

Enterprise Investment Impact Report

2018-19

Foreword from Simon

At Yarlington, we don't just build houses, we build communities.

In 2017, we launched our Next-Gen corporate strategy which commits to building more homes and providing more economic, efficient and effective services to meet the needs of our customers.

As part of this commitment, we go beyond the responsibilities of a landlord to offer services and opportunities to our customers to help them reach their potential; we call this social choice.

Between 2018 and 2021 we will have invested £1.5 million into initiatives and partnerships that support our customers and their communities. This includes raising the levels of wealth - particularly supporting employment outcomes - we encourage good financial decision making, enable digital upskilling and tackle isolation and loneliness. All of these have been identified as key priorities by our Group Board.

We carefully consider how and where we invest in communities and we work with partners that share our values to ensure the best return on investment. Last year we saw an over-subscription to our Community Fund with £30,000 invested at a local level into small, community-based initiatives that create strong community cohesion.

This report shares the outcomes, some examples and the impact our investment has had over the last financial year.

Looking ahead, our customers will continue to face the same pressures that they faced last year, including Universal Credit, unemployment, in-work poverty, localised crime, authority cuts and social exclusion.

By working with our customers and the community, we can direct and design new projects to meet the needs of our communities today and in the future.

Simon Shewry

Head of Enterprise and Service Change

About social choice

So what does social choice mean at Yarlington?

Social choice at Yarlington has seven key priorities:

- Wealth creation
- Entry level to a home
- Financial responsibility
- Community investment
- Digital inclusion
- Isolation and loneliness
- Health and wellbeing

To deliver the best outcome for our customers and communities, our social choice programme works to:

- Seek opportunities to collaborate and partner with organisations and people that share our values and offer new capabilities, opportunities or skills
- Prioritise where value is added most for our customers, our communities and our company



- Design and invest in solutions that are fully inclusive and support social mobility and social justice
- Understand the return on our investment which aims to sustain tenancies, enhance our digital customer relationship, protect our income and support customers with greater life choices

Projects at a glance

The table below illustrates our key partners for 2018-19 and the outcomes delivered:

Partner	Project	Outcomes	Amount invested
Citizens Advice South Somerset	Debt support project	178 customers supported to find a bespoke solution for unmanageable debt	£ 50,966
Cosmic	Digital Support	216 customers assisted to become digitally included, through 1:1's and workshops with weekly drop ins for continued support	£ 84,997
Inspired to Achieve	Employment support	103 customers moved to work ready 136 customers supported into employment 39 customers helped to find a better career	£ 223,622
Spark	Delivering Community Cafes within our communities	Our First Community Café delivered into Yeovil at St Johns Hub (project commenced January 2019)	£ 25,180
Yeovil 4 Families	Holistic crisis support for families and individuals to help them find solutions and move forward with their lives	Holistic, person centred support provided for 66 Families and 32 individuals 47% Yarlington customers Example issues: often multiple within one family or circumstance: substance abuse, domestic abuse, anti-social behaviour, bereavement and failing mental health	£ 40,000
CUSP	partnering with other social landlords to support a strong, effective Credit Union for the south west	Launch of partnership with nine social landlords across the south west Payroll Partnership at Yarlington Digital services developed to improve customer access and appeal: Internet banking app, auto ID verification 46% staff take up target achieved, 24% of Yarlington customer target achieved	£ 10,000
School for Social Entrepreneurs	Support to start or expand on self employment: initial scoping survey	Survey of 2,027 working age customers. The results to help shape sessions for 2019-20	£ 1,898
Digital Equipment for customers	Laptops for incentivised courses and dongles to support low income customers to get online	34 workshops completed 59 customers helped to gain personal digital access 20 Independent Living Hubs converted to WiFi	£ 23,431

Wealth creation

We work closely with our subsidiary Inspired to Achieve (i2a) to deliver their Any Job, Better Job, Career (ABC) model. The last year has been incredibly successful for the team:

- 103 work ready (120% of target achieved)
- 136 into employment with 80 classed as hard to reach (74% of target achieved)
- 39 secured a better job or career (130% of target achieved)
- 102% target of sustained employment
- 100% customer satisfaction

Any job

Working with customers in a one to one environment, i2a identify strengths, weaknesses and interests to create a bespoke action plan to enable them to be work-ready.

Customer barriers included:

- Little or no employment history
- No qualifications
- Low digital skills
- Low job seeking skills (e.g. CV, application forms)
- Low confidence

"I feel uplifted after my appointments, it's not just CV writing, the psychological support is equally as important."

"After repeated rejections and a lack of guidance I was in a hard place. I2a gave me the guidance and motivation I needed to push forwards and helped me to find my way towards employment."

