

Community  
Impact Accounts  
2016–17



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The key aims of ForViva's Community Impact Strategy are that by 2020, residents will:

- Have increased quality of life
- Where able to, be working and / or learning
- Feel that where they live is safe
- Be actively contributing towards making their neighbourhood a great place to live

These Community Impact Accounts report how ForViva's activities are delivering against these aims, particularly in the social value areas of:



We produce individual Community Impact Accounts, one per activity. Each account reports the return on investment taking into account costs (inputs) and the difference made by what we did (outcomes). We combine these reports to produce the 2016-17 Community Impact Accounts. Accounts may contribute to more than one priority within the Community Impact Strategy, set out in Appendix 1. The priority it contributes to the most has been highlighted at the start of each account.

Due to the wide and diverse range of activities delivered it is not possible to report everything in these accounts. Instead we provide a representative sample of activities we have developed and delivered ourselves, or in partnership with others. Other community impact outcomes are included within ForViva's 2016-17 annual report.

This is the fourth year we have produced accounts reporting the social value generated through activities. We use this intelligence to make decisions on whether to continue, increase or stop investment. This is based on an understanding of the difference the activity has made in the context of how much it costs.

Details of this impact accounting approach are provided in Appendix 2.



# Index of 2016-17 Community Impact Accounts

The 2016-17 Community Impact Accounts comprise of 16 individual accounts set out below. These represent the four overarching aims within the Community Impact Strategy. Activities may deliver against more than one aim and are organised under the one they contribute to the most.

Community Impact Strategy Objective	Account	Return on Investment
Health	<b>1. School Holiday Activities</b>	
	• Kids Get Cooking and Play Streets	Very low cost : Very high return
	• Parkour (Free running)	Quite low cost : Very high return
	• Sportivate	Quite low cost : Very high return
	<b>2. Eat It Fresh</b>	Very high cost : Quite high return
	<b>3. Snack and Chat</b>	Very low cost : Very high return
Employment, Education and Enterprise	<b>4. Winter Welfare</b>	Quite low cost : Quite high return
	<b>5. Fresh Living (Update)</b>	£1 : £3.36 (medium term)
	<b>6. School Links (Update)</b>	£1 : £1.33 (medium term)
	<b>7. Skills for Employment</b>	£1 : £9.91
	<b>8. Generation Westwood – Employability training</b>	£1 : £7.59
	<b>9. Don't Keep It Under Your Hat</b>	£1 : £3.12
	<b>10. The Prince's Trust</b>	£1 : £2.19
Safe Communities	<b>11. Digital Inclusion</b>	£1 : £6.29
	<b>12. Youth Clubs</b>	
	• BAYSE Update (Brookhouse)	Quite low cost : Very high return
Neighbourhood	• ChillZone (Peel)	
	<b>13. New Developments</b>	Quite low cost : Very high return
	<b>14. Tenancy Sustainment Services</b>	£1 : £3.05
	<b>15. Kerbside Appeal</b>	£1 : £2.77
	<b>16. Staff volunteering and fundraising and ForWorks Community Hours</b>	Not scored

## Health

### 1. School Holiday Activities

#### Our aim

“Increase community physical activity and use of green space in neighbourhoods.”

Each Summer we work with partners and Tenant and Resident Associations to provide activities for young people during the school holidays. These encourage young people to take up physical exercise, such as sports, for health benefits whilst also learning new skills, such as cooking and team working.

These activities aim to improve the health and wellbeing of children in Salford which is generally worse than the average in England. Obesity and hospital admissions due to mental health conditions, self harm or alcohol specific conditions are all higher than the average in England. ([Source](#))

The activities enable participants to work towards or maintain a basic level of health. The [NHS](#) considers this to be at least 60 minutes of physical activity each day and on three days a week exercises for strong muscles, such as push-ups, and exercises for strong bones, such as jumping and running. The NHS also recommends reducing time sitting watching TV and playing computer games and advocates that children are more likely to keep to a healthy lifestyle if it is made fun for them. ([Source](#))

The sessions are free to attend and occasionally include lunch to alleviate the extra demand on household incomes of providing activities and meals outside of the school term.

The following reports on a range of activities delivered during the Summer school holidays in 2016.



## Kids Get Cooking and Play Streets

Activities took place over four weeks in Westwood and Alder Park and were delivered by eight volunteers. Kids Get Cooking had an average attendance of 33 participants and involved making quick, simple and nutritious foods. Play Streets had an average attendance of 56 participants and provided arts and crafts, general play and sports such as football, dodgeball and cricket. There were also guest speakers including a reptile demonstration, recycling awareness and the Dadly Does It project, which aims to improve the wellbeing of fathers and their children.

21 families / 143 participants attended the sessions, of which 96 (67%) participants took part in both activities.

Five parents took part in our focus group where discussions confirmed the activities were particularly valued for bringing the community together.

## Outcomes

### Healthy eating

- Parents and children tried new foods such as fresh fruit, vegetables and wraps. This **expanded their diet** to include healthier meals they could easily make at home

### Social inclusion

- One parent said the environment was 'comfortable' for her to bring her children to the event, 'without having to worry' about how they would be received by others due to their behaviour. This was enabling her to **'make a connection with other people'** and helping with the 'isolation' of usually staying in. As a result she is now a member of the Tenants and Residents Association – **confidently participating**

### Learning

- Activities aim to be 'fun' and 'social' to enable the young people to 'get out of the house', get 'fresh air' and 'have a chat'. Because of this activity, some young people were doing better at school. When set a 'project' they started **thinking creatively** as they did at Play Streets and were able to deliver what was required 'more easily'. **'Self confidence in their ability' also improved**

### Financial inclusion

- Free meals **benefit families living on low wages** and / or welfare benefits. Large quantities of food were made which parents took home to freeze and eat later. Children were able to try arts and crafts because free materials were provided



### Diversionsary activity

- Before these activities some young people caused a nuisance 'breaking windows', 'throwing eggs' and 'kicking footballs against buildings'. The focus group told us, 'There isn't really anything like that going on anymore. **It is a place where the young people can feel safe'**

### Community cohesion

- The activities developed a 'sense of community' with people 'talking to each other' whilst 'breaking stereotypes' through a better understanding of families which are 'not like your own'. There was more '**pride in the community**' with people being 'approachable' because of meeting others



**Very low cost** – Due to cost per place compared to other activities we take part in.

**Very high return** – Due to community cohesion experienced, nuisance prevented, health benefits for participants and financial inclusion for households.

**Notes:** There were 21 hours of volunteering including from the chef involved in Kids Get Cooking. Kids Get Cooking took place twice a week, Play Streets took place weekly.



## Parkour (Free running)

Young people were trained in Parkour skills similar to obstacle course training. The activity was well attended with 404 places taken up by 130 young people – an average of 40 participants per session (ten sessions over two weeks in Clifton). Of these 59 (45%) participants were regular attendees, attending on at least three occasions, which equate to 30% of the sessions. On the last day the participants put on a showcase of the skills they had gained for family and friends.

## Outcomes

### Physical activity to improve / maintain health

- Skills taught **enable the young people to meet the exercise recommendations of the NHS** including physical exercise to build strong muscles and bones. This includes running, vaulting, jumping, rolling and swinging as the participants move from one point to another over permanent boulders in the park, swing bars, vaults and mats

### Financial inclusion

- The nature of the activity (physical exercise using public open spaces) enables participants **to practice and develop what they learn** in the future free of charge, regardless of household income

### Diversions activity

- Young people are making positive choices by attending the sessions. At least six young people who had previously perpetrated ASB attended, constituting **50 hours of diversionary activity** (Potential saving: ASB costs the Police £500 per incident)

### Community cohesion

- Observations from partners evidence personal skills attained. Partners reported **well behaved young people, working together and with partners** to deliver and enjoy the activity, including participants from different neighbourhoods who do not usually interact

“Children from all areas of Swinton and Clifton were mixing and getting on which is quite unusual as you don't often get this.”

Jane Kirkman, Police Community Support Officer,  
who attended the sessions



## Jack's Story

Jack had never really been interested in any structured activity and wasn't able to make friends in school partly due to his speech being limited to statements rather than conversations. The first Parkour session captured Jack's imagination and since then he has been hooked. At the end of the programme, he took up the provider's offer of a free taster session at their gym and he now goes to a session six days a week to practice and develop his skills.

Finding a sport to focus on has helped Jack channel his adventurous side in a safe and structured way and his growing confidence has seen him take part in a recent showcase at a local shopping centre and enabled him to make new friends. His behaviour at home has also changed significantly. Before the sessions Jack, who is on medication for ADHD, had a broken sleeping pattern but he is now finding it easier to get a full night's sleep.



**Quite low cost** – Due to cost per place compared to other activities we take part in and similar provision delivered through the private sector.

**Very high return** – Due to health benefits, diversionary activity and community cohesion experienced.

## Sportivate

Sportivate aims to give more young people the opportunity to discover sport. Sports were delivered once a week for four to eight weeks across two neighbourhoods, Weaste and Irlam. Activities provided included football, handball, basketball, dodgeball, cricket, tennis, rugby and swimming. 39 young people, aged 9-15 years, were involved across the two events.



