

Our Social Value 2020



Welcome from our Chair:

As a housing association we are driven by our social purpose and we believe that everyone should be able to live in a decent quality home that is affordable for them. But we want to go further and maximise the impact we make. We are committed to helping our communities thrive.

Warrington is a great place to live and Warrington Housing Association is a truly local, independent organisation with a long history of working in Warrington, providing local solutions to local issues.

Social value is at the forefront of Warrington Housing Association's services, from my Board colleagues right down to the teams delivering front line services and we have committed to dedicating a percentage of our surplus to these activities.

In this report we reflect on the last two years of activity to celebrate the social impact we have had, and to plan even more for the future of our organisation and the people at the heart of our communities.

Judith Winterbourne
Chair
Warrington Housing Association

"I was 19, a single mum with a baby, estranged from my parents and nowhere to turn. Luckily I managed to get into temporary accommodation and was fortunate enough to be offered a permanent home with Warrington Housing Association.

When I received the keys to my new home, I felt like a big weight had been lifted off my shoulders and I could finally have some stability. However, I had no idea how I would get together the things I need to be able to live in the house. I had nothing, no fridge, no cooker, no bed, nothing. Lots of my friends came together and helped me out and Steven helped with getting me a washing machine and cooker.

Thank you so much for your help in getting me set up in my new home. I'd urge anyone in my position to ask for help because there is plenty out there."



Introduction

Warrington Housing Association has been providing high quality homes and services for over 40 years. We operate a socially responsible business which means we take account of the impact of our activities and maximise the positive benefits of our work. This includes going beyond maintaining homes to creating opportunities for our residents and communities.



Our corporate strategy is built on five pillars which guides our work, our investments and our decisions. Our Social Value is an important part of our business and always has been.



A Note on Our approach to measurement



Our Social Value

This report looks at social value across a small number of our services. It is not possible to include everything we do, but here we showcase some of our key projects in the last two years.

We have used the HACT Wellbeing Valuation approach to measure the benefits to local residents of our services. The model is designed to help housing providers understand and value the impact of their activities on residents and is aimed at assessing the difference that a service makes to peoples' lives.

We have used both quantitative and qualitative research, measuring the outputs from our activities and also listening to the people we are working with and collaborating with.

We have built a theory of change model for some of our services which describes how our projects work in theory, from the aim, the activities we undertake and the short and long term outcomes.

