

Making an

IMPACT

The stats and stories behind
2017 - 2018



IMPACT

CONTENTS

Key

This handy little key explains what type of investment each of our stories used to make an impact. You will find this in the top right hand corner of each case study.



Financial Investment



Apprenticeship



Social Impact Bond



Social Impact Programme

Making Strides in Increasing Impact & Measuring Social Value	04-05
Introduction to the First Ark Group	06
Words from our Group Chair	07

The way we **WORK**

Social Value Generated	11
Key Outcomes Achieved in 2017/18	12-13
First Ark Paves The Way to a Brighter Future For Young People	14-15
Re-engaging Young NEET's with Learning	16-17
Investing in Talent of the Future	18-19
Income and Welfare Team	20-23
Making Dreams a Reality with Dream High	24-25
Supporting our Community 'Bowled Over' in Halewood	26-27

The way we **INVEST**

Social Value Breakdown	30-31
Helping & Nurturing the ADHD Foundation	32-33
Delivering Results with Spacious Place Engage	34-35
Listening & Supporting with LCA	36-37
Leading the Way with Liverpool Lighthouse	38-39
FACT Finds First Ark Social Investment Key to Success	40-41

The way we **INFLUENCE**

Local Economic Impact	44-45
Cost Benefit Analysis	46-47

Our Partners	48
Making an Impact With Us	49

Making strides in: INCREASING IMPACT + MEASURING SOCIAL VALUE

One of the ways that we measure the progress of our social impact is by quantifying the outcomes as a tangible financial value. We do this using an established method called the 'Wellbeing Valuation'.*

Over time, we have invested more funds in programmes that are driving social value and increased the number of partners we work with to support the delivery of our social mission.



Increased our output to:

Between 2017/18, we increased our impact by a further 30% on account of The Way We Work and the social impact programmes that we deliver.



Measuring the outcomes of organisations we support

In 2016, we launched our first structured social investment fund, attracting inward social investment to the North West to enable social economic growth. We measure the social value delivered from their growth, which has been derived as a result of the investments we have made.

The way we **INVEST**

Through a series of investments, we have been able to create impact by supporting the growth of social enterprises and charities.



2018



Total measurable output

The way we **WORK**

Through the impact programmes we have developed and funded and the activity we undertake in our business, we have created a significant increase in the impact we have had.

INTRODUCTION

The First Ark Group is a unique social impact business that brings together the best aspects of Private, Public, Social Enterprise and Third Sector organisations to drive our social mission and change people's lives.

Our Social Accounts tell the stories of the changes we have made to people's lives, to the communities we work in, and to the businesses we support. We will show that by working together, we can have a greater cumulative impact on society and enable more people to seize life-changing opportunities.

Our Social Accounts also quantify our social value. This can enable others to recognise the scale of impact that is achievable. Whether it be the impact on individuals (the subjective wellbeing), on the local economy (the Local Multiplier Effect) or in the reduction of costs to the UK Treasury (Cost Benefit Analysis). Each measure allows us to demonstrate a tangible value to the work we do.

If, after reading our stories, you would like to see how you could work in partnership with us to create success together, why not contact one of our team?



Tony Cahill
Executive Director

Some words from our GROUP CHAIR



Social impact is central to the activities of the First Ark Group. In everything we do, we aim to improve the lives of people who live in our homes and within the communities in which we operate. We also seek to channel investment into local businesses, to support the creation of new enterprises and to help people to gain the skills that they need in order to achieve their employment ambitions.

Although we emphasise the social and economic dimensions of sustainable development in this report, we are also concerned with reducing the impact of our new homes, developments and general activities on the environment. Supporting local people helps to achieve this objective and provides a means of promoting community cohesion.

As you will see from this report, the key to effective sustainable development is the recognition that you need to deliver services through joined-up actions. It is possible through integrated

actions to achieve a triple bottom line which benefits people, places and the profits of the businesses. This is why First Ark rightly claims that it is a business with a social conscience. We are proud of the impact that we make upon people and their communities, but we cannot do this alone. It is only through active partnerships that we are able to achieve so much and this report illustrates the breadth and depth of this joint working.

On behalf of the First Ark Group, I would like to thank all our tenants, business customers, partners and supporters for all they have done to help us increase our social impact. I would also like to congratulate our staff on their efforts throughout the year.

By working together through innovation and imagination with the communities we serve, First Ark can help to change life chances. This is an essential aspect of what we do and it delivers real value to real people and places.

Professor Peter Roberts
First Ark Group Chair



“

First Ark rightly claims that it is a business with a social conscience

The way we **WORK**

The way we choose to work ensures that we maximise the impact we have: from our extensive social and affordable rented housing offer to the products and services we provide which overcome the 'poverty premium'.

The choices we make in The Way We Work includes paying a Living Wage* as a minimum rate of pay, retaining 5% of our roles for apprentices and ensuring we focus our expenditure on providers who are local to the services we deliver.

First Ark impact programmes, developed using profits we generate, enable us to specifically target our support towards the socio-economic challenges faced in the areas we operate.

* As set by the Living Wage Foundation



Our team focus their efforts on assisting people to maintain sustainable tenancies in our homes and supporting them to seize the opportunities which we create.

The approach we take in The Way We Work has a considerable impact on the factors that enable people to achieve their life goals.

By creating opportunity, removing barriers and supporting the development of confidence and skills, First Ark helps to build strong and cohesive communities.

