

# HACT Social Value 2022/23

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 2022/23

The certification process has shown that we have generated over 28 million pounds of social value for the 2022/23 year, which gives a £42.94 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>Letting Properties to Those in Temporary Accommodation / Rough Sleeping</b>	£155,068	Temporary accommodation to secure housing (avg.)	564	1,826,827	1 : 11.78	<p>These figures are taken from sign ups undertaken during 2022/23. As per HACT guidance, this includes anyone in the household who is over 16.</p> <p>This work is important in ensuring that customers who are in temporary accommodation/rough sleeping can have a permanent, settled home. This will provide comfort and wellbeing for these customers.</p> <p>This work benefitted 564 individuals in 2022/23.</p> <p>The budget is calculated from staff time taken to rehouse these customers.</p>
		Rough sleeping to secure housing (avg.)				
<b>Neighbourhood Services: Clear Rent Accounts</b>	£110,000	Able to pay for housing	622	£2,937,140	1 : 26.70	<p>This item records the number of tenants who achieved a clear rent account as a result of the work undertaken by the Neighbourhood Services Team. This work is crucial in ensuring that customers can sustain their tenancy, and not experience hardship.</p> <p>This data taken from internal reporting mechanisms, which can identify the specific customers who achieved a clear rent account at yearend.</p> <p>A HACT recommended question was added on to our STAR Survey; 'In the last 12 months have you had any difficulties paying for your accommodation?'</p> <p>Of the 8,882 tenants who achieved a free rent account in 2022/23, 7% of tenants surveyed have stated that they have had difficulties, and would therefore require financial help/advice from the team. This would give us 622 customers who would value the assistance of Neighbourhood Services Officers, in order to sustain their tenancy.</p>

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<b>Home Contents Insurance Scheme</b>	£1,000	Insure home contents	545	£1,463,739	1 : 1463.74	This scheme allows customers to access to reasonably priced insurance cover, which they may not be able to afford if looking elsewhere, on the open market. Customers who sign up value this service more than the actual cost to them as it offers peace of mind, and ensures they can protect their belongings.
<b>OVH Involved Tenants</b>	£3,550	Active in tenants group	19	£37,582	1 : 10.59	The Involved Tenants play a key part in ensuring compliance with the regulators consumer standard of involving our customers in the decision making structures within OVH.  OVH have a total of 34 residents involved across all our groups. Some tenants are active in more than one group, but have not been counted twice.  All of these customers have been involved longer than 3 years, so HACT guidance states that a deadweight of 57% must be applied to these individuals. This would reduce the this figure from 34 to 19.
<b>Employee Training (One Vision Housing &amp; Subsidiaries)</b>	£200,767	Job-related training - employer	774	£734,077	1 : 3.66	These are training sessions that have been 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.  Also, these individuals work for, or provide essential services to OVH customers, so ensuring they are well trained has a positive impact on their lives.
<b>OVH Decoration Allowance / Paint Packs</b>	£78,477	House well-decorated	74	£807,156	1 : 10.29	The decoration allowance benefited 461 new tenants during 2022/23. The money is given to tenants for the sole purpose of ensuring that their homes are well decorated. This activity supports customer wellbeing, in ensuring that they are able to decorate their home to their liking. Some of the customers move in with little money to do this themselves.  A HACT recommended question was introduced to our New Tenant Survey from 2016/17 onwards to evidence this.  16% of the 461 respondents said that they did not have enough money to keep their house well decorated in 2022/23, showing that the allowance is important to them. This would equate to 74 tenants in total.
<b>OVH Financial Inclusion Officers</b>	£90,000	Relief from debt-burden	608	£10,097,810	1 : 112.20	This team works closely with tenants to help them access benefits, and offers support and advice with the financial pressures they are under. This work is crucial in ensuring that customers do not fall into hardship, and can sustain their tenancy with One Vision Housing.  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?'  57% of respondents in 2022/23 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 1,067 individual customers who accessed the service during 2022/23, 57% would give us 608 tenants.
<b>Community Development: Connecting Communities (Social Isolation)</b>	£1,616	Member of Social Group	445	£763,914	1 : 472.72	OVH has sponsored a series of community events to improve social isolation during the winter months. As part of this initiative, customers from OVH Retirement Housings Schemes were invited to attend various events with transportation included.  Events sponsored supported hundreds of Sefton residents to improve their health and wellbeing. Events included entertainment and/or complimentary food/refreshments.

