

# thirteen

## Thirteen Social Value Summary 2016/17

### 1. Background

Thirteen is an organisation with a commercial head and a social heart - committed to making a positive impact in the communities we serve. This means that we look at all areas of our business activity to see where we can add further value; creating opportunities for our customers and contributing to the regeneration of the Tees Valley.

Thirteen's approach to social value has been given a renewed focus through our new strategic plan. Projects are being launched to develop new methods of measuring social value output in general and to improve processes to make sure we can get the most out of our arrangements with contractors and suppliers in the future.

'Social value' as set out in the Social Value Act 2012 covers three key areas of impact: economic, environmental and social. The act makes it mandatory for public sector bodies to consider social value in their procurement activity. While it's not mandatory for Thirteen, it is good practice and something we have committed to in our company values. We look at the three areas as follows:

- Social – 'People and Communities'
- Economic – 'Local Economy and Enterprise'
- Environmental – 'The World Around Us'

For this report, the measurements used are primarily *tangible outcomes*. These are the hard facts of what we have done and what it achieved. We also use the HACT (Housing Associations Charitable Trust) Calculator, which allows us to translate some of the social value we generate into the equivalent £ - a universal language which is understood by all.

## 2. Summary

This report provides a snapshot of the added value we create from our everyday activities and some of the great work we've done to help our customers and neighbourhoods:

- Over **7600** people have benefitted from help from services we provide over and above our usual landlord functions.
- We invested over **£1,000,000** into initiatives which directly helped customers and communities.
- Our money advice services put more than **£5,600,000** straight back into the pockets of residents.
- We have secured additional funding of almost **£65,000** via our contracts with Travis Perkins and NE Procurement.
- The total social value recorded through HACT in 2016-17 was worth almost **£6,000,000**.
- We put almost **£48,000,000** into the Tees Valley economy through our spending on staff and suppliers.

Under the pilot for the new social value measurement process, we aim to be able to report a wider range of outcomes more accurately in the future, from more services and projects.

## 3. Social Value Outcomes 2016-17

### 3.1 **People and Community** - *Supporting people and places to realise their true potential.*

#### 3.1.1 Financial Inclusion

Many of our tenants have very limited incomes and although managing with very low cash-flow makes some people expert at budgeting, navigating complicated benefit systems, debts and unexpected outgoings means that there is always a need for support with finances to help customers to keep their tenancies secure.

The Money Advice Team provided **1472** customers with specialist advice around debts, budgeting, benefits, and financial confidence. 78% of those customers were able to reduce their arrears within 3 months, and the team assisted them to gain **£3.25m** in income, through unclaimed benefits, better budgeting, and arrangements with creditors.

The team measures social value outcomes through the HACT Wellbeing questionnaire, which allows a parallel to be drawn between an increase in income and an increase in an individual's wellbeing, by asking questions about how they feel about their circumstances. From this calculation, the team generated almost **£1.7m** in added social value.

The Hardship Fund helped **210** people last year, with a total investment of **£64,580**. The fund was divided between Tees Valley Community Foundation, who provided furniture and white goods worth **£40,695** to **134** customers and internal hardship fund applications assisted **76** customers with direct financial assistance totalling **£23,885**.

We also invested **£850k** in the Landlord Discretionary Housing Fund, helping around **1000** customers affected by the bedroom tax to sustain their tenancies and reduce arrears.

The Know Your Money (KYM) project ended last year, having provided support to **2503** young people with specialist money advice, budgeting, employability skills and benefits help, allowing them to put an additional **£2,366,700** into their pockets. Measured through HACT, the service generated over **£2.2m** in added social value.

The KYM project was able to expand into Hartlepool for the final year, thanks to **£35,000** funding from NE Procurement, one of our supplier frameworks, which gives up access to their social investment fund.

### 3.1.2 The Community Fund

Administered by the Customer Involvement team, the Community Fund invested **£127,000** in our communities last year. Sponsored projects included a range of health and wellbeing and social activities for the elderly, disadvantaged children, and local interest groups.

### 3.1.3 Support

Thirteen Care and Support provided **1458** clients with over **29,000** hours of support in 2016-17, covering everything from personal care to budgeting and tenancy management.

