



Social Accounts

2020 / 2021





We listened to customers and responded by flexing our services and directing our resources to best match local needs.

An introduction from our CEO

Welcome to our first set of Social Accounts as Livv Housing Group.

And what a year it has been! When Covid arrived and the first lockdown began, we had no idea that 2020/21 would bring such unprecedented challenges to our business, customers, and communities – and with that, some opportunities too.

This year's Social Accounts are packed full of stories that show how we faced that – and how we worked alongside our customers and partners to tackle tough issues like employment, poverty, and mental health.

One of the things that I am most proud of is how quickly we moved and how we continued to adapt, so that we could deliver important activity and support, where other organisations paused. We listened to customers and responded by flexing our services and directing our resources to best match local emerging needs.

By doing so we have created over £51m of social value, representing customers who through working with us, have been able to heat their homes, feed their families, cope with the health challenges of the pandemic, stay in their homes, and continue with their education.

I would like to thank our staff, partners and customers for their resilience and determination. We don't know what the future may look like, but at Livv we are here for the long-term challenge, strongly focussed on recovery and steadfast in our ambition. We will continue to support and create opportunities for our customers and communities that will help them grow, develop, and thrive – and we will learn from everything this last year has thrown at us all.

Leann Hearne
Group Chief Executive



Our Impact

Livv stands for an unwavering commitment to serve local communities by providing homes and opportunities for everyone. As a community-based social business we seek to create positive impact and social value through everything we do.

We use a Theory of Change and Impact Framework to describe the connections between the activities and services we undertake and the outputs, outcomes and impact they achieve. It creates a common understanding of WHY we do WHAT we do, for WHO, and HOW we know it works. Our social value calculation then quantifies the relative importance people place on the changes experienced in their lives.

By measuring our social value in this way, we can reflect on areas where we could be doing more, (or doing less), and make decisions about our spending and resource accordingly.

THE IMPACT WE'VE MADE

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

£51,731,124



SOCIAL RETURN ON INVESTMENT

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

1:0.87



This means for every £1 we invested into our communities, a social return of 87p was generated.

Outcomes at a glance

£712,110

financial investment in neighbourhood and community projects and initiatives



4,700

residents are supported to become financially better off



130

businesses are supported to start up or grow and develop



4,935

Residents are supported to improve their overall health and wellbeing



2,269

residents are supported to reduce their social isolation



686

young people are supported to improve their education and skills levels

956

young people are supported to achieve higher aspiration and increased wellbeing



Savings to the public purse

Our activities such as supporting people to stay in their homes for longer, helping people find employment or tackling crime and anti-social behaviour have generated over £5million in cost savings to the public purse.

How we've made these savings

NHS - Improvements in mental and physical health
£1,637,925

DWP - People enter sustainable employment
£961,246

Local authority - Homelessness support and reduced NEET
£773,992

Police & Crime - Working to reduce ASB incidents
£145,186

Social Care - Supporting people to stay in their homes
£1,523,296

Education - Supporting access to learning
£37,051

April

When the pandemic hit our thoughts turned first to our customers.

We wanted to make sure they were safe and well and had the essentials they needed to navigate circumstances outside of their control. Teams across the business rallied together to make over 2000 wellbeing calls, starting with our older or more vulnerable customers. As a result, over 200 customers requested ongoing check ins.

We also partnered with the Knowsley Community and Volunteer Hub advice line, where our employees worked alongside other partners to provide essential support to communities. In the first few weeks of lockdown, we delivered over 600 emergency food parcels to those that were shielding and donated £5k to the local foodbank to help local people.

One of our Housing Officers made a call to a 91-year-old customer and found out that she was self-isolating and running out of food. We supplied a food parcel to the customer's home and continued checking in to make sure she was getting the support she needed.



May

By May it was clear that the economic effects of the pandemic would be far reaching.

Customers were experiencing unexpected changes in their personal circumstances. Some were unable to work due to ill health, whilst others lost jobs, saw a reduction in their working hours or were placed on the furlough scheme. For others, simply being at home with their families increased household costs. Our teams stepped in to help customers with sorting their finances and navigate the benefit system, with many having to make applications for the first time.

1203
customers supported to make new Universal Credit claims

£1.7 million
of additional benefit income secured for customers



When Maureen fell ill with Covid-19 her existing health conditions worsened, and she was unable to return to work. With her home already at risk, we worked with Maureen to secure a discretionary housing payment with a total value of £2449.62. We also provided advice around Maureen's options for the future, enabling her to successfully apply for the right benefits to match her new circumstances. After such a worrying time, Maureen was overwhelmed and tearful when she learned her finances and home were secure for the future.

Danielle was working in a local McDonalds restaurant when the pandemic hit. She was placed on the furlough scheme and began to fall behind with her rent. Our teams helped her get her finances back on track, with a food and fuel voucher, a discretionary housing payment of £438.83 and advice to enable her to apply successfully for Universal Credit. Danielle was relieved that her financial pressures had lifted, and she was able to concentrate on her young family.



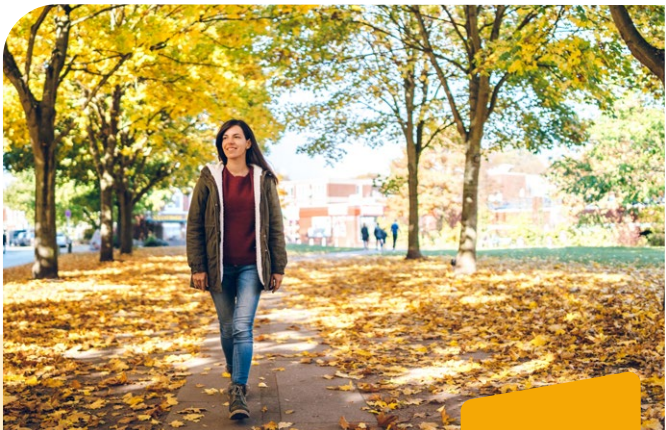
As June arrived schools in the Liverpool City Region were still closed and many young people were feeling disconnected and anxious.

We partnered with local youth led organisation, the Lee Cooper Foundation to help identify young people who needed support. Through online sessions delivered by our partners Evolving Mindset, the young people were able to get the knowledge, skills and support to cope with uncertain and strange times.

Mental distress was not contained solely to young people. We worked with our partner Wellbeing Enterprises to provide digital social prescribing programmes, one to one coaching and personal plans tailored to individual needs.

Karen received a wellbeing call. During the call she expressed how she'd been feeling very stressed and anxious about how Covid-19 had affected her life. Karen was unable to visit her family and friends, who had previously been a big source of support for her. She was feeling increasingly low as lockdown progressed. One of the biggest problems that Karen expressed was losing her routine, regularly spending all day in her pyjamas, a habit that she had grown to resent herself for. Karen worked with a wellbeing officer to set out a plan of action to help her reclaim her routine. This included going for regular walks, reaching out for phone calls to her friends, and other 'habit breaking' ideas to keep her busy. Karen received a wellbeing pack and other resources to give her the

tools to combat her low mood. Karen also received the details for the newly set up mental health crisis line for the Liverpool City Region, which she said gave her peace of mind should she begin to feel worse. Karen expressed how expecting the follow up calls gave her the motivation to try and get dressed every day as it was like knowing there was something keeping her accountable for her actions. Whilst she still had days where she felt low, knowing she was doing her best to fight these feelings gave her optimism for the future as the lockdown rules began to relax.



1,582 residents are better able to manage their mental health

1,012 residents have seen an increase in their confidence levels



With unemployment and underemployment at its highest rate in years, many of our customers were struggling to find work.

Not only had the jobs market changed, but the sudden nature of the pandemic meant that customers were also struggling with the shock and grief of redundancy, causing mental wellbeing to suffer. Working with our partners, we quickly adapted our employment offer to go digital. We focussed on person led, accessible and inclusive provision, ultimately enabling people to feel more confident and able to take their next steps. We continued to provide fully funded training opportunities for those that needed to develop new skills or gain new qualifications and provided 'back to work' grants through our Flexible Fund.



34 jobs created within the supply chain and through supporting local business

117 residents are supported into sustainable employment

62 residents receive sector based routeway training

Steve was struggling to make rent payments following redundancy from his hospitality job and following a conversation with one of our advisors revealed that this was causing him considerable stress and anxiety. Steve was signed up to our 'One You' programme, committing to structured online workshops and group social meetings. Coaching sessions were also provided to help with some deep-rooted unresolved issues. The help received gave Steve the practical tools and confidence to secure a new job outside of the struggling hospitality industry. We also provided extra financial support for Steve to buy a travel pass and personal protective equipment for his new role. To ensure Steve continued to receive long term support with his health we gave him a tablet with six months of free data, so he could continue to access the group meetings and coaching.





After months out of school, children and families in Knowsley faced a locked-down school holidays, with little to do and little money to spare.

Committed to supporting the people in our communities, Livv worked collaboratively with One Knowsley, Knowsley Council, and a range of local community organisations to support the SNAP summer programme.

We provided £20k to fund 1,250 summer activity packs, full of hours of creative fun for children to enjoy at home or in local green spaces, whatever the weather. 250 packs were delivered directly to Livv customers. The remaining 1000 were delivered by our partners at Merseyside Fire and Rescue Service to voluntary hubs across the Borough.

The Knowsley families who received the packs were delighted to have fresh activities to inspire their children after a long time of home schooling. It certainly helped alleviate the lockdown blues during the school holidays and the delivery of packs in a fire engine brought some excitement to local neighbourhoods.

‘This is a great example of how we can work together on a voluntary basis to help our communities in times of struggle. We’re delighted to be a part of this fantastic initiative to support the volunteering sector within the Knowsley community.’

Steve Thomas - Station Manager, Merseyside Fire & Rescue Service

1,893

young people are supported with their overall wellbeing



September

Helping young people to access opportunities and build on their talents and capabilities is a key part of what we do at Livv.

The effects of the pandemic on the job market made things worse for young people and so we were determined to continue with our flagship apprenticeship and supported internship schemes for those with special educational needs.

Rosie Parry (age 22) joined as an apprentice in 2020, she said:

I was a bit worried at first as I had never worked in an office, let alone from home and was not sure what to expect. But we started with socially distanced training in a big room where I got to know all about the business and make new friends. Soon I was calling customers who were struggling through the pandemic. It was great to be able to say, "I can help you with that". I feel lucky to be part of such a great community in Knowsley and to help people whose lives have turned upside down over the past year. As my apprenticeship continued, I got a taste of different departments in Livv and was able to get out more and see customers face to face. I love being out in the community, supporting customers and know this is what I want to do in the future.



We have committed to recruiting 30 more young people between the ages of 18 and 24 as part of the Government's Kickstart Scheme, and our first placements started in March 2021. We're providing 30-hour placements, over and above, the 25 funded by Government. These additional paid hours will allow for more training, including essential English and Maths, to take place with our partners, Knowsley College.

28



young people supported into apprenticeships

7



young people progressing into education and further training

817

young people engaged with training and support services

Kieran Munnerly (age 18) joined us as a Kickstart placement in 2021, he said:

I was made redundant during the first few weeks of lockdown – I hadn't been working at my old job very long and didn't qualify for furlough. Applying at Livv was easy – I rang up and booked on to a session (which was online because of Covid) where I learnt more about the placement. I then did a 2-week college course, again all online. The tutor was dead nice, and I learnt about health and safety and customer service which I'd never done before. I was then interviewed by one of the Livv Directors, Michael Sinnott, which went sound. Within a week I started my new job! The recruitment was all smooth and straightforward.

Everyone at Livv has been really helpful in supporting me if I struggle with anything. I'm really enjoying having a job and my main aim is to secure a permanent position. I'm learning lots. It's definitely beneficial and I'd definitely recommend it.





By October, Covid-19 cases were continuing to rise in the Liverpool City Region.

8000 tonnes of PPE delivered

2 community buildings loaned to Community Groups

10 groups attend health and safety Zoom sessions

Voluntary sector organisations needed additional supplies of PPE to ensure they were able to support the region’s most vulnerable people. We stepped in to help distribute 8000 tonnes of PPE across the region.

This was just one of the ways we used our expertise and resources to support the voluntary sector as an essential part of our communities. We loaned our community assets to provide a base for local food hub distribution centres and hosted health and safety Zoom calls with local groups to help them operate in a Covid safe manner.

Sally Yeoman, Chief Officer, Halton & St Helens VCA said:

‘We are extremely grateful for the support of the PPE and Livv Housing Group for their help in getting this PPE to each of the Borough CVS (Councils for Voluntary Services). Our groups have been key in supporting the community response in each place and access to this PPE will enable them to keep doing this safely.’



With the colder months setting in and the Liverpool City Region heading towards further Tier 3 restrictions, many of our customers needed direct support with essentials such as food and utilities.

2,874 residents are supported with fuel and food poverty

741 customers supported with furniture and other essential goods

Our relationships with national organisations and the local Council enabled us to match pots of funding with our own resources to support those in crisis.

‘Chloe was placed on furlough at the beginning of lockdown and then went on to maternity leave, stretching her finances even further. As a new mum Chloe was really worried about how she would cope. We provided her with a food and gas voucher. She said, “I have got my shopping voucher and was also able to redeem the codes for my gas that you sent. I feel so much better now. Thanks so much for your help.’

John had recently lost his partner and was struggling with his household costs. We provided him with a washing machine and gas and electricity vouchers. John rang us to say, ‘Thanks again for your help, much appreciated and at least we can keep warm now’.



December

By December it was clear that we would all face a Christmas like no other.

Paul from Kirkby rang us to say,

‘Thanks for the hamper and all your help. I hope everyone there has a Merry Christmas and Happy New Year’.

Recognising that this festive period would be a tough time for families and individuals we wanted to support by making sure they received festive food packages and hampers. We donated £12,000 to social enterprise Knowsley Kitchen to help them provide food to 250 households over the Christmas period. Made up of turkey and all the trimmings, fresh fruit, vegetables, and treats the Christmas boxes were given to those families and individuals who were most vulnerable having suffered from the worst impacts of the pandemic. A further £8k was used to provide our own hampers to our customers in smaller households.

Over two days, our maintenance teams ran the logistical distribution, driving up and down the Borough to make sure everyone received their box by Christmas Eve.

£20k

provided for fresh Christmas food



Over 700



adults and children with a Christmas dinner and other treats



Racheal Jones CEO of One Knowsley, David Parr One Knowsley Trustee, and Leader of Knowsley Council Councillor Graham Morgan, help deliver food parcels.

January

With a new national lockdown announced on 4th January schoolchildren were again encouraged to stay at home where possible.



817

young people engaged with training and education support

But for many families a lack of technology meant that children could not join online lessons or complete work at home. Some devices were provided to schools by the Government, but there was a shortfall in Knowsley. Livv quickly joined forces with Knowsley Council to make sure that no child was left behind.

Livv provided £15k for devices that enabled children to continue their education and have contact with their teachers and friends through video calls and online lessons. The partnership with Knowsley Council helped 204 children allowing local families to keep their children safe and engaged with home learning at a time when Knowsley had one of the highest Covid-19 infection rates in the country.

Councillor Margaret Harvey, Knowsley Council's Children's Services Cabinet Member, said: "I understand the pressure and challenges home schooling presents for our families, particularly if you don't have equipment at home to access some of the online support that is available.

Through our strong partnership working with Livv, we've been able to step in where the Government has left us with a shortfall and we have provided local families with the equipment they need to ensure that learning can continue at home.

Schools and families across the Borough have worked incredibly hard throughout this pandemic. Schools have ensured that educational and engaging work is being set for children across the Borough, whilst also providing support to families at home. Local families are ensuring that children are only attending school if it is absolutely essential and ensuring that home learning is continuing.

This really is a great example of Knowsley Better Together in practice with partners working together for the benefit of our residents.

The additional Chromebooks and Kindles we received at Millbrook Primary School were of great help to pupils during lockdown. They particularly helped some younger pupils with access to Zoom lessons and online activities. The uptake for online learning increased significantly after these devices were distributed and ensured that every pupil who was disadvantaged had access to a device. We were also able to target children from larger families who were sharing devices at home.

Jane Maloney, Headteacher Millbrook Community Primary School



A box of chocolates and a Valentine's day card was just one of the many ways we reached out to our customers.

- For those staying indoors, we wanted to make sure they knew we were thinking about them.
- The work formed part of a wider initiative to engage with older people at risk of social isolation and marked not only Valentine's day but other key dates such as Remembrance Sunday, Easter, Chinese New Year and Christmas.
- Poppy posters were distributed and displayed in windows to demonstrate solidarity between neighbours.
 - 800 customers received specially designed cards from a local youth organisation. Within the cards the young people added their own personal messages, telling them that they were thinking of them during the festive period, that they were not alone and that they genuinely care for them.
 - Beat the boredom bundles with indoor exercise guides were sent to 800 customers.
 - Customers contributed to their own magazine where news, gossip and thoughts could be shared.
 - Ingredients for the famous Scouse were provided for a community cook-a-long.



Marie Garvey, a customer in Bluebell was over the moon with her surprise gift, 'Thank you for your valentine gift. It was a lovely surprise that lifted my mood. It's good to know we're not forgotten as we're all isolated and not mixing with each other. Small gestures can make a huge difference'.

A Watch Factory customer, said: 'We're pleased that despite lockdown we've still been able to mark Remembrance Day by displaying our poppy posters in our windows. It's important for us to still have the opportunity to remember those who lost their lives in the two world wars and in combat since'.



As families approached the last few weeks of home schooling, many customers told us how difficult they were finding the lockdown.

We knew that this time away from school was having an impact not only on the education of the children but also on their mental wellbeing.

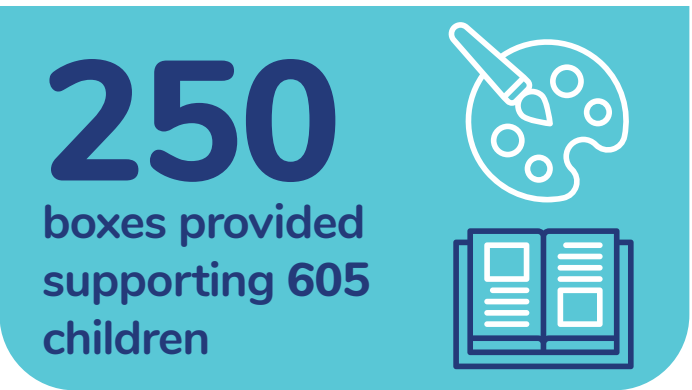
We wanted to help bring a smile to our customers faces and delivered 250 boxes, supporting 605 children with reading books, crafts, and other educational resources.

The boxes arrived in time to celebrate World Book Day and encouraged children to develop their reading skills, as well as helping parents with ideas for activities.



Kerry rang in to say, 'I received a box yesterday. Thank you - I have four very happy children'.

Lyndsey said, 'Thank you Livv Housing Group, my babies will be made up'.



Contact us

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