



# Social Value Report

## 2015-16



**SHG Social Return on Investment (SROI) Accounts;**  
**Reporting period, August 2015 to September 2016.**

SHG has clearly set out its approach to measuring social value, i.e. the return to our communities as opposed to the return to our business or the return to individual customers – both of which are measured elsewhere. This approach, which does not monetise social value, is independently audited. Social Value is not a precise science and SHG continues to refine its approach.

<p>SHG measures social value in terms of the following criteria:</p> <ul style="list-style-type: none"> <li>• Relevance to SHG</li> <li>• Volume</li> <li>• Beneficial impact on place (multiple deprivation indices)</li> <li>• Beneficial impact on place (environment)</li> <li>• Beneficial impact on people</li> <li>• Longevity of impact</li> <li>• Probability the project will happen/succeed</li> <li>• Potential for partnership working</li> </ul>	<p>In addition SHG measures how we support community sustainability; our definition of a sustainable community is one which is:</p> <ul style="list-style-type: none"> <li>• Active, inclusive and safe with a strong local culture.</li> <li>• environmentally sensitive</li> <li>• well run with effective participation and representation</li> <li>• well designed and built with respect for the natural environment</li> <li>• well connected -with appropriate transport and communication links</li> <li>• thriving -with a flourishing and diverse local economy</li> <li>• well served -by public, private and voluntary agencies</li> <li>• fair for everyone</li> </ul>
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Social return activity	Description	Social value outcomes criterion met						
	<b>Our headline figure for supporting people into work, directly or through partnership working is that SHG supports approximately 600 people p.a. to access work or training. We achieve this through our service delivery and through our support for partner organisations.</b>							
	<b>SHG Services</b>							
Helping our communities access training and employment so that communities thrive and have a	<p><b>Development and Assets</b></p> <table border="1" data-bbox="345 1244 1724 1384"> <thead> <tr> <th data-bbox="345 1244 691 1384">Social value through CHIC (procurement)</th><th data-bbox="691 1244 916 1384">CHIC provision 2015/16</th><th data-bbox="916 1244 1096 1384">SHG forecast 2015/16</th><th data-bbox="1096 1244 1275 1384">SHG actual</th><th data-bbox="1275 1244 1500 1384">CHIC projected provision</th><th data-bbox="1500 1244 1724 1384">SHG forecast 2016/17</th></tr> </thead> </table>	Social value through CHIC (procurement)	CHIC provision 2015/16	SHG forecast 2015/16	SHG actual	CHIC projected provision	SHG forecast 2016/17	Relevance to SHG Volume Beneficial impact on place (multiple deprivation indices) Beneficial impact
Social value through CHIC (procurement)	CHIC provision 2015/16	SHG forecast 2015/16	SHG actual	CHIC projected provision	SHG forecast 2016/17			

flourishing and diverse local economy					2016/17		on people Longevity of impact Probability the project will happen/succeed Potential for partnership working
	Apprenticeships created or safeguarded	3 from CHIC total of 75	4	2	75	4	
	NVQs delivered	4 from CHIC total of 125	4	2	125	4	
	CSCS cards issued	3 from CHIC total of 90	3	3	3	3	
	Health & Safety Training courses	45 from CHIC total of 1400	40	No info	1400	40	
	In house short courses	15 from CHIC total of 500	15	15	500	15	
	Employees recruited from unemployment register with 25% being unemployed for more than 6 months	Nil forecast		1	1 from CHIC forecast of	1	

		actual (30)			30		
Team working towards being active, inclusive and safe with a strong local culture. Team working for environmentally sensitive activity	<b>Social value through Shropshire £</b>						
	£ spent in Shropshire	£200,000 through builders merchants	£2.5m	(£250bm) £2.5 capital		(£250bm) £3m capital	
	Job sustained TRL	N/a	35	34		35	
	Jobs sustained other	Included above	3	3		3	
	Apprenticeships TRL	Included above	3	3		3	
	<b>Volunteering</b>						
	Assets Team offer		1 day team building event with development team supporting a local cause within Shropshire delivering a specific outcome.	1 day team building event with development team- working with Shropshire Council clearing local overgrown footpath and erecting gates		1 day team building event with development team supporting a local cause within Shropshire delivering a specific outcome	

