

# Social Value Report 2022/2023



Adra



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## Foreword by Hywel Eifion Jones and Iwan Trefor Jones

We are delighted to introduce our first ever Social Value Report which showcases the vast amount of work that has gone on across the business and with our partners over the last twelve months, and the social value that work has generated.

There is a firm commitment in our Corporate Plan to build quality homes that people can be proud of; to support our communities and people to thrive; to decarbonise our homes, to improve the customer experience and to strengthen the business.

We want our work to have a positive impact, not only on the quality of people's lives, but their surroundings and their futures and we strive to make sure that our business activity maximises the social value and impact of the investment made.

Tenants have the right to live in communities that prosper and have access to quality jobs and opportunities through our training programmes and we want to create communities in which people feel safe and valued.

We want to make sure that our work as an organisation and contractors working for us or on our behalf provides wider social value than simply repairs and maintenance or around bricks and mortar.

We are a significant employer in the area and we believe that we play an important part in the growth of the regional economy through employing local people who live and spend in local communities.

We want to make a real difference. We have measured the impact of our social investment and the outcomes of this using the HACT Wellbeing Valuation Approach and the National TOMs Wales social value framework, both of which are robust social value measurement tools. By working together with our tenants, staff, partners, and wider communities, we are making a difference and this report really celebrates the achievements of the past year. By working together with our key stakeholders and partners, we are having a positive impact on people's lives every single day of the year.

**Hywel Eifion Jones**  
Adra Board (Chair)

**Iwan Trefor Jones**  
Chief Executive



# About Us

We are Adra. We work with a social heart and a commercial mind.

## What does social value mean to us?

At Adra, we want to make the most of our spending, investing and activities to create additional, long-term value for the people within our communities.

### Our Social Value Priorities

- Keeping our spend local
- Creating work opportunities for our tenants and the people who live in our communities
- Protecting and promoting the Welsh language
- Reducing our carbon footprint

### Our Corporate Priorities

1. Provide an excellent customer experience
2. Provide quality homes to be proud of
3. Decarbonising our homes
4. Supporting people and communities to thrive
5. Strengthening our business

## The 7 Wellbeing Goals

As a Welsh Housing Association, we also consider our contribution towards achieving the 7 Wellbeing Goals identified within the Wellbeing of Future Generation (Wales) Act 2015, and the Five Ways of Working outlined within the Act.



A Prosperous Wales



A Resilient Wales



A More Equal Wales



A Healthier Wales



A Wales of Cohesive Communities



A Wales of Vibrant Culture and Thriving Welsh Language



A Globally Responsible Wales

## The Five Ways of Working



Long-term



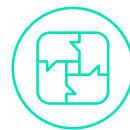
Prevention



Collaboration



Involvement



Integration

## Our Social Impact

# Total social value 2022/23 = £5,751,074

As a business, we are now two years into our social value journey. Since we started looking at how we could capture our social and added value in 2021, we have appointed a Social Value Co-ordinator and have attempted to mainstream social value across the business and embed it into everything that we do. Our aim is to continue this journey and improve the way we capture the added benefit that our activities create for our tenants and partners, year on year.

People	Communities	Homes	Environment
134 people supported into employment and training	£16,916 of grants given to local community groups	93% of our tenants satisfied with the way we repair and maintain their homes	151 of our homes received energy efficiency work*
£724,000 invested on adaptations within our homes	52% of our suppliers based in North Wales	118 new homes built	9 green spaces developed
419 victims of anti-social behaviour and domestic abuse supported	£208,166 of social value generated through contracts with our sub-contractors	£12.1m invested in major works and improvements to properties	3 electric charging points installed for staff vehicles
81 people supported via our Tenancy Support service	90% of our tenants feel safe or very safe in their communities	19,281 repair requests completed in our homes	10% of our fleet fully electric or hybrid

\*EWI, new windows, new doors, new roof





# PEOPLE

Our social purpose as a landlord means that we need look at how we can support people to find and take opportunities to improve their lives.

One of our key focus is the health and wellbeing of our tenants and we are striving to provide support to address social issues including loneliness, low level mental health, unemployment, and poverty. We strive to contribute to initiatives that focus on prevention, early intervention and working in partnership to create safer communities.

## Preventing Homelessness



A Wales of Cohesive Communities



A Resilient Wales



A Healthier Wales



Prevention

**131** allocations were made to homeless applicants across North Wales.

**£156,576** of Social Value generated.



### Leia's Story

"We have been living in our new house with Adra for five months now. We got this house a month before we got married then moved in a week after the ceremony, so things fell into place brilliantly for us in the end.

"Before that we had rented privately. We had a roof over our heads until December 2022 but then we received a notice from the landlord that the agreement was ending. We got in touch with Gwynedd Council's homelessness team, and we were placed in a hostel with our children, but there wasn't enough room for all of us there. We were only able to take two of our children with us and our other two children had to stay with my mother-in-law, then we changed over, so that we could spend time with all of them. We were in the hostel until January 2023, and it all became too much for the children. They weren't coping, so we all went to stay with my mother-in-law, so there were five adults and four children in one house!

"Staying in the village of Deiniolen was important to us as a family, as my sister and I are on several village committees including the Pentre Deiniolen Committee, Cylch Meithrin, Deiniolen Football Club and Deiniolen Festival. We're keen to improve the village for our children and future generations.

"Also, with three of our children attending the local primary school and another in the Cylch Meithrin, the last thing we wanted to do was change too much for them. We all needed to stay here for that normality but also for the benefit of our mental health.

