

Social value
for customers and communities

The Wrekin
Housing Group

2019/2020



SOCIAL

VALUE

2019/2020
REPORT

MAKING A DIFFERENCE
TO PEOPLE'S LIVES





WELCOME

Social value is at the heart of everything we do at Wrekin, as we make a difference to people's lives across Telford and Wrekin, Shropshire and Staffordshire.

This report tells the story of how Wrekin, and the social value we generate, has improved wellbeing and resilience across communities and for individuals during 2019/2020.

For us, social value is how we improve opportunities for everyone: for customers, service users, employees and communities. We also take into account the wider economic, social and environmental impact of our actions.

In 2019/2020 our work driving local economic growth, creating employment, training, volunteering and apprenticeship opportunities, supporting community initiatives, investing in homes and delivering services generated £55.9m in social value. This is based on calculations and formulas created by HACT (Housing Associations' Charitable Trust) and the National Housing Federation.

Wayne Gethings

Group Chief Executive

During 2019/2020
we've created
SOCIAL VALUE
WORTH
£55.9M

EMPLOYMENT, SKILLS AND TRAINING

Creating employment opportunities

Throughout the year we have employed 38 people who were unemployed or not working in full-time positions and 32 people, unemployed or not working, in part-time positions.

Apprenticeships

At Wrekin, we pride ourselves on our apprenticeship and trainee schemes. We offer apprenticeships in business administration, housing, plumbing, plastering, electrical, IT, horticultural and nursing.

We currently have 21 apprentices and seven maintenance support trainees in our programme. Our youngest apprentice is 16 years old and he works in our IT team, recruited at the annual apprenticeship show in Telford. We also promote our opportunities at careers events at local schools and colleges. More than 30 of our trainees and apprentices have gone on to secure employment with Wrekin in the past five years. We see our apprentices and trainees as a key part of our current and future workforce.



21
APPRENTICESHIPS

CASE STUDY

Micayla, Business Administration Apprentice for the Continuous Improvement team:

Upon finishing my BTECs I attended the Telford apprenticeship show. After speaking to a member of Wrekin staff about the Business Admin Apprenticeships they were offering, I decided to apply.

I enjoy helping people so I was fortunate to be given a position working closely with involved residents, helping them speak on behalf of other tenants.

I was sceptical about an apprenticeship, what it consists of and how it works but after experiencing the scheme I've found learning on the job is much better for me compared to sixth form.

For those people who are more practical and need to learn on the job to help understand things, I would 100% recommend an apprenticeship route.

45
PEOPLE SUPPORTED
INTO TRAINING

Stimulating local employment

During 2019/2020 Wrekin supported 45 people directly into training.

Wrekin also participated in the CITB Construction Ready programme, providing work experience and training to those looking to join the construction industry.

The three phase programme registered 480 learners, including some Wrekin tenants, to become work ready, site ready and skills ready. 334 learners achieved site health and safety and 57 people went on to sustained employment.

CASE STUDY

32-year-old Simone was a stay at home mum, unemployed for 5 years before joining the Construction Ready programme:

I completed a work placement with The Wrekin Housing Group working with the HandyHelp Service doing internal painting for customers.

I am now working as a Trainee House Building Operative for Wrekin.

It's helped me gain in confidence, and reduced my depression and anxiety. I feel more positive and have faith in myself again. It has given me more financial freedom and enabled us to do more things as a family. I've also been able to afford to apply for my provisional driving licence and will book driving lessons in the near future.



49
PEOPLE INTO
EMPLOYMENT FROM BBO

Shropshire's Building Better Opportunities programme

Wrekin is a partner in Shropshire's Building Better Opportunities programme, funded by The National Lottery Community Fund and The European Social Fund, supporting people towards employment, training and volunteering.

Our Employability team can help tenants improve their prospects through support with completing job applications, writing CVs, interview coaching, work experience and skills training.

49 people who were unemployed or not working were supported into employment through our BBO programme.

