

Social Value Report

2023/2024

Through our **passion** for housing, more
people have a **safe** place to call **home**

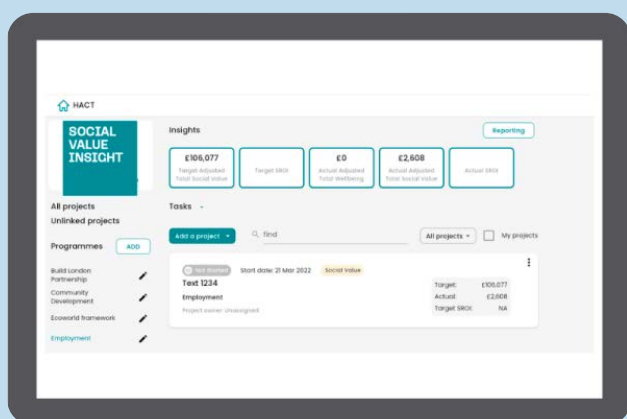


Introduction

Social Value is a part of everything that we do. It is embedded into our organisation through our people, products and services, such as Supported Housing, Money Advice and Tenancy Support.

The outcomes from specific projects can also be monitored and evidenced as we work closely with organisations and charities to run projects that engage and support our residents and evidence the value they provide.

We monitor and report on the social value outcomes using the **Housing Association Charitable Trust (HACT) Social Value Tool** and have been doing so since 2009.



Example

If we work with specific customers to increase their money management skills, this can have a direct impact on the levels of rent collected, and debt for YHG. Outcomes that can be measured include a customer being able to reduce their own debt, and due to improved confidence, reduce their risk of future issues with debt.

These specific outcomes can be measured, and a monetary value applied to generate an overall 'Social Value' that the project or service has delivered to an individual.

How we measure

All YHG services can be measured for social value, both internally and externally, so outcomes from services such as Money Advice and Supported Housing would be from the customer's journey and include things like 'Improvement in confidence', 'Feel in control of life' and 'Relief from depression & anxiety'.

These outcomes are evidenced by asking the customer how they feel when we first engage with them and the same question at the end of their support.

Other ways we measure include surveys, project records and visual impact such as moving from unemployment to full-time employment, attending training, or environmental impacts, such as the resolution of problems with litter, rubbish or dumping.

The outcomes are entered into the HACT tool, which then calculates the social impact and provides YHG with a report.

It's worth noting that although the overall total generated is slightly lower than the previous year, the performance has been much higher. The main reason for this is that the way in which HACT calculate social value has changed slightly.

Social value generated

2016/17	£7.8m	2020/21	£16.5m
2017/18	£12.2m	2021/22	£21m
2018/19	£17.3m	2022/23	£26.3m
2019/20	£19.1m	2023/24	£25.1m

Social Value FY23-24

Total Social Value
for 2023/24

£25.1m



2022/23

Money Advice	£2m
Community Investment	£1.6m
Grove Village	£2.4m
Supported Housing	£11m
Wai Yin/ CHIC	£4.9m
Tenancy Support	£0.9m
Customer Engagement	£3.5m
Total	£26.3m

2023/24

Money Advice	£2.8m
Community Investment	£1.7m
Grove Village	£2.9m
Supported Housing	£8.3m
Wai Yin/ CHIC	£4.7m
Tenancy Support	£0.4m
Customer Engagement	£3.2m
Building Safety	£1.1m
Total	£25.1m

Social Value Activity



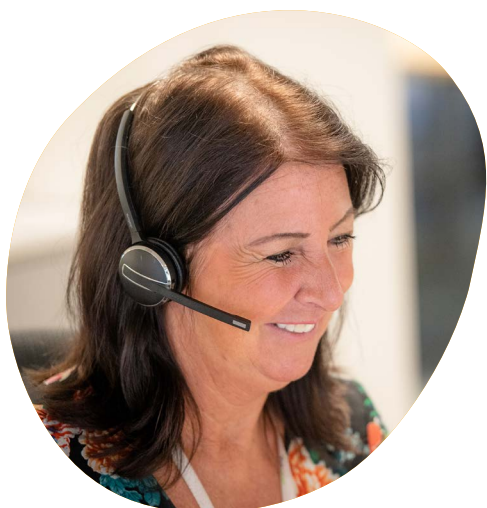
Supported Housing

YHG's Supported Housing generates social value through the support they provide to young people in four foyers, and families and individuals supported through homeless lodges and domestic abuse accommodation.

