

# HACT Social Value 2020/21

Results



Success | Passion | Authenticity | Courage | Enterprise

# 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 2020/21

The certification process has shown that we have generated just under 16 million pounds of social value for the 2020/21 year, which gives a £15.41 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
<b>One Vision Housing: Letting Properties to Those in Temporary Accommodation / Rough Sleeping</b>	£77,640	Temporary accommodation to secure housing (average)	402	£4,276,310	1 : 55.08	<p>These figures are taken from sign ups undertaken during 2020/21. 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. In total, there were 462 for 2020/21.</p> <p>In order to accurately represent the number of customers who will actually sustain their tenancy, though, we reduced this down by 13%. This was the percentage of tenancies which did not last longer than 12 months in 2020/21. This meant the number of participants went from 462 to 402.</p>
		Rough sleeping to secure housing (average)				
<b>OVH Neighbourhood Services: Clear Rent Accounts</b>	£829,631	Able to pay for housing	1,207	£7,223,261	1 : 8.71	<p>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?'</p> <p>Of the 8,623 tenants who achieved a free rent account in 2020/21, 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 1,207 customers who would value the assistance of Neighbourhood Services Officers, in order to sustain their tenancy.</p>
<b>OVH Home Contents Insurance Scheme</b>	£10,000	Able to insure home contents	628	£2,161,425	1 : 216.14	<p>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.</p>

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<b>Customer Empowerment Team: OVH Involved Tenants</b>	£3,950	Active in tenants group	22	£90,411	1 : 22.89	OVH have a total of 22 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.
<b>One Vision Housing - Employee Training</b>	£35,000	General training for job	127	£163,539	1 : 4.67	These are training sessions that the organisations in The Sovini Group 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.
<b>OVH Neighbourhood Services: Decoration Allowance</b>	£50,127	Afford to keep house well-decorated	11	£53,371	1 : 1.06	The decoration allowance benefited 538 new tenants during 2020/21. 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.  2% of respondents said that they did not have enough money to keep their house well decorated in 2020/21, showing that the allowance is important to them. This would equate to 11 tenants in total.
<b>OVH Financial Inclusion Officers</b>	£28,000	Relief from being heavily burdened with debt	221	£1,983,041	1 : 70.82	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?'  28% of respondents in 2020/21 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 791 individual customers who accessed the service during 2020/21, 28% would give us 221 tenants.
<b>One Vision Housing: Apprenticeships</b>	£1,040	Apprenticeship	1	£1,866	1 : 1.79	Details of apprenticeships hosted by One Vision Housing were provided by The Sovini Group Human Resources Team.
<b>Total</b>	<b>£1,035,388</b>	<b>All Activities</b>	<b>2,619</b>	<b>£15,953,224</b>	<b>1: 15.41</b>	