



Social Accounts

2019-2020

An introduction from our CEO

Welcome to our Social Accounts, a place where we celebrate and proudly tell the stories of how our work has made a positive difference to our customers and communities.

Our Social Accounts reflect on the social impact generated in 2019/20 as we transformed from the First Ark Group to Livv Housing Group. They demonstrate how our people and partners work together across all areas of our business to:

- listen to customers and create strong neighbourhoods
- support the local economy and help people to become financially better off
- enable young people to be the best they can be
- help people to be active, safe and well, and connected to their communities.

I am so proud of our people, programmes and partnerships and extend heartfelt thanks to all those who value our values and have worked with us to make a difference.

We are experiencing difficult times and many challenges, but at Livv we are steadfast and ambitious. Our customers are key drivers for all that we do, and now more than ever we are ready to create more social impact and help communities flourish.



Léann Hearne

Group Chief Executive



Our Impact

Our Group's activities (not including Livv Investment) have created a total social value of

£46,792,475

We have a social return on investment (SROI) score of

1:0.73

This means that for every £1 we invested into our communities, a social return of 73p was generated.

Savings to the public purse

Our activities such as reducing trips, slips and falls, improving mental health, supporting employment and apprenticeship levels and helping homeless families into sustainable tenancies has generated:



Over £10 million in cost savings to public finance

Local economic benefit



477 Livv employees
95% from the Liverpool City Region



110 new job opportunities
61 externally with 49 achieving internal promotion



£63.7 million was generated for the local economy through supply chain spend, investments and employee salaries



An LM3 score of 0.96 means that for every pound spent by Livv Group, an additional 96 pence was generated for the Liverpool City Region economy. In the last 12 months Livv generated just over £63.7 million for the local economy. This additional money is called the local multiplier effect.



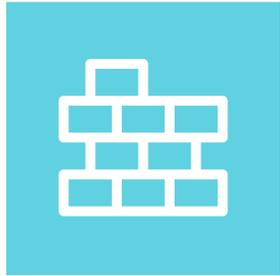
Livv together

We have worked alongside our customers and partners to build and shape neighbourhoods and communities.

We have planted, painted and plastered our way across Knowsley through our employee volunteering programme.



55 new homes built



203 new homes in construction



97% customer satisfaction with responsive repairs



46 community activities delivered



26 Walkabout Wednesdays with partners



£6,000 donated to local charitable organisations chosen by our employees



421 hours of employee volunteering



Livv together



Walkabout Wednesdays

Walkabouts give us the opportunity to talk to customers and partners about neighbourhood issues; by getting out there every week we can identify problems, find solutions and take timely action. Through working with local people, the police, fire service, council and community partners we really are Better Together.

Following local complaints about anti-social behaviour, we worked with partners to support residents in one of our neighbourhoods.

We attended monthly resident meetings to gather information and provide feedback, worked with families identified by police and pursued action on an abandoned property.

This joint work has helped to provide a safer community for our customers.



Helping hands

Our people use their skills and enthusiasm to make a difference in our local neighbourhoods. Along with partners, Livv has provided referees for the Knowsley Older Person's Olympics, hosts for community centre quizzes and many willing hands for environmental and community centre improvement works.

In March, our colleagues from across Livv took part in a Community Action Day at Court Hey Park. Working alongside other local companies, our teams battled the cold and got stuck into tasks which would have taken the host voluntary organisation, Incredible Edible, months to achieve alone.



Living well

We have helped customers to be settled, safe and independent within their homes and communities.

We have supported customers to improve their health and wellbeing and play an active role in their communities.



Living well



Growing communities

Alchemic Kitchen, Groundwork and Incredible Edible, work with the common theme of food bringing people together. With funding and support from Livv, their Grow Project has now helped over 180 people. A menu of volunteering, personal development courses and training helps develop cooking, growing, money management and digital skills, reducing social isolation and getting people active. For many, the project has been the first important step in progressing into employment and further education.

Customer B said, *“There are things that have changed in my life now. I have more clarity and am making more positive decisions for my own wellbeing and relationships”.*



The trips are just the job, put me down for everything! You’ve all done a smashing job.

- George



Achieving more together

George (90) had always been active, but as many of his friends had passed away he was missing having company. Getting out was physically difficult too; the steps to his doorway were a struggle and he had problems locking the door.

Our teams were there to help. An Independent Living Advisor talked to George about his concerns and helped him to raise a repair with our Contact Centre. Our Maintenance Teams fixed the door and Care and Repair staff fitted grab rails and a key safe for support and security. Our Independent Living Advisor then linked George into a local Pensioners Association and provided details of forthcoming trips.



