



**Make an Impact CIC**  
*Mentoring \* Impact \* Growth*

## Housing Association Case Study

## The Wrekin Housing Group

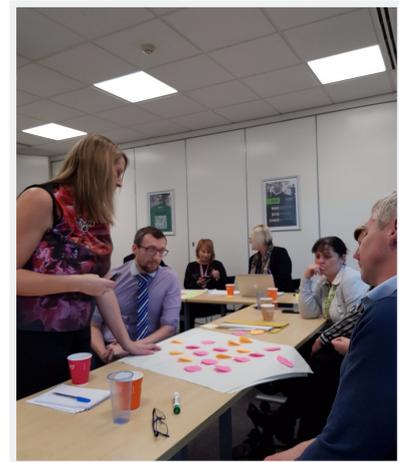
### How Wrekin Housing Group is succeeding in measuring and reporting its social impact

*With two Group wide social impact reports produced and over 40 staff trained in social impact*

The Wrekin Housing Group is one of the largest social housing providers/housing associations in the West Midlands with over 12,000 homes for rent, including 2,000 retirement living properties, (and low cost home ownership) across Shropshire, Telford, Staffordshire and Herefordshire. Turnover is over £80 million.

Prior to 2018, Wrekin Housing Group consisted of Wrekin Housing Trust, and its subsidiaries: Shropshire Housing Alliance, The Furniture Scheme, Fuse, Reviive and Choices. In 2018, they became a single organisation known as Wrekin Housing Group. Choices continues to operate as a separate subsidiary. 2010.

**Make an Impact CIC specialises in helping housing associations to develop social value strategies, procurement frameworks, social impact measurement, reporting and management systems.**



In 2016, Wrekin Housing Group wanted to identify the social value it was generating from its activities. As a complex organisation – consisting of several different organisations delivering a wide range of housing and related support – the Group had never tried to do this previously, as it was seen as too complicated, time consuming and costly.

Wrekin Housing Group wanted a solution that would enable them to identify the social value they were creating and enhance their measurement systems, with a view to having key staff members trained in impact measurement and reporting, and embedding social value across the organisation.

Fuse, the Wrekin Housing Group's social enterprise specialists chose to work with Make an Impact CIC because we were able to clearly show how Wrekin Housing Group could measure their social value without it being time consuming, complicated or costly.

**“At Fuse we have been aware of Heidi's expertise around social value and measuring social impact for some time. When we decided to try and initiate social value reports across the Wrekin Housing Group we immediately thought of Heidi to help us.”**

**Jean Jarvis, Fuse MD, Wrekin Housing Group**

Make an Impact CIC drew up a step-by-step process that was easy to implement and resource. Make an Impact CIC worked with Wrekin Housing Group to identify common outcomes that could be measured across the Group; to design and implement data collection systems; to improve knowledge and understanding of social value across the Group; and to produce two SROI reports.

**“Heidi has worked with partners across the Wrekin Housing Group, increasing understanding of the importance of capturing and measuring social value; helping to set up the necessary data capture systems; thinking about what we should collect and why; and producing our first two Group wide Social Return on Investment Reports.” Jean Jarvis**

As part of Make an Impact's ethos of transferring knowledge and not creating dependency on us for on-going consultancy support, we've supported the Group to embed social value and impact measurement processes. This has included training and development for senior management, project leads and 26 Social Impact Champions – who are trained in social value and can spread knowledge within their own teams. We've also shared knowledge around Social Return on Investment so the Group can now produce its own reports.

**“There is no doubt Heidi is an expert in her field and we would recommend her to others that want to increase their knowledge and understanding of social value reporting.” Jean Jarvis**

#### **The Results are:**

- Two Group wide SROI reports were produced and published, evidencing over £35.5 million of social value in 2017/18, and generating £7.90 of social value for every £1 spent.
- Over 40 staff members trained in social impact and theory of change processes
- 26 Social Impact Champions active within the organisation
- Improved data collection systems in place to capture the outcomes being delivered across the Group

The Group is now working on increasing the social value it delivers through a revised procurement framework; and developing social value metrics and KPIs.