

Magenta Communities

Social Value Statement

2021/2022



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Magenta Communities



This Magenta Communities Committee Social Value Statement is an overview of the work carried out by Magenta Living to create social value within our neighbourhoods for the financial year 2021/22.

The purpose of the statement is to illustrate the work we undertake in communities which cannot be measured easily in monetary terms but contributes to the organisation's vision of 'Vibrant... homes, lives, neighbourhoods' by positively impacting on our customers lives and therefore a 'social value' is created.

The social impact created in this Social Value Statement is overseen by a Committee of the Magenta Living Board, Magenta Communities Committee.

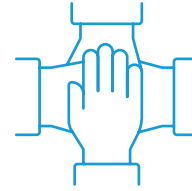
We continue to use a tool called 'wellbeing valuation', originally developed by the LSE (London School of Economics) and adapted to the work of social housing providers by HACT (Housing Associations' Charitable Trust) and a group of North West registered providers of housing, including Magenta Living. Wellbeing valuation assigns a value to increases in an individual's wellbeing, enabling 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, there is an accompanying narrative which explains our priorities, outlines our approach, highlights significant community investments and our growing list of key community partners.



Inspiring dreams workshop

Magenta Communities Committee



Magenta Communities Committee (MCC) is the vehicle we have developed to oversee social value within our neighbourhoods and MCC aims to:

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

Under the direction of Jamie Martin, Magenta Living's Head of Community Regeneration and his team, MCC focuses on delivering the projects, events and partnerships that enables Magenta Living to continue creating positive change within the neighbourhoods where we operate.



Jamie Martin,
Head of Community Regeneration



Inspiring Dreams - employability and wellbeing course designed for Magenta Living's communities

Magenta Communities Creating Sustainable Neighbourhoods – Headline figures

As a community based social landlord, sustainable neighbourhoods are a key part of what we are aiming to achieve. Using wellbeing valuation to measure the social value of Magenta Living’s work in neighbourhoods, during 2021/22 we created a social value of

£16,658,878.00*

The Social Value within A Good Neighbourhood



*smoking cessation figure estimated based upon 2021 figure, as 2022 figure was not available at time of publication.

Magenta Communities Committee Priorities



Magenta Living is primarily a social landlord and the Company Objects include the provision of social housing and also housing for those with particular requirements such as older and disabled people, including amenities to assist those with particular needs.

In addition, Magenta Living's Company Objects also identify what are essentially the basis for MCC to operate and these are summarised below, in priority order, as identified by the Committee:

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

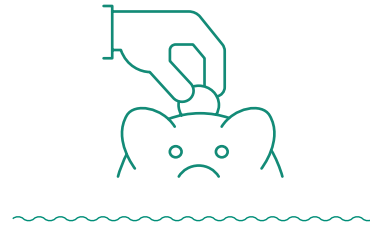
Assisting and encouraging customers to lead healthier lifestyles, combatting social isolation, supporting those with disabilities and providing support for people with mental health issues.

Neighbourhoods

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



Strategic Community Investment



A key role for Magenta Communities Committee has been overseeing significant community investment in local neighbourhoods. In order to achieve the maximum social value within the priorities outlined above, MCC has adopted a funding framework to consistently 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 still ensuring accountability to Magenta Living's Board.



Training courses to help develop skills and improve employment opportunities



Dr Bike event - bike safety for young people and adults

Major Community Funding



Magenta Community Funding

During the financial year major community funding awards were made by Magenta Communities Committee to:

Open Door Centre



This major funding partnership was extended during the year with a further grant to The Open Door Centre. The Charity which is based in Birkenhead works with young people from across the Wirral, was supported to target their services at young people from Magenta Living neighbourhoods.

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 within Magenta Living neighbourhoods.



Arts Emergency

ARTS EMERGENCY

This national organisation was further supported to offer its aim of creating employment opportunities in the creative arts sector to young people from Wirral. Using a system of mentoring in creative industries such as TV, film, theatre, and other arts industries they aim to create employment opportunities for people from Magenta communities as research has shown that social housing tenants are significantly under-represented in such industries.

Magenta Communities Committee were keen to support the project as employment, skills and enterprise is their highest priority in community funding.



HYPE



HYPE were supported to run their 'Full Circle' project in Magenta communities. The Full Circle project is based on cycling and utilises re-purposed bicycles as a tool to engage young people and families, improve health and wellbeing through cycling, and develop skills and potentially create employment opportunities in the cycling sphere.