The stories that follow are just a few examples of the people we have supported.

Our impact speaks for itself...



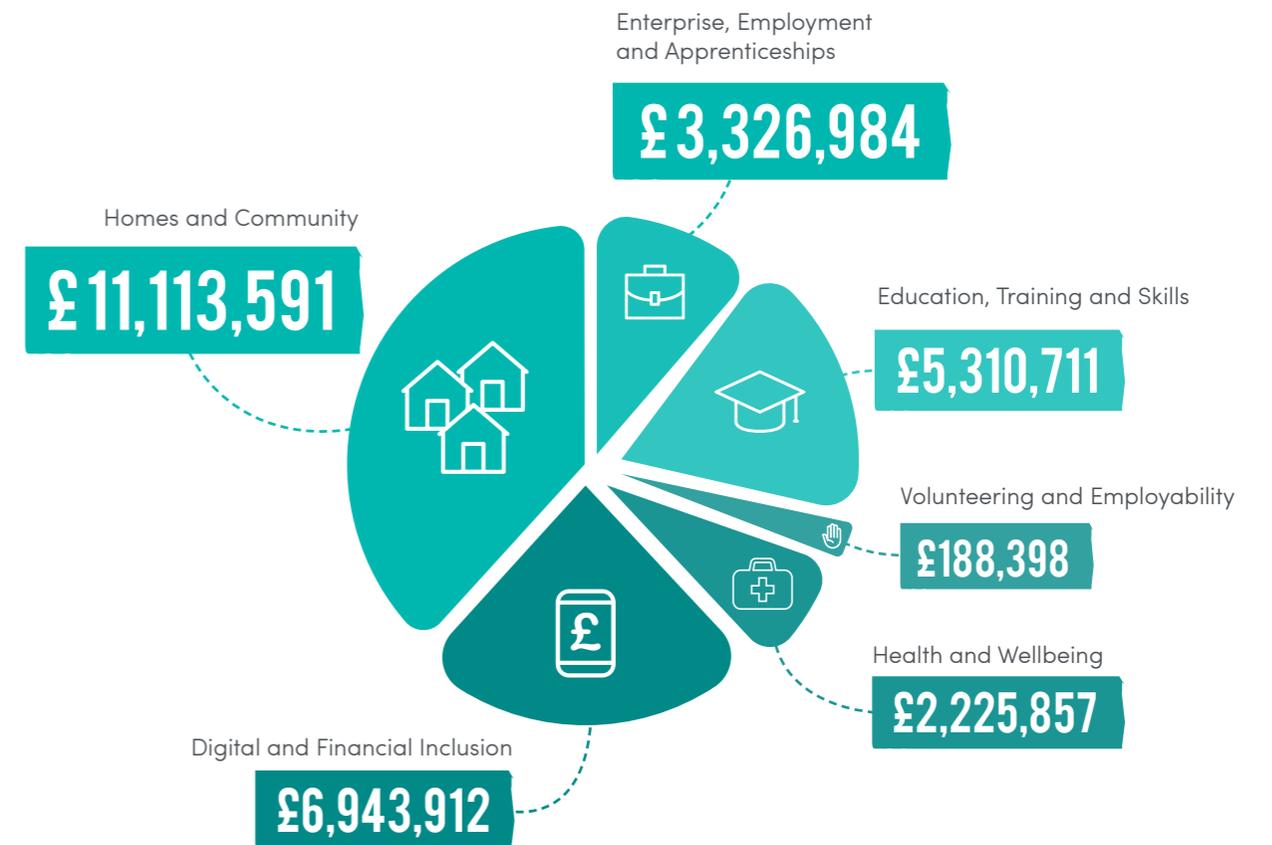
“

By working together, we can deliver real value to real people and places

£29,109,453
social value

The First Ark Group generated a total social value of £29,109,453 by working with and supporting KHT tenants, Knowsley residents and the wider local community. This value is substantiated through our One Ark social investments, our own business growth and development, in addition to our work on the wider strategic goals of the Local Authority.

Social Value achieved can be apportioned as follows:



Some of the **KEY OUTCOMES** achieved in 2017/18:

295 

Furniture packages gifted to KHT tenants, including white goods

68% of anti-social behaviour reports were resolved and we are continuing to work closely with Merseyside Police, Merseyside Fire and Rescue Service and Adult and Children's Social Care Services to provide ongoing commitment and support to KHT tenants


23 homeless families and individuals supported into KHT properties

980 health & wellbeing activities delivered for our disabled tenants and those with long term health conditions including Alzheimer's groups, alcohol and drugs counselling, dementia care support and falls prevention services

40 tenant engagement sessions delivered including: 
Refuse and Recycling Awareness Events, Focus Groups, Chairs Forum Meetings, First Aid Courses, Food Safety Courses, IT and Computer Training, School Visits, and Fire Marshal Training

282 HOURS OF ADVICE
guidance and training with £3,575 in funding provided to our 10 resident associations

OVER 3,000

social inclusion activity sessions within our independent living schemes with more than 14,885 attendees



The First Ark Group has taken on 14 new apprentices and 18 new employees whilst 66 employees have moved into new positions

190 First Ark Group employees have provided 1,330 hours of volunteering to support local community groups and 345 employees have undertaken fundraising activities to support local charities

