

HACT Social Value Results

2019/20



One Vision Housing Social Value



How do we measure social value?

In March 2014 HACT (Housing Associations Charitable Trust) released the Social Value Bank. Along with the accompanying approach to measuring impact, and the Social Value Calculator tool, the model they created is a straightforward way of attaching cash values to social activities that are traditionally more difficult to quantify financially. This tool was released with a Creative Commons license, allowing many organisations to use it freely. As with our previous submissions, to validate our application of the Social Value Bank we undertook a certification process with HACT. The certification process critiqued our approach, validated some activities, and gave us lessons for future years with activities that were not accepted. To date few organisations have been certified.

Social Value Generated in 2019/20

The certification process has shown that we have generated over 26 million pounds of social value for the 2019/20 year, which gives a £22.25 return on every £1 spent (approx.). Details of each specific activity, and the methodology we used for activities which require survey data to evidence, is shown in the table below:

Team / Description of activity	Budget for this activity	Activity generating the social value	Number of beneficiaries	Social value generated	Social value return	Comment
One Vision Housing: Letting Properties to Those in Temporary Accommodation / Rough Sleeping	£72,000	Temporary accommodation to secure housing (average) Rough sleeping to secure housing (average)	437	£4,228,015	1 : 58.72	These figures are taken from sign ups undertaken during 2019/20. As per HACT guidance, this includes anyone in the household who is over 16. The budget is calculated from staff time taken to rehouse these customers.
OVH Customer Access Team: Digital Access suite in Coral Drive	£11,055	Access to internet	796	£1,088,420	1 : 98.46	The Digital Access Suite was set up in the OVH Customer Access Centre, specifically for tenants to have access the internet when they wouldn't have been able to otherwise. This facility is situated in the public office, and allows customers to access OVH services online, and also bid for properties. Records show 1,396 customers used this service during 2019/20, and the ongoing cost of the facility is for licenses only. A question was added to the OVH STAR Survey; 'Do you have regular access to the internet?' 57% of customers said 'No', showing that this service is of value to OVH tenants. 57% of these customers is 796.
OVH Neighbourhood Services: Clear Rent Accounts	£813,364	Able to pay for housing	1,246	£7,456,655	1 : 9.17	These are tenants who achieved a clear rent account as a result of the work undertaken by the team. A HACT recommended question is in place on our STAR Survey; 'In the last 12 months have you had any difficulties paying for your accommodation?' Of the 8901 tenants who achieved a free rent account in 2019/20, 14% of tenants surveyed have stated that they have had difficulties, and would therefore require financial help/advice from the team. This would give us 1246 customers who would value the assistance of Neighbourhood Services Officers, in order to sustain their tenancy.

Team / Description of activity	Budget for this activity	Activity generating the social value	Number of beneficiaries	Social value generated	Social value return	Comment
OVH Home Contents Insurance Scheme	£23,026	Able to insure home contents	559	£1,923,944	1 : 83.56	Customers value this service more than the actual cost to them as it offers peace of mind, and ensures they can protect their belongings. Budget includes staff time to market and administer the scheme. In addition to this, the average payment from customers for their cover is included.
Customer Empowerment Team: OVH Involved Tenants	£36,000	Active in tenants group	80	£333,719	1 : 9.27	OVH have a total of 80 residents involved across all our groups. The Customer Empowerment Team ensures compliance with the HCA's Consumer Standard of involving tenants in the decision making structures within OVH. Some tenants are active in more than one group, but have not been counted twice.
One Vision Housing - Employee Training	£70,000	General training for job	177	£227,925	1 : 3.26	These are training sessions that OVH have used in relation to staff, and covers a range of courses that support people to be more productive in their current roles, or gain skills for future roles. These are unique values, not duplicated due to the fact some staff will have attended more than one session.
OVH Neighbourhood Services: Decoration Allowance	£101,066	Afford to keep house well-decorated	114	£553,117	1 : 5.47	The decoration allowance benefited 759 new tenants during 2019/20. The money is given to tenants for the sole purpose of ensuring that their homes are well decorated. A HACT recommended question was introduced to our New Tenant Survey from 2016/17 onwards to evidence this. 15% of respondents said that they did not have enough money to keep their house well decorated in 2019/20, showing that the allowance is important to them. This would equate to 114 tenants in total.
OVH Financial Inclusion Officers	£57,000	Relief from being heavily burdened with debt	1,172	£10,516,396	1 : 184.50	This team works closely with tenants to help them access benefits, and offers support and advice with the financial pressures they are under. A Financial Inclusion Survey in place, and we ask a HACT recommended question; 'In the last 12 months have you had any difficulties paying for your accommodation?' 60% of respondents in 2019/20 said 'Yes' to this question, showing that the work of the team is needed, to help them overcome the financial difficulties they are having. Of the 1,953 individual customers who accessed the service during 2019/20, 60% would give us 1,172 tenants.
One Vision Housing - ProVision (Providing Housing to Ex-Offenders)	£1,000	Temporary accommodation to secure housing (average)	3	£24,057	1 : 24.06	This project, called ProVision, was put in place to provide housing to those who have recently come out of prison, and in need of permanent accommodation in order to have an opportunity to turn their lives around, and contribute positively to the local community. A process is in place to ensure that the individuals will be able to sustain their tenancy, and the OVH Neighbourhood Housing Officer will have regular meetings to ensure that the right support is in place. A partnership arrangement is in place with Probation Services, and the team work with an Accommodation Case Manager who will help with housing suitable individuals.
Total	£1,184,511	All Activities	4,584	£26,352,249	1: 22.25	