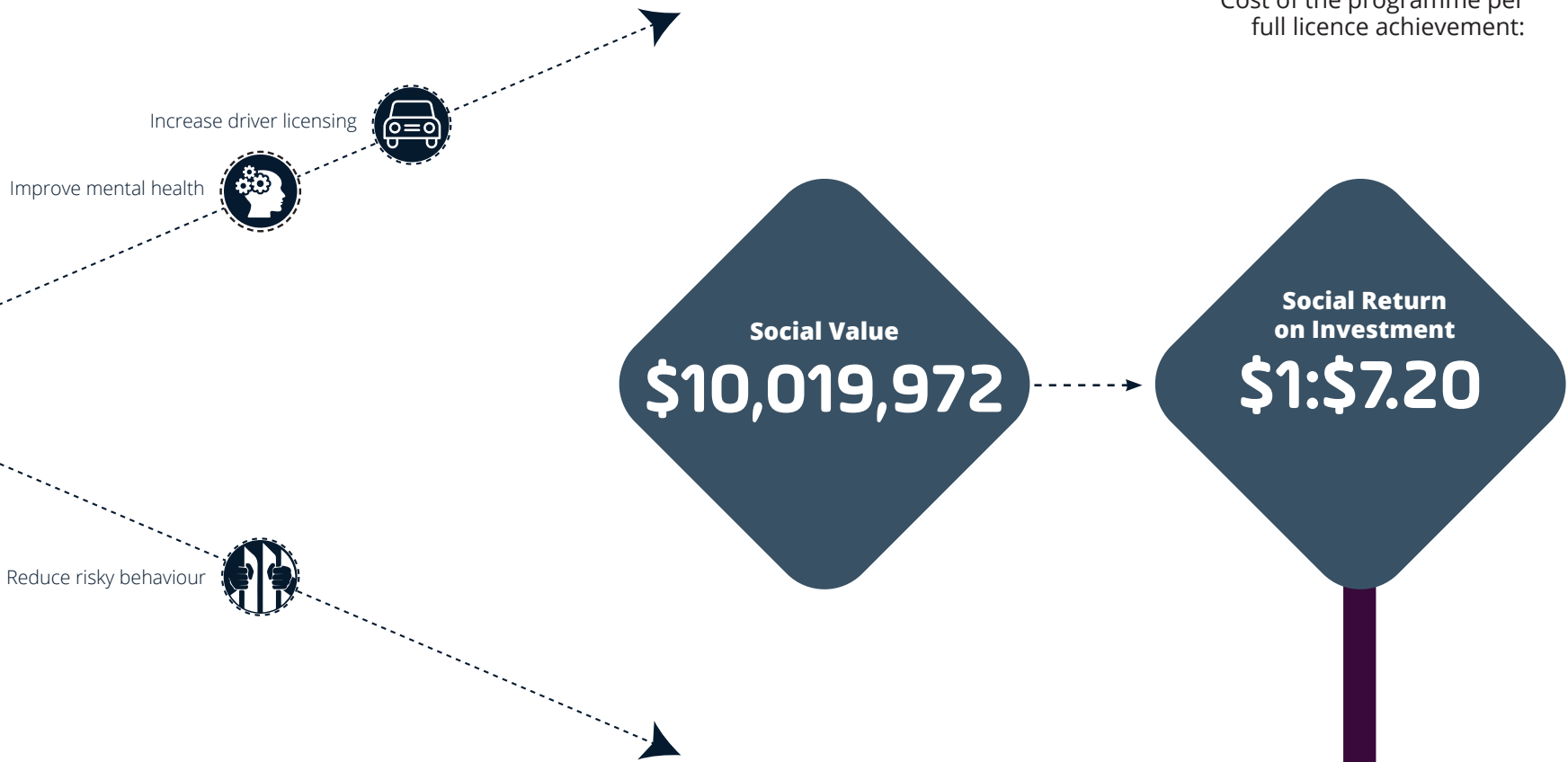
These outcomes do not directly contribute to this year's social value calculations.

- Increase social connectedness
- Increase confidence
- Increased employment

GoodMeasure results summary

Every year, Blue Light's Youth Driver Navigator Programme delivers \$10,019,972 of measurable good to society in New Zealand.