Better job

When work ready, i2a helps move customers into employment, some of these customers were previously hard to reach, which includes:

- Low income or single earners
- People over 50
- Customers with health issues or disabilities
- Those with parental or carer responsibilities
- Offenders and ex-offenders
- Out of work for over two years
- History of substance misuse

"Mr B, is about to accept a role for full time work which will bring him to £12 p/h wage taking him off UC and making him almost doubly better off! He looked a very different man when I saw him and he will be in a much stronger place."



Career

i2a doesn't just help people get into employment, they provide in-work support, tackle underemployment and offer guidance for customers to continue upskilling and reaching their potential.

"Life is really quite peachy at the moment. I think you guys do an amazing job, you really went above and beyond to help me. The i2a team is light years ahead, I still can't believe that I told you my perfect job 2 and a half years ago and now I've got it."

Enabling digital capabilities



digital, smart, ethical

Yarlington has been working alongside Cosmic, a digital social enterprise that supports digital inclusion by providing advice and support through one to one bespoke support, group workshops and weekly drop-in sessions.

In 2018-19 216 customers were connected to the digital world with 152 being brand new customers

Last year we saw the highest number of people attend our drop-in sessions in Yeovil and Chard with 478 visits across both sites.

The partnership also delivered training to Yarlington staff and helped us consider the future of technology and incorporating it into our homes.

Cosmic are also helping embed wi-fi into our Independent Living schemes to provide customers access to the internet on their own devices and to explore more digital opportunities.

“Our digital trainers make a real difference to the lives and futures of many of Yarlington’s customers and it is a privilege to support Yarlington in their goals.”

“Cosmic have been a great help to me with my work, helping me to use my mobile phone and tablet so that I can set up my work programmes. I had no knowledge of doing



these things and found it very difficult but with their help I can now do my job”

“Since I joined Cosmic I have achieved how to use a computer. And my world has opened up completely. I can’t thank them enough for all the help and advice they have given to me. They were a huge help to me in more ways than they can imagine.”

Encouraging financial responsibility

Yarlington has been busy working with a range of partners to encourage financial responsibility for our customers.

Citizens Advice South Somerset

By investing in Citizens Advice we provide customers free and impartial debt advice. Last year 178 customers benefitted from this professional and life-changing support.

Collectively, the team helped customers:

- Manage the burden of £370,464 of priority debt
- £495,954 non-priority debt
- Finding solutions for 441 related issues including rent arrears, level issues, problems with utility companies

As a result of the partnership:

- 71 customers no longer described their debt as a heavy burden



- 35 customers no longer felt at risk of not paying their future rent
- Delivered a social value of £769,356

“When we are able to partner with other agencies that seek similar, positive, outcomes for clients our work is not only easier but also more effective. We really appreciate the support we receive and the positive working relationships we have with Yarlington.”

Credit union support partnership

This year, Yarlington collaborated with nine other housing providers across the south west to provide our customers with a trusted savings and loans product. Our chosen Credit Union partner was West County Savings and Loans, based in Portishead. By working with a credit union, Yarlington provides easy access to savings and loans products for customers and staff, encourage savings and providing a safer alternative to pay-day or doorstep loans.

West County Savings and Loans were chosen for their culture and customer commitment, their willingness



to tailor their business model, commitment to address poverty and financial education and their progress in developing a digital business model.

West County Savings and Loans are also now our payroll partner, allowing our staff to get involved too by creating savings directly from their salary.

Reducing isolation and loneliness



Yarlington is working with Spark Somerset to deliver nine Community Cafes over the next two years. The cafes are supported by the Spark Wellbeing Directory to provide guidance on any health and wellbeing issues and access to services and support.

We appointed a Wellbeing Development Worker and opened our first café in the Birchfield area of Yeovil in our St John's Road Independent Living Hub.

We have also begun a programme of front-line staff training to create Community Connectors to help signpost customers to external, local specialist support.



During the promotion of the cafes, Birchfield Primary School approached Spark and together we have developed an inter-generational reading scheme with six sessions held each half term for students to access reading support from volunteers and members of the community, providing mutual benefit to all.

As the Community Café is an initiative in its early stages, over the next year we will be looking to increase footfall, connect people and understand what the community needs and wants from their café.

Holistic tenancy support

In partnership with South Somerset District Council, we are pleased to continue our work with Yeovil 4 Family.

Yarlington's core landlord services are built on partnership with our customers; these partnerships can be tested when our customers have multiple and complex issues.

Some issues include:

- Housing
- Mental health
- Parenting
- Anti-social behaviour
- Debt
- Domestic abuse
- Bereavement
- Substance abuse
- Homelessness

Yeovil 4 Family offers holistic, person-centred interventions and by working with our customers can identify the root cause of complex issues and support and encourage change and resilience.

