

Onward



# SOCIAL INVESTMENT PLAN 2018

## Introduction

Onward is one of the largest provider of social housing in the North West, managing 35,000 homes across Greater Manchester, Merseyside and Lancashire. We want to provide homes and services that help our customers to progress and social investment supports this aim by helping our customers and communities to become more resilient and sustainable.

Social investment refers to the resources, financial and non-financial, we commit to achieving this goal.

## Why we do it

As a social housing provider, we generate huge social value from our core services alone but to truly make a positive difference in our communities, we need to go further, beyond bricks and mortar, investing in activities that will improve the lives of our customers.

Investing in our communities to improve the wellbeing and financial resilience of our customers has a clear benefit to both Onward, in helping to sustain tenancies and reduce costs, and the individual customer, by empowering them to make changes that will benefit themselves, their families and their community.

Onward's corporate plan sets out how we will achieve our vision to make a positive difference in the communities we serve and our strategic objectives tell us "what" we'll do to achieve it:

1. Create an integrated organisation that is focused on customers
2. Maximise our resources by being effective
3. Build up our delivery capacity to reinvest in our homes and deliver new homes
4. Build a culture to deliver good customer service
5. Strengthen compliance and good governance
6. Build the foundations for future innovation

In turn, our social investment plan deals with the "how"- all underpinned by our values which remind us "who" we are and the behaviours, attitude and culture that help us to achieve our vision.

# Onward's Social Investment Plan

## Key principles

1. Stronger together: Developing strong partnerships with organisations in our communities to deliver quality services to our customers and pooling our resources for greater impact.
2. Utilising our knowledge: Working closely with the Neighbourhood teams and using their neighbourhood plans to identify where our investment will have the greatest impact.
3. Maximising our social value: acting as a champion for social value; understanding, driving and measuring, from our core services to our supply chain.
4. Intelligence based decision-making: Measuring and tracking our impact using transparent methodology and using our data to inform our decisions.

## Key principles

### Objective 1:

Sustain tenancies through financial resilience

#### *Financial resilience strands:*

- Extending our customers' income
- Employability
- Financial literacy
- Digital infrastructures for referrals

### Objective 2:

Embed social impact across our organisation

#### *Social impact strands:*

- Social value in procurement and contract management
- Social value metrics for neighbourhoods
- Social value created at Onward
- Championing and promoting social value in decision-making across Onward

### Objective 3:

Make a positive difference through Placeshaping initiatives

#### *Placeshaping strands:*

- Delivery of innovative services through partnership
- Completing the holistic approach to Onward's development plan
- Shaping local identity
- Future-proofing our neighbourhoods

### Objective 4:

Sustain tenancies through health and wellbeing

#### *Health and wellbeing strands:*

- Aids and Adaptations service
- NHS and Public Health partnerships
- Healthy Homes and addressing health inequalities