"So, when Adra contacted us to say they had a house for us in Deiniolen, we couldn't believe it! It's great that we've got a new home in the area we wanted - the children can stay with their friends in the local school and for that I'm so grateful. The house has been transformed, with a new kitchen, rewiring and a heating system, which was brilliant. This house has been a game changer for us. We have stability, and there's no need for us to worry about being homeless again".



# Financial Inclusion



A Healthier Wales



Collaboration



Long-term

## Cost of Living Sessions

In reaction to the current cost of living crisis this past year, Adra set up the Gwynedd Cost of Living Crisis Group in collaboration with several key partners which included Cyngor Gwynedd, Grŵp Cynefin, North Wales Housing, Citizen's Advice Gwynedd, Department for Work and Pensions and the Money and Pensions Advice Service.

In addition to this, we held a staff workshop with the Bevan Foundation to identify our key priorities within the area of poverty for the year to come.

We also took part in several Cost-of-Living sessions in 2022/23, alongside Cyngor Gwynedd, Nyth, Gwynedd Digidol, Gwaith Gwynedd, Citizen's Advice, Grŵp Cynefin, North Wales Housing and Dŵr Cymru.

To further support our tenants, we have created a new Financial Wellbeing Co-ordinator role. Sophie Williams has been appointed and she has been hosting training, attending webinars, sharing information, creating checklists for staff, and working with the communications team to share useful information with our tenants.



## Warm Spaces

Partners across North Wales worked together to provide warm, safe spaces for people who were struggling to cope with rising energy costs last winter.



The Croeso Cynnes (Warm Spces) initiative was facilitated by many partners in co-operation with Cyngor Gwynedd including Adra, Menter Môn, Cyngor Sir Ynys Môn, Mantell Gwynedd, Cymdeithas Elusennol Ynys Môn, Medrwn Môn, and many organisations as part of the 2025 Movement.

## Citizen's Advice Referral Service

A service level agreement was set up with Citizens Advice in 2021, to allow Adra to refer tenants on to them if they needed debt, budgeting, or benefit advice.

**162** tenants were referred to Citizens Advice.

- Adra's investment = **£15,000**
- Social Value generated = **£1,906,329**
- Income gains = **£134,783**

**Total debt written off = £33,101**



## Client A's Story

Citizen's Advice supported Client A with their debts by completing a benefit check, providing budgeting advice and carrying out a debt assessment to ensure that the client was receiving the correct income.

They also wanted to make sure that the client was aware of any monies available, as well as reductions of their bills. They contacted the client's creditors to make sure they were aware that they were helping the client with their debts and to avoid it going to the county courts. They gave the client the debt options available, and the client chose to go for a Debt Relief Order which they supported them with.

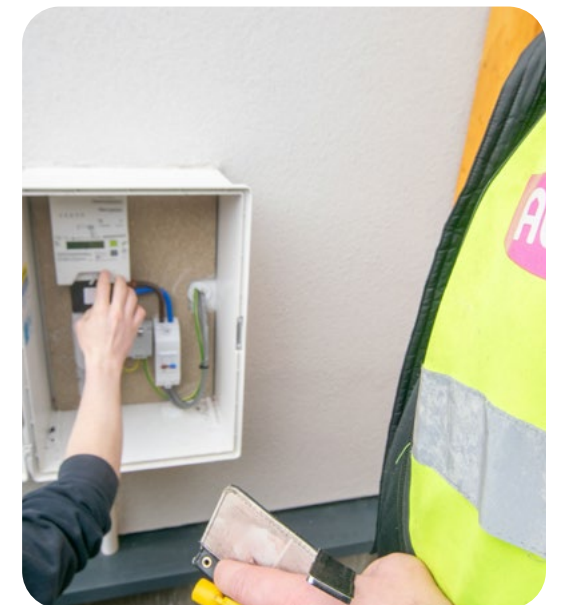
All the debts were written off and the client had been given support and the skills to budget better in future.

## Energy Warden Referral Service

**220** customers have received direct support via our Energy Warden Referral Service.

Jade Beales is an Energy Warden and here's what she had to say about the service:

"It's great when the support we provide for tenants proves to be a success. We help them to find financial support via the Warm Home Discount, Fuel Bank Foundation, reduce their water bills with Dŵr Cymru or help them to adjust their tariff with their energy provider. Sometimes, a referral can take a few weeks to complete but if it gets a positive result, the feeling is incredible."





# Tackling Loneliness and Social Isolation



A Wales of Cohesive Communities



Prevention

## Aros Adra

Aros Adra is a paid for service that offers support to people in their home and aims to bring people together to socialise, make new friends and to get out and about, which in turn, boosts their confidence and reduces the effects of social isolation.

**12** customers took up this service in 2022/2023.

**£48,165** of Social Value generated.

### Ryan's Story

Ryan started receiving the service in November 2019. He lives in Cricieth with his family and after having several support workers through Social Services, Ryan's mother, Pauline, was unable to find a suitable support worker for him. After hearing about Aros Adra, she approached us.

Ryan has mild learning difficulties and needs support with some things including going out to socialise. He receives the Aros Adra service weekly and during the sessions he gets to do a variety of things such as going out for lunch, shopping, going to the cinema, bowling, and visiting National Trust sites and museums.

Ryan's mum, Pauline, said: "The service allows me to have some time to myself whilst also allowing Ryan to do his own thing. I can do the things that I like without making Ryan feel that he has to do them as well. I feel happy as I trust the service while Ryan is out, knowing that communication is there if things change, or plans are altered."