Living life better

We have supported customers to boost their income and access opportunities through welfare advice, training, education and employment support.

We have helped people start up or grow their businesses.



2,853 customers supported with benefit advice



£2,714,559 of additional income secured for customers



392 people supported into good jobs



107 businesses supported to start up and/or grow



1,782 people supported into training



244 people supported to access education



Living life better



Skills to succeed

Having the right skills can ensure that our customers are able to compete for, develop and succeed within a sustainable career. Working with local partners and employers, we identified pipelines for job opportunities and shaped route-way training so that our customers are ready for the right jobs at the right time.

Customer T had been out of work for a long time due to a health issue. He attended our two-week intensive training construction course in November 2019 and gained a range of licences and certificates that enabled him to secure full-time work just two weeks later.

Customer T remains in employment to this day and having received further support from DWP with driving lessons has been able to progress in his career.



Overcoming obstacles

Getting the job is not the end of the story. There are many practical hurdles that can be barriers to entering employment; providing identification, paying for that first month's childcare or making sure you have the right clothing can all stand in the way. Our partnership with Knowsley Works helped us to distribute £20,000 to customers, removing some of these obstacles and enabling 134 people to enter work.

Customer R had worked in a customer service role for years but had been made redundant due to high-street bank closures.

Having been in the same role for so long the customer needed help in creating a CV, getting to grips with contemporary job search and developing interview skills.

Knowsley Works was able to help with all of this and more and Customer R got a job with the Civil Service.

Having previously worn uniform, Customer R was delighted to receive £200 of high street vouchers to buy a work-wardrobe of formal clothing needed for her new role.



Livv while you're young

We have invested upfront in the potential of future generations through our recruitment practices.

We have supported young people to develop the confidence and esteem needed to seize opportunities and aim high.



20 young people recruited to our apprenticeship programme



118 young people supported into other apprenticeships, traineeships, employment and education opportunities



43 young people supported to improve their wellbeing



290 young people involved in social action projects



Chloe's story

Over the past five years we have supported over 87 apprentices, with the majority going on to secure further employment with ourselves or others. With roles as varied as IT technicians, plumbers, housing officers and marketeers, we have something to inspire everyone.

"I always enjoyed learning but felt less motivated in a school environment. This is a challenging job but I enjoy the team, the opportunity to shadow managers and learn by experience."

"The experience has made me more mature; I believe I've grown into the person I was meant to be. I have had the chance to prove myself and succeed."

- Chloe, Apprentice Quantity Surveyor



Livv while you're young



The whole programme has given me the confidence to achieve more.



- James

James' story

For those who need additional help we offer pre-apprenticeships, both at Livv and through our successful partnership with the University of Liverpool. The pre-apprenticeship provides a paid, six-month placement with time at Knowsley College to improve English, maths and functional skills. It offers an alternative routeway or a second chance for educational attainment and a quality career. On completion, pre-apprentices can then apply for an apprenticeship role.

"We are always looking for diversity and new talent to come into the University and having this partnership with Livv has allowed us to do this."

- Steve Plant, University of Liverpool

James had a passion for science but without the right qualifications, he didn't know what to do next. Joining the pre-apprenticeship scheme, James began work as a Laboratory Technician within the University, developing skills on the job while undertaking English and Mathematics.

James completed the programme with his desired qualifications, successfully interviewing for the University's apprenticeship programme.

"When I noticed the programme advertised, I thought 6 months is not much time out of my life so why not give it a go; I'm made up I did as I have my English and Maths, a great job and money in my pocket to save up for a car. The whole programme has given me the confidence to achieve more."

- James, former Pre-Apprentice



Livv investment

Livv Investment helps organisations across the North West that generate their own social value. With support, guidance and finance these organisations are empowered to thrive, and we in turn achieve more.