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<b>Community Development: SEND Holiday Club</b>	£1,875	Go to youth clubs	450	£285,120	1 : 152.06	<p>Thanks to OVH's Community Development Fund, Equilibrium have launched a new summer holiday programme to support the community. This will include a series of 25 four-hour sessions providing exclusive access to an on-site sensory room, arts and crafts activities, games, and role play and sensory toys.</p> <p>Each day this project will support up to 30 children with disabilities or additional needs, their parents and siblings, ultimately providing around 100 hours of support and 750 meals throughout the summer holidays.</p>
<b>Community Development: Christmas Activities &amp; Pallet Donations</b>	£9,880	Member of Social Group	3,150	£5,407,479	1 : 547.32	<p><b>Christmas Pallet Donations</b> These were provided to local community centres/foodbanks. Each pallet was worth approximately £1500 – 2k. Pallets contained food, care items, or toys.</p> <p>Organisations involved were One Vision Housing, Sovini Property Services, Sovini Trade Supplies, and Teal Scaffold.</p> <p>This activity took place in Sefton, Liverpool, Wirral, Blackpool, &amp; St Helens.</p> <p><b>Christmas Activities</b> Events including the following:</p> <ul style="list-style-type: none"> <li>• Christmas family event at the Brunswick.</li> <li>• Sefton Veterans Christmas lunch.</li> <li>• Gingerbread project – Kindfulness Coffee Club – Gift bags for local children.</li> <li>• Julie Lawson community events – Live at the Plaza sponsorship.</li> <li>• Christmas dinner sponsorship at Vauxhall Community Centre in partnership with Bay Tree Cookery.</li> </ul>
<b>Community Projects: Netherton Park Neighbourhood Centre</b>	£1,500	Member of Social Group	100	£171,666	1 : 114.44	<p>The Netherton Park Neighbourhood Centre (NPNC) is a vital asset to the local Netherton community. They bring the community together by providing a safe and fun environment for all age groups.</p> <p>Lockdown has shaken the estate to the core as extreme poverty is becoming normalised. The NPNC serves an estate where 40% of children receive free-school meals.</p> <p>In response, NPNC have asked OVH to partner with them on a food pantry project which aims to reduce food insecurities by addressing the cost-of-living crisis impacting many vulnerable residents.</p> <p>Lead by an experienced Community Food Connector, this project will work with the centre's networks to facilitate food access and reduce health inequalities associated with poor nutrition and food insecurity.</p> <p>Partnership information:</p> <ul style="list-style-type: none"> <li>• Netherton Park Neighbourhood Centre</li> <li>• OVH</li> </ul>

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<b>Community Projects: Jubilee Party in the Park</b>	£2,242	Member of Social Group	2,000	£3,433,320	1 : 1531.36	<p>One Vision Housing partnered with community groups to organise an afternoon of entertainment in celebration of the Queen's Platinum Jubilee at Derby Park in Bootle.</p> <p>As part of the celebrations, local residents enjoyed live entertainment (Karl Terry &amp; the Cruisers and Victoria Jones), complimentary refreshments, and children's activities (Football shoot out, basketball shoot out, inflatable darts, and mini golf).</p> <p>Seven vendors had stalls at the event, generating income (over £1k) for local small businesses.</p>
<b>Community Projects: Older Person's Day Event</b>	£882	Member of Social Group	40	£68,666	1 : 77.85	<p>Older Person's Day event celebrating the resilience of women in our community. Afternoon tea and entertainment during a 2-hour cruise on the Floating Grace. Customers invited were nominated by Scheme Managers for their contributions to the schemes. Community partners were invited as well for their ongoing contributions to older people in the community.</p>
<b>Community Projects: Remembrance 2022</b>	£1,370	Member of Social Group	80	£137,333	1 : 100.24	<p>The Remembrance event was carried out in partnership with Everton in the Community. Hosted by popular entertainer Pauline Daniels, the event featured musical duo Johnny &amp; Nid in addition to a special performance by local spoken word artist, Joseph Roberts, who performed a bespoke poem written using the words of local veterans.</p> <p>A complimentary hot and cold buffet was also served on the day. This event worked to support our commitment to the Armed Forces Covenant by improving the health &amp; wellbeing of local veterans.</p>
<b>Community Projects: Altcar Remembrance 22</b>	£250	Member of Social Group	60	£103,000	1 : 412.00	<p>On Thursday 10th November, we joined North Sefton veterans at Altcar Training camp for a luncheon sponsored by OVH. Over 60 veterans took part in a march around the square. A hot lunch was also served during the event. This event achieved two strategic key outcomes to support veterans and improve health &amp; wellbeing of those in our community.</p> <p>Partnership information:</p> <ul style="list-style-type: none"> <li>• Roland Sutton – Veteran</li> <li>• OVH</li> </ul>
<b>Total</b>	<b>£658,477</b>	<b>All Activities</b>	<b>9,531</b>	<b>£28,274,829</b>	<b>1: 42.94</b>	