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Social Insight Partnership



**Innovation &
Future Thinking**



www.sfha.co.uk/innovation


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Scottish Federation of
Housing Associations
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 **HACT**
Local and Regional Housing



SFHA Impact Manifesto

In 2018 SFHA launched its Innovation & Future Thinking programme to bring social housing providers and other stakeholders together to develop new ideas and solutions for the future. Part of this programme includes 'Tackling Poverty and Demonstrating Impact' to explore the use of social economic impact information by housing associations. Following a survey by the federation, it was reported that only 37% of their members who responded were currently measuring their impact.



The Goal?

In July 2019 SFHA introduced their Impact Manifesto; supporting social housing providers in Scotland to measure, understand, and grow our social and economic impact in order to make a difference and deliver our social purpose across Scotland together.

To Create a simple and robust framework with support and advice for housing providers to embed the approach.

- Flexible
- Realistic
- Proportionate
- Achievable

Social Value

Social Value

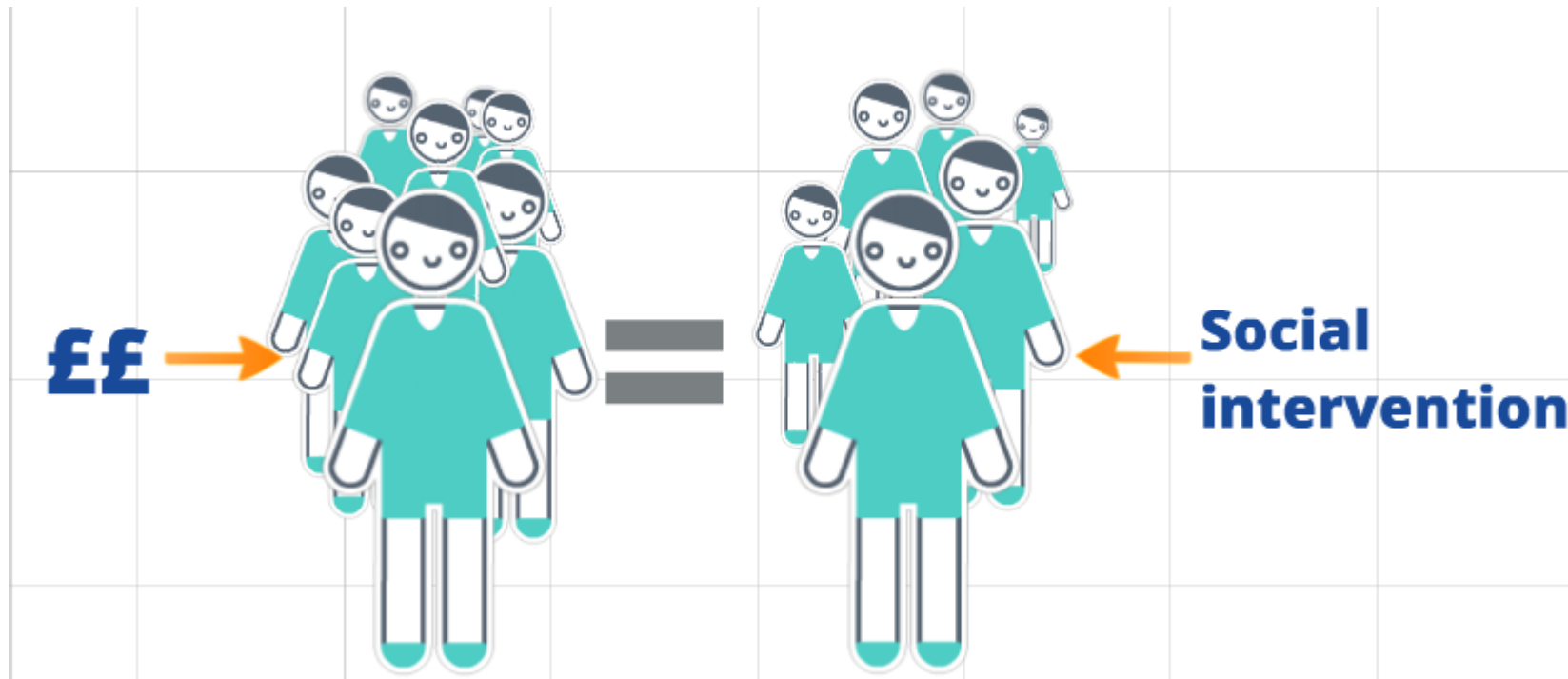
The wider non-financial impacts of programmes, organisations and projects, especially on the wellbeing of individuals and communities and of the environment.

This enables organisations to measure the effectiveness of money spent within communities they work in.