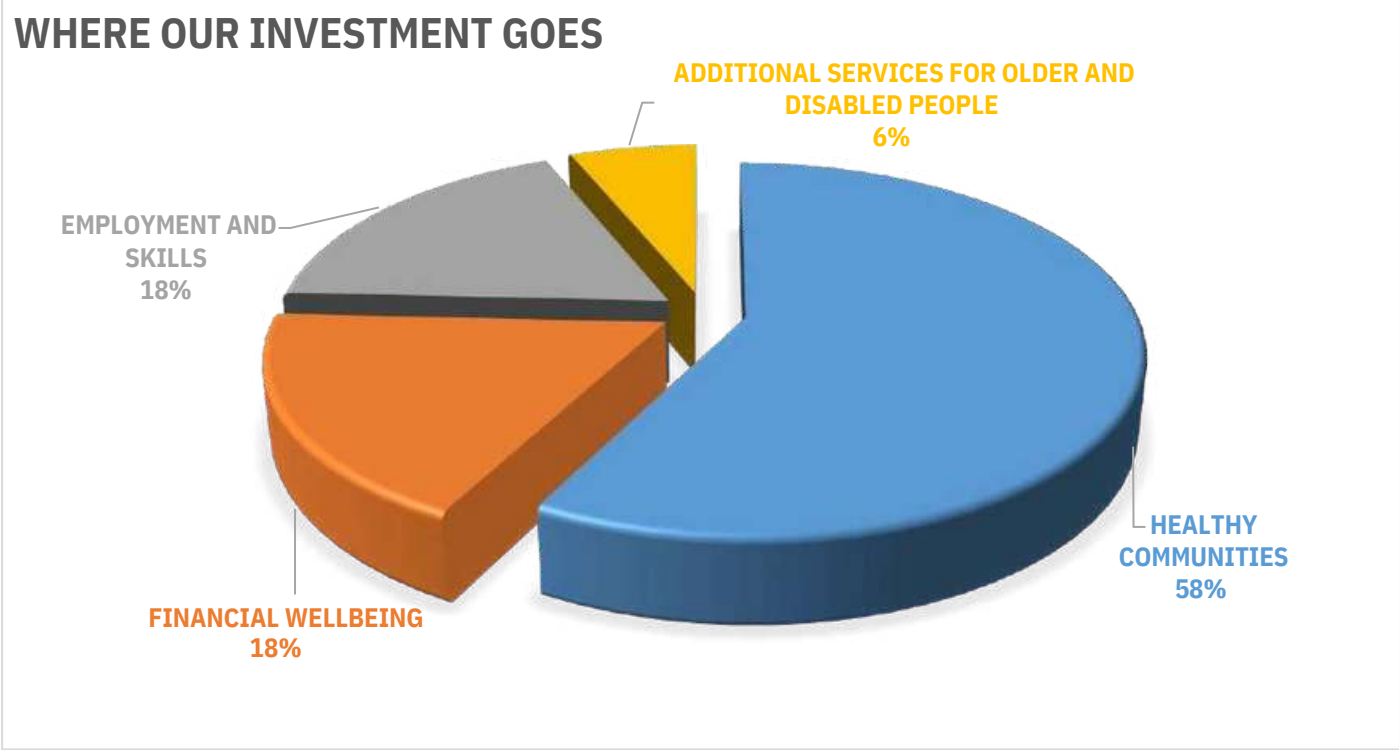
Highlights

Our Social Value 2018/19 and 2019/20			
Financial Wellbeing	Healthy Communities	Our Neighbourhoods	Employment and Skills
generated £869,543 Agency supported low income households. successfully	290 customers supported investment – LifeTime Home Improvement Agency supported low income households. successfully	Social return on Our investment in our 5 directly employed apprentices (10% of employees)	completed with young people from the local
Gain in annual income	389 customers	Investment of £73k per	£822,937 supported with annum in essential repairs apprenticeships for
young people	Average gain for LifeTime ran 3,786 customers £2,837 activities related to reported improved active in supporting annual income healthy ageing health and wellbeing work.	95% customers 50 regular volunteers	



Our Social Value

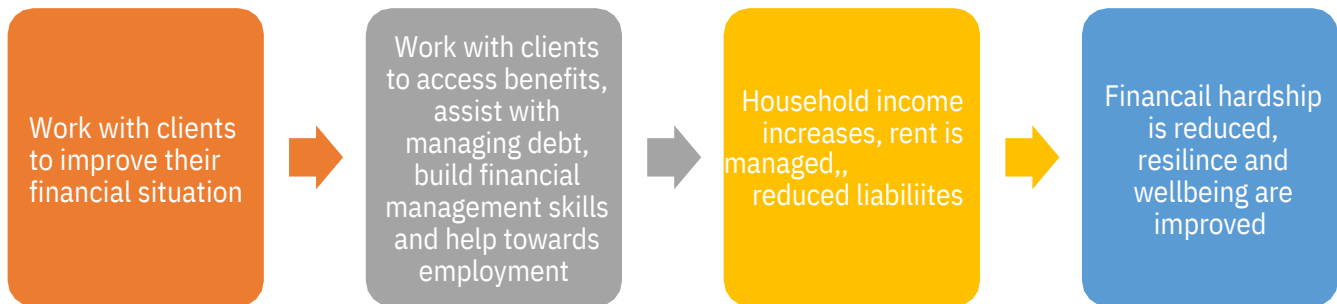
119 families given new T energy efficient boilers att saving £18,685 per people annum	There were 38,775 £3.2m spent attendances of older Warrington businesses.	with	Social return of investment of £68,048
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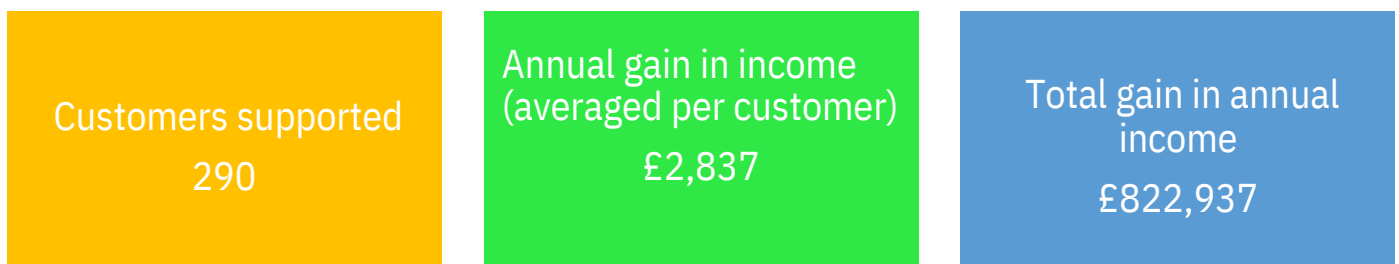
1. Financial Wellbeing

