



# Social accounts

2022-2023





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## I'm pleased to share our Social Accounts for 2022/23

There are so many statistics and measures of success outlined in our Social Accounts but it's the stories behind them that really bring the impact to life. These stories show you how we've worked with customers, colleagues and partners in our community to make a positive difference.

Our customer facing team continue to use their specialist skillset to work closely with our customers, supporting them holistically to meet their evolving needs. They've been working hard in three key areas, which will form part of this year's Social Accounts themes:

- Cost of living support
- Young people
- Mental health and wellbeing

The fall out from the cost of living crisis continues to put pressure on people, families and communities in many different ways. We've listened to the concerns of our customers and shaped our services to make sure they're relevant and reflective of their needs. We recently launched our new

three year Corporate Plan that will give us the strategic framework to continue to support people and communities in the right way, it shows our commitment to 'doing more' and achieving more.

Our Social Investment Fund has continued to support the businesses who received funding and advice from us while the fund was open. As these businesses grow and create their own social value they also provide opportunity for our customers and communities, so it's great to see that support continuing and their success is our legacy.

I'd like to thank our colleagues, partners and customers for their support over the last year and it's been fantastic to see the impact it's had in our communities.



**Léann Hearne**  
Chief Executive



# Our impact

We aim to create positive outcomes and impact for our customers and local communities through everything we do. This includes the work we do directly with customers supporting them to stay safe in their homes as well as the investment that we make in programmes of activity that provide opportunities for our customers to help them thrive.

Social value is a measurement of the benefits that our services and programmes bring to our customers and their communities.

We measure the impact we deliver from our programmes and the support we provide to customers using a proven measurement framework\*.



Our activities have created a total social value of

**£65,172,887**



**£1 : £1.09**

social return on investment

This means that for every £1 we spent as a business, social benefits valued at £1.09



# Our partners in the public sector

As a result of our investments we reduce the reliance on other public services and their budgets. 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

**£1,401,944**

Improvement in physical and mental health



Local authority and social care

**£6,461,886**

Homelessness support and reduced NEET\*, and supporting people to stay in their homes for longer



Department for Work and Pensions

**£3,011,502**

People entering into employment



Safer communities

**£445,334**

Work to support reduction of anti-social behaviour

\* NEET - Not in Education, Employment or Training

# Financial wellbeing

We know that increasing living costs have caused difficulties for many customers. Providing the right advice, guidance and practical help is crucial to improving financial wellbeing, and our team have been on hand to help in many ways.

## Maximising income and reducing outgoings

Our Advisory Services Team have worked hard and supported 1,772 customers with budgeting and benefits advice, including helping them to review their bills, seeing where they could save money and making sure they're claiming the right benefits. We've also provided customers with fuel, food, and essential item vouchers.

### John's story

We work closely with social enterprise, Pocket Power, who help us to put money back into customers' pockets. In 2022/23, over 600 of our customers were supported by Pocket Power and in total saved £140,114 - that's an average of £227 per person.

Pocket Power spoke to John\* and found he was overpaying for his broadband and by switching to the social tariff, he'd save £50 each month. They also supported him to access a United Utilities discount and applied to the United Utilities Trust Fund to help with his arrears. John was able to save £987 in total.

\*name changed to protect identity





**5,639**

customers have been supported to become financially better off



**£155,828**

worth of food and fuel vouchers were provided to our customers



**1,772**

people supported with budget maximisation and benefits advice



**368**

people supported into employment



**2,553**

people supported with energy advice, food and fuel vouchers



**140**

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

# Energy advice and savings

In partnership with Citizens Advice Knowsley, we supported 962 customers with energy advice, warmth packs, home energy assessments, LED lightbulbs and practical support.

We got out in the community to meet with customers to let them know about the support. We held workshops, door knocked and tried to target people who wouldn't normally speak with us by running initiatives such as 'Chips and chat'.

Hiring a chip van for the day, we were on hand to discuss the support we can provide, and warm bags were given out to customers, containing blankets, hot water bottles and much more.

Citizens Advice offered advice, guidance and support around energy efficiency, household bills and available grants.

