

offploy

Social Impact Report



June 2024

offploy.org

Contents

Foreword	04
Executive Summary	06
Our Work	08
Candidate Journey	10
Our Impact Journey	12
Increased Knowledge	14
Improved Health & Wellbeing	18
Accelerated Progression	23



Foreword

Offploy has been operating for eight years with a vision of a world where people are safe from crime. The research undertaken for this report is our first deep dive into understanding how Offploy creates value. The report focuses on its activities over the course of one year - 2023 - and the journey Offploy has undertaken to understand, measure, and monitor the impact on Candidates in that time.

Offploy supports people at risk of offending, empowering them to access greater opportunities and achieve their full potential. I am delighted to share this impact report, which is a crucial milestone for the organisation, as we achieve our 8th anniversary and develop a refined strategy for growth.

The impact journey we have undertaken for the last 18 months has added enormous value to Offploy, helping us to embed measurement in our systems and processes and really helping our Colleagues to understand the difference they make.

The report really provides further depth to understanding how we create Social Value. For those interested in the full social return on investment report, which has been assured by Social Value International, the QR code below will take you there.



"Changing Candidates' mindsets is so important. I'm overjoyed to see our colleagues' excellent work is recognised in this report.

With ever depleting grants, all too often impact figures are over reported to dazzle donors. Despite this, we have intentionally been cautious around the figures for 're-imprisonment' to ensure that our 'attribution' to the impact we've had on people's lives is fair and realistic.

I would like to thank Bean Research and Social Value International for the work they have done to pull together so much detailed data from the raw information we sent them. It truly is incredible to see how much impact Offploy has had so far and I am excited for the future as we continue to grow and serve our community."

Jacob Hill

FOUNDER AND CEO OF OFFPLOY



"It has been a pleasure to work with Offploy, Colleagues and Candidates to really understand, measure, value and report the difference that the organisation makes to people with barriers to work.

We have heard firsthand about the outcomes for Candidates, and having heard their stories, it is no surprise that increased positive mindset emerges as the key contributor to Social Value. I commend Offploy for their rigorous approach, which through the assurance process with Social Value International, provides a blueprint for the sector".

Charlotte Turner

DIRECTOR, BEAN RESEARCH

Executive Summary

In 2023 Offploy supported 853 Candidates, with 805 Candidates receiving at least Foundation support and 499 Candidates receiving Enhanced support.

Since its inception in 2016, Offploy has supported 2,054 people to Foundation stage, with 1,299 people through Enhanced support.

It is among these 805 Candidates that our social impact report focuses, with both qualitative and quantitative research conducted as well as a thorough, assured social value calculation undertaken, using the Social Value International (SVI) Principles as a guide to make decisions and to take into account the broader definition of value.

This clearly shows that Offploy creates significant value to society by increasing Candidates' skills and knowledge, wellbeing and health, and progression into employment and more secure accommodation.

“Offploy don't just tick boxes but have a genuine interest in supporting their customers and helping them into employment”.

Offploy Candidate, 2023



455 developed a more positive mindset



99 have more secure accommodation



425 improved financial capability



81 achieved a vocational qualification



269 achieved their employability goals



55 have already started a job

In total, the social value assessment, taking into account Offploy's contribution and the duration of any outcomes, shows that the total value created through Offploy's activity over 2023 is just over **£7 million** over two years.

This means that for every £1 invested in Offploy's services, **the Social Return on Investment (SROI) is £12.09.**

(Based on further sensitivity analysis, this should be more truly shown as £1: £9.20 -£15.30).