The Hive Youthzone



An **OnSide** Youth Zone

Based in Birkenhead, the Hive is a fully-equipped 'Youthzone' offering an array of facilities and services for the young people of Wirral, from beauty rooms, to boxing, to climbing walls and much more. They have been funded by Magenta Communities Committee to offer outreach to target specific Magenta neighbourhoods to work with young people to remove barriers to attending and accessing the facilities and support available.

In consultation with Magenta Living's Community Regeneration team, the project has focussed primarily on the Seacombe area, which is a key neighbourhood with consultation around regeneration taking place and Magenta Living taking a lead role as a significant housing provider and stakeholder.



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 the Moreton neighbourhood. As with many of our community partners, their services, in 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 assisting to sustain an important community facility, the grant will support health and wellbeing and increase the reach of our diversity objective by engaging what is a traditionally hard to reach group.



Community Partners Panel

These organisations join our existing community partners listed below.

A 'Community Partners Panel' has been instigated offering 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 tenants are factored into community service provision locally

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.



Carr Bridge Centre



The Carr Bridge 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 within Magenta Living's largest neighbourhood, many of the beneficiaries are Magenta Living customers.



Wirral Met College



Wirral Met College

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



WEB



WEB is a social enterprise that rents 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



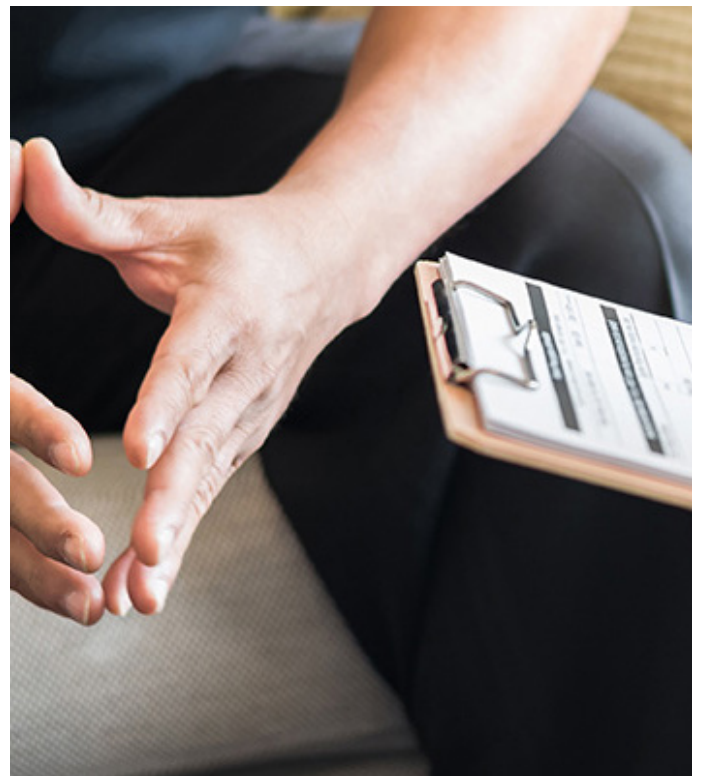
Public Health Wirral utilises a team of Community Connectors employed by Involve North West to combat social isolation within Wirral communities. Research demonstrates that social housing tenants and many within Magenta Living neighbourhoods are more likely to be socially isolated. By working in partnership 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, within the basement of a high-rise block in Central Birkenhead. Likelihood of smoking is significantly higher for both social housing tenants in general and in many Magenta Living neighbourhoods and this unique partnership arrangement ensures that smoking cessation support is literally on the doorstep of Magenta Living tenants.

