

# CASE STUDY

## CONSTRUCTING HOMES, REBUILDING LIVES

### PROJECT OVERVIEW

The UK is facing an increasingly stark reality due to years of underinvestment in social housing. The resultant 'structural deficit' in the supply of social housing, has pushed public spending on housing benefits and temporary accommodation to a record high (more than £1.6 billion in 2021-2022).

Frequently far from a temporary living situation, living in 'temporary' accommodation can have a significant impact on people, mentally, physically and financially, affecting all aspects of life including their employment, education, social networks and wellbeing.

To understand more fully the positive impact that high quality social housing can have, Akerlof partnered with Housing Festival to undertake a Social Return on Investment (SROI) analysis.

📄 [Download the socio-economic analysis report](#)

### WHAT WE DID

After carrying out research into temporary accommodation across England, we engaged with a range of residents to ask about their experience of moving into settled homes. Open questions were used to discover what was important to them, and we validated our findings by speaking with system stakeholders, such as GPs, housing associations, homelessness service providers, charities and children specialists.

Taking this feedback, we developed a survey to gather quantifiable responses from residents and, using a robust methodology, undertook a Social Return on Investment (SROI) calculation from the data provided.



### THE IMPACT

- An insightful socio-economic analysis report, with engaging data visualisations that clearly communicate the positive stories of change
- Compelling narrative that makes the case for increased delivery of high quality social housing, serving as a foundation for future engagement with local authority partners, residents and community groups
- One-to-one engagement with residents and focus groups with key stakeholders provided a broad and realistic picture of people's lived experiences
- Robust methodology for calculating SROI, which others can use to broaden future analyses and incorporate additional data with ease

### DON'T JUST TAKE OUR WORD FOR IT...

“ We are thrilled to have had the opportunity to partner with Akerlof to deliver a joint piece of research and a powerful Social Return on Investment (SROI) report, monetising the impact of settled homes for formerly homeless families. The findings of this research add weight to case for accelerating the supply of new social homes and speak into our shared ambition to call-out (and capture), the wider social and economic benefits of construction activity, including offsite manufactured housing.

Akerlof's experience in undertaking social value analyses, combined with their creative and professional approach to shaping, conducting, reporting, and disseminating this study, have hugely benefitted the output and made the collaborative research process a joy to be part of.

**Ellen Grist, Research and Evaluation Lead, Housing Festival**

Read the press release here: [Constructing Homes, Rebuilding Lives](#)

### GET IN TOUCH

Ellie Jenkins  
07549 120 134  
Ellie.Jenkins@akerlof.co.uk