Aim – to improve the financial situation for the lowest income households and improve resilience and wellbeing.

Theory of Change for Money Advice



WHA has invested in a dedicated Money Advice service since 2013 to support customers to improve their financial situation. In the last year the demand for the service has grown due to welfare reform. The service is delivered by a dedicated Money Advice officer Steven who visits customers in their own home to provide tailored advice and support. The service includes welfare benefits, debt and financial management skills.



A resident tells their story

We were referred to [Steven](#) for a benefits check after using the services of [Warrington Home Information & Improvement Agency](#) for advice about a number of minor repairs to our home.

Steven came to our house and looked at our income to see if there was any other support we could get. He realised that Doris could claim some extra help because she has been very poorly over the last couple of years. He filled in all the forms with us and



Our Social Value

guided us through every step of the process. The claim was successful and with the increase to our income we could afford to hire a gardener as we can't maintain this any longer.

Steven then explained that because our circumstances had changed, we were entitled to even more help and that we wouldn't have to pay our Council Tax any more. He came to visit us again to sort all this out.

We're really grateful for the excellent service we received and the extra money has made a big difference, helping us hire a gardener and be able to go to [LifeTime](#) more often where we enjoy singing in the choir.

Other Money Advice projects that have supported customers include

- WHA invested in RentSense software to identify people who might be at risk of falling into arrears we can support them before they get into too much trouble.
- Targeted campaign for applications to the Warm Homes Discount which resulted in 14 applications securing £1,960 for customers for affordable warmth.

Investing in homes so that residents can save

In a typical UK household, more than half the money spent on fuel bills goes **towards providing heating and hot water.¹**

As fuel costs rise, having an efficient and cost effective heating system is vital, and it's one of the main steps you can take to reducing your carbon dioxide emissions.

WHA is investing in the quality of homes for residents with affordability in mind. We have an improvement programme for homes which takes into account how affordable it is, and that's not just about the rent, it's also about the bills that residents pay.

¹Energy Saving Trust



Our Social Value

So we have replaced old boilers with new A rated boilers for 119 families saving each family an average of £157 per annum.

Homes	Number of homes	Total Saving	Saving per household (average)
Bungalow	19	£ 3,135.00	£ 165.00
Flat midfloor	27	£ 2,295.00	£ 85.00
Mid-terraced	57	£ 9,975.00	£ 175.00
semi-detached house	16	£ 3,280.00	£ 205.00
Total	119	£ 18,685.00	£ 157.02



Replacing old boilers with A rated condensing boilers saves on average £175 for a terraced house, £205 for a semi-detached.



26 members received one to one advice on saving on energy bills resulting in £6,576 savings.



2 Health and Wellbeing

The project

LifeTime is a dedicated centre working since 2013 to provide a hub for healthy ageing and to respond to concerns about the effects of loneliness and isolation .

LifeTime



The heart of the LifeTime network is the LifeTime Centre next to the Gateway in Warrington town centre. This warm and welcoming space provides LifeTime participants a place to visit for a quick cuppa, to use a computer, have a chat or attend one of up to 50 educational or support groups per week. LifeTime seeks to build capacity in the community to deliver opportunities for people and develop social cohesion.