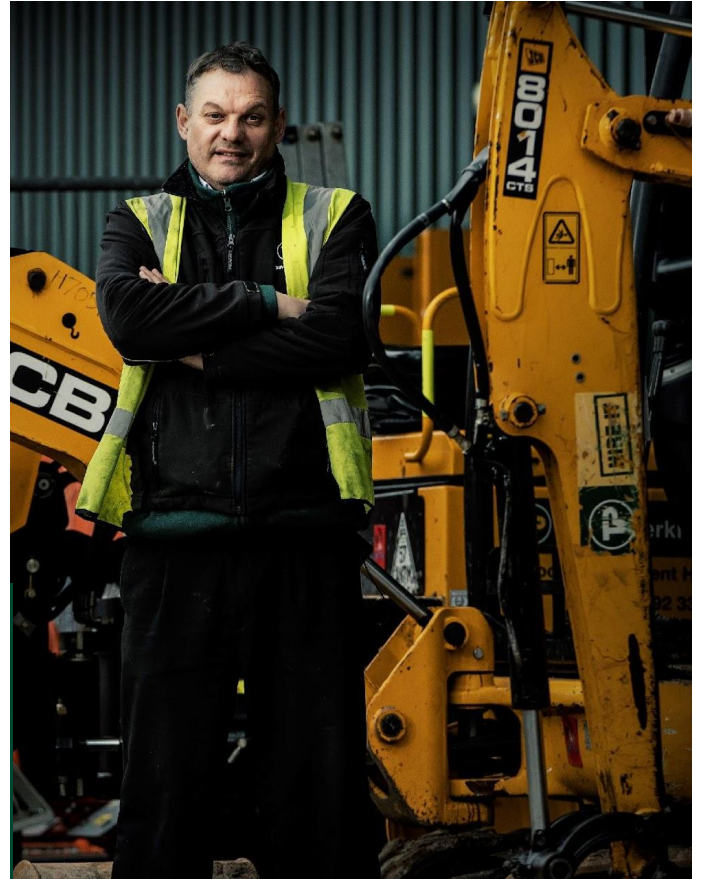


Social Value within Procurement

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 within each contract is recorded and reported in the figures within 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.

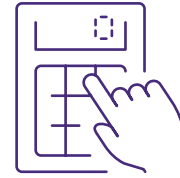


Our Methodology -

Wellbeing Valuation

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

Social impact measurement



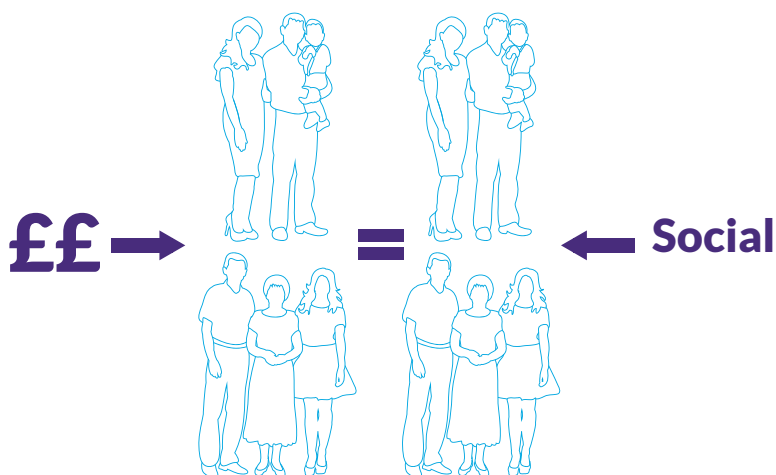
Market values for outcomes such as volunteering or increased confidence do not exist because they cannot be bought or sold. However, it's useful to be able to measure these things so we can make assessments and judgements on the success of our projects.

The latest thinking to judge the success of a project or policy is to assess how it affects people's wellbeing. This is a 'welfarist' approach to evaluation and is increasingly dominating thinking on impact measurement in governments, international organisations and the charity and not-for-profit sectors.

Rather than asking people about how much something has improved their life, which

introduces psychological complexities and extensive primary data collection, wellbeing valuation analyses existing vast datasets of national surveys which instead reveal effects on wellbeing. These surveys ask an individual to rate their life satisfaction or wellbeing and then ask hundreds of other questions about their life.

Analysis can isolate the impact of any specific aspect of life on wellbeing. We can then value this by finding from the data the equivalent amount of money needed to increase someone's wellbeing by the same amount.



For example, if we estimate that living in a safe area on average increases an individual's life satisfaction by 3%. We then need to find the equivalent amount of money that also increases life satisfaction by 3%. If this were, say, £2,000 per year, then that can be said to be the value of living in a safe area.

What are the strengths of wellbeing valuation?



Wellbeing valuation is the latest thinking in social impact measurement and is the most robust approach available. Wellbeing valuation offers the opportunity to re-focus on what matters yet does not require specialist knowledge or skills and is cost-effective as the datasets are already available. It also enables Magenta Living to respond in light of the Social Value (Public Services) Act 2012.

A wellbeing value can be derived for any aspect or life circumstance asked about within the surveys, making the application of the approach hugely broad and versatile, with a reach far beyond housing.

The wellbeing valuation approach follows HM Treasury Green Book guidelines, the UK Government's core guide to evaluation used by all central government departments, local authorities and public sector bodies.

HACT have developed their housing model with Daniel Fujiwara, a Senior Econometrician at the London School of Economics (LSE) who is leading the development of the approach for government. Together they have created the UK Value Repository (UKVR) using the wellbeing valuation approach. The UKVR is a comprehensive set of wellbeing values relevant to housing provider community activities e.g. moving into employment, increased financial confidence. This enables us to calculate the figures which we have used throughout this document.