## Outcomes

### Physical activity to improve / maintain health

- 13 (50%) out of 26 respondents of our survey confirmed **Sportivate made a difference to the amount of physical exercise they did.** They previously 'never' or 'not often' took part in sports
- 15 (60%) out of 25 respondents confirmed **if they had not been at Sportivate they would have been inactive** due to 'gaming', 'doing nothing', 'being bored' or 'sat at home'
- To encourage a **lasting impact on physical fitness** eight participants were given free gym passes for regular attendance and behaviour. Six months on, all are actively using their passes, renewed monthly when usage is confirmed. Six (75%) of these recipients had previously not been regularly engaged in sports
- Quotes from the survey include "Fun sports, good for something to do in holidays with no money" and "Amazingly fun, new games with my friends from school"



**Quite low cost** – Due to cost per place compared to other activities we take part in.

**Very high return** – Due to the health benefits and evidence of continued exercise.

## Partners

We would like to thank the following partners who helped fund and deliver these activities.

- Kids Get Cooking and Play Streets – Citizens-Advice Bureau (CAB), People's Health Trust, Salford Community Leisure
- Parkour – Lancashire County Cricket Club Foundation (LCCCF), through its Sporting Foundations for Life project, in association with Evolve
- Sportivate – Sports England Programme Sportivate and Salford Community Leisure

Community Development Officers ensured the events were delivered by liaising with partners and raising awareness to facilitate take-up. They also obtained funding through grant applications and partnership working.

## 2. Eat It Fresh

### Our aim

“Support a reduction in preventable deaths and increased life expectancy.”

Eat It Fresh is an educational cooking project which encourages adults and families to eat healthily and to experiment with foods they may not usually include in their diet. It also explains how to eat well on a budget by meal planning and cooking meals using fresh ingredients, whilst avoiding unhealthy and expensive takeaways and ready meals. Some participants also attend to combat loneliness and isolation through being active during the day and interacting with other participants.

During 2016-17, 24 classes in three cohorts took place in Salford. The 39 participants cooked foods they could also make at home, including curry and naan bread, sweet potato burger, chicken, bread, soup, cottage pie, fish cakes and lasagne.

### Outcomes

#### Neil's story

Neil was referred to Eat It Fresh to **address the social isolation** he was experiencing but also to improve his cooking skills as he was living on ready meals.

Neil made new friends at the centre where the classes took place and went on to join the allotment group and the Tenants and Residents Association. Neil says “Eat It Fresh was really good for me. I now feel **part of the community**.

It got me out of the house and it got me motivated. It's a really good course and I would recommend it to anyone”.

Neil now cooks for himself on a regular basis and has **improved his health**, putting on weight as a result, something he wanted to do. To make his money and food go further, Neil has followed the advice of the classes by cooking in bulk to freeze for later.

#### Prevents food waste

- The classes use unwanted, in date, food donated by retailers, which would otherwise go to landfill

#### Cooking skills attained

- 18 participants completed our exit survey. 11 (61%) participants said their **cooking skills had improved** ‘a lot’ and six (33%) said ‘a little’. One (6%) participant said they were ‘about the same’.

#### Healthier diet / Wellbeing improved / Social inclusion

- Customer comments on the difference the course has made to them include:

“Changed eating habits, tried new food.”

“**Helped with my depression** – got me out of the house.”

“Nice to meet other people and enjoy eating together.”

“Made me **think about my diet**.”





**Very high cost** – Due to cost per place compared to other activities we take part in. This is difficult to improve since the number of participants is limited by the size of the neighbourhood venues.

**Quite high return** – Due to health benefits of eating well and social activities to prevent loneliness and isolation.

**Note:** The exit survey respondent whose skills stayed the same already had skills and was attending for loneliness and isolation reasons. The number of classes per cohort ranged from six to ten depending on the venue and target group. Average attendance per participant is four classes.

## Partners

We would like to thank our partners who worked with us to deliver Eat It Fresh. The classes were delivered by Cracking Good Food, a Manchester based social enterprise, using ingredients supplied by Fareshare, which redistributes in date, good to eat, food which would otherwise be thrown away as unwanted by retail businesses.

Community Development Officers successfully applied for funding, assisted with class planning and delivery and marketed the classes to raise awareness and ensure take up.



### 3. Snack and Chat

#### Our aim

“Support a reduction in preventable deaths and increased life expectancy.”

Launched in November 2016, customers in Cadishead, Salford, socialise over a free monthly lunch and guest speakers discuss nominated topics. The lunches are planned and delivered by Cadishead Tenants and Residents Association volunteers who want to prevent loneliness and isolation.

Face to face interviews were carried out with 11 customers, aged from 57 to 94. Their reasons for feeling isolated were living alone, medical issues, recent bereavement, not being near friends and family and due to having to care for someone.

There were 94 hours of social inclusion, with 47 two-hour lunch places taken up. 14 customers attended with an average attendance of nine customers per lunch.

#### Outcomes

##### Health deterioration due to loneliness averted / Hospital admissions reduced

- These initiatives prevent the consequences of loneliness including the likelihood of mortality, the onset of disability, the risk of cognitive decline, the likelihood of developing clinical dementia and increased use of health services and care\*

##### Loneliness and isolation reduced / Wellbeing improved

Customers told us:

- The lunches were fun, friendly and chatty, which made it easy to **talk to new people and make new friendships**
- The talking is **‘good for the mind’** (mental health)
- It is **nice to have something planned** for special occasions such as birthdays
- It is **‘marvellous to have some tender, loving, care’** when you usually look after others all day
- The talks are interesting and being used to **keep healthy, find new things to do and access other services**

##### Motivated to stay active / Social inclusion

- When asked what the customers would be doing if they were not at the lunch, 10 (95%) out of the 11 said they would be sat at home alone

“Coming here makes me move, gives me a reason to get dressed, a reason to get up and **break the cycle of staying at home.**” Cathy, customer

“I would be sat looking out of the window watching the grass grow but instead I’m here **chatting and meeting new people.**” Charlie, customer

\* Campaign to End Loneliness.





**Very low cost** – Due to cost per place compared to other activities we take part in.

**Very high return** – Due to health benefits of eating well and social activities to prevent loneliness and isolation.

Cadishead Tenants and Residents Association volunteered 88 hours of their time to deliver the lunches. This is valued at £660 based on the living wage of £7.50 – the cost that would have been incurred if this resource had to be paid for.

We provided support through marketing to raise awareness of the lunches and to arrange guest speakers. A Community Development Officer also assisted in the delivery of the lunches.

### Partners

We would like to thank the following partners who enabled this initiative to take place:

Hamilton Davies Trust (funding), Salford Health Improvement Team and Friends of Chat Moss (guest speakers), St Mary's Church Hall, Cadishead (meeting venue) and Tesco (food donations).



## 4. Winter Welfare

### Our aim

“Eliminate any housing or support barrier that contributes to unnecessary admissions to or delayed discharge from hospital.”

During November and December 2016, housing officers and advisors visited or phoned 812 customers who were over 75 and living alone and not engaged with Adult Social Care and / or the Tenancy Sustainability Service.

The contact identified customers potentially at risk during severe weather, for example due to not being able to leave their home to buy food or collect medication. The contact also gave advice and / or signposting to services such as flu vaccinations, Salford City Council’s mobile warden service (Care on Call), fire safety and social activities to prevent loneliness and isolation.

Overall 59% (478) of customers were successfully contacted (182 visits and 296 phone calls) with 65% (309) of these advised on how to access services they were not currently using.

Six months after the contact we sent a postal survey to assess if these customers had taken up the signposted services and 62 were returned, a 20% response rate. Some respondents did not answer all of the questions.

### Outcomes

#### Access to additional support to stay well in severe weather

- 22% (106 out of 478) of customers were identified as requiring a contact during severe weather, over a fifth of those contacted
- 73% (33 out of 45) of respondents confirmed the option to have a contact during severe weather would benefit them

Respondents said:

“My family live a long way off so if they cannot visit due to bad weather, **your service would be helpful.**”

“It would be **beneficial for food** if the weather was bad.”

“It gives me **peace of mind** knowing that if, and when I need assistance, help is at hand.”

### Increased feelings of safety and wellbeing

- 93% (55 out of 59) of respondents found the contact useful<sup>1</sup>

Respondents said:

“Nice to know **someone cared** and having people to depend on.”

“Knowing that **I am not alone.**”

“Reassurance of the **help available.**”

“Having a chat and **feeling safer.**”

“They gave options if I needed any help.”

“Useful for emergency repairs such as heating.”

- 32% (20 out of 62) of respondents confirmed they had received **a fire safety visit**

Respondents said:

“Electrical socket was changed.”

“The fire service checked my home, now **I know it’s safe.**”

“They told me things I did not know. It was very good.”

### Improved health

- 64% (9 out of the 14 who had received advice on how to get a flu vaccination) of respondents improved their health by going on **to get a flu vaccination**
- The NHS advocates people over 65 taking up the ‘flu jab’ as they are more vulnerable to developing flu complications such as bronchitis and pneumonia, which can result in hospitalisation (the average cost to the public purse of a hospital inpatients episode is £1,807)

### Independent living

- 21% (5 out of the 24 who had received advice on how to access the mobile warden service) of respondents are now being supported to continue **living independently** in their home by taking up the mobile warden service



**Quite low cost** – Due to the project being on a par, cost per successful contact, with other interventions delivered to customers individually rather than in groups.

**Quite high return** – Due to evidence of advice being taken up, whilst at the same time some customers did not require the advice available.

**Notes:** Referrals following the visit were as follows: 35% (168) advised on how to get a flu vaccination (310 customers confirmed they already had one); 86% (409) advised on how to access the mobile warden service (69 customers already used the service); 21% (100) referred to Manchester Fire and Rescue Service for a fire safety assessment and 5% (22) referred to initiatives to combat loneliness and isolation such as training to get online, social activities and / or charities supporting older people.

