



social accounts summary 2015 - 2016
creating and measuring sustainable social impact

What matters most to us is developing pioneering solutions which help local communities and the people who live and work in them succeed



Generating social value is at the heart of everything we do. We work at a local and national level to influence economic prosperity and invest our money where it has a significant impact

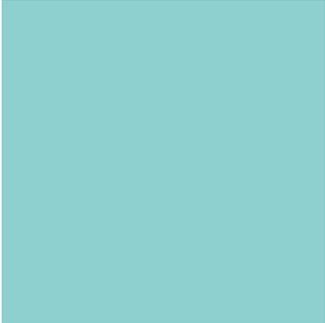


Our 2015-2016 Social Accounts summary measures some of the ways that we are changing people's lives





creating sustainable social impact to support our customers and their communities



firstark



Bob Taylor

Bob Taylor

First Ark Group
Chief Executive

At First Ark creating social value is at the heart of everything we do. It defines how we do business, how we influence and collaborate to generate wider economic and social prosperity and how we encourage other private and public organisations to do the same.

With the right approach we can all work and spend in ways that create greater outcomes for communities and businesses of all sizes. Doing more with less provides an opportunity to think about this and how we view it in its entirety; whether that's creating job opportunities through projects, investment, the way we spend or how we support the more vulnerable in our communities to live better lives, or working with other businesses to scale up these opportunities.

Our passion and commitment drives our commercial approach and delivers a social impact that inspires and improves local communities. Over the past 12 months we have introduced new products and services and new

ways of operating. Coupled with the invitation we make to others to question how they do business; we are creating a more social economy within the UK.

Our expertise in measuring and evaluating the true impact of our social investment is vital to building momentum and guides us to identify where and how to invest in delivering even greater social and economic outcomes.

I am delighted to introduce our fifth set of social accounts that showcase the value of our partnerships and social impact. The Accounts highlight our innovative ways of working, pioneering collaborations and innovative alliances, all of which play a key part in achieving our success.

who we are

First Ark Group generates social impact by bringing together the best aspects of Public, Private, Social Enterprise and Third Sector organisations to drive growth



Our innovative approach supports positive social and economic outcomes where we create success that **changes people's lives**



We're on a mission to deliver first class homes, products and services that **enable people, places and organisations to flourish**



Pioneering & supporting

Providing group strategy and corporate activities

- Corporate strategy & direction
- Business & service development
- Business support provision



Homes for rent

Offering great quality homes, services and building sustainable neighbourhoods

- Affordable housing
- Managing lettings
- Providing advice on benefits
- Supported living



Changing people's lives

To increase wealth and create resilient communities in the North West, generating opportunities for people to make inspiring changes to their life chances

- Managing, attracting and providing investment
- Strengthening communities
- Creating and supporting partnerships
- Evaluating initiatives and sharing the lessons learned



Homes for sale

To develop and sell high quality homes.

- Homes for sale
- Homes for shared ownership



Business & property solutions

To deliver commercial activities, to maximise profits and invest back into the community through employment, education and training

- Facilities Management
- Refurbishing property
- Planned and responsive repairs and maintenance
- Diverse products and services offer

social investment and social impact

One Ark sourced
£963,000
of investments



We helped generate
£25,994,659
of spend in the
Liverpool City Region

First Ark's Local Multiplier 3 (LM3)

£1,896,536
In economic savings
was created



We generated a social impact value of
£11,292,549

£3,635,604
welfare reform team

£1,596,720
independent living team

£1,385,840
digital and financial inclusion

£1,146,375
volunteering in communities

£1,083,253
employment and apprenticeship

Figures calculated using the HACT Value Insight tool

£1,051,533
training and further education

£1,011,132
health and wellbeing

£314,403
apprenticeships and progression

£67,689
upskilling employees



Volition Case Study

The project generated
£1,811,600
of social value



Volition and Liverpool Cathedral support people who want to work but find challenges along the way. Liverpool Cathedral was willing to open its doors to a creative and new approach to helping people into employment.

Cathedrals are iconic places, a part of the civic leadership of a city and able to bring the right people together. Volunteering plays a role in tackling poverty, social exclusion and ultimately reducing unemployment in cities.

Of those people who completed the programme, 27 have now been successful in gaining employment.

93 people have
been recruited
onto the project

The project generated
£399,795
of fiscal value savings

Sarah wanted to work but struggled to find child care, and she lacked confidence after applying unsuccessfully for jobs as a motorcycle mechanic. Volition offered Sarah a voluntary role in Liverpool Cathedral shop and she even repaired some of the lawnmower engines! The shop manager was impressed with her dedication and enthusiasm and offered her a contract which suited her circumstances, and she has continued to flourish. She has learned local history, geography and about the Cathedral so she can provide the best possible service to customers.

