

gentoo

Great homes
Strong communities
Inspired people
for Sunderland

Social Value Report

**19-
20**



“Our vision is to provide great homes, ensure our communities are strong and resilient and inspire both our tenants and our colleagues across Sunderland.”

Nigel Wilson
Group Chief
Executive Officer

Welcome

I'm delighted to introduce you to Gentoo's Social Value Report for 2019/20 and present the huge social impact activity we have delivered across our communities during my first full year in post as Chief Executive Officer of the Group.

As a registered provider of affordable housing, we believe everyone has the right to a good quality home they can afford. Being one of the anchor institutions in Sunderland, we play a vital role in providing housing to more than 60,000 people. Our tenants and residents are at the heart of everything we do and we're proud of the positive impact we have on their lives each and every day.

However, our role goes way beyond the bricks and mortar of our properties.

Housing associations are uniquely positioned to make a real difference in the towns, cities and neighbourhoods they serve, through the provision of services that deliver real social value. These services have a long lasting and life changing impact on our people and our communities and we're proud to support our tenants in this way.

We have a strong set of core values to do the right thing, make a difference, work together, keep learning and give all we've got. I'm sure you will agree this report highlights the great work we do to achieve our vision and demonstrates how seriously we take the role we have in Sunderland, to contribute to the prosperity of the city and its residents.

We have measured the impact of our social investment and the outcomes of this using the HACT Wellbeing Valuation Approach and the national TOMs social value framework, both of which are robust social value measurement tools. By using these formulas we have been able to accurately measure the social impact of interventions and activities that have a positive impact on our people and communities.

I am immensely proud of everything Gentoo has achieved in Sunderland over the past 12 months, particularly during the COVID-19 pandemic, and I hope you enjoy reading more about the fantastic work my colleagues have carried out.

About us

Our tenants are at the heart of everything we do. They set the direction of our business and ensure we create social value by improving the lives of our tenants.

Our vision

**Great Homes
Strong Communities
Inspired People
For Sunderland**

Our values

**Do the right thing
Give all you've got
Keep learning
Make a difference
Work together**

Our corporate strategy

Our business strategy centres around five strategic aims and our five Ps:

Place

Provide homes and services that enable our customers and communities to succeed

People

Invest in people and communities to help realise opportunities and release potential

Perform

**Be well governed and financially resilient, operating efficiently and responsibly,
investing wisely to fulfil our social purpose**