71

VOLUNTEERS
IMPROVED SKILLS



Improving job seeking skills

In addition to partnering with Shropshire's Building Better Opportunities, Wrekin offers its own employability programmes, offering work experience in a range of settings. This year we have supported 71 volunteers looking to improve their skills.

Northfield Opportunity Knocks programme

In 2019 we launched our Northfield Opportunity Knocks programme in Stafford. Designed to offer work experience placements in our care services at the Northfield Village, we created opportunities for college students and people seeking to enter the job market, to find out more about the prospects and job satisfaction of working in the care sector. Placements range from customer services, activity co-ordinators, housekeeping, care support workers and building management.

We hope that through Northfield Opportunity Knocks we can encourage a new generation of people to join us and others in providing care to those in need.

CASE STUDY

Mariam, a year 2 Adult & Social Care student at Stafford College, joined the Opportunity Knocks programme as part of her work experience. Her placement was at Limewood, working alongside our Activities Co-Ordinator. Mariam got involved in a wide variety of activities, ranging from bingo to pamper days. She also helped out at meal times and generally getting to know the residents.

This was Mariam's first work experience and her confidence grew substantially. When she first joined us she was very quiet and shy, but over time really started to engage with the people in our care and our staff team found it really useful to have an extra pair of hands.



Improving staff knowledge and supporting ongoing education

We believe it's important to invest in the development of all our staff. This year we offered 659 training courses. 709 staff received training organised by the Wrekin Learning and Development team and 550 by our Choices Training team, to improve their job knowledge and skills.

659

STAFF TRAINING
COURSES

Spotlight on:

VOLUNTEERING

At Wrekin we encourage volunteering, for our staff, our customers, partners and supporters. Volunteering comes in all shapes and sizes, from a few hours every now and again to regular days, weeks and months.

People volunteer for all sorts of reasons, some are looking to improve their skills and employability, others are hoping to make friends and reduce loneliness or social isolation; others may just want to give something back to their local community.

During 2019/2020, 360 people gave their time to Wrekin, ranging from volunteer placements at our social enterprises, Reviive, Clean Cut and the Furniture Scheme; helping out at events and activities in our Retirement Living and ShireLiving schemes or participating in our tenants' panels and resident involvement programme.

Many staff also volunteer in their local communities outside of working hours, making a positive difference to people's lives.

In June each year we celebrate the contribution of our volunteers as part of Volunteers' Week. In 2019, we had so much to celebrate we turned it into Volunteers' Month!



CASE STUDY

Josh volunteers as a catering assistant at The Coppice in Shrewsbury in a supported placement one day a week and a further day a week at Withywood, also in Shrewsbury.

Josh has Asperger's and joined us through Enable supported employment services.

Josh's duties include, assisting the Chef on duty with food preparation, serving food and drinks, cash handling and general duties. Josh makes amazing cakes and bakes for the resident's coffee mornings. Particular favourites are Josh's banoffee pie, steamed lemon drizzle and good old traditional Victoria Sponge.

Josh has developed well in his voluntary role, gaining experience and knowledge in all aspects of the kitchen. He has an excellent standard of customer service and rapport with our customers. We hope that Josh will be well placed to take on one of our catering roles in the future.

ENVIRONMENTAL SUSTAINABILITY

Building and providing efficient homes

78% of Wrekin properties have A, B or C rated Energy Performance Certificates, while 99.2% of boilers in our properties are A rated for efficiency.

Beattie Passivhaus energy efficient homes

Princess Avenue, Arlestone, Telford is owned by Wrekin and is part of our redevelopment programme.

The project involves the demolition of unfit properties and replaces them with 45 family houses and bungalows.

We have commissioned four of the family houses to be built using the Beattie Passivhaus system.

The aim is to deliver high quality, energy efficient homes. The properties have high levels of insulation and airtightness and as a result they use very little energy for heating and cooling. Heating bills may be reduced by as much as 90% when compared to traditional properties.

