



Kineara Impact Report 2017

 UK SOCIAL ENTERPRISE
AWARDS 2016
WINNER

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The name *Kineara* is a combination of two words that encompass where we come from and the ethos we work within: *Kin*, denoting family, and *Eara*, a Gaelic term meaning *from the East*, which refers to our beginnings in the east on London and the home of families we've worked with.

Executive Summary

Wow! I'm sitting here in my local café amazed and excited to be writing the Executive Summary for our very first Impact Report.

It has been an incredible journey for Kineara over the last 6 years since we began, as we have started to see our vision unfold. We've now worked with nearly 200 families across East London who are often classified as 'vulnerable', but who we know have amazing strength, creativity and capacity to thrive despite all the challenges life throws at them. We've supported nearly one hundred households to stay in their homes, avoiding the awful personal, financial and social costs eviction can bring. Our Rent Support Programme has prevented over 80 evictions alone, and I can confidently say that we have demonstrated that the programme is a viable and scalable solution to eviction and homelessness when delivered in true partnership with residents and housing providers.

Our Motivate to Educate programme is also generating momentum, being introduced to two new schools last year. We are also extending the support we provide to teachers and school employees through a new service called "Our Space" providing teachers the space to discuss any life concerns that may be

impacting their day at work. In the last two years we have delivered our Intensive Employment Support Programme, a unique employment support that treats housing security as an integral part of holding stable work.

We are also extremely grateful to have been awarded Women's Champion Award by SEUK, the largest membership organisation for social enterprises in the UK. It was an honour to have been recognised for our contributions to the social sector.

With the success we've already had, we also have a strong vision for our future. We aim to establish Kineara programmes across the country, develop our social policy research collaborations, and provide consultancy on best practice and holistic working to organisations working with vulnerable people. This year our bespoke services will be available to individuals through our website for the first time, enabling people to access therapeutic intervention, financial advice, counselling and more whenever they need it.

We hope our Impact Report reflects the past, present and future plans for Kineara and highlights the impact our services has had on communities, families and partners thus far.

Enjoy!

Yours truly

Maria Morgan

Managing Director of Kineara



Our Theory of Change – The Why

Kineara began life in 2012 with a unique vision. We wanted to find a way to provide pivotal support services for organisations supporting with vulnerable people that were both cost-effective and made a real difference. We wanted to facilitate positive and sustainable change by working with people to get to the root cause of an issue, as well as exploring how multiple challenges may be intersecting to create vulnerability. In challenging times, we knew it was important that people had somewhere to turn.

1



No-one is an Island

Support tailored to needs of each individual, what they feel they need

Working with people's strengths

Small steps make a big difference

Working in partnership

2



One Barrier Can Turn into Two

Holistic approaches address how multiple challenges intersect with each other

Uncovering hidden and roots causes of vulnerability

Flexible, integrated and adaptable support

3



Communities Count

Reducing isolation by connecting with local community initiatives and services

Building community networks and residents' voice in their local community

Our Objectives

To prevent homelessness and housing insecurity

Our intensive and tailored support programmes address rent arrears and other lead causes of eviction. We support people to address the root causes of debt, taking a holistic and systemic approach which looks at people's wellbeing and health, finances and employment, to facilitate a positive change.

To build strong, healthy, connected communities

We know that individuals and families are better off when they are connected to the community around them. We take time to strengthen existing networks; create new community links; engage partner organisations and encourage participation in local initiatives. We support individuals struggling with mental or physical health.

To build on strengths and inspire confidence

We work with the skills, abilities, and knowledge people already have to encourage confidence-building and empower people over their own lives. We use a person centred approach to understand people's experiences in order to create meaningful interventions that create lasting change.



92%

of families who took part in
our **Rent Support Programme**
avoided eviction

Raising Our Voice

Women's Champion Award 2016



Last year, our team got together in secret to nominate Maria, Kineara's managing director, for the category of Women's Champion at the 2016 Social Enterprise UK Awards. For us, we couldn't imagine a better ambassador for women in business, social care and leadership than Maria. Then, on an evening in November at -the awards ceremony in central London we were jumping for joy when her name was called and the award was placed in her hand.

