



Social Impact Statement

Changing lives, making a tangible difference



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INTRODUCTION AND CONTEXT



We recognise the importance of delivering social impact. The effect we have on people and communities as a result of our actions. Seeking significant positive change addressing social challenges and improving peoples' wellbeing. Our Strategic Plan sets out the role we must play in providing safe and affordable homes. It also highlights the fact that positive social impact is important given the current economic, social, and environmental challenges.



Our new Social Impact Programme will enable us to address the needs of our most vulnerable, complex, and financially challenged residents. We'll empower our residents to become more financially resilient, digital included and in so doing, continue to sustain our neighbourhoods and develop more cohesive communities.



We've co-created our Social Impact Statement with residents, Board Members, staff and stakeholders working together. This includes over 1,000 residents from diverse resident population.



We are aware the outcomes of services we deliver are designed to support the requirements of consumer regulations. Our Social Impact Programme will help us to showcase how we meet and in some instances, exceed the requirements under the Community & Neighbourhood Standards. We'll do this by rebooting how we collaborate with local partners, including engaging in partnership opportunities that will benefit our residents overcome economic and social challenges.



Our Social Impact Programme will help us create an improved framework to 'contribute to neighbourhoods where people are proud to live' strategic objective. It also complements our wider housing service offer, enabling us to achieve sector leader resident satisfaction (measured under the Tenants Satisfaction Measures).



According to Policy in Practice the estimated amount of unclaimed income-related benefits and social tariffs is now £19 billion a year. Maximising income through the take up of benefits, and directing residents who are eligible to low cost social tariffs, is an essential part of supporting households during the cost of living crisis and beyond to prevent further financial crises.



Digital exclusion remains a contributing factor to financial exclusion.

The digital divide is created by both a lack of skills to use technology and a lack of access to the internet, but it's also linked to the ability to pay for it. We know that communities who live on a low income or welfare benefits may be unable to afford access.



A lack of computer skills and /or the inability to access the internet can exclude people from a range of opportunities, for example, accessing Universal Credit, job searches and shopping around online for the best deals on essential expenses such as car insurance, and cheaper electricity tariffs. It is also the case many goods and services are now advertised online through social media platforms and a lack of access to the internet can further isolate those who need the help.



Our Social Impact Programme will provide a real opportunity to unlock and secure significant social impact with our current and future supply chain partners.



We'll continue to work with suppliers who share our desire for a positive step-change in the social, economic and environmental profile of our communities. We will embrace new approaches and support our suppliers to work with us and our strategic partners to innovate for social impact.



Our statement to deliver social impact sets actions focused on creating a movement across the organisation, aimed at changing lives and making a tangible difference.



OUR SOCIAL IMPACT STATEMENT

Our vision:

is to 'Maximise social impact outcomes in what we do, creating opportunities for residents and communities to fulfil their potential. Contributing to neighbourhoods where people are proud to live'.

What we want to be known for:

Being a leading UK social impact focused business acknowledged for partnership work to achieve outcomes for our residents. Listening and responding to residents and communities needs, providing services and support that help them flourish.

Priorities

Working together, we aim to improve residents' lives and strengthen communities. Providing opportunities for financial resilience & digital skills, improvements for the communities where we work, and added value through our supply chain.

PRIORITY ONE:



BUILDING FINANCIAL RESILIENCE AND DIGITAL SKILLS

PRIORITY TWO:



**STRENGTHENING
COMMUNITIES AND
IMPROVING PLACES**

PRIORITY THREE:






MAXIMISING SOCIAL VALUE OUTCOMES



PRIORITY ONE:



BUILDING
FINANCIAL
RESILIENCE AND
DIGITAL SKILLS





Our aim is to: 	We'll do this by: 	Success measures: 
Improve access to sustainable incomes and digital skills, by increasing skills, knowledge, aspirations and access to opportunities.	Promoting our support offer to ensure as many residents as possible benefit from our financial inclusion support, recognising the impact of the cost of living.	Number of residents who have benefited from the Financial Support Service.
	Supporting residents transition through benefits system changes.	Number and value of unclaimed benefits that residents are supported to claim.
	Supporting residents to lower their energy and other household costs.	Increased ability of residents to pay their rent and prevention of arrears.
	Supporting residents to maximise household income and reducing their expenditure through tailored interventions.	Increase in confidence of residents managing their finances.
	Partnering with organisations who are able to support us to achieve our aims.	Number of residents supported with energy efficiency measures and energy advice.
	Refresh our residents' digital support offer.	Number of residents benefitting from digital support.



