



# Magenta Communities

## Social Value Statement

2022/2023



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# Magenta Communities



This Magenta Communities Committee (MCC) Social Value Statement shows the social value created by Magenta Living in our communities for the financial year 2022/23.

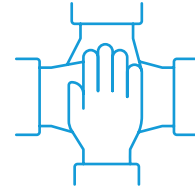
The purpose of the statement is to show the work we do in communities which cannot be measured easily in monetary terms but contributes to the organisation's vision by having a positive impact on our customers' lives.

We use a tool called 'the UK Social Value Bank', originally developed by the LSE (London School of Economics) and adapted to the work of social housing providers by HACT (Housing Associations' Charitable Trust) and a group of North West registered providers of housing, including Magenta Living. A bank of values is created using 'wellbeing valuation' which allows social impact to be given a monetary, social value. The methodology is explained in greater detail later in this statement.

In addition to the wellbeing valuation figures, we explain our priorities, outline our approach and highlight significant community investments and our growing list of key community partners.



# Magenta Communities Committee



Magenta Communities Committee (MCC) oversees social value in our communities and aims to:

- Be a focal point for all of our community investment
- Maximise the external funding we bring into our communities
- Be made up by a majority of customers and be customer-led

MCC focuses on delivering the projects, events and partnerships that enable Magenta Living to continue to create positive change in our communities.



# Magenta Communities Creating Sustainable Neighbourhoods – headline figures

As a community based social landlord, sustainable neighbourhoods are a key part of what we aim to achieve. During 2022/23 we created a social value of

## £21,281,753

## The Social Value within A Good Neighbourhood



Employment, Skills  
and Enterprise

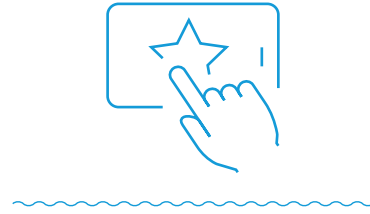
Community Support

Community Facilities

Health and Wellbeing

Neighbourhoods

# Magenta Communities Committee Priorities



Magenta Living is primarily a social landlord providing social housing and also housing for older people and those with disabilities or specific needs. In addition, MCC's priorities for social impact and community investment are set out below in priority order:

## Employment, Skills and Enterprise

- Assisting customers gain jobs, apprenticeships and pathways to employment.
- Education, training and skills development.
- Supporting enterprises to grow and create employment opportunities.

## Community Support

- Relieving the impacts of poverty.
- Alleviating food poverty, furniture poverty and other impacts of deprivation.
- Providing support in terms of welfare, income maximisation and financial inclusion.

## Community Facilities

- Providing and supporting community facilities to engage local people.

## Health and Wellbeing

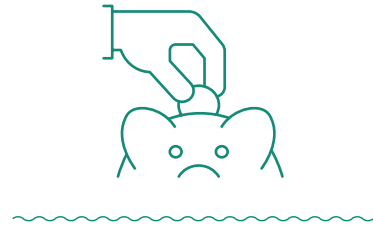
- Assisting and encouraging customers to lead healthier lifestyles, combatting social isolation, supporting those with disabilities and providing support for people with mental health issues.

## Neighbourhoods

- Ensuring neighbourhood environments are clean, safe and attractive. Dealing with issues and positively enhancing the wider neighbourhood.



# Strategic Community Investment



In order to achieve the maximum social value within their priorities, MCC has adopted a funding framework to assess funding bids whilst still enabling diverse and creative partnerships to develop within the local community.

The funding framework also sets out factors the Committee should take into account in assessing funding bids including:

- Alignment with MCC priorities
- Magenta Living's vision and values
- Sustainability
- Value for money
- Social value outcomes
- Project beneficiaries
- Reputational issues
- Risk factors
- Health and safety
- In-kind support
- Conditions of grant



Applying the framework enables consistent decision-making without compromising the Committee's ability to consider a wide-ranging scope of projects and also ensuring accountability to Magenta Living's Board.



# Partnership Working

Magenta Living works on a wide range of partnership projects to maximise impact in local communities, examples include:

## Open Door Centre



The Open Door Charity, based in Birkenhead, works with young people from across the Wirral, and targets their services at young people from Wirral, including Magenta Living communities. The organisation has revolutionised mental health support for young people locally by offering services in a creative environment and has achieved excellent outcomes.

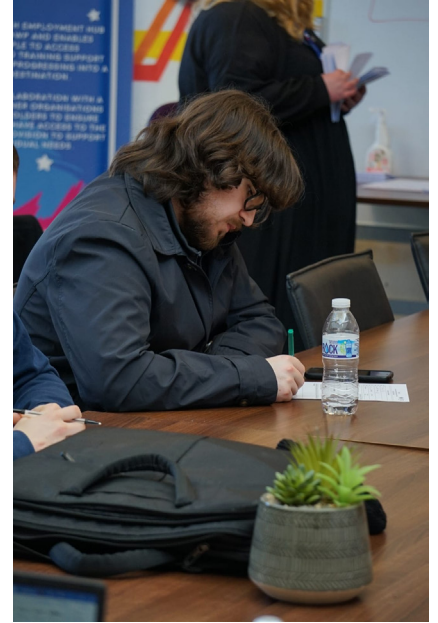
A partnership commitment has been established and a range of communication methods used to target and engage young people in Magenta Living communities. Magenta Communities Committee and colleagues have taken part in their 'Joy' consultation which aims to revolutionise health provision by placing it in a creative and welcoming environment.



## My MCT



An award-winning employment project that actively targets local young people, My MCT gives participants support to achieve their potential and access sustainable career paths. The partnership with Magenta sees MY MCT actively target young people from some of our key communities.



## Tomorrow's Women Wirral



Tomorrow's  
Women

A women's organisation, based in Birkenhead, but serving the whole of Wirral and beyond, Tomorrow's Women Wirral supports women to achieve their potential. With an evidenced increase in cases of domestic abuse during the Covid-19 pandemic, they were offered a grant from Magenta Communities Committee to extend their services in this important area.

Increasing resilience, confidence and self-esteem all contribute to health and wellbeing as well as assisting in sustaining tenancies.



## Happy Times Activities



**HAPPY  
TIMES**  
ACTIVITIES

A commercial tenant of Magenta Living, Happy Times Activities rents a community facility in Moreton. As with many of our community partners, their services, providing support for those with disabilities and additional needs along with their carers, were impacted by the pandemic. In order to assist them to adapt to the prevailing conditions and emerge from the pandemic, Magenta Communities Committee supported them with a grant to continue to offer support to a disadvantaged group within Magenta Living neighbourhoods.

As well as helping to sustain an important community facility, the grant supports health and wellbeing and increases the reach of our diversity objective by engaging what is a traditionally hard-to-reach group.



## Make Hamilton

# Make.



Make Hamilton is a creative hub being developed by the 'Make' community organisation which has established two similar successful projects in Liverpool. Make Hamilton is located close to Hamilton Square in Birkenhead and looks to create employment and small business opportunities for local people, including Magenta Living customers, in creative industries which focus on mutual support and recycling.



## Carrbridge Centre



The Carrbridge Centre is a thriving community centre on the Woodchurch estate which was asset-transferred from Wirral Council to Magenta Living and is run by a voluntary committee. The grant supports paid workers to deliver a range of community projects including a social supermarket, IT facilities, employment support, advice, health projects and engagement of all age groups on the estate from the very young to the elderly. Situated in Magenta Living's largest community, many of the beneficiaries are Magenta Living customers.



## Wirral Met College



### Wirral Met College

We partner with the College in a variety of ways supporting young people in our communities to access education, recruitment, training and support. A Partnership Commitment outlines this important partnership.



## WEB



WEB is a social enterprise that utilises community office space from Magenta Living and provides services to disadvantaged local people building confidence, self-esteem and skills.



## Future Yard



### FUTURE YARD

Based in Birkenhead, Future Yard is a social enterprise that engages with local people as a music venue and offers training and support in all aspects of the live music industry creating employment opportunities.



## Community Connectors



Public Health Wirral uses a team of Community Connectors employed by Involve North West to combat social isolation within Wirral communities. Research demonstrates that social housing tenants and others in Magenta Living communities are more likely to be socially isolated. By working in partnership with each other the two organisations ensure services offered meet their target audience.



## ABL Health (Smoking Cessation)



ABL Health is Wirral Public Health's smoking cessation delivery organisation. They are hosted, as a tenant of Magenta Living, in the basement of a high-rise block in Central Birkenhead. Likelihood of smoking is significantly higher for both social housing tenants in general and for others in Magenta Living communities and this unique partnership arrangement ensures that smoking cessation support is literally on the doorstep of Magenta Living tenants.



## Wirral Foodbank



Wirral Foodbank provides emergency support to people in need of food and other essential supplies in crisis situations. They work in conjunction with Magenta colleagues, receiving referrals for customers from our communities. Much of the food and other items provided are re-purposed from suppliers. A Magenta colleague volunteering day saw a team of enthusiastic volunteers from Magenta support the Foodbank to re-organise its warehouse facility in Birkenhead.



## Cradle to Career



Magenta Living is a key partner in this innovative project that aims to challenge issues of inter-generational unemployment in North Birkenhead. Re-inventing how services are delivered, challenging schools to achieve better outcomes and building community capacity are all part of a project plan which aims to instigate real change in one of the country's most deprived neighbourhoods.



# Community Partners Panel

A 'Community Partners Panel' has been set up which offers the following advantages:

- Ensuring partner organisations are aware of Magenta Living's key strategic aims.
- Consulting partner organisations, many of whom work with traditionally 'hard-to-reach' cohorts of tenants, to extend the reach of our Equality, Diversity and Inclusion agenda
- Sharing best practice in communities and ensuring Magenta Living customers are factored into community service provision locally



# Social Value within Procurement

The Social Value Act (The Public Services (Social Value) Act 2012) requires organisations like Magenta Living to consider social value whenever commissioning services. Each contract is evaluated through a tender process where social value is considered alongside other factors such as quality of goods/services and price.

The social value created in each contract is recorded and reported in the figures in this Statement. Typically, contracts create employment, offer training and apprenticeship opportunities and more specific offers related to the nature of the contract.

An example is provided by the Travis Perkins material supply contract, which, alongside employment and training offers, creates a 'Community Legacy Fund' which is used to provide funding to projects, identified in conjunction with the Magenta Living Community Regeneration Team.

## PUBLIC SERVICES (SOCIAL VALUE) ACT 2012



Travis Perkins  
**Managed Services**  
Your Community Partner



## **Our Methodology – UK Social Value Bank**

HACT (Housing Associations Charitable Trust) has worked in partnership with housing providers including Magenta Living to develop a tool for measuring social value in housing.

Details of the UK Social Value Bank can be found online at **[www.hact.org.uk/uksvb](http://www.hact.org.uk/uksvb)**



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