There is a programme of activities based on the Five Ways to Wellbeing:

keeping
active

connecting

learning

giving
back

enjoying life



LifeTime provides a wonderful range of activities which are low cost and a free drop in to the centre which includes a café, computer suite access and a library of books and games.

Activites range from art and craft, yoga and tai chi to music.
There are opporutnities to connect through coffee mornings and social events.



During 2018/19 and 2019/20 LifeTime achievements included:

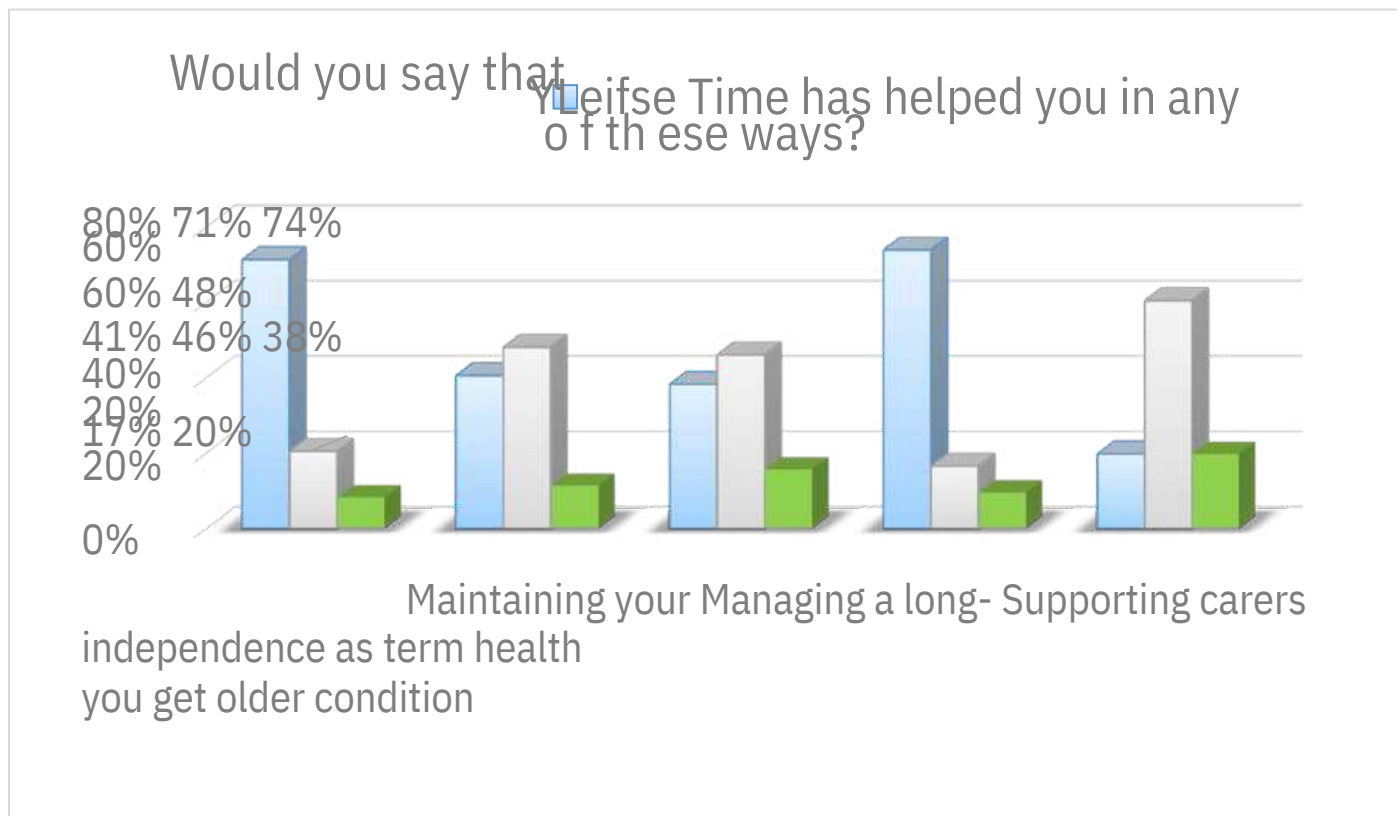
LifeTime attracted 38,775 visits from people over 50 in Warrington

Over 600 members take part at least once a month in LifeTime activities

LIfeTime provided 3,786 activities from art and craft to zumba and trips

50 members regularly attend health support groups





LifeTime partners with other agencies, here is a reflection on a Kitchen Skills project with the Stroke Association.

