



Local Value Report Open Door

2013 – 2014

Created by Make it happen Consultancy

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Introduction – Local Value

Understanding an organisations impact within the local area is essential to demonstrate Open Door value. It is this value that will enable an organisation to create, develop and sustain relationships within communities and with the public sector in the future.

Open Door has considerable direct and indirect value to the local community and the economy through its commitment and focus on supporting sustainable social and community development. This is been achieved through supporting local employment, skills and knowledge development and the engagement of local suppliers, support and leading on social investment and the reduction of the carbon emissions.

Through the commitment and the demonstration of local value, Open Door can prove its engagement with the community and pledge to have a positive change in the areas in which it works.

Each of the 6 points below form part of how local value is developed within a area.

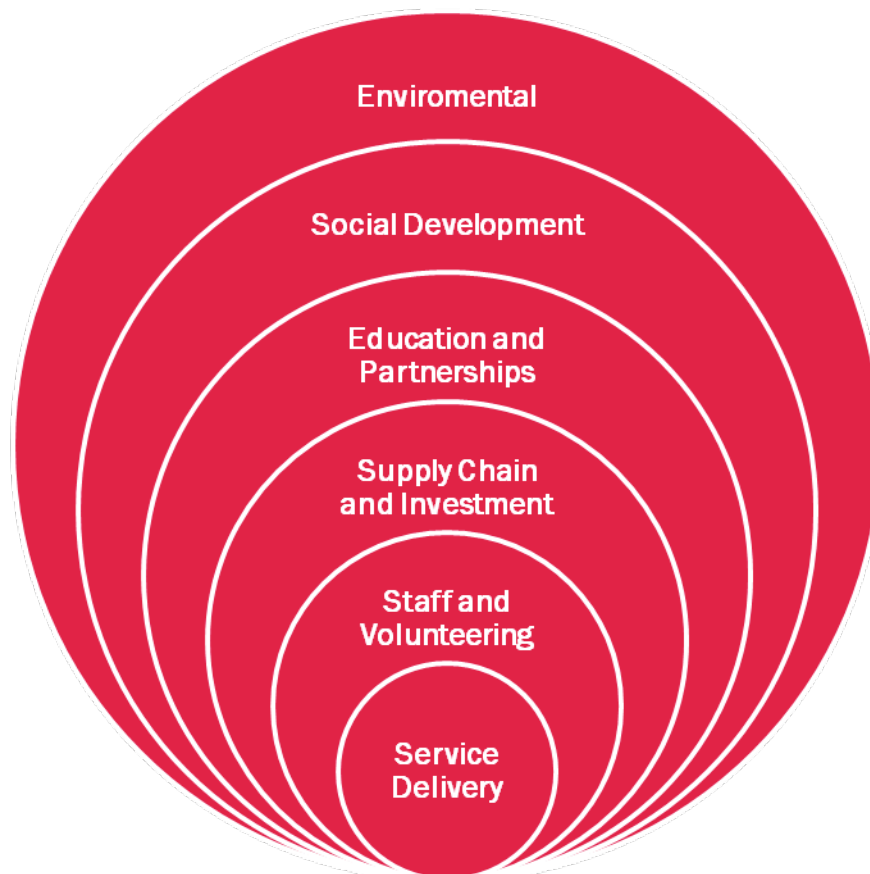


Fig 1 – Local Value Ripple

Local Value Pledge

Support the development of sustainable local communities and a thriving local economy, by pledging to focus on "Local People First".

Service Delivery

The delivery of core services throughout the Open Door portfolio of projects creates a range of local, regional and national value. This value can be either financial (in the form of cost savings to the local community or economy) or non financial (in the form of additional resources or capacity to support the communities health and wellbeing).

Information can be found within the organisation wide Open Door Social Value Report 2013-14.

Staff and Volunteering

The engagement with local residents in the community, through employment and volunteering, can create a range of economic and social benefits to the local community through increase in local expenditure, improved Tax and NI receipts and the contribution of added value services and support.

The commitment to the engagement and support of local people has been well defined over the 38 years of Open Door.

Local people have been at the heart of the delivering support services. The recruitment focus and policy to recruit local people has been demonstrated by **44.19%** (19) of staff living within Thurrock and **53.49%** (23) living within Essex and only **2.23%** (1) of staff living outside of the "local area".

The recruitment and employment focus helps develop a sustainable community and have led to 43 individuals being recruited from the local community and from the County of Essex.

The salaries that are paid to staff are in line with the minimum living wage of **£7.65** per hour and many of staff being paid well above minimum wage.

As most staff live locally, there is a direct benefit through local buying, socialising and investing locally. This helps to stimulate the local economy through the retained expenditure within local suppliers.

The benefit to the local economy through the recruitment of local people is £386,126.56 per annum. Based on 65% of the income being spent within the local area (Thurrock), and over £250,983.56 is contributed annually.

£552,248.16 of income is brought to Essex (in addition to £250,983.56 with £358,961.30 being invested into the Essex economy).

Approximately £102,471.11 is generated in Tax and National Insurance Receipts per annum through the sustainable employment of 43 staff members.

Volunteering

Open Door provides many opportunities for volunteering. From supporting its clients with a diverse range of opportunities to help build skills and introduce them to the world of work to more formal volunteering opportunities either on a one to one basis or through educational establishments.

Open Door recognises that for some of its clients, re-entering the working world can be extremely daunting. Accordingly, it provides a range of opportunities from pre-work type activities that slowly introduce individuals back into some kind of formal environment and responsibility – these include things like attending activity groups, helping out on the allotment plus many others. As confidence grows so the opportunity to do more does, and involvement in more structured activity takes place such as mentoring and taking the lead on activities. All clients are fully supported in their respective roles and receive appropriate and ongoing training, advice and guidance as they progress.

A range of formal volunteering activities are available the most notable being in the Interventions service which is supported by a cohort of fully qualified and experienced counsellors. These volunteers receive a full range of on-going support and CPD including regular supervision in keeping with industry good practice.

Close working relationships are maintained with a number of educational establishments and Open Door provides support for counsellors currently acquiring degree level qualifications, who are qualified to a certain level and whom require a number of hours counselling experience to pass higher level qualifications. These student counsellors are fully inducted in Open Door's practices and again receive on-going support, advice and guidance in keeping with their course and industry good practice requirements.

Supply Chain

Creating a value supply chain supports the development and replication of value within an area, as the investment in local businesses can stimulate economic growth, support employment and increased tax receipt and reduce the negative environmental impact

Since Open Door inception in 1976 the Charity has had a focus on supporting small and medium organisations within the local economy. This can be clearly evidenced through the use of a local supply chain for all core supply requirements.

- 23.08% of all Open Doors Suppliers are local to Open Door within Thurrock; this is demonstrated through the local **£108,798.00** per annum.
- 30.77% of suppliers distributed locally within Essex. This equates to **£4,009.00**.
- 24.62% of suppliers are regionally located and contribute a further **£2,353.00** to the regional economy.
- 21.54% of the supplier based contributes **£39,638.00** to the UK economy.
- **£154,798.00** per annum is reinvested in UK supply chain*.

*All suppliers above £250 expenditure per annum.

Local Inward Investment

Open Door has over many years attracted income into the local economy through external sponsorship, investment and grant income, which has led to new employment opportunities, improved skills and knowledge development and additional investment in local organisations.

In 2012/13 Open Door secured the grant investment of over **£348,493.48** which has been invested within the community.

Education and Partnerships

The value of knowledge (learning) as a result of an organisation can be variable, depending on the organisations commitment to support, develop and encourage individuals to learn. Measuring the value can take the form of the measurement both mandatory and non mandatory training delivered on an annual basis.

Training and developing a strong, knowledgeable, experienced and local employee base has been a key to the development of local value, quality services and positive relationship development.

Open Door has invested in the development of additional and complementary skills and knowledge that has increased the level of impact and value throughout its services. This impact and value would have not been possible without the focus and investment.

Training is provided to all staff through 1,345 hours of knowledge transfer, awareness and personal development support.

The investment of £654.23 per person is provided, with only 12.52% of the training being considered mandatory. Therefore, staff are trained on mandatory areas such as safe guarding, health and safety and personal skills are developed to improve the knowledge and experience of staff members to provide improved service, quality and impact of their advice, support and guidance.

Over £27,599.36 was spent on training last year.

Partnership

Open Door has a long and established history of working in partnership to deliver joint services for the benefit of local communities. A wide range of partnership working takes place from informal working arrangements to membership on some key local and regional partnerships feeding into the local policy and decision making processes.

Open Door is a well established member of some high-profile strategic multi-agency forums, including the Crime and Safety Partnership, The Health and Well-being board, the MARAC, MAGS Panels, the Joint Referral Panel and many others.

These meetings provide the opportunity for Open Door to share and feed in its good practice, as well as learning new methods and approaches tried and tested elsewhere.

Through these meetings the organisation has been given the opportunity to share its knowledge through thought leadership sessions and events. Most notable was hosting a thought leader conference in 2013 on the subject of 'legal highs' to share knowledge gather local intelligence and subsequently develop a joint local approach to tackling key issues. The event was oversubscribed with somewhere in the region of 80 organisations in attendance.

Social Development

The focus on "local" has enabled Open Door to be a trusted and respected member of the Third Sector and support the community that has created trust and legitimacy through the delivery of services and support with and for local people. The "local people first" have created sustainable change in a wide range of individuals from the reduced number of individuals that would be homeless to the increase in the number of individuals managing debt through the reduction and management of their drug and alcohol consumption. The local approach enables specialist, tailored local knowledge to be developed and a local approach to be taken to empower and help sustain long term social change and development (see Financial Value report for further details).

Environment

Through the commitment of the local value, Open Door has been able to reduce the negative effect on the environment through the reduction of the carbon emission. This has been able to be achieved through the engagement of local staff and volunteers and through the local supply chain.

Considering an organisations value to the environmental can extend beyond the traditional environmental impact from recycling and landfill, it can be easily extended to include the reduction in utilities usage, use of renewable forms of energy, reduction in travel and the increased use of public transportation and the creation of green miles.

Open Door has minimised carbon emissions generated through local travel to 3,776 tonnes of CO₂ per annum for staff local engagement.

The Local Value is considerable which has been made evident through the demonstration of financial benefits for the state and the local community.

The development and evaluation of wider scale services would result in increased social value and sustainable social change within the Thurrock area.

Financial calculations have been undertaken using primary and secondary data collection and research methods.

Make it Happen Consultancy

Key Value Indicator

"To clearly understand if Open Door has succeeded in developing Local Value, we must be clear in demonstrating its focus and improvement on local investment, local support, local sustainability and social development".

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