

PINE COURT HOUSING
ASSOCIATION



HACT SOCIAL VALUE 2020/21

Results



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 2020/21

The certification process has shown that we have generated over one million pounds of social value for the 2020/21 year, which gives a £30 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	£100	General training for job	5	£6,439	1 : 64.39	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	50	£299,224	1 : 22.16	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 387 tenants who achieved a free rent account in 2020/21, 13% of tenants surveyed have stated that they have had difficulties, and would therefore require financial help/advice from the team. This would give us 50 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	20	£97,038	1 : 34.30	The decoration allowance benefited 20 new tenants during 2020/21. The money is given to tenants for the sole purpose of ensuring that their homes are well decorated.

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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: Apprenticeships	£1,020	Apprenticeship	1	£1,866	1 : 1.83	Details of apprenticeships hosted by Pine Court Housing Association were provided by The Sovini Group Human Resources Team.
Pine Court Community Development Fund – Food Pallets in Partnership with The Florrie	£800	Member of social group	60	£89,891	1 : 112.36	<p>The funding contributed toward a food distribution project which bought, packed and delivered food packages to those who may be vulnerable in the local community (including Pine Court HA Customers) during the COVID Pandemic and Lockdown. The project was delivered by volunteers from the Florrie community centre in L8.</p> <p>The budget comprises of the PCHA contribution. HACT have recommended that we show all costs, including those incurred by partner organisations, in future certifications.</p>
Pine Court Chinese New Year Hamper Project in Partnership with the Pagoda Chinese Community Centre	£200	Member of social group	50	£74,909	1 : 374.55	<p>Working with the Pagoda Chinese Community Centre and other local partners including Chinese Wellbeing, the Liverpool Chinese Business Association and the Chinese Consulate, Pine Court contributed funding and staff time to help pay for, pack and deliver a number of cultural food parcels for those in the community who may be vulnerable or benefit from the donation during the COVID pandemic and lockdown.</p> <p>The budget comprises of the PCHA contribution. HACT have recommended that we show all costs, including those incurred by partner organisations, in future certifications.</p>
Pine Court Christmas Carol Visit to Chung Hok House	£250	Regular attendance at voluntary or local organisation	30	£45,567	1 : 182.27	<p>Pine Court worked with the Liverpool Chinese Youth Orchestra and the Pagoda Chinese Community Centre to fund and organise for Chinese Musicians to visit Chung Hok house residents and perform socially distanced Christmas carols on each landing in the building using traditional Chinese instruments and vocals which put an unmistakable cultural twist on a very British tradition.</p> <p>This was done to help our elderly residents' social and general wellbeing as many had been shielding and had not had any visitors for a long time. All COVID protocols were observed.</p>
Pine Court: Covid Response to Vulnerable Tenants	£7,500	Able to obtain advice locally	264	£422,822	1 : 56.38	<p>This project took place during the pandemic, and involved staff calling tenants to ensure that they had all the information they needed to to stay safe during the lockdown, and signposting them to services they may need. As the Pine Court offices were closed, there was a shift in the way services were accessed, and staff wanted to assure customers that they were still supported by the organisation.</p> <p>On the 2020/21 PCHA STAR Survey, however, there was a specific question on satisfaction with the service during lockdown ('How satisfied are you with the way we have delivered our services during this recent period of lockdown?') 88% were satisfied overall. This can be used in this case to demonstrate how much tenants value this work; so 88% of 300 customers is 264.</p>
Total	£36,199	All Activities	490	£1,102,204	1: 30.45	