

PINE COURT HOUSING
ASSOCIATION



HACT SOCIAL VALUE Results

2019/20



HERITAGE | COMPASSION | CONVICTION | WISDOM | STRENGTH

Pine Court Housing Association Social Value



How do we measure social value?

In March 2014 HACT (Housing Associations Charitable Trust) released the Social Value Bank. Along with the accompanying approach to measuring impact, and the Social Value Calculator tool, the model they created is a straightforward way of attaching cash values to social activities that are traditionally more difficult to quantify financially. This tool was released with a Creative Commons license, allowing many organisations to use it freely. As with our previous submissions, to validate our application of the Social Value Bank we undertook a certification process with HACT. The certification process critiqued our approach, validated some activities, and gave us lessons for future years with activities that were not accepted. To date few organisations have been certified.

Social Value Generated in 2019/20

The certification process has shown that we have generated over one million pounds of social value for the 2019/20 year, which gives a £31 return on every £1 spent (approx.). Details of each specific activity, and the methodology we used for activities which require survey data to evidence, is shown in the table below:

Team / Description of activity	Budget for this activity	Activity generating the social value	Number of beneficiaries	Social value generated	Social value return	Comment
Pine Court: Employee Training	£320	General training for job	8	£10,302	1 : 32.19	These are training sessions that Pine Court Housing Association have used in relation to staff, and covers a range of courses that support people to be more productive in their current roles, or gain skills for future roles. These are unique values, not duplicated due to the fact some staff will have attended more than one session.
Pine Court: Clear Rent Accounts	£13,500	Able to pay for housing	24	£143,627	1 : 10.64	The beneficiaries are those tenants with a rent account with no outstanding balance. Rent collection is managed by Pine Court Housing Officers as part of their work. As with the OVH measure, a HACT recommended question has been added to their STAR Survey; 'In the last 12 months, have you had any difficulties paying for your accommodation?' Of the 239 tenants who achieved a free rent account in 2019/20, 10% of tenants surveyed have stated that they have had difficulties, and would therefore require financial help/advice from the team. This would give us 24 customers who would value the assistance of Pine Court Neighbourhood Officers, in order to sustain their tenancy.
Pine Court: Customer Empowerment Panel	£10,000	Active in tenants group	10	£64,448	1 : 6.44	10 regular volunteers attend the Pine Court Customer Empowerment Panel, and resident groups. The budget is set at £10,000, which includes staff wages and any other associated costs.
Pine Court: Decoration Allowance	£2,829	Afford to keep house well-decorated	40	£194,076	1 : 68.60	The decoration allowance benefited 40 new tenants during 2019/20. The money is given to tenants for the sole purpose of ensuring that their homes are well decorated.

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Pine Court - Chinese New Year Celebration with Customers	£1,500	Member of social group	50	£74,909	1 : 49.94	The funding contributed toward delivering the annual PCHA event. The celebrations included dragon/lion dancing, martial arts/tai chi demonstrations, refreshments and Chinese food for those attending including SBHA customers and staff and other Stakeholders.
Pine Court Community Development Fund: Chinese Wellbeing – Love to Move	£2,000	Member of social group	28	£41,949	1 : 20.97	<p>This project enhances wellbeing and engagement through culturally specific social and physical activities. It is open to all Pine Court Residents, with a focus on those who have been diagnosed with dementia or at risk of developing dementia and their carer's, as well as older community members who may be less active and or mobile.</p> <p>Sessions consist of chair based physical activities and "tea house sessions" which include games memory box and reminiscence activities. The physical activities involve chair based age and dementia friendly gymnastics exercises. The sessions aims to...</p> <ul style="list-style-type: none"> o Improve cognitive function o Reduce depression o Improve balance, core strength and flexibility. o Improve the ability to undertake activities for daily living o Engage community members o Reduce social isolation and loneliness o Stimulate memories and recall.
Pine Court Community Development Fund: Wirral Chinese Association - School/Luncheon Club	£1,300	Regular attendance at voluntary or local organisation	123	£186,286	1 : 143.30	<p>The funding for the WCA School was utilised to promote high quality Chinese language and culture through various activities including Chinese New Year celebrations, festival celebration workshops and performances, Chinese calligraphy, storytelling, and arts. In addition, regular Chinese language and culture classes are offered to different levels and ages of students, up to A-Level.</p> <p>The WCA Luncheon Club has been running for circa 25 years, the sessions provide a nutritious meal, regular chair exercise sessions, massage, and health talks. They help prevent isolation and give the attendees a chance to socialise with friends. The service has lost other funding streams in recent years, but work hard to keep the service going.</p>