The results of this approach at Princess Avenue will feed into a review being undertaken to achieve our ambition to improve the environmental sustainability of all our developments.

This scheme also provided the opportunity for our trainees and apprentices working on the Construction Ready project to get involved and learn about off-site construction and Passivhaus.

During the year six of our trainees, including three of our tenants, have worked on the scheme at Princess Avenue, providing them with valuable experience in off site construction and Beattie Passive. All have secured their CSCS cards and benefitted from wide ranging training including health and safety.

We are evaluating the Beattie Passivhaus method in order to consider whether any of our future developments might benefit from this form of construction.

99%
BOILERS A RATED
FOR EFFICIENCY



498
TONNES OF FURNITURE
DIVERTED FROM LANDFILL

Diverting waste from landfill

Through our furniture re-use and recycling enterprises at Reviive and the Furniture Scheme we saved 493 tonnes from going to landfill.

With shops in Shrewsbury, Oswestry and Ludlow, and through our online stores, we are able to offer low cost household items to customers, whilst minimising our impact on the environment.

Reviive also participated in 'Buy Nothing New Day' as an antidote to Black Friday, encouraging people to make second hand their first choice with tempting discounts and incentives.

Spotlight on:

LOOKING AFTER LOCAL ENVIRONMENTS

Highley allotments clean up

In 2019 our Clean Cut team were dispatched to help out with the new allotments at Highley that had become badly overgrown and inaccessible to the community.

Working in partnership with Highley Parish Council, The Wrekin Housing Group now own and manage the allotments in Hitchens Way which will be used by local people including our tenants.

When the Clean Cut team first arrived on site they were met by weeds and ground which had become overgrown and unusable. They were cleared and made ready for use and we continue to maintain the pathways and perimeters for the allotment users.

High Mount Retirement Living gardens

Malinsgate Police Cadets helped brighten up the gardens at our Retirement Living scheme at High Mount during the winter months.

A community day took place in half term for the tenants, their families and friends. Community groups Men in Sheds and Men in Kitchens were also involved; Men in Sheds made troughs for the plants placed around the communal seating areas and Men in Kitchens made cakes for the day.

The cadets planted up the pots and troughs together with the tenants.

The cadets were awarded second place in a national competition for intergenerational work they have done with Wrekin over the past couple of years in Madeley, Dawley and Wellington called Bridging the Gap.

Plants were purchased from local garden centres to support local businesses.



HEALTH AND WELLBEING

Extending independent living and supporting vulnerable people

743
TENANTS SUPPORTED
TO REMAIN INDEPENDENT

The Support and Enablement Service is available to all Retirement and ShireLiving residents with a support need, and those referred from the community surrounding our schemes, aged 55 and above.

It is a confidential service that gives advice and assistance enabling tenants to maintain their accommodation and live independently within the community, provided by our own Support Workers.

In 2019/2020 we supported 743 tenants to remain independent in their own homes. We provided 813 home adaptations and supported 2354 customers with WATCH alarms.

Funded through a contract with Telford & Wrekin Council, we capture data to demonstrate the social impact of our work. In 2019/2020 we delivered social value of £5.1M and for every £1 invested a social return on investment of £16.74.

| Beneficiary | Social impact | Average impact per client | Social return on investment |
|-------------|---------------|---------------------------|-----------------------------|
| Society | £4,165,238.15 | £5,605.97 | £13.58 |
| Individuals | £972,383.38 | £1,308.73 | £3.17 |
| Total | £5,137,621.53 | £6,914.70 | £16.74 |



CASE STUDY

Mr H has lived in a Wrekin general needs property for many years. A 69-year-old bachelor, he spent all of his life living with, and caring for, his mother until her death. The loss of his mother coincided with his retirement; this led to depression and underlying mental health conditions. Mr H was struggling to deal with everyday life; there was evidence of self neglect and he was unable to manage his property.