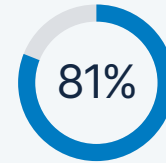


Our Work

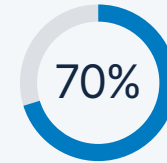
Offploy provides mentoring and support services to people with barriers to work, mainly those with experience of the criminal justice system. It is commissioned by trusts, foundations, the Department of Work & Pensions, and the Ministry of Justice, to fulfil its mission to make the world a safer place by supporting people at risk of offending, empowering them to access greater opportunities and achieve their full potential. Offploy also provides consultancy services to employers to help them to hire people with convictions safely and fairly

Offploy Colleagues focus on tangible opportunities, such as skill development and access to resources, and tackle the mindset and self-belief challenges that individuals face through a nine-step process, which is seen as essential for personal growth and thriving long-term change. The approach incorporates skill-building courses, employment opportunities, practical workshops, personalised mentorship, and comprehensive guidance.

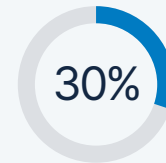
Our Candidates



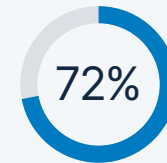
of Offploy's Candidates identify as male



have experience of the criminal justice system



identify with an ethnic minority heritage



of Offploy's Candidates are over the age of 30

Offploy addresses the practical and emotional aspects of reintegration through its nine-step process to empower them to unlock their true potential and foster positive growth. Their comprehensive framework lays the foundation for increased opportunities and a lasting impact on individuals, communities, and society.

As part of the programme's journey, the completion of a goal is an essential milestone for Candidates, as the goal is set and completed with an Offploy Colleague, and each one is discussed in terms of what has been achieved as a result; the impact the activity has had on the Candidate, and then marked complete. Highlighting certain goals and linking them to outcomes gives a clear understanding of the change that accomplishing a goal can make.

1. Referral

Once a candidate has been referred to Offploy they will be contacted by a mentor within a few working days, who will introduce our services and share the stages of our candidate journey. **If the candidate feels this is the right opportunity** for them an information sharing agreement will be signed and we will progress to the next stage.

2. Welcome Pack

The mentor will complete an assessment with the candidate to establish eligibility for the programme and gather further information on their current situation. This allows us to discover any additional barriers or support required for the candidate to move towards their vision for success and ensures our service is representative of the people we support with regards to Equity, Diversity and Inclusion.

3. Goal Setting

The mentor will support the candidate to define a vision for the future and their 'Big Why' for achieving this vision.

Once we have the 'Big Why' of the candidate we support them in setting Knowledge, Attitude or Behaviour based goals to achieve by the time they complete our service.

This will be included in the candidate's skills-based Action Plan focused on their support needs and moving them closer to success.

At this stage we also complete a series of surveys to gather a baseline for measuring our meaningful impact we've had in the candidate's life (step 9).



4. Foundation Support

We cannot think about success if we do not know where our next meal is coming from. Whilst lack of food isn't everyone's challenge the principle applies to any immediate yet unsupported needs. We use this stage to ensure the candidate has the right foundation from which to achieve success in their life.

During this step, the mentor will support the candidate with initial pastoral needs particularly around the 7 pathways of reducing reoffending such as mental health, accommodation, money management, substance misuse, family & community links and their physical health.

5. Enhanced Support

Once progress has been made towards building a strong foundation with the candidate we will really get into achieving their vision of success.

This may include employment support or securing accommodation right through to getting their children back in their life.

6. Independence

Here the candidate has shown the desire and ability to apply for opportunities through their own efforts, they can accept challenges and pick themselves up.

This is not about personal independence, instead working towards independence from our mentoring and support.

7. Success

Where the candidate has achieved what they set out to do on our programme, which could be anything from accepting a job offer or training opportunity to secure accommodation.

8. Sustained Success

A candidate has been able to sustain their success by, for example, keeping a tenancy for three months, maintaining employment for six months or completing a qualification.



9. Meaningful Impact

Have we made a meaningful difference in the candidate's life?

For a year after the candidate completes their mentoring programme with Offploy we will follow up every three months to understand how their life is going.

We'll establish whether the candidate needs any extra support and what difference they feel Offploy has made to their life.

This feedback helps us to continually improve our service, ensuring we make a meaningful impact to society and in people's lives.