## Tenant Support Service

Adra's Tenant Support Service provides support for vulnerable tenants in need. Our goal is to help individuals to maintain their tenancy by developing their life skills. This service is funded by the Welsh Government Housing Support Grant and is supplied to Adra via Cyngor Gwynedd.

The team received **122** new referrals for the service during 2022/2023.

**6,734** hours of support was delivered.

### Gareth's Story

Gareth is one of many tenants accessing the Tenant Support Service from Adra.

He has been very complimentary about the service which has supported him through difficult times.

Gareth said: "The support has been great. I was shocked to understand that there was support available as you don't really expect it at my age. Without Adra's help, I wouldn't be anywhere near where I'm at now. It has been a massive struggle for me but I'm getting there thanks to their help.

"The support that's been offered has been easy to access and it's been fantastic. I've worked hard and had two jobs to make ends meet and for a few years I made a real go of it, but then I found it was a struggle to maintain and I left one job, which meant I needed to go back to live with my mum. Because of Covid, the country was in a place where it was trying to house everybody, so I contacted Cyngor Gwynedd and I was placed in a hostel. I had been in a hostel before, and I found it quite scary. People would come and go, and it felt like a long time down there and the staff there said I needed some extra support.

"A couple of years later I moved to Corris Uchaf, and from then on, I've had good, honest people supporting me when I didn't realise I needed it, and things have improved for me.

"My story has been a good one, but with a lot of hard work and heartache in between.

"In 2021, I was offered this property I'm in now with Adra, and it was important for me to have a second bedroom as I'm a very proud Taid. I love having them here, they make a real difference. The support I've been given from Adra has made me a lot more confident as an individual".



## Supported Housing Service

There are 20 supported housing sites across Gwynedd.



19 activities were held for residents with 87 regularly taking part. The activities included:

- Halloween Party at Hafan Elan, Llanrug
- PCSO Neighbourhood Safety Talk, Llys Dewi Sant, Bangor
- Delivering Christmas food boxes at Tan y Mur, Caernarfon
- New communal garden furniture for Fflatiau Ffynhonnau, Dolgellau

## Mental Health



A Healthier Wales



Collaboration



Prevention

Adra has Service Level Agreements in place with 3 community mental health hubs in Gwynedd:

- Tan y Maen, Blaenau Ffestiniog
- Abbey Road, Bangor
- Felin Fach, Pwllheli

70 referrals were made

£10,050 = Adra's financial contribution

### Community Housing Cymru - Young People Mental Health Resilience Pilot

The Ysgol Nefyn Football programme was held over a period of 3 months and the sessions were led by Gethin Jones from Bala Town Football Club, with one member of Adra staff supporting every session.

The aim of the sessions was to engage pupils in a sporting activity whilst also promoting and normalising mental health. This also came following a complaint by residents about ball games on the green area in the estate and Adra were keen to find a positive way to deal with the complaint, therefore the start of the programme meant that both issues could be tackled.

35 children took part with £137,526 social value generated.

### Keeping our tenants safe

At Adra, we are committed to protecting vulnerable groups and dealing with allegations, concerns and disclosures of abuse or neglect effectively.

All our staff and board members receive scheduled safeguarding training, which helps them to recognise signs of possible abuse and/or neglect.

168 safeguarding referrals.





**723** adaptations were carried out to meet the needs of individuals and families.  
**£500,916** of Social Value generated.

### Tanya's Story

Tanya is a mother of four and lives in Deiniolen.

She has suffered with mobility issues, having had two tumours removed from her femur in 2019.

She and her family have lived in their Adra property for five years and during that time, adaptation work has been carried out at the property, including installing a driveway and a new kitchen.

Tanya said "The changes in the kitchen have been unbelievable because before we couldn't sit together as a family, and everything had to be put in a slow cooker. Now I can make dinner and we're in and out of the same room.

"I've got space for a dishwasher in there now too, so it makes it quite a bit easier as I don't have to stand up washing dishes and it reduces the pressure on my leg. Also, before the work, my tumble drier was in the dining room and the washing machine was in the kitchen, so I needed to carry a heavy load of clothes. But now with both in the same place, I'm much more comfortable with less walking needed around the house.

"All the work was carried out whilst I was away on holiday in June last year with my three daughters so when we came back, the work was complete with minimal disruption.

"Having a drive put in has also made it easier to carry shopping into the house as I don't have to walk that far. Adra have also widened the footpath on the side which makes it easier for me to take out the bins."



## Employment, Skills and Training



A More Equal Wales



Collaboration



Prevention

Our goal is to support 500 people into employment and training between 2022 and 2025.

**134** people were supported into employment and training in 2022/23: **80** of those were supported via targeted recruitment and training through our contracts; **43** were supported through Academi Adra; **8** were supported with apprenticeships and traineeships within Adra and we appointed **3** of our tenants.

We currently employ 24 of our tenants.

- Assets Team: **4**
- Contact Centre: **3**
- Neighbourhood Services Team: **4**
- Rent and Income Team: **2**
- IT Team: **1**
- Repairs Team: **8**
- Allocations Team: **2**

### Academi Adra

Academi Adra brings together a range of opportunities that we are able to provide with the help of our partners to support people to develop their skills and find employment.

In 2022/2023:

- **6** courses were run
- **4** people went into full time employment following the courses
- **1** person gained an apprenticeship with Adra
- **43** people received vocational training\*
- Adra financial investment in Academi Adra 2022/2023 = **£6,706**

**£297,529** total Social Value generated

\*Recognised construction tickets and customer service training

Academi Adra Partners were Gwaith Gwynedd, GISDA, Wynne Construction, Procure Plus, Richmond Bright, Mon CF, Maximus, DWP, Probation Service, Cyngor Gwynedd, GH James, DU Construction, WF Clayton, Williams Homes Bala, North Wales Training, North Wales Recovery Communities, Youth Justice Service, Welsh Contact Centre Forum and Welsh Government.