334 

Employees have undertaken external training including accredited training and qualifications covering AAT, CIH Levels 2 and 3, ILM Levels 2, 3 and 4 and Business Administration Level 3

1,149 KHT tenants supported with benefits advice. 988 affordability checks completed and subsequent budgeting advice provided



Worked closely with 47 KHT families and individuals to stop eviction and support them out of debt

Investment into 8 One Ark programmes supported 125 people into employment, over 900 people with skills and employment training and 66 businesses to start up and grow

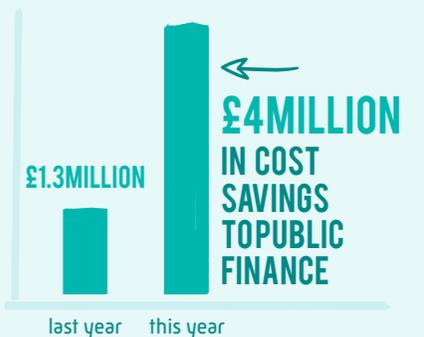
550 adaptations within KHT properties and 1,874 in total within Merseyside to support people to live independently for longer within their own homes 

 **84 FURNITURE PACKAGES**

By working in partnership with Big Help Project, a local social enterprise, 84 furniture packages were reused by KHT Tenants with many more items going to other vulnerable people engaged with the Big Help Project, with the added benefit of reducing landfill and fly-tipping

OVER 1500
home visits made to tenants of our independent living schemes with **700 SUPPORT PLANS** put in place and regularly reviewed 

In summary...



£1

For every **£1 invested in projects**

We generated **£12.90** in Social Return 



First Ark paves the way to a **BRIGHTER FUTURE** for young people

The First Ark Group has partnered with the University of Liverpool to develop a pre-apprenticeship programme which offers young people the opportunity to enhance their skills and abilities within a working environment, whilst also helping them to gain the qualifications they need to access employment opportunities.

The six young people who completed this programme gained new qualifications, had access to personal mentoring and were guaranteed an interview for a University of Liverpool apprenticeship at the end of the course.

Patsy Connor, 17, from Knowsley completed the programme and successfully secured full-time employment. She said, "a member of my family had seen the posters advertising the programme and they told me about it. I was doing a college course at the time but I didn't really like it so I applied."

She continued, "The course was great and definitely helped me to get my current job. Without the experience I gained from the university programme I don't think I would have moved into full-time employment. I would definitely recommend it to other young people – I think it's a good way to start off your career."

Total Social Value generated:
£133,809

For every **£1 invested**
We generated **£35.40** in Social Return

“

I would definitely recommend it to other young people. I think it's a good way to start off your career.

Patsy Connor
Apprenticeship Graduate

Patsy Connor



Photo: Patsy Connor, Apprenticeship Graduate



Re-engaging young NEET's with **LEARNING**

The RBS Skills & Opportunities Fund plays an important role in supporting and strengthening communities. Using part of this grant towards the delivery of a programme which engages young people not in education, employment, or training (NEET) within the Liverpool City Region was a no-brainer.

We established HYPE Recruit; a collaboration between One Ark and HYPE Manchester to deliver a project which tackles the issues facing young NEET's. The programme reengages young people with learning and equips them with the skills required to improve their overall health, wellbeing and future employment prospects. HYPE has thus far delivered 2 cohorts and engaged 23 young people.



Photo: Hype volunteers



VOLUNTEERING

78% have undertaken volunteering and work experience opportunities



CONFIDENCE

70% have seen a significant improvement in their overall confidence and well being



SKILLS

78% have seen an increase or improvement in their own skills and abilities



EMPLOYMENT

6 of 23 have so far progressed into sustainable employment

Future Plans

One Ark will continue to work with the HYPE Recruit programme. Plans for more cohorts are already in action and One Ark has just agreed on an additional investment sum to support a new programme called 'Project Park', which will be delivered at their redeveloped green space in Birkenhead Park. The programme will support disadvantaged young people to produce a variety of social action projects, encourage local people to become positively engaged in their environment and ultimately, build a cohesive and supportive community.



Investing in talent of the **FUTURE**

The First Ark group is one of the biggest employers of apprentices in the Liverpool City Region. We have worked with Knowsley College for over 10 years to offer fantastic employment and training opportunities to young people.

To date we have had 137 young people join us as apprentices with 85% of those successfully completing their apprenticeship and going on to permanent employment either with ourselves or with another employer in Merseyside.

We really look after and nurture our young talent so they can enjoy the very best start to their careers.

In 2017/18, we recruited 14 apprentices who covered a variety of roles including: IT, housing management, finance, governance, trade apprenticeships and more.

Our current apprentices receive training and on-the-job support from their teams. First Ark employees provided over 15,000 hours of guidance, support and training to our apprentices.

Progression into Sustained Employment

£235,992

Apprenticeships and Additional Training

£36,422

Total Social Value generated:

£247,830

“

My apprenticeship was great. I learned so much and my team were so supportive. I was able to move on to a permanent role which is a great start to my career.

Steven McDonnell
Vivark Finance Team Apprentice

Steven McDonnell

“

Working for Vivark has been a great experience as I have developed whilst earning a wage. My Vivark colleagues were very friendly, helpful and offered plenty of advice.

