



Hillcrest Foundation

IMPACT

REPORT

External Funds 2023/24

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Hillcrest
Foundation

Foreword from our Chair

As Chair of the Hillcrest Foundation, I am pleased to share our Impact Report showcasing the results achieved by external community groups who received funding from the Foundation over the past 18 months.

The Foundation was established to support local communities and help create positive futures. Through partnerships with external groups, we have been able to increase our impact and extend our reach to a wider audience.

Over the past 18 months, we awarded £149,601 in funding to 31 deserving groups across various regions. These funds have supported initiatives aimed at reducing isolation, improving health and wellbeing, and tackling inequalities in communities throughout Scotland.

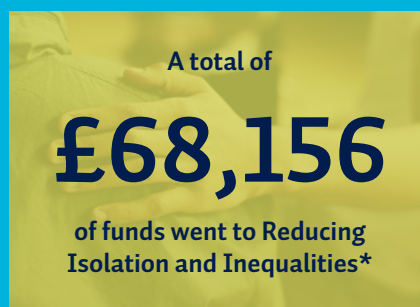
In this report, we highlight the achievements made possible through our collective efforts. We also delve into the results of a comprehensive social impact measurement exercise conducted to assess the wellbeing delivered by a sample of projects that received funding. Through this exercise, we aim to provide a deeper understanding of the tangible outcomes and positive changes generated by our supported initiatives.

We are always looking to expand our impact, so if you share our commitment to improving communities and creating positive change, then we would like to hear from you. Together, we can explore ways to utilise our strengths and resources to make a meaningful difference in the lives of those we support.

Mark Percival, Hillcrest Foundation Chair



Key stats



* Please note, some of the funds supported multiple outcomes.

Social impact

A social impact measurement exercise was conducted on 12 of the 31 groups who received funding from the Foundation. The exercise was carried out using the Social Value Bank, which measures the improvements in an individual's wellbeing and produces a monetary figure that individual would require to experience the same improvement in wellbeing.

The Social Value Bank was created using the Wellbeing Valuation approach by HACT, a housing innovation agency, and Simetrica, an impact measurement consultancy. This tool lists a range of positive social value indicators, such as moving from unemployment to full-time employment and improvements in confidence. For each indicator a monetary figure is given representing its associated social value.

Using these figures it is possible to quantify the social impact of a project, compare value generated by different projects and compare the budget of a project with the social value generated in order to evidence value for money. However, the Social Value Bank only provides estimates of the average wellbeing experience, which may vary significantly from person to person. In addition, it is never possible to measure the full social impact of a project so results should be considered as minimum values.

Of the 12 groups that took part, we measured the impact of 14 different indicators, as shown in the table below.

Outcome	People supported	Social value evidenced
Relief from depression/anxiety (adult)	12	£248,535
Regular volunteering	40	£149,632
High confidence (adult)	12	£118,152
Full-time employment	9	£115,884
Housing service for those in temporary accommodation	25	£111,745
Member of social group	65	£111,583
Not feel useless (youth)	40	£100,379
Job-related training - non employer	71	£92,584
Financial comfort	6	£70,869
Relief from debt burden	3	£49,825
Part-time employment	4	£36,696
Heat household in winter	4	£24,476
Improved confidence (youth)	40	£17,064
Can rely on family	2	£16,499
		£1,263,923



Success stories

The Very Inclusive Play Club

Amount awarded: £4,167

How many supported: 40 families

Locality: Edinburgh

Area of support: Improving Health & Wellbeing



The Very Inclusive Play (VIP) Club is a community offering groups for children aged 0 to 6 years old who have additional support needs. The club facilitates weekly sessions to promote the children's all round development and offer a highly supportive environment where parents and carers can connect.

The funding helped cover the club's core costs such as rent and resources. It also enabled the group to support 40 families, which not only included parents but also several grandparents. It held one-to-ones with workers from local nurseries where they had the opportunity to observe and learn strategies and skills to support children with additional needs in the nursery settings.

The funding not only helped to ensure families got the opportunity to bond with their child and have fun in a supportive community, but also learn and understand skills, techniques and strategies to support their child's further development outwith the service.

Feedback from families included:

"My son has developed in all possible ways by attending the VIP Club. There have been improvements in eye tracking, coordination and social skills. His speech has developed as he has been given the time and space to respond verbally. His non-verbal communication has also developed due to an intense interest shown in all forms of communication. His behaviour and coping strategies have improved over time due to the consistent strategies used and the understanding given."

Perth Six Circle

Amount awarded: £5,000

How many supported: 26 disadvantaged adults

Locality: Perth and Kinross

Area of support: Reducing Isolation

Perth Six Circle (PSC) aims to reduce social isolation and exclusion whilst improving the skills, knowledge and confidence of participants. The organisation works with adults who are disadvantaged because of challenging circumstances such as mental health, substance use, imprisonment, unemployment and community service orders.

The funding was used to deliver a range of activities to reduce loneliness and improve wellbeing among participants. Activities included interactive workshops, external interaction opportunities and a 'buddy' support initiative.

Service user X, a young person, joined PSC as a result of their extreme level of panic and anxiety. They find it challenging to connect with others their own age, however connect well with older people. X has a tumultuous relationship with their parent which has become more challenging since the loss of their other parent, leaving them feeling overwhelmed with unanswered questions.

Since attending PSC activities, X has made some very positive connections, particularly with those of the same sex of the parent whom they lost. The mental and physical stimulation activities and events have had a very positive effect on their mental wellbeing.



X is a popular individual and has built connections with people across the age and gender spectrum. Their confidence in terms of self-worth and self-awareness has developed to a point where they are happy to express their sexual orientations without fear of judgement.

Community Food Hub

Amount awarded: £4,000

How many supported: 70 families

Locality: Dundee

Area of support: Reducing Inequalities

The Community Food Hub provides a food larder in the East End of Dundee helping families suffering from the effects of the cost of living crisis to access fresh, good quality food. For a weekly charge of £3, families are guaranteed to take home food and toiletries to the value of £40 every week.

The funding enabled the Community Food Hub to provide slow cooker packs at the larder to 70 families. The packs enabled families to use the slow cookers provided to them by Community Food Hub without worrying about the cost of ingredients. Supplying recipes alongside the packs also built confidence to use the slow cookers and ingredients. Larder customers were also encouraged to post photos of finished meals in the project's WhatsApp group to encourage others to give it a try.

Case study

Anne, a single parent of four children, had always admitted she struggled cooking meals from scratch. Being on a very tight budget, she didn't want to buy ingredients for meals in case her children refused to eat what was cooked. She found from experience it was safer to buy pre-packed processed foods that she knew wouldn't end up being thrown in the bin.

Having received a free slow cooker from the Larder, and then coming along every week and leaving with a pack of ingredients and a recipe card, she was still unsure about trying things. However, peer support from other Larder users in the WhatsApp chat encouraged her to start giving the meals a try and she soon found a sense of achievement in making the meals, especially with the positive feedback given to her by her peers.



Find out more



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