Partner

Work with others to influence and generate sustainable change

Pride

Harness the collective passion and energy of our people to support the city

Our social impact

£4,046,265

total social value generated



Place

900

new homes for affordable rent by 2024

£41m

invested in major works and improvements to properties

93%

overall tenant satisfaction with their neighbourhood

People

211

victims of anti-social behaviour and domestic abuse supported



Advised tenants on more than

£1m of debt

1,066

social and inclusion activities in sheltered and extra care schemes

summary 19/20

Partner

33

adults and families provided with emergency temporary accommodation

1,000

volunteering hours at Sunderland Foodbank

£1.1m

in social value generated through principal contractors



Pride

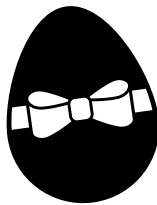
500

Armed Forces families housed



1,200

Easter Eggs donated to beneficiaries



75%

of employees living and working in Sunderland

Perform

£440,618

social value from tenant engagement activities

94%

of tenants satisfied with the standard of work in their home

3,000

tenants registered for My Gentoo self service portal



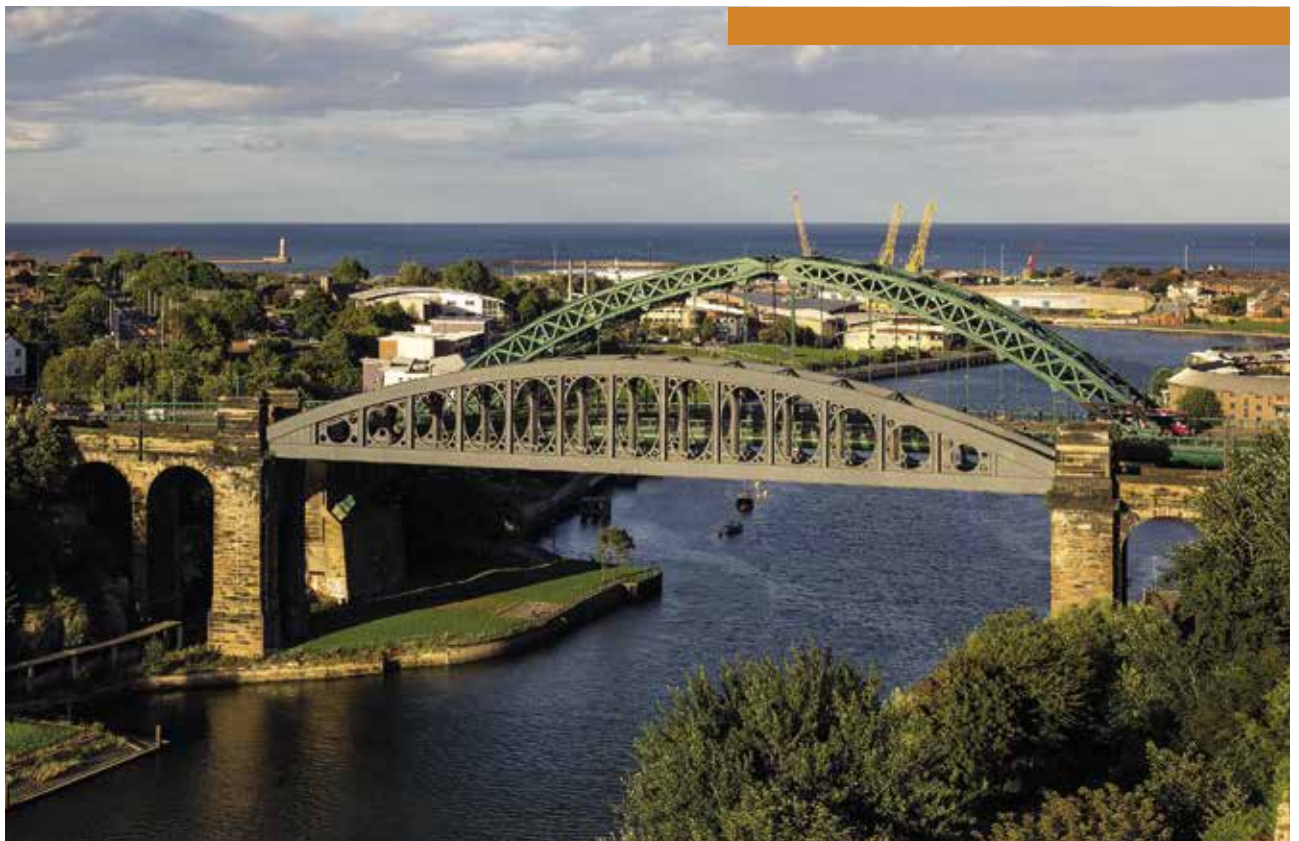


Place

We believe everyone deserves to live in a home that keeps them safe and meets their needs, in a community they can be proud of.

Our aim is to provide homes and services that enable our customers and communities to succeed. To deliver on this, we will:

- Invest significantly in repairs and upgrades to our properties
- Invest in our homes to ensure they are safe and secure
- Improve our communities through investment in local priorities
- Develop and sell quality new affordable homes, that people aspire to live in, throughout Sunderland and the North East



Place

We provide more than 60,000 people in Sunderland with a place they can call home and believe everyone has the right to live in a good quality home they can afford. We invest millions of pounds each year in keeping our homes safe, secure and compliant, which has a profound social impact.