Helping our communities access training and employment so that communities thrive and have a flourishing and diverse local economy	<p><b>SHG Human Resources Service</b></p> <p>Work placements taken up by secondary school students: 8 x 2 week placements. Of these one requested to do an extra 2 weeks during the summer holidays In TRL Electrical Team</p> <p>Work experience for people referred by other agencies: The Ludlow Foyer 2 Job Centre Plus 5 (all with TRL). Of these one then went onto Zero Hours working with TRL's grounds maintenance team. SSFS 1 with TRL</p> <p>SHG Neighbourhoods Team co-ordinate multi agency 'Into Work' support at 2 locations, Market Drayton and Whitchurch.</p> <p>An average of 15 and 6 people respectively access this service. As it is multi agency people won't necessarily be seeking work but part of the aim of the support is to direct people towards work and training opportunities if appropriate. As illustrated below Drayton Wednesdays is used by people requiring internet access or to improve IT skills. Often this is for job search or to do job applications.</p>	Beneficial impact on place (multiple deprivation indices) Beneficial impact on people
well connected -with appropriate transport and communication links	<p><b>Digital Inclusion (UNiTE)</b></p> <p>SHG is directly providing Digital Inclusion support at the following SHG hubs: Ludlow Foyer Thursdays Charter court (Drayton Wednesdays) Ley Gardens and Service Level Agreements (SLA's) with Community Trusts</p> <p>In addition Digital Inclusion support is generated through SLAs SHG has with the Voluntary Sector to provide digital access to communities.</p> <p>MAYFAIR</p> <p>IT drop in and public access computers are used on average 36 times a week – Furniture Scheme</p> <p>130 people have used the IT suite and/or accessed volunteering or work experience directly through the centres.</p>	Beneficial impact on place (multiple deprivation indices) Beneficial impact on people Longevity of impact Probability the project will happen/succeed Potential for partnership working Volume
Ensuring communities are active, inclusive and safe with a strong	<p><b>The SHG Community Development Fund (CDF)</b></p> <p>SHG continues to develop its two Community Panels (north and South) comprised entirely from people from our local communities to administrate the Community Development Fund. Our Neighbourhood Management Officers (NMOs) work closely with community groups helping them to develop their ideas about place,</p>	Volume Relevance to SHG Beneficial impact on place (multiple

