



# Economic, Social, Health and Wellbeing Impact Assessment

summary report



## 1. Introduction

- 1.1 Public and Corporate Economic Consultants (PACEC) were commissioned in 2015 to carry out an economic, social, health and wellbeing impact assessment on Cartrefi Cymunedol Gwynedd's (CCG) activities during its first five years of existence. A comprehensive report was produced highlighting positive messages of relevance to the organisation itself and to stakeholder and organisations with an interest in the wider impact of housing on the local economy, health and wellbeing and social factors.
- 1.2 This report provides a summary of key findings from the full report.
- 1.3 Where appropriate, references to the relevant page or section numbers within the full PACEC report is provided. This may assist those who may seek to delve deeper in to the findings of the full report.

## 2. Scope of work carried out

- 2.1 Within the scope of their assessment PACEC reviewed the following CCG activities carried out between April 2010 and November 2015:
  - WHQS investment work
  - Other improvement work (e.g. disabled adaptations)
  - Apprenticeships and traineeships
  - Community engagement activities
  - Community Investment Fund
  - Partnership working
  - Community wardens and community houses
  - Digital inclusion
  - Community enterprise
- 2.2 The aim of the work was to evidence the links between CCG's investment activities (*WHQS in particular*), its wider involvement in the community and community investment, and the impacts these activities derived in the period. Then, to apply values to the economic, social, health and wellbeing outcomes and estimating the social return on our investment.
- 2.3 Details on the methodology used can be found in Section 1, page 8 of the full report.

### 3. Key Findings

3.1 These are presented below under the separate impact areas of Economic; Health and Wellbeing; and Social impact. The results are presented first followed by the consequences or outcomes.

#### 3.2 Economic impact

	<b>Results</b>	<b>Report reference</b>
1.	95% of CCG's total housing stock brought up to WHQS	Section 2.1, page 10
2.	CCG was the third best performing LSVT in Wales in terms of WHQS compliant properties and second best performing in percentage growth terms	Section 3.3, page 22
3.	Contributed £46.8m Gross Value Added (GVA) in the period	Section 4.5, page 38
4.	Supported 667 full-time equivalent job-years of construction work in the period	Section 4.5, page 38
5.	494 people employed on the WHQS investment programme at its peak (May 2012), 257 people employed in March 2015 -96% filled by people from North Wales area, 66% from Gwynedd itself	Section 4.8.1, page 41
6.	The Welsh Local Multiplier generated from CCG's WHQS investment ranged from £1.62 to £2.  (Note : this measures for each £1 spent on a contract, how much was invested in the Welsh economy)	Section 4.8.1, page 41 &42.
7.	The social value (i.e. personal and household benefits) derived due to CCG activity and associated economic outcomes amounted to £13,040,420 per year, equating to an average social value of £2,301 per tenant, per year. The highest social value outcome categories noted were "Able to pay for housing" (83.9%, £1930.54) and "Able to save regularly" (11.6%, £266.92)	Section 4.8.1, page 42

	<b>Consequences</b>	<b>Report reference</b>
1.	CCG's WHQS improvement programme has contributed significantly to improving significant housing deprivation in Gwynedd	Section 1, page 2; Section 3.1, page 17; Section 3.3 on pages 21 &22

2.	82% of tenants surveyed believe that their home is warmer and easier to heat as a result of CCG improvement works	Section 4.7, page 41
3.	32% of tenants surveyed believed that their home was more affordable generally as a result of improvements	Section 4.7, page 41
4.	20% of households stated that they were able to save more as a result of CCG improvements and associated cost savings	Section 4.7, page 41
5.	93% of tenants felt the standard of their home was either “excellent”, “good” or “fair”	Section 3.4, page 25

### 3.3 Health and Wellbeing impact

	<b>Results</b>	<b>Report reference</b>
1.	There was clear evidence of positive health impacts as a result of CCG improvement works	Section 1.2, page 5
2.	The social value of health impacts as a result of CCG investment amounted to £44,645,813 per year, equating to an average of £7,878 per tenant per year. The social value outcome categories noted were “Good health” (51%, £4017.78) and “High confidence (adult)” (49%, £3860.22)	Section 1.2, page 5