Social Impact

The effect of an activity on the social fabric of the community and wellbeing of individuals and families





HACT



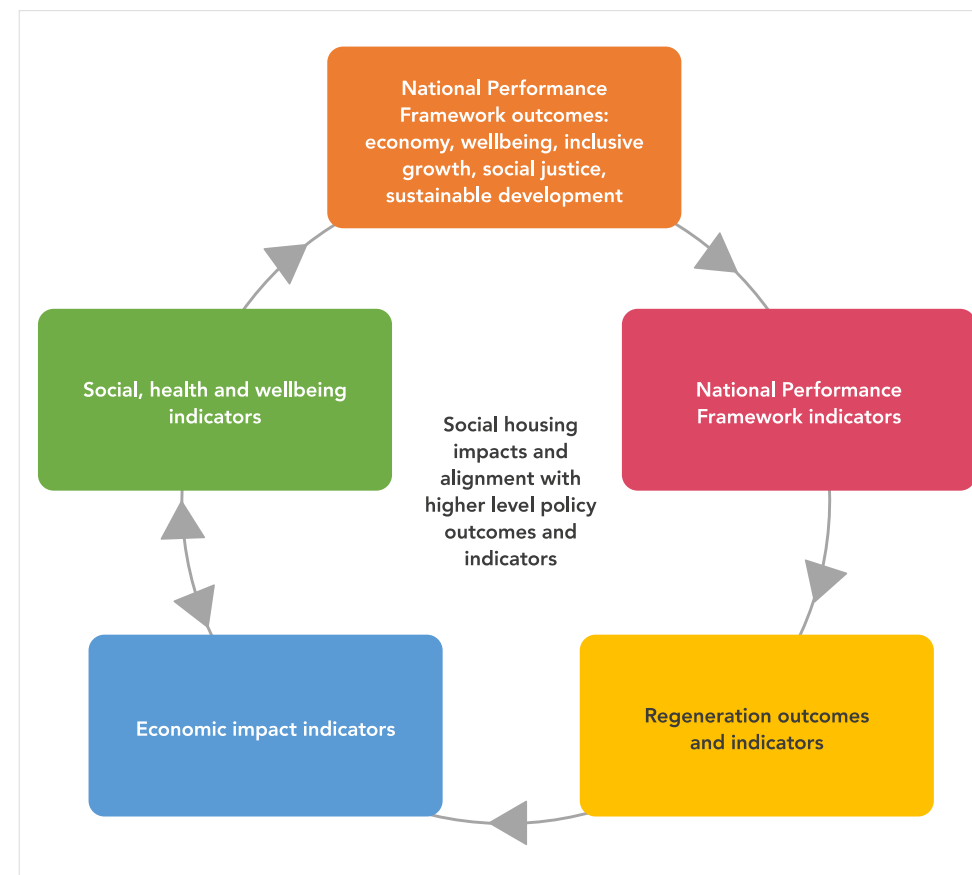
UK Social Value
Bank calculator 4.0



Social Housing contributes to Scotland's broader ambitions



Figure 1: Aligning social and economic indicators of housing impact to national performance indicators



Impact Measurement demonstrates the value of social housing

- Impact measurement demonstrates the value of social housing:
- Deepens our understanding of economic, social and health impacts and the potential of the sector -
- Benefit from systematically monitoring and understanding our communities
- Various tools, such as HACT's UK social value bank, measure impact locally and demonstrate the value of the social impact of local providers
- Embrace the principle of impact measurement for instrumental reasons, to assess impact and to evaluate interventions

Social housing impacts are multi-dimensional

- Economic impacts promoting inclusive growth
- Increasing affordable supply reduce inequalities, poverty and homelessness
- Improve health and well-being, placemaking and community resilience
- Community anchors well-placed to support anti-poverty strategies
- Potential for preventative spending

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Social Value Toolkit

Practical resources to measure and demonstrate the social value impact created by social housing providers

Produced by SFHA Impact Project Team as part of the Innovation and Future Thinking Programme

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Demonstrate the additional value of social housing with the Social Value Toolkit



SFHA Social Value Toolkit | www.sfha.co.uk/innovation

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Plan and evaluate the community benefits generated through procurement with the Social Value Toolkit



SFHA Social Value Toolkit | www.sfha.co.uk/innovation

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Measure your impact on communities with the practical methods in the Social Value Toolkit



SFHA Social Value Toolkit | www.sfha.co.uk/innovation

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Deliver new opportunities and improved outcomes for tenants with the Social Value Toolkit



SFHA Social Value Toolkit | www.sfha.co.uk/innovation



Measuring Impact




In order to measure social housing providers' core activities, it is important that social value calculations for the following sections are also carried out:

Core Impact Indicators : [Health & Wellbeing](#)








Indicator	HACT social value	Number of tenants	Social impact of activity
Feel belonging to neighbourhood	£3,753	X	= £
Talks to neighbours regularly	£4,511	X	= £
High confidence (adult)	£13,080	X	= £
Relief from depression/anxiety (adult)	£36,766	X	= £
Good overall health	£20,141	X	= £

Core Impact Indicators : [Affordability](#)

Indicator	HACT social value	Number of tenants	Social impact of activity
Financial Comfort	£8,917	X	= £
Access to internet	£2,413	X	= £
Relief from being heavily burdened with debt	£10,836	X	= £



Data




Data collection

Social housing providers already gather much data internally for KPIs, regulatory returns, annual reports and board updates. Where possible, this data should be evidenced to measure the impact of organisations.

