



Community and Neighbourhood Development Strategy 2026 - 2028

Date of approval	27th July 2026
Responsible director	Paul Seymour, Executive Director of Customers & Communities
Strategy monitoring body	WCHG Board/Customer Experience Committee
Resident input into strategy	Customer Experience Committee Communitree (May – August 2022) Scrutiny Group review of the Living Well Fund (December 2023 – January 2024) Tenant Satisfaction Measures (TSM's) results year 2
Date for strategy review	July 2027
Linked strategies/policies	Living and Ageing Well Strategy Community Safety Strategy 2023 –2026 Equipment & Adaptations policy Domestic Abuse Policy Hoarding Policy Living Well Fund Policy Safeguarding Policy Wyth Everyone Strategy 2023-2026 Development Strategy 2020-2025
Statutory and Legal Framework	Regulatory Consumer Standards & Code of Practice Manchester Housing Access Board Allocations policy WCHG Corporate Plan 2023-2026
Version/date	27th July 2026



Community and Neighbourhood Development Strategy: Annual Update (Year 3)

1. Summary

1.1 This report provides an update on the progress made in Year 3 (2025/26) against the Community and Neighbourhood Development Strategy (2023–2026), focusing on five key strategic themes: Digital Inclusion, Young People, Community Connections, Employment & Skills, and Inclusive Communities.

It also seeks approval to extend the current strategy by an additional 12 months.

1.2 Year 3 has seen significant delivery across all themes, with strong performance against strategic objectives, over £1 million secured in external funding, and a further £187,891 of additional community investment leveraged through contractor and partner social value commitments.

1.3 Key achievements during the year include supporting 132 residents into employment, engaging 1,858 young people through youth provision, supporting 1,888 residents to improve their digital skills and confidence, securing Year 2 funding for the Living Well Goals programme, and delivering 5,011 participant engagements through Wythenshawe Games.

2. Purpose and Strategic Guiding Principles

2.1 The Community and Neighbourhood Development Strategy provides the framework for how WCHG supports customers and communities to thrive. Through a combination of targeted programmes, community investment, partnership working and resident



engagement, the strategy contributes towards healthier, safer and more connected neighbourhoods.

2.2 The strategy supports delivery of key organisational priorities by:

- Enabling customers to live and age well within their communities
- Contributing to the delivery of WCHG's Corporate Plan and Living Well objectives
- Promoting inclusion, participation and opportunities for all residents
- Strengthening community resilience through local partnerships and community-led activity

2.3 Progress against the strategy is monitored through the Customer Experience Committee (CXC) and reported annually to Board. Delivery contributes towards several Tenant Satisfaction Measures (TSMs), including:

- TP01 – Overall satisfaction with the services provided by WCHG
- TP05 – WCHG listens to residents' views and acts upon them
- TP11 – WCHG makes a positive contribution to neighbourhoods

2.4 The strategy also supports compliance with the Consumer Standards, particularly in relation to understanding customer needs, responding to vulnerability, promoting equality of opportunity and delivering services that help residents sustain successful tenancies and improve wellbeing.

Overview of Year 3 Delivery

3.1 Significant delivery has been achieved during Year 3, including:

- £1,036,265 secured in external funding
- £187,891 of additional community investment leveraged through contractor and partner social value commitments



- 132 residents supported into employment
- 1,888 residents supported to improve digital skills and confidence
- 1,858 young people engaged through youth provision
- 80 young people supported through the Youth Bursary Fund
- 101 residents supported through the Living Well Goals programme
- 5,011 participant engagements through Wythenshawe Games
- £54,000 invested in community-led projects through the Community Grants Panel and Community Chest

4. Digital Inclusion

Strategy Goal: WCHG customers and communities will benefit from accessible and affordable internet access, alongside a comprehensive support offer that improves digital skills, confidence and inclusion.

4.1 Digital inclusion remains a critical enabler of independence, employment, access to services and tenancy sustainment. During Year 3, WCHG continued to expand its digital inclusion offer, supporting residents to develop skills, access devices and connectivity, and engage confidently with online services.