Social Services became involved after a safeguarding incident was raised by his neighbour.

Our Support Workers helped Mr H to:

- *rearrange missed healthcare appointments to monitor his physical and mental health;*
- *arrange visits with Housing Officers to agree what property maintenance was needed;*
- *get help with money management;*
- *use a gardener to keep the garden tidy;*
- *secure a private care service that is fully accredited, qualified and DBS checked, to help with cleaning, shopping, washing, preparing food, and*
- *learn life skills including how to use the washing machine and microwave, enabling him to feel more confident and more independent.*

Spotlight on:

DEVELOPING A SOCIAL VALUE PROXY

In January we played the 'value game' with our Tenants' Panel, looking to discover an approximate social value proxy for living independently in your own home.

The group were given a set of cards with various products and services pictured on them, including: an iPad; cleaning services for an hour every week for a year; a complete set of white goods for their home; all utility bills paid for a year; supermarket shopping, paid for and delivered, for a year; their home entirely redecorated; a new bathroom suite fitted; owning a mobile home in Anglesey; weekly afternoon tea or pub lunch for two for a year; newest Apple iPhone; a return taxi trip once a week for a year.

The aim was to consider which of these are the most valuable and which the least. The group worked together to rank the items, discarding some along the way as having no value to them. Once in agreement, the group was given another two cards with the following text:

- Being able to live in my home as long as I can, and
- Having a choice about my future.

The final task was to insert these two cards into a position in the ranked sequence. As expected, different people had differing opinions and some compromise was needed before the group came to its decision.

For this specific group of people 'Being able to live in my home as long as I can' was considered to have a higher value than 'cleaning services for a year'; 'Having a choice about my future' came higher than 'a complete set of white goods'.

We're able to use these results to calculate a financial proxy that represents the social value attached to the change in wellbeing when someone feels they are able to live independently and make their own choices as a result of one of Wrekin's initiatives.



121
OUTCOMES ACHIEVED
BY SUSTAIN AND SHIP

Delivered by our Specialist Housing Services team, our SUSTAIN service provides intensive tenancy support for vulnerable work age clients, through a consortium approach in Shropshire. This includes securing housing and helping to gain grants and benefits for people who are homeless or facing homelessness.

Our SHIP contract in Shropshire enables us to provide accommodation and support for young care leavers who are not in employment, education or training.

500
PEOPLE TRAINED
IN DEMENTIA AWARENESS

Improving wellbeing

At Wrekin, we have initiatives to support the wellbeing of customers and staff and we also recognise there are people in our communities who need our support.

Lean on me

Lean on me is a new service delivered by our colleagues at Choices, part of The Wrekin Housing Group. We offer support to carers of loved ones living with dementia. Our team of trained volunteers help carers with their daily lives, needs and concerns.

Our volunteers provide time out for a few hours to attend dentist, doctors and hospital appointments, allow carers to take part in social activities, talk with people in similar circumstances and gain support within the community.

We encourage people with dementia to have more confidence in what they can do, rather than concentrating on what they can't. We aim to help people stay mentally and physically active.

In 2019/2020, we delivered 101 dementia awareness courses to a wide variety of participants: other care providers; those living with dementia; those supporting or caring for a person with dementia; emergency services; local authority staff; schools; colleges and anyone wanting to learn more. We also encourage people to become dementia friends, an Alzheimer's Society initiative.

The feedback we receive is excellent, making a real difference to people's lives during what can be very challenging times.



CASE STUDY

With support from Lean on me, Mrs G decided to go to the gym once a week whilst they sat with Mr G. This has made a great improvement in her mental health.

Mrs G says she has witnessed a change in Mr G; he seems more positive and realises that his life has not ended with a diagnosis of dementia.

CASE STUDY

Mrs A was distressed and in despair due to her mother's dementia. With support, advice and guidance from the Lean on me service, Mrs A says her relationship with her mother has greatly improved. She now understands how to distract, how to not take her mother's comments to heart and to understand more fully how the disease dictates her mother's mood. Mrs A says as a result her mother is more relaxed and less aggressive and sleeps much better.