	<b>Consequences</b>	<b>Report reference</b>
1.	The health and wellbeing of CCG tenants has clearly improved	Section 1.2, page 5
2.	55% of tenants surveyed strongly agreed or agreed that their health had improved following improvement works	Section 5.3.2, page 47
3.	Amongst tenants surveyed with children, 59% strongly agreed or agreed that their child’s health had improved following WHQS improvements	Section 5.3.2, page 49
4.	45% of tenants surveyed believed that CCG improvements left them better equipped to deal with their illness or disability	Section 1.2, page 5
5.	45% of tenants surveyed believed that CCG adaptations had allowed them to remain at home longer rather than be transferred into secondary care	Section 1.2, page 5

6.	46% of tenants surveyed indicated they have a higher feeling of confidence and independence since CCG improvement works, which is significant given that just under one fifth of CCG tenants are over the age of 65	Section 1.2, page 5.
7.	82% of tenants surveyed were of the view that their kitchen better enabled them to cook for themselves following CCG improvement works	Section 5.3.2, page 47.

### 3.3 Social and community impact

	Results	Report reference
1.	For every £1 invested in its improvement works CCG has derived a Social Return on Investment of £3.69 owing to a combination of economic, health and social and community outcomes	Section 7, page 65
2.	Senior Stakeholders at North Wales Police were unanimously positive about CCG's role and efforts in the past few years to reduce crime. One stakeholder described CCG as a " <i>productive, proactive organisation</i> " and " <i>efficient</i> ".	Section 6.3.1, page 59
3.	A Stakeholder at North Wales Fire & Rescue also concurs in describing CCG as "proactive" in its willingness to intervene early before issues become more serious	Section 6.3.1, page 59
4.	Senior police officials believe CCG has had a "significant part" in reducing low-level crime and anti-social behaviour in particular (and even serious crime), In addition to the Early Intervention Team (EIT) partnership initiative which has a preventative focus in reducing crime by intervening quickly with "problem tenants" and other repeat offenders, North Wales Police praise CCG for swift intervention (without prompt) during Operation Measure and assisted Level 2 officers in prosecution work. Strong positive feedback loop between CCG Community Wardens and the police force are also recognised.	Section 6.3.1, page 59
5.	Police stakeholders draw attention to CCG's effective and successful use of their powers over problem residents in the community. These interventions have led to a fall in the "repeat demand" for police services(now described as "close to nil")	Section 6.3.1, page 59
6.	North Wales Police and North Wales Fire and Rescue recognise CCG is also progressive with its legal	Section 6.3.1, page 59 & 60.

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	counsel and effective use of its powers for improving community safety	
7.	The social value of local environment outcomes as a result of CCG activity amounted to £29,870,281 per year, equating to an average of £5,270 per tenant per year. The three highest social value outcome categories noted were “Not worried about crime” (34%, £1791.8), “No problem with anti-social behaviour” (18%, £948.60) and “No problem with vandalism/graffiti” (14%, £737.80)	Section 6.4, page 64
8.	Up to March 2015, 180 community projects have benefited from grants totalling £976,000 awarded through CCG’s Community Investment Fund with additional investment in excess of £5.6m having been secured through matched funding	Section 2.3.1, page 14
9.	By applying the Welsh Government’s “Community Benefits; Delivering Maximum Value for the Welsh Pound” to its contracts CCG has delivered a range of wider community and environmental benefits, including a total of just £30k in in-kind contributions, and more than £25.4m in landfill savings.	Section 4.6, page 40
10.	CCG deploys 5 community wardens providing on the ground and on-call support to the community. They have had a significant impact in reducing crime working in partnership with North Wales Police in community initiatives intervening quickly with “problem tenants” and other repeat offenders.	Section 6.3.1, page 59

	<b>Consequences</b>	<b>Report reference</b>
1.	One in five (20%) of tenants surveyed believe that various forms of crime such as anti-social behaviour, vandalism, litter have fallen since CCG investment began five years ago	Section 6.4, page 64
2.	56% of tenants surveyed believed their neighbourhood had become safer	Section 6.3, page 57
3.	21% percent of CCG tenants surveyed reported that levels of anti-social behaviour in their area had reduced following CCG improvement works	Section 6.3.1, page 58
4.	23% percent of CCG tenants surveyed reported that levels of vandalism in their area had reduced following improvement works	Section 6.3.1, page 58
5.	57% of tenants surveyed felt that open spaces had improved as a result of CCG works	Section 6.3.3, page 61

6.	One third of tenants (31%) felt they had either a “significantly” or “somewhat” greater sense of pride in their local area as a result of CCG improvement works.	Section 6.3.4, page 63.
7.	CCG’s wider support via the Community Investment Fund contributed to the local economy by supporting local skills in the form of accredited training and qualifications targeted at those NEET (“Not in Education, Employment, or Training”) and sustaining local services	Section 4.6, page 40 & 62
8.	Apprenticeships and training opportunities for local people were built in to CCG contracts and with the application of the Welsh Government’s “Community Benefits; Delivering Maximum Value for the Welsh Pound”, initiatives such as “Building Experience” financed through contributions from WHQS contractors and suppliers. “Building Experience” created opportunities for four local young people to take part in formal classroom learning and 5 weeks on the job skills and experience working with CCG staff and contractors on-site. They also received a bursary for further educational or professional development. The scheme began in 2014 and is scheduled to run for 3 years.	Section 2.3, page 11 -12
9.	Collaboration between multiple agencies can accrue wider impacts.	

#### **4 Conclusions**

- 4.1 The report highlights the positive impact CCG’s investment has had on the welfare of its customers and the local economy – this is a message CCG is keen to share with partners, stakeholders and colleagues within the housing sector and beyond.
- 4.2 The findings of the report will be used to explore further partnership working opportunities where targeted work of a housing association could impact outcomes of interest to other partners, for example Local Authorities’ Social Care Services, Health Board services including Public Health Wales and Police, Fire and Rescue Services.
- 4.3 A 12 minute film highlighting the positive effects of CCG’s investment on the wider community has also been produced to accompany the report. The video is available on our website.

If you are interested in any particular aspects of this work or the report’s key findings please contact Ffrancon Williams, Chief Executive CCG.

## **Cartrefi Cymunedol Gwynedd (CCG)**

### **Additional information re the PACEC report**

PACEC's **full report** is available at:  
<http://www.ccgwynedd.org/Performance>

As well as this report, PACEC also produced a **film** on the benefits that arose from CCG's housing improvement works. This film can be viewed at:  
<https://www.youtube.com/watch?v=9XCL8lcTNVc>

A number of **testimonials** were also given, including:

"We were employing 100 people at one point during the contract with CCG. The people we employed have moved on to start their own businesses and sub contract themselves. The work skills developed in the area from this is amazing."

**Peter Evans, Evans Wilson & Evans**

(WHQS contractor, Evans Wilson & Evans came out on top of the local multiplier in Wales out of the contracts, with every £1 spent, £2 was invested in the economy in Wales.)

"The importance of agencies working together to address incidents of ASB and Crime in our areas, is crucial, and we have been more than happy to support this excellent piece of work undertaken by CCG locally. People need to understand that housing agencies and the Police within Gwynedd and Anglesey work exceptionally closely as part of a very successful Community Action Partnership, and will use all powers at our disposal to ensure those who disrupt lives within communities are held to account."

**Mark Armstong, Chief Inspector North Wales Police**

(Senior police officials believe CCG has had a "significant part" in reducing low-level crime and antisocial behaviour in particular (and even serious crime), In addition to the Early Intervention Team (EIT) partnership initiative which has a preventative focus in reducing crime by intervening quickly with "problem tenants" and other repeat offenders, North Wales Police praise CCG for swift intervention (without prompt) during Operation Measure and assisted Level 2 officers in prosecution work. Strong positive feedback loop between CCG Community Wardens and the police force are also recognised..)