Mike Jackson
Vivark Apprentice

Mike Jackson



Photo above: Apprentices group
Photo below: KHT Apprentices group

Income and Welfare **TEAM**

Through the invaluable support, advice and guidance provided by our Income and Welfare team, the customer in this case-study is one of many who has been supported to tackle issues and work towards a more financially secure and healthy life.

Elaine, one of our Income and Welfare advisers, visited a customer who was in rent arrears of more than £2,000. We had not been able to contact her to provide support but after arranging a home visit, we were able to understand the issues which caused her to fall into debt.

Total Social Value generated:

£29,259



Photo left: Elaine, one of the Income and Welfare advisers for KHT Photo right: The Income and Welfare team

Elaine discovered that the customer suffered from Post Traumatic Stress Disorder (PTSD) and was in a very dark place. Her Housing Benefit had been stopped and she had not received any income for many months nor had she engaged with any public services or her family and friends.

Elaine worked with the customer to develop a personal action plan which could help her to address the issues and concerns she was facing. Working with the Local Authority, we completed a new claim for the appropriate benefits and even backdated the claims by several months.

This immediately took the pressure away from the customer as it prevented her impending eviction from the property. Elaine was also able to have the Council Tax debt deducted from the customer's future benefit payments.

Elaine also felt that it was important to support the customer with her health concerns and worked with the customer's GP to ensure that she had the support that she needed each day, to improve her mental health.

Finally, Elaine started the process of claiming for additional benefit payments, which gave the customer further financial support for her health needs and overall financial situation.

The customer is

£10,562

financially better off per year

Income and Welfare Team

OUTCOMES AND IMPACT

Our Tenants

Our team have worked with 2,137 tenants and their families over the last 12 months, 1,149 of which have been supported with benefits advice including how to secure the correct benefits, understanding Universal Credit, managing Housing Benefit and paying Council Tax.

This has secured £2.7m in appropriate benefits and additional income. As a responsible organisation, the team have also carried out 988 affordability checks, including the provision of advice around budgeting and money management.

We have worked with 48 individuals and families to prevent or stop an eviction where further or immediate debt advice has been needed and have referred 8 tenants to external specialist debt providers located in Knowlsey including:

- Big Help Project for money advice and food vouchers
- Knowlsey Council Emergency Support Team for food, fuel and discretionary housing payments
- Centre 63 for careers advice and guidance for young people
- Various providers for jobs and skills support for adults

All activity with tenants is measured with customer surveys and the latest results show a customer satisfaction level of 98.89%.

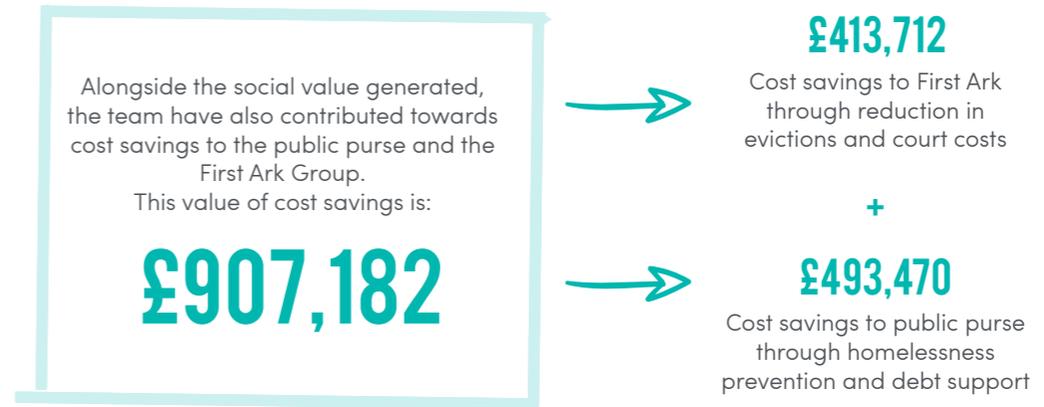
 6 members of the team have undertaken **EXTERNAL TRAINING**

 375 Universal Credit Awareness sessions delivered to **375** First Ark employees

 **98.89%** Customer satisfaction level

Social Impact
£7,942,185
achieved in social value

£6,186,187 People are supported to improve their financial situation	£192,586 People are at less risk of becoming homeless	£1,530,947 People are able to receive local advice and guidance
£19,088 People are supported with skills, training and employment opportunities	£7,334 Employees undertake training and professional development	£6,043 Employees undertake volunteering





Making dreams a **REALITY** with Dream High

Dream High is a unique non-profit community based organisation, which aims to harness the skills, knowledge and goodwill of business volunteers to support individuals to become self-sufficient and build self-worth through self-employment and business start-up.

The Dream High model utilises the knowledge and experience of volunteers to enable new businesses to start and existing business to survive and thrive.

Volunteers form a panel that includes local business leaders, local entrepreneurs, professionals and community representatives. The panel meets monthly to provide clients with expertise, ideas, contacts and market research opportunities.

In addition, Dream High operate a free monthly networking event called Open Coffee which attracts up to 60 attendees each month and provides a platform which facilitates peer-to-peer support, formal and informal mentoring, and collaborative relationships between clients, panel members and the wider business community.