<sup>1</sup> Four did not.



## 5. Fresh Living – Year Two

### Our aim

“Increase numbers of available pathways into sustainable employment.”

Fresh Living is an employment pathway where participants take up a three year apprenticeship to build new homes, paid at the Living Wage, and after year one are offered the tenancy of one of the new homes. For two years, half of the affordable rent is subsidised by ‘sweat equity’ - unpaid work hours banked by the apprentices.

Fresh Living has a focus on getting people into work who, without intensive advice and support, would find this difficult to almost impossible to achieve on their own.

In 2017, three apprentices completed Year Two of their apprenticeship and signed tenancies for new build homes they helped to build. Apprentices Lee and Mike were interviewed about their Fresh Living experience:



### Outcomes

#### Lee's story

##### What difference has Fresh Living made to you?

“Fresh Living has changed everything for me.

I'm more confident and more advanced than I ever thought I would be. I enjoy my job and know what I want to do next. I want to set a good example to my son, Bobby-Lee, so that he doesn't follow in the same footsteps as I did.

The name of the programme reflects what it's done for me - given me a fresh start in life.”

##### What difference has your new home made to you?

“I'm living with my girlfriend and son. Our new home has given us independence, as well as the chance to live together as a family for the first time.

I can now see my son every day whereas before I lived mainly at my parents house, only seeing my girlfriend and son at the weekend.

My girlfriend lived in a flat before, so moving into the house with a garden means our son can now play outside.

Although we have extra bills to pay, my apprenticeship means I can earn more money when I qualify as a bricklayer next year. In the meantime I get reduced rent by offsetting the hours I worked without pay in Year One, which I banked.”



## Mike's story

### What difference has Fresh Living made to you?

"Fresh Living has given me the opportunity to get into a trade I can use in the future to earn money. It's also given me the support to go in the right direction, something I may not have done without the programme.

If it wasn't for Fresh Living I wouldn't have a job I liked and the opportunity to have my own home."

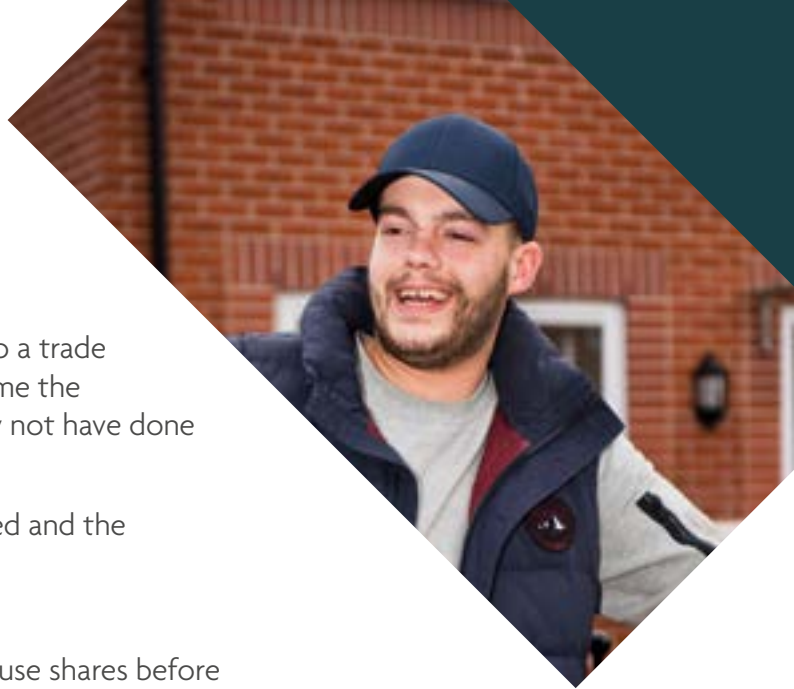
### What difference has your new home made to you?

"I sofa-surfed between family and friends and had house shares before moving into my new home. Now I can live with my girlfriend and we have our own space for the first time.

It's good to be able to park our car outside our own house and the street is nice and quiet.

I loved the area where we lived before because it's where our friends and family are, but we couldn't miss out on the opportunity of living in a new home that was linked with my job."

You can also view [Kim's story](#), the third apprentice.



## Social value update – medium term impact (Years One and Two)



Calculations: Social impact (£46,166) - Independence, being a role model, diversionary activity away from crime and increased wellbeing through more family time, confidence and the personal benefit of being in employment. Economic impact (£64,720) - Affordable housing, increased disposable income to spend in the economy (LM3), increased earning potential associated with a trade and fiscal savings to the public purse through not claiming welfare benefits.

**Notes:** (1) Last year a £2.58 return was achieved. (2) There were no costs in Year Two. The cost of wages paid by the employer are offset by sales achieved by the employer. (3) Values in year two have been reduced by 50 percent (drop off). (4) Values include three other participants who completed the pre training in Year One and used the skills and qualifications attained in the programme to secure full time employment elsewhere which they had sustained.

## Partners

We would like to thank Watson Homes and ForWorks Ltd who provide the apprenticeships.

## 6. School Links – Year Two

### Our aim

“Support an increase in educational attainment levels across all ages.”

Last year we reported on our School Links programme, giving school and academy pupils the opportunity to be involved in the real life world of work. Pupils attend the Skills Centre to gain practical experience, particularly in the construction sector, with the option to take nationally recognised qualifications useful for getting into work when they leave school. The two year programme is a valuable training alternative, particularly for pupils who find academic classroom training challenging.

During 2015-16, 34 pupils completed the training, with 37 sessions available to each pupil throughout the academic year. This year we provide an update on what they are doing now, including those who have since left school.



### Outcomes

#### 2015-16 Year Two Graduates (17 pupils)

#### Improved employability / Reduction in NEETs (young people not in Education, Employment or Training)

16 (94%) Year Two pupils went on into Education, Employment or Training.

- Five (29%) pupils are in **full time employment** through an apprenticeship
- 11 (65%) pupils are in **full time further education**
- Only one pupil (6%) is NEET

#### Saving to the public purse

- The average rate of NEETs in the North West is 11.5% of 16 to 24 year olds, rising to 25% where the young person has no qualifications

The higher rate is relevant to pupils taking part in School Links (Source), equating to four pupils completing School Links and not going on into Education, Employment or Training. Since in practice this equates to only one pupil, **a saving of £26,994 has been attracted to the public purse** (Government spending associated with NEETs).

#### Personal and work skills attained / Positive outlook for the future / ASB prevention

- Our focus group recorded positive feedback from the pupils who said **‘it would be easier to get a job’**, they now knew **‘what work they wanted to do when they left school’**, they were **‘more confident’** and ‘could communicate better’, they had ‘less negative thoughts’ and one person described it as ‘life changing’
- Other insights taken from the focus group included **‘positive feedback from parents’** on their participation, **‘meeting new people’** including **‘role models’**, showing they are ‘committed and can see things through’ and potentially less anti-social behaviour because they were **‘not on the streets’** with peers

## 2015-16 Year One Graduates (17 pupils)

### Improved employability

11 (65%) Year One pupils went on to attend and have just completed their second and final year<sup>1</sup>.

### Bradley's story

Bradley joined the School Links programme in 2015 whilst studying at Moorside High School and went on to complete a Level 1 Certificate in Multicraft Construction Activities.

Bradley expressed an interest in all trades but through his work on the programme, it was clear that he excelled in bricklaying.

His enthusiasm, passion and drive for the trade resulted in Bradley securing an apprenticeship with ForWorks as a bricklayer and he is hoping to complete his NVQ Level 1-3 in bricklaying to further his career.

Bradley said “School Links helped me find out what I wanted to do and provided me with a choice of career.

My family is very proud of me, I can't believe I now have a job I love.”

Bradley's mentor and trainer commented, “Bradley has a great work ethic, fits in well with the team and displayed talents and skills which I felt were best suited to bricklaying.”



\* Further values will be attracted in future years as participants move on into secure work and / or attain higher wages attracted by the trade they have attained.

In 2017 we were appointed to Salford City Council's new framework for schools to source alternative training provision for 14-16 year olds, making us the largest Key Stage 4 provider in Salford. We now work with nine schools or Pupil Referral Units.

We continue to deliver the programme, taking on a new cohort starting each year, with 23 pupils completing Year One in 2016-17.

Calculations: Social impact (£72,444) – Increased wellbeing through completing work-related training to attain skills to get a job (at least 12 weeks) for all pupils who completed at least one year of the programme. Economic impact (£32,087) – Savings attracted for three pupils prevented from becoming NEET and income generated after costs. Source HACT and NEM. Wellbeing values cannot be claimed for moving on into an apprenticeship or education since this is a form of training value already claimed.

<sup>1</sup> Six had school funding withdrawn and could not continue.



## 7. Skills for Employment

### Our aim

“Increase numbers of available pathways into sustainable employment.”

Skills for Employment provides personalised support to adults who are out of work to improve their skills and find sustainable employment. The programme is delivered by the Manchester Growth Company's Work Company and a network of local skills and employment providers, including ForViva, who provide employment experience through eight week (101 hours) work placements.

During Year One, 46 participants took part in our programme. The most popular work experience was construction provided through ForWorks, our construction company, along with contractors we work with (17 placements) followed by administration (14 placements). Placements were also delivered through our back office functions such as marketing, business intelligence and ICT support and external organisations who offered child care and warehousing work experience.