£41 million

invested in major works and improvements to properties



100%

of homes meeting the Government's Decent Homes Standard



1,858

heating systems upgraded

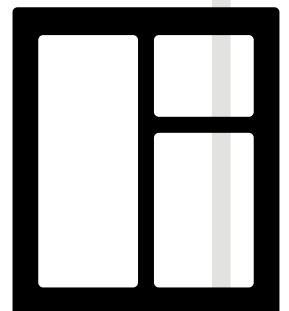


900

additional homes to be brought to Sunderland

1,000

installations of double glazed windows





Affordable Homes Plan

Through our Affordable Homes Plan, Gentoo will invest £117 million and provide an additional 900 homes for affordable rent in the city by 2024. Work started to bring more home affordable homes into Gentoo's portfolio last year through sites in Great Lumley and Washington, with new schemes underway at Keelman Rise and Brockwell Green in Downhill and Fencehouses respectively.

Our newly assembled Affordable Homes Team will be delivering a range of new modern and energy efficient house types to 11 new sites right across the city in 2021.

Councillor Graeme Miller, Leader of Sunderland City Council said: "Updating our city's housing stock and providing new homes for everyone is one of this council's biggest priorities. Gentoo has further plans for new homes for rent and this council is very supportive of these plans."



Core 364

Core 364 is our pioneering project to install ground source heat to 364 homes in seven high rise tower blocks, in what is thought to be the largest gas replacement in high rise tower blocks in the UK, in partnership with Engie.

By replacing old gas boilers with ground-breaking ground source heat pump, tenants will benefit from renewable heat and hot water generated by technology that uses energy and heat from the Earth's core. The unique scheme will help to tackle fuel poverty in the city, with tenants expected to see energy bill savings of around 25%.

Place

Gentoo Homes

Our profit for purpose HBF five-star commercial house building arm, Gentoo Homes, generates a subsidy to support the delivery of affordable rented homes across the city.



Energy efficiency

Gentoo is contracted by Empower Community Solar (ECS) to manage more than 10,000 solar panel systems in Sunderland and across the UK. In 2019/20, the portfolio's profit share generated income of £173,106, alongside £132,715 generated from the Feed-in Tariff, all of which was able to be reinvested back into the Group's housing services.

Other shared profit is allocated to Empower Sunderland Community Fund – which is run independent of Gentoo, to support local voluntary and community groups in the city with money for energy efficiency and environmental sustainability initiatives.

In 2019/20, the fund supported five local voluntary and community projects with more than £50,000 in grant funding. Fulwell Community Library, a community led library that provides free access to books and computers for the community, was just one of the places that benefitted.

Empower funding was given to the library alongside financial support from Sunderland City Council, to support the installation of a new energy efficient heating system that has helped to save thousands of pounds in energy costs.

178 homes built for sale

189 homes sold

£1.7m reinvested back into Gentoo

5,495 of our homes are fitted with and benefit from solar panel systems. Last year the panels generated a saving of 2,896.4tCO₂e or a return trip from London Heathrow to New York for 2,896 passengers!

This equates to an average saving of £160 per property per year or £879,360 cumulatively.

Our neighbourhoods

Protecting the environment and ensuring our estates are safe and attractive places to live is a vital part of what we do.

We believe that greener and cleaner estates can assist our tenants to live more sustainable lifestyles and be proud of their home and area.

880

safety inspections to play parks

3.4m

square metres of grass cut
– equivalent to 475 football pitches

2,201

fly-tipping and graffiti reports actioned



4,531

trees inspected

Involving tenants

Through community engagement activities such as 'Rate Your Estate' and our annual 'Give it a Grow' gardening competition, we encourage our tenants to have pride in their neighbourhoods.

96 tenants and **7** local schools participated in Give it a Grow putting their green fingers to the test and this generated a social value of **£70,860**.

10

Rate Your Estate inspections with
local residents



93%

overall tenant satisfaction with their
neighbourhood



People

We believe that by putting people at the heart of all that we do, we can build great homes and create strong communities.

Our aim is to invest in people and communities to help realise opportunities and release potential. To deliver on this we will:

- Always provide a great service to our tenants and customers
- Help our tenants and customers to become more resilient and support independent living through a range of support services
- Be an employer of choice in Sunderland by investing in and developing our colleagues to achieve their potential, and
- Provide a range of employability opportunities to potential recruits, including apprentices and work experience



People



Safety and support services

Tenants are at the heart of everything we do. We work with them through our various specialist teams offering energy and employment guidance, social inclusion support and specialist anti-social behaviour and money management advice to empower them to go on to achieve sustainable tenancies.