Our Impact Journey

Offploy set out to understand how the organisation measures and reports the difference it makes through its work supporting Candidates and ultimately capture the impact of its vision.

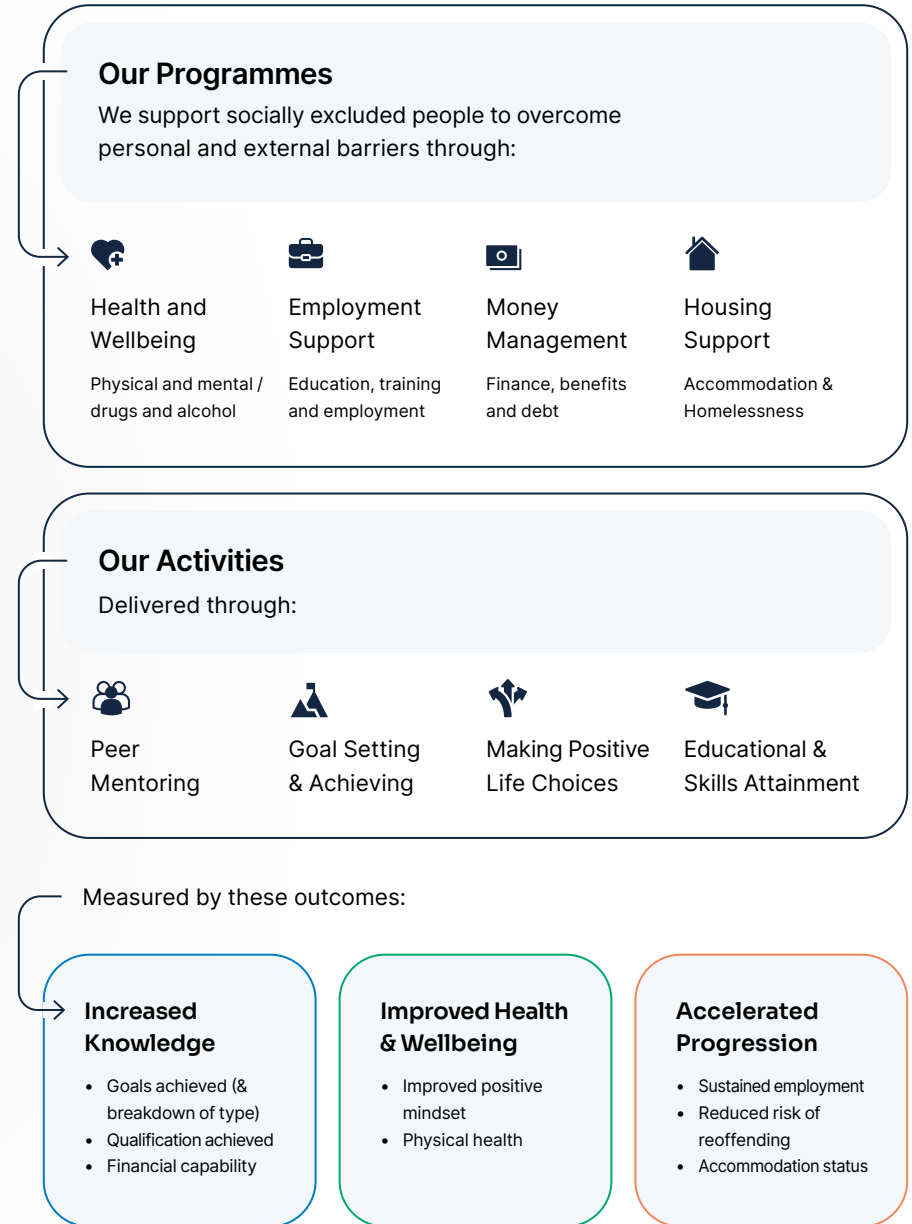
This approach was developed through desk research, consultations and workshops with Offploy's Colleagues and Candidates, and supported by independent impact specialists Bean Research.

