

Workshop 3b: Measuring social value

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Room: Packwood Room



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Measuring Social Impact

(in Maintenance??)

The dry bit at the start...

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Torture of Terminology

Social Impact

"concerned with ensuring that we can identify and value all of the benefits which might occur from our activities"

Social Value

"the benefits we believe are important to people"

Social Impact

"more associated with the methods we use to assess social value and other benefits e.g. financial savings"

To maintain

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"often talk about cost of repairs not value of repairs"

"we want to be top quartile in terms of average repair costs"

We make a real difference to customers through our Care and Support"

Things I don't hear said...

We make a real difference to customers through Maintaining properties" BUT...

"maintenance is the most significant factor affecting customer satisfaction"

"maintaining properties is our biggest spend"

So does it matter then?

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Hmm still not convinced

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Ok, some proper research..

Research by HACT

What housing factors impact negatively on life satisfaction?



What's it worth?

Housing problem	Compensation Value
Neighbour noise	£1,068
Damp	£1,068
Poor lighting	£1,044
No garden	£783
Condensation	£645
Rot	£598
Vandalism	£436
All 7 problems combined	£5,642

- Wellbeing valuations.
- Compensation values to live with these conditions (not necessarily literal)
- Interpreted as the value people attach to these housing issues.

What's it worth?

Type of home	# problems (max 6)	Difference # problems (ref: good quality HA)	Impact on life satisfaction	Compensation Value (compared to good quality HA)
'Average' local authority	1.05	0.51	-0.014	£320
'Poor quality' local authority	2.05	1.51	-0.042	£973
'Average' private rental	1.04	0.5	-0.014	£320
'Poor quality' private rental	2.06	1.52	-0.043	£997
'Average' housing association	0.99	0.45	-0.013	£297
'Good quality' housing association	0.54	N/A	N/A	N/A

- Compares the 'value' of good quality housing association properties to other tenures.
- Would need to give £997 each to a tenant living in poor quality private rental accommodation to make them as satisfied.
- Think if this as in addition to protecting the asset value / income.
- Values also available for other areas e.g. Health, employment

but what can I do with it?

- Compare and prioritise options (relative appraisal).
 - Programme to reduce neighbour noise v solve damp problems
- Check if the benefits of the project outweigh the costs in a more objective way (absolute appraisal).
- Communicate and recognise the value of maintaining properties over and above the protection of asset value and income stream.

Job done then..

Maintenance team involved in more than day to day repairs

- Fuel poverty
- Green initiatives

It is only worthwhile producing financial figures for outcomes if we are able to demonstrate that these outcomes are actually the result of our intervention.

Also a good evaluation can tell us something about why an intervention has worked.

Maintain Control at all times



- Not a computer system
- Need to train staff in evaluation

Test, learn, adapt



- High Cost Repairs project
- Access issues? Self repairs? Etc

To finish



- Social Impact does have a place within maintenance. Need to think more about 'value' created than cost, cost, cost.
- Data increasingly available to be used.
- Social Impact in the context of evaluation and testing initiatives. Debate can move from how to measure social value to how do we best create social value.