- LifeTime partnered with the Stroke Association and NHS Trust to work with stroke survivors on a supported programme teaching kitchen skills. The members all had challenges due to their stroke and wanted to regain some independence and do tasks themselves rather than always having tasks done for them. It was important that the setting was LifeTime and not a health or social care environment. The group approach was extremely valuable as participants learned from each other, encouraged each other and took great satisfaction in sharing reports of new activities week by week.
- Mike said "It was fun! The group atmosphere was brilliant. The staff at the LifeTime set lovely tables for the 'graduation afternoon tea' session when we prepared the tea for our loved ones".



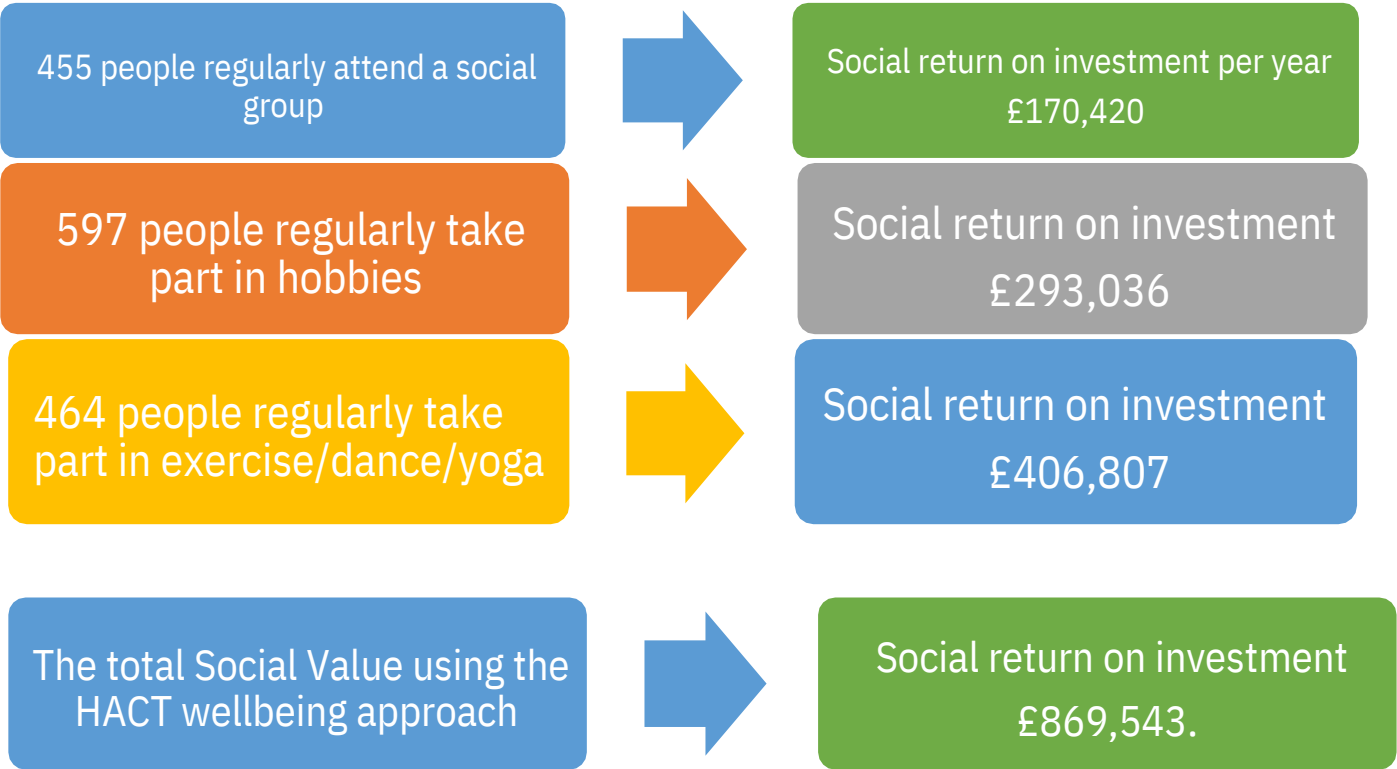
Client feedback included the following:

- Really enjoyed and had fun and I'm trying new things at home
- Thank you so much it's all been great
- Doing as a group was really useful by encouraging each other
- More confident to try to do things myself
- When my wife was unwell last week I did own tea (wouldn't have

done it before)

Outcomes

Using the HACT model to evaluate the wellbeing value for people taking part in LifeTime whether that is from hobbies, exercise or increased social connections is £869,543.



3 Skills and Employment

Aim – WHA supports learning and skills opportunities to improve resilience in our community.

Apprenticeships

WHA has offered apprenticeships for young people in our community since 2011 and has trained 22 young people. In this period we invested in one apprentice per 10 employees.

What were the aims of our apprenticeship programme?

To recruit young adults from Warrington who were seeking an opportunity to move on from education into work in a supported environment, with the opportunity to gain practical work experience and qualifications at BTech level.

What have been the benefits to the organisation?

Having local young people in the organisation is part of the commitment to our local community.

In the last 12 years we have worked with 20 young adults ranging from 17 to 21.

WHA investment in the programme has been:

Income for apprentices:

Investment in training / qualifications:

We have tailored the approach depending on the needs of each young person and sought to give a balanced experience across the business. For example offering night school for personnel qualification.

During the period

Successfully
completed 5
apprenticeships
for young people
from Warrington

Investment
£73k



Moving from Apprenticeships to full time employment for three apprentices creates a Social return on investment of £34,940

Story from our Apprentices:



Warrington Housing Association is proud of all of its apprentices – Liam and Amy tell us their experiences on their two-year programme.

Liam says:

“During my time at WHA I have enjoyed being able to work within a dedicated and experienced team and gained a lot of experiences across various aspects of the business. It really gave me an interest in the housing sector.

“I have been successful in applying for a job where I will be working with homeless people, and those who are at risk of homelessness. This would not have been possible without the experience I have gained from my apprenticeship”..”

Amy says: “I’ve enjoyed meeting new people on a daily basis and getting to know LifeTime members – who have shared stories with me of their past and things they like now – and I have learnt so much from them.

“I’m looking forward to new challenges, learning new skills and securing a job, where I can use all my experiences from WHA.”



Volunteering

Our customers are a real asset to our organisation and their work as regular volunteers giving time, expertise and care make the community a better place to live and extend the services our organisation is able to provide. Volunteers contribute to the work of LifeTime helping our organisation to deliver on our objectives. Volunteering is also an opportunity for people to gain experience, to give back to the community and has benefits for the volunteer.



- 70% involved in delivering front line services, 20% in support roles and 10% involved at committee and advisory panel level.
- 40 active volunteers supporting the achievement of our objectives

Our Social Value

- Equivalent to 3 full-time members of staff
- Value to the business (using ONS weekly earnings £13.82 per hour) is £64k.

Hours given in
volunteering at
LifeTime 4,639 hours,
equivalent to 132
weeks

The value of volunteers
based on HACT model
is £68,048



INTERNATIONAL WOMEN'S DAY

"Being able to help someone who is lonely or chatting with someone who has very few visitors"



"It makes me feel good when I help people, I get a lot of happiness out of it"



"To be able to give something back to the community"



"Knowing that I made another person's life happy"



"Meeting such a variety of people, helping them with social contact with others"



"Meeting lots of lovely people, gives me a reason for getting up in a morning"



Susan tells us why volunteering means so much to her:



Becoming a LifeTime volunteer has changed everything for me. I retired a while ago but was busy with my grandchildren. They grew up into young adults, as they do, and did not need me as much. This left me with long days to fill. I began to feel depression setting in. I didn't want to get out of bed in the morning. I had no motivation and I ended up on antidepressants.

A friend suggested I look for voluntary work and I found that LifeTime needed someone to help on reception in the centre. I was accepted and the rest, they say, is history.

LifeTime is such a warm friendly environment, I have met some lovely people and made so many friends. No more depression, lots of motivation and a whole set of new friends.