Speaking opportunities



Over the last year, Kineara has been invited to participate in several forums to share expertise, skills and learning. We presented learnings from the Rent Support Programme at a Westminster Briefing forum on Welfare Reform in 2016 and at Bromley by Bow's TOAST event, called Women in Business, which celebrated women entrepreneurs and innovators with social businesses in east London.

In November this year Maria will be talking at Newcastle University London to discuss the subject in dialogue on social entrepreneurship: opportunities and challenges.



International skills share



In 2015 Maria Morgan was given an incredible opportunity by Investec to attend the Global Young Entrepreneurs trip in Israel. "This trip enabled me to meet other entrepreneurs, learn what innovation means main in a different context and challenged my thinking. The trip had a long-lasting impact on me as the visionary of Kineara".

What Our Families Say

“

Kineara's support made everything possible for me, I'm very proud, I'm lucky. I would say to other people going through the same thing - don't give up, keep going, keep supporting people, people need you, isn't it. If she wasn't there, I'd be in the streets right now.

“

If I needed someone to talk to, she was there. When I needed money for food or for the bus, she helped me secure a grant or provided a bit of money for my Oyster card. I know that any issue, big or small, is as important to Kineara as the next one. And this is something that I really appreciated. I don't know what I would have done without her. You guys save lives, you really do.

What Our Partners Say

“

The practitioners are extremely flexible and self-sufficient, enabling the support to run independently whilst also communicating effectively with school staff. Their ability to solve problems in order to support better outcomes for the child both at home and at school is phenomenal.

Kirstie Barrett, Harrington Hill Primary School

“

We've been working with Kineara for about a year now and its been fantastic. They bring so much expertise, and have a great network of other professionals who they can bring in to support people and for us that been really powerful for the families they've worked with.

Jon Foster, Social Investment Manager, Origin Housing

How we track our impact

Over the years, we have learned that keeping track of our outcomes and impacts is extremely important for keeping focused on the objectives we

have set. Our evaluation and monitoring process began in earnest in 2014, when we were rolling out the Rent Support Programme. During this time we

We've worked with



194

households in total



developed a bespoke Cost Saving Tool to measure financial savings for our partners, and since then have introduced wellbeing scores to client surveys to

track changes in wellbeing following our interventions. Here are the results of our impact evaluation in numbers.



60%

of households referred to educational or employment programmes

required additional housing support

£6,650



Average financial saving per household for a housing provider where eviction was prevented

We've supported households with

26

different issues in our M2E programme



We've built

9

partnerships with housing providers, schools and social enterprises



80%

of employment-related interventions provided housing support

Our Programmes

The Rent Support Programme



Our Rent Support Programme is our flagship intensive intervention. It prevents homelessness by supporting households being threatened with eviction. Our holistic, 1:1 tailored support for both families and individuals has had 92% success preventing evictions, making sure those families could stay in their homes. 91% have also begun repaying arrears within the 10 week intervention by agreeing to a sustainable repayment plan. We've also supported residents with health and employment needs within the programme. Our independence has also offered trust and confidence to vulnerable residents who had not engaged with housing providers in the past.



Intensive Employment Support Service

Our newest programme aims to support people into work, training or education and includes integrating housing support for those who require it. So far we've worked with 56 individuals, with 36 of those requiring support for housing matters including rent arrears, insecure temporary housing and eviction threats. We've prevented 18 evictions.