### Outcomes

#### Improved employability

- 34 (74%) placements were successful, improving employability by **gaining work experience** – 27 (59%) completed and a further 7 (15%) are on schedule to complete out of 46 starters
- 13 participants also **acquired learning needed to work in the construction trade** with eight attaining a Level 1 accreditation in Multicraft Construction Activities and five others still on the course at the end of the year
- 20 (95%) out of 21 participants who completed an exit survey, said they ‘strongly agree’ to the statement ‘the placement will increase chances of getting a job’

#### Unemployment is reduced

- 11 participants **moved on into employment** as a result of the work experience gained - three part time and eight full time (41% of the participants who completed their placement)

#### Personal and work skills attained

Participants were asked what difference the work experience had made to them. Responses included:

- Experience in and / or improved **job skills**
- Improved **confidence** and / or encouraged to work again
- Improved **interview skills** and / or more comfortable when applying for jobs
- Enjoyment in being around a team and / or **meeting new people**
- Improved **communication skills**
- **Feeling positive** about themselves and / or the brighter future

#### Income generated to sustain delivery

- The programme works on a payment by results basis. The successful placements **generated an income** of £24,565 for ForViva, an average of £534.02 per placement started

## Chantel's Story

"I had not worked for ten years whilst bringing up my children and my lack of work experience was the main barrier stopping me from getting a job.

The programme **helped me get the experience I was missing** and a foot in the door at ForViva, where I secured a position as an Income Assistant after the placement finished. As a result, **I am no longer claiming benefits and have started saving up for a deposit to buy the house** I have lived in for a long time (through Right to Buy), an opportunity not available to me and my family before the programme.

If it had not been for the programme I don't think I would have a job. Getting the work and childcare balance was difficult at times but the flexibility of the programme helped me manage this. Now I am working, I am able to put the children into full time childcare. Going forward, I would like to stay with the company in order to grow and develop within it."



Calculations: Social impact (£132,611) – Increased wellbeing through being in full or part time employment and / or completing work-related training to attain skills to get a job (at least eight weeks as set by funders). Economic impact (£32,482) – Savings attracted to the public purse for seven participants in full time employment and no longer claiming Job Seekers Allowance (first three months) and income generated after costs. Source [HACT](#) and [NEM](#). Other outcomes include increased confidence and increased employability due to work experience gained.

**Notes:** 12 (26%) did not complete due to employment gained elsewhere, health issues, personal issues or no longer wanting to take part.

## Partners

Commissioned by the Skills Funding Agency in partnership with Greater Manchester Local Enterprise Partnership, the Skills for Employment contract is part-funded by the European Social Fund.



## 8. Generation Westwood Employability Training

### Our aim

“Increase numbers of adult learners.”

This project delivers employability training to enable customers to gain the skills needed to get into work. Many of the participants are unemployed (often long-term) and lack qualifications and work experience. Training took place at a local school during term-time (Year One October 2015 to July 2016).



### Outcomes

#### Increased employability

- 17 adults improved their employability by **completing an academic course** – with some completing more than one
- Three achieved the **Level 2 Supporting Teaching and Learning Qualification**
- 12 achieved a 12 week mathematics course – **Level 1 functional skills**
- Ten achieved a 12 week literacy course – **Level 1 functional skills**

#### Unemployment is reduced

- Two (12%) participants used their qualifications to **gain part time employment** in retail. Two (12%) others went on to **gain full time employment** – one at a nursery and the other working for the social enterprise funded to deliver this project

#### Saving to the public purse

- Three participants moving on in to work were claiming Job Seekers Allowance. One is no longer claiming, attracting savings to the public purse. Two others have moved on to claim working tax credits

#### Linda's story

Linda, a parent of two boys, had experience in health and social care but was desperate to take qualifications to get a career in childcare. Aged 37, and with no GCSE or O Level qualifications, she assumed it was too late to take this path.

Linda completed training in CV Writing, Paediatric First Aid, Food Hygiene, English and Maths, and Supporting Teaching and Learning. She also volunteered two days a week in the school to gain more experience of working with children.

Linda is now working full time at a nursery and is furthering her education by studying for a play worker course.

Linda said “The programme gave me the **confidence and skills** I needed to take the jump of retraining and having a career looking after children. I absolutely love my job and I would not have been able to take this new direction without Generation Westwood.”





Calculations: Social impact (£35,899) – Increased wellbeing through being in full or part time employment, completing work-related training to attain skills to get a job (at least 12 weeks) or vocational training and / or being an employed parent. Economic impact (£4,900) – Savings attracted for one person no longer claiming Job Seekers Allowance (first six months). Source [HACT](#) and [NEM](#). Other outcomes include increased confidence and other short courses completed. One person gaining full time work was already working part time and has been omitted from the calculations.

### Partners

We would like to thank Generation Foundation (now Kickstart), who are funded to deliver this project, along with Westwood Park Primary School, which hosted and helped to deliver the training provided by Salford College.

We provided a proportion of the funding and successfully applied for a grant from the [People’s Health Trust](#) on behalf of Westwood and Alder Park Tenants and Residents Association who requested this intervention to get more people from the local community into work.



## 9. Don't Keep It Under Your Hat – Year Three

### Our aim

“Increase numbers of available pathways into sustainable employment.”

This programme provides specialist business start-up support for customers wanting to develop business ideas to potentially earn an income. In 2016/17 the programme, which was previously delivered only in Salford, expanded to also include Knowsley and Oldham.

During the year, 108 initial enquiries were received either directly or through partner referrals with 70 (65%) people going on to have an initial meeting with an in-house Business Advisor.

61 (87%) people progressed to join the programme and further develop their business idea, with 21 having had at least 12 weeks of guidance and advice.



### Outcomes

#### Funding to start test trading

- 27 participants (44% of the 61 who joined the programme) pitched their idea to a Dragons' Den and **received a business start up grant** – eight more than last year and 14 more than the first year
- 24 participants (39% of the 61 who joined the programme) went on to use the grant for **test trading**

#### New businesses in the local economy

- New businesses include dog beds, tattoo shop, candle maker, dance / fitness studio, nail bar, alterations, café, clothing retail, hair salon and gas fitting / heating

#### Increased investment in new businesses

- **£32,203 of grants were awarded**, more than double the amount awarded last year (£15,770)

Over three years, 78 business start-up grants have been awarded with 45 businesses currently trading (a 58% success rate). This includes eight businesses from Year One and 13 businesses from Year Two.



#### Grants: comprise of £9,403 ForViva and £22,800 partners

Calculations: Social impact (£115,304) – Increased wellbeing through being self employed after unemployment and / or completing work-related training to attain skills to get a job (at least 12 weeks). Economic impact (£54,433) – Savings attracted for two participants no longer claiming Job Seekers Allowance (since self employed) and participants spending grants attained in the economy. Source HACT and NEM. Other outcomes not reported include income to the local economy through turnover (sales).

### Angela's story (Eccles, Salford)

Angela has a second hand clothes shop specialising in vintage clothes.

"I was already working for myself but I was losing interest because my business did not seem to be growing. I asked Don't Keep It Under Your Hat for advice on expanding my customer base. It kept me focused and inspired me to market my business online to achieve more sales. We've come up with new ideas, such as expanding my business to sell affordable second hand work clothes for people coming off benefits into a job.

"The programme supported me to understand things like insurance and profit margin, as well as where I can network to expand my contacts and how to get a grant to keep growing. Without the programme I doubt I would still be trading. Now I want to keep growing, contribute to the local economy and hopefully employ people too."

You can also view [Chris' story](#), another new business.

### Partners

We would like to thank and acknowledge the contribution of partners who in addition to ourselves awarded grants. They are Big Local, UnLtd, Start-up Loan Co, Salford Foundation and Salford CVS.

### Jacqueline's Story (Kirkby, Merseyside)

Jacqueline has a hair salon in the local community centre.

"I wanted to open a salon since I became redundant in 2011. I kept trying to make it happen but every time something got in the way. I kept on pushing though and started to work with Don't Keep It Under Your Hat to make my dream come true. The Business Advisor really got in my head and understood exactly what I wanted to do through my business plan, as well as supporting me to get a grant.

"I was proud of myself for successfully pitching my business idea to the Dragons' Den. I used the grant they gave me to refurbish my salon which is now open. My goal is to open a teaching salon so I can teach others to be fabulous hairdressers."



## 10. The Prince's Trust Team Programme – Year Four

### Our aim

“Increase numbers of available pathways into sustainable employment.”

The Prince's Trust's Team Programme offers NEETs (young people not in Education, Employment or Training) the chance to take part in challenging and rewarding activities including residential activity, work experience, community work, career planning and team challenges. It also raises awareness of responsibilities and rights and provides the opportunity to achieve qualifications which improve employability.

To date, we have funded and supported 11 cohorts, delivered by Greater Manchester Fire and Rescue Service. The following reports the progress of the three cohorts taking part in 2016/17, comprising of 27 young people, with 23 (85%) completing the programme.