<p>local culture and well run with effective participation and representation/fair for everyone</p>	<p>generating Neighbourhood Plans, identifying proposals and accessing the £80,000 of allocated funding for F/Y 2015/16. Due to a saving in FY 14/15 the total funding available was £85,000-all of which has been allocated to community projects since last August.</p> <p>For F/Y 2016/17 the CDF has been reduced so that SHG can ensure Grow Cook Learn has sufficient financial support in its first years of operation to ensure its long term viability.</p> <p>The Community Development Fund (CDF) helps to build community capacity to develop and run their own projects.</p> <p>In F/Y 2015/16 SHG funded 16 projects in North Shropshire totalling £40,098</p> <p>In South Shropshire 18 projects totalling £39,316.</p> <p>In the current F/Y to date the Panels have funded 2 projects in the north totalling £900 and 1 project in the south totalling £730</p> <p>A particularly rewarding aspect of the Community Fund is the way community groups are using relatively small amounts of CDF to lever much larger sums into the locality. For example in F/Y 2015/16:</p> <p>Wem Cricket Club £5,000 from CDF £3,800 from town Council S106 money £10,000 from Lottery YSIW £5,000 from CDF £10,000 from Lottery</p> <p>Diddlebury village hall £500 from CDF £578,000 Lottery</p> <p>Wem Cricket Club £5,000 from CDF £3,800 from town Council S106 money £10,000 from Lottery</p> <p>YSIW £5,000 from CDF £10,000 from Lottery</p> <p>Diddlebury village hall £500 from CDF</p>	<p>deprivation indices) Beneficial impact on place (environment) Beneficial impact on people Longevity of impact Probability the project will happen/succeed Potential for partnership working</p>
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	£578,000 Lottery			
SHG is well run with effective participation and representation	<p><b>Corporate Authority</b></p> <p>SHG has a Volunteer Policy that enables us to confidently work with people from the local community; it is extensively used for example by Tenants &amp; Resident's Scrutiny Panel (TRIP), Young Shropshire in Work and the Community Development Fund Community Panel</p>	Beneficial impact on people Longevity of impact Potential for partnership working		
	<p><b>Corporate Community Activity</b></p> <p>SHG staff make a positive difference to the people &amp; places we serve in a number of ways inspired by individual employees and teams.</p> <p>We support our employees to get involved in a voluntary capacity in our communities and support good causes.</p> <p>SHG's regular <u>Dress Down Day</u> raised £2,533.09 for Shropshire Mind and Millmead Independent Living Scheme (May 2015 to May 2016)</p> <p>Ludlow Foyer Sleep Out; SHG officers participated in a sleep out in September drawing attention to the impact benefit capping would have on the service.</p> <p>Staff help run regular Macmillan Coffee Mornings to raise money for Macmillan Nurses. The most recent one was 16<sup>th</sup> September.</p> <p>When The Mayfair Centre had to close its kitchen and café for refurbishment in the spring, SHG arranged for the much used café to operate from Ley Gardens. As this facilitated interaction between Ley Garden and other local residents the cost of doing this was met by our Resident Involvement budget.</p>	Beneficial impact on people Longevity of impact Potential for partnership working		
Providing services which lead to active, inclusive and safe communities with a strong local culture	<p><b>Shropshire Domestic Violence Service</b></p> <p>The Refuge Team assisted in 145 DV cases in 2015/16.</p> <p>The following case studies illustrate the work they do:</p> <p style="text-align: center;"><u><a href="#">Shropshire Women's Aid Case Study</a></u></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 5px; width: 30%;"><b>Organisation</b></td> <td style="padding: 5px;">Shropshire Women's Aid (formerly known as South Shropshire Domestic Violence Service)</td> </tr> </table>	<b>Organisation</b>	Shropshire Women's Aid (formerly known as South Shropshire Domestic Violence Service)	Beneficial impact on place (multiple deprivation indices) Beneficial impact on people Longevity of impact Potential for
<b>Organisation</b>	Shropshire Women's Aid (formerly known as South Shropshire Domestic Violence Service)			

Providing services which are fair for everyone	Contact Name	Nicki Wilkinson				partnership working
	Case Study Name or Reference	Carrie (names have been changed for confidentiality)				
	Case Study Date	21.9.16				
	<u><b>Key Outcome(s)</b></u>					
Presenting Issues	Identified Concerns	Referral Need(s)	Assessed Need(s)	Reviewed Need(s)	O	
Confidence	Carrie had been told she wouldn't cope with the perpetrator and seemed on the verge of believing this		One to on work on confidence and support with any practical issues e.g finances/education		M	
Safety/Contact	Perpetrator has no orders to keep him away Carrie is insistent that his suspended sentence will keep his behaviour in check  Perpetrator is coming in the house when collecting and returning the children	Solicitor	One to one work to establish a safety plan and a safe plan for contact			
Parenting	Carrie has confidence issues with her own parenting ability	Children's Service	One to one work until the Parenting thro Domestic Abuse is ran when a referral can be made			
Recognising abuse	Carrie stated that the only abuse that has occurred are the 2 physical incidents but from conversation I can identify control and emotional abuse	Freedom Programme	One to one work and a referral to the Freedom Programme			
<u><b>Comments relating to failed outcome(s)</b></u>						