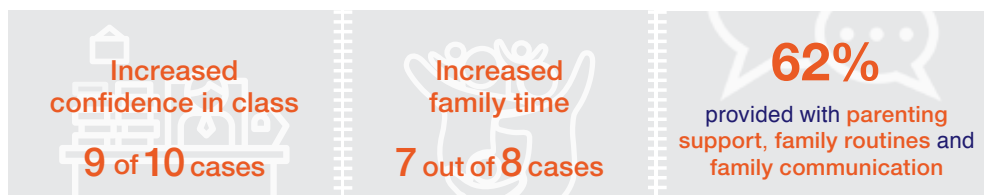
We've partnered with Southern Housing Group to provide IESP to 11 residents so far. We've supported 8 of those into either work, training/education or a voluntary position, and prevented one eviction. We've applied our holistic methods in order to get the best outcomes, working with people on CV writing, interview tips and writing applications. We also work on building confidence and wellbeing, mental health support, securing equipment for the home and accessing additional financial support.



Motivate to Educate



Our Motivate to Educate programme has had a brilliant reception over the last two years and has now extended to 3 schools in Tower Hamlets and Hackney – Redlands, Chisenhale and Harrington Hill primary schools, working with 29 families. M2E is an intensive intervention that enhances pupil wellbeing, inspires enthusiasm for school and learning, and provides tailored practical and emotional support to families depending on need so they are in a better position to support their child. We've had fantastic feedback from both parents and schools, noticing improved attendance, attitude, emotional awareness and behaviour.



Last year we began running a **Drop In service** for parents who want advice on parenting, supporting their child's education or other issues affecting their family without undertaking a full-intervention with us. We've successfully supported 21 parents at our Thursday sessions; 12 with housing concerns, 5 with financial issues, 3 with mental health, among the many concerns presented.

We have begun to offer **Our Space**, a confidential support service for school staff providing wellbeing and practical support on anything from housing advice to mental health support.

Renewed Communities



Our Renewed Communities programme integrates community wellbeing and 1:1 tailored support that has been the key to our success in other programmes. We have supported new residents into a new estate in Fulneck Place, Stepney, by setting up meet-and-greets, connecting families with their local services, and providing practical support on other matters like accessing benefits, getting repairs done, and understanding tenancies. The projects culminated in a residents' family event for new and existing residents to get together, with food, music, and entertainment for the children. A residents' group, run by them, was also set up to continue building connection.

Broadening Our Reach

Collaborative research with Azuko



We are excited to have begun a research collaboration with the creative architecture charity Azuko, which develops sustainable development solutions for disadvantaged communities by enabling local residents to participate in design solutions to local challenges. We are working with Poplar Harca and their residents to gather local testimonies on housing insecurity, rent arrears, and community voice, and ran two workshops in October 2017 on temporary

housing with representatives of over 20 organisations in the housing sector.

New partnerships in employment and housing

We developed an innovative new intensive employment service with Southern Housing Group in 2016-17, working with individual residents whose required employment support with housing advice integrated into the service. With 8 cases completed so far, we've successfully supported 4 people into work, 2 into training or education, 1 into a volunteering placement and prevented one resident from eviction.

Taking our programmes to new partners

Over the last year we extended Motivate to Educate into two new schools, Chisenhale Primary School in Tower Hamlets and Harrington Hill Primary School in Hackney. We also ran our first RSP in Origin Housing, the fourth housing association we've worked with alongside Poplar Harca, Southern Housing Group, and City of London.

Extended school support services

We realised that while parents with multi-complex needs were being well supported with our intensive M2E programme, there were many others that would benefit from ad-hoc support and confidential advice. We developed a Drop In Service for parents, offering advice on anything from health concerns to housing, to understanding the social care and benefits systems. We've also begun to offer Our Space, sessional support for school staff who need support.

What holistic support looks like

Mrs P, from central London, was referred to us by her housing provider for high rent arrears. They had not been able to engage with her and she has been served a notice informing her that eviction proceedings would soon begin. Mrs P, a mother of 3 children, was referred to us by her housing provider. The housing team had not been able to engage with her and she had been served a notice informing her that eviction proceedings would soon begin due to a build-up of rent arrears.