### Outcomes

#### Improved employability / Reduction in NEETs

- 25 (93%) team members **developed skills through a work placement** – 1,028 hours of training, averaging 41 hours per person
- Team members attained 180 **vocational and personal development qualifications** including manual handling, food hygiene and community fire safety
- Since graduating in front of family and friends, 18 (78%) team members **have moved on into Education, Employment and / or Training**
- Employment / training includes working in retail, a hospital / doctors, IT or restaurant. Education includes art and design or politics and psychology at college, and English at university

#### Saving to the public purse

- There is a saving of £750 a month per person for each team member no longer NEET (Government spending associated with NEETs)

#### Crime and ASB prevention

- Team members attended an **ASB and domestic abuse awareness session on the impact of such behaviour** on victims and the community – including current issues such as ‘sexting’ and ‘revenge porn’. They also completed ‘Teammates not inmates’ which gives an **insight into prison life**. Team members said: “It’s made me think to choose who my friends are more wisely” and “I need to re-look at my behaviour as I don’t want to end up in a cell, there’s no home comforts”

#### Increased capacity (resources) for good causes

- Teams fundraised £1,772 and volunteered 1,026 hours to **refurbish facilities** at community projects at the Valley Community Resource Centre (Swinton), Guild Hall Community Centre (Walkden) and Cleavley Running Track (Winton)



### Jo's speech

"The course has helped me **gain so much confidence**. I sometimes doubted myself but now feel I can do a lot more. I feel **motivated and determined** and the course has really taught me how to work as part of a team as well as be a team leader."

### Adam's speech

"I worked for two weeks upgrading the PCs and laptops. It was a good experience. With the **qualifications I've earned** and skills I've developed getting a job should be a lot easier."

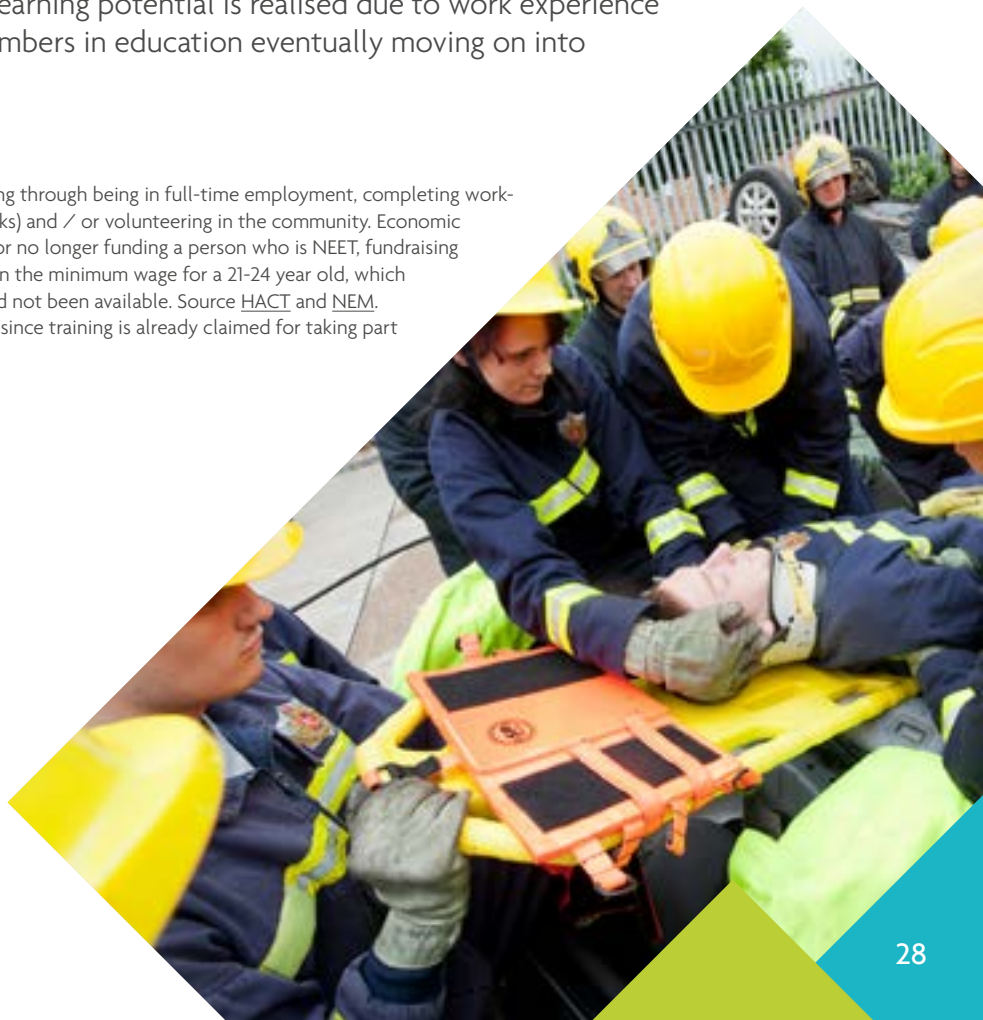
### Megan's speech

"It has given me my life back. The Prince's Trust gives people those much needed skills and qualifications, opening up doors of opportunity **to those who had none.**"



\* Forecast to increase as (1) the higher earning potential is realised due to work experience attained in early life and (2) team members in education eventually moving on into employment<sup>1</sup>.

Calculations: Social impact (£205,817) – Increased wellbeing through being in full-time employment, completing work-related training to attain skills to get a job (at least 12 weeks) and / or volunteering in the community. Economic impact (£49,505) – Savings attracted to the public purse for no longer funding a person who is NEET, fundraising invested in community projects and volunteering based on the minimum wage for a 21-24 year old, which is what the projects would have to pay if this resource had not been available. Source [HACT](#) and [NEM](#). Exclusions include wellbeing value for vocational training since training is already claimed for taking part in the programme.



<sup>1</sup> By the age of 42, someone who had frequent periods of unemployment in their teens is likely to earn 12 to 15% less than their peers. ([Source](#))

## 11. Digital Inclusion

### Our aim

“Support an increase in educational attainment levels across all ages.”

Our Digital Strategy aims to get customers online so they can access the wider benefits of being connected. This includes access to services and information only available online such as welfare benefits, job searching and the housing waiting list, as well as discounts attracted through online shopping and paying bills online. Having access to the Internet also enables customers to be socially included by connecting with others and finding out what is taking place in their area.

We deliver a **range of initiatives** to enable customers to get online. This includes:

- **One-to-one training** with staff DigiChampion volunteers (55 customers)
- **Group training**, including sheltered customers, delivered with or through partners (218 customers)
- Front of house staff showing visitors how to make their service enquiry online, using public **computers available in the reception** (765 contacts a year)
- Showing customers how to use **comparison websites to compare energy prices** and potentially switch suppliers to attract savings (93 customers)
- Working with young people to **raise awareness on how to stay safe online** (40 customers)

We launched DigiSmart, a programme to get customers online, in October 2015, with 406 customers since trained in digital skills<sup>1</sup>. Government research<sup>2</sup> confirms the benefits of digital inclusion for customers. This is verified by feedback we received from 26 (47%) of the 55 customers who worked with our DigiChampions.



<sup>1</sup> Excludes reactive front of house advice.

<sup>2</sup> Between 75% and 90% of jobs require some computer use. Offline households miss out on estimated savings of £560 per year from shopping and paying bills online. 44% of people without basic digital skills are on lower wages or unemployed.

## Outcomes

### Access to work

- From our survey – Four (15%) respondents searched for and / or applied for a job

Christina said “The course was brilliant and helped me find a job. I could **search and apply for jobs** online and was really supported by my Digital Champion.”

Cath said “I saw a voluntary role and successfully **applied using the online application** form. In my interview, I was able to explain my skills and that landed me the position.”

Cath has now progressed into paid employment.

### Access to public / Housing services

- Where relevant, customers are guided on how to use computers in our reception points, with approximately three customer contacts a day supported in this way. This equates to 765 contacts a year and **enables customers to gradually acquire digital skills** using actual service requests
- From our survey – Three (12%) respondents confirmed they have used skills to register and / or **access the housing** waiting list. Two (8%) respondents updated or **made welfare benefit claims** and three (12%) respondents reported a housing repair

### Financial inclusion

- As part of the Big Energy Saving Network we talked customers through comparing energy prices online with 14% (13 out of 93) **switching to a lower tariff**, saving on average £100 per customer. The remainder were left with comparison options for future consideration
- From our survey – Two (8%) respondents reported using their training to make savings through price comparison websites and three (12%) respondents now **use online banking** to manage money more effectively

Janet said “I can do everything online and save myself so much time. I have also **saved money through shopping online**, as I can now access online discounts.”

### Social inclusion

- From our survey – Three (12%) respondents report being able to **keep in touch with family and friends**

Kathleen said “I got what I wanted – to learn **how to use Skype**. I now keep in touch with my family in Australia!”

### Safeguarding

- Young people at the youth club at Peel attended an outreach session on staying safe online, including awareness of grooming and sexual exploitation through the **CTZN app**
- The Prince’s Trust cohorts attended our ASB and domestic abuse awareness session on the impact of such behaviour on victims and the community - including current issues such as ‘sexting’ and ‘revenge porn’



\* Does not include: (1) DigiChampions who volunteer their time (2) One off set up costs of £1,090.

\*\* This is based on internal training through DigiChampions where we have been able to track customer contact changes and energy switch assessment which are grant funded.

Calculations: Social value (£8,204) - Increased wellbeing through regular access to the internet attracted for six customers – confirmed by survey and / or contact records. Source [HACT](#). This is not available for group sessions, something we will work on with partners in 2017-18. Economic value (£1,300) – Savings attracted through energy switch.

## Partners

We would like to thank Salford City Council, The Hamilton Davies Trust, Inspiring Communities, Enthusiasm, The Prince's Trust and our staff volunteer Digi Champions who we work with to deliver digital inclusion initiatives.



## 12. Youth Clubs – Year Two

### Our aim

“Support partner agencies in reducing levels of anti-social behaviour (ASB), crime and reoffending using a range of interventions.”

We have worked in partnership to develop two youth clubs in Salford: BAYSE in Brookhouse and ChillZone in Peel, to positively engage with young people aged 8-16. The clubs aim to prevent boredom and negative peer pressure which can lead to ASB and low level offending – a cycle which, without intervention, can progress to more serious offending. ([Source](#))

During 2016-17, 221 young people collectively attended 3,381 times across the 137 youth club sessions. Since each club runs for two hours this constitutes 6,762 hours of engagement with young people.

Last year we interviewed young people attending BAYSE who confirmed it was valued for:

**Life choices** – ‘learnt about consequences’ and ‘to never to give up’

**Community cohesion** – ‘play better together’, ‘made lots of new friends’

**Skills** – ‘learnt new things’

**Wellbeing** – ‘makes me go home with a smile on my face’, ‘more confident’ and ‘feel safe here’

**Less ASB** – ‘keeps me out of trouble’

This year we interviewed nine regular attendees of ChillZone who attended for ‘something to do’, because they were ‘bored’ or because it was ‘good fun’ / ‘sounded good’. Word of mouth and peer endorsement are important with eight (89%) reporting they attended because their friends did.





## Outcomes

### Increased engagement in positive activities

- BAYSE increased attendance by 33% (from 2,106 places taken up in Year One to 2,798 in Year Two). Participants have been involved in making a short film about the difference the youth club makes to them including being able to 'try new things' and feeling that they '**can do anything**'
- ChillZone increased attendance by 29% (from 452 places taken up in Year One to 583 in Year Two). Interviewees told us they had learnt to 'socialise' / 'team skills' / '**life skills**' (five people), 'follow rules' (one person), and 'better things to do than we were doing' (two people). They also had **increased confidence** (two people) and 'new friends' or stronger friendships (four people)

### Diversion away from causing ASB

- At least ten young people who had previously perpetrated ASB attended, constituting **128 hours of diversionary activity**, which is the number of hours they collectively attended. Three (33%) interviewees at ChillZone said if they were not at the club they would be 'messing about' / 'playing' on the streets. (Potential saving: ASB costs the Police £500 per incident)

### Advice and skills for staying safe and getting on in life

- Through trips out and outreach work, the young people learnt new things useful for staying fit, eating healthy and keeping safe online as well as providing an insight into potential careers

### Aspirations for the future

- Seven (78%) interviewees at ChillZone had clear aspirations for the future including 'photographer', 'medic', 'teacher' / 'youth worker', 'run own business' and 'sports pro'. Some of this was inspired by what they experienced at or through the club

### Financial inclusion

- The clubs are free to attend, alleviating the extra demand on household incomes of providing after school activities. This also **ensured young people from low income families are not excluded** through not being able to afford to pay

### Physical activity to improve / maintain health

- The involvement in sports enabled young people to meet NHS exercise recommendations to work towards or maintain a basic level of health – at least 60 minutes of physical activity each day. The NHS also recommends reducing time sitting watching TV and playing computer games. Seven (77%) interviewees at ChillZone confirmed if they were not at the club they would be inactive, 'at home' including 'playing Xbox' and 'on the computer'



**Quite low cost** – Due to cost per place compared to other activities we take part in. This takes into account the clubs also fund outreach and trips out to experience new things as a reward for good behaviour.

**Very high return** – Due to research confirming the positive difference made to young people attending youth clubs, continued and increasing attendance and positive feedback from participants.

BAYSE runs twice a week and ChillZone runs weekly. Visits / outreach included a visit to a fire station to gain practical knowledge and awareness around the danger of fires and a chance to get involved with the equipment; tips from Tesco on nutrition and keeping active; visits to Bolton Football Club, Lancashire County Cricket Club and Salford Reds Rugby Club to try sports and coaching using world class facilities, dance and ballet sessions including choreography and social media awareness on the dangers of child sexual exploitation and / or grooming online. 20 young people attended the Junior Arrows leadership programme, delivered over ten sessions and 12 young people attended a residential week at an outdoor pursuits Centre.

## Partners

We would like to thank Salford Community Leisure who deliver BAYSE and Enthusiasm who deliver ChillZone (now called HypeZone) and Garfield Weston Trust, Awards 4 All and Salford City Council's Community Committees who co-fund the project with ourselves.

## 13. New Developments

### Our aim

“Increase satisfaction with the neighbourhood as a place to live.”

ForViva has built 566 new affordable homes since 2013 with plans to increase this to 1,275 by 2019. During 2016-17 we researched the difference these new homes made to residents by carrying out interviews at one scheme four months after they moved in. This development comprises of 16 homes: ten houses and six apartments, of which 11 (69%) households participated.

### Outcomes

#### Extra homes are available to meet housing need / Land is brought back into use

- Our £184 million development programme is contributing to the 300,000 **new homes which need to be built** annually in the UK to meet housing need. (Source) The properties are **additional homes** built on disused land. The increase in assets enables ForViva to access borrowing to fund the construction of more homes

#### Customer independence / Improved wellbeing

- Six (55%) households said the property being new did make a difference due to the **good condition, high specification** of equipment and **being able to move in straight away** with no work to do. Three others (27%) said having a property to resolve their housing situation was more important than it being new, but its condition was also significant<sup>1</sup>
- All customers said their new home had made a difference to them with **independence** being the most popular response, reported by four (36%) households. Other responses were mainly **health and wellbeing** related. Positive comments included: ‘happier’, ‘more privacy’, ‘healthier’, ‘safer’, ‘less stress’, ‘less arguing’, ‘more sleep’ and ‘financially better off’

#### All households had their housing need addressed

- **Overcrowding was addressed** for five (46%) households, two of which involved parents and children previously sharing a bedroom
- **Social housing stock** was better used due to two (18%) households previously under or over-occupying being rehoused
- **Decent homes were accessed** by three (27%) households who had lived in private rented homes, with two considering the previous conditions to be unsafe and / or unhealthy
- **Independence was gained by a young parent** who left the family home where they were brought up, in order to live with their new family

<sup>1</sup> Two households did not have an opinion.



### Affordable warmth

- Energy is affordable with household **fuel costs on average £177 a year lower than the national average** for the size of property<sup>2</sup>. Three (27%) households said they did not need to put the heating on in the summer since the homes were well insulated with ample natural light

### Feelings of safety

- All households felt safe and secure with seven (64%) saying **it was very safe / secure**. Reasons given included external lights on each property, the intercom viewing facility in apartments and parking

### Improved health

- Health improvement was experienced by five (46%) households due to the move<sup>3</sup>

Customers said:

“**Improved wellbeing** due to more space and feeling settled.”

“**Child’s health (coughs and colds) improved** due to moving out of damp private property.”

“Was previously overcrowded with no independence so **happier now and more relaxed**.”

“**The health of everyone has improved**. Less coughing and wheezing due to damp conditions.”

“Happier due to **no overcrowding**.”

“There are no stairs which means I can **access the whole property**.”



**Quite low cost** – Due to the cost per day per person over the 30 years. Thirty per cent of the cost is met by a Government grant which is non repayable. The grant is needed to ensure affordable homes and capacity to build new homes. The grant remains ‘in the ground’, that is in the property, and any change of use would require action such as recycling for further housing.

**Very high return** – Due to positive feedback from customers on the difference their new home has made to them.

\* Including management and maintenance costs. Day rate based on current occupancy levels.

<sup>2</sup> This has the potential to be higher since some households reported being in credit as usage is confirmed by the supplier.

<sup>3</sup> The remaining households had no health issues to resolve.



## 14. Tenancy Sustainment Services

### Our aim

“Build community resilience that is underpinned by greater customer self reliance.”

The tenancy sustainment services provide advice and support to enable customers / clients to sustain their tenancy and / or increase their ability to live independently. Villages Housing Association has delivered the Tenants Extra Support Service (TESS) on behalf of Knowsley Council since 2003 and City West launched its own scheme in September 2017.

### TESS (Tenants Extra Support Service), Knowsley

The service supports clients at risk of losing their tenancy, usually due to rent arrears, to prevent homelessness. In addition to referrals from Villages or direct from the client, referrals are received from partners including the NHS, schools, social services, voluntary sector organisations and other housing associations.

Independent Living Project Officers dealt with 366 cases with 302 (83%) clients either completing the programme of support, receiving some support until deciding not to take up the solution offered or being supported into the next financial year (2017-18).<sup>1</sup>



<sup>1</sup> 159 (43%) completed the programme of support in 2016-17, 16 (4%) received some support until deciding not to take up the solution offered and 127 (35%) were supported into 2017-18. 64 (18%) referrals were not supported due to no response from client, client decided not to take up the solution offered (and received no support prior to this decision), client did not qualify due to out of area or no support need was identified.