This process helped identify that Offploy supports Candidates across the Seven Pathways of Reducing Reoffending, and that basing evidence of outcomes across these supports the fundamental objective of a world safe from crime through addressing the underlying causes of convictions.

Bean Research brought these elements together to create the following Theory of Change for Offploy; the framework is built around three main themes: Knowledge, Health & Wellbeing, and Progression, which identifies the changes we want to affect through our programme, activities and outcomes we are committed to capturing in future years.

As part of this journey, Offploy has updated its systems to ensure that future tracking of social value is hard-wired into the organisation, and the insights gained so far are being fed into Offploy's future strategy.

Ultimately, by striving to capture the difference that the Offploy has been able to make over the last year, the aim is to share the learnings with the sector to help others support those at risk of and with experience of the criminal justice system.



Increased Knowledge

Offploy supports Candidates to improve their knowledge and skills through setting and achieving SMART Goals. There are 72 goals categorised by Knowledge, Attitudes and Behaviours.



435 improved financial capability



269 achieved employability goals



81 achieved a vocational qualification

Financial capability

2 in 3 people in prison struggle in financial trouble before coming to prison, yet only 5% are asked about how their families would cope financially while they were in custody.

Peer mentoring at Offploy supported 435 Candidates in increased confidence in managing money through its standard provision. In addition, Offploy ran a focused Money Management programme for 150 Candidates. Candidates saw a substantive improvement in their financial capability, and all achieved three or more financial capability goals such as identifying creditors, maximising income, effective saving, accessing financial benefit, and debt services gave Candidates more confidence in managing their money.

Increased skills

People with barriers to work often have had a negative experience of education, training, and employment, and with 2 in 3 entering prison being unemployed in the weeks preceding custody, there is a considerable opportunity to develop job readiness.

Offploy supported **269** Candidates to increase their skills, specifically related to employability - essential to secure and maintain employment. Offploy supports Candidates in developing essential skills, especially in applying for employment with convictions. **82%** of Candidates increased their skills through completing goals.

Qualifications achieved

47% of the prison population lack any qualifications, but with Offploy's help Candidates gain vocational qualifications.

81 Candidates in 2023 increased their skills and achieved a qualification which allows for future employment, such as HGV driving, CSCS accreditation, forklift driving, or a Health and Safety food hygiene qualification. Offploy's Candidates describe these qualifications as crucial as, without them, they are unable to enter into or progress through the workforce.



Stories: Knowledge

A 2023 Candidate lacked confidence in finding work. He had major debt issues with his council tax that was leading him to withdraw socially and making him worried he would lose his home. As well as supporting the Candidate's CV and cover letter, it was clear that the main concern was his council arrears, as the repayments he was making were leaving him with a huge deficit and affected every area of his life. With Offploy's help, he submitted Council Tax Support applications, and arrears of over £2,500 for 2021-2023 were written off, along with a reduced debt and revised plan for council tax arrears for the next year.

"Offploy's advice should be given more widely, I was under so much stress I thought I would need to move and lose my home. I would not have known about my options if not for them. Thank you for changing my entire outlook on my future."

Another Candidate had worked in NHS cancer services for 22 years. After being released from prison, she was applying for roles at supermarkets. Offploy helped her reassess her employment potential with a conviction, created a new CV and disclosure letter and supported her to reapply for her DBS. She has passed the initial review, and Offploy is helping her prepare for the board interview.

"So, they taught me to put together an application, I reapplied, and with the help of Offploy, we've done a cover letter to go with my application. Also, on the application, it says do you have any convictions; if so, elaborate. The previous time I did it, I was ashamed about the situation, I didn't really elaborate very well. This time it has been reviewed, so that is good."

A recent Candidate was referred from the Job Centre, which had been unable to help him. Offploy helped him to work out what sort of role would be suitable and how he could achieve it. They helped him understand the restrictions of his conviction and apply to become a qualified heavy goods vehicle (HGV) driver. He has since passed all of his tests and received his qualification.