Holistic support provided

- Weekly sessions with Mrs P and with the whole family exploring wellbeing and coping strategies
- Parenting support, advice and whole family wellbeing sessions
- Mental health support
- Understanding benefit entitlements and how to claim
- Household financial awareness tips
- Practical support around the home and repairs
- Build relationship with the housing provider

What Mrs P achieved with our support



All rent arrears cleared
Direct Debit set up
Housing benefit errors resolved



Garden cleared
Home cleaned and new furniture found



Repairs to the home completed
Pest infestation cleared



Communication in the family significantly improved
Stress reduced and mental health improved



Children notice the positive change spending more time with their mum
Mrs P enrolled in Law course



Improved family routines and increased family time

Staff and Volunteers

We have had a few changes of staff over the last year, with practitioner and M2E specialist Anja Lewin moving on and Roz Head, our newest staff member, joining us in November 2016.



Maria Morgan
Managing Director



Elizabeth Towobola
Practitioner



Gail McNelly
Practitioner



Roz Head
Practitioner



Melanie Sirinathsingh
Communications



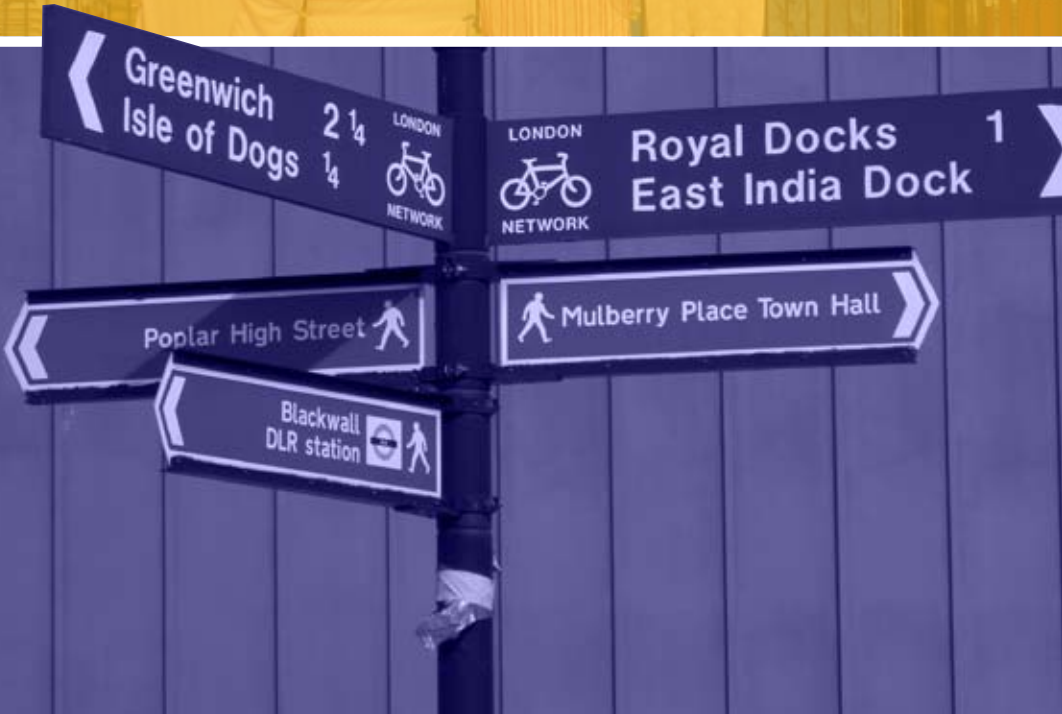
Nicole Lynch
Business manager

We have also had the pleasure of offering volunteer positions to former recipients of Kineara’s support. Two young people have taken on a work placement with us in 2017, gaining experience in impact monitoring, research, and website development and we’ve been grateful for all their hard work!



kineara

because families and
communities add up





because families and
communities add up™

Kineara is an award-winning social enterprise based in East London providing specialist and intensive interventions for vulnerable people, families and communities. We aim to build healthy, connected communities and strengthen lives.

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STAY CONNECTED



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