Some of the outcomes (1,245 altogether) we reported from 382 residents as they left us in FY23/24 included:

Financial comfort	Improvements in confidence
Relief from depression/anxiety	Able to access the internet
Relief from alcohol problems	Able to access services
Good overall health	Active in residents' group

These outcomes have seen supported housing generate over £8.3m of social value as part of YHG's total of £25.1m.



Money Advice

YHG's Money Advice Team has received positive feedback with 274 residents experiencing social value outcomes such as:

Debt Free	Relief from depression/anxiety
Relief from being heavily in debt	Able to pay for housing
Improvements in confidence	Able to save regularly
Able to access services	Feel they belong to community

Along with reductions in rent arrears and increases in customers income, the above outcomes show the additional benefits that these services deliver, and see this team generate over £2.8m of social value as part of YHG's total of £25.1m.



Chinese Health Information Centre (CHIC)

CHIC operates within our Chinese community areas in Manchester and has been commissioned by YHG for a number of years to provide support to our Manchester City Centre (formerly Tung Sing) residents in and around Chinatown.

They deliver activities such as Tai Chi, Memory Lane Sessions, Zoom Social Chat Groups, Telephone Support, Stretching Exercises and Health Talks to our residents, as well as engage with the local schemes to run services and activities within them.

There were a total of 409 individuals engaged in activities during FY23/34 which generated over £2m of social value.



The Wai Yin Society

The Wai Yin Society is also a commissioned service and they support our residents at The Welcome Centre in Cheetham Hill, and the Sheung Lok Centre in Manchester City Centre. During FY23/24 they engaged with 638 residents delivering projects such as:

- Work & employment support
- English and Mandarin courses
- One to one support and counselling sessions
- Urban Farm gardening project
- Manchester Dragons Cycling Club
- Tai Chi and other healthy activities

Their project and services provide social value with residents experiencing outcomes such as:

General training for job	Keeping fit
Regular volunteering	Frequent moderate exercise

These activities and outcomes have seen Wai Yin generate £2.6m of social value.



Customer Engagement

As part of constant improvements in collecting social value from our projects and services we decided to look at our Customer Engagement activity across YHG and capture the social value from the activities taking place.

From established governance groups such as the Customer Connect Panel and Customer Scrutiny Panel to one off events like drop-in surgeries, focus groups and site safety walks, records were kept of the number of people engaged in each activity.

A total of 1,442 individuals engaged in 905 activities during FY23/24 which generated a total of £3.2m of social value.



Building Safety

We carried out 15 High-Rise Safety Days at all of our high-rise buildings where residents are able to report potential safety issues about their building, as well as let us know about any repairs and learn about their home's safety aspects. We have also delivered a number of sessions to further improve the surrounding areas with the support of our Safety Guardians.

Our Building Safety activity has generated over £1m of social value during FY23/24.



Contractors

We also generate social value from our contractors and suppliers where they support us to deliver support, initiatives and improvements into our communities and schemes. This can be employment opportunities, work experience, or training and volunteering.

We have received support such in the form of financial donations, materials, time, free labour and access to supply chains to improve the offer and impact in our communities.



Case Study - Roughdale Court, Kirkby

Residents at Roughdale Court now have a fully accessible garden, with an extended patio area, raised beds, and furniture, thanks to £20,000 of investment through our partnership with Equans.