We have invested in supporting this programme over the past three years. Within that time, Dream High has consistently achieved or exceeded targets. In 2017/18 they supported:

- 28 people into sustainable employment
- 55 businesses supported to start-up or grow
- 1,274 hours of volunteering provided to support local businesses

For every **£1 invested**



From dreams to **REALITY** Ladan Mofakham's story



AVA Pilates

Ladan Mofakham is a qualified Pilates Teacher and Personal Trainer with an MSc in Sports & Nutrition Science and a PhD in Philosophy. After becoming frustrated with delivering classes for other people, Ladan decided that the best way forward would be to open her own fully equipped Pilates studio where she could provide the classes she envisaged.

Dream High supported Ladan to identify the potential costs and overheads she could expect. Panel members gave her valuable feedback on the premises she was considering, helped her with her financials and gave guidance on lease terms, all of which enabled her to make an informed decision about her business.

Next, we helped Ladan to develop her pricing structure and a 12-month marketing plan; introducing her to web developers, printers and other local independent businesses who could support her to launch her new Pilates business, AVA Pilates.

Things have really taken off for Ladan and her studio. Her classes can now be booked online and after mastering the art of social media, she has quickly developed a loyal customer base.

“It is amazing to have people like you who help and advise small start-up businesses. I feel so much more confident and less stressed discussing different business aspects with you.”

Ladan Mofakham
AVA Pilates

Ladan Mofakham



SUPPORTING OUR COMMUNITY

Bowled Over in Halewood

As part of our social value approach for Halewood Town Council, we recently supported a local community group in an 'Awards for All' application.

Halewood Indoor Bowls League provides the opportunity for approximately 120 members to take part in a physical, social and recreational activity. The teams use a local facility several times a week which enables people to come together regularly for fun and gentle exercise. Most importantly, it gets people out of their homes and socialising as a community.

The League needed new equipment quite urgently. The existing bowls carpet was old, worn and uneven, making the game difficult and frustrating for new and old players alike. New bowls and jacks were also required.

With the support of our Business Development and Bid Writing team, the 'Active in Halewood' application was successful and the bowls group received funding to purchase all of the relevant equipment and continue to take part in games and have fun as a community.

We were invited to The Hollies Centre to watch the new equipment in action and members of the League had a chance to say a huge thank you.

The bowls group received
£7,558

Total Social Value generated:
£444,368



Our ongoing partnership with First Ark again paid dividends when Halewood Indoor Bowls League secured funding for new bowls mats and we are grateful for the additionality which First Ark Group brings to the Town Council

CLr Tina Harris
Chairperson of Halewood Town Council
and Mayor of Halewood
<http://halewoodtowncouncil.gov.uk/chair-persons-report/>

The way we **INVEST**

Charities and social enterprises need finance that is right for them; finance that is right for an established organisation to maintain and grow and for new organisations to become more sustainable.

This finance will enable them to increase the scale and duration of the impact they have on society. Through our flexible investment funds, we help North West organisations have a greater social impact.



By using our own funds and attracting other investors to work alongside us to support emerging enterprises, we can ensure that more people and organisations flourish.

Our investments, combined with those of our investors, have increased the impact delivered by organisations in all areas of social and economic challenge:

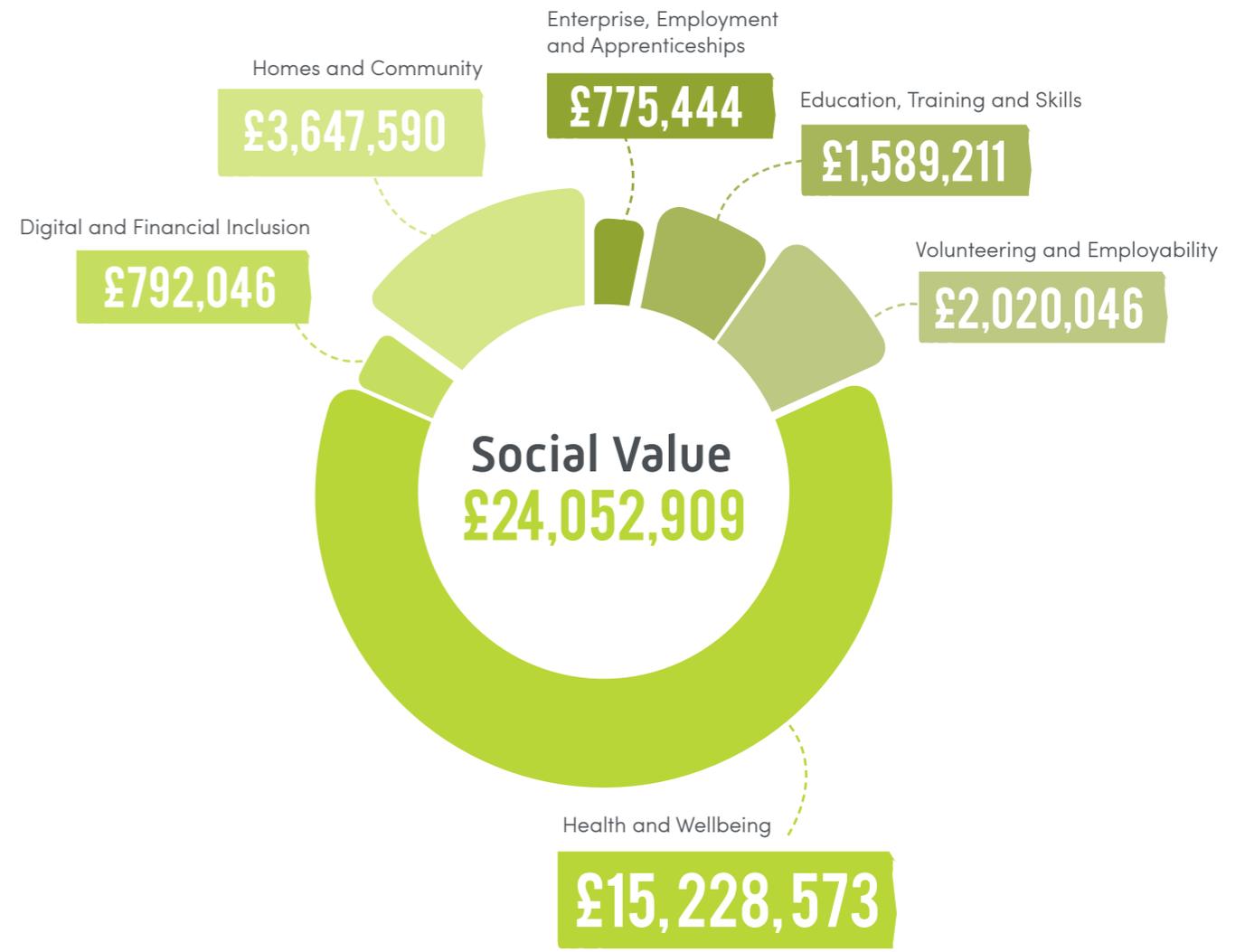
From raising aspirations, eliminating exclusion and improving health outcomes to developing skills and career opportunities, strengthening communities and supporting tenancy sustainability, the stories that follow demonstrate the impact we have created through The Way We Invest.