4 Our Neighbourhoods

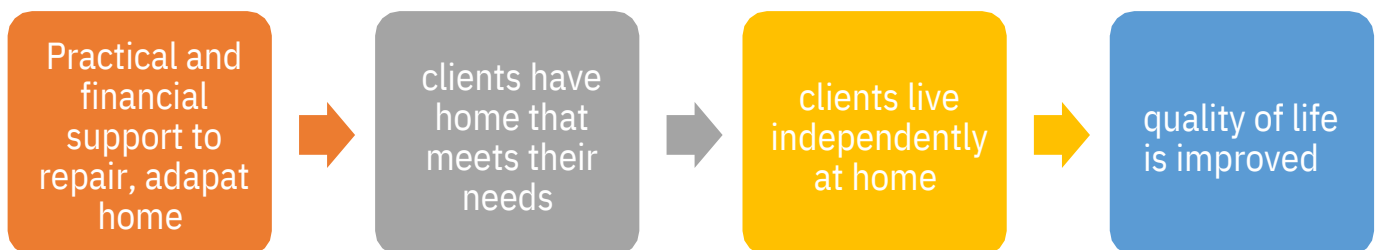
Aim – to prioritise the needs of people and put the creation of sustainable communities at the heart of our work.

Project

WHA is proud to deliver the Home Improvement Agency work which is complementary to our more traditional housing role. The vision is to provide responsive, client centred solutions to low income, older home-owners, home repair, maintenance and adaptations problems.

WHiA supports these clients through grants and funded projects and also people who have their own means to maintain and improve their home so that they can remain independent as they age.

WHiA Theory of change



Outcomes

In 2018/19 and 2019/20 WHiA supported customers on a low income to improve their housing conditions through charitable grants. 53 owner occupiers were supported with funding for essential repairs including repairs to heating. The average age of clients was 75. Over £6000 was raised to support customers.



Our Social Value

453 small repairs
completed for older
people

389 larger repairs and
improvements
improving the standard
of housing

53 owner occupiers
supported with funding
for essential repairs
including heating

Homes made safer with
38 disability related
schemes managed for
self funders

Average age of clients is
75

We asked WHIA customers what was their experience of the work that was arranged for them:

Has having the work done improved your health and wellbeing?

73% a lot, 22% a little,

Do you feel that the work you have had done will keep you safer?

91% yes,

WHiA client story

Mr and Mrs L are a couple in their 90s and they contacted WHIA for emergency help when Mr L was admitted to hospital. Due to the deterioration of his health he needed some practical things sorted before he was able to come home. He needed a stairlift and some heating and electrical works. The WHIA caseworker was able to organise all the work within a two week period to allow Mr L to return home. As the couple were happy to fund the works they were very grateful for the support. Georgina, the Caseworker said "It was a lovely case to be involved with as they are such a nice couple, they just needed a bit of help. Mrs L contacted me to say how much she appreciated the efficient and stress free service she received from WHiA and how valuable the stair lift was to her husband. They were delighted to be back at home together".

Photo to be added

Using our Procurement to benefit our local area

In the last two years we have spent £3.2m with businesses who are based in the Warrington borough and xx% of our total spend is with businesses within 40km of our office in Warrington Town Centre. We prioritise working with small local businesses wherever possible as it makes sense for us, for our customers and for our community.





We aim to work with socially minded businesses and have chosen a Community Interest Company, Yellow Jigsaw, to work with us as our outsourced PR support.

Grace Dyke and Kirsty Day, Directors of Yellow Jigsaw, worked with us on our PR

over the last two years.

Grace said "We are community minded and outcomes-focussed and we invest our surplus in social value projects. Having a not for profit client like WHA means that we can work with them to upskill and empower the workforce, to feel confident to capture and share the organisation's good news stories. It also enables us to get involved in community projects, so it's a win win."



Our Choir performing at a Community event.



Sources of information

HACT wellbeing approach to measure the benefits of our services. The model is designed to help housing providers understand and value the impact of their activities on people and is aimed at assessing the difference that a housing provider makes to their residents' lives by investing in the community. We have used proxy values where relevant from version 4 of the Value Calculator for 'people living outside London' and have any deadweight deducted.

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Making Warrington a great place to live

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