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Pine Court Community Development Fund: Friendship Chinese Dance Group	£900	Regular attendance at voluntary or local organisation	25	£37,973	1 : 42.19	<p>The dance group applied for funding to deliver a number of community events to celebrate the Chinese New Year Festival celebrated widely in the city among the whole of the local community. The events would culminate in a performance at the main Chinese New Year celebration held in Liverpool. The events would include a display at Chung Hok House with entertainment, food and drinks.</p> <p>The group is made up of participants from the local community, a number of whom are Pine Court Residents, who meet regularly to rehearse and socialise.</p> <p>Outcomes –</p> <ul style="list-style-type: none"> • Assisting the group to continue performing for local residents. • Wellbeing of group members who will gain cultural awareness and experiencing through volunteering with the group • Cultural awareness and education of audiences through the performances • Wellbeing of CHH residents who will benefit from the celebration and recognition of their cultural celebration
Pine Court Community Development Fund: The Joseph Lappin Centre	£600	Member of social group	80	£119,855	1 : 199.76	<p>The centre applied for funding to help deliver their project which would bring all members and sections of the communities in and around L13 together in a number of ways to improve quality of life, wellbeing and . The funding would be used along with funding from other sources to:</p> <ul style="list-style-type: none"> • Hold afternoon tea events targeted at socially isolated people in the community. • Diversionary Activities, especially during Halloween, Bonfire Night and the school summer holidays. • Activities related to the “Real Men Don’t Carry Knives” campaign which aims to prevent the issue of knife crime all over Merseyside. • Wellbeing vouchers directly sponsored by PCHA which offer a cup of tea and cake or a massage. <p>Outcomes –</p> <ul style="list-style-type: none"> • Reduction of crime/ASB. • Improved wellbeing of PCHA customers and the wider communities. • Better community cohesion. • Promotion of PCHA as a force for good in the community.
Pine Court Community Development Fund: The Sound Agents, Arts for Health	£1,600	Member of social group	34	£50,938	1 : 31.84	<p>The Group applied for funding to deliver a series of arts and crafts workshops with Pine Court residents to create art works and exhibit them for Chinese New Year in the Black-E and in a residential setting.</p> <p>This project delivered:</p> <ul style="list-style-type: none"> • Residential workshops in Chung Hok House • Workshops within the community and neighbourhood setting • An exhibition at Chinese New Year in the Black-E as part of a big project <p>Outcomes –</p> <ul style="list-style-type: none"> • Engage community members who would otherwise remain socially isolated • Promote physical, mental and social wellbeing • Promotes cultural awareness and cohesion.

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Pine Court Community Development Fund: Betterdays Homes Refuge	£400	Member of social group	100	£149,819	1 : 374.55	<p>Betterdays Homes is a multi cultural Domestic Violence refuge which offers survivors support and empowerment opportunities to assist them to move on and rebuild confidence. One form of therapy offered is through cookery with residents working together to cook for each other and guests to the refuge/staff. The Centre has recently refurbished and additional kitchen which is used to provide facilities to families who require culturally specific preparation requirements i.e. Kosher, Far Eastern or Halal. To help continue this the centre has applied for funding to purchase extra equipment to be used in the new kitchen.</p> <p>Outcomes –</p> <ul style="list-style-type: none"> • Improved opportunities for domestic violence survivors in the community. • Rehousing opportunities for domestic violence survivors in partnership with PCHA. • Reputational benefits for PCHA.
Total	£34,949	All Activities	522	£1,074,182	1: 30.74	