174 tenants empowered to achieve a better quality of life with support from our Positive Engagement Team regarding mental health, drug and alcohol addiction.

This service generated a social value of

£697,653

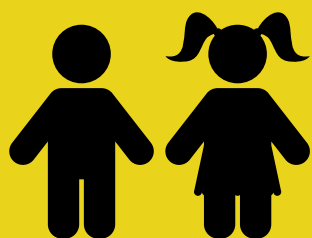
252

victims signposted to other organisations

211

victims of anti-social behaviour and domestic abuse supported by our specially trained Victim Support Service

Our Safeguarding Team coordinate all safeguarding alerts and refer concerns to Together for Children (which deliver children's services on behalf of Sunderland City Council). They also oversee our 'Something Not Quite Right' (SNQR) process through which colleagues are encouraged to report any concerns they may have about the welfare of a tenant.



187

child safeguarding alerts, 98 of which resulted in formal referrals



The service delivered by our Victim Support Team generated a social value of

£1,031,750



89

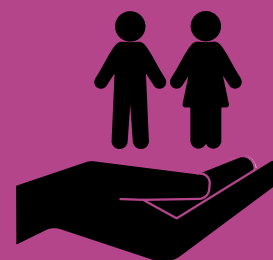
adult safeguarding alerts, 58 of which resulted in formal referrals

360

Something Not Quite Right (SNQR) alerts

In 2019-20 our safety and support services generated a total social value of

£1,729,403



People



Young persons' service

Our Young Persons' Team offers a range of vocational, educational and housing-related services to equip young adults aged 16-25 with the skills, experience and confidence to become independent and maintain a home.

31

young people provided with a place they can call home through Holmewood House support centre

The service dealt with

222

young person cases and provided ongoing tenancy support for 206 young people

249

referrals to our outreach support service



11

young people were provided with a secure home

This vital service generated a social value of

£36,256

Wellbeing service

Our Wellbeing Service supports tenants to remain in their home and live independently through aids and adaptations. Gentoo also manage six sheltered and two extra-care schemes across the city for those who chose to move on or those with care needs.

2,747

support referrals received

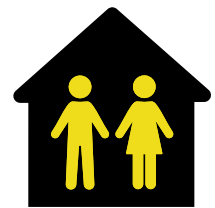


1,066

social activities delivered for tenants living in our extra care and sheltered accommodation schemes

Money Matters Team

Our specialist Money Matters Team provide advice and support to help tenants maximise their income, reduce debt and remove financial barriers.



1,225

tenants supported to make financial gains and improve their financial management skills

Advised tenants on

£1,037,081

worth of debt

£9,668

grants awarded through our crisis fund

2,095

referrals to water rate discount schemes, resulting in £205,399 of discounts

£1,114,456

worth of benefit claims and gains facilitated

People

Financial inclusion

Working in partnership with Aviva, we provide a low-cost, weekly payable home contents insurance scheme for tenants. During 2019/20, 6,361 tenants benefitted from this scheme.

Employment and skills

Our Wise Steps programme provides one to one specialist support to help tenants take positive steps towards securing employment. Partnering with other organisations, tenants are able to access a range of employment and training opportunities to remove barriers to work.



This work has generated an estimated social value of

£159,891

9 people moved from claiming benefits to job searching activities



58
work experience placements provided within Gentoo

101
people supported by Wise Steps job coaches

14
people successfully gained employment

10
people successfully completed vocational training



"The Wise Steps Programme has helped me learn new skills and given me access to experiences I wouldn't have gotten otherwise. Being given the support I needed to get back into work has been amazing, without Wise Steps I would not be where I am today."

Waheeda

Investment in colleagues

We believe that our strength and uniqueness comes from the dedication, passion, skills and energy of our colleagues and we are committed to their development and growth.

In 2019/20 we invested

£619,908

on upskilling our colleagues (approximately **£619** per colleague) and an additional **£83,775** on wellbeing initiatives (approximately **£75** per colleague).