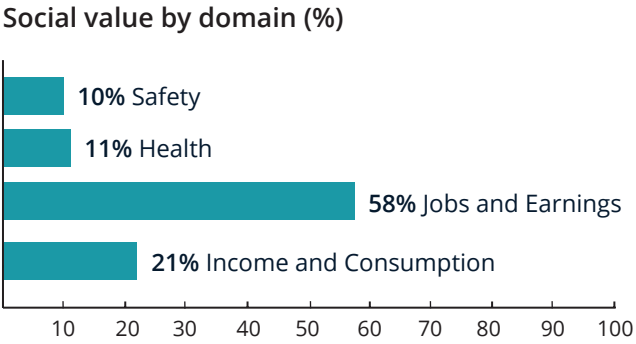
Blue Light's Youth Driver Navigator Programme's real-world value is even greater than this, as some outcomes such as increase social connectedness cannot yet be directly quantified with available data.



Social value breakdown

Blue Light's Youth Driver Navigator Programme creates social value across different aspects of people's lives.

This chart shows the breakdown of social value created according to the Living Standards Framework. Each domain highlights a different aspect of wellbeing.



When we consider the operating costs of Blue Light's Youth Driver Navigator Programme, we can calculate the social return on investment that is generated for every dollar that is invested in the programme.

Social value generated for each participant:	\$14,549
Measurable benefits as proportion of programme cost:	720%
Cost of the programme per participant per year:	\$625
Cost of the programme per full licence achievement:	\$2,027



This means that every dollar invested in Blue Light's Youth Driver Navigator Programme delivers \$7.20 of measurable good to New Zealand.

(May 2020 – Oct 2021)

The Living Standards Framework is a practical application of national and international research around measuring wellbeing.

It was designed drawing from the Organisation for Economic Co-operation and Development's (OECD) internationally recognised approach, in consultation with domestic and international experts, and the NZ public.

Definitions

Jobs and Earnings: Freedom from unemployment

Income and Consumption: People's disposable income

Health: People's mental and physical health

Safety: People's safety and security and freedom from risk of harm

GoodFeatures

GoodFeatures are actionable insights drawn from literature. Research has connected these actions with positive outcomes for participants.

Use GoodFeatures to prompt discussion about your programme and service delivery compared to examples of effective practice from international literature.

- ◆ Structure

 - The programme is based on a graduated driver licence course structure.
 - The programme includes hazard identification training.
 - The programme utilises computer-based hazard perception training
 - The programme is underpinned by an ecological framework such as the Goals for Driver Education (GDE).
 - The programme is police-led and school-based.
 - The programme targets licensing the transport disadvantaged such as those who live outside of public transportation corridors, those who are rural, and those who may face significant logistic or financial barriers to obtaining a licence.
- ◆ Motivation

 - The programme provides driver education that explicitly addresses driver’s goals and contexts for driving and their goals and skills for life.
 - The programme develops the self-efficacy of participants, particularly those suffering from mental health challenges and youth who are Not in Education, Employment, or Training (NEET).
 - Instructors are appropriately qualified, supporting participants to develop skills which decrease risk taking.
 - The programme incorporates input from participants on what assistance they need to achieve their licence.
 - The programme flexibly meets the individual needs of participants.
- ◆ Community driven

 - The programme seeks to empower and enhance established driving education and training services in schools and communities.
 - The programme identifies and empowers champions of driver education and training in schools and communities.
 - The programme encourages parents and caregivers to engage with youth regarding safe driving practices.

References and further reading

In compiling our reading lists we consider a wide variety of topics, focussing on specific aspects of service delivery or outcome attainment. Here are a selection of readings that may be of interest.

Anderson, L. et al. “Police-led, school-based driver education: a pre- and post-comparison of young driver self-reported behaviour and intentions including gender differences.” *Crime Prevention and Community Safety*, vol. 23, 2021, pp. 174-189.

Begg, D. et al. “New Zealand Drivers Study: a follow-up study of newly licensed drivers.” *Injury Prevention*, vol. 15, no. 4, 2009.

Brookland, R. et al. “Adolescent, and their parents, attitudes towards graduated driver licensing and subsequent risky driving and crashes in young adulthood.” *Journal of Safety Research*, vol. 42, iss. 2, 2011, pp. 109-115.

Byrne, M. et al. “The impact of minimum licensing age on youth employment.” *Australasian Transport Research Forums 2016 Proceedings*, 16-18 Nov, 2016, Melbourne, Australia.

de Boer, M. et al. “Effectiveness of driver licensing programmes funded by the Ministry of Social Development in 2014 and 2015 – Evaluation report.” *Ministry of Social Development*, 2018.

Ellaway, A. et al. “In the driving seat: psychosocial benefits from private motor vehicle transport compared to public transport.” *Transportation Research: Traffic Psychology and Behaviour*, vol. 6, iss. 3, 2003, pp. 217-231.

Hawley, G. et al. “The normative influence of adults on youth access: Challenges and opportunities in the context of shifts away from car-dependence.” *Journal of Transport & Health*, 2020.

Horswill, M.S. et al. “A brief and unsupervised online intervention improves performance on a validated test of hazard perception skill used for driver licensing.” *Transportation Research: Traffic Psychology and Behaviour*, vol. 78, 2021, pp. 130-136.

Jones, Marion et al. “Linking Transportation Inadequacies to Negative Employment Outcomes.” 2008.

Rodwell, D. et al. “A mixed-methods study of driver education informed by the Goals for Driver Education: Do young drivers and educators agree on what was taught?” *Safety Science*, vol. 108, 2018, pp. 140-148.

Sanders, J. et al. “Earning, learning, and access to support: The role of early engagement in work, employment skills development and supportive relationships in employment outcomes for vulnerable youth in New Zealand.” *Child and Youth Services Review*, vol. 110, 2020.

Welvaert, M. “No one-size fits all: Driver education in schools.” *New Zealand Institute of Economic Research*, 2019.




Whether you're funding change-making organisations or delivering the services that make a difference, GoodMeasure simplifies impact measurement so you can learn what works and make a bigger impact.

We take great pride in providing a research process that our customers can trust. GoodMeasure's power comes from calculations using multiple reputable data sources, including the Living Standards Framework. GoodMeasure also uses the best of the worldwide evidence about what works. This includes published literature and evidence databases from world renowned academics and impact organisations.

Contact us

 www.impactlab.co.nz

 info@impactlab.co.nz

Understanding social value


Throughout our lives, different events occur which impact our overall wellbeing trajectory. ImpactLab measures the impact on an individual's wellbeing across multiple domains when they're supported by a programme to make positive changes in their life.

We measure this impact in terms of both positive benefits (such as increased income) and avoided costs to government.

To calculate social value, we combine these impact values with:

- ◆ Evidence from global literature about how effective a programme can be.
- ◆ The size of the opportunity for the people an organisation serves to achieve more positive outcomes.
- ◆ The number of people supported.

By combining these inputs, the social value calculation helps us understand how a programme or intervention helps change lives for the better. We combine the social value with cost information to calculate a programme's social return on investment.

 Helping you do good, better.

Our team

To make better decisions, it's crucial to consider both the hard facts and the human stories that substantiate them. Our family of researchers, data scientists and statisticians are committed to combining powerful analytics with what you know works for your community.

Alongside expertise in data-driven decision making, our team brings a wealth of real-world experience. We are parents, teachers, volunteers and customers of social services.

GoodMeasure for Blue Light's Youth Driver Navigator Programme

In the year in scope, Blue Light's Youth Driver Navigator Programme delivered \$10,019,972 of measurable good to society in New Zealand.

Understanding Blue Light's Youth Driver Navigator Programme's impact

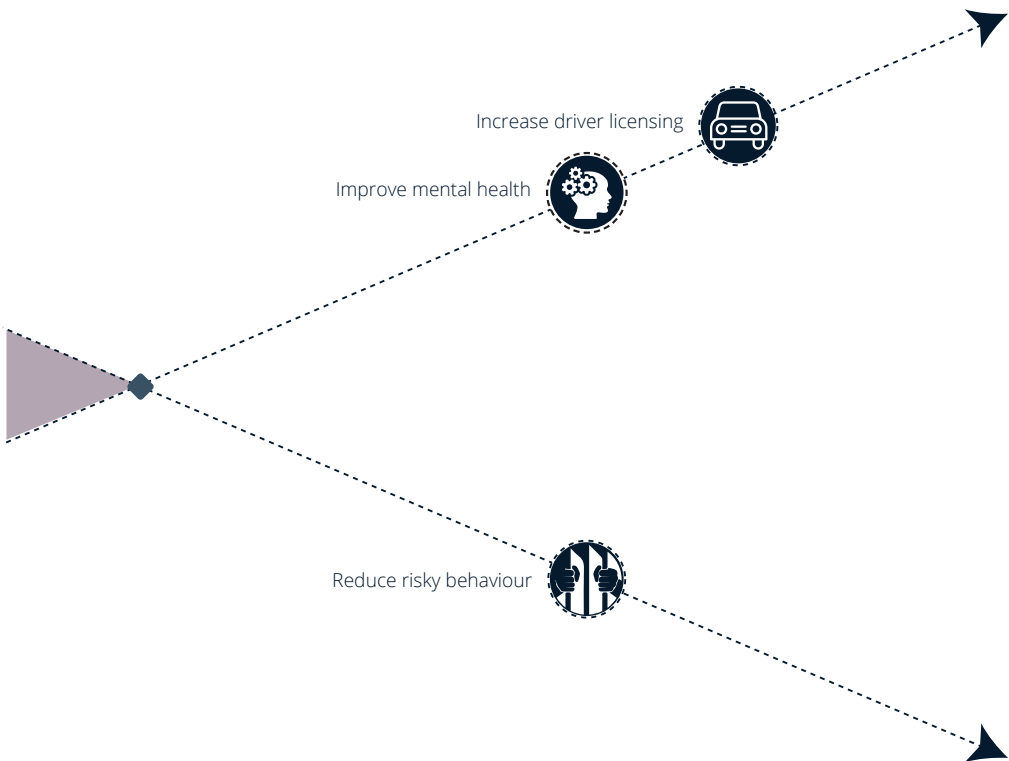
Blue Light facilitates the licensing and improved driving capability of roughly 2000 youth per year, empowering them to access education and employment opportunities and achieve life-long success trajectories.

What does Blue Light's Youth Driver Navigator Programme do?

Blue Light's Youth Driver Navigator Programme empowers young people to access education and employment opportunities and achieve life-long success trajectories. By working with young people to tackle their barriers to licensing, Blue Light ensures that youth progress from a learner's licence all the way to obtaining their full licence, while also learning how to be better, safer drivers.

Whom does Blue Light's Youth Driver Navigator Programme serve?

Blue Light's Youth Driver Navigator Programme seeks to support those who need it the most. Many participants come from decile 1-5 schools, typically experience poverty and may be of a lower socio-economic status and are from more rural and less-connected areas of New Zealand.



GoodMeasure outcomes

These outcomes directly contribute to this year's social value calculations.

Improve mental health
Increase driver licensing
Reduce risky behaviour

Additional outcomes

These outcomes do not directly contribute to this year's social value calculations.

Increase social connectedness
Increase confidence
Increased employment

Blue Light's Youth Driver Navigator Programme's impact

Social Value
\$10,019,972

Social value definition

Social value generated for each participant	\$14,549
Measurable benefits as proportion of programme cost	720%
Cost of the programme per participant per year:	\$625
Cost of the programme per full licence achievement:	\$2,027

When we take into account the operating costs of Blue Light's Youth Driver Navigator Programme we can calculate the social return on investment that is generated for every dollar in the programme.

Social Return on Investment

\$1:\$7:20

Every \$1 invested in Blue Light's Youth Driver Navigator Programme results in \$7.20 returned to NZ (May 2020 – Oct 2021)

Appendix

Below is a list of definitions of key terms contained in this report.

Amount invested	Population
The dollar amount that has been invested in a specific programme, in New Zealand dollars.	The group of people supported by the programme, in terms of age, gender, and ethnicity.
Cost per person	Programmes
The dollar amount invested in the programme divided by the number of people supported by the programme (including those who did not successfully complete it).	The services delivered by the provider for the amount invested.
Domain	Social ROI
A domain is a way of dividing or filtering the subject and outcome material in your ImpactLab results. ImpactLab refer to domains as per the New Zealand Treasury's Living Standards Framework domains.	This is the Social Return on Investment. It is calculated by comparing the social value generated by the programme to the amount invested in it.
	Social Value
	The social impact in dollar terms that the amount invested achieves for participants over their lifetime. The social value is calculated by combining impact values with a service delivery quality score, the size of the opportunity to support a population, and the number of people supported.

Attribution
Some data and information used in the Social ROI calculations is licensed under a Creative Commons Attribution 4.0 International (CC BY 4.0) Licence. It is attributed to the NZ Treasury.
Disclaimer
This disclaimer sets out important information about the scope of our (ImpactLab Limited) services. It should be read in conjunction with the contract that we have entered into with you (or your company/ organisation) for our services, including the applicable terms and conditions.
We have endeavoured to ensure that all material and information on GoodMeasure, including all ROI calculations and impact numbers (together the information) is accurate and reliable. However, the Information is based on various sources, including information that you have provided to us, which we do not independently verify. Accordingly, we do not provide any representations or warranties in relation to any information, including any representations or warranties relating to the accuracy, adequacy, availability or completeness of the information or that it is suitable for your intended use. We do not provide advice or make any recommendations in relation to decisions, financial or otherwise, that you may make.