Happy Times activity session

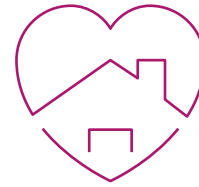


Inspiring Dreams session



Woodward Road community clean-up

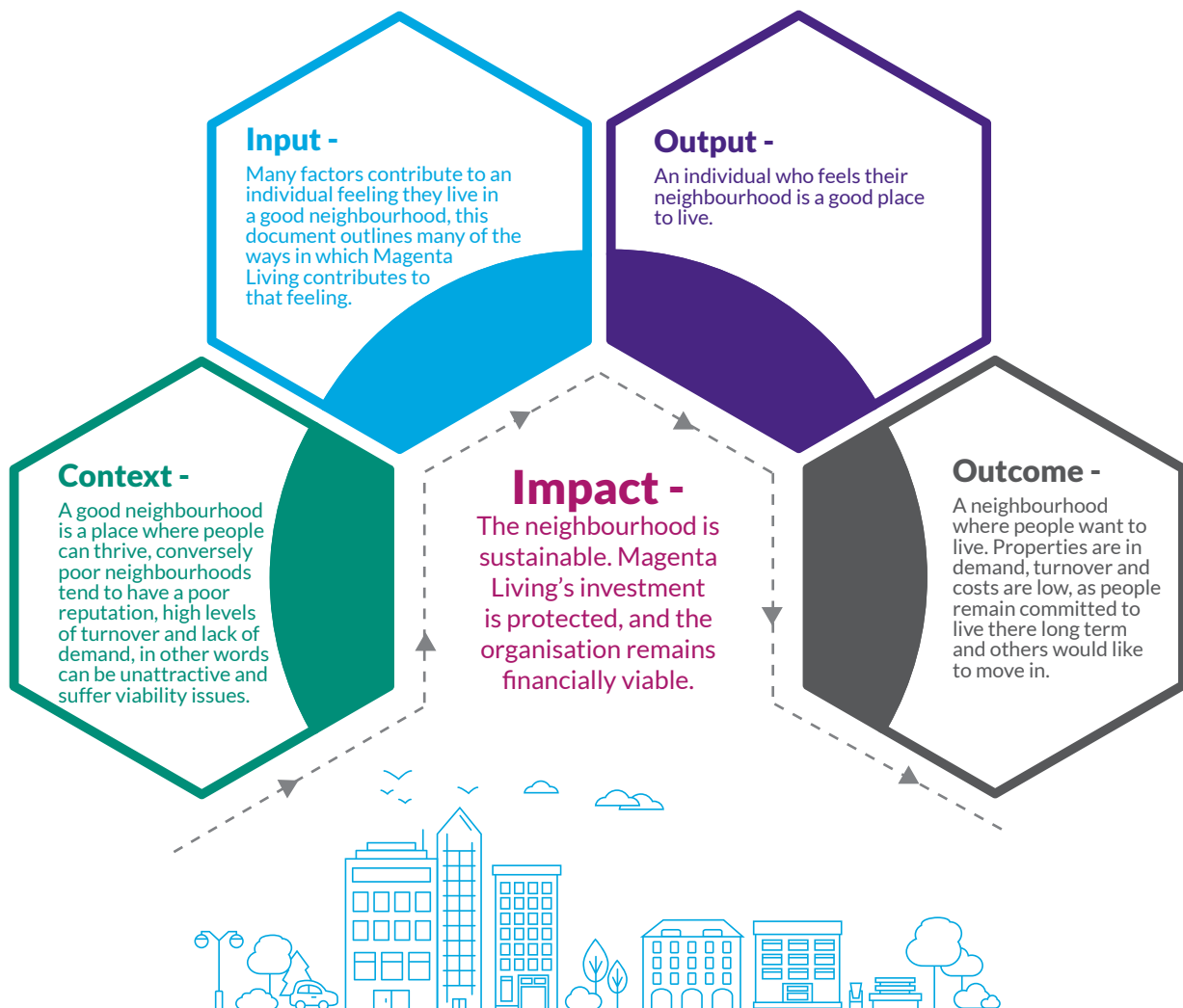
Communicating Information - Logic Maps



Logic mapping is widely used in programme planning and as part of the appraisal process for new interventions. It is described in Government documentation as 'a systematic and visual way of presenting the key steps in order to turn a set of resources or inputs into activities that are designed to lead to a specific set of changes or outcomes'. As such, it is a very useful tool for explaining the link between specific projects and the fundamental aim of neighbourhood sustainability.



A Good Neighbourhood Logic Map -





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Registered Charity **No. 1106969**
Regulator of Social Housing **No. L4435**

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