## Outcomes

### Homelessness averted / Savings to the public purse

- Of the 159 (43%) of clients who completed the support in 2016-17, all sustained their tenancy with housing need continuing to being met
- Savings were attracted to the public purse by the Local Authority not having to provide advice and support to prevent homelessness (£642 per household) and average one-off and ongoing costs associated with statutory homelessness (£2,501 per household). Savings were also attracted by social housing providers for not having to take legal action leading to eviction for non payment of rent or other breaches of tenancy and costs associated with re-letting the property (£6,389 per household)<sup>2</sup>

### Increased income

- Clients accessed £57,183 of additional income through backdated housing benefit (£25,600) and Discretionary Housing Benefit (£31,583). Other welfare benefits attracted, including Severe Disability Premium, Personal Independence Payments and Disabled Living Allowance, are valued at £188,000 for the first year with a further £416,000 guaranteed for years 2-5. (132 successful claims)

### Debt managed

- Clients had advice and guidance to manage £217,000 of debt including through affordable repayment agreements. This included through referrals to CAB's Money Buddies and Prescot and Whiston Community Advice Centre. As well as undertaking a financial health check, clients had access to advice on budgeting, claiming welfare benefits and accessing utility deals (43 clients benefited)

### Affordable warmth

- Clients were referred to an energy specialist for advice on reducing energy bills including switching to a lower tariff (seven clients benefited)

## Case study

[Read Neil's story here.](#)

### Improved health

- Clients accessed health care by registering with a GP, Dentist, the Community Mental Health Team and / or counselling services (35 referrals)
- Clients registered for a gym / wellbeing programme to improve their physical health (four clients benefited)
- Children experiencing mental health issues were supported through referrals to the Child and Adolescent Mental Health Service (four children benefited)
- Clients were awarded vouchers to access food through Knowsley Foodbank (valued at £3,780, 133 adults and 119 children benefited)

### Improved safety

- Clients had an early detection of fire through the installation of smoke detectors following liaison with Merseyside Fire Brigade (six clients benefited)
- Where possible, clients experiencing ASB were supported to remain in their current home through target hardening (one client benefited from bomb blast windows)
- Clients experiencing domestic abuse were referred to Knowsley First Step for specialist advice and guidance including therapy, assistance to stay safe and legal advice (five clients benefited)

### Independent Living

- Clients were able to achieve or sustain independent living by accessing aids and adaptations including grab rails, key safes for visitor access, bed rails, bathroom adaptations and steps to access the property (31 clients benefited)

### Improved employability

- Clients gained skills useful for getting into work through voluntary work or accessing an education and training programme including ICT course (11 clients benefited)

<sup>2</sup>This equates to 63% (100) of clients assisted. Savings for private sector landlords are unknown and are not claimed (59 households).



\* The service costs £164,000 to deliver, which equates to £937 per case receiving full (159) or part (16) support. Additional costs are fiscal due to welfare benefits successfully claimed and include process costs. These are also reported as social value due to the additional income this attracts for clients.

Economic impact (£1,383,820) – Re-let costs and arrears recovery and legal action costs avoided by preventing evictions (housing association only) and income attracted for clients through welfare benefits and grants. Exclusions include welfare benefit values beyond year one since not banked in the short term and food voucher values since the food is purchased at a cost by others who donate to the food bank. Debt management payments will increase income for recipients but this is not monitored by the service and is also excluded. Social impact – Wellbeing benefits due to debt management will be measured from 2017-18.

### Tenancy Sustainment Service, Salford

Tenancy Sustainment Officers contacted 53 referred customers with 32 (60%) going on to fully engage with the service<sup>3</sup>. Customers often had more than one support need. Primary needs were identified as:

1. **Financial** (outstanding bills and debts including rent and utility arrears and bank account fraud): 14 customers
2. **Health and wellbeing** (physical and / or mental health, overcrowding implications and loneliness and isolation): six customers
3. **Property condition** (cleanliness and / or hoarding): six customers
4. **Tenancy sustainment** (first tenancy due to bereavement, leaving family home, fleeing domestic abuse or being awarded refugee status): six customers

The service delivered 69 interventions to meet customer need (38 types). These were through advice (the intervention is accessed by the customers), referral (the intervention is accessed through a partner) and action (the intervention is delivered directly by ourselves).

<sup>3</sup> Customers received initial assistance but decided they did not want the support or did not respond to contact.

## Outcomes

### Homelessness averted / Savings to the public purse

- We have assessed that prior to using the service 19 (59%) customers had a high risk of not sustaining their tenancy and all but one were successfully supported to prevent this with housing need continuing to being met<sup>4</sup>. Savings were attracted to the public purse by the Local Authority not having to provide advice and support to prevent homeless (£642 per household) and average one-off and on-going costs associated with statutory homelessness (£2,501 per household). Savings were also attracted by City West for not having to take legal action leading to eviction for non payment of rent or other breaches of tenancy and costs associated with reletting the property (£5,114 per household)

### Increased income / debt reduction

- Customers accessed £33,328 of additional income through welfare benefit claims, Discretionary Housing Payments and / or utility trust funds. They also **improved their financial health** by accessing debt advice, filing for bankruptcy, being supported to address their gambling addiction and / or accessing pension advice (21 customers benefited)

### Independent Living

- Customers were able to achieve or sustain living independently by **accessing aids and adaptations, Social Services support and / or family networks**. Customers were also **assisted to run a household**, for example where this responsibility was taken on following bereavement. One customer was supported to access a RADAR (disabled toilet) key so they could go out into the community confident they would be able to access a toilet if they needed one (six customers benefited)

### A safe and healthy living environment

- Intensive support was needed to **address property condition concerns** due to hoarding and / or cleanliness issues. Interventions included cleaning plans agreed with the customer, **fire safety assessments**, property clearance and / or facilitating access to complete repairs (six customers benefited)

### Social inclusion

- Loneliness and isolation experienced by older customers and young carers was addressed through referrals to specialist organisations such as AgeUK and Salford Young Carers. Other options to **access social interaction** included interactive courses such as cooking classes (seven customers benefited)

### Improved health

- Customers with health concerns accessed health and wellbeing interventions including being accompanied by the Tenancy Sustainment Officer to **access GP services** and having overcrowding issues addressed through better use of the property. Referrals were also made to **specialist services providing support** for drug and / or alcohol dependency, low mood, general health and disability needs (12 customers benefited)

### Access to essential services

- Where financial advice was provided on utility bills, customers **retained services** (heating or water) or had them reinstated (four customers benefited)

<sup>4</sup>One tenancy was terminated when the customer was assisted to access rehousing in a more suitable property, close to support networks. Other tenancies presented as low risk.



## Case study

A customer was identified by a Neighbourhood Officer as having no heating, money or income. They had lost their spouse the year before and welfare benefits had since expired. They did not know what benefits they were entitled to or how to make claims. The home was extremely cold and there was no credit on the gas meter. The customer displayed a depressed state and showed signs of confusion.

The Tenancy Sustainment Officer contacted the gas supplier and obtained an emergency credit extension to put the heating back on. They also put in a successful claim for Employment and Support Allowance, paid within ten days. With assistance from Welfare Rights the customer applied for additional welfare benefits and social services agreed to deliver a care package to enable the customer to remain safe and well in their home.



\*Additional costs are fiscal due to welfare benefits successfully claimed and include process costs. These are also reported as social value due to the additional income this attracts for clients.

Calculations: We achieved a 19% response rate to our customer survey, six out of 32 sent. The service costs £72,800 to deliver, which equates to £1,374 per case. We have based costs on referrals rather than completed cases since it is usual for Tenancy Sustainment Officers to contact and advise referred customers, often on several occasions, before the customer decides whether or not to formally take up the support offered.

Social impact (£28,951) – Improved wellbeing (four out of six respondents said the service had improved their health, with the improvement for one customer being high enough to attract the value). Improved financial health (Three out of six respondents said the service had improved their financial situation with the improvement for two customers being high enough to attract the value) Economic impact (£181,954) – Re-let costs and arrears recovery and legal action costs avoided by preventing evictions and income attracted for customers through welfare benefits and grants.

## 15. Kerbside Appeal

### Our aim

“Increase satisfaction with the neighbourhood as a place to live.”

Kerbside appeal refers to the appearance of a neighbourhood and whether it is of a sufficient standard to attract people to want to live and / or work there. Research also indicates that the personal wellbeing of residents is influenced by their neighbourhood, particularly levels of litter, graffiti and vandalism ([Source](#)).

We continue to deliver initiatives to maintain and improve the appearance of neighbourhoods, in the context of public sector funding cuts reducing rental income and therefore financial capacity.

In 2016-17:

1. We worked with Salford City Council's Community Payback Team to arrange for offenders to serve their community orders through litter picking, removing fly-tipping and painting boundary fences, at no cost to ourselves.
2. Neighbourhood Officers regularly inspected neighbourhoods to ensure customers maintained the areas of the property they are responsible for under their tenancy agreement, such as gardens and parts of communal areas. They also identified and managed other neighbourhood and tenancy issues such as abandoned properties and squatting, unapproved works to the property and running a business from home.
3. We installed additional bins to address refuse collection issues reported by customers and identified through customer inspector mystery shopping. This resolved overflowing and / or contaminated bins and fly tipping.



### Outcomes

#### Tenancies are sustained whilst improving the appearance of the neighbourhood

- We identified and **took action in 725 cases** where tenancy conditions were breached, with 459 (63%) relating to property / garden condition. Of these, 693 (96%) were successfully resolved to avoid legal action<sup>1</sup>

#### Neighbourhoods were improved through restorative justice

- Community Payback delivered **1,960 hours of improvement works** over eight weeks, valued at £14,622 – which is what we would have had to pay for this resource if it had not been available. In one area alone offenders painted 180 metres of railings

- We carried out phone interviews with ten customers living in one neighbourhood where extensive areas of fencing had been painted. Nine (90%)<sup>2</sup> customers said they were ‘very’ or ‘fairly’ satisfied with the works and all said it had improved the appearance of the neighbourhood

Customers said:

“It was good, especially as it did not cost anything.”