<p><b><u>Case Study Top 5 Key Points</u></b></p> <ul style="list-style-type: none"> <li>• Confidence on a practical and an emotional level</li> <li>• Safety</li> <li>• Parenting</li> <li>• Recognising abuse</li> <li>• Self esteem including emotional resilience</li> </ul>	
<p><b><u>Case Study Overview</u></b></p> <p>Please use 350 words or less</p> <div style="border: 1px solid black; padding: 5px;"> <p>Carrie came onto the Outreach Service following being heard at MARAC and support from IDVA to reduce her risk. The perpetrator and has a suspended sentence. Carrie had been told she wouldn't cope without him by him and his family which she seemed to be on the verge of believing. Carrie has 2 children age 6 and 7.</p> <p>Carrie had ended the relationship but I felt this ending was tenuous at the beginning and that her resolve on this may crumble if she wasn't coping.</p> <p>Carrie was clearly very affected by other people's opinion of her belief that the perpetrator's family, facebook friends or Mums in the social media needed work to increase her emotional resilience.</p> </div>	
<p><b><u>Resulting Actions</u></b></p> <p>I have worked with Carrie on a one to one basis since 16<sup>th</sup> June seeing Carrie on a (mostly) weekly basis. I have accompanied her to a Solicitor to draw up a Separation Agreement and supported her to apply for a Non-Molestation Order. I have supported her into the Freedom Programme which has now started and supported her to identify courses she wants to do via Severnside and apply for funding.</p> <p>Carrie now is able to identify the controlling aspects of her previous relationship and recognise both the putdowns and the purpose of the putdowns and how this has affected her self esteem.</p> <p>Carrie has not reconciled with the perpetrator as I feared she might (to the best of my knowledge of course) and I feel this is much less of a risk than at the beginning.</p> <p>Safety around contact was resolved and Carrie put in good boundaries and a plan so that he didn't come into the house when it was contact time. However this has slipped and he now comes into the house so comments on the changes she has made to it. Work is ongoing again around this aspect of this and currently Carrie remains unaffected by his comments and aware that his mainly pleasant demeanour may be him playing a game in trying to get her back.</p> <p>Carrie is trying to support her children to cope with the changes they are experiencing as well as now grieving the relationship (not the person). The implications for the future become clearer (e.g. always being linked to him via the children, contact, working out birthdays, Xmas etc). We have routines and boundaries. The children have been referred in to the Children's Service.</p> <p>Carrie and I are working on self esteem at present and Carrie is currently keeping a diary of Negative Automatic Thoughts as she identifies them and how she combats them. She is also attending the Freedom Programme.</p>	

Providing services which lead to active, inclusive and safe communities with a strong local culture  Providing services which are fair for everyone	<p><b>Supporting young people via Ludlow Foyer</b></p> <p>Ludlow Foyer had 426 residents enter and leave the service during 2015/16</p> <p>The following case study illustrates the work they do:</p> <p>CASE STUDIES FOR THE FOYER</p> <p>2014</p> <p>A housing officer refers JP to the Foyer service. He has been living in a SSHA property in Ludlow but his partner and sole tenant has fled leaving JP without secure accommodation and large personal debts for fraudulent loans taken out in his name. intimidated by partners' new boyfriend. Financial exploitation. Housing officer does not feel that JP is able to manage an unsupported tenancy due to his learning difficulties and mental capacity. A social worker is appointed.</p> <p>JP was previously the victim of domestic abuse from female partner. Child born to both. Partner left property leaving JP with sole responsibility of baby. Child taken into care with decision to adopt. JP finding the decision difficult to cope with. Unable to look after himself. Not eating well. Concerns for welfare. Under weight. Self harming and self neglect.</p> <p>JP offered a place at the Foyer. Funding secured through Social Services for a Homelife service to support his tenancy at the Foyer. A Citizens advocate also appointed through OSCAR</p> <p>JP presents with un-disclosed previous rent arrears. Debts from on line gambling. Payday loans. On going difficulties as a resident with managing guests, financial exploitation by other residents, inability to prepare and cook simple meals, meet appointments, due to poor memory.</p> <p>Foyer key worker helped secure and maintain a PIP, negotiate his debt with affordable weekly amounts deducted from benefits. Set up a new bank account for benefits to be paid into without overdraft facilities. Managed a weekly income and expenditure with JP. Wrote birthday letters to now adopted child with JP. Completed a 'wishes and feelings' evaluation to aid acceptance of the adoption. Weekly cooking sessions. ASDAN qualification in catering gained at the Foyer.</p> <p>2015</p> <p>JP offered a self contained flat at Drovers House on a 1 year starter tenancy. Housing officer works with Foyer key worker, Homelife and OSCAR to continue to support JP. Regular visits to property. JP starts volunteering at the Discovery Centre.</p> <p>2016. Homelife withdraw support as goals are now achieved. All debts repaid.</p> <p>JP has now been offered a 5 year tenancy.</p> <p>KAS Sept 2016</p>	<p>Beneficial impact on place (multiple deprivation indices)</p> <p>Beneficial impact on people</p> <p>Longevity of impact</p> <p>Potential for partnership working</p>	
Providing services which keep people active, included and safe in their community  Providing services which are fair for everyone	<p><b>Adaptations for residents with disabilities</b></p> <p>Every year SHG works in partnership with the NHS and Shropshire Council's Occupational Therapy service to help residents maintain their independence.</p> <p>Over 2015/16, MMHA invested £109,824.16 in major adaptations, of which £85,655.42 was accessed via Disabled Facilities Grant (DFG) funding and £24,168.74 used Right to Buy (RTB) claw-back monies. 26 properties were adapted, providing:</p> <ul style="list-style-type: none"> <li>• 16 Level Access Showers</li> </ul>	<p>Volume</p> <p>Beneficial impact on place (multiple deprivation indices)</p> <p>Beneficial impact on place (environment)</p> <p>Beneficial impact on people</p>	

	<ul style="list-style-type: none"> <li>• 1 First Floor Shower</li> <li>• 4 Stairlifts</li> <li>• 1 Hoist</li> <li>• 4 Ramps</li> <li>• 4 Closomats (automatic shower toilet)</li> <li>• 1 Off Street Parking</li> <li>• 1 Kitchen Adaptation</li> </ul> <p>In the same period, SSHA invested £60,570.02 in major adaptations, of which £36,214 was accessed via DFG and £24,356.02 used RTB claw-back. 17 properties were adapted, providing:</p> <ul style="list-style-type: none"> <li>• 10 Level Access Showers</li> <li>• 2 First Floor Showers</li> <li>• 1 Closomat</li> <li>• 1 Structural Alteration (to open up living space)</li> <li>• 4 Stairlifts</li> </ul>	Longevity of impact Potential for partnership working Active, inclusive and safe with a strong local culture. environmentally sensitive fair for everyone						
	<p><b>Partnership working: Social investment and return through our support for partner organisations.</b></p> <p>SHG owns and looks after the buildings GCL and Mayfair operate from. They are made available at a subsidised rent. We provide a range of services to voluntary partners that are cost effective for them. We have SLAs with Mayfair and the Furniture Scheme to work with our residents encouraging them to take up volunteering and work opportunities. SHG shares the Community IT outreach officer with Mayfair and fully meets the cost. These are the outcomes identified by partner organisations.</p>							
Partnership working. well served -by public, private and voluntary agencies	<table border="1"> <thead> <tr> <th>Grow Cook Learn</th><th>Impact for people</th><th>Additional information</th></tr> </thead> <tbody> <tr> <td>Jobs safeguarded</td><td>23</td><td>The number of casual staff fluctuates, with increased job opportunities during half term and summer holidays.</td></tr> </tbody> </table>	Grow Cook Learn	Impact for people	Additional information	Jobs safeguarded	23	The number of casual staff fluctuates, with increased job opportunities during half term and summer holidays.	
Grow Cook Learn	Impact for people	Additional information						
Jobs safeguarded	23	The number of casual staff fluctuates, with increased job opportunities during half term and summer holidays.						