Support to Stay accepted **211** customers into the scheme whose tenancies were at risk of failure (either through eviction or termination). Customers were provided with bespoke support for a range of issues, including property care, budgeting, benefits and life skills. 80% of people leaving STS had felt a marked improvement in their circumstances and wellbeing, and have gone on to sustain their tenancies.

### **3.2 Local Economy and Enterprise - *Increasing spending power in the local economy and supporting enterprise through employment and upskilling initiatives.***

The Building a Stronger Business strategy gives a clear commitment to contribute to the economic regeneration of the Tees Valley region. Thirteen's key focus in this regard is to provide access to employment opportunities, education and training and upskilling in the community and our own workforce.

#### **3.2.1 The Community Fund**

We invested over **£13,500** last year to help fund support groups and training in the community.

#### **3.2.2 Employability**

New Directions worked with around **700** young people last year. New Directions is a Tees Valley-wide Youth Employment Initiative (YEI) partnership project offering bespoke support in employability for young people aged 15-29, with the aim to secure a route for clients into employment, training or education.

As a result of this intensive support, **147** have found employment, **67** have moved into accredited training, including **26** apprenticeships and **38** are now in full time education, generating the equivalent of almost **£1.9m** in added social value through the HACT calculator.

New Directions also works with local employers to identify opportunities for work, and acts as a skills hub, matching young people to jobs and providing skills training where required, to ensure local businesses have access to high quality, work-ready candidates.

#### **3.2.3 The 'Thirteen Pound'**

As a large business, we are a key local employer and have significant spending power to be able to boost the regional economy. To this end, 88% of our annual salary spend – over **£28m** - goes into the Tees Valley, and 99% stays within the North East.

55% of our supplier spend – over **£42m** - stays in the North East region, providing almost **£20m** of support to local businesses in the Tees Valley area.

#### **3.2.4 Employee Investment**

As well as supporting skills development in our communities, we are committed to developing our workforce. In 2016-17, **£241,000** was spent

on training and upskilling our staff, including **£28,000** towards professional and academic qualifications.

We also invested **£128,000** in 35 new apprenticeships across the business, in a variety of technical and business related subjects.

Our volunteer programme in Care and Support provided 25 volunteers and 6 volunteer peer mentors with skills for working in the care sector, generating almost **£65,000** in added social value through the HACT calculator.

### **3.3 The World Around Us - *Protecting the environment by investing in measures which help reduce our impact upon it.***

#### **3.3.1 The Community Fund**

The Community Fund supported **£9400** of green initiatives in our areas, including allotments, gardening equipment and horticultural projects.

#### **3.3.2 Travis Perkins**

Our contract with Travis Perkins returns a percentage of our spending with them into an investment fund which can be used for social value projects. Last year, the fund attracted almost **£30,000**. In addition, alongside Thirteen staff, Travis Perkins volunteered 150 staff hours to the Stockton Horticulture Centre and Community Garden Project in Port Clarence, improving the outdoor areas including the children's wildlife garden and pond.

#### **3.3.3 Carbon Footprint**

In our efforts to improve efficiency and reduce our impact on the environment the restructure of our office locations and improved ways of working has meant the distance travelled by colleagues has reduced by **34%** since 2015.

In addition, we have rainwater collection, air-source heat pumps and intelligent lighting control at Northshore, and photovoltaic panels have been installed on Hudson Quay and Rivers House, allowing us to offset our carbon footprint and save money.

Basic calculations for this year's carbon footprint included:

- Staff miles travelled

- Fleet miles travelled (our commercial vehicles – eg. repair vans)
- Gas usage
- Electricity usage

Minus the carbon offset by our solar energy generation, the total is **9427.1** tonnes.

### 2.2.3 Stock Investment Work

In the last financial year, Thirteen invested **£32.9m** on carrying out major works and improvements on over **4,000** properties.

Continuing our efforts to improve the energy efficiency of our properties and reduce customers' fuel bills we have upgraded over **2,100** heating systems and provided/renewed double glazing for almost **1,500** homes.

In January '17 we also began a **£4.5m** improvement programme for some of our High Rise buildings, Jupiter Court (Middlesbrough), Dawson House (Billingham) and Prior & Melsonby Court (Billingham), this time focusing on the delivery of essential maintenance and health and safety measures.

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Contact: Gemma Stockdale  
Business Development Project Support Officer

[gemma.stockdale@thirteengroup.co.uk](mailto:gemma.stockdale@thirteengroup.co.uk)  
01642 947451