"[My Offploy adviser] was great because he just broke it down to what I would like to do, and we went from there. I had a few bad experiences in prison, and I didn't want to mix with people for work; I wanted to be on my own. He helped me with my CV, my criminal conviction, everything, and got me on a course, which was really helpful to me. I managed to get my HGV licence now."

Improved Health & Wellbeing

Our social value research has identified that the most significant difference Offploy makes is to the health and wellbeing of the Candidates.

In consultations with Colleagues and Candidates, the terminology around health and wellbeing varied and overlapped; they spoke about Candidates improving their confidence, mindset, self-worth, hope and empowerment, to name a few. What was prominent was how important it was as a driver for other change.



455 Candidates developed a more positive mindset



13 Candidates have shown improvement in their physical health

Improved positive mindset

455 Candidates developed a more positive mindset from their time working with Offploy, assessed by measuring changes through the Shortened Warwick Edinburgh Mindset Wellbeing Behavioural Scale, one of the most used and highly regarded methodologies for measuring mindset and well-being. Being heard and not judged emerged as the key underlying change. In fact, it was seen as crucial to the Candidates for their conviction to be acknowledged and then able to move forward from it.

80% of Candidates interviewed credited Offploy with improving their mental health. A number of Candidates expressed how having someone directly supporting you made a difference in morale and a positive mindset, which is needed when you are looking for work and struggling to see a future.

The social value analysis shows that the most considerable contribution to social value is the increased positive mindset of Candidates created through working with Offploy, measured by an increase in scores of wellbeing- this accounts for **37%** of the overall social value.

Improved physical health

13 Candidates have improved their physical health by setting and achieving health-related goals, such as prioritising and managing their health by attending GP and other health appointments.

In many cases, when Candidates spoke of improved mindset, they also mentioned improvements in physical health. This shows that taking care of themselves and prioritising their mindset has led to better physical health. This is reflected in broader evidence that increased wellbeing can lead to healthier behaviours, higher qualifications and skills, better employment, improved mental wellbeing, and a faster or more successful recovery from illness.

“I think people come to us with a sense of disbelief, and actually leave us with a more positive mindset and that they are a valuable member of society and they can move forward with their life.”

Joe Prest

SERVICE DIRECTOR, OFFPLOY

Stories: Health & Wellbeing

One recent Candidate was particularly lacking in self-confidence and self-worth, regularly breaking down in tears in front of the Offpoy team and recalled that he had been the same in the job centre. He had the skills to work and move forward with his life but at the time was not ready to progress due to a marriage break-up and the immense stress of being made homeless. To quote the Offpoy mentor:

"I suggested that we met a few more times to help boost his confidence and self-esteem, and each time we did meet over coffee, he said he was feeling so much better. He was committed to our appointments and every time I suggested he did something for himself, he did it."

He is now working full-time again but has maintained keeping in touch with the team weekly to help him maintain his good mental health and his future focus, as well as help with moving from temporary to secure accommodation so he can have somewhere for the children to stay and ensure their relationship stays as tight as it was.

"I have got so much out of this support than I ever have with anyone else. She has helped me move on with my life."

One Candidate on the specific Homeless Provision talked about struggling to look after their health whilst living in their car. After support from Offpoy, he has attended GP appointments and is in the process of moving into temporary accommodation with a referral for physiotherapy.

Other feedback from Candidates included:

"Just having someone that's just their step by step, you know, to listen. And that was probably the most valuable thing."

"I was really miserable. Oh, I'd had enough. I don't even want her talking to me. I just want to be left alone. And she cheered me up, picked me up and encouraged me."

"When you get individual help and morale and support from someone, it makes a big difference."



Accelerated Progression

Progression for Offploy Candidates is key, when the Candidate has achieved what they set out to do – anything from accepting a job offer or training opportunity to securing accommodation. With, to quote an Offploy Colleague, “A fresh vision for their own future”.

The research identified and measured progression outcomes that show transformational changes in the Candidate’s status and environment, such as sustained employment, no additional convictions or improving their accommodation status.



