



Dave
Christ
Jane (Marketing)
Ben (Frontend)

↑
Predicting
behavior

EXERCISE

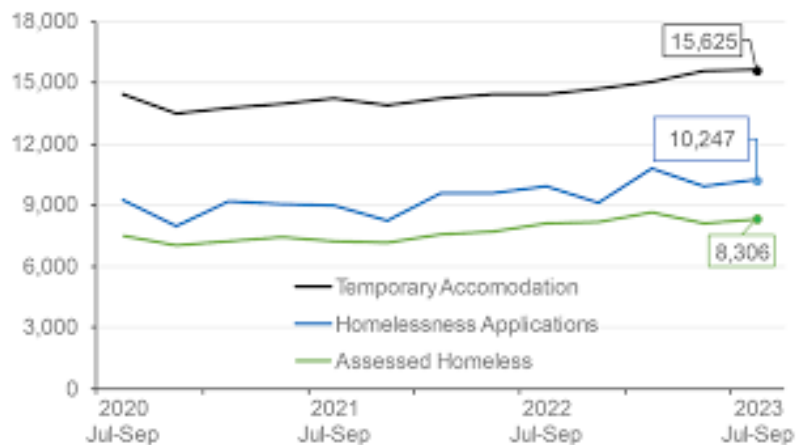


Social Housing: Measuring your social impact

Michael McLaughlin
Head of Social Value

October 2024

Current Challenges



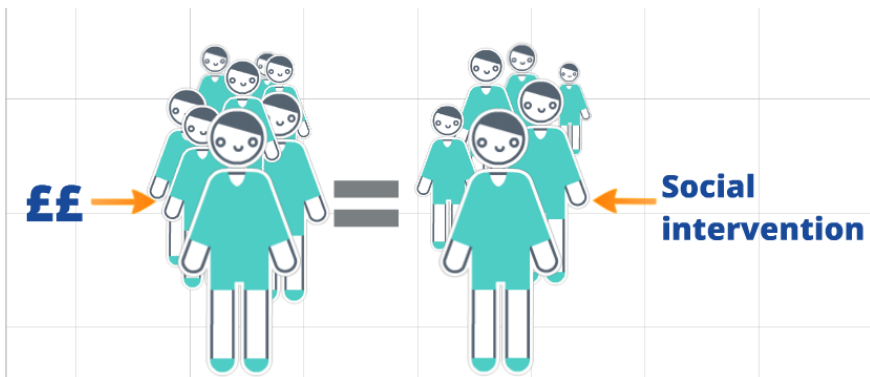
14 million
people live in poverty in the UK

3.7 million
workers live in poverty

8 million
children and adults
in working families are in poverty

Social Value

The wider non-financial impacts of programmes, organisations and projects, especially on the wellbeing of individuals and communities and of the environment





The Role of Social Housing



What is Social Value

Put simply – social value is a measurement of the benefits of the work you do, the services you provide, the programmes you deliver, and the impact for people and communities.



It allows you to measure the social and environmental impact of the work you do through improvements to an individual's wellbeing



You can also understand and demonstrate the savings your activities make to the state



By measuring the impact your work has in the real world, it can then be applied to your decision-making to create a more impactful and sustainable organisation

The golden thread of Social Value

Social Value is only delivered when Social Impact is achieved

Impact only happens when outcomes meet identified need

You will only know what this is if you engage with people and communities about what matters to them and build this into how you design and deliver services and spend your money

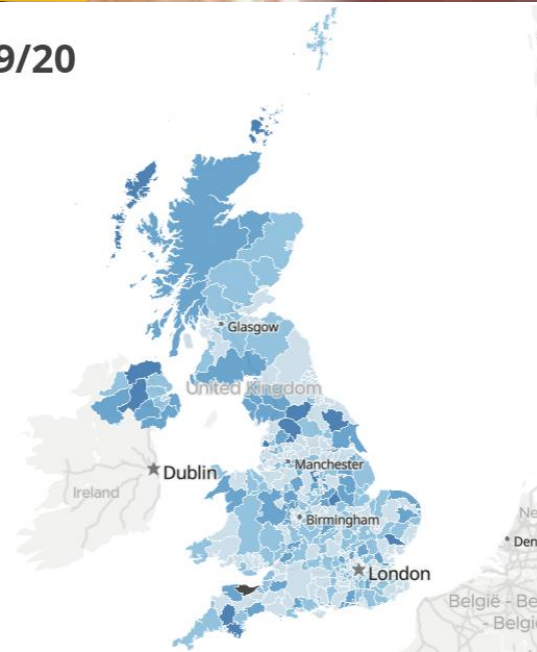


Wellbeing as a policy goal

Wellbeing analysis and measurement is an expanding field, originally championed by the LSE, under Richard Layard, organisations like the What Works Centre for Wellbeing have been equipping the UK with tools and understanding.

The ONS now recommends every evaluation of a public service should include wellbeing measures

2019/20

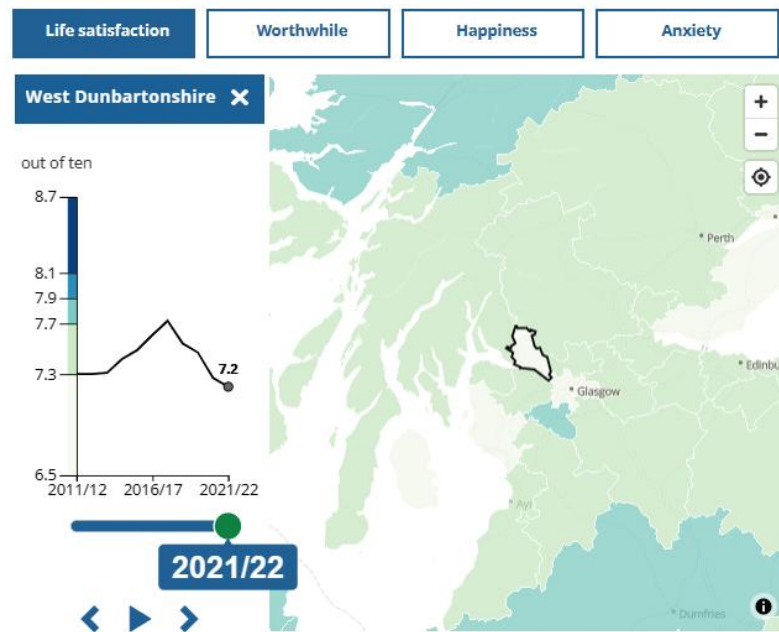


Wellbeing in the UK

Interactive maps are available for all UK Local Authority areas

Life satisfaction

[Personal well-being in the UK -
Office for National Statistics
\(ons.gov.uk\)](https://ons.gov.uk)



Source: Office for National Statistics – Annual Population Survey

Social Value - a global mission

THE GLOBAL GOALS For Sustainable Development



Scotland's National Performance Framework – Purpose

To focus on creating a more successful country with opportunities for all of Scotland to flourish through increased wellbeing and sustainable and inclusive economic growth



Scotland's National Performance Framework (Scottish Government, 2020)
<https://www.scotland.gov.uk/topics/national-performance-framework>

Scotland's National Performance Framework – Values

We are a society which treats all our people with kindness, dignity and compassion, respects the rules of law, and acts in an open and transparent way



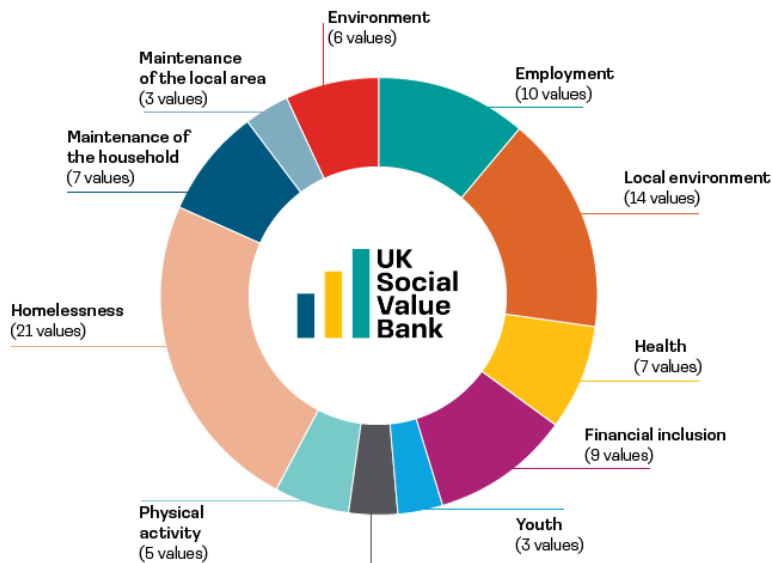


Impact measurement demonstrates the value of Social Housing

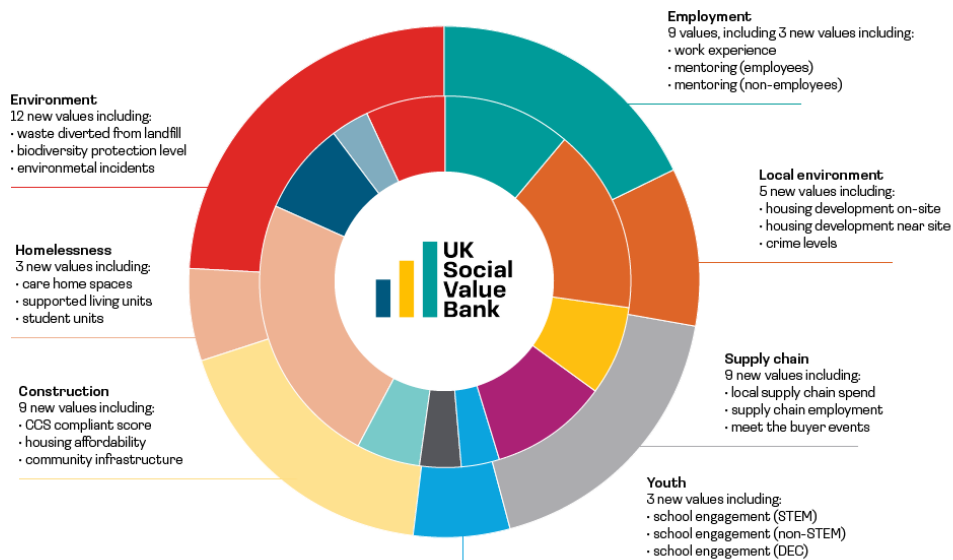
Community anchors well-placed to support strategies to Improve health and well-being, placemaking and community resilience

- Deepens our understanding of economic, social and health impacts and the potential of the sector
- Benefit from systematically monitoring and understanding our communities
- Various tools, such as HACT's UK social value bank, measure impact locally and demonstrate the value of the social impact of local providers
- Embrace the principle of impact measurement for instrumental reasons, to assess impact and to evaluate interventions

Social Value Insight (2022)



Built Environment Bank (2024)





Make it impactful: the
future of social value
and assurance

June 2024

forw/s
mazars

Make it impactful

Our vision is that social value – is delivered through a range of activities including procurement alongside other non-financial reporting – is part of a recognised assurance process by 2028.

We know that this will take time to establish and there will be some challenges along the way. We want to achieve this vision with practitioners, professionals and partners from across the social value sector – and beyond.



Questions?





Michael McLaughlin
HACT
Head of Social Value
Michael.McLaughlin@hact.org.uk