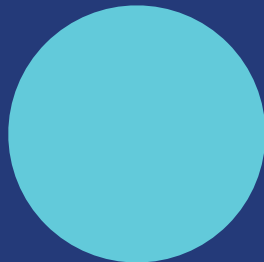
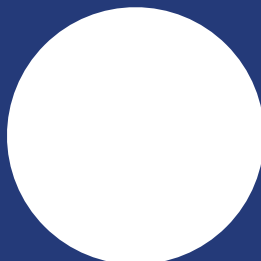




How did **we**
do this year?



**Social
Accounts**
2021 - 2022



Introduction

Welcome to our Social Accounts for 2021/22.

We're proud to bring you the stories behind the statistics, demonstrating how we've worked alongside customers and partners to make a positive difference in our communities.

The world we live in is changing fast and we've continued to adapt to meet the needs of our customers and communities. In 2021, we implemented our Improving the Customer Journey programme, reframing our services to something more aligned to how customers now want to interact with us.

We created our Advisory Service, a team of specialists with a mindset and skillset to enable a more holistic response to changing customer needs and expectations. The team has expertise in mental health, financial wellbeing and anti-social behaviour, as well as employment support – and I'm pleased to say we've had feedback that it has made a real difference to people.

This year our Social Accounts look at four key areas that we've focused our support on over the last financial year:

- financial wellbeing
- improving health and wellbeing
- reducing social isolation
- supporting young people with employment, wellbeing and aspiration.

We're living in challenging times, and I'd like to thank our employees, partners and customers for their support and contributions this year. Together, we've created opportunities and positive outcomes for and in our communities.

A handwritten signature in black ink.

Léann Hearne
Chief Executive



Introduction



Finance



Wellbeing



Support



Young people



We aim to create positive outcomes and impact for our customers and their local communities through everything we do.

Our Community Investment Strategy outlines the focus of our social impact activities and objectives, such as supporting our customers to improve financial wellbeing or reduce social isolation. To achieve these objectives, we work with colleagues and external partners to develop and deliver activities which will support our customers and deliver meaningful impact. Our 'Impact Framework' shows how each activity contributes towards our social impact objectives, creating a common understanding of why we do what we do, for who, and how we know it works.

Our social value calculation is based on the HACT (Housing Associations' Charitable Trust) Wellbeing methodology, which quantifies the relative importance people place on the changes experienced in their lives.

Our activities have created a total social value of



£64,011,973

£1:1.17

social return on investment.



This means that for every £1 we spent as a business, social benefits valued at £1.17 were generated



Introduction



Finance



Wellbeing



Support



Young people

Supporting our partners in the public sector

Our activities have generated over £11m in cost savings to the public purse.

This is through activities such as helping people find employment, supporting people to stay in their homes longer and tackling anti-social behaviour. Here are some of the savings we've achieved:

NHS

£3,674,754

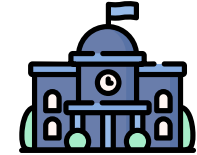
Improvements in physical health, mental health and reduced trips, slips and falls within the home



Local authority

£200,214

Homelessness support and reduced NEET*



Social care

£6,172,109

Supporting people to stay in their homes



Department for Work and Pensions

£1,552,275

People entering into sustainable employment



Police and crime

£89,374

Working to reduce ASB incidents



*NEET = young people not in education, employment or training.

We calculate these figures by completing a cost benefit analysis.





Supporting customers' financial wellbeing

As the cost of living rises across the UK, we know that it's a difficult time for our customers – especially those who may already be struggling. Ensuring that they're receiving advice and guided support is crucial to improving their financial wellbeing, and our team are on hand to help every step of the way.

Future Skills and Flexible Fund

We launched our Future Skills programme; an employment project designed to retrain and upskill customers to allow them to take advantage of job opportunities in growth sectors across the Liverpool City Region.

We offer customers multiple pathways into training in construction, health and social care, warehousing and logistics, and maritime. And we work with a pipeline of employers who are actively recruiting in these areas. Through sector specific courses, participants gain the knowledge and qualifications needed to help progress their career. Once training is completed, they're guaranteed an interview and are fully supported by our employment case workers with the preparation.

Securing a job isn't always the end of the story for people seeking employment though. For some, the long list of expenses that follow can be a barrier in itself.

Our Flexible Fund removes some of the common barriers that customers face when they're transitioning into employment, assisting with costs such as transport, clothing, childcare, PPE and Universal Credit bridging payments. It's open to all customers, regardless of benefit status or their pathway into work.

“Due to the fact that I wouldn't be getting paid for a month, Livv provided me with a Universal Credit bridging payment of £580 to help with the transition into work. This allowed me to buy work clothes and cover any other costs including transport until my first pay day. I'm extremely grateful for the financial support from Livv during this time.”

Dylan - a Livv customer



Introduction



Finance



Wellbeing



Support



Young people

Pocket Power, food and fuel vouchers, and tailored support

Our teams help our customers to maximise their income by ensuring they have access to the correct benefits to enable them to sustain their tenancy.

We've teamed up with social enterprise, Pocket Power, to work with our customers to help them switch tariffs and apply for grants and discounts to reduce their household bills (eg Warm Homes Discount, utility provider grants and trust funds).

More than 200 customers have engaged with Pocket Power and together **saved more than £35,848, with £7,349 saved over a single month.**

As part of our work we've been able to provide customers with additional support including help with essential household items, including fuel and food vouchers. This is made possible through our own funding along with the Knowsley Better Together Hardship Fund and the national HACT scheme.

Customers are referred through our Advisory Service and the tailored support continues to make a huge difference to many households.



Customer Story

Towards the end of 2021, Jennifer was struggling with money (including her rent) and understandably was worried and stressed about providing for her two young children.

After getting in touch with Advisory Services, she received £75 in food and fuel vouchers and was also introduced to Pocket Power. The appointment was a success and she was able to make savings through switching, grants and discounts, totalling £618.

Now that the team had helped Jennifer to access

financial support, she signed up to Livv's Future Skills programme and undertook a health and social care course. Gaining her qualifications, Jennifer went on to secure a job in the care sector and received additional support through our Flexible Fund to help with the transition.

This wraparound support has helped Jennifer become more financially stable and from a personal perspective, more confident in herself. She's also reduced her arrears and is working towards a clear rent account.



Cash for Kids

Radio City's Cash for Kids is a fundraising initiative whose mission is to improve the lives of disadvantaged children and young people in our communities. We've partnered up with them to help families in need across Knowsley and the wider region.

Investing £12,000 into the partnership enables Cash for Kids to raise funds and operate programmes across Merseyside. Over the past year, our customers have received financial support exceeding our initial investment, as Cash for Kids continue to support families in need with the everyday essentials.

One of the customers we helped was Joanne and her four children. She chose back-to-school and Tesco food shopping vouchers. She said:

“The vouchers were a massive help. I was able to get school uniforms and shoes for my two youngest children and a couple of weeks of food shopping. It felt like a burden was lifted. I'm made-up with the support. I didn't expect my housing [association] to come to me with such help. Thank you so much. I won't forget it.”



The financial pressures surrounding Christmas can often make the festive period a challenging time for our customers. Last year, to help those struggling households, our Advisory Services Team made customer referrals to Cash for Kids' 'Mission Christmas' to ensure that the children had a present to unwrap on Christmas morning. 40 of our families received presents for their children.

We enlisted the support of our employees too. Teams from across the business volunteered to sort and pack toys and gifts, as well as unload donor vehicles and deliver gifts to the families and organisations in need of Mission Christmas.

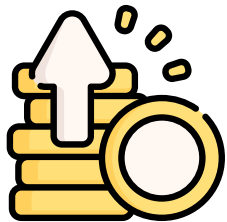


Supporting customers' financial wellbeing



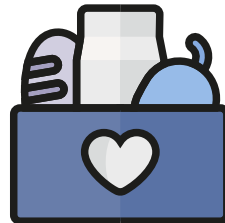
153

people supported to buy their own home via Shared Ownership or Right to Buy



3,045

customers supported to be financially better off



1,677

people supported with food and fuel vouchers



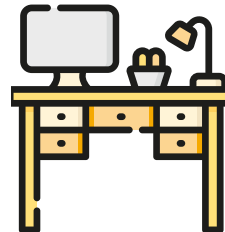
857

people supported with budget and benefit maximisation advice



181

people supported into employment



102

people supported with furniture packages



134

people supported with training





Supporting customers to improve mental health and wellbeing

Everybody needs a little help from time to time. Our mission is to provide opportunities for people to live happy, successful and fulfilled lives. Through our own specialist teams, we're able to offer a wide range of support to our customers throughout their tenancies. And through our work with trusted partners, we can help our customers access a range of services designed to support their wellbeing and mental health.

Mental health support

Customers had the opportunity to take part in a mental health support programme in Northwood, in partnership with our local Groundwork Trust. The programme offered participants the chance to increase their knowledge about mental health, explore their own mental health and learn tools and techniques to deal with common issues such as stress and anxiety. Many of the participants will be returning as mentors to support a further cohort.

Customer story

Mental Health Case Worker, Tom*, has been supporting Liz* with her mental health. Her struggles with addiction were severely impacting her finances, relationships and self-esteem. Working with Liz to set goals and engage with support services has enabled her to take the first steps towards regaining control.

After reaching out and asking for help, Liz says she's seen a big improvement with her health and wellbeing. The support provided by her doctor, specialist services and Tom

mean she's in a much better place both mentally and physically.

Tom's support is ongoing, meeting with the customer and partners to check-in and ensure she continues to receive the best possible support for her wellbeing. Now her finances are back on track and she's reconnected with her family, Liz is looking to the future. She's thinking about her next steps and will soon begin employment support with our partner, Transforming Lives Company (TLC).

*names changed.



Introduction



Finance



Wellbeing



Support



Young people

Men vs Food

Good mental health and wellbeing, like the enjoyment of good food, is something we should all be able to share. The Men vs Food project provides opportunities for men to get together and talk, creating effective pathways to better health, coupled with the chance to learn new cooking skills or share their existing skills with others. We work in partnership with Alchemic Kitchen to deliver sessions that act as a safe space specifically for men (and those who identify as male), teaching them to cook but also providing a supportive setting to discuss mental health and other concerns that they might not feel comfortable expressing in a mixed environment.



Introduction



Finance



Wellbeing

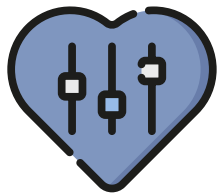


Support



Young people

Supporting customers to improve mental health and wellbeing



3,113

people supported
to improve mental
health and wellbeing



132

aids and adaptations
supporting residents
to stay in their home



172

customers have
improved levels of
confidence



Introduction



Finance



Wellbeing



Support



Young people



Supporting customers to be better connected and reduce social isolation

Loneliness can affect anyone, whatever their age. Feeling this way can make it hard to reach out, but there is a helping hand.

People across the globe experienced an increase in loneliness during the COVID-19 pandemic and the impact continues to be felt now.

Our teams work hard to support our customers experiencing social isolation by addressing its risk factors, such as money worries or digital exclusion.

Combined with tailored support, they empower people to get involved with their communities and connect with others.

Social isolation

In 2021, we donated £15,000 to community activity groups through our partner, One Knowsley. These funds were distributed to groups located in our customers' local areas to provide vital services such as lunch clubs and social activities.

This year also saw the return of some activities to Livv's own community centres and schemes following the end of COVID-19 restrictions.





Supporting customers to be better connected and reduce social isolation

Despite living in an increasingly digital world, not everyone is online. Millions of people in the UK don't have the right skills or equipment they need.

Digital inclusion

The COVID-19 pandemic saw service providers moving their services online instead of face-to-face. For some of our customers the cost of suitable devices and data were a key barrier to getting online to access the support available to them.

Working with our teams and partners, we help our customers become confident using digital devices, like computers or tablets, and give them access to the equipment they need to get online. To date we've donated 200 tablets with six month data packages and helped customers gain practical skills by referring them to specialist partners:

- we worked with our local Adult Education partners, providing 64 people with courses such as English Language Development, Maths and English, Parenting Support and reading classes
- we worked with Social Prescribing Teams providing 60 people with access to health and wellbeing, and isolation support
- we supported 50 customers who were seeking work to enable job search and attendance at employability support programmes
- remaining tablets were provided to care leavers living in our homes and to those at risk of homelessness, enabling them to keep in contact with Livv, other essential services and their personal support networks.



Customer story

Ryan* had recently moved to a new neighbourhood but found the change hard. Case worker, Anne*, arranged for dedicated support to get Ryan talking, reconnect with people and find a place in his new community.

Our partner, TLC, run an online course to help people explore their stress and anxiety, developing strategies for a happier future. Ryan was keen to get started but was nervous as he felt he wasn't tech savvy enough.

Our Neighbourhood Planning and Community Investment Team stepped in to support, providing a tablet with six months' worth of data to get him online. With some guidance from Anne, Ryan was soon flourishing and enthusiastically joining in with the virtual sessions.

Following the course, he started to attend events organised by Livv and our partners. Meeting new people face-to-face really gave him a boost each week.

Ryan's self-esteem grew with each success. This new confidence has led him to independently seek out community groups where he's meeting likeminded people and making friends.

“I must say, (Anne) has worked wonders for me. She has brought out my confidence and helped me (in) the way I speak to people. In the past six months that I've known her, she has turned my life around.”

*names changed.



12

voluntary and community groups funded to provide social inclusion activities

1,876

customers that are better connected or have reduced social isolation



256

customers more digitally connected



Introduction



Finance



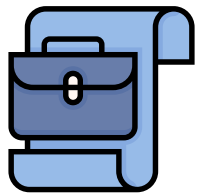
Wellbeing



Support



Young people



Supporting young people with employment, skills, wellbeing and aspiration

At Livv, our purpose is to unlock potential to give people and communities opportunities to flourish.

A huge part of that work focuses on providing young people with access to a range of training and employment. We also provide support to improve their wellbeing and encourage them to aspire to achieve their full potential. We work closely with partners to connect them to the right courses and events so we can support them to grow, develop and thrive.

We are a major employer in Knowsley, with 50% of our employees living in the local area. We're committed to employing local people.



Introduction



Finance



Wellbeing



Support



Young people

Kickstart

We take great pride in being one of the largest apprenticeship providers in Knowsley. In 2021, we joined the government's Kickstart Scheme, which aims to help young people aged 16-24 into work by offering six-month placements.

Over the course of the scheme, we recruited 15 young people from across the borough; nine of whom were also customers living in our properties. Seven out of the 15 have now completed their placements and successfully kickstarted their careers:

- two secured permanent jobs at Livv and one was successful in joining Livv's apprenticeship scheme
- one secured a permanent position with a Livv contractor
- one secured an external apprenticeship, meanwhile two secured external full-time, permanent roles.

Kickstart offers funding for up to 25 hours work but Livv funded each placement for up to 30 hours. These additional hours were used for training in English and Maths, access to mental health and wellbeing support, workshops and training with industry experts, as well as job shadowing across the Group.



Stephen Rutland was one of the first 'kickstarts' to join us. He then went on to secure a full-time role as an estate services operative within the business:

“I'm settling into my role perfectly – I absolutely love it! Everyone in our team has been great and supported me with everything I need.

I'd tell anybody thinking about applying to the Kickstart scheme to go for it, it's one of the best decisions I've made.”

Ellie Moss was placed in the Assets Team as a Kickstart recruit. Now she's on our apprenticeship scheme and is working towards her Chartered Institute of Housing (CIH) Level 3 qualification:

“Definitely go for the opportunity if you get it, it opens up so many options – it's a great experience.”



Holiday activities

Whilst the government funded HAF (Holiday activities and food) programme provided much needed support for children and young people, a gap in funding during the half term holidays remained. We joined forces with Knowsley Council and One Knowsley over the February half term to provide additional support for local voluntary organisations to work with children and young people.

Our contribution of £10,000 enabled extra capacity for existing Sports, Nutrition and Active Play (SNAP) activity programmes across the borough, supporting hundreds of children and their families who might otherwise have missed out.

Activities throughout the week included daily safari trips, holiday clubs and sports and fitness sessions. Provision also included activities for children and young people with special educational needs and disabilities.

“Whilst Knowsley Safari Park is on their doorstep and has been established for years, many families in the borough haven’t had an opportunity to pay a visit.

As a Community Interest Company (CIC), the half term funding that was provided to Explore really enhanced what we could offer meaning we could take a lot more families out to enjoy the magnificent experience of visiting the park.”

Explore Partnership

“Thank you for the support and opportunity to deliver these activities and food to our community – it’s made a massive difference and we have loved making the kids smile this half term.”

Kab's Fitness



Introduction



Finance



Wellbeing



Support



Young people

Knowsley Young Minds

Good mental health is just as important as physical health. As part of our ongoing work with Evolving Mindset, we've commissioned its Knowsley Young Minds project which aims to bolster young peoples' wellbeing and overall quality of life, whilst connecting them to a robust social network.

Delivered to young people aged 14-24, the project is designed to address current mental health challenges in the local area by providing a comprehensive education and wellbeing support and training programme.

Further benefits of the project include mental health workshops, one-to-one support, first aid in mental health qualifications and employment support.

33 young people received support from a qualified mental health practitioner, while 40 completed a Level 2 First Aid for Mental Health or Level 2 First Aid for Youth Mental Health course.

“I've suffered with my mental health, depression and anxiety since losing my job during the pandemic. Since starting work at Evolving Mindset, it has opened my eyes and I am so much more confident. I couldn't even go to the shops before, and now we have been to Prescot School to deliver mental health presentations to pupils.”

Jade B - one of the participants



Introduction



Finance



Wellbeing



Support



Young people

Supporting young people with employment, skills, wellbeing and aspiration



305

young people engaged in sector-based training



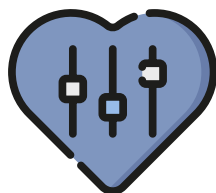
20

young people secured jobs thanks to industry specific training



29

young people supported into apprenticeships



474

young people have improved overall wellbeing



94

young people supported with their mental health



Introduction



Finance



Wellbeing



Support



Young people



Contact us

www.livvhousinggroup.com
marketing@livvhousinggroup.com
0151 290 7000

Livv Housing Group
Lakeview
Kings Business Park
Prescot, Knowsley
L34 1PJ

Find us on:

