Barrhead Housing – HACT & NHC Social Value Conference 2025

Small Resources, Big Impact: Unlocking the potential of the impact created in smaller organisations

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Barrhead Housing
Making a difference

Barrhead Housing

- Barrhead Housing is the local community housing association of East Renfrewshire. We provide people with safe, aspirational and affordable places to call home and opportunities to lead happy, healthy, fulfilled live
- Provide 1,000 homes across Barrhead, Neilston, Newton Mearns and Thornliebank. (about 10 miles South West of Glasgow)
- The Scottish Index of Multiple Deprivation (2020) SIMD shows that 72% of our homes are within the 20% most deprived areas of Scotland
- Our Values are: Respectful, Aspirational, Dedicated, Adaptable and Responsive
- We are a Charity, run by a Governing Board
- 30 Staff Members
- Our 2030 Strategy “Build Homes, grow Communities, delight customers”



I Homes I Community I People I Partnership

Our Vision







In 2030 Barrhead Housing will be here, be human, be leaders in improving the places where people live, be at the heart of communities.

Our 2030 Goals

Places people are proud to call home, a home where they can make a life.

- 336 new homes, 281 of them for social rent.
- Less than 10% of tenants in fuel poverty.
- 100% of homes digitally connected to support customers and proactively manage properties.
- 90% of properties in top quartile standard of all homes in Scotland.
- 90% of customers are proud to live in a Barrhead Housing home.

People shape what we do and together we build health and wealth in our communities.

- Average of £1000 of social value created per household.
- 80% of our communities rated 'green' against key national measures: health, income, poverty, education.
- 80% of people in our communities vote it as a good or great place to live.

Services are personal and proactive, where and when our customers want us.

- 90% customer satisfaction.
- 90% of customers recommend Barrhead Housing.
- Customer facing teams spend 70% of time on 'customer connections'.
- 70% of interactions with customers are proactive.

Strategic Action Priorities

Homes	Communities	Services
More homes.		
Regeneration and place making with partners.		
Homes that talk to you - technology for customers and Barrhead Housing.		
Making a house a home - painting and decorating service.		
Automation of repetitive tasks, freeing up team time for people.		
	Tree planting and rewilding for current and future generations.	
24/7 service where and when customers need us.		
Place based energy projects to reduce fuel poverty.		
		Personalised communications.
	Team in the heart of communities.	
		Tailored services for customer groups.
Industry leading governance.		
	Local community projects delivered with customers and partners.	
	Opportunities for young people delivered.	

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https://pgflip.co.uk/barrhead/2030strategy/

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Defining Success

2.

People shape what we do and together we build health and wealth in our communities.

Success in 2030

- Average of £1000 of social value created per household: using UK Social Value Bank to measure the impact of our work on people's wellbeing and quality of life

https://pgflip.co.uk/barrhead/2030strategy/

Outcomes

Started with the Easiest to measure

- Go to youth clubs (Drama club)
- Member of Social Group
- Infrequent/Frequent mild exercise
- Infrequent/Frequent moderate exercise
- Moderate exercise
- Regular Volunteering
- Training
- Employment
- Access to Internet
- Computer Access to Internet







Added then the more in-depth Outcomes or those that require a Before and After Question

- High Confidence adult
- Able to obtain advice locally
- Belong to neighbourhood
- Improved Diet
- Good Overall Health
- Financial Comfort
- Relief of Debt Burden





Social Value Insight – Brighter Futures – 18 months

Project	3 Year Project Budget (23-26)	Actual Adjusted Total Social Value
Cooking Classes	£34,008	£1,639,757
Drama Classes	£33,195	£1,779,276
Dunterlie Tots and Toddlers	£6,000	£448,014
Health and Exercise Classes	£24,000	£1,030,014
Waterworks – Environmental Project	£12,000	£1,207,512
Digital Support Classes	£23,055	£347,507
Mums Support Group	£3,600	£461,998
Food Share	£10,800	£166,014
Dunterlie Arts and Craft Classes	£6,000	£211,612
General Arts and Crafts	£12,520	£455,907
Back 2 School Bank	£14,855	£22,445
	£180,033	**£7,770,056**

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BRIGHTER futures

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£6,676,349	£7,770,056	1 : 43.16
Actual Adjusted Total Wellbeing	Actual Adjusted Total Social Value	Actual SROI