“
By attracting inward social investment to the areas we work in, we can help other businesses succeed alongside us

Breakdown on **SOCIAL VALUE**

First Ark Social Investment – The way we invest (does not include One Ark or any Group)



HELPING + NURTURING the ADHD Foundation



ADHD Foundation is a Merseyside-based charity which has grown significantly since 2009. The charity provides the NHS with the NICE Guidelines multimodal model of interventions which includes a range of psychological therapies and family therapy, as well as information, advice, guidance and resources for children, parents and adults with ADHD, ultimately pioneering a lifespan service for ADHD.

Its charitable objectives also include educational programmes, activities for young people, 1-1 coaching and support for young offenders with ADHD, and support for clinicians training UK wide. Today, the ADHD Foundation continues on its growth trajectory.

Our Involvement
We supported the ADHD Foundation with pre-investment business planning support, followed by a blended capital investment of £75,000 that is now underpinned by ongoing post-funding support. The funding will be used to strengthen the sustainability of the Foundation and allow the organisation to grow in line with its strategy.

Outcome:
65% 
of customers undertaking the support services will see an improvement in their health and wellbeing and reduce their usage of NHS Support Services.

600 
Teachers supported through local vocational training.

“ADHD Foundation is a unique and exemplary model that supports NHS patients, schools, families and individuals to improve the life chances of everyone living with or affected by ADHD.”

Dr Tony Lloyd,
Chief Executive, ADHD Foundation





Delivering RESULTS with Spacious Place Engage

Spacious Place Engage, based in Burnley, provides practical support to those people who are hardest to reach within the local community. Services include a home delivery food bank service, affordable furniture sales, wraparound welfare support, a community repaint scheme and volunteer placements to provide supported routes into employment.

Spacious Place Engage were operating from inadequate backstreet premises but they have recently secured a retail outlet, which offers enough space to accommodate all of their needs, house the food bank and provide office space.

Our Involvement

Spacious Place Engage now aims to grow and become more commercialised. The £50,000 of blended capital they receive from the Invest for Impact fund will help to achieve this. The grant provided will be used to develop and organise a launch event, a new website, signage, digital/social media, leaflets and banners.

The loan they receive will also enable Spacious Place Engage to buy additional repaint stock to allow them to expand their paint offering, hire two further staff members, who will assess and coordinate referrals to the food bank, and take on a Wellbeing Coordinator who will manage a caseload of clients, supporting them to progress away from their crisis.



Financial Investment

Employment and Skills = £60,570

Volunteering = £60,432

Financial Inclusion = £534,960

Total Social Value generated:

£655,962

2 NEW JOBS

20 VOLUNTEERS

100 PEOPLE SUPPORTED

with their financial situation

“

We were introduced to First Ark who embraced our plans and offered us a way to move forward. With them, we have more than exceeded our Social Impact expectations.

Mark Hirst
Managing Director of Spacious Place Engage Ltd

LISTENING + SUPPORTING with LCA

Liverpool Community Advice (LCA) offers a much-needed free service to residents of Liverpool and Knowsley. This valuable service has been provided since 1939 when it was a Citizens Advice Bureau in the city centre. The organisation transformed into the Liverpool Community Advice Centre in 2016 with services provided on a personal and confidential basis.

LCA is a very popular in-demand service that makes a difference to our community by listening to those in need of support; helping to identify issues needing immediate attention and signposting those in need of time and on-going support.

2 NEW JOBS
+ 1 VOLUNTEER



47 PEOPLE SUPPORTED
with debt management support and financial advice



They currently provide advice to approximately 4,000 clients per year on an estimated 20,000 problems with advice on the following:

- Money & Debt
- Housing & Eviction
- Personal Injury
- Welfare & Benefits
- Food Bank Vouchers

Our Involvement

This service has proven to be exceptionally popular. LCA used the £70,000 of blended capital received from our Invest for Impact fund for two new staff posts including a Financial Administrator role and a Welfare Rights position. This will enable more people to receive welfare support.