*"It's turned my life
around completely.
I'm more outgoing and
enjoy meeting people
from all walks of life,
and I am learning new
things every day."*

- Sarah

our business

First Ark believe that investing in its people enhances skills and knowledge that can be channelled into generating business growth. Extending that financial and educational support into local communities boosts employment opportunities and promotes success.



27 of our employees are currently undertaking professional qualifications

£1 → £1.27

We generated **£1.27** in economic value for every **£1** we spent



Our employees had **730** training days



84% of our employees reside within the Liverpool City Region



We have created **45** new career opportunities we now employ **418** people



We have built **79** new homes



£8.35m was spent by Vivark with local businesses

We have procured **66** services and subcontractors

31 of these are based in the local community



558 of our employee hours were spent volunteering



We employed a total of **15** new apprentices



Apprentice Case Study

18 apprentices
have moved on to
sustainable employment
generating a social value of
£276,378



First Ark work with local colleges to provide opportunities for young people to kick start their careers by offering apprenticeship schemes in the local area.

Apprenticeships are offered across a number of business areas including Facilities Management, IT Support, Welfare Reform, Customer Involvement and Choice Based Lettings. It lets the apprentices develop skills needed for a work environment and gives them an idea of what areas they may want to focus on in the future.

Employing 15 apprentices has generated
£38,025 of social value

Alex is a former unemployed KHT tenant who was looking for an opportunity to develop his skills in business. He became a First Ark apprentice in September 2015 and is working towards a Level 2 qualification in Business Administration to boost his potential for permanent employment.

"First Ark has given me a great opportunity. I've learnt a lot since being here, and I hope that one day I can share my knowledge and experience with others."

- Alex

our communities

First Ark continue to forge strong alliances with businesses that share our values and provide value for money, ensuring our customers are given the best service and local businesses are given the support they need to grow.



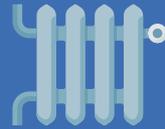
We helped tenants secure
£1,000,000
in additional benefits



Our investment has supported
576 people
into training and
further education



We made almost
home visits to our
most vulnerable tenants **500**



We have helped
of our customers **1,417**
to save money on their
home energy bills



We invested
£664,000
in 25 local projects
which have generated
£6,578,843
in social value



We've helped
people get online **200**

Our investment has
helped to support **83**
people into employment
and apprenticeships

Our investment supported
20 new businesses
with start-up costs, advice
and ongoing guidance

This has generated over
£1,000,000
of economic impact



£292,665
of free financial advice
was provided to our tenants



We have delivered
activities across our
community centres **245**



Win a Salon Case Study

The project generated
£224,952
of economic value



'Win a Salon' is the third campaign of One Ark's business start-up programme.

As part of KHT's Bluebell Park development, salon premises were available, providing convenience for residents and a service to the general public.

A competition was run to find a worthy candidate who could prove that they would embrace the opportunity. The applicants submitted a business plan, gave a hairdressing demonstration and were interviewed by a panel of experts.

The winner received a year's free salon rent, a start-up business package, a year's free subscription for Knowsley Chamber of Commerce and marketing support from First Ark.

The project generated
£42,046
of social value

4 work experience
placements
provided for
students of Knowsley
Community College

Shirley is a KHT tenant, and working as a mobile hairdresser the hours were often unsociable and irregular.

She was excited about a new extra care housing development in her area and wanted to add value and provide a service that she was passionate about.

Shirley received support from Women's Organisation as well as First Ark and won the competition to open her salon at Bluebell Park Extra Care scheme in Huyton.

"I'd dreamt of opening my own salon, so this is literally a dream come true. I'm a single parent, and showing my kids that hard work pays off is a great thing."

- Shirley Allan

how we can help create your social accounts

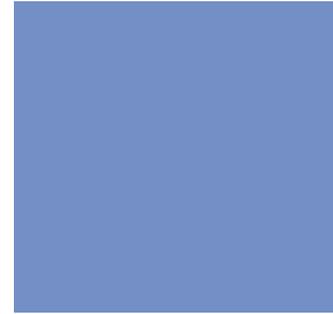
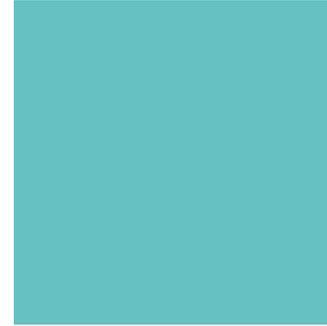
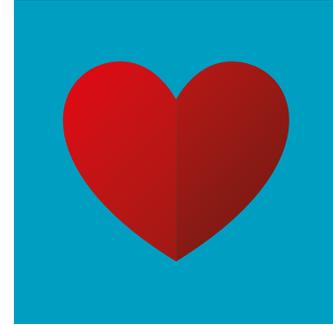
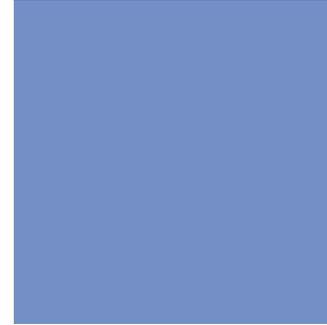


There are various tools you can use to measure the impact of your social activity due to the complexities of the social enterprise sector. We can help find the right one for you and facilitate the process.

Social impact measurement allows you to understand clearly the social value generated and how this can be used to:

- attract funding and assure current investors
- promote what you do to secure new contracts
- provide clarity to stakeholders
- measure, monitor and improve activities
- grow your position and boost your track record within the social business sector

In our approach we will gain an understanding of what you do, identify key areas of activity and link these to the output that reflects your social impact in a clear and compelling way. The independent and validated results will be invaluable in communicating the social value that you create.



To find out more about how to measure your social impact, please contact the First Ark team on:

phone: 0151 290 7000

email: enquiries@firstark.com

Social Accounts Case Study



Genie in the Gutter is a not for profit organisation that aim to positively impact the lives of people across the Liverpool City Region who are affected by substance misuse and mental health problems. Providing an extensive schedule of recovery, creative and performance based sessions, they also work with clients on a 1:1 basis to facilitate their recovery.

As their work crosses so many areas and people, they needed a clear and compelling way of showing that the work they do has a social and financial impact. This could then be used to show funding partners where and how their money was being spent and attract new future investors. Evaluation and reporting of their social impact is key to sustainability and growth of their organisation .

Using our expertise in producing our own social accounts and our social enterprise sector knowledge, we developed the right tools and techniques to produce a set of accounts that presented the findings in an engaging, transparent and compelling story.

Genie helped save
£178,000
in NHS spend

Genie delivered a total of
£612,300
in savings to society

"Our Social Accounts tell our story better than we ever could have and are definitely worth their weight in gold!"

**- Carolyn Edwards,
Managing Director**

plans for the future



At First Ark our priorities continue to focus on growth, diversification and increasing our social impact. We are doing this by delivering first class homes, products and services that enable people, places and organisations to flourish.

The First Ark business provides a unique offer through operating commercially, working responsibly and investing profits to create a social 'dividend' that can literally change people's lives. People deserve an offer that gives them the opportunity to improve all aspects of their life; from earning, having more choice and being able to live safely and securely in a quality environment.

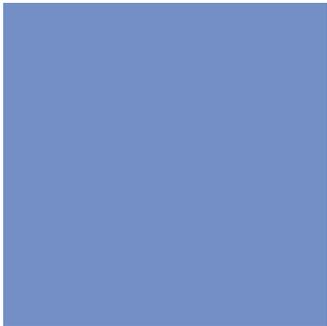
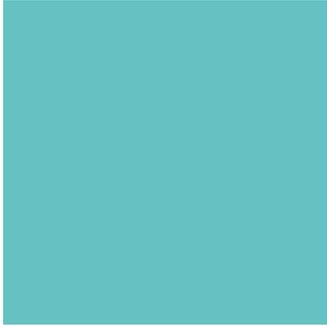
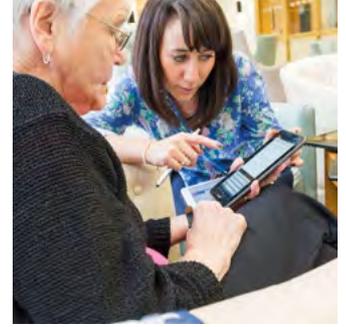
There is much to be done to create success against the backdrop of the current social and economic environment which, whilst showing signs of improvement, remains challenging. The public and third sectors are in a position of unprecedented change and at the same time there is less money to deal with social

problems, with greater demand than ever on services. We continue to find innovative ways of collaborating with our Group companies and partners to drive business efficiency, offer relevant products and services and accelerate supply and demand for social investment in the North West.

Our priorities as a group are to:

- Establish ourselves as a viable socio-economic solution.
- Forge partnerships to support the progression of people into employment related activities
- Initiate projects that tackle social and economic hardships
- Create prosperity in our neighbourhoods
- Generate £57 million worth of social value





Contact us

We want to create success that **changes people's lives**

If you are as passionate about making a difference as we are – not just in what you do but how you do it – then get in touch, we'd love to hear from you



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The First Ark Group of companies includes:

