



2016/17

Social Impact Report

£26.2 Million

OF SOCIAL VALUE WAS
GENERATED BY whg IN 2016/17

What makes up this data?

**Social value calculated by
HACT's Wellbeing
Valuation Model**

**Our provision of affordable
homes scheme**

**Corporate social
responsibility scheme**

WHAT is our approach to social impact?

At whg our impact is not just limited to providing good quality, affordable homes to our customers. Each year we also strive to make positive impacts to the prosperity and wellbeing of our customers and the communities in which they live.

This report highlights the range and quality of the social impacts we make, the outcomes we have achieved, and the number of people it has impacted during the 2016/17 financial year.



HOW did we measure our impact?

When possible we have calculated the social values we have generated by applying a monetary value to the outcomes that would not normally have a monetary value.

We primarily used HACT's Wellbeing Valuation Model, specifically designed to measure social value in the housing market. We also used internal data from our provision of affordable homes and corporate responsibility scheme.

Core areas where we generate impact

SAFETY

We remain committed to providing our customers with safe and secure homes. Our CCTV cameras can be placed in and around our homes and in neighbourhoods to ensure the safety of our customers. We operate and monitor our CCTV services 24 hours a day and all year round.

Our CCTV service helps to deter and detect anti-social behaviour and criminal acts.

HEALTH & WELLBEING



Our wellbeing service helps our older and more vulnerable customers to remain independent through regular visits, where we offer a range of advice and support.

We provide affordable, flexible hourly rates so that we can meet our customers' needs. **108** older and vulnerable customers have been helped through this service.

INVESTMENT AND PARTNERSHIPS

By securing external funding and successfully investing, we are able to save large amounts of money that can be invested into the community in other ways.

In 2016/17 we secured funding from Building Better Opportunities Heart of England, Building Better Opportunities Bridges, Big Local Moseley, Walsall Adult & Community College and the Big Lottery Fund.

HOMES

We spent **£53.5m** on developing new homes and received **£5.9m** of grant funding to maximise the return on our investment. For every £1 invested in new homes the local economy benefits by £3.51*. Therefore, in 2016/17 our development programme has resulted in economic benefits worth: **£208.5m**

By providing good quality yet affordable homes and excellent money advice services we collected 99.65% of rent in 2016/17. 87% of our customers reported that their rent was value for money.

An estimated **£13.8m** has been saved from the Housing Benefit Bill alone. *Research by: Shelter

EMPLOYMENT AND TRAINING

455 customers were given a range of individualised training courses to make them job ready. **179** of these customers have continued on to secure employment in 2016/17.

MONEY ADVICE

1,946 customers were supported with money advice services, and **169** customers were provided with services to manage their debts and financial queries. We have successfully leveraged **£6.9m** in financial gains for our customers to help maximise their income and to enable them to sustain their tenancy.

Helping our customers become job ready

EMPLOYMENT ENGAGEMENT PROJECT

Our Employer Engagement project has worked collaboratively with **108** local employers to source job opportunities for our customers.

We have engaged with over **900** customers throughout the year, and delivered over **90** employer focused information sessions to our customers to promote local job vacancies and to support the job application process.



VOLUNTEERING WORKS

Our Volunteering Works programme provides our customers with an opportunity to gain practical work experience and a qualification linked to an employment pathway.

Customer success story: from unemployment to Trainee Housing Officer

With the help of our volunteer works programme, one customer has now found work as a Trainee Housing Officer for a tenant-led housing organisation.

Before joining our programme, this customer was a lone parent, had no formal qualifications and was unemployed for a number of years.

We gave this customer the opportunity to volunteer at whg with our Housing Team. We also provided funding for them to complete a CIH Level 2 Certificate in Housing.

This customer's life and the lives of their children have been completely transformed by this programme.



PROMOTING FINANCIAL INCLUSION: BLACK COUNTRY CLICK START PROJECT

We secured **£3.8m** in 2016/17 from the Big Lottery and European Social Fund to deliver the Black Country-wide Click Start Project. By working in partnership with whg and Accord Group, we support social housing tenants who are most affected by welfare reform.

We focus on early interventions by providing financial support and developing basic digital skills to access services and employment opportunities online.

Over three years, we aim to help over **3,000** customers to increase their chances of gaining employment.

This will result in an estimated lifetime benefit of over **£12,000** for each customer.



ENGAGING WITH LOCAL COMMUNITIES: whg's SOCIAL INCLUSION PROJECT

Our Community Champions work locally with communities to encourage customers to take part in informal community learning activities. Once trust is established, and confidence begins to increase, customers progress through a menu of vocational training courses.

For example, our Deal or No Deal programme uses a fun, friendly game approach alongside real life scenarios to support customers to develop basic budgeting and computer skills. These key life skills will help customers manage the changeover to Universal Credit.



Helping our most vulnerable customers



INDEPENDENT LIVING

whg provides an enhanced housing management service that offers a wide range of support to our vulnerable customers, to manage their health, wellbeing and ultimately keep them on top of their tenancies.

198 customers were helped to sustain their tenancy in 2016/17, resulting in a social return of **£3.1m**.

562 aids and adaptations were installed in 'high risk' homes to prevent elderly and vulnerable customers from injuring themselves and to improve their quality of life.

Low cost alternatives such as hand rails and grab rails, installed at a total cost of £89,464 this year, can save the NHS and social services large amounts of money on expensive surgeries, after care and valued resources.



FUEL POVERTY

We have continued to work in partnership with Surefire to deliver better insulation and more efficient heating systems.

This year **283** homes were upgraded to make them more environmentally friendly, significantly reducing the number of customers who were struggling to pay their energy bills.

Customers made a saving of **£200,000** annually towards their energy bills through current works, as well as reducing annual carbon savings to **218** tonnes.

76 customer focused colleagues received fuel poverty training through our partnership work with Big Energy Savings Network. In turn, they were able to support **173** customers in savings worth **£6,700**. This included switching suppliers, installing energy efficient LED light bulbs and helping our customers to apply for unclaimed 'warm homes' discounts.

SUPPORTING YOUNG PEOPLE

Our Young Persons' project provides vulnerable young people over 16 years old in Walsall, with their own home or a shared home. These young people would otherwise be in care, foster care or homeless.

Walsall Council has partnered with us to provide an intensive housing management service that gives confidence and skills to maintain independent living. whg is currently providing **56 homes** in partnership with Walsall Council, investing **£40 per week**. This intervention provides value for money when compared to the average costs of residential and foster care. Residential care costs an average of **£2,519** a week and foster care costs an average of **£558** a week.*

We are also proud to report that a number of these customers have gone on to further education and have secured employment, with one young person currently in training to be a midwife.

**Data from: The National Audit Office*

“Since doing Tai Chi it improved my balance, and helped me to calm down and relax.”

“I have back problems sometimes and I feel it is great gentle exercise which helps to keep my back flexible.”



TACKLING POOR HEALTH



Waist Away

Our Waist Away programme focuses on small step by step healthy lifestyle choices and changes. In 2016/17, **119** customers completed the programme with **72%** successfully losing weight and reducing their disease risk factor.



Walking Football

Our Walking Football programme engaged with a total of **60** customers in 2016/17.

82% of these customers reported improved emotional and physical wellbeing.



Tai Chi

For 12 weeks during the summer of 2016, whg ran its own Tai Chi programme free of charge for individuals in their 50s and 60s. The programme was structured around getting people outdoors, socialising and improving their physical and mental health. Our customers reported outcomes such as improved mental and physical health, feeling more relaxed and enjoying the social interaction.

whg's Heart of England Targeted Community Support Project



We are committed to making a difference to the lives of individuals, families and communities. This year we have been working with families in the Red House Estate, Aldridge, to help them make positive changes in their lives. The success of this project is evident through the testimonial of one family ...

BEFORE our intervention

This family struggled with the loss of their father, which left the mother a lone parent to three children. There were also issues with unemployment, substance misuse and mental ill health within the family.

Through the interventions offered on the programme they participated in Be Who You Can Be, Tai Chi, Employability, Vocational Accredited Qualifications, Waist Away and numerous arts and crafts sessions.

AFTER our intervention

Now the family are:

- More financially stable.
- Building pathways to employment. The mother has registered as a volunteer on the whg volunteer programme and also supports others.
- One child is now employed as a Community Champion on the project.
- Another child is due to start College.



What's next for whg?

Our analysis shows that we have generated a social value worth £26.2m, in 2016/17. Next year we will continue to ensure that social impact is at the heart of everything we do. In particular, we will:

- Deliver our development programme to provide much needed new homes for communities across the Midlands.
- Continue to provide high quality services to our customers.
- Support our customers to sustain their tenancies, by providing services like the money advice and wellbeing service.
- Keep our customers safe and combat issues such as fuel poverty.
- Secure investments to help communities.

Within this report we have attempted to capture the amount of social impact that we create as accurately as possible. However, each year we are strengthening our approach to capturing, calculating and reporting the social value we generate. We look forward to exploring our approach further going forward, and assessing alternative ways to calculate our social value.



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