## Delyth's Story

One of our tenants, Delyth, took part in our first Customer Service course in January 2023 and here's what she had to say:

"I was made redundant just before Christmas 2022, so I had a look on the Adra website for jobs and I came across the Customer Service course – so I went for it! I really enjoyed it – I learned so much and got to know a lot of new people. Taking part has given me so much more confidence and has been a real 'eye opener' Following the course, I had an interview and was offered a job in the contact centre. I'm glad to say that my contract has been extended and that I can now keep learning and be there to help people".



## Cai's Story

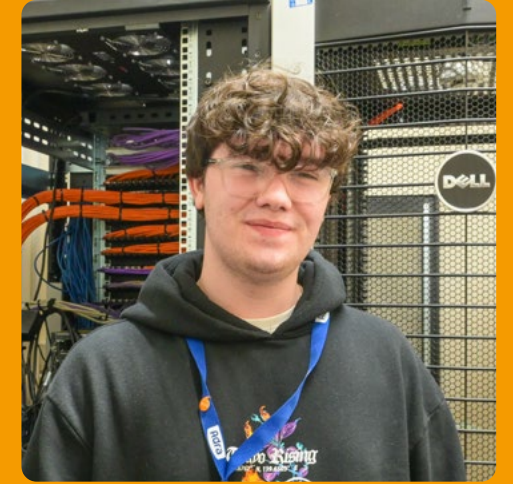
Cai, who is also one of our tenants, took part in our first Customer Service course.

"Before I applied for the course, I was working part time in a hotel. I saw the course on the Adra website and decided to apply because I was looking for full-time work. The opportunity had a positive impact on my life as I learned so many new skills and gained experience of working in an office environment. It increased my confidence and I'm a happier person since starting my job in the call centre, because everyone has been so kind and supportive – I feel like I'm part of a family. I recently applied for a Housing Trainee role with Adra, and I got the job, so I'm overjoyed to be staying here and starting a new career in housing".



## Declan's Story – ICT Apprentice

"I had been living in an Adra property for around 3 years therefore I was aware of the business and the job opportunities that they had on offer. The pandemic and lockdown made it difficult for me to receive the support that I needed from the school and college to look for work and develop a career in the IT sector, so I started working in a pub in Caernarfon to earn some money. Last September, I had a look on the Adra website and saw the Information Technology (IT) apprenticeship and decided to go for it. The difference in my understanding of IT since I started the apprenticeship is astonishing – it's been great to be able to learn so much about a topic that really interests me. I hope that there will be an opportunity for me to keep on following my passion for IT and give something back to the business with the skills that I've learnt."



## Having a Positive Impact on our Tenants' Wellbeing

### Eat Smart Save Better



This was a project in collaboration with Betsi Cadwaladr University Health Board (BCUHB) to support and educate our tenants to prepare meals in a cost-efficient way. A group of 10 tenants at Llys Dewi Sant, Bangor took part in the session where they received a presentation by a nutritionist from BCUHB and received a bag of food to take home to put learning into practice.

### Bus Stop Graffiti Project, Maesgeirchen

This was a project to re-paint the bus shelter outside the Partneriaeth Maesgeirchen office in Bangor. This was a bus stop that had recently been re-located from the city centre to the estate. As some of the panels had been vandalised and broken, Adra ran a project with local artist Andy Birch and local school pupils to give the bus stop a new image and bring colour to the area.



## Apprenticeships and Traineeships

8 individuals started an apprenticeship or traineeship with Adra.

Total Social Value generated = **£125,469**



# COMMUNITIES

As a business, we strive to contribute to initiatives that focus on prevention, early intervention and working in partnership to create safer communities. To reach our goal of supporting people and communities to thrive, we support the regeneration and sustainability of our communities and help them to identify and access funding for their projects and schemes.

## Investing in our Communities



A More Equal Wales



A Prosperous Wales



A Wales of Cohesive Communities



Involvement

### Keeping our Spend Local

**60%** of our suppliers are based in Wales

**52%** of our suppliers are based in North Wales

**71%** of our suppliers on our Approved Contractor Register are MSME's\*\*

**£39.6m** in total spent with local\* suppliers

**361** local\* people employed by Adra

**£208,167** Social Value generated through our procurement activities with contractors

\*Local = North Wales

\*\* Micro Small and Medium Enterprises

### Working with our contractors

At Adra, we work closely with our contractors to help fulfil our social purpose within our communities. Our contractors commit to supporting the delivery of social value initiatives as part of their tender submissions during the procurement process.

### DU Construction – Ysgol Maesincla Project



Before



After

DU Construction are currently building new homes for Adra on Bethel Road, Caernarfon. Ysgol Maesincla, a nearby primary school, reached out asking for help to clear a piece of land that had become overgrown during lockdown, and DU Construction were happy to help as part of their social value commitments on the contract. They provided labour, plant use and materials to clear and level the area, which cost them a total of **£1,350**. The children can now use this space as an outdoor classroom and the school were thrilled with the results.



## Novus donation to Bangor Cathedral Foodbank, litter pick and easter egg donation

As part of their social value commitments on their contract with Adra at Caernarfon Road Flats in Bangor, Novus made a food donation to Bangor Cathedral Food Bank. June from the foodbank said:

“We appreciate this so much, as we rely entirely on donations and could not run this vital service without such generosity. Many more people are now in great need of the foodbank especially in these hard times, so your donations will go towards helping many people in this area. We thank you very much for your invaluable support”.