Apprenticeships

Our 2019 apprenticeship recruitment programme saw 16 individuals gain employment with the Group in a variety of roles including housing management, arboriculture, electrical, surveying and paralegal. (One of which has progressed into a permanent role within the business).

A further three people completed their apprenticeships in 2019/20 and went on to gain permanent employment with Gentoo.

The social value generated from this was

£25,310



Perform

We believe that in order to achieve our goals, we must operate as a competent and efficient social housing provider.

Our aim is to be well governed and financially resilient, operating efficiently and responsibly, and investing wisely to fulfil our social purpose. To deliver on this we will:

- Always listen to the voice of our tenants, through channels including scrutiny groups, forums and satisfaction results
- Improve our tenants' experience by continually reviewing our processes and transforming our activities to take advantage of digital technology, and
- Ensure our services and processes deliver value for money



Perform

As a social housing provider, we work to be well governed and financially resilient, operating efficiently and responsibly and investing wisely to fulfil our social purpose.

89%

of tenants were satisfied with the condition of their home when moving in

94%

of tenants were satisfied with the service they received from our Repairs & Maintenance Team

91%

of tenants were satisfied with planned maintenance work to their home

98%

of tenants satisfied with the support received from our Money Matters Team

99%

of tenants satisfied with our Positive Engagement service



More than 3,000 people are registered for the My Gentoo service, which allows tenants to view rent statements, make home and garage rent payments, update personal details and view their repairs history.

As part of our ongoing digitalisation, we've seen a rise in the number of tenants registering for our online self service portal, My Gentoo.

We're also set to launch our online repairs service, which is an exciting new feature that will allow tenants to report, amend and cancel routine repairs to their home.

Perform

Putting our tenants' voice at the heart of what we do

We want to ensure our tenants' voices are heard and they have the opportunity to influence and shape the services we deliver for them, ensuring we perform to the highest possible standard.

We actively work with our tenants and residents across a number of different channels to ensure their needs are at the heart of everything we do.

105

events hosted including Information and Knowledge sessions, focus groups and online consultations with 67 tenants engaged regularly

Supported

28

Tenants and Residents Associations across the city

The social value generated from this was

£440,618

Ryhope Seaview Angling Club was struggling to replace essential fishing equipment for their 20 members before being awarded an Aspire Grant.



"Receiving these grants are a God send. We are volunteers so we haven't much money for fishing gear. With the grant, we can provide our group with smocks to keep them warm and dry."

**Bobby Surtees,
Ryhope Seaview Angling Club**

Community support



£8,000

was awarded to 13 groups through Gentoo Homes' Community Fund to support the areas in which they build



Hetton School was awarded a community grant from Gentoo Homes to support their community Christmas party:

“ It is crucial we respect each other and as a society we should judge ourselves on how we respect those that have become our elderly dependants. We thank Gentoo Homes for their support towards the local community and allowing us to have an afternoon celebrating all that our guests have achieved through their lives and, especially at this time of year, give thanks to them for all they have given us. Everyone had a great time and entered into the Christmas spirit thanks to Gentoo Homes.”

Craig Knowles, Head Teacher
at Hetton School



Partner

We believe that by working with others we can achieve far more than we can on our own, for the good of our tenants and the city.

Our aim is to work with others to influence and generate sustainable change. To deliver on this we will:

- Develop Sunderland into a vibrant, healthy and dynamic city through effective partnerships with Sunderland City Council and other local anchor institutions
- Work alongside organisations such as Northumbria Police, local schools, community groups and businesses to improve the safety of our neighbourhoods and wellbeing of our tenants and customers
- Collaborate with key partners and other housing associations to influence things that affect our tenants, colleagues and society locally, regionally and nationally



Partner



Sunderland AFC

We're an official community partner of Sunderland AFC (SAFC) and The Foundation of Light, a registered charity of the football club.

In conjunction with Foundation of Light, Gentoo deliver a range of activities aimed at helping tenants build skills for employment and facilitate engagement with young people. Tenants registered with our digital services through My Gentoo also had access to exclusive SAFC player videos and the chance to win tickets to home games.