Last year, Yeovil 4 Family supported 98 customers with 66 families and 32 single people.

Customers are referred from Getset, South Somerset District Council, local schools, Yeovil District Hospital and the Police.

Yeovil 4 Family completes a thorough assessment of circumstances including before and after surveys. Last year's included:

- 32% improve feeling of mental health and wellbeing
- 27% improved ability to pay rent/rent arrears
- 16% improved ability to manage everyday chores and routines
- 23% improved school progress including attendance

'I am mentally in a much better place. Thank you for everything you have done for us. You are one of the kindest, caring, decent people I have had the pleasure to have known. My life has been much improved because of you.'

Case study

A family of seven people – a grandmother, two sons and four grandchildren – lived in a three-bed house with the family living in small rooms, the dining room and on sofa beds. Collectively, the family suffered with ADHD, poor school attendance, anxiety and arthritis. Thanks to over 50 visits, phone calls, emails and work with other partner agencies, Yeovil 4 Family helped them move to more suitable accommodation, change schools for the boys to one nearer the new home and helped to claim benefits. They also assisted with budget management with additional support for debt and managed health conditions including access to autism support.

The family are now in a much better place to manage their own affairs and comply with their tenancy and legal obligations.



The Yeovil 4 Family at the DWP SW team build event 18.19

Community fund at a glance

The table below shows the projects we helped invest in using our Community Fund

Recipient	What	Number of people to benefit
Millbrook Arts and Crafts	Craft Sessions within Independent Living Reducing isolation and loneliness and stimulating the brain for our independent Living customers	20
Hawkchurch Tennis Club	Resurfacing of courts Encouraging healthy lifestyles and integration opportunities of new Yarlington customers	100
Ninesprings Radio	Community Radio with the potential to reach all our homes in South Somerset providing community news, event information and topics affecting local people	potential to reach 168,000
ACEarts	Art sessions for Independent Living Reducing isolation and loneliness and stimulating the brain for our Independent Living customer	30
Alcohol Education Trust	Alcohol awareness sessions for young people, teachers, nurses and parents Enabling informed choices for young people	7,580
Stoke sub Hamdon Sports and Recreation Trust	Activity and leisure equipment for all Encouraging community cohesion, reducing isolation and loneliness and promoting healthy lifestyles in the community	1,628
WATCH	New member project worker to support new attendees at this vulnerable adult support project.	100
Schools out play activities 2019	Play activities for children and their families during the school holidays in deprived areas of Yeovil Encouraging community cohesion by providing stimulating activities for our young people and helping to reduce isolation and loneliness for carers of all ages	3,088
Lighting Up Axminster	Community engagement across Axminster with a Christmas theme Providing structured craft sessions for young people culminating in a community celebration	600

Recipient	What	Number of people to benefit
The Unit Chard	Improved lighting for a community venue To improve community facilities in this popular local venue	501
2nd South Petherton Scout Group	A contribution towards a trailer to enable the group to engage in community events including intergenerational projects	70
Yeovil Town Community Sports Trust: Digital	Yeovil Town Football Club digital history supporting web development and sessions within Independent Living to promote digital use and reduce isolation and loneliness	87
Shopmobility	New website to further awareness, accessibility and reach of this local mobility scheme	2,750
CSEF	Financial literacy sessions into three key secondary schools	1,800
The Hub	Three commercial freezers for a local charity supporting adults with special educational needs and/or Autism	50
Crimestoppers	Help raising awareness of this charity which supports safer communities Raise awareness for Yarlington in Bristol with sponsorship of the Bristol Marathon	Marathon spectators, competitors and wider media coverage
Hidden Needs Trust	Support for 'Just Take That' fundraising concert, this Charity raises awareness of the hidden needs of pre school children with a learning disability. Our funding provided subsidised tickets for young adults with a learning disability from lower income families to attend and enjoy the event.	339
		Total amount invested: £30,263.54



Closing statement

Social choice at Yarlinton provides a robust framework to meet today's requirements but is flexible to react to future customer needs and significant changes in our operating environment.

Looking ahead, we will support the development and delivery of customer-led Community Plans, ensuring our investment decisions are shaped by our customers.

We will consider the shortfalls in provision left by Somerset County Council's reduction of non-statutory services and where we can make the greatest impact in shaping great places.

We will continue to seek and strengthen partnerships that help sustain tenancies, build cohesive communities and enable our customers to thrive whilst maximising the social value from our investments.

Contact

To find out more about accessing the fund or working with Yarlinton, contact the Enterprise Investment Team:

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