Social Impact

LCA delivers social impact to residents in Liverpool and Merseyside to allow customers to live the best possible lives and be treated fairly by providers through a variety of aspects such as debt relief, benefits accessibility, welfare reform, housing and tenancy assistance. LCA prevents over 1000 evictions per year helping to keep families in their homes. They also employ 16 staff and have 30 volunteers that are trained and often move into employment within LCA.



“The impact that First Ark Social Investment has had on LCA has been incredible as we have been able to develop a specialist welfare rights advice service.

Kristian Khan



For every **£1 invested**

Total Social Value generated:
£374,641

We generated **£5.35** in Social Return



Photo: Kristian Khan, Chief Executive of LCA.

LEADING the way with Liverpool Lighthouse

Established as a charity in 1998, Liverpool Lighthouse redeveloped a former cinema in Anfield, Liverpool. The building was refurbished in order to develop and run successful social impact programmes. Liverpool Lighthouse has a long-established reputation for building powerful in-house and outreach work programmes that genuinely transform the lives of those living in an extremely deprived area of Liverpool.

Background

For almost 20 years, the trustees and management have driven a vision to bring positive change to lives of vulnerable individuals living in communities around Anfield, using tools of performing arts, education and health & wellbeing.

Liverpool Lighthouse is the only local provider offering this range of services each year, making a difference to thousands of people's lives. These are a mix of isolated older people, disadvantaged young people, deprived families and refugees, asylum seekers and other migrants from minority backgrounds in need of support.

In the last 10 years, Liverpool Lighthouse have engaged over 4,000 young people from the streets, given employability training to over 1,400 adults, brought over 700 older people out of isolation, equipped 500 younger people with educational qualifications, and employed over 300 people with many experiencing paid employment for the first time.



“The investment from First Ark could not have come at a better time for our organisation. We were impressed with the professionalism of the First Ark team and the quick turnaround of our application to their board.

Dr Tani Omideyi, Chair of Liverpool Lighthouse board

RECRUITMENT OF 10 FULL TIME EMPLOYEES



6000 PEOPLE

enhancing their community experience



Photo left: Liverpool Lighthouse, Anfield | Photo right: Engaging young people



Our Involvement

The blended capital funding of £150,000 gave Liverpool Lighthouse the required investment to provide much needed building repair work.

Outcomes

The investment will also allow more people to access the benefits of Liverpool Lighthouse whether that is training space, education, creative performance, healthy eating or general advice & support.

- Recruitment of 10 full-time employees to create a new fundraising and marketing team
- Recruitment of 13 self-employed sessional workers to work within the fundraising and marketing team
- Enhancing the community experience for 6000 new people
- Through the development of the marketing team, an additional 20% of the 1000 people who attend the centre each year will feel a part of the community

Forecast figures:

For every **£1 invested**

£40.66
Will be generated in Social Return

Predicted total Social Value generated:
£6,099,485





Photo above: FACT, Liverpool

FACT finds First Ark Social Investment key to **SUCCESS**

Founded 30 years ago in Liverpool, FACT (Foundation for Art and Creative Technology) is the UK's leading media arts centre. Offering a unique programme of exhibitions, film, and participant-led art projects, it harnesses the power of creative technology to inspire and enrich lives.

Each year, its community, learning, health and young people's programmes provide exciting opportunities for more than 3,000 individuals of all ages and backgrounds to discover and be inspired by creative technology, art and film.

As a centre for Research and Innovation, FACT works with partners across the creative industries, as well as the health, higher education, and arts sectors to nurture homegrown talent; developing and delivering projects that explore the relationship between technology and culture.



Our Involvement
We provided blended capital of £100,000, which will assist FACT to strengthen and improve its business model and grow its commercial income, thereby enabling it to rely less on grant-funding as a source of income

Outcomes
The investment will enable the creation of two additional permanent jobs at FACT for local people. It is also breaking new ground by providing learning opportunities to approximately 30 apprentices and 30 industry professionals per year from the community rich in diversity, which FACT serves.

Provided blended capital of
£100,000

Forecast figures:

✓
For every **£1 invested**

£3.92
Will be generated in Social Return

Predicted total Social Value generated:
£392,031



The way we **INFLUENCE**

At First Ark, we look to:

Influence others to create a more balanced and socially active economy

Influence and encourage responsible business, maximising the social impact and value that a business can create through its operation

To inspire the development of a culture and society that is more entrepreneurial, less dependent and more inclusive.

To influence national policy to support the growth of a socially active and inclusive society within the UK



Our Manifesto is at the heart of our influencing, to ensure a resilient future for our communities. Our manifesto:

Transfer of power and accountability to regions and local places

A digitally inclusive society

Greener, fairer and included communities

A fair deal for work

Socially responsible growth and UK competitive advantage

Well connected, joined up communities

We want to work with others to extend this influence and create a momentum for change



“

We will lead by example and encourage other businesses to follow our principles

Local economic **IMPACT**

With an LM3 score of 1.80, we can demonstrate that £33,698,448.24 disbursed in 2017/18 via supply chain and supplier spend and expenditure on staff salaries and investments. The First Ark Group generated £60,669,324.34 additional spend per annum within the North West regional economy.



145

One Ark and First Ark Social Investment helped to move 145 local people into employment.



84 JOBS

First Ark Group created 84 new job opportunities and recruited 14 new apprentices



98%

98% of employees live in the North West with 389 of 489 employees living within Merseyside



367

367 subcontractors, suppliers, consultants and services used within the North West



77%

of employees spend their wages locally

COST BENEFIT ANALYSIS

to public finance

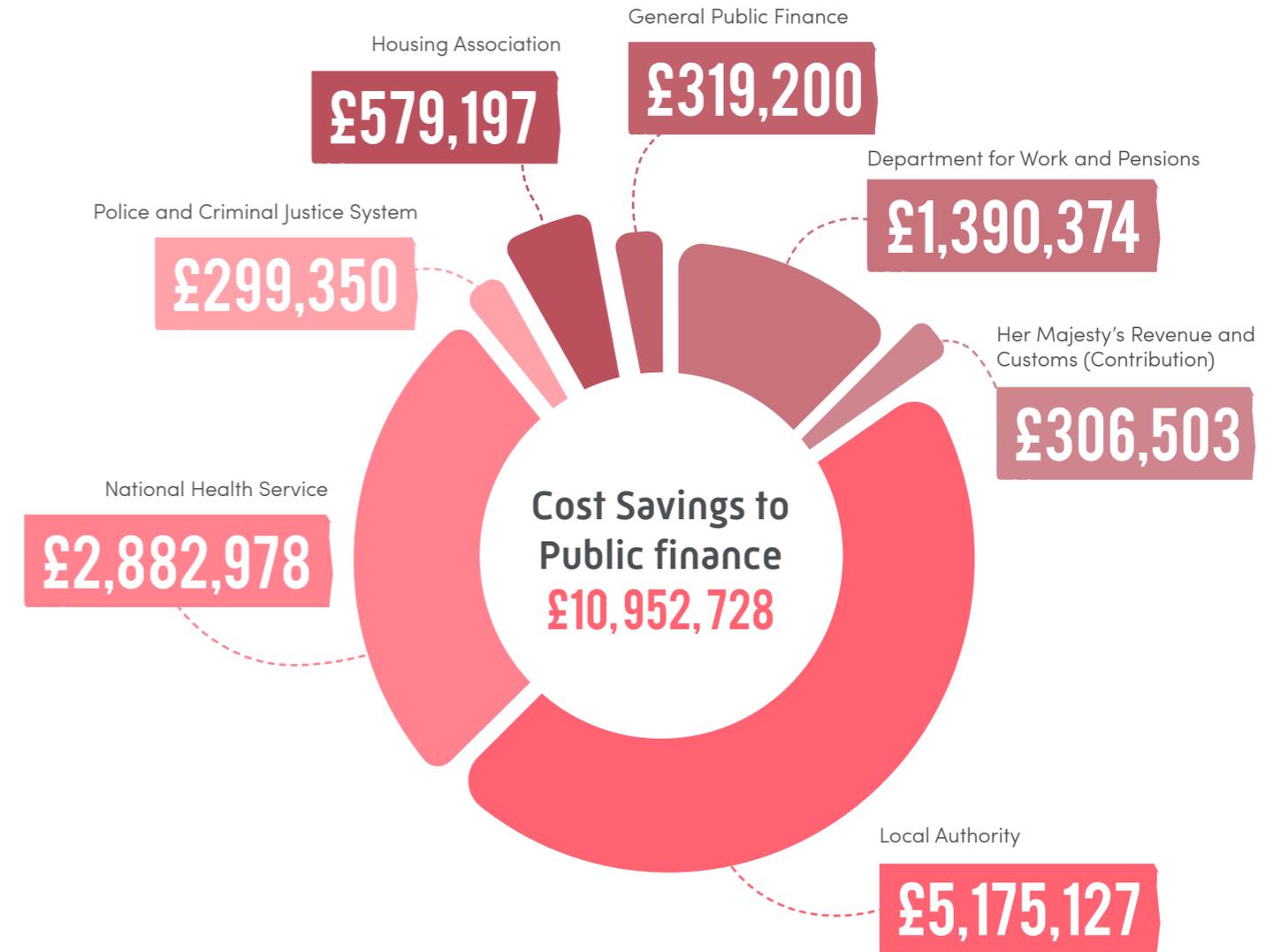
First Ark have contributed overall cost savings to public finance at a value of:

£10,952,728

This was achieved through:

- 1 Supporting people off benefits and into sustainable employment
- 2 Reducing the level of trips, slips and falls within the home through installations, adaptations and regular home checks
- 3 Addressing financial barriers and providing debt advice to reduce the level of evictions
- 4 Reducing incidents of anti-social behaviour through effective neighbourhood management and partnership working
- 5 Improving the overall health and fitness levels of residents through regular activities, sessions and provision of wellbeing services
- 6 Supporting start-ups and existing businesses to grow and develop
- 7 Supporting homeless families and individuals into permanent, secure housing

The Cost Savings achieved by the First Ark Group can be shown to affect the following public services:



A big **THANK YOU** to our partners



Making an **IMPACT** with us

If you want to make an impact, contact one of our team and we can explore how we can work together to change people's lives.

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If you are seeking investment to support the growth of your social enterprise or charity why not speak to one of our investment team and see how we can help you make an even greater impact.

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