In total we held 16 different events at different locations across Knowsley.





## Making our homes warmer

We have ambitious targets when it comes to reducing our impact on the environment. With the help of grant funding from the Social Housing Decarbonisation Fund we're on track to achieve an EPC rating of C by 2025, five years ahead of government targets.

We've completed over £5 million worth of works during 2022/23 which has helped to reduce our customers' electricity bills and created warmer, more energy efficient homes.

We've:

- installed loft insulation to stop heat escaping through the roof
- installed triple glazing in the homes that need it most (all homes are at least double glazed)
- installed solar PV systems that generate energy even on overcast days – generating energy all year round.

These improvements will help our customers save up to a third on electricity – up to £850 a year.



## What's next?

We've secured more funding that will allow us to invest a further £9m into our homes over the next two years. Using state-of-the-art technology, we'll take our properties into a more energy efficient future. This includes:

- installing triple glazing in all our homes
- installing external wall insulation
- installing solar PV systems to the roofs of more of our homes.

# Employment

Creating ways to access employment and training is a key part of how we support our customers to achieve their full potential in the places where they live.

In 2022/23 we supported **368** customers to access employment through projects and the help of our Advisory Services Team.

## Flexible Fund

We know that making the transition into paid employment can be hard and can bring its own initial financial difficulties. Our Flexible Fund helped to remove some of the financial barriers our customers may face when starting a new job by covering the costs of personal identification, travel, childcare and Universal Credit bridging payments.

In 2022/23, we supported **151** customers through the fund.



## Future Skills

Our Future Skills projects provided short, sector-specific courses, where customers gained industry specific knowledge and qualifications. Linking them to potential employers, they were then able to interview for local job opportunities.

Our three pathways were:

- construction
- health and social care
- facilities.

This saw **275** customers and Knowsley residents access training, with over **50%** progressing directly into employment within one month of finishing!

Jamie\* took part in Future Skills in health and social care. He said:

*“I really enjoyed learning again – gaining qualifications really helped me believe in myself. I now help hundreds of adults and young people to keep fit and work on their mindset to want a better life for themselves and to stay off the streets. This is down to the Future Skills programme.”*

\*name changed to protect identity



# Employment

We're the social impact partner of Shakespeare North Playhouse, who we've worked with since they launched. We helped them to recruit for a variety of roles when they opened. It was a great way of using our experience of delivering positive social outcomes to support them. As two organisations working together in the local community, we created meaningful and lasting impact and opportunities for local people.





## Connecting customers with opportunities

When our partners, Community Integrated Care (CIC), were looking to recruit support workers for The Watchfactory Phase Two, we held a drop in session to find candidates and help local people into employment.

Our team put forward customers we were working with who would be ideal candidates for the roles that CIC were looking to fill. Five people from the event were recruited, four of whom were Livv customers.

CIC were delighted with our support and the quality of applications, which was a real testament to the programmes that we deliver.

# Mental health and wellbeing

Our customers need help from time to time and our mission is to help people live happier lives by providing opportunities for them. We have specialist teams who can provide a range of different support. We can help customers access a range of services designed to support their mental health and wellbeing.

Ben\* was struggling with mental and physical health problems and wasn't coping very well. He told us that he hadn't been sleeping well or eating properly, and wasn't sure how to access help. He had no food in the house and lots of unopened mail.

We didn't want to leave Ben without any help so we contacted a mental health support team and made an urgent referral so we could get him a GP appointment. The GP gave him new medication which helped him sleep better.

We were able to support Ben to apply for a Personal Independence Payment and secure a council tax exemption to increase his income.

We also provided him with food vouchers, and over time he was able to gain weight which in turn helped with his confidence.

Thanks to our support, Ben is now on a better path.



*\*name changed to protect identity*



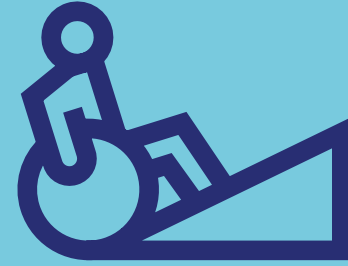
**956**

customers supported to improve their wellbeing



**2,824**

people supported to improve their mental health and wellbeing



**505**

aids and adaptations supporting residents to stay in their home



**217**

customers supported through long term health and wellbeing projects



**177**

customers have improved levels of confidence

## Shapeshifters

We partnered with Northwood Together and Volair Kirkby to part-fund 'Shapeshifters', a six-month programme designed to help people from the Northwood community lose weight whilst boosting their overall health and wellbeing.

Meeting at Volair leisure centre each week, members took part in gym, swim and group exercise classes. They also shared recipe ideas and inspiration to achieve a healthier lifestyle.

The first phase of the programme had 24 people take part, 16 of whom were our customers. An incredible 301lbs of weight was lost across the group over just six months.

The course had an even greater impact on two of our customers as they progressed to become team leaders.

Due to the success of the programme, we're working with Volair on other health and wellbeing projects across Knowsley.





# Safer communities

We work with our communities, partners and customers to provide a safe environment for people to live, work and be a part of. We have close relationships with Merseyside Police, Merseyside Fire and Rescue Service (MFRS), Knowsley Council, and we also have a dedicated Anti-social Behaviour (ASB) Team to help deal with any unwanted activities in our area.

## Walkabout Wednesday

We work with local partners to carry out 'Walkabout Wednesday', where we go out to identified ASB hotspots with the police, our ASB Team, housing advisors and the council.

We knock on customers' and residents' doors to offer support, deliver leaflets and inform them on how to report any anti-social behaviour in the area. Our partners at MFRS also offer advice on fire prevention and safety.

We support with projects to prevent further crime in our communities, such as sports for young people to divert them from becoming involved in ASB. For example, a weekly sports camp was set up at the Apollo Sports Club in Whiston, as the train station nearby was a particular hotspot for ASB.



**100**

customers supported  
with domestic abuse  
issues



**339**

customers supported  
with anti-social  
behaviour concerns

# Supporting the voluntary sector

By investing in others we can help organisations make a wider social impact. We do this by providing:

- small grants – Community Investment Programme
- investment – Livv Investment.

## Christmas Small Grants Scheme

With the cost of living crisis making times of the year like Christmas even more difficult, we wanted to support the people of Knowsley, including families, those living on their own, young people and school children.

We introduced our Christmas Small Grants Scheme and worked closely with local Voluntary, Community, Faith and Social Enterprise (VCFSE) organisations over the festive period.

Over £34,000 of funding was provided to enable 20 local organisations to provide 716 people with food.

From winter wonderlands to winter warm hubs, Christmas parties to Christmas fayres, these organisations delivered programmes, projects and activities for our customers and communities who needed it most.

Evolving Mindset hosted their Christmas fayre where young people who completed our Knowsley Young Minds project gave out hampers to families struggling over the Christmas period. The day also involved arts and crafts and of course, a visit from Santa himself!

Alchemic Kitchen threw a Christmas party at Fairview Park Community Centre in Halewood for our older customers who tucked into a delicious homemade afternoon tea from Homebaked. They also took home a bag of fresh fruit and veg, as well as a 'winter warm pack' to keep them cosy.

It was important to us that we offered our support where we could and we hope the Christmas Small Grants Scheme helped to make things a little easier for them over the festive period.



# Livv Investment

Livv Investment has helped organisations across the North West that generate their own social value. With support, guidance and finance these organisations are empowered to thrive and have a greater impact. The fund closed for new applications in June 2021, but the impact of our investment continues.

Our 'Invest for Impact' fund was aimed at charities and social enterprises that are unlikely to have taken on social investment before and typically this type of finance hadn't previously been readily available. The finance offered was in the form of small, flexible, unsecured loans, combined with grants, to organisations seeking to use the funds to create more social impact.



47

organisations were supported with total loans of **£3.89m** and grants of **£1.32m**



3,583

people supported with health and wellbeing



7,299

people undertook training



232

people in fair wage or retained in fair wage jobs



2,267

people digitally included

## One Knowsley

One Knowsley is the independent social infrastructure support body for VCFSEs.

Our investment assisted in the Community Asset Transfer of buildings at Court Hey Park into a community hub. This enabled One Knowsley to amplify its support, development and partnership work with VCFSEs and key stakeholders in the borough.

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



# Supporting young people

Our purpose is to unlock young people's potential and give communities opportunities to flourish.

A big part of that work focuses on providing young people with access to training and employment opportunities, and help to improve their wellbeing. One of our main objectives is to support young people to increase aspiration and achieve their full potential. We work with partners who provide courses and events so we can support them to grow, develop and thrive.

## Nobody Left Behind

We funded a seven-week programme that put 25 young people through their paces, using the power of sport to engage those who feel left behind by society and aren't in education or work.

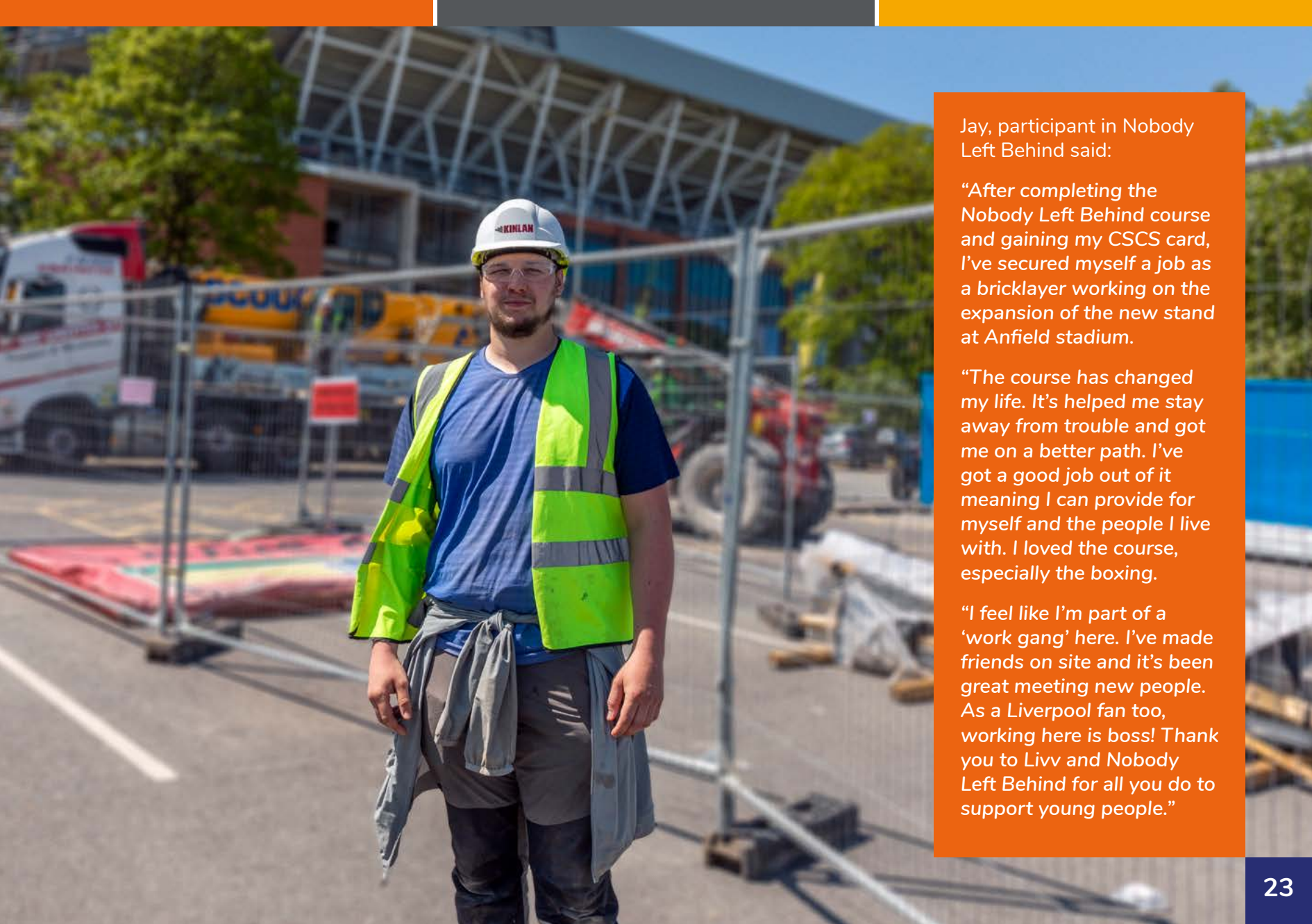
The young people spent four weeks doing sport and three weeks learning practical trade skills.

For the 10 women on the programme, coach Lauren Gwynne of Maghull's 'Wild Warrior Women' supported their mental, physical, and emotional wellbeing through activities including mountain walks, cold water therapy and yoga.

The 15 men spent time boxing with coaches including former professional super featherweight boxer Steven Smith who won gold at the Commonwealth Games.

They gained essential qualifications like Level 1 Fire Safety and a Construction Skills Certification Scheme card needed to work on construction sites.

We're all about making a difference and creating opportunities that people in our communities can tap into.



Jay, participant in Nobody Left Behind said:

“After completing the Nobody Left Behind course and gaining my CSCS card, I’ve secured myself a job as a bricklayer working on the expansion of the new stand at Anfield stadium.

“The course has changed my life. It’s helped me stay away from trouble and got me on a better path. I’ve got a good job out of it meaning I can provide for myself and the people I live with. I loved the course, especially the boxing.

“I feel like I’m part of a ‘work gang’ here. I’ve made friends on site and it’s been great meeting new people. As a Liverpool fan too, working here is boss! Thank you to Livv and Nobody Left Behind for all you do to support young people.”

# Supporting young people

We recognise that positive mental health is just as important as good physical health. That's why we've joined forces with Evolving Mindset to fund its Knowsley Young Minds project – a service that provides free access to mental health support and training for young people across Knowsley.

Young people aged 14-24 accessed workshops, one-to-one mentoring, qualifications in mental health, education support groups, voluntary opportunities and employability support.

The project also ensures wrap-around care by extending the free support and qualifications to parents, carers and guardians of those who use the service.

The first phase of the project saw over 120 young people from across the borough access the service, including 58 of our customers.

The programme is now into its second year and continues to have a positive impact.

The aim of Knowsley Young Minds is to empower young people to be the catalyst of positive mental health change. To do this, it's important that they have access to an education-based service where they feel comfortable to learn more about themselves and how to help others.

The project continues to go from strength to strength. Supporting our customers and communities couldn't be more crucial.



**100%**

of young people who have accessed the service feel that the project has improved their knowledge in mental health



**86%**

of young people who have accessed the service feel that the project has helped to improve their mental wellbeing





**532**

primary school pupils  
have been helped with  
'mini medic' mental  
health sessions



**21**

young people aged  
14-24 have engaged in  
one-to-one support



**18**

parents, carers and  
relatives of children  
and young people have  
received a qualification  
in First Aid for Youth  
Mental Health



**42**

young people have  
received a qualification  
in First Aid for Mental  
Health, First Aid for  
Youth Mental Health  
and Safeguarding



**55**

workshops have  
been delivered to  
106 children and  
young people



**10**

family support sessions  
have been delivered,  
supporting a total of  
33 parents, carers and  
relatives of children  
and young people

# Supporting young people



**499**

young people have improved education and skill levels



**174**

young people engaged in sector-based training



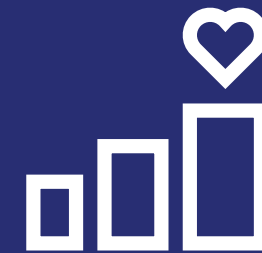
**34**

young people supported into apprenticeships



**199**

young people took part in training and activity to improve their employability skills



**1,478**

young people have improved overall wellbeing



**212**

young people supported with their mental health



**557**

young people taking part in positive activity programmes



