

BALANCING SOCIAL PURPOSE & VALUE FOR MONEY

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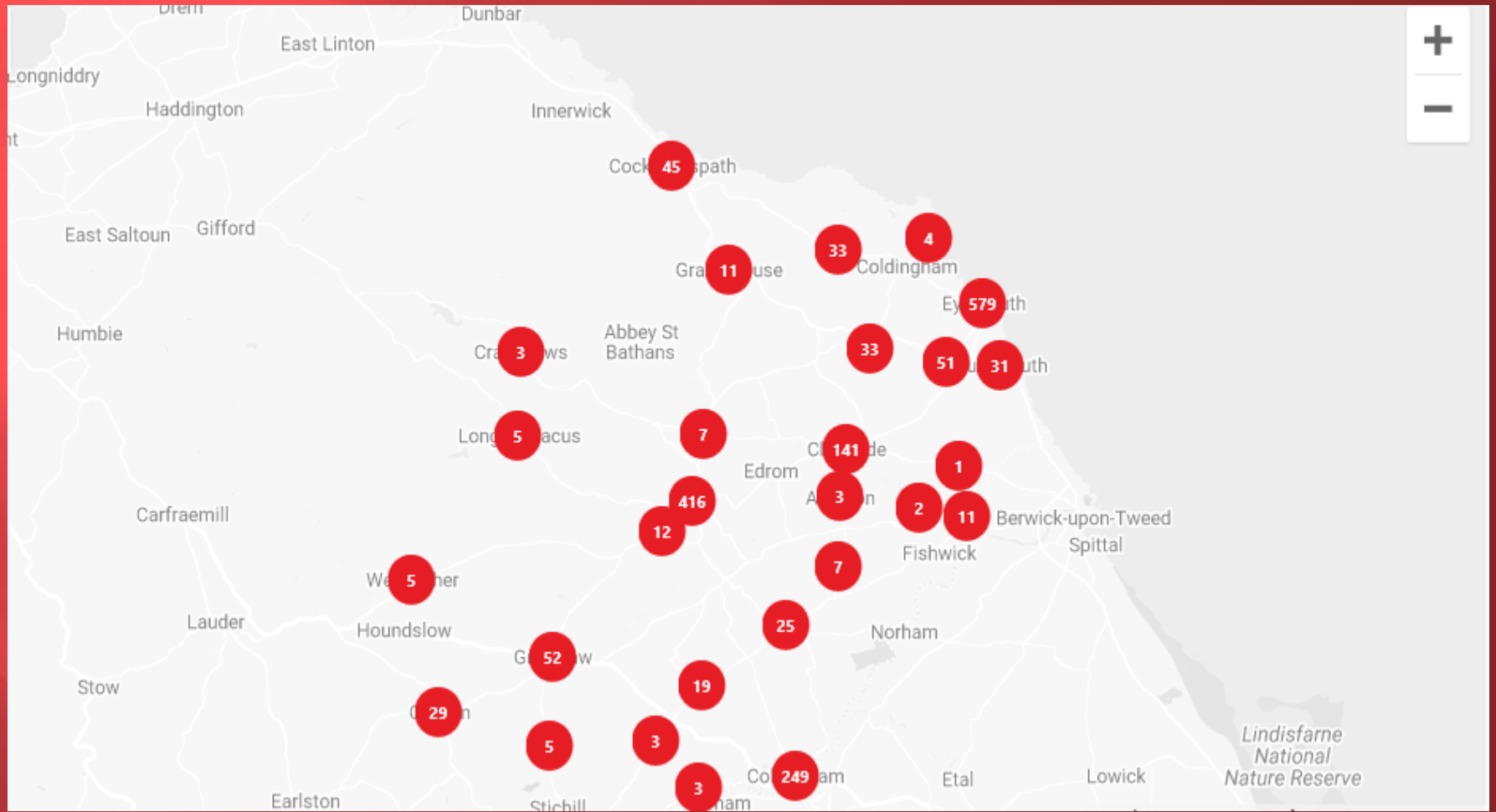
BALANCING SOCIAL PURPOSE & VALUE FOR MONEY

Social purpose and value for money can be considered two sides of the same coin, but how does this work in practice for housing associations who need to run a sustainable business and wish to transform the communities they operate in at the same time ?

Context

- ▣ Small: 1800 homes
- ▣ Rural and spread out across the area (650 sq miles) Low wage economy
- ▣ 61% claim some level of Housing benefit (41% on full)
- ▣ High levels of fuel poverty (33% of homes are off the gas grid)
- ▣ Increasingly older population (28% are over 65)
- ▣ Young people leaving the Borders
- ▣ Isolation and poor transport links

Where our homes are located





What was the driver to do what we have done?

- ▣ Biggest social housing provider in Berwickshire
18.6% of the population live in our homes.
- ▣ 33% number of home not on gas grid (get figures)
- ▣ In times of austerity we won't be able to develop homes
- ▣ Increasing isolation of our tenants (7.9% of over 65s feel lonely or isolated)

What was the driver to do what we have done?

- ▣ Lack of support with money matters
- ▣ Can't afford the cost of uplift of large furniture etc
- ▣ Young people unprepared for independent living
- ▣ Our processes long winded and ponderous
- ▣ Too few tenants prepared for digital world

Is it really value for Money For the Customer



Skip and Scrap
Saves Tenants £32 per uplift



Next Steps
Over 100 pupils successfully
completed



BeFriend

72 people benefit from the project



Windfarm

£20 million will be generated in the next 25 years



Fuel Poverty

Fitting Heat Batteries
saves an average of £702
per year



Building Fuel Efficient homes

Newest development
launched in Duns last
week



Financial Inclusion



Creating Social Value

Cooking on a Budget – 111 people benefitted

Enabling Local Groups



Duns Youth Centre



Souptastic Event in Eyemouth



Sea The Change

Workshops,
Get-togethers,
Resources
& more...



Join us and
discover
you're not
alone in the
highs and
lows of
parenting

Parentsacep4p@gmail.com
www.parentsacep4p.wordpress.com

ParentSpace

Enabling Local Groups



Men's Shed



ReTweed

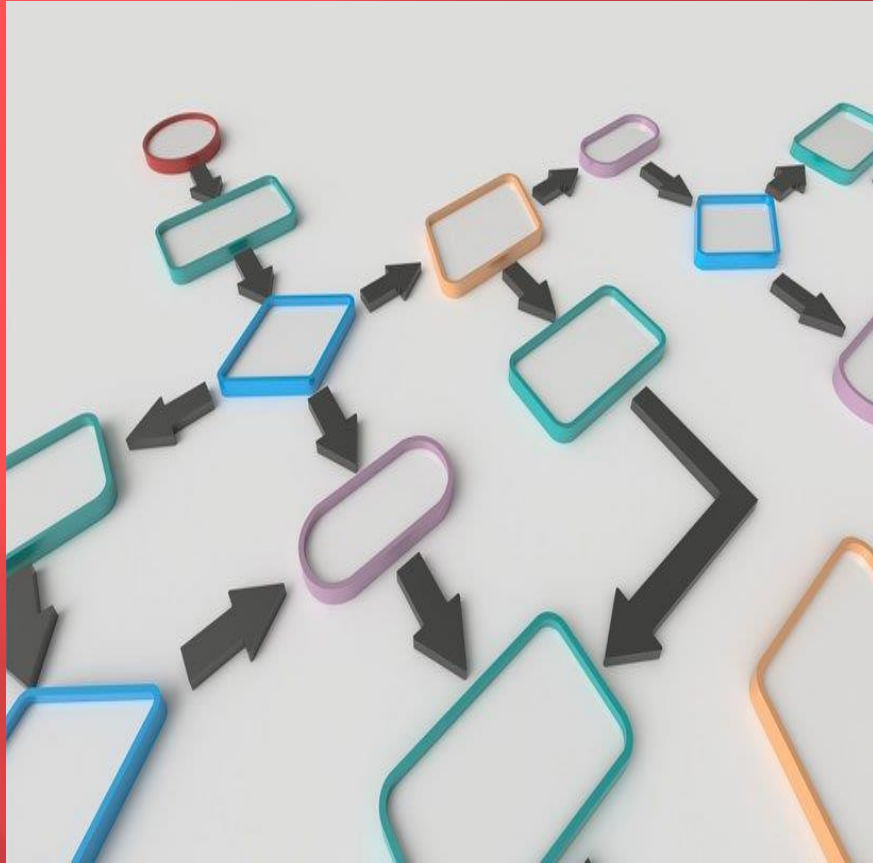
Is it really value for Money For Us



Going Paper Free



Going Digital



Tidying up our Processes



Spending more time with our tenants



Using offices more wisely

Balancing short term cost over long term gain

- ▣ Just as we have to consider building more expensive houses which cost less to maintain we have to consider investing in people to prevent the long term effects of extreme poverty and lack of opportunity
- ▣ We also need to collaborate to do this not build empires of our own!