The HACT and Simetrica-Jacobs Social Value calculator has set out surveys with measurable outcomes for the following five areas:

- Local Environment
- Employment
- Financial Inclusion
- Youth
- Health



Data within social value

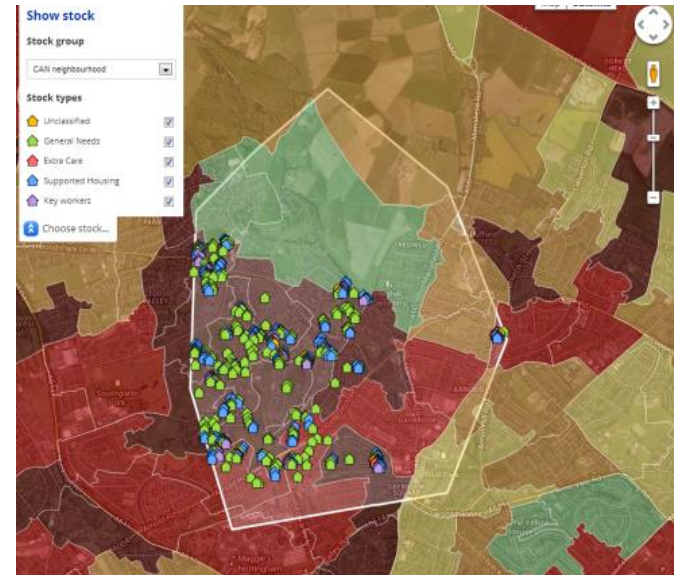
It is important to follow the seven principles of social value, set out at the beginning of the toolkit, in order to ensure not only robust measurements, but best quality of data led evidence to inform social housing providers' decision making and resource allocation.

Establishing standardisation of the data in use, as well as within the data collection processes, will enhance the quality of data that can be used to assess the performance and impact of the service. This will also ensure it is being collected from the outset of service delivery and evidenced again when there is value in doing so and has a defined purpose.

Given the existing operations social housing providers are already required to carry out, it may be worth accessing digital means of data collection. There are various survey websites and free apps that allow for this to be done online and safely in times of social distancing. These can be designed to be carried out by either social housing staff or the tenants themselves and may reduce errors in collating and analysing data.

Understanding Need

- Local need of residents within communities
- Understanding existing partnerships
- Collaborative funding models
- Sharing emerging practices across sector
- Changing perception of community investment space



Worked example



Berwickshire Housing Association

bha
Berwickshire Housing

Impact

Support provided	Individuals supported
Food	1,000
Household items	65
Digital Hardware	50
Digital Connectivity (data or broadband)	50
Digital training/support	50
Wellbeing calls	3500
Mental Health Support	61
Volunteers	70

Social value outcomes	Impact created*
Volunteering opportunities	£181,355
Access to the internet	£68,368

*using HACT Social Value bank metrics

£249,723+
value created

1:3
impact ratio


The total social value evidenced through these outcomes is calculated as a net benefit to the local community of £249,723 which provides a ratio of higher than 1:3 of impact of every pound spent. However there have been outcomes showing significant impact created in the following indicators, which if gathered using the social value bank guidelines could provide a considerably higher impact figure:

- Ability to obtain advice locally
- Improvements in confidence
- Reduced depression/anxiety
- Overall Improvement in health
- Feeling in control of life
- Regularly talking to people in neighbourhood



Supporting Communities Fund Progress Review Report

Produced by SFHA with thanks to the housing associations and co-operatives who contributed






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Jacqui Bateson



Together
we can
do more

A roadmap for
the future of
social value in
social housing



Jacqui Bateson

Managing Director at HACT Housing | Non-Executive Director

OnBoard

If you are an SFHA member organisation, you can register your board vacancy by contacting SFHA Membership Lead, Gillian Duddy gduddy@sfha.co.uk

OnBoard's range of masterclasses and training and development opportunities can support potential members to join a board.

HACT



PlaceShapers
Building Homes and Lives

NED Network

Bi-weekly meetings • ONLINE • Monday 4-5pm

BADENOCH
+ CLARK

Anthony Collins
solicitors

Social Insight Partner, HACT provide current training and forum for existing board members.

Next session - 7 June 2021 (4.00-5.00pm)

Actions speak louder than words – how should Board Members lead their organisations on equality, diversity and inclusion that delivers real change