At Easter time, they also collected 25 easter eggs and donated them to the food bank.

## Bell Group – Llys Dewi Sant Buffet Donation

A Christmas party was arranged for the tenants of Llys Dewi Sant and Craig Menai in Bangor and Maes y Garnedd in Bethesda. The food was paid for by a **£250** donation from Bell Decorating Group, who are currently undertaking internal work in our homes in the area. Not only did this support our tenants, but also the catering providers, Bwyd Da, Bangor, as they are a local social enterprise. Adra paid for the hire of Neuadd Glanadda, which is ran by Glanadda Pensioner’s Club, and for transport by Partneriaeth Ogwen, who are also a social enterprise who work for the benefit of the economy, society, and communities of Dyffryn Ogwen. The event brought people together and made sure that they had contact and interaction with other people during the festive period.

## Morfa Cadfan Afternoon Tea and Entertainment



At Adra, we are keen to tackle the effects that isolation and loneliness have on some of our older tenants, and it is something we ask the contractors that work for us to prioritise too. As part of their social value commitments on their external contract in Tywyn, local contractors GH James Cyf. decided to donate **£500** towards an afternoon of food and fun for the residents of Morfa Cadfan and a neighbouring care home. The event gave everyone the opportunity to socialise with each other and enjoy some afternoon tea, provided by Pebbles Tea Room, Tywyn, and entertainment from Total Leigh Music. The residents also had a game of bingo and a variety of prizes were donated by local businesses.

## Targeted Recruitment and Training via our contracts

**80** people were supported into employment and training via our contracts with local suppliers. **41** of those were supported with an apprenticeship or traineeship via our contracts; **6** of those received on-site work experience, **13** of those were new to the construction industry and **20** of those were newly qualified i.e. following the completion of an apprenticeship or traineeship.

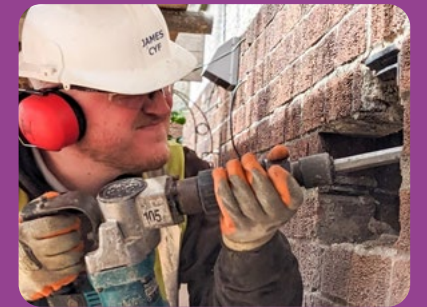
### Jac’s Story

Jac Ellis, one of our tenants from Caernarfon, took part in our Academi Adra construction course and as a result was linked up with one of our contractors. Jac said:

“I now work with GH James Cyf. and I managed to get the job after taking part in the Academi Adra construction course.

“The course gave me experience in health and safety, manual handling, asbestos awareness along with gaining my CSCS (Construction Skills Certification Scheme) card.

“I now have full time work as a labourer and the course has given me a lot of confidence to try new things. I would like to develop tickets in forklift driving in the future and continue to work on construction sites.”



## Supporting local businesses



Snowdonia Fire Protection (SPF) is one example of a local small enterprise that has won a large contract of work with Adra. Established as a sole trader company in 1974, SPF became a Limited Company in 2003 and currently employs 53 people.

As part of their contract, they install, service and test our fire alarm, emergency lighting and sprinkler systems. They do this on our sites across Gwynedd and have been working with us since March 2021.

Their head office is based in the rural village of Waunfawr near Caernarfon, and they now have offices in Kinmel Bay and Aberystwyth. Over the years the company has expanded steadily, and now provides full time, well paid employment for people throughout Wales and Shropshire.

A company spokesman said: “Since we had the contract with Adra, we’ve had three people start with us – one of them as an apprentice. Our contract means we can find work for them. We now try to take on apprentices at least once a year through the college. As it’s a niche job in fire and security we want to get them in and train them up and they are generally from the local area, places like Caernarfon and Anglesey.

“Legislation and safety processes change every year therefore there is an expectancy on Adra to keep properties safe”.



**17** community groups have benefitted from the fund and **£17,000** has been given out within the last year to:

- Clwb Cyfeillion Llys yr Eifl, Caernarfon
- Clwb Cymunedol Maestryfan
- Cwmni Bro Antur Aelhearn, Llanaelhaearn
- 1st Tywyn Brownies
- Curiad Calon Pwllheli
- Clwb Ieuencid Bethel
- Tir Allotment and Orchard Group
- Prosiect Plas Carmel
- Clwb Bocsio Caernarfon
- Y Dref Werdd
- Clwb Bowlio Trefor
- Tŷ Peblig, Caernarfon
- MaesNi, Bangor
- MaesG Showzone
- Pwyllgor Pentref Deiniolen
- Grŵp Cymunedol Brynrefail
- Clwb Ieuencid Llanrug

## Cwmni Bro Antur Aelhaearn

Cwmni Bro Antur Aelhaearn, received £1,000 through the fund which has been used to support several projects, including their bee group and their Draught Suppressors project which they have been working on in collaboration with Croeso Cynnes, Cost of Living and Community Support. They were looking for ways to help people with fuel costs and they concluded that making their own draught suppressors would be a great little project, and it gave them the opportunity to work with Gwenan Williams from Gwanar. Some of the group learned how to use sewing machines and they distributed the suppressors free of charge to people in the community.

Lynda Cox, the company's secretary said: "I can't emphasise enough how important Adra's financial support has been to us and to these projects - we are extremely grateful".



We want all our tenants to live in a safe and pleasant environment. We work in partnership with our tenants, police, and local councils, as well as many other organisations to tackle anti-social behaviour, resolve issues and improve quality of life for our tenants and residents.

