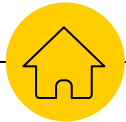


Working with Housing Associations on **Holiday** **Activity and Food**



Dr Rob Sugden
18th March 2021



Introduction to HACT

For 60 years HACT has worked with the social housing sector to promote innovation and foster collaboration

- [UK Social Value Bank](#)
- [Insight tools](#)
- [UK Housing Data Standards](#)
- [Research, evaluation and consultancy](#)
- [Centre for Excellence in Community Investment](#)





Introduction to HAs

- Not for profit organisations that provide social housing
- 1,700 collectively providing over 2.6m homes in England
- Wide range of forms, sizes and specialisms
- Spend on social programmes
- Like LAs, HAs are anchor institutions
- More than a landlord - wide range of services, partnerships and programmes
- Invest £750m per year in communities





HAs and Community Investment

Community investment is *the work that social landlords do alongside people and communities to help them thrive*

- Arts
- ASB
- Community cohesion
- Digital inclusion
- Employment / training
- Environmental sustainability
- Financial inclusion
- Grant-making
- Health and Wellbeing
- Poverty
- Resident involvement
- Sports
- Strategy
- Young people



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The impact we've made

March 2020 - January 2021

*Data for March-December comes from 85 housing organisations,
with a combined stock of 1,241,896 homes (42% of UK total)*



1,152,047

Total welfare
calls made

13,880

Mean number of
welfare calls made
per reporting org
[n=83]



284,701

Number of residents
receiving advice and
guidance

3,472

Mean number of
residents receiving
advice & guidance
per reporting org [n=82]



170,252

Food
interventions

2,183

Mean number of
food interventions
per reporting org
[n=78]



£2,423,015

Direct financial
support to
residents

£33,192

Mean direct financial
support per reporting
org [n=73]



The impact we've made

October 2020 - January 2021

Data for October 2020 - January 2021 comes from 48 housing organisations, with a combined stock of 752,001 homes (26% of UK total)



245,052

Total welfare calls made

5,699

Mean number of welfare calls made per reporting org [n=43]



80,768

Total number of residents receiving advice and guidance

1,923

Mean number of residents receiving advice & guidance per reporting org [n=42]

See next page for breakdown of types of advice



110,490

Total number of residents on Universal Credit

2,631

Mean number of residents on UC per reporting org [n=42]

19.5%

Residents on UC as % of stock of reporting org



6,250

Residents supported into employment, training or volunteering

£21,734,218

Social value created through supporting residents into employment, training or volunteering [n=38]

See next page for breakdown of types of support



£699,416

Direct financial support to residents

£20,571

Mean direct financial support per reporting org [n=34]



35,138

Total number of food interventions

837

Mean number of food interventions per reporting org [n=42]



175,646

Residents in arrears

4,391

Mean number of residents in arrears per reporting org [n=40]

31.6%

Residents in arrears as % of stock of reporting org



19,834

Number of young people supported

661

Mean number of young people supported per reporting org [n=30]



£604,436

Financial support to community and voluntary sector organisations

£18,889

Mean financial support to CVS orgs per reporting org [n=32]

460

Number of CVS organisations supported



22

Total number of residents who feel in control

£351,648

Social value created through supporting residents to feel more in control [n=1]



Focus on health, wellbeing and food

- 75% of residents in the lowest two income quintiles live in social housing
- Unemployment rate twice the national average
- A third of residents report poor mental health
- 45% of social housing tenants account for users of foodbanks.
- Arrears levels at their highest ever level due to the pandemic
- Free schools [eligibility](#) has increased from 13.6% in 2018 to 17.3% in 2020.



See: <https://www.cec.org.uk/resources/>



Example - Sanctuary: Play:Full

- Partnership with Cherwell District Council and Brighter Futures in Banbury's most disadvantaged areas
- [Programme](#) combined sports, days out and community activities with free food
- 5,000+ holiday meals supplied so far
- Delivery partners [pledge](#) to include free food as part of their offer
- Delivered as part of Sanctuary's [Community Investment Fund](#)
- HACT [evaluation of Sanctuary's sport and physical activity programme](#)





Example - Trafford: Active Appetites

- Collaboration with Trafford Housing's own [Social Investment Fund](#) & 4 local partners
- Launched July 2019
- Provided £130k in funding and helped 1,604 children
- 16,000 free meals
- 3,500 activity sessions
- Wide range of activities – targeted across borough
- [Project Website](#)
- [Example programme](#)





Value of working with HAs

- Shared priorities
- Outreach - access to the communities you're also trying to reach
- Communication channels
- Local knowledge
- Resources
- Community Assets
- Partnerships





How to connect

- Can differ by geography
- Tends to be a centralised 'community investment', 'wellbeing', or 'social investment' function
- Websites and social media a good way to engage
- Share invitations to any local forums or practitioner groups
- Regional forums e.g. [G15](#) (London), [Northern Housing Consortium](#),
- [Greater Manchester Housing Providers](#)
- HACT can help! (robert.sugden@hact.org.uk; adam.chester@hact.org.uk)
- Establish direct lines of contact

Tips for good partnership working

- Identify shared priority areas
- Develop relationships through specific projects (pilots)
- Position them as a key delivery partner
- Highlight impact for “their” residents
- Clarity of roles, responsibilities, timeframes
- Alignment to existing practices and strategies
- Combining investment / co-location





Further research and examples

- [Centre for Excellence in Community Investment](#) – [research repository](#)
- [Accord Housing & Sport Birmingham Happy Healthy Holidays consortium](#)
- [Northern Housing Consortium Food Poverty Briefing](#) (2015)
- [Popla HARCA Holiday hunger and mental health](#)
- [DfE Schools, pupils and their characteristics](#) (Published Feb 2021)
- [National Housing Federation members list](#)
- [One Manchester Holiday Kitchen Case Study](#)
- [Housing Association Youth Network](#)

[WHAT IS
COMMUNITY
INVESTMENT?](#)[RESOURCES
LIBRARY](#)[THE BOARD
CHARTER](#)[COMMUNITY
INVESTMENT
FORUM](#)[MAPPING
COMMUNITY
INVESTMENT](#)

The Centre for Excellence in Community Investment champions and celebrates the importance and impact of community investment across the UK

[NEWS](#)

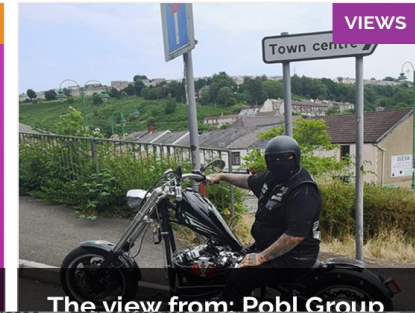
Measuring the impact we've made
"Social housing organisations have done a phenomenal amount of work in their roles in supporting residents and communities in which they work during Covid-19. We want to be able to understand and evidence the

[RESEARCH REPORT](#)**SIMETRICA Jacobs**

**The Wellbeing Costs
of COVID-19 in the UK**

An Independent Research Report by Simetrica-Jacobs
and the London School of Economics and Political Science.

The Wellbeing Costs of

[VIEWS](#)

The view from: Pobl Group

**Lots of opportunities for wider
collaboration!**





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Forum: <https://www.ceci.org.uk/community-investment-forum/>



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Website & mailing list : www.ceci.org.uk

HACT: <https://www.hact.org.uk/>

Twitter: [www.twitter.co.uk/Centre4CI](https://twitter.co.uk/Centre4CI)

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