PRIORITY TWO:



STRENGTHENING
COMMUNITIES
AND IMPROVING
PLACES




Our aim is to: 	We'll do this by: 	Success measures: 
Work alongside residents to create and maintain neighbourhoods where they are proud to live, able to thrive and working with partners to achieve maximum impacts.	Developing and delivering improvement programmes for priority 'Place Locations'.	Satisfaction that the landlord makes a positive contribution to neighbourhoods, this is a TSM.
	Developing coordinated approaches with key partners on place management priorities including, supporting volunteering from our community venues.	Project evaluations which includes progress against baseline measures.
	Working with residents and the communities to utilise existing community assets.	Take up and usage of community venues we provide maximising use of community assets.
	Attracting investment from others into our neighbourhoods – external sources funds to deliver local community projects (placemaking improvement and financial resilience projects).	Number of progressions made by residents. 
	Developing new ways to improve the reach and support we offer to vulnerable and isolated residents.	



PRIORITY THREE:



MAXIMISING
SOCIAL VALUE
OUTCOMES

Our aim is to: 	We'll do this by: 	Success measures: 
Generate maximum social value outcomes for residents across our wider business and supply chain activities.	Developing a plan to further promote our social purpose contributions and outputs from teams across the business.	Social value return on investment using a national social value calculator.
	Encourage third party investors to share our ambition investing with us in transforming lives and improving communities.	Measuring the value of funds and in-kind support gained through social value initiatives and partnerships.
	Promoting social value measures through our Procurement Framework, ensuring our supply chain partners have clarity on our social impact expectations and requirements.	Production of a social value impact assessment report. Number of apprenticeship employment opportunities created through supply chain partnerships.
	Leveraging benefits from the Fresh Vision Charity social value contributions.	Number of beneficiaries and activities supported by our charity work.



We'll share and promote residents' case studies evidencing our outcomes on success measures above.

LEVERAGING THE BENEFITS FROM THE FRESH VISIONS CHARITY



Supporting our Social Impact objectives, our charity subsidiary, Fresh Visions, enables us to go the extra-mile with added-value charity funded projects in Southern Housing communities.



We'll continue to evolve fundraising campaign efforts, growing funds and activities for disadvantaged and vulnerable people in Southern Housing localities.



**FRESH
VISIONS**



COMMUNICATION



We'll boost social media activity on our positive social impact work creating a significant positive on-line community. Promoting and celebrating residents' social impact successes.

Raising awareness to positive residents' outcomes influencing customer satisfaction. Developing residents as social impact promoters and influencers in our communities.



We'll develop campaigns to promote the aims set out in Social Impact Offer. Our campaign efforts will be targeted at our residents, investors and strategic partners.

We'll also promote our social impact commitments and achievements through our Environmental, Social and Governance (ESG) publications.

HOW WILL WE DELIVER THE COMMITMENTS SET OUT IN OUR SOCIAL IMPACT OFFER?



The objectives and actions within this statement are supported by the development of an annual workplan.

The actions from the workplan will be approved and overseen by Residents' Strategy Group. Delivered primarily by the Social Impact Team, Housing Management teams, and through wider partnerships including Local Authority, DWP and peer organisations from across the sector.



MONITORING AND REVIEW



Impact and VFM are important.

We'll report on annual progress; our impact and Social Return on Investment (SROI) to Board, residents and stakeholders. Scheduling a formal review of this statement in September 2026



We expect to continually innovate in Social Impact work.

Aiming to heighten impact and benefits for residents.





For more information visit www.southernhousing.org.uk
or contact us: **Building 800, Guillat Avenue, Kent Science Park, Sittingbourne, Kent ME9 8GU**