As part of the partnership, 30 colleagues from our Property Services Team were treated to a special 'mental health team talk' from SAFC manager Phil Parkinson. The team talk took place in the player's dressing room at the Stadium of Light and formed part of the 'Time to Talk' and 'Heads Up' mental campaigns that both Gentoo and SAFC were supporting.

The aim of the event was to help eliminate the stigma of mental health and encourage staff to talk about mental health related issues.

Sunderland Foodbank

During the COVID-19 pandemic, we moved quickly to support the efforts across the city to support the most vulnerable tenants and residents who were unable to leave their home for food.

We worked in partnership with Sunderland City Council and Sunderland Foodbank to prepare and deliver food parcels throughout the lockdown.

In total, our employees gave up more than 1,000 hours of their time to volunteer at the Foodbank to help those isolating and most in need.



Principal contractors

We work closely with our principal contractors and ask them to commit to supporting the delivery of our social value initiatives. This commitment results in a number of unique opportunities for our tenants and the city with a social value of approximately £1.1 million.

During 2019/20, our social investment activities were supported by three of our main contractor partners, Engie, Kier and Bell Group.

Between the contractors, we received support for a number of initiatives, including our Give it a Grow gardening competition, The Genfactor and Work Discovery Week, as well as through the provision of work experience, apprenticeship and employment opportunities for local people.

“ As a business, we’re focused on working with partners like Gentoo, to improve the environment we live in and it’s great to support such a fun project like this – everyone can get involved and it has really helped to transform communities and neighbourhoods across Sunderland.”

Amy Porter,
CSR Manager, ENGIE

Partner



Christmas celebrations

They say Christmas is a time for giving, and at Gentoo we did just that.

Partnering with organisations across the city we were able to spread some cheer to hundreds of our tenants and their families.



120



families attended a free private screening of Frozen 2 and were provided with snacks and gifts in partnership with Empire Cinema and Northumbria Police

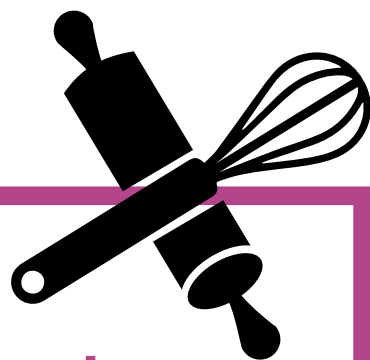
100

free Christmas dinners and desserts delivered to families in partnership with Sunderland City Council

Tackling homelessness in the city

We believe everyone deserves the right to a home and we work in partnership with Sunderland City Council and the charity, Changing Lives, to provide safe and secure homes for people sleeping rough in the city. During 2019/20, we helped to provide a home for eight adults and one family who were sleeping rough.

We also provided temporary accommodation to a further 20 adults and 13 families in need.



Eight

**secure homes provided
for people sleeping rough**

33

**secure homes provided for people in
temporary accommodation**

Supporting the fantastic work of Ryan Riley

When chef and co-founder of 'The Life Kitchen' Ryan Riley was researching his cook book in Sunderland, we provided him with a fully furnished apartment free of charge for 14 weeks.

The book, which is now published, focuses on creating tasty and nutritious meals for those suffering loss of taste and appetite as a result of cancer treatments.

Together this partnership work helped to generate a social value of

£444,993



Pride

We believe that Sunderland is an outstanding city. It is our heart, our homeland, and somewhere we will always be proud to shout about and give something back to.

Our aim is to harness the collective passion and energy of our people to support the city's plan. To deliver on this we will:

- Remember our roots in all that we do
- Be an excellent provider of social housing in Sunderland, demonstrating the quality of our service
- Actively work to reduce our carbon footprint in line with Sunderland City Council's ambition to be carbon neutral by 2030
- Show pride in our city by working collaboratively with local partners to make a difference



Pride



The Genfactor

Our talent contest, The Genfactor, gives young people in Sunderland the opportunity to showcase their talents, build confidence and grow.

Many of the finalists and previous winners have gone on to do great things, including studying at prestigious performing arts colleges and competing on national TV talent shows.

The competition is now in its tenth year and more than 1,000 young people have taken part.

In 2019, 95 young people (comprising 57 acts) auditioned for the contest, with the incredibly talented singer Riona Sorianosos stealing the hearts and minds of the judges and the audience to be crowned the winner.



Supporting the voluntary and community sector

We are proud to support the voluntary and community sector in Sunderland and have worked closely with a number of key groups across the city to further support services for our tenants and residents. Sunderland has an extremely strong voluntary and community sector and we have been delighted to work with many of them over the past year, including Fans Museum, Shiney Advice and Resource Project, Fulwell Community Library, Ryhope Seaview

Angling Club, Young Asian Voices, Box Youth Project and Easington Lane.

We have continued to support voluntary and community groups by providing grants through our Aspire Grant Programme. The programme, which is overseen by our tenants who are part of our Community Engagement Forums, awarded £24,894 to 56 groups in 2019/20.

Our Community Engagement Forums granted

£24,894

to 56 voluntary and community groups through our Aspire Grant Scheme

160

feminine hygiene products donated to Period Poverty campaign

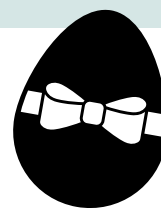
Giving young people the best chance to thrive

Working with Positive Footprints, we launched the exciting 'Raising Aspirations Programme' to inspire local primary school children in developing their future life and career aspirations. The programme is adaptable, with children achieving employability skills at the end of the course including CV writing and preparing for interviews.

We also work with partners to deliver career development programmes such as Work Discovery Week.

1,200

Easter eggs donated to beneficiaries



1,000

hours of volunteering at Sunderland Food Bank



Pride



Supporting our armed forces community

We hugely value the service and dedication of the armed forces community and have a commitment to support existing and former members through the Ministry of Defence's Armed Forces Covenant. We are extremely proud to hold the gold award as part of the Employer Recognition Scheme.

The Covenant is part of our promise to treat those who serve or have served and their families fairly. We're also a member of Sunderland Armed Forces Partnership and work with like-minded organisations in the city.

In November 2019, following our work to house over 500 families where someone has served in the UK Armed Forces, Veterans in Crisis Sunderland awarded Gentoo Platinum Partner Status.

Employing local people

We're incredibly proud that 75% of our workforce both live and work in Sunderland.

Our total wage bill equates to around £42 million per year and we're delighted to be such an important contributor to the city's economy.



Two new corporate charities announced

We were delighted to launch a partnership with two local charities in Sunderland, following a vote that was cast across our 1,100 employees.

Our staff voted to support St Benedict's Hospice and Action on Dementia Sunderland as our two corporate charities for 2020.

These charities play a hugely important role in the local community and we are proud to be supporting them with both resources and fundraising during 2020.



Reward and recognition of our colleagues

We're proud of the people we employ and the difference our employees make to the lives of local people on a daily basis. We launched our 'You Are Gentoo' scheme to acknowledge the fantastic work delivered by our colleagues all year around. It allows colleagues to nominate one another for special recognition, with 600 nominations received during the 2019/20 period.

All Gentoo colleagues are paid a minimum of the Living Wage and we continue to be an accredited Living Wage Employer. Investing in our colleagues is

hugely important to us and we're proud to hold a gold standard Investors in People accreditation. On average we invest £619 per employee in training and development.

We were delighted to be ranked second in the Workplace Equality Index by LGBTQ charity, Stonewall, and recognised in the charity's top Trans employer list.



INVESTORS
IN PEOPLE | Gold



www.gentoogroup.com

Gentoo Group Limited, Emperor House,
2 Emperor Way, Doxford International Business Park,
Sunderland, SR3 3XR.



Gentoo Group Limited is a charitable community benefit
society, registration number 7302

References

Community investment and homelessness values form the Social Value Bank, HACT and Simetrica (www.hact.org.uk / www.simetrica.co.uk).
Source: www.socialvaluebank.org. Licence: Creative Commons. Attribution-nonCommercial-NoDerivatives licence
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Edinburgh Mental Wellbeing Scale and Life Satisfaction, HACT and Daniel Fujiwara (www.hact.org.uk and www.simetrica.co.uk)
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