<p>Partnership working That helps communities to be thriving -with a flourishing and diverse local economy</p> <p>Partnership working that ensures our communities are well run with effective participation and representation</p> <p>Partnership working that ensures our communities fair for everyone</p> <p>Partnership working that ensures our communities well served -by public, private and voluntary agencies</p>	<p>Access to facility</p>	<p>22 different user groups and numerous local schools</p>	<p>A variety of different user groups from within the local community;</p> <p>Healthy Friendships, Girls Youth Group, Dementia friendly, Craven Arms reading group, Guide Dogs for the Blind Butterfly Conservation, Shropshire Wildlife Trust, Shropshire Council Wild Team, Walking for Health, Craven Arms Farmers Market, Derwen College, fair for everyone</p> <p>Mother and Baby yoga group, South Shropshire Domestic Violence Service, South Shropshire Parkinson's South Shropshire Youth Forum, Youth Support Service, National Childcare Trust, The Furniture Scheme, Shropshire Hills Tourism, AONB, Slow Food Movement, South Shropshire Ramblers</p>	<p>Volume Beneficial impact on place (multiple deprivation indices) Beneficial impact on place (environment) Longevity of impact Potential for partnership working Active, inclusive and safe with a strong local culture. environmentally sensitive</p>
	<p>Visitor numbers</p>	<p>117,011</p>	<p>Visitor numbers are monitored daily using the automatic door count. Please figure derives from 1/3<sup>rd</sup> of the number shown on the door counter to take into</p>	

			consideration footfall in and out of the building.	
	Work experience	15 work placements	Young Shropshire into Work, Derwen College, Wigmore School, DWP Job Centre Plus, Enable,	
	Volunteers	40	Assisting on reception, in the café, events, Red Kite project, meadow management in partnership with Shropshire Wild Team, Butterfly Conservation	
Partnership working That helps communities to be thriving -with a flourishing and diverse local economy	<b>Furniture Scheme</b>  SSFS manages 2 community centres central to our communities in Ludlow and Craven Arms. SHG has a SLA with SSFS requiring SSFS to support people improve their IT skills and employability through volunteering and training.  SSFS has supported 77 people into volunteering/work experience; 25 of these went into employment. All who access the service provided as a result of the SLA receive some kind of employability support from confidence building through to IT access for job search, CV, applications and interview techniques as well as on the job training in practical areas such as cleaning, gardening, warehousing, driving, catering, admin and customer service.  SSFS currently have 18 regular volunteers at Rockspring, 80% are SHG tenants: Garden x2 (community 'allotments' and produce for community lunch and for sale at the centre) Community Lunch x 4 Made In Sandpits project x 8 (produce craft items for sale in Renaissance) Caretaker/cleaner x 1 Admin/reception x 3  In addition SSFS work with the Neighbourhoods Team to deliver one off events volunteers – e.g Fireworks Night and Small Gardens Open Day (48 volunteers)  SSFS regularly serve 20-30 community lunches every week, provide advice and signposting to Foyer Tuesdays,	Volume Beneficial impact on place (multiple deprivation indices) Beneficial impact on place (environment) Longevity of impact Potential for partnership working Active, inclusive and safe with a strong local culture. environmentally sensitive fair for everyone		

Partnership working that ensures our communities well served -by public, private and voluntary agencies	benefits and housing team, food bank and fuel fund as well as access to telephone and printing/photocopying facilities.	
Partnership working That helps communities to be thriving -with a flourishing and diverse local economy  Partnership working that ensures our communities fair for everyone  Partnership working that ensures our communities well served -by public, private and voluntary agencies	<b>WEM Town Hall Trust</b> WEM Town Hall Trust have continued their Wem Into Work programme; when DWP funding ended the Trust sought further funding as of the 'Building Better Opportunities' consortium. This will not be available until 2017. The Trust has successfully applied for Community Development Funding in 2015 and again in 2016 so it can provide an interim Into Work service. From April 2015 to March 2016 42 clients engaged with the Wem Into Work programme. Of the 42 individuals, 31 are now employed or in further education representing a 74% success rate at helping individuals into work. 2 participants have gone onto work experience, 1 has taken up formal learning and 1 informal learning. 23 are employed, 3 have taken apprenticeships and 2 are now self employed. 41% of people who access the service are SHG tenants.	Beneficial impact on place (multiple deprivation indices) Longevity of impact Potential for partnership working Active, inclusive and safe with a strong local culture. fair for everyone