£70,340,998 of social value created



Over £1.5 million of investment provided



32 organisations supported



9,990 people undertake training



4,648 people supported with their health and wellbeing



275 businesses start up or are developed



Livv investment



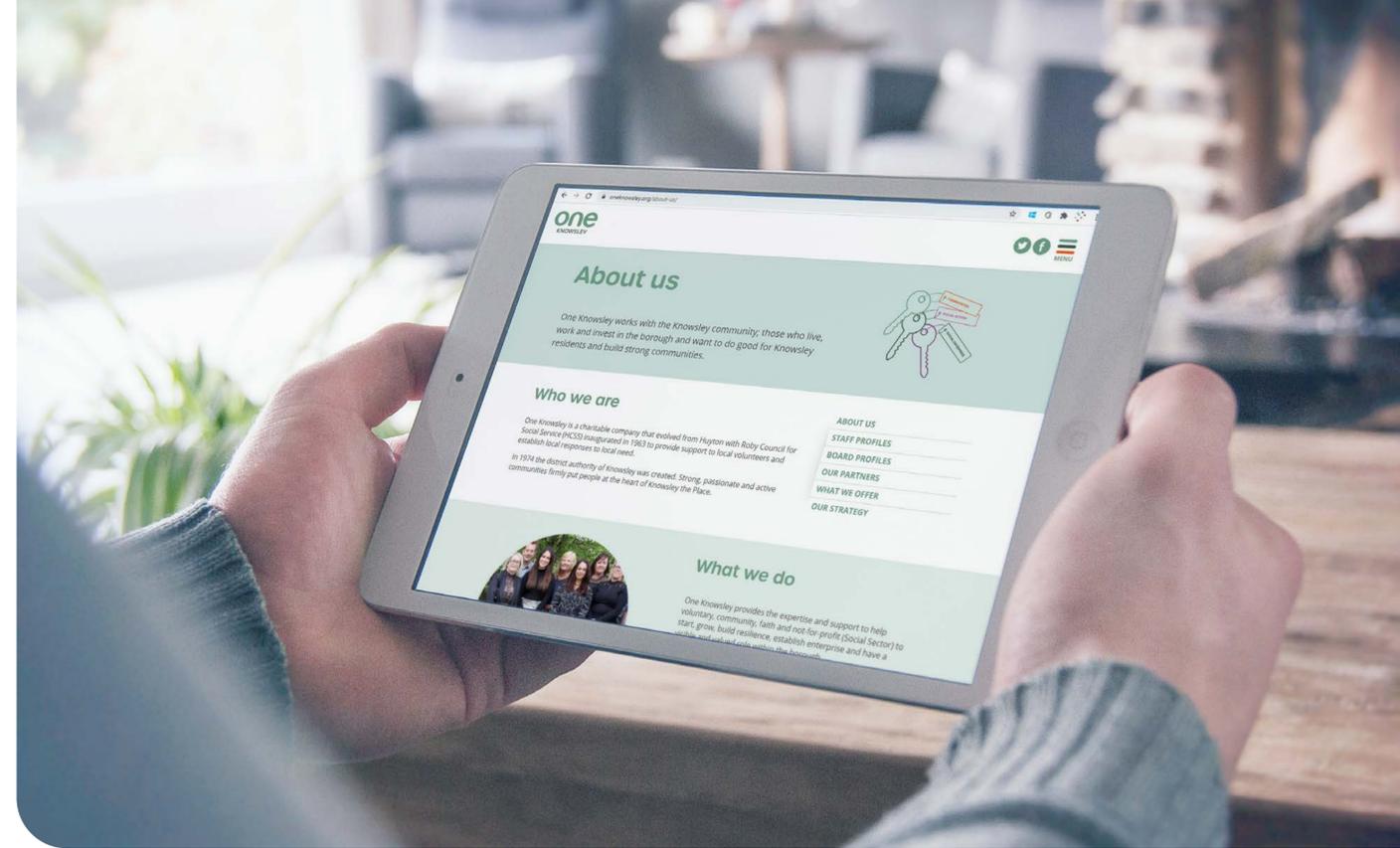
The Sewing Rooms

The Sewing Rooms bring about change through trade. Providing workshops and sewing and manufacturing services, they reinvest money they make into their local community.

Livv Investment provided grant and loan finance of £120,000 for equipment, marketing and working capital.

“We’ve had challenges on our funding journey but the support we’ve received from Livv Investment has been brilliant – investment had really given us the tools to grow and make an even bigger impact in our communities.”

- Paula Gamester, Co-Founder and Director of The Sewing Rooms



One Knowsley

Racheal Jones, Chief Executive Officer at One Knowsley says,

“Livv Investment appealed to us as we were looking for a funder who would invest in OUR model. We also wanted a local funder that we could build a strong relationship with. Livv showed early on that they understood our organisation, model and geography.”

“The process was enabling and supportive. We knew that the help we were receiving was building capacity within the organisation, regardless of any final investment decision.”

“Investment has allowed us to upgrade our digital assets and website and rebrand. This has been a gamechanger for extending our stakeholders and gaining local, regional and national interest. Most importantly, this interest has now turned into positive partnerships and further investments into our organisation .”



Thank you to our customers and partners who have supported or worked with us this year.

The work of Livv Investment is made possible through our funding partners:



Delivered by



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