Equans, our partner contractor, were developing one of our new-build estates in nearby Whitefield Drive.

The garden was bare and inaccessible, but thanks to this and additional funding from our community fund, It's In Your Hands, they can now enjoy the garden all year round.

Community Investment

Project name	Total social value generated
Moorlands Work Clubs	£1,147,618
Foundation 92 (<i>Partington</i>)	£316,110
Partington Digital Inclusion Sessions	£120,826
Lok Fu Garden (<i>Cheetham</i>)	£28,963
DWP Youth Employment Support (<i>Partington</i>)	£34,872
Bell Group, Coops Foyer, Wigan	£19,788
Bridge Foyer	£78,237
TOTAL	£1,746,415

Customer Engagement

Project name	Total social value generated
All Involved Customers	£3,241,869
TOTAL	£3,241,869

Supported Housing

Project name	Total social value generated
Brecon Close	£81,990
Bridge Foyer	£462,099
Coops Foyer	£435,638
Pennington Lodge	£2,871,413
Ravenhead Foyer	£1,144,803
Refuges (<i>Holly, Leigh, Six Acres</i>)	£211,222
Tiernan Lodge	£539,726
Verve Place	£454,528
VTSS	£1,920,503
Wigan Dispersed	£117,319
TOTAL	£8,239,246

Grove Village

Project name	Total social value generated
Baha'i Group - 'Food For Soul' Events	£125,587
Baha'i Group - Summer Residential	£633,602
Baha'i Group - Weekly Moral Education Programmes	£188,441
Coffee Mornings	£42,916
Community Meetings	£81,861
Homework Club	£110,609
Karate	£113,602
Keep Fit	£27,613
M13 Lads Group	£16,451
M13 Outreach	£406,850
MAES	£570,652
MAES - EBL	£367,316
Sewing Group	£17,166
Tenants and Residents Group (GVTRA)	£111,532
TLC ST Lukes Mental Health Group	£130,910
TOTAL	£2,945,114

Building Safety

Project name	Total social value generated
Clean Up Events	£61,614
Site Safety Days	£1,020,432
TOTAL	£1,082,046

Money Advice

Project name	Total social value generated
Money Advice Team	£1,510,848
Money Advice Triage	£145,927
Money Advice Onboarding	£1,170,974
TOTAL	£2,827,751

Tenancy Support

Project name	Total social value generated
Tenancy Support	£369,417
TOTAL	£369,417

Chinese Health Information Centre (CHIC)

Project name	Total social value generated
Exercercise & Keep Fit	£728,898
Health Talks	£300,851
Memory Lane	£291,960
Tai Chi	£555,385
Zoom Group Chats	£178,532
TOTAL	£2,055,628

Wai Yin

Project name	Total social value generated
Basic Computer Skills	£250,714
ESOL	£577,026
Innovation Fund - Digital Skills	£167,287
Manchester Dragons Cycling Club	£506,386
Sheung Lok Support	£254,988
Urban Farm	£389,223
Work Club	£508,906
TOTAL	£2,654,534

Total Social Value

Project name	Number of residents involved	Total number of social value outcomes achieved	Total social value generated
Overall total	3,011	6,739	£25,162,024

Summary

Following a review of the outcomes available by HACT, changes to how calculations are made, and outcomes recorded have taken place, all with the aim of improving the collection of social value across projects.

Some outcomes have been removed or changed and the portal now also calculates a wellbeing value alongside original values to show the wider effect of the outcome.

This means that we had to review our collection methods, to ensure accuracy in collating and reporting social value.

Some of the changes have been positive with some outcomes increasing in value, whereas others have been removed from the system entirely.

The Customer Engagement figures example below shows this:

Customer Engagement	2022/23	2023/24
Engagements	329	436
Total Social Value	£3,521,616	£3,241,869
Social Value Per Person	£10,704	£7,435



We'd love to hear from you:

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people have a **safe** place to call **home**

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