55 started a job, with a third sustaining employment for at least six months



99 improved their accommodation status



182 Candidates with a conviction (of the 199 successfully contacted) have not been recalled or faced another conviction since taking part in the Offploy programme.

Reduced crime

The UK prison population has risen 70% over the last 20 years. The annual total economic and social cost of reoffending is estimated at £18.1bn every year.

In 2023, **70%** of Candidates had experience of the Criminal Justice System. **182** Candidates with a conviction (of the 199 successfully contacted) have not been recalled or faced another conviction since taking part in the Offploy programme.

The national proven reoffending rate is 26%.

While our known reoffending rate is much lower at 6%, which has been achieved through helping Candidates understand the impacts of spent and unspent convictions so they understand the implications, we recognise that reoffending rates are difficult to measure independently. For this research, the focus was on reducing the likelihood of reoffending, using self-reported data from Candidates and their close contacts which was used this year, while we are waiting for the Random Controlled Trial (RCT) research from Justice Data Lab to confirm Offploy's proven data compared to what would have happened without Offploy.

Sustained employment

The Ministry of Justice reports that, on average, only 17% of people with experience of the criminal justice system gain employment within a year, and 50% of employers are less likely to employ someone with a conviction.



At Offploy, **55** Candidates were able to secure employment with the support and introductions provided by Offploy, with **1 in 3** maintaining their jobs for at least six months, 4 of these Candidates were employed by Offploy. Crucially, sustained employment measures are not just about finding a job but sustaining it for a minimum of 12 weeks.

This is significant as statistics show that 1 in 5 individuals who leave benefits to start working end up returning to benefits within 13 weeks, and 40% are back on benefits within six months.

Accommodation status

Research from Crisis indicates that people with barriers to work, including those with experience of the justice system, are likely to revert to homelessness without secure accommodation, citing that 40% are likely to be at risk from homelessness a year later.

In 2023, Offpoy supported **106** Candidates through Specific Homeless Provisions.

As a result, **99** improved their accommodation status, feeling more secure and integrated into the community with the support of Offpoy. These Candidates achieved three or more bespoke housing goals such as completing a duty to refer, accessing private rented accommodation, seeking support for housing grants and funds such as supported living and accessing emergency accommodation.



99 previously homeless Candidates have increased the security of their accommodation



11 Candidates moved from rough sleeping to temporary accommodation



17 Candidates moved from temporary accommodation to secure accommodation



Stories: Progression

One Candidate received support for his mental health, specifically in managing his anger and identifying triggers. He now understands that he cannot afford to end up in a situation again where he has pending criminal charges and feels stuck. He acknowledges the need to find a suitable way to manage his triggers in order to avoid reoffending.

While working with Offploy, one Candidate discovered that his conviction was, in fact, a civil dispute rather than a criminal one. This meant that he did not have a conviction and thus did not need to disclose it.

"The advice was practical and easy to implement, resulting in positive changes in my work approach".

"I've been with eight agencies, and no one ever told me about the law and how my conviction ended so I can go and look for a job."

"For me, Offploy taught me that you're not that person with that label; you are a good person who has done wrong. After Offploy, you are ready to take the next steps, and those barriers that you might have seen might be mental and not physical. That was a change in mindset for me. I wouldn't be confident enough to do the job that I'm doing now, if it hadn't been for the support of Offploy and the confidence I built as a Candidate on the programme"

- Darren T

Previous Candidate and now Social Employment Advisor at Offploy

"Without Offploy, I don't think I would have been able to find a place, and who knows what would have happened to me on the streets."

A recent Candidate had been homeless for a few months. He was sofa-surfing and staying a tent at the back of Plymouth Argyle FC. The team at Offploy checked regularly that he was safe and well, built up trust and confidence and referred him to local agencies. As a vulnerable adult with learning disabilities, he is now receiving direct support and is in temporary hostel, is on the waiting list for more secure accommodation in Devon and, in the meantime, is receiving support on the Money Management programme.

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