“It makes the street look **brighter and cleaner.**”

“The guys were **polite and friendly.**”

“It was a very good project.”

<sup>1</sup> 32 (4%) cases were referred for legal action with 17 (2%) progressing until legal action was secured.

<sup>2</sup> One person gave a dissatisfied rating due to some back panels not being painted. They did however go on to say the works had improved the appearance of the neighbourhood.

### Lower reoffending rates

- Community Payback **attracts lower reoffending rates** (36%) for offenders it works with serving community sentences compared to those released from short sentences (60%) ([Source](#))

The Community Payback Supervisor said:

“Working in partnership helps us provide a variety of works to keep the service users engaged in line with their court orders.”

### More effective refuse recycling and collection

- We invested in six **additional bins** at two schemes and arranged with the local Council to include them in established collections at no extra charge. Neighbourhood Officers spent six hours visiting customers to **raise awareness of recycling arrangements** to encourage maximum use of the bin capacity. This focused on disposing of refuse in the appropriate bins going to landfill or for recycling

A customer told us:

“The additional bins have made such a difference, I’m really happy as the bin stores are near to my property and the extra bins reduce the amount of bags left at the side of the bins.”



Calculations: Economic value (£99,105) – Value of resource provided by Community Payback and costs avoided by preventing Breach of Tenancy cases progressing to legal action. Saving made through extra bin collections have been largely offset by bin purchase costs but in future years will be attracted without this set up cost. Environmental impact – Before and after photos and customer feedback verify the appearance of the neighbourhood has improved through works delivered.

## 16. Staff volunteering and fundraising and ForWorks Community Hours

### Our aim

“Reduce the impact of public sector reform in neighbourhoods.”

ForViva continues to provide additional resources to voluntary and community organisations through the GIFT staff volunteering and fundraising programme, along with community hours provided by ForWorks, our construction arm.

### Outcomes

#### Extra capacity to deliver services to individuals and communities

- During 2016-17, staff fundraised **£33,223** for charity and **volunteered 565 hours of their time** to good causes. Volunteering included: delivering digital training to enable customers to get online, assisting a free theatre production in Oldham, delivering Christmas events for older people and enabling young people to improve their employability through public speaking and CV writing. ForWorks donated **912 hours of operative time** to community projects including the Jam Butty Holiday camp, community centres and local schools

#### Improved facilities to enable educational attainment in young people

- The following case studies show how staff volunteers carried out improvement works to a school in Morocco. This complements the continued support we give to schools within ForViva communities

#### Barton Moss School Community Primary School, Salford – Year Two

Over the last two years ForWorks has donated 277 hours of operative time and staff across the Group have volunteered 87 hours of their time to the school.

ForWorks regularly carries out **minor repairs and general maintenance** to the building to assist in the general upkeep and appearance of facilities including **refurbishing the play area**. Staff volunteers improve the appearance of the school through painting and decorating as well as assisting the school in other ways such as delivering leaflets to advertise events and **creating educational activities** such as digging out an area to use for bug gardens and creating a system to show how drainage works.

Contractors have donated over **£11,000 in materials** and additional facilities such as sheds and shelving units and improved drainage to the playground so it can be used in the winter.

160 (80%) of the 200+ pupils attending the school live in a home owned by City West Housing Trust, and will directly benefit from the improvements.



## School in Goulmimia, Morocco

### Staff volunteered 189 hours at the school

14 staff volunteered for a personal development challenge which included improving a local school in one of the poorest areas of Morocco. Over three days they laid 20 metres of concrete path, planted orange trees, built a tyre activity wall, improved the play area and repaired, replastered and painted walls.

### Staff volunteered because:

“I wanted to use the skills and experience that I have to help people less fortunate than me.”

“We’re all lucky to get a free education and this was an opportunity to offer my skills and help others.”

“I’m hoping we can make a difference and change lives for the community and for ourselves.”

As well as learning new skills through our Skills Centre in order to carry out the works, the team members’ project managed the improvements in partnership with local tradesmen, including buying materials from local businesses. Staff interviewed on their return said hard work and effective team working improved the facilities for the benefit of local children to learn and play.

## 2016-17



## To date



Fundraising includes £32,856 donated to the 2016-17 spotlight charity Cancer Research UK.



## Ones to watch in 2017-18:

### Motiv8

ForViva is part of Manchester Athena, a partnership of five social landlords working together to deliver an employment and health programme called Motiv8 across Greater Manchester. Set up with £9.7m funding from the Big Lottery Fund and European Social Fund's Building Better Opportunities programme we are set to engage with 797 residents in Salford and Bury with 15% moving into education or training opportunities. The target audience is people with mental health / physical disabilities, who are over 50, from Black and Minority Ethnic (BME) groups, have an offending history, are homeless, experience domestic abuse, and / or have multiple barriers to employment.

### Activities for young people

We have attracted additional funding to extend Parkour and this will include constructing a Parkour area designed by the young people taking part. We are also extending our Play Streets Summer initiative, comprising of sports and arts and craft, across neighbourhoods in Salford.



## Health

- Support a reduction in preventable deaths and increased life expectancy
- Enhance the quality of life for people with long term conditions
- Prevent avoidable harm by providing a safe environment
- Increase community physical activity and use of green space in neighbourhoods
- Eliminate any housing or support barrier that contributes to unnecessary admissions to or delayed discharge from hospital

## Employment, Education and Enterprise

- Support an increase in educational attainment levels across all ages
- Support a reduction in absenteeism and truancy
- Increase numbers of adult learners
- Increase numbers of available pathways into sustainable employment

## Safe Communities

- Increase feelings of safety
- Support partner agencies in reducing levels of ASB, crime and reoffending using a range of interventions
- Reduce levels of intervention by ForViva staff in neighbourhood dispute cases

## Neighbourhood

- Increase community leadership and ownership of neighbourhood improvements
- Agree new standards of neighbourhood services with customers
- Build community resilience that is underpinned by greater customer self reliance
- Increase satisfaction with the neighbourhood as a place to live
- Reduce the impact of public sector reform in ForViva neighbourhoods
- Deliver more place-based service delivery in ForViva operating areas

## Appendix 2 Impact Accounting Approach

### Accounting principles

1. We follow recognised accounting methodologies. This ensures we measure the impact of our activities and understand the return on our investment. Where practical, we measure this difference in financial terms – how much each £1 invested returns.
2. We engage with customers and other stakeholders in a range of ways to measure the difference made by our activities. This is because we want to report the people centred return as well as the financial return.
3. We have our accounts challenged by the Impact Hub, comprising of Board, Executive Management Team and customer representatives. The data and return on investment conclusions are reviewed to make value for money and future investment judgments.
4. We have our accounts challenged by customers through the Customer Scrutiny Inspectorate. Customers are informed of what we did and how much this cost. They then give a value for money rating based on the difference made to those taking part.
5. We publish these Community Impact Accounts with Directors' Report and Accounts to give a complete picture of our business activities.
6. We do not over-report the value delivered, ensuring we recognise the contribution of others, particularly partners who work with us to deliver the activity (attribution). We also take into account what would have happened anyway (deadweight) and the reduction in value over time (drop off).



## Value

Where possible we report a return on investment ratio for how much value is delivered by each £1 invested. This means it is not necessary to specify how much investment each partner contributed to the activity since the return is attributed to each £1 invested.

Where it not possible to calculate a ratio we score the 'cost' and 'return' based on evidenced outcomes using the following matrix. The best outcomes are 'very' or 'quite' low cost with a 'high' or 'quite high' return. When used the rationale for the scoring is provided.

Cost	Return (outcomes)
Very low	No / Very low
Quite low	Quite low
Quite high	Quite high
Very high	Very high

Values are expected to increase over future years with no or little additional investment needed to achieve this return. This is due to the outcomes experienced from the initial investment being sustained or attracting additional outcomes, for example, a person attending employability training later moving on into employment.

## Calculation sources (proxies)

We wish to recognise the following data sets which helped us assess the impact of activities.

1. The Housing Associations' Charitable Trust's (HACT) Wellbeing Valuation Calculator measures the success of a social intervention by how much it increases wellbeing. Large national surveys isolated the effect of a particular factor on a person's wellbeing. The amount of money needed to increase someone's wellbeing by the same amount was then assessed.
2. The New Economic Foundation unit cost database helped us calculate fiscal savings. The Foundation is a leading think tank promoting social, economic and environmental justice.

## Getting in touch

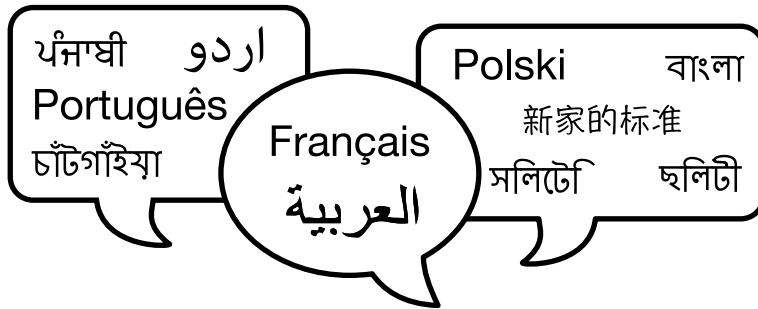
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If you have any comments or suggestions on  
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