No of children attending	BHA Customer Y/N	In general you would say your health is (pre course)	In general you would say your health is (post course)	Including tinned, frozen, fresh and dried fruit or veg, how many days in a usual week would you eat them (pre course)	Including tinned, frozen, fresh and dried fruit or veg, how many days in a usual week would you eat them (post course)	Has confidence in yourself improved as being part of the project	Do you feel you belong to the community you live in	If you needed advice about something , you could go to someone or service in your community
1	no	good	good	1 to 3	4 to 6	yes	yes	yes
2	No	Good	Good	1 to 3	4 to 6	yes	yes	yes
1	no	very good	very good	4 to 6	every day	yes	yes	yes
1	no	very good	very good	4-6 days	every day	yes	yes	yes
1	yes	good	good	1-3 days	4-6 days	yes	yes	yes
0	y	Good	Good	never	1-3 days	yes	yes	yes
2	no	good	good	4 to 6	every day	yes	yes	yes
3	no	good	good	4 to 6	every day	yes	yes	yes
0	y	very good	very good	4-6 days	4-6 days	yes	yes	yes
3	no	good	good	1 to 3	4 to 6	yes	yes	yes
0	y	good	Good	4-6 days	4-6 days	yes	yes	yes
0	n	good	very good	4 tp 6	every day	yes	yes	yes
0	y	poor	poor	every day	every day	yes	yes	yes
0	n	very good	very good	4 to 6	every day	yes	yes	yes
0	no	fair	fair	1-3 days	4-6 days	yes	yes	yes
2	no	good	very good	1 to 3	4 to 6	yes	yes	yes

Housing – Annual Visits

- 82% of annual visits completed (Feb 2025)
- 331 people on annual visits stated they feel that they “Belong to their Neighbourhood”
- £2,367,954 Social Value generated

Outcome: Belong to neighbourhood

* Mandatory fields

Date*	Number*	Tenc
13 Aug 2024	87	
21 Oct 2024	68	
11 Nov 2024	72	
19 Dec 2024	52	
14 Jan 2025	32	

17. Are any referrals for support required?

- [ ] Welfare Rights
- [ ] Community Investment Team
- [ ] CAB
- [ ] MART
- [ ] Energy advice / support
- [ ] Social Work
- [ ] Police Scotland
- [ ] Health visitor
- [ ] Other

Active Start date: 1 May 2024 Social Value

Housing - Belong to Neighbourhood

Housing

UKSVB version: Version 5

Project owner: Kim

Target: £0

Actual:£2,367,954

Target SROI: NA

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Welfare Advice

- 1 Full Time Welfare Advice Officer

Feb 2025:

- No. of Welfare Advice Cases Closed – 165 – SV Indicator: Able to Obtain Advice Locally
- £ / Value of Welfare Advice cases successfully completed £650,105
- 2 Social Security Scotland back dated payments of over £15,000
- £847,209 Social Value Generated

Relief from being heavily burdened with debt

If you are in debt (not including mortgage-debt), to what extent is keeping up with the repayment of your non-mortgage debt and any interest payments a financial burden to you?

1) Heavy burden
2) Somewhat of a burden*
3) Not a problem*

Financial comfort

How well would you say you yourself are managing financially these days?

1) Living comfortably*
2) Doing alright*
3) Just about getting by
4) Finding it quite difficult
5) Finding it very difficult

Active | Start date: 1 Apr 2024 | Social Value

Welfare Advice 24-25

UKSVB version: Version 5

Project owner: Bryan Dando

Target: £0
Actual: £847,209
Target SROI: NA

In 2023/24 our projects have generated

Actual Adjusted Social Value: £7,252,026

Project Budgets: £296,615

Social Value Return on Investment Ratio: £1 to £24.45

Project	Project Budget	Actual Adjusted Total Social Value
Energy Advice CAB	£5,666.00	£438,228
Energy £ Support	£37,500.00	£2,159,098
Impactful Parents	£71,472.00	£267,238
Sheltered Exercise Classes	£1,944.00	£316,754
Brighter Futures Barrhead	£180,033	£4,070,708
Totals:	**£296,615**	**£7,252,026**





Social Value Insight – How it's benefiting us

- **Project Planning/Budget setting exercise**
  - in a time when Value for Money if of the upmost importance
- **Funding Applications (New or Continuation)**
  - From a small Digital Lending Library Application:

*"Using the above outcomes (4 Computer Access to Internet and 10 Access to Internet) we have forecasted that meeting these would generate an estimated **Social Value of £24,200**"*

- **Project Reports**
  - The type of support received: **Adaptive chair based exercise**, general health and wellbeing advice.
  - Number of people supported: *13 (12 Female 1 Male) doing moderate exercise*
  - No of sessions: *30*
  - Has confidence in yourself improved as being part of the project? *All attendees answered yes to this*
  - Do you feel you belong to the community you live in? *All attendees answered Strongly Agree or Agree to this*
  - If you needed advice about something, you could go to someone or service in your community? *All attendees answered Strongly Agree or Agree to this*
  - Actual Total Social Value Generated as per **UK Social Value Bank: £319,613**

- **Barrhead 2030 Strategy**
  - Success in 2030: "Average of £1000 of social value created per household: using UK Social Value Bank to measure the impact of our work on people's wellbeing and quality of life"