**607** anti-social behaviour cases dealt with.

**£1,251,391** Social Value generated.

**90%** of our tenants feel safe or very safe in their neighbourhoods.



## Community Projects

### Prosiect Carn – Llwybr y Plas

Adra worked with partners to refresh a mural at Llwybr y Plas in Caernarfon. The aim was to help young people take pride in their local area, as this path had a history of criminal activity.

Manon Gwynedd, Headteacher at Ysgol Maesincla, said: "It has been lovely to be able to work with Adra and artist Catrin Williams on this project of integrating the community with the school. The pupils of Ysgol Maesincla are very lucky and have had such a wonderful experience."



### Gwesty Seren, Llan Ffestiniog

This project supported the charity Seren which is based in Blaenau Ffestiniog. Gwesty Seren is the most recent addition to the charity's commercial operations and was specifically designed to accommodate people with both physical and learning disabilities.

Gwesty Seren made a request to the S4C programme, Prosiect Pum Mil, to have the hotel gardens restored and they were accepted on to the programme. Adra supported on the day of filming, with 4 members of staff helping with the painting and so on, and Travis Perkins donated **£1,840** worth of materials to build a pergola in the garden. Our sub-contractor Hankinson, as part of their social value commitments, asked their partners, SW Joinery, to provide their labour free of charge to build the pergola and our grass cutting contractors, Sheratts, donated their time by strimming and cutting back any overgrown pieces of land. The garden is now fully accessible, and the incredible views can be enjoyed by guests and staff alike.



## Allotments Project, Dyffryn Ardudwy

Adra worked in partnership with the Tir Allotment and Orchard Group in Dyffryn Ardudwy, to create community gardens within the local allotments. Adra provided the group with a piece of unused land, and over 30 separate allotments have now been set up by the group - with all the work done by volunteers.

One allotment has been given to a group of people with learning disabilities and this will give them the opportunity to develop new skills. The group have also been given a budget to expand the project and Adra have made land available for this to happen. The aim of the project is to create sensory gardens, an orchard and a nature trail that will follow from the highest ground down to the back of our Pentreuchaf estate in Dyffryn Ardudwy.



## Prosiect Canfas, Caernarfon

Canfas is a project ran by Galeri Caernarfon with the aim of improving the appearance of various locations within Caernarfon.

Through discussions and visits, it was decided that Adra's Bro Seiont estate in Caernarfon was to be designated as one location.

An important element of the project is listening to the voice of the community and that the ideas and theme of the project is guided by the people who live there. As part of the project, a fun afternoon was arranged by Galeri and Adra and the residents came together to chat, eat pizza and share ideas on how the green spaces on the estate could be put to better use.

The green space in the middle of the estate will soon be transformed into a sustainable play and recreation area for the children and residents to enjoy. In addition, via the tenant engagement carried out during the project, ongoing fly tipping issues and anti-social behaviour have been tackled by Adra and Cyngor Gwynedd, which has had a positive impact on the estate.

## Not Just For Boys Event with Chwarae Teg

We're keen to increase the diversity of our workforce, and we encourage females, as well as other under-represented groups, to apply for jobs with us in sectors where they are typically under-represented.

Together with Chwarae Teg, we held a 'Not Just For Boys' event which allowed over 65 girls from Ysgol Dyffryn Nantlle, Penygroes, to have a taste of working in the field of construction at our offices in Ty Gwyrddfai, Penygroes. We hope that this will encourage more girls and women to consider a career in the industry.



Total Social Value Generated = **£17,059**

## Welsh Language and Culture



A Wales of Vibrant Culture and Thriving Welsh Language



Long-term

**Adra has a Welsh Language Scheme in place with the core principle of ensuring that we treat the English and Welsh languages equally.**

At the end of 2022/2023, 92% of Adra's staff could speak Welsh and we train and encourage non-Welsh speaking staff to learn the language to ensure that the bilingual principle is used within every service we provide.

We work closely with organisations such as Nant Gwrtheyrn and the National Centre for Learning Welsh to offer training that meets the diverse needs of staff who are keen to learn the Welsh language or improve and develop their skills.

But there is more we can do. We are keen to work with interested partners to help the Welsh Government meet its ambitious target of securing one million Welsh speakers by 2050, amongst other things.





## Kath's Story

Kath Hughes has been with Adra for five years.

Originally from Bedford, she moved to North Wales with her family and attended secondary school in Llanrwst. She was placed in the English medium classes and Kath was awarded a GCSE second language foundation in Welsh.

Before Adra, Kath undertook several jobs where there was no emphasis on learning Welsh. However, when she joined Adra a condition of her contract was that she would attend Welsh classes.



Kath was first assessed by Bangor University who then decided she would suit the Pellach course. Classes were first held in Bangor before moving to Llanrug and then online during Covid.

Kath continues to have a half hour session a week with a tutor to improve her skills.

She said: "Learning Welsh has given me a lot more confidence and I can now use the language when I'm speaking to tenants. I also use the Duolingo app every day to keep on learning the language.

"During lockdown, I attended online 'Paned a Sgwrs' sessions arranged by Adra to keep up with the language and some staff only speak to me in Welsh now as they know I'm learning, which really helps.

"I also understand things when meetings are held in Welsh".

Kath is hoping to continue with her formal Welsh language learning next year and is grateful for the support provided by Adra.

## Welsh Language/Culture Projects

### Ffair Iaith at Ysgol Dyffryn Nantlle

Adra held a workshop at Ysgol Dyffryn Nantlle with **40** pupils in year 9 to discuss and explain how Adra promotes the use of the Welsh language within the workplace. A variety of local businesses and individuals attended the event. The pupils were split into groups and were given the opportunity to speak with Adra and learn about all the possible career paths within the company, including Academi Adra and the apprenticeship opportunities we offer.

### Welsh Taster Session at Llys Dewi Sant

Adra collaborated with Menter Iaith Bangor and arranged a Welsh taster session for our tenants, which was delivered by Mei Owen from Hunaniaith. **24** of our tenants at Llys Dewi Sant, took part, and they enjoyed a cup of tea and cake, a St David's Day quiz and pupils from a local primary school were also invited along to sing Welsh songs.

### Taith Iaith Ysgolion

Adra collaborated with Ameer Davies-Rana, on his 1Miliwn project, which stems from the Welsh Government's target to reach one million Welsh speakers by 2050. Adra and Ameer went on a tour of secondary schools across North Wales, including:



- Ysgol y Creuddyn
- Ysgol Tryfan
- Ysgol Glan y Môr
- Ysgol Brynrefail
- Ysgol Dyffryn Conwy
- Ysgol Dyffryn Nantlle

**150** pupils took part in the events.

The intention was to promote the Welsh language and display it as an interesting language that is used every day, in the world of work, and not only as a language of education.

## Vocational Taster Course

In March 2022, Adra worked with the Centre for Learning Welsh to develop a vocational taster course 'Cymraeg Gwaith' which was specially tailored for the social housing sector. The course now sits on the National Centre for Learning Welsh website and is available for anyone to complete free of charge. During 2022/23, 13 individuals partially followed the course or completed it.



## St David's Day Celebrations at Maes Padarn

This event involved distributing afternoon tea boxes and daffodils to residents at Maes Padarn on St David's Day as a way of saying thank you for their patience and co-operation during the external work that has been ongoing on the estate by our sub-contractors W.F Clayton.

It's important to us that our communities benefit from our work, therefore Claytons donated **£500** to pay for the boxes, which were bought from a local Llanberis based business, Plas Coch Guest House. We also wanted to use this opportunity to highlight the importance of Welsh culture within our communities, and to celebrate St David's Day on the estate by giving something back to all of the Maes Padarn residents.



# HOMES



A Healthier Wales



A Prosperous Wales



Long-term

At Adra we believe that everybody has the right to have a roof above their heads and we can make that a reality.

A safe and secure home is the foundation for a fulfilling life, and we strive to provide homes that people can feel proud of, for both existing and new customers.

## Tîm Trwsio



**19,281** requests were dealt with last year by our internal repairs team, Tîm Trwsio, and **93%** of our tenants said they were satisfied with the way we repair and maintain their homes. Social Value = **£1,101,948**.

In August 2022, Tîm Trwsio also started work on building two of the first homes ever built by them as an in-house contractor.

The pair of semi-detached homes at Bro Pedr Fardd in Garndolbenmaen are being built to industry standards with solar panels and air source heat pumps to make them as energy efficient as possible and Adra apprentices have been working on the site since the beginning of the build.

## Improving our Existing Homes

We understand how important the housing we provide is for our tenants, and for us. We want to continue to invest and spend on our existing homes as well as build good quality new homes to meet the local housing need.

One way we address this is by carrying out internal and external housing improvement works across North Wales.

This work includes:

- External work such as paths and fencing.
- Internal work such as renewing kitchens, bathroom and rewires.
- Energy efficiency work such as external wall insulation, new UPVC windows and doors and new roofs

**£12.1m**

was spent on upgrading our existing homes in 2022/2023.

**494** homes received improvement work.





# Building New Homes

Last year, Adra built a total of 118 new homes, with an overall investment of £44 million.

The homes were built in the following counties:

- Gwynedd = **35**
- Wrexham = **20**
- Conwy = **50**
- Flintshire = **11**
- Denbighshire = **2**

All new build homes have an Energy Performance Certificate (EPC) rating of B or above (A being the best and G being the worst) which means that these properties are cheaper to run for our tenants.

## Accessible Developments

We had a local family with 6 children and their current housing needs were not being met. One of the children had profound disabilities and needed 24-hour care therefore following a discussion with the local council, a purpose-built new property was the only option for them. One of our sites was recognised, and a suitable plan was developed with the assistance of the family's Occupational Therapist. The Social Housing Grant was approved by Welsh Government along with a supplement to cover the adaptations and a 6-bedroom dormer bungalow was built for the family, which included a fully adapted bedroom and bathroom for their child.



Tracy Williams, Occupational Therapist for Cyngor Gwynedd said:

"By planning adequate family space within the kitchen, lounge and garden the child can be inclusive within the household and not 'parked' in the corner of a room. As the property has been built near where they currently live, the family have remained within their local community and close to their hubs of support, which is a huge relief to families."

# Cymru Materials Framework

In 2022/23, we launched a new national framework to deliver a one-stop shop for materials with Travis Perkins Managed Services, part of the UK's largest building merchants Travis Perkins PLC.

Six members joined the framework, which is managed by Adra, including Cyngor Sir Ynys Môn, Cartrefi Conwy, Clwyd Alyn, Grŵp Cynefin and Tai Calon, with the framework being open to all housing associations, local authorities, and wider public sector bodies in Wales. Travis Perkins Managed Services won the service provider tender and has committed dedicated branches for framework members across Wales, with materials.

As part of this innovative partnership, members of the Cymru Materials Framework will drive social value, with Travis Perkins committing 1.5% of the framework's total spend into a community investment fund to support local initiatives, including offering trainee and apprenticeship opportunities.

Social Value fund total  
**£159,704**

Spend through the framework  
**£10,646,929**

Adra spend through the framework  
**£3,596,171**





# ENVIRONMENT



A Globally  
Responsible Wales



Prevention

We are committed to minimising our impact on the environment and reducing carbon emissions from all our business activities, putting sustainability at the forefront of all we do.

We are acting on climate change to decarbonise the company and the homes we provide, to drive sustainable futures for our communities across North Wales.

## What are we doing?

- Monitoring and measuring our carbon emissions monthly since 2018
- Prioritising the decarbonisation of our homes and the business
- Providing environmental awareness training for our staff which resulted in us receiving a Bronze award for our Carbon Literacy training
- Installing charging points for electric / hybrid cars at our offices
- To date, **10%** of our fleet are electric / hybrid cars

### Prosiect Sero Net Gwynedd

Our commitment to reducing our environmental impact has been recognised nationally, as demonstrated by our Sero Net Gwynedd Project winning a category at the Northern Housing Awards.

The project's aim was to establish a way to meet and manage the decarbonisation challenges of Gwynedd's housing stock. Working with several key partners and community groups we focused on raising awareness of energy conservation within communities, demonstrating the benefits of green technologies, strengthening supply chains through targeted training and support the establishment of our regional Decarbonisation Centre of Excellence, at Penygroes, the first of its kind in the United Kingdom.

**£784k** has been invested into the project through the Welsh Government's Community Renewal Fund and Adra match funding.

Adra led the project, working very closely with Datblygiadau Egni Gwledig, Partneriaeth Ogwen, Grŵp Cynefin and Grŵp Llandrillo Menai. Through the project the following outputs were achieved:

- Creation of **11** new jobs, with **10** people being registered for new qualifications.
- Engaging with over **2,000** homes in Gwynedd on how to save energy.
- **116** energy audits in homes carried out.
- Over **100** local companies engaged with the project, with **47** benefiting from new training provision to improve skills and knowledge in the decarbonisation field.
- **5** community hubs have benefitted from moderate investment in new technology to reduce carbon emissions such as solar panels and double glazing.





## Porthi Dre, Caernarfon

Having started as a small group of volunteers helping vulnerable people during the pandemic, Porthi Dre community Centre in Caernarfon is now an excellent example of how renewable energy can help us to reach net zero.

Having received an Energy Performance Certificate (EPC) assessment and a decarbonisation report, the center was supported by Prosiect Sero Net Gwynedd. With the cost of energy higher than ever, the investment was used to install 30 solar panels on the roof of the community centre, to provide power for Porthi Dre's new modern kitchen. Using renewable energy, the community center is now able to prepare 150 meals every day at a much cheaper energy cost, in a place that was previously a grade D building in terms of its EPC performance.

Cemlyn Williams, leader of Porthi Dre, said: "There was a great need in Caernarfon for a new community center that would offer a wide range of services such as financial advice and free meals. Because the energy costs of the kitchen are now so much cheaper, we can prepare food on a large scale and give hot meals to people who cannot afford to pay towards the cost. I hope that the Porthi Dre center will encourage other people to use green energy in the community, and increase their understanding of renewable energy technology at a local level rather than it being an abstract concept. I am very proud to be part of Prosiect Sero Net, which contributes to the green agenda as well as supporting the Caernarfon community".



## Environmental Projects

### Prosiect Tŷ Natur

Prosiect Tŷ Natur was a joint effort between Adra, Eryri National Park and other partners including Keep Wales Tidy, North Wales Police and Y Dref Werdd, which aimed to promote and increase biodiversity on our estates. There have been 4 locations so far:

- Hafan Deg, Tanygrisiau
- Bryn Coed, Llan Ffestiniog
- Pentreuchaf, Dyffryn Ardudwy
- Cysgod y Coleg, Bala

At Hafan Deg Y Dref Werdd, have since taken a lease on a piece of land to develop it further.



### Environmental Days

Since we started running our environmental days with our partners in 2021, they have proved to be very popular with our tenants – therefore we decided to run another 4 of them on our estates last year.

These days allow our tenants to easily dispose of unnecessary waste and goods from their homes and as part of the days, skips are located across the estates to dispose of mixed waste.



#### External Partners:

- Williams and Williams Skip Hire
- Antur Waunfawr
- BM Steel
- Cyngor Gwynedd
- Y Dref Werdd
- Eryri National Park
- Grŵp Cynefin
- Local councillors
- North Wales Fire and Rescue Service
- North Wales Police

### Dolydd Blodau Gwyllt Project, Abercaseg

This was a project to install wildflower turf on the green areas around Abercaseg estate in Bethesda in partnership with Partneriaeth Ogwen.





# Social Value Results Table

Activity	Social Value (£)
Academi Adra	£297,529
Adaptations	£500,916
Apprenticeships and Traineeships	£125,469
Aros Adra Service	£48,165
Citizen's Advice Referral Service	£1,906,329
Local contracts (Assets and New Build)	£208,167
Nefyn Football Project	£137,526
Not Just for Boys Event	£17,059
Preventing Homelessness	£156,576
Repairs and Maintenance Service	£1,101,948
Resolving Anti-Social Behaviour	£1,251,391
<b>Total</b>	<b>£5,751,074</b>

## References

**Social Value Bank, HACT and Simetrica ([www.hact.org.uk](http://www.hact.org.uk) / [www.simetrica.co.uk](http://www.simetrica.co.uk)).**

Source: [www.socialvaluebank.org](http://www.socialvaluebank.org)

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**National TOMs Wales, Social Value Portal Ltd.**

Source: [socialvalueportal.com](http://socialvalueportal.com)

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