

Hope Enterprises

SOCIAL IMPACT

Hope completes a similar social impact report to the Social Mark, the accreditation award that Hope holds. We acknowledge that we have adapted their declaration in completing this separate report.

A. Turnover, Trading and Profit Distribution

Main business activities/trading activities
Social enterprises which provide training, improved employability and rehabilitation potential to people who have experienced homelessness, substance misuse, poor mental health, poverty and long term unemployment. In the course of their operation, these produce useful products for society and generate funds to support the work of our parent charity, the Northampton Hope Centre and which help support local economic development. We also help improve personal wellbeing and address isolation.

Month/Year Ending of last set of filed Accounts	March 31-2020
Total Income recorded in these Accounts	282521

Trade and Profit Distribution	YES/NO
How much of the above income derived from sources of trade	140000 (50%)
Profit generated at year end	No
Was at least 51% of this profit retained in the social enterprise (or clearly donated to or invested in other social purposes)?	N/A

ASSESSING SOCIAL IMPACT

A. How we measure and report on our social impact

1. We rarely reflect upon our social impact.	
2. We occasionally reflect upon our social impact.	
3. We regularly but mostly informally reflect upon our social impact.	X

4. We use internal and/or external, systematic methods of assessing our social impact.	X
--	---

To do this -

5. We use external agencies and methods when assessing and reporting our social impact and can provide evidence of this on request.	
6. We use a range of key performance indicators that help us measure our social impact and can provide evidence of these on request.	X
7. We quantify the financial social value we create (and/or the value of our investment in purely social purposes) and can provide evidence of this on request.	
8. We produce detailed reports on our social impact	X
9. We publicise our social impact through sharing reports, PR materials, case-studies and other such material.	X

All our review work is currently internal but we will involve external reviewers as funding allows.

We operate several different businesses with different methods of determining outcomes for each:

Catering – numbers trained, jobs or work experience created or people with lived experience.; improvements in confidence, wellbeing and self-esteem of trainees

Tools – weight/number of tools recycled and thus taken out of landfill; number of people trained; improvements in confidence and self-esteem of volunteers

Foodclub – Number of boxes supplied to people in need, approx. volume/weight of items; Number of volunteers; improvements in confidence and self-esteem of volunteers; volume of food diverted from disposal

Gardening – volume of produce, sales, number of volunteers; improvements in confidence and self-esteem of volunteers/trainees; volume of food composted; jobs or work experience created or people with lived experience; reduction in isolation amongst participants; volume of land turned into growing space; number of people educated about veg growing.

Decorating – numbers trained, jobs or work experience created or people with lived experience.; improvements in confidence, wellbeing and self-esteem of trainees

Shops – volume of clothes diverted from landfill; wellbeing of volunteers, employability as a result of training; profit generated for charity activity; employment of people with lived experience

Social Enterprise – volume of activity to promote enterprise as a business method

OUR SOCIAL PURPOSE AND OUTCOMES

1. The social differences and changes we have aimed to create (or supported)
<p>We try to improve the employability of people a long way from the job market affected by serious barriers of homelessness, poverty, low skills, low confidence, addictions, MH etc</p> <p>We try to generate funds for re-circulation within the community we work in – ie money spent on food</p> <p>We try to provide useful services to the community – cheap food for people in need, cheap, recycled tools to grow food</p> <p>We strive to have an environmental impact – reducing landfill, recycling, reducing food miles, reducing food waste</p>

We strive to improve health, reduce food poverty and reduce obesity

We reduce isolation, including amongst older people

We promote social enterprise as a business model – we chair the local development company

2. The actions we have taken to address the above social aims

We provide training, work, work experience and volunteering opportunities for the target user group

We provide cheap food, some of which we grow ourselves. Some of which would otherwise go to landfill

We recycle and sell garden tools

We provide therapeutic horticulture

We help people access training

We supply decorating services

3. What has changed and what benefits have been realised as a result of our actions

People who attend our training, volunteering or work experience obtain skills, confidence and grow in self-esteem, that make them more employable and with a greater sense of wellbeing. Some are enabled to get jobs.

The community benefits by those people being moved away from dependency towards work, reducing health and offending issues and burden to those services

The environment benefits from diversion from landfill of food and tools, and growing food locally

People's disposable income is improved by the food we supply at lower prices

4. How we and other people know our aims are being achieved

We do know and will know by measuring the things listed and asking people for their feedback, as we have said. We report internally to our board

Outsider people and stakeholders will know if we tell them, by issuing reports, our newsletter, using a wide variety of media, including case studies and individual stories.

We hope to produce a more substantive social impact report as time and resources allow

1. How many people have benefitted from our actions

We have provided training and work experience to several individuals in catering in the last year which offer demonstrable improvements in skills, confidence, knowledge and employability – this has been limited by COVID.

Normally, pre covid we have provided tool repair training to many people in the last year, offering the same as above.

We work in Northampton only, and serve the poorest and most deprived areas of our town, including the location of our allotment project. That has offered jobs to 2 people with recent personal experience of addiction and homelessness issues and volunteering opportunities for a further 12.

300+ family groups or individuals have joined food club and buy food regularly. These may vary from families with up to 5 children through to individuals. They have stated how much the project has been a lifeline to them and their families. We have given away a vast amount of goods in addition to those charged for – such as free sanitary products.

2. Examples of a typical service user experience, that help illustrate the benefits they have experienced as a result of our actions

See our wider charity and social impact report: 2019 report page 6:
<https://northamptonhopecentre.org.uk/wp-content/uploads/2019/12/2019-annual-report-Hope-web-.pdf>

3. The additional social benefits we have been able to deliver within our core services that distinguish us from other “for shareholder profit” providers

Every penny raised by Hope is spent in Northampton or creates more services for its residents. It does not benefit anyone but our service users and customers.

The confidence gained by working in a supportive workplace, even as volunteers is incalculable; the sense of being involved in a project that does good for the community is of considerable added value.

The foodclub pop-up shops offer a place to talk. People come in and spend an hour talking to staff, often about other issues, and meet other customers. This is a bit different to shopping at Tesco. It offers therapeutic benefits.

The tool repair workshop is a sheltered workshop. People work on individual pieces for repair and get a sense of ownership and respect from being treated like valuable people, not just another human asset.

People have a sense of being part of a community or team at Hope; they are not just employees in a soulless business owned by some US billionaire.

We offer donations of food and other goods to employees and volunteers, which are surplus, going out of date etc

We pay above the real living wage, even if this is hard for us – but it is part of our credibility as an anti-poverty organisation.

4. The social and environmental benefits we have created from internal operational policies and actions

We have cited environmental benefits and employment benefits above. See <https://northamptonhopecentre.org.uk/what-we-do/hopes-environmental-work/>