MOST AT RISK RESIDENTS
CALLS MADE TO
3,150

Coronavirus

In March 2020 the world changed for everyone. The global pandemic and the risk to us all of the Coronavirus led to the UK lockdown which has changed the way we all live, work and play.

Wrekin responded swiftly to the situation; we continued to deliver our essential services but many of our other activities had to stop. We closed our offices and many staff were asked to work from home. Some staff were asked to perform different duties to help out in areas of the business that were under the most pressure, such as our care homes and supported living services. We had staff volunteers from our Legal and Finance teams stepping into customer facing roles in our ShireLiving schemes.



Spotlight on:

WREKIN'S RESPONSE TO CORONAVIRUS

We identified that Wrekin had 1,718 households with tenants over 70 and a further 1,398 households with a vulnerability we are aware of, or a WATCH alarm service with us. (These figures exclude our Retirement Living, ShireLiving and Choices care home tenants and residents where we have dedicated members of staff.)

During the first weeks of lockdown, our staff made 3,150 calls to our most at risk residents and customers to seek to reassure and identify who might need support. We supported those clinically vulnerable to access the government food box scheme, we offered collection and delivery services for food, medicine and essential goods and we linked up with other local authority and community led support.

We were able to offer help to Telford Crisis Support by providing a driver to deliver food bank parcels. Through Reviive we were able to deliver essential household white goods to tenants in need and we continued to respond to emergency repairs.

A huge amount of social value has been created through these very difficult times, with people pulling together to support each other. Wrekin is reviewing its service delivery in the light of the COVID-19 experience as we endeavour to continue to make a positive difference to people's lives. In the first few months of lockdown we delivered:



167
FOOD
PARCELS



90 BEFRIENDER
PHONECALLS



57
MEDICATION
COLLECTIONS



236 REGULAR
WELLBEING
PHONECALLS



Spotlight on:

STAFF CHARITABLE FUNDRAISING

During 2019/2020 staff at Wrekin raised more than £16k through fundraising activities for fourteen charities.

This was matched by Wrekin and collectively we donated more than £30k in total.

Fundraising activities and events ranged from whole organisation opportunities, such as Macmillan coffee mornings and our annual bonfire event, to smaller team efforts, such as quiz nights, golf days, the dragon boat race, and individual efforts by staff members, sponsored walks, runs and bike rides.

One particular highlight in 2019 was a fantastic Christmas lights display by one of our carpenters, Shaun.

Raising money for the British Heart Foundation in memory of his father, Shaun brought a replica Coca-Cola truck to headquarters which brought many a smile on a winter's day. Wrekin matched the amounts raised to bring the total to BHF to more than £2,000.

In addition to our fundraising efforts staff also donated items to food banks.

Charities supported through staff fundraising in 2019/2020 include: *Severn Hospice, Hope House, Alzheimer's Society, Macmillan, British Heart Foundation, Brain Tumour Charity, Diabetes UK, Special Effect, Save the Children, MIND, Cancer Research UK, Prostate Cancer, Ups and Downs West Midlands, Age UK ST&W.*



FINANCIAL AND SOCIAL INCLUSION

Supporting financial security

In 2019 Wrekin launched its own Debt Advice service as part of our Money Matters team. This has enabled us to offer a full range of support to our tenants, where previously we had to refer to external agencies for regulated debt advice. Offering debt advice in-house, alongside welfare benefit and tenancy sustainment support means we can assist our customers holistically - whether its managing a budget and running a home, addressing debt problems or claiming help through welfare benefits.

During 2019/2020, Wrekin Debt Advice provided debt advice for 120 customers, this included in depth debt advice for 25 households, reducing their debts by over £53,000. Some of these cases are still active and we are continuing to support these customers. Some have found suitable options to manage or clear their debts, such as debt management plans or Debt Relief Orders and are now on the road to financial recovery.

120
PEOPLE RECEIVED
DEBT ADVICE

CASE STUDY

Ms S engaged with Wrekin Debt Advice due to accumulating debts with unaffordable payments and high interest. The debt just kept creeping up and got to around £16,500.

Ms S is a single mum and working full-time. Her wage covered her living costs however she wasn't left with much to be able to repay the debts.

We supported her by:

- *Reviewing her income and expenditure – looking at schemes to reduce household bills;*
- *Requesting holds with her creditors – also freezing any additional interest and charges;*
- *Talking to her about her debt options.*

Ms S decided to go down the route of a Debt Relief Order, writing off all the £16,500 worth of debt.

This has allowed her to have a fresh start and to live off the money she earns.

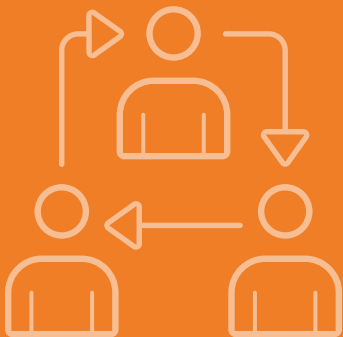
“ Thanks to the DRO I finally feel stress free and I'm not up all night worrying about all my debts and how I am going to pay them. It's changed my life and I'm so grateful for all the help and support I have received from my Debt Advisor at Wrekin. ”

ADDITIONAL INCOME
AND BENEFITS SECURED

£3.2M

TENANTS ENJOYED
DAY TRIPS

1,300



We have several teams that help to maximise income for our customers. The table below shows how much money each team secured for our customers through welfare benefits income, grants and financial assistance.

| | |
|----------------------------------|---------------|
| Debt Advice team | £59,932.59 |
| Money Matters team | £2,582,000.00 |
| Specialist Housing Services team | £112,264.32 |
| Support and Enablement team | £492,567.00 |

Addressing loneliness

Each year, we offer a wide ranging programme of events, activities, day trips and short breaks to our over 55s in Retirement and ShireLiving schemes.

Our Activity Co-Ordinators work hard to come up with fresh ideas to encourage social interaction, fun and positive health and wellbeing opportunities.

In 2019/2020 tenants participated in a wide range of trips out, including locally Cosford, river cruises, garden centres, dog races and further afield to Llandudno, Bournemouth and the Military Tattoo.

Throughout the year, 161 Retirement Living tenants engaged with regular hobbies facilitated by The Wrekin Housing Group and a staggering 1,300 tenants participated in day trips organised by Wrekin.



Spotlight on:

DIGITAL INCLUSION

Residents of some of our Retirement Living schemes had a masterclass on all things digital, thanks to volunteers from Telford based Capgemini.

As part of a pilot program to digitally enable our sites the aim of the sessions was to engage with residents and break down any fears they may have about using technology and the internet. We were also able to offer advice about using devices, such as tablets and smartphones.

Many of our residents are pretty tech savvy. At our Walton Court Retirement Living scheme, we have a group called 'Wifi Angels and Digital Eagles'. They're really enthusiastic about the technology and they recently clubbed together to purchase a 70" 4K Smart TV, which they now use to stream movies from Netflix, as well as watch sports. Wrekin has provided a 24" android tablet in the communal area that residents can use for a wide variety of things, such as accessing online services, or just general browsing.

The session with the Capgemini volunteers was a great success and the residents got a huge amount from it. We hope to do more of this at more of our retirement and ShireLiving sites.

One resident said "The installation of Wi-Fi in the communal areas has really created a greater sense of community, because instead of doing things in our room, we can all get together in the lounge and enjoy movies and concerts while we have meals."

PRE COVID-19 RESTRICTIONS

Fiona, Capgemini

We were all really impressed by how the residents have embraced technology.

They asked lots of questions about being online and how to use various software and apps and we were just really glad we could help them.

Age is certainly not a barrier when it comes to using technology, as these residents proved.

Once they have been shown how to do something online, they quickly became comfortable and confident enough to do it themselves.



SPECIALIST HOUSING SERVICES
PEOPLE SUPPORTED BY
520

Preventing homelessness

At the beginning of 2020 we created a new team at Wrekin, Specialist Housing Services (SHS).

The team is made up of colleagues that previously worked at our partner organisation SHA (Shropshire Housing Alliance).

We are now all Wrekin, this has enabled us to offer even more comprehensive support packages to those that find themselves in need or in crisis.

In 2019/2020, we provided specialist housing support to 520 people, supported 29 homeless into secure accommodation and supported 18 rough sleepers.

We're also developing a new initiative aimed at helping those threatened with homelessness by utilising properties earmarked for demolition or possible redevelopment to offer temporary accommodation.

CASE STUDY

LS is a 36 year old, single male, ex offender living at a 'care of' address since leaving prison. He has a medical condition, debt issues, literacy problems and struggles with forms.

SHS provided detailed housing advice, tailored to meet his needs, registered him on Homepoint and contacted the RESIT team, due to being an ex offender. A referral to tenancy support helped maximise his income and assisted with on-going budgeting and money management.

SHS negotiated with a local lettings agency to consider LS and despite his debt issues he was offered accommodation. A RESIT interest free loan was secured for 'rent in advance'. SHS assisted completing his housing benefit form, requesting direct payment to the landlord to overcome previous debt concerns. LS continues to sustain his tenancy, with ongoing support from SHS.



SAFER AND MORE RESILIENT COMMUNITIES

Providing safe environments

We are working closely with Shropshire Council to support people with long term disabilities to purchase their own home on a shared ownership basis.

The Council secured funding from the Department of Health under the Housing & Technology Fund and using funding under the HOLD (Home Ownership for people with Long Term Disability) programme from Homes England.

Applicants identify a home they wish to purchase on the open market which means they can be close to their existing support networks. Wrekin co-ordinate the purchase of the property which is part owned by the applicant and part owned by Wrekin – with the applicant paying rent on the share they don't own.

To date, we have been able to support eight purchases through to completion and we have two more working through the process. These are all people who are now able to live independently for the first time, bringing huge benefits to them and their families. The scheme also creates significant savings to the public purse in terms of reduced social care costs.

Neighbourhood mediation

Wrekin provides a voluntary neighbourhood mediation service. Mediation is not about appropriating blame for the past, but making healthy choices for the future.

8
PEOPLE WITH
DISABILITIES
SUPPORTED TO
BUY HOMES

36
PEOPLE TOOK PART
IN MEDIATION

CASE STUDY

A was living in a flat above D who had asked him to keep the noise down. He had been very abrupt and frightened her. SHS facilitated a meeting between D, her son and daughter-in-law and A and his parents. A was autistic and struggled to manage his daily life. D was elderly and had heart and mobility problems. Through careful mediation, both families agreed to support one another in improving neighbour relations between D and A.

Fostering a sense of community

Spotlight on:

COMMUNITY FUND

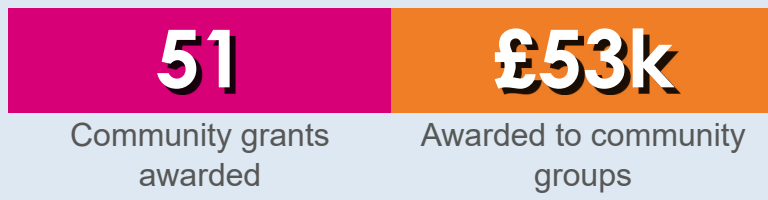
2019 was The Wrekin Housing Trust's 20th anniversary and as such we launched an Anniversary Fund, aiming to support 20 organisations with £1,000 each.

In the end we supported 21 projects including community facilities, young people projects, family fun days, sports clubs, luncheon clubs, music and arts initiatives, environmental projects, festivals, mental health, food poverty, cooking courses, community cohesion, learning disabilities and support for the homeless. All these projects are doing great work across our communities and really are making a difference to people's lives.

Meanwhile, our Community Fund was open for business as usual and we awarded 30 grants in 2019/2020 totalling £33,757. Wrekin funding can often help community projects lever in more funding from other sources so can bring real added value.

Projects supported include: See Saw Men's Sheds Wem Carnival; Little Theatre Donnington; Celebrating Age; Deighton Dance; Age Concern; Newport Food Frenzy; Grange Park Primary School; Dawley Wanderers FC; Ironbridge Gorge Museum Trust; Prism; Radio Nova; Wem Christmas Lights; Cheerforce; Circus Starr; St Georges Partnership; Dawley Baptist Church; Great Dawley Christmas Boxes; Connecting Communities; Telford Knife Angel; Donnington Boxing Club; Shropshire Schools Sports & Athletic Assoc; The New Saints FC; St Martins Brownies; Newport League of Friends.

When assessing applications we look for projects that contribute towards our social investment priorities and will make a difference to tenants lives.



SOCIAL VALUE OUTCOMES

| | Social Impact £ | No of outcomes |
|---|-----------------------|----------------|
| EMPLOYMENT SKILLS & TRAINING | £4,698,592.68 | 2194 |
| Creating employment opportunities | £1,148,732.26 | 143 |
| Stimulating local employment | £66,363.93 | 67 |
| Improving job seeking skills | £212,532.99 | 124 |
| Improving staff knowledge | £1,676,604.00 | 1259 |
| Supporting ongoing education | £811,009.50 | 101 |
| Dementia awareness training | £783,350.00 | 500 |
| ENVIRONMENTAL SUSTAINABILITY | £1,218,284.00 | 11558 |
| Building and providing efficient homes | £1,218,284.00 | 11558 |
| Diverting waste from landfill | | 498 tonnes |
| HEALTH & WELLBEING | £39,204,296.79 | 14264 |
| Extending independent living & supporting vulnerable people | £3,300,163.13 | 5278 |
| Reducing social care needs | £29,725,200.70 | 3964 |
| Preventing falls and hospital attendance | £978,915.00 | 1020 |
| Improving wellbeing | £5,200,017.96 | 4002 |
| FINANCIAL & SOCIAL INCLUSION | £8,883,240.84 | 6583 |
| Supporting financial security | £3,246,763.91 | 4119 |
| Addressing loneliness | £3,792,773.93 | 1944 |
| Preventing homelessness | £1,843,703.00 | 520 |
| SAFER & MORE RESILIENT COMMUNITIES | £1,955,973.68 | 2766 |
| Providing safe environments | £1,078,814.88 | 2272 |
| Fostering a sense of community | £877,158.80 | 494 |

Social value worth £55.9M

We've used the HACT (Housing Associations' Charitable Trust) Wellbeing Valuation Model, the housing providers standard for measuring social value, which assigns monetary values to some of the outcomes we've achieved for the individuals we support. HACT proxies have calculated £9.9M social value and we have determined a further £4.3M using non HACT proxies. Also this year, for the first time, we've measured the social value of some of our retirement living services by developing our own financial proxies in discussion with tenants. This method has calculated an additional £6.5M. Furthermore, our services help alleviate the cost to society of supporting people's health and wellbeing and enabling independent living. The social value attributed to this is £35.2M.

We've also measured our positive impact on the local economy. Wrekin had a turnover of £92.1M in 2019/2020. Using the National Housing Federation Economic calculator this investment contributes towards 1,802 full time equivalent jobs and employee income of £55M across the UK.

The Wrekin Housing Group spent £86.2M in 2019/2020, of which £60.5M was spent locally. In 2019/2020 Wrekin built 255 new homes and invested £46.2M in new developments.