

SOCIAL IMPACT STRATEGY 2022 - 2025

Maximising Our Social Impact

"We will support and maximise positive change in our local communities taking a place-based, community-led approach."



Maximising Our Social Impact

Creating lasting, positive social impact in what we do is part of our core purpose at Cartrefi Conwy; we want to **do the right thing** and deliver for those that need it the most.

We have set a key priority within our five year Corporate Plan to **“Maximise Our Social Impact”**. This strategy sets out how social impact will play a key role in empowering and developing tenants in our homes and the communities within which they live to be sustainable in the long term and to deliver the changes our tenants want to see in their neighbourhoods.

This will be achieved by making best use of our resources, and working with our tenants, partners and key stakeholders so together we can create **long-term sustainable change**.

This strategy sets out how we aim to support our communities beyond the core purpose of a social landlord. It provides a focus to ensure we are delivering where there is most need and has been **shaped by feedback** from tenants, stakeholders and colleagues.

Creating social impact is a natural extension of our activities as a social landlord. It underpins our mission and values and is integral to creating **places where people are proud to live and work**.

Creating **positive changes** in the lives of our communities is a given; maximising that impact is something we must deliver.

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“We will maximise the social impact our work has in delivering for those that need it the most.”



Our Vision

Our mission is “creating communities to be proud of” and this is a guiding principle which underpins everything we do.

Basically, social impact sits at the heart of our organisation. Our commitment to supporting community-led initiatives goes above and beyond our responsibilities as a social landlord. As we work at the heart of our communities, this makes us well placed to help drive positive change.

We believe we have the skills and resources to complement those already present within our communities so that we can make a difference together.



We want to do this by:

- Investing in community-led initiatives which support the aspirations of our tenants, and
- Working in partnership with groups to build capacity at a local level

Our vision for this strategy is for our tenants to feel part of, and proud of, their community. We want to help develop successful and sustainable communities in areas where we have homes.

“Our values are at the heart of this strategy. We will do the right thing, commit to quality and be innovative.”



Our Values

Our values are at the heart of everything we do. They will guide the way we make decisions and how we work with our tenants, colleagues and other customers and partners to deliver this strategy. The following areas are detailed in the Corporate Plan and directly link to this strategy:



Maximise
Our Social
Impact

- Training and Skills Building: Working with tenants and the local community to gain new skills and support towards job, training and volunteer opportunities
- Tackling Poverty: Tailored services and support for tenants to understand needs, reduce inequalities and ultimately tackle poverty
- Increase spend with local SMEs by 10%
- Foundational Economy: Working with local SMEs to support the Welsh pound and grow the Foundational Economy



Create
Sustainable
Communities

- Tenant Voice: Enhancing the way tenants are involved in decision making
- Tenancy Sustainability: Providing a positive and proactive approach with tenants focusing on early interventions, new tenancy success and tailored support



Collaborate
and
Create

- Productive Partnerships: Develop effective and productive partnerships that will positively impact our organisation and communities



Transform
Our Use of
Technology

- 90% of all tenant transactions will be self-serve

How The Strategy Was Influenced

Tenant Voice

What our tenants have told us and what issues are important to them. We engaged, involved and actively listened to our tenants so that their aspirations are at the heart of our strategy.



Community Needs

Understanding the needs of the communities where we have homes based on research and strategic documents.*



Where We Can Maximise Impact

Conwy County has a number of wards that feature in the 10% Most Deprived in Wales where we have homes.**



Our Strengths And Knowledge

Where we feel we can make most difference, based on our skills and experience and those of the organisations we will work in partnership with.



***Influential strategic documents included:**

- **Welsh Government** - *A Healthier Wales: Plan for Health & Social Care; Prosperity for All: Economic Action Plan; Digitalisation Strategy; Connected Communities: Strategy for Tackling Loneliness and Social Isolation; Programme for Government: 2021 – 2026*
- **Local Health Board Priorities**
- **Public Services Board – Wellbeing Plan**
- **Conwy County Borough Council's Corporate Plan**

**** Wards in Conwy County that feature in the 10% Most Deprived in Wales:**

- **5 wards are in the bottom 10% for overall multiple deprivation**
- **6 wards are in the bottom 10% for employment**
- **4 wards are in the bottom 10% for health**
- **1 ward is in the bottom 10% for education**
- **4 wards are in the bottom 10% for access to services**
- **5 wards are in the bottom 10% for housing**
- **6 wards are in the bottom 10% for community safety**

"In order to direct our resources to where they are most needed, we have identified four priority areas."



Our Priorities

There are many different ways that we could deliver our social impact and help create communities people want to live in. In order to focus and direct our resources to where they are most needed, we have identified four priority areas:



Employability and Digital Inclusion



Tackling Poverty



Health and Wellbeing



Building Engaged and Active Communities



Employability and Digital Inclusion

"We want to support people by removing barriers to work including developing skills and confidence to enable them to enter into sustainable employment. We want to help people find work that meets their needs, provide support to find better paid, higher quality jobs, gain work experience and improve their digital skills."

Why we are focusing on this:

In many of our communities there are people who lack the **skills, confidence and qualifications** to secure good employment and we want to provide them with as much tailored support as possible to secure good quality jobs.

There are many tenants who don't use the internet and miss out on its benefits including accessing vital services, connecting to family and friends, and applying for jobs. We want to provide **basic digital skills** as well as **access to digital devices** and the confidence to use the internet safely.

Volunteering can help individuals to gain work experience as well as helping communities to grow and develop. We want to create **volunteering opportunities** that support both of these aspects. These opportunities can be informal as well as formal.

We will:

1. Increase access to pre-employment, mentoring and employability support
2. **Provide assistance with job search and applying for jobs, CV writing and interview skills**
3. Support with skills development particularly where there are industry skills shortages in our area
4. **Provide a variety of volunteering opportunities both internally and with our stakeholders**
5. Develop an apprenticeship scheme, creating new apprentice roles across the Group
6. **Provide paid employment opportunities for tenants across the Group**
7. Provide a variety of work placements across departments
8. **Seek to identify and engage with tenants who are not online**
9. Equip tenants with the motivation, access, skills and confidence to engage with digital technology and easier access to online services through small group sessions and short courses delivered in Community Hubs
10. **Increase the reach of the Loan IT project, supporting more digitally excluded tenants in their homes helped by our digital volunteers**

Tackling Poverty

"We aim to ensure that everyone has opportunities to move towards a more stable financial footing to thrive and live well. We want to play a positive and proactive role in ensuring tenants are informed, confident and able to manage their finances."

Why we are focusing on this:

One in four people in Wales lives in poverty. Access to **budgeting and money management support** is one of the ways we can help make a real, long lasting difference to our tenants lives. This boosts incomes and helps people reduce their debts and improve their life opportunities.

We want to expand our **Creating Loyalty discount scheme** with local businesses supporting the Foundational Economy. We will be targeting those with the ability to impact on poverty areas, including food and clothing retailers and energy providers.

Food poverty is increasing with rising household bills and we want to support our tenants to access nutritious low cost food by supporting them with a variety of initiatives such as **cooking and food growing programmes**.

We will:

1. Deliver a range of financial inclusion projects which include budgeting advice, debt awareness, specialist independent advice and welfare benefits advice and promotion of affordable credit and savings options
2. **Help to reduce fuel poverty by provision of energy efficiency advice, including tariff discounts, energy switching and energy saving behaviours to help our tenants reduce the cost of running their homes**
3. Offer free furniture for tenants through the Second Chance Furniture project
4. **Expand the Creating Loyalty discount card enabling more tenants to access discounts on products and services from a wide range of local businesses**
5. Develop a programme of activities focused on increasing access to affordable and healthy food through cooking skills, raising awareness of healthy food and cooking on a budget
6. **Facilitate signposting of tenants to stakeholders in relation to other areas affecting poverty such as transport and childcare**

Health and Wellbeing

"We want to support people to live happy, healthy lives and to help to reduce loneliness and isolation by improving mental and physical health."

Why we are focusing on this:

We want to enable people to be active and fit whilst eating healthily. We want to develop their **resilience** and improve their overall sense of wellbeing. Isolation can affect individuals of any age who are experiencing a lack of contact with people and society. Without support, isolation can amplify a person's feelings of low self worth, depression and have a damaging impact on health and wellbeing.

Being active and taking part in outdoor activities and sport can have a positive effect on a person's wellbeing. Gardening is healthy, not just from the food you can grow, but from the **physical exercise** you get and is a great way to meet people, relax and unwind. We want to develop a range of gardening opportunities, support physical and outdoor fitness and **promote healthy eating**.

We will:

1. Increase opportunities for tenants to connect and socialise for those who are isolated and to build good support networks
2. **Facilitate access and signposting to emotional support through a network of partners**
3. Increase opportunities for tenants to take part in sports and outdoor activities
4. **Work in collaboration with tenants and partners to develop a programme of activities focused on gardening and growing your own food**
5. Facilitate access for tenants to take part in activities linked to hobbies

Building Engaged and Active Communities

"We want to make Cartrefi Conwy communities more attractive and vibrant places to live by helping to build engaged, active and thriving communities."

Why we are focusing on this:

We want to focus on empowering our tenants to shape their communities through a place-based approach. This will be focused on issues they identify - that builds **resilience and independence**.

We want to increase play and youth provision in our communities and identify influential tenants and groups to work with who act as champions in their own communities, **celebrate community participation**, and support the development of community groups across our local areas.

We will:

1. Develop long term, community-led community development
2. **Increase use of our community facilities**
3. Support new and current community groups to deliver services and initiatives and to run events
4. **Support the provision of youth projects and activities designed to tackle community concerns**
5. Celebrate and reward community participation and volunteering
6. **Increase provision for play opportunities**
7. Support communities to make estates more attractive and well maintained
8. **Identify and support influential tenants to become community champions**

"We will engage local partners, as well as invest in capacity building of our colleagues and tenants."



How We Will Deliver The Strategy

We want to ensure our social impact activities and projects are sustainable both in the short and long term. Therefore, we will need to continue to engage local partners, as well as invest in capacity building of our colleagues and tenants. We will work at four levels:



It is essential that we establish appropriate structures to deliver our strategy, which will be delivered by our Creating Futures team and other tenant-facing teams. They will ensure the outcomes that our communities want to see are achieved.

"We will introduce reporting systems that are flexible, proportionate, simple and meaningful."



We will:

- Listen to our tenants and communities
- **Review our impact annually and revise our approach as required to ensure there is continuous improvement**
- Actively source external funding
- **Partner with organisations who are the experts in their field**
- Continue to innovate and be creative in the way we work with our communities
- **Empower our tenants and support them to make sure change is long lasting**

How We Will Measure The Success Of The Strategy

It is important to measure the impact we are making and this will be done by introducing reporting systems that are flexible, simple, proportionate and meaningful. There will be a mix of qualitative and quantitative, and where appropriate a monetary value will be given based on the Social Return on Investment (SROI) principles.

With a fixed amount of resources, it is important that we are able to understand how projects are performing and where our support can generate the most benefit. By measuring the amount of social value we generate we can give an accurate and easily understandable picture of the benefits our activities are contributing to our communities.

Monitoring and Reporting

Social Return on Investment will be measured through the HACT model, which will enable us to **understand, measure and map** the social impact our activities will have created on the local economy through using the UK Social Value Bank.

Responsibility for ensuring the strategy is delivered sits with the Tenant Services Board where **regular progress reports** will be provided. We will demonstrate the differences we have made by showcasing Real People, Real Stories as well as a suite of performance metrics and targets set over the three year period of the strategy.

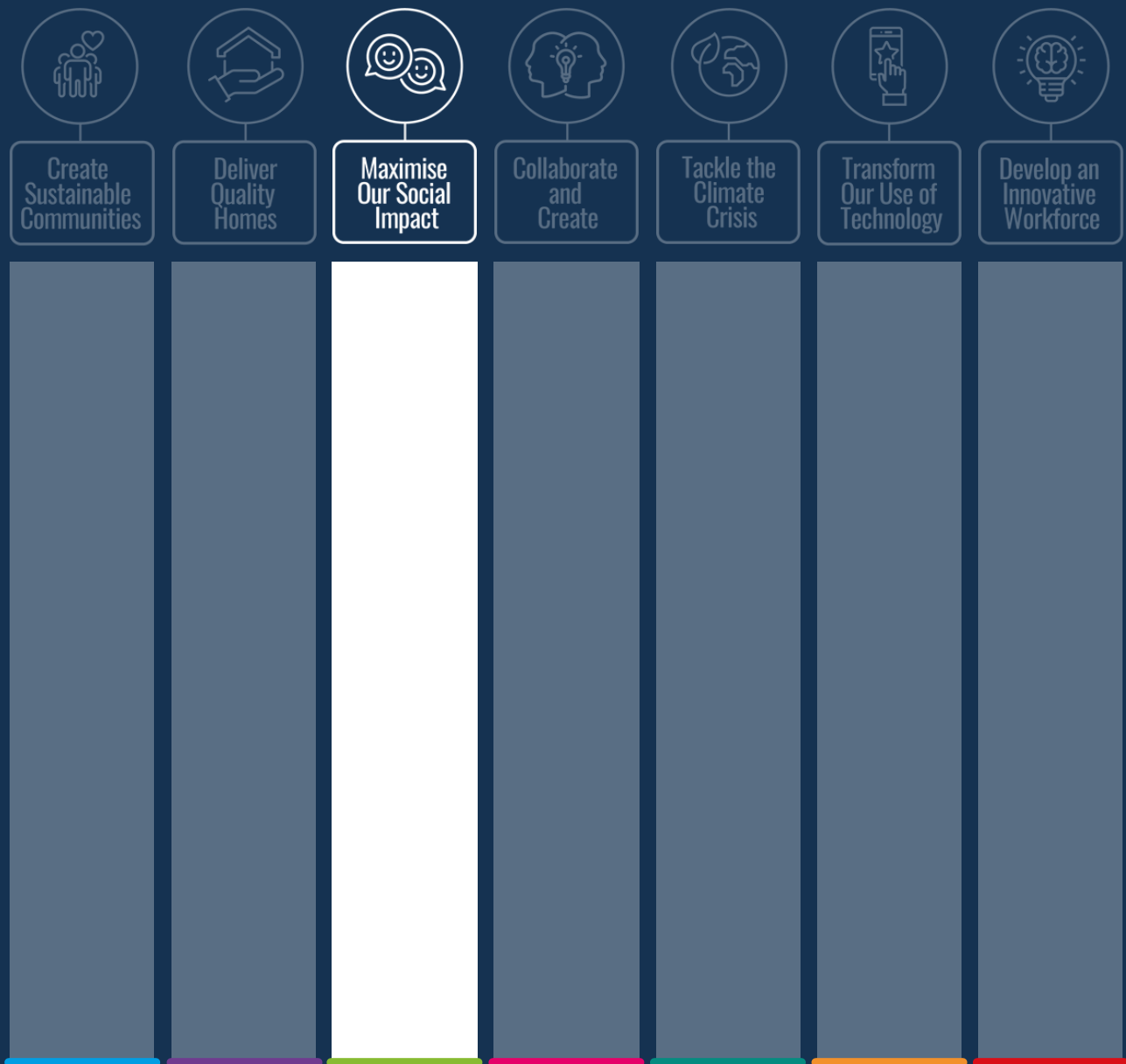
In addition an **Annual Report** will be produced and published to enable us to better publicise our work both internally and externally.

For More Information

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Creu cymunedau i fod yn falch ohonynt
Creating communities to be proud of

