



London Social Ventures: pilot outcomes and impact analysis

Building London's university social venture pipeline: evidence from the LSV pilot



londonsocialventures.com



320%
4 Year ROI
Projected

£1.1m
Tax Generated
Projected

29
Jobs Created
Over Projected 4 Year Period

Break-even achieved in Year 2

The Catalyst programme pays for itself in tax revenue alone within two years

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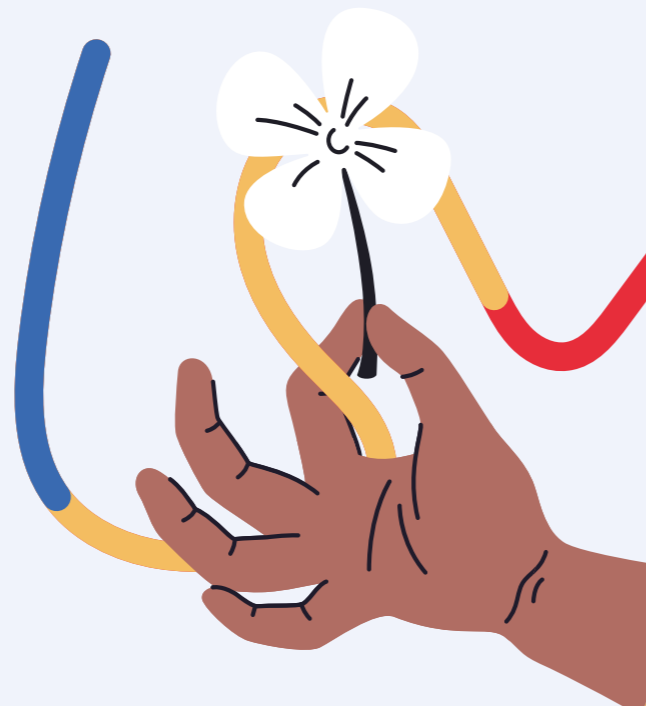
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“What stands out in this analysis is not just that London Social Ventures is supporting ventures, but that it is accelerating real economic activity. The evidence shows that this growth is directly attributable to the programme, and that public investment is being translated into jobs, revenue, and tax generation at pace. That is a strong and credible case for this model.”

Phil Clare

CEO of Queen Mary Innovation

94
Ventures Supported

15
Universities Engaged

262
Hours of Venture Support

£293k
Value of Grants Provided



Introduction

London Social Ventures (LSV) supports the development of social ventures emerging from London’s universities. These ventures combine innovation with the intention to address societal challenges, translating research, student entrepreneurship and university expertise into solutions capable of operating commercially.

London’s universities generate significant entrepreneurial activity each year, yet ventures seeking to address social and environmental challenges often face barriers when moving from early ideas to sustainable organisations. LSV was created to help address this gap by providing structured support that enables founders to test ideas, develop viable models and build ventures capable of delivering real world outcomes.

LSV works across multiple programmes that support ventures at different stages of development, from early exploration through to ventures developing traction and growth. Across these programmes, LSV has engaged over 200 participants from 15 of London’s universities, reflecting the breadth of entrepreneurial activity emerging from the higher education sector in the capital.

“This report sets out what London Social Ventures was designed to do and what it has begun to demonstrate in practice. By working across universities, we have shown that there is a clear and credible pipeline of ventures emerging from research and student innovation that are capable of addressing complex social and environmental challenges. The task now is not to prove that this activity exists, but to build the infrastructure that allows it to scale and endure.”

Amir Rizwan
Director

The ventures involved span a wide range of sectors, including health innovation, environmental sustainability, inclusive technologies and services addressing social inequality. This diversity reflects the range of societal challenges being addressed through university-driven innovation.

Alongside its core venture programmes, LSV has also begun piloting place-based collaborations with ecosystem partners. This includes work with Queen Elizabeth Olympic Park Innovation District through the Social Impact Demonstrator initiative, and with Care

City through the Adult Social Care Impact Launchpad, exploring how university ventures can engage more directly with real world partners and communities.

This report focuses on the economic outcomes associated with venture growth across the LSV portfolio, examining indicators such as employment creation, revenue growth and tax contribution. Together, these findings provide insight into how targeted support for university social ventures can translate innovation into measurable economic activity.



University-origin ventures

Ideas emerging from research and student innovation



Pan-London network

A shared London pipeline across multiple universities



Stage-specific support

Tailored at each social venture stage



Partner ecosystem

Support from non-university partners



The LSV Venture Programmes

London Social Ventures was developed to address a practical gap within the university innovation landscape. While London's universities generate significant research, ideas and entrepreneurial activity, ventures seeking to address social and environmental challenges have historically struggled to access support that reflects their particular needs. Existing support pathways have often focused on capital and IP intensive spin out models,, leaving limited infrastructure for ventures with high impact-potential that fall outside this norm.

For founders emerging from universities, the early stages of venture development can be particularly difficult. Academic research may demonstrate promising solutions, and student entrepreneurs may identify pressing social problems, but translating these ideas into sustainable organisations requires capabilities that sit outside traditional academic environments. Founders often

need support to understand user needs, develop viable commercial models, and build organisations capable of delivering both impact and financial sustainability.

LSV's venture programmes were established in response to this challenge, bringing together universities across London to create a coordinated model of support for university-origin social ventures.

To address the different stages of venture development, the pilot was structured as a staged programme model, providing targeted support from early idea development through to validation and growth. This structure enabled ventures to progress through distinct phases, with support aligned to their stage, needs and level of readiness.

The following section sets out this programme model in detail, alongside key data on participation, progression and outcomes across each stage.



Spark



Build



Validate



Catalyst

215

Participants

from 15 universities

150

Hours

of 1-1 support

126

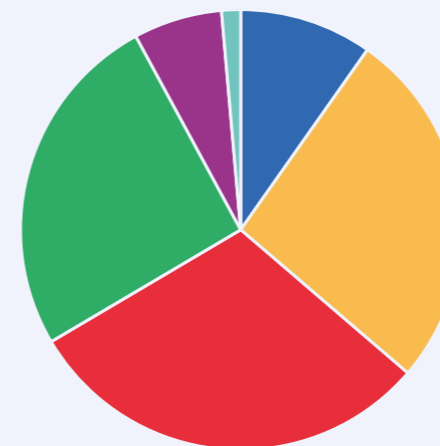
Hours

of training

Venture Pipeline Data

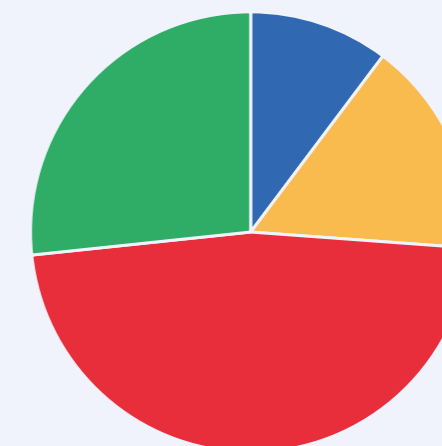
Programme Participants

Participant Type



- Academic or Researcher 55
- Support Staff 14
- Other 3
- Undergraduate 21
- Postgraduate (including PHD/MPhil) 57
- Alumni 65

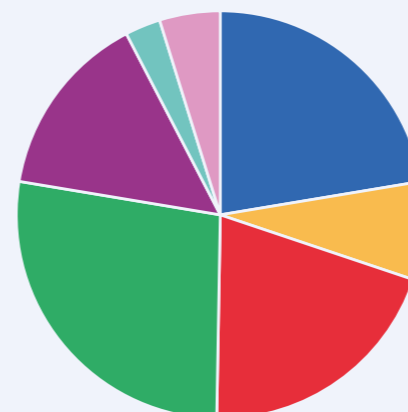
Participant Research Areas



- Social Science 47.2%
- Arts and Humanities 26.7%
- Medicine, Health and Life Science 10.3%
- Physical Sciences, Engineering and Mathematics 15.9%




Pipeline Ventures

Impact Areas



- Equality 682
- Community 368
- Culture 70
- Planet 120
- Prosperity 558
- Sustainability 194
- Health 502

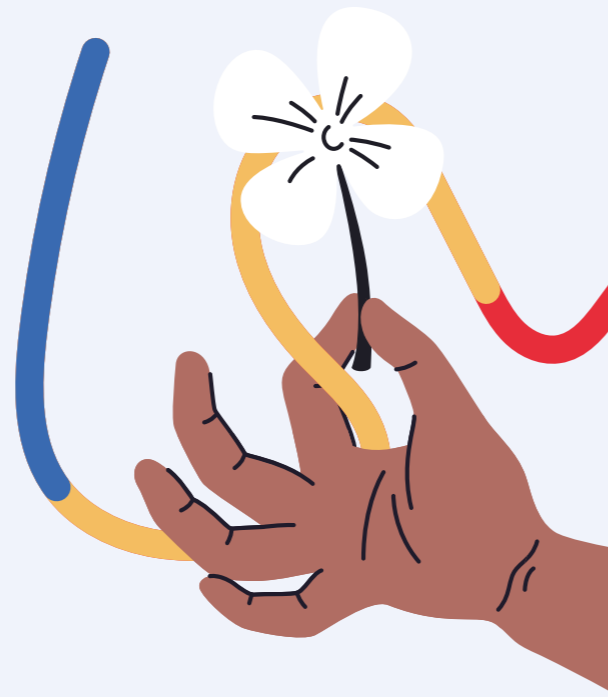
Top Three Sectors

-  Human Health and Social Work
-  Arts, Entertainment and Recreation
-  Education

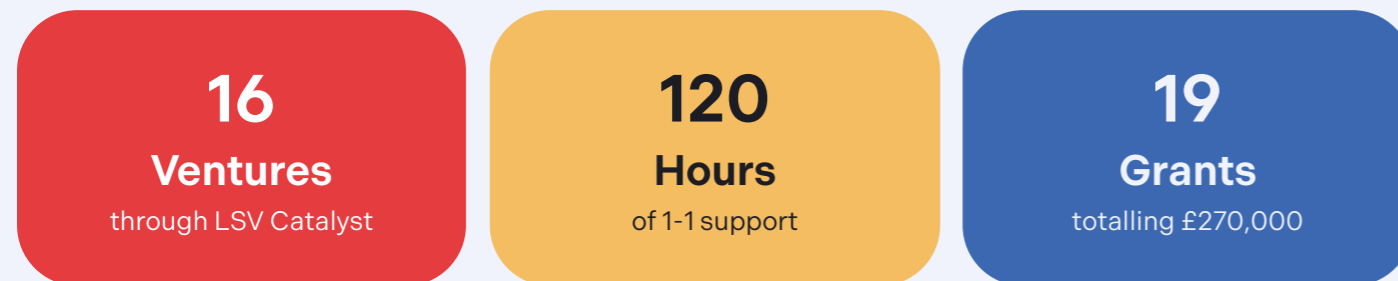
Impact Area Indicators are drawn from the UK's nationally collected statistics. They are grouped here according to the well-being goals (used by the Welsh Government) to organise and report on social progress.

LSV Catalyst

Catalyst provides tailored, hands-on support to help social ventures gain real-world traction and deliver meaningful social impact. The programme focuses on enabling ventures to secure pilot opportunities with potential customers, build robust sales pipelines, and progress towards sustainable delivery or investment readiness. Support is delivered through dedicated 1:1 engagement with an expert venture manager. Ventures receive practical guidance to strengthen their commercial offer and early-stage delivery model, navigate challenges, and continuously refine their strategy. They can also apply for funding to help them achieve early market success.



Engagement metrics



Top 3 Grant uses:

Sales and Business development | Marketing and branding | Software/digital development

Economic outcomes



Strong, attributable growth in jobs and revenue

Catalyst ventures increased employment from 16 to 42 jobs (+160%) and revenue from £1.1m to £2.1m (+97%), with 16 jobs and £520,000 in revenue directly attributable to LSV in Year 1 alone, based on verified outcomes rather than projections



High return on public investment with rapid payback

The programme generates a 320% return on investment over four years, measured through tax revenue, and reaches break even within two years (140% cumulative ROI), grounded in realised impact to date rather than forecast modelling



Material contribution to economic activity and tax base

Because LSV has accelerated a greater number of ventures through early-stage development than seen in the wider ecosystem, Catalyst ventures are projected to generate £2.9m in attributable revenue, 29 jobs, and £1.1m in tax contributions over four years, demonstrating sustained economic impact beyond initial support

Case Study

[Read more case studies here](#)

Simba Technologies

Simba Technologies is an AI-powered platform that uses WhatsApp to help impact organizations collect data in hard-to-reach environments. With support from the Catalyst programme, Simba refined their commercial strategy and made their first business development hire, doubling their client pipeline in the process.

“The Catalyst programme gave us the support to make our first commercial hire and sharpen our strategy, especially when it comes to growth in the impact space. For an early-stage company doing work in hard-to-reach places, that kind of targeted help is rare and genuinely valuable.”



April Stephenson

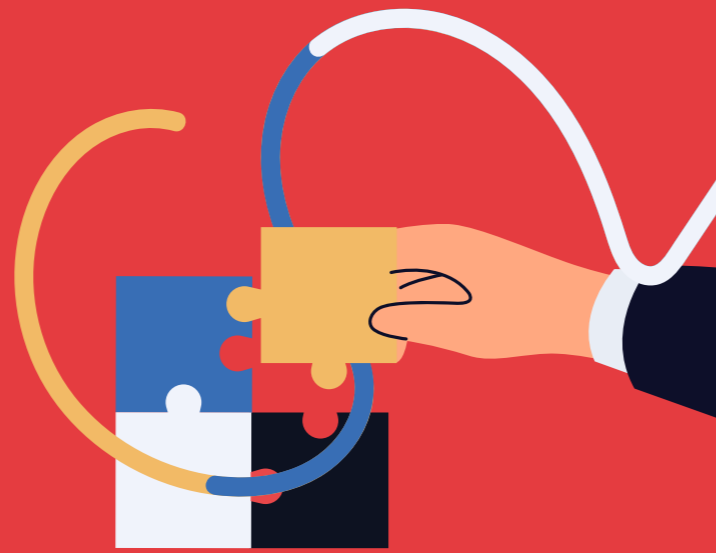
Founder of Simba Technologies & LSE alumna



LSV Validate

Validate is a 6-week market validation sprint, empowering social ventures to move beyond assumptions by generating real-world evidence and insight.

Through a combination of expert-led sessions and 1:1 Venture Manager support, participants are supported through the market validation process, engaging with potential customers and using the insights the gain to develop a strategy that balances sustainability and impact.



1
Cohort

9
Ventures

79
Market
Validation
Conversations

Case Study

[Read more case studies here](#)

Rewild my Street

Associate Professor Siân Moxon's Rewild My Street toolkit helps urban residents, councils, schools and businesses make their outdoor spaces a haven for wildlife and people by showing simple adaptations and using design to make these look good. She joined the Validate programme to test a new training offer for local authorities aimed at supporting borough-wide approaches to increasing biodiversity. Through the programme she refined her understanding of Rewild My Street's ideal target market and built connections with local authorities, leading to several potential pilot opportunities.

"Taking part in the Validate programme helped me find the market niche where my project could make a difference by providing a valuable service to help councils better engage local residents in rewilding. The training sessions, 1:1 support and sense of belonging to a likeminded cohort gave me the confidence, motivation and skills to approach councils and develop a viable proposition. I now feel ready to take the next steps..."



Siân Moxon

Associate Professor of Sustainable Architecture at London Metropolitan University and founder of Rewild my Street

LSV Build

Build is a month-long programme that helps participants develop and refine their social venture idea through expert-led workshops and collaboration with other innovators.

Projects that join LSV Build at the idea stage emerge with a fully developed social venture concept and a plan for an initial pilot. Build ventures can then apply for a small grant to fund this pilot.

5
Cohorts

69
Ventures

13
London
Universities

25 pilots funded

Top 3 Grant uses:

User researcher and test | Workshops training & delivery | Partnerships & stakeholder engagement

Case Study

[Read more case studies here](#)

Uptown Ranking

Deborah Carnegie joined LSV Build to develop her archive of Black British Women's style into a sustainable social venture, that could engage students and the local communities with the fashion of Black women from the Windrush era to the present day, showcasing their influence on the fashion industry and the rich tapestry of designs that reflect a blend of Caribbean and European styles. The programme helped her to explore different business models and design an early pilot. She was awarded a Build grant, which she has used to develop a website and launch her new brand for the venture: Uptown Ranking.

"Documenting Black British style and culture is essential for future generations. LSV Build has supported me as I develop Uptown Ranking as a digital archive and social venture."



Deborah Carnegie

Course Leader at the London College of Fashion and founder of Uptown Ranking

LSV Spark

LSV Spark is a two-hour workshop that ignites inspiration and introduces participants to the world of social ventures. It helps participating researchers and students explore social venture as a route to impact on their research and ideas.



15
Workshops

140
Attendees

13
Universities

Economic Outcomes of Validate, Build and Spark



Pipeline conversion into investable ventures

The Build and Validate stages generated **45 early stage projects, with 6 now ready to progress to Catalyst**, demonstrating a structured conversion rate from early ideas into ventures capable of entering growth support.



Potential economic contribution of validated pipeline

Validated ventures progressing to Catalyst are projected to generate **£2.5 million in LSV attributable revenue and support 24 jobs** over the following four years, indicating that early stage validation activity translates into measurable downstream economic value.



Additionality of continued early-stage support

Without continued support, the same pipeline is projected to generate **£1.3 million in LSV attributable revenue and 13 jobs**, compared to **£2.5 million and 24 jobs with Catalyst**, showing that early stage validation combined with progression pathways significantly increases economic outcomes.



Case Study



RecycleLab

RecycleLab is helping UK science and healthcare labs tackle single-use plastic waste, enabling more sustainable research and innovation.

Founded by scientist Danielle Stephens after witnessing the scale of lab waste firsthand, the venture offers a circular solution that collects and repurposes plastic into new lab consumables.

The social problem

Science and healthcare labs generate significant volumes of plastic waste, most of which is incinerated after use. This process produces greenhouse gas emissions and toxic pollutants, contributing to air pollution and environmental harm. Much of this waste could instead be safely recycled, reducing both environmental impact and operational costs.

The venture's solution

RecycleLab collects and recycles single-use plastic waste from labs, transforming it into CircuLab, its proprietary line of recycled plastic pellets. These materials are then used to manufacture new lab products, such as test tube racks, creating a closed-loop system that reduces reliance on virgin plastic.

LSV support

Through the Catalyst Programme, Danielle worked closely with an LSV venture manager to refine RecycleLab's distributor partnerships and sales strategy, supporting the transition from pilot activity to commercial rollout. LSV funding enabled the venture to make its first business development hire and launch its first product, a test tube made from CircuLab.

The venture's impact

RecycleLab has secured over 30 customers and diverted 35 tonnes of lab waste from landfill or incineration, generating over £22,000 in social value through avoided CO₂ emissions. If Recyclelab can continue to scale and recycle 5,000 tonnes of lab waste per year, this would create over £3million in social value annually.

[Read more case studies here](#)



LSV Economic Impact Analysis and Methodology



The economic analysis presented in this report was conducted by Divine Ox Ltd, an Oxford University expert led consultancy specialising in social impact measurement.

To determine what proportion of venture growth can be directly attributed to LSV's intervention rather than to wider market conditions, Divine Ox applied a counterfactual methodology. This involved benchmarking the performance of LSV supported ventures against comparable businesses in the London economy that did not receive LSV's support, including those that may have accessed other venture programmes. This strengthens the assessment by demonstrating LSV's additionality within an already active support ecosystem, using granular national data provided by Data Gardener.

The difference between what LSV supported ventures achieved and what similar businesses achieved over the same period represents the additional growth directly attributable to LSV. This approach ensures that the figures presented in this report are conservative and defensible, and do not claim credit for growth that would have occurred regardless of LSV's involvement.

This methodology is consistent with established standards for programme evaluation and provides research funders and government with a robust and credible assessment of impact.

Metric	Value	Key Finding	Interpretation
Jobs (portfolio growth)	16 → 42 (+160%)	Strong employment growth across supported ventures	Ventures are progressing beyond early stage activity into active job creation during the programme period
Revenue (portfolio growth)	£1.1m → £2.1m (+97%)	Significant increase in commercial activity	Ventures are developing and scaling viable revenue models during support
Jobs attributable to LSV (Year 1)	16 jobs	Material share of job growth directly attributable to programme support	Analysis shows this job creation would not have occurred at the same pace without LSV intervention
Revenue attributable to LSV (Year 1)	£520,000	Substantial additional revenue generated through support	Demonstrates that LSV contributes directly to venture growth, not just participation
Return on investment (4-year, LSV attributable)	320%	High return on public investment	Programme generates over three times its cost in tax revenue alone
Break-even point (cumulative ROI)	Year 2 (140%)	Rapid recovery of programme cost	Public investment is recouped within two years through tax generation
Tax generated (4-year, LSV attributable)	£1,100,000	Direct fiscal contribution to the public purse	Venture growth translates into measurable income and company tax revenues
Projected jobs (4-year, LSV attributable)	29 jobs	Continued employment growth beyond programme period	Economic impact extends beyond delivery timeframe as ventures scale
Projected revenue (4-year, LSV attributable)	£2.9m	Sustained economic output from supported ventures	Early-stage support leads to ongoing revenue generation over time

“The question any serious funder or policymaker should ask is: would this have happened anyway? Our analysis shows it wouldn't; not at this pace, and not at this scale. By benchmarking London Social Ventures supported ventures against comparable businesses in the London economy that received no programme support, we can demonstrate that London Social Ventures intervention directly accelerated job creation and revenue growth beyond what the market alone would have produced.

The numbers are striking. The programme pays for itself in tax revenue within two years. Over four years, it generates a return of over 300% on the original investment; measured in tax alone, before you count a single unit of social value. That is not a marginal result: it is an exceptionally strong case for continued public investment.

What this means for government is straightforward. London Social Ventures is not asking to be funded on the basis of good intentions. It is delivering jobs, generating tax revenue, and doing so in sectors including health innovation, environmental sustainability and inclusion, where the societal dividend compounds the economic one. The growth agenda and the social mission are not in tension here. They are the same argument.”

Arnab Dutt OBE

Chief Executive, Divine Ox Ltd

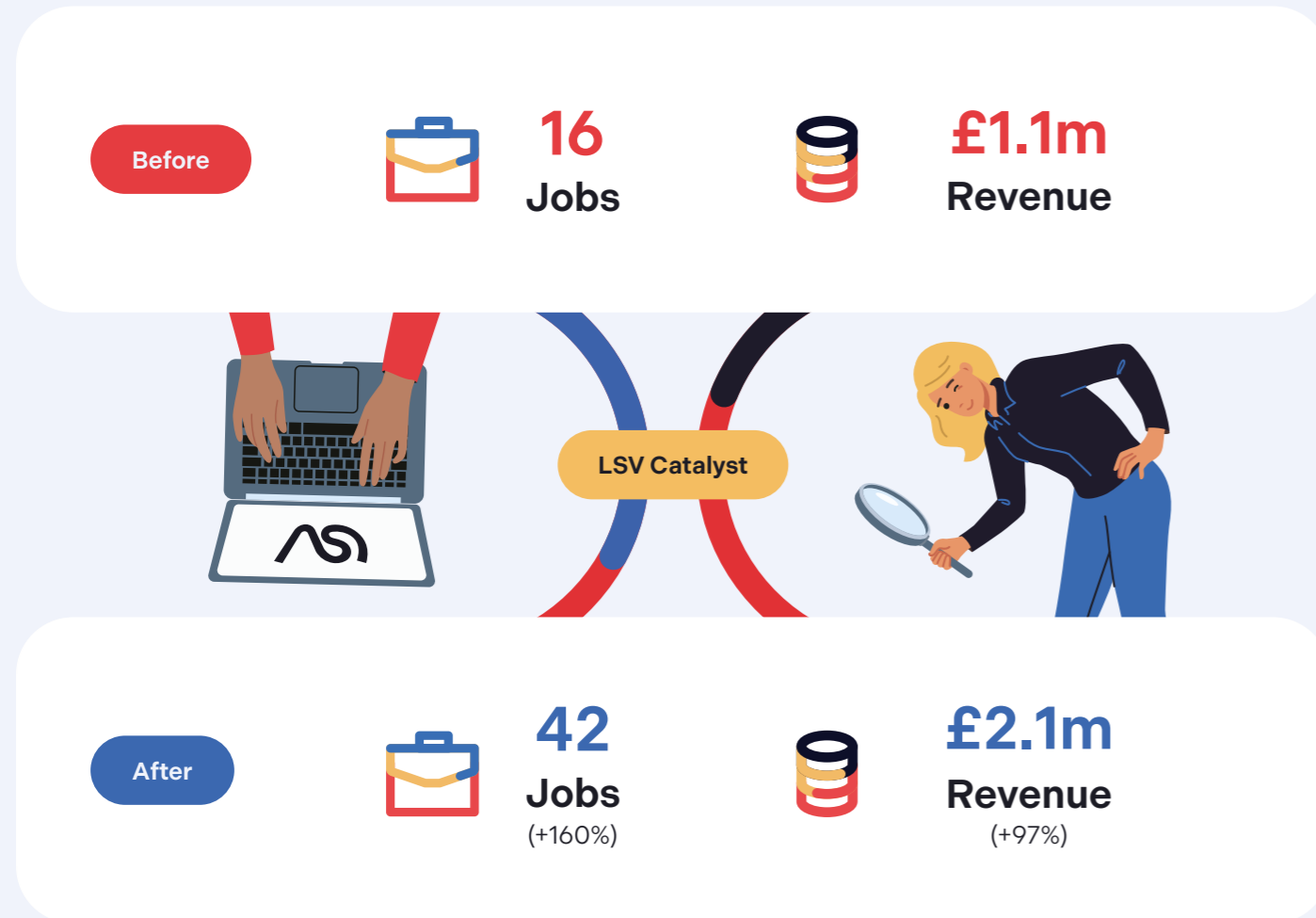
Key Finding:

By comparing with like for like ventures in the London economy, LSV has already demonstrated 16 additional jobs and £520,000 in revenue growth directly attributable to its intervention in Year 1 alone.

Portfolio Growth and Additionality

Catalyst ventures demonstrated strong growth in employment and revenue during the programme period. Counterfactual analysis shows that a significant proportion of this growth is directly attributable to LSV support.

Measured Growth (13 Ventures)



Extrapolated Growth (Full Portfolio)

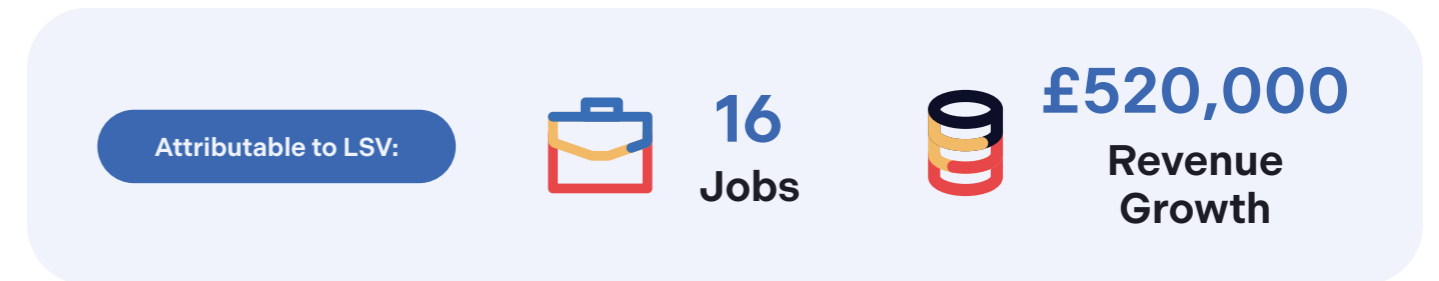
Metric	Before	After	Increase
Jobs	20	51	+31 (+160%)
Revenue	£1,300,000	£2,500,000	£1,200,000 (+97%)

Highlight:

Portfolio ventures collectively grew revenue by over **£1.2m**.

Additionality Analysis

To determine the impact directly attributable to LSV, we compared portfolio performance against benchmark data from comparable ventures in the London economy that did not receive programme support.



This counterfactual methodology ensures conservative, defensible estimates of programme additionality. The LSV contribution represents approximately 53% of total growth, reflecting the accelerating effect of structured support and expert mentoring.

Return on Investment and Payback

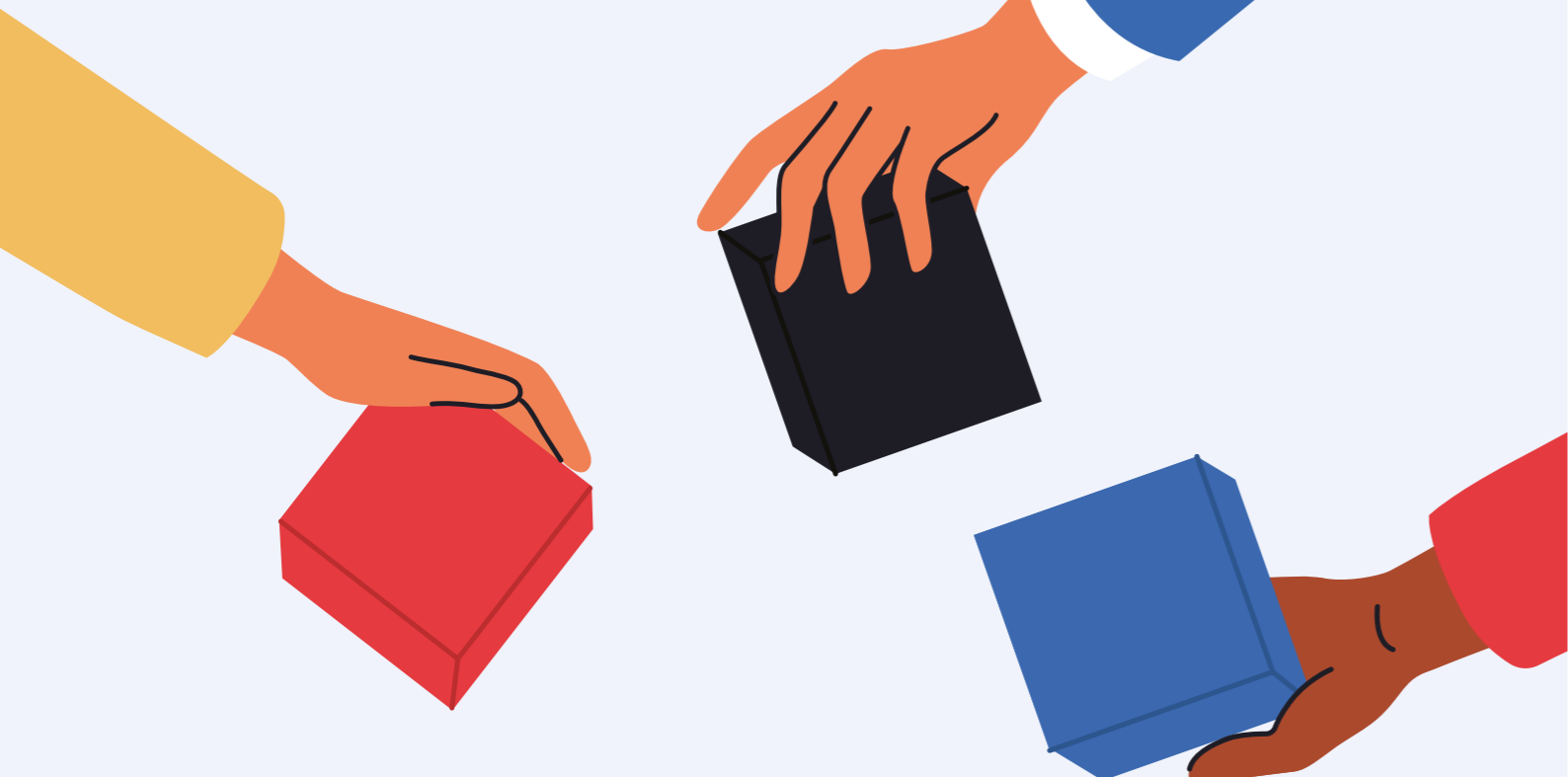
The programme delivers a strong return on public investment through tax generation. It reaches break-even within two years and continues to generate value beyond the initial funding period.

Metric	Year 1	Year 2	Year 3	Year 4	4-Year ROI
Total ROI	100%	170%	160%	170%	600%
LSV Contribution ROI	55%	88%	84%	91%	320%
LSV Cumulative ROI	55%	140%	230%	320%	-



The Catalyst programme pays for itself in tax alone within two years of the end of Catalyst

Cumulative ROI reaches 140% by end of Year 2, exceeding 100% break-even threshold



Projected Economic Contribution

Economic impact continues beyond the programme period as ventures scale. Projections indicate sustained job creation, revenue growth, and tax contribution over time.

Jobs and Revenue Growth

Metric	Year 1	Year 2	Year 3	Year 4	Total
Total Job Growth	31	15	3.1	5.9	54
Total Revenue Growth	£0.98m	£2.2m	£1.3m	£1.1m	£5.5m
LSV Jobs Contribution	16	7.9	1.7	3.1	29
LSV Revenue Contribution	£520k	£1.1m	£680k	£580k	£2.9m

Tax Revenue Generation

Tax Type	Year 1	Year 2	Year 3	Year 4	Total
Income Tax (all jobs)	£300,000	£450,000	£490,000	£550,000	£1,800,000
Company Tax (all revenue)	£79,000	£140,000	£81,000	£69,000	£350,000
LSV Income Tax	£160,000	£240,000	£260,000	£290,000	£930,000
LSV Company Tax	£33,000	£72,000	£43,000	£37,000	£180,000
Total Tax Generated	£390,000	£590,000	£570,000	£620,000	£2,200,000
LSV Contribution	£190,000	£310,000	£300,000	£320,000	£1,100,000

Methodology & Assumptions

The economic impact calculations are based on the following assumptions and data sources:

Parameter	Value	Source
Small business tax (% of turnover)	6%	Federation of Small Businesses
Median wage	£38,000	ONS
Average tax paid per job	26%	HMRC
Catalyst programme cost	£350,000	LSV accounts
Build and Validate cost	£150,000	LSV accounts
Counterfactual benchmark	London economy	Data Gardener

Data Collection

- 16 ventures supported by Catalyst programme
- 13 of 16 ventures provided complete data (81% response rate)
- Figures extrapolated to full portfolio based on reporting sample
- Before/after comparison captures growth during programme period

Additionality Calculation

LSV contribution is calculated by comparing venture growth against counterfactual benchmark performance of comparable ventures in the London economy that did not receive programme support. The difference represents the additional growth attributable to LSV intervention.



Build and Validate Pipeline

LSV supported 45 ventures through the Build and Validate programme. Based on current progression, 6 are expected to move into Catalyst. The table below compares the projected economic impact of these 6 ventures with and without Catalyst support over four years. It shows both

the value created through the early stage pipeline and the additional impact generated when ventures progress into growth support. Our Catalyst programme shows that it materially increases outcomes, with continued support nearly doubling return on investment.

	Scenario A: With Continued Catalyst Support	Scenario B: Without Catalyst Support
	If Build and Validate ventures proceed to Catalyst after two years, the projected contributions are:	If Build and Validate ventures do not proceed to Catalyst after two years, the projected contributions are:
Year 3	Job Growth: 25 Revenue Growth: £1m LSV Jobs: 13 LSV Revenue: £530k	Job Growth: 13 Revenue Growth: £540k LSV Jobs: 7.1 LSV Revenue: £280k
Year 4	Job Growth: 12 Revenue Growth: £1.8m LSV Jobs: 6 LSV Revenue: £930k	Job Growth: 6.4 Revenue Growth: £930k LSV Jobs: 3.4 LSV Revenue: £490k
Year 5	Job Growth: 3 Revenue Growth: £1.1m LSV Jobs: 1 LSV Revenue: £550k	Job Growth: 1.4 Revenue Growth: £550k LSV Jobs: 0.7 LSV Revenue: £290k
Year 6	Job Growth: 5 Revenue Growth: £890k LSV Jobs: 3 LSV Revenue: £470k	Job Growth: 2.5 Revenue Growth: £470k LSV Jobs: 1.3 LSV Revenue: £250k
Total	Job Growth: 45 Revenue Growth: £4.7m LSV Jobs: 24 LSV Revenue: £2.5m	Job Growth: 24 Revenue Growth: £2.5m LSV Jobs: 13 LSV Revenue: £1.3m

With Catalyst

190%

4-Year ROI

24 jobs created

Without Catalyst

98%

4-Year ROI

13 jobs created

LSV Impact Series: Place-based piloting across the Capital

The LSV Impact Series supports social ventures to test and demonstrate their solutions in real-world community settings. Through programmes like the Adult Social Care Impact Launchpad and the Social Impact Demonstrator, ventures work with partners to run pilots, create social value, and build evidence of what works for Londoners.

Support is delivered through a mix of hands-on guidance, mentoring, and access to live delivery environments. Ventures are supported to refine their offer, respond to community needs, and build the partnerships needed to move towards sustainable delivery and long-term impact.

Adult Social Care Impact Launchpad

The Adult Social Care Launchpad brought together researchers, innovators and social care practitioners around one of society's most pressing problems: How do we help people stay well, in the place they call home, for as long as possible?

Delivered in partnership with Care City, a health and social care focused innovation centre, the Launchpad enabled researcher-led solutions emerging from London's universities to be implemented in real-world care settings. Participants were supported to adapt their solution to community contexts and connected with local partners for delivery and feedback.



Dr Faiza Durrani's **'Connect Culture with Care'** is a culturally tailored educational toolkit designed to increase dementia awareness, reduce stigma, and support informed decision-making within South Asian communities. This pilot tested a 'train-the-trainer' delivery model, through community groups and volunteers in South Asian community settings.



Professor Nicola Grove's **Storysharing** is a structured approach to storytelling that helps people with disabilities, older adults, and care staff build relationships and express identity through shared stories. The method has been widely used and this pilot was focused on exploring its value in broader social care contexts, particularly care homes.

Social Impact Demonstrator

The Social Impact Demonstrator (SID) is supporting six social ventures to deliver innovation trials that evidence their social impact and strengthen their commercial potential.

Delivered in partnership with the Queen Elizabeth Olympic Park Innovation District, SID uses the innovation district to accelerate the development of each venture's solution and provide social value to people who live and work in East London and beyond.

Through the programme, the six social ventures are working with community engagement specialists and local community stakeholders to develop, test, and showcase the social impact of their innovative model, product, or service in live environments with real stakeholders.



"The Social Impact Demonstrator has enabled our venture, *Games for Thought*, to expand across East London and to more rigorously test how game-based learning and ethical AI can work together to support the exploration of complex and sensitive histories in UK classrooms."

Dr Marie Rodet

Reader in the History of Africa at SOAS
and founder of Games for Thought



LSV Partner Support

As well as delivering direct programme support, London Social Ventures plays a key role in connecting university social ventures to London's wider impact ecosystem. During the pilot phase, LSV has built and activated a strong cross-sector partner network across the private, public, and third sectors.

These organisations have provided valuable opportunities, insight, and connections for LSV

ventures, while also gaining access to innovative ideas and solutions emerging from London's universities.

- 25 active partner relationships
- Over 100 hours of support provided
- Types of Support: Legal support, Comms, Branding, Marketing, Funding, Governance/Leadership, business support, sector-specific mentoring, Coaching, space, place-based opportunities.



Case Study

[Read more case studies here](#)

Arab Women's Wellbeing Network

Yasmin Ramadan founded Arab Women's Wellbeing Network (AWWN) and took part in the LSV Catalyst programme. AWWN is a bilingual, AI-powered platform supporting Arab women in the UK with culturally relevant mental health, legal, and career guidance.

Through LSV's partners, Yasmin accessed expert support on business model development and legal compliance, including data protection guidance through Hogan Lovells (HL BaSE). Leveraging LSV's partnership with Barclays Eagle Labs, she hosted the "AI for Good" event at their Shoreditch space, bringing together 100+ attendees from tech, policy, academia, and the community sector, with speakers from organisations including Google DeepMind, TechUK, Microsoft, and Accenture. The event has since led to strong follow-up interest, international collaboration opportunities and investments.

"LSV's partners helped me bring AWWN to life, from shaping the model to opening doors to the right people, opportunities, and support."



Yasmin Ramadan

Founder of AWWN and Goldsmiths alumna

Case Study

START

START (STrategies for RelaTives) is an eight-session, clinically proven intervention to improve carers' mood and quality of life.

Developed by UCL clinical academics, START is providing individuals with strategies to care while still looking after themselves.

The social problem

Caring for someone with dementia can be isolating and challenging, often leading to burnout and distress. Unpaid care accounts for 42% of the total cost of caring for people with dementia in England, saving the health service over £10 billion pounds. Despite their vital role, unpaid carers receive little support.

LSV support

Through the Catalyst Programme, START received operational support from an LSV venture manager to enable efficient training delivery and generate sales leads. LSV funding supported the development of a marketing strategy and materials, helping the team grow their pipeline of client organisations and begin generating early revenue.

The venture's solution

START provides evidence-based therapeutic support to family carers. The eight-session intervention helps reduce symptoms of anxiety and depression, improving quality of life. Over a 2.5-day training programme, facilitators learn how to deliver START to family carers, dealing with any clinical and personal problems related to caring that may arise.

The venture's impact

START has trained 77 facilitators from various NHS and VCSE organisations, who have gone on to support carers across the UK. The venture has the potential to create considerable social value annually, as a result of reduced health & care costs and improved productivity, while improving carers' quality of life.

[Read more case studies here](#)



Conclusions

1

The Catalyst programme delivers a **320% return on investment over four years**, measured in tax revenue alone, demonstrating strong economic value from public investment.

2

The programme **recovers its full cost within two years**, with cumulative ROI reaching 140%, showing rapid payback within a standard funding cycle.

3

29 jobs are directly attributable to LSV intervention over four years, representing a substantial share of total job creation across the portfolio.

4

LSV-supported ventures generate **£1.1 million in attributable tax revenue**, combining income tax from employment and company tax from revenue growth.

5

Sustained support across the pipeline significantly increases economic returns: **continued investment nearly doubles ROI (190% vs 98%) and increases job creation by 88%**.

6


All impact figures are based on **counterfactual benchmarking against comparable London ventures**, ensuring that reported outcomes reflect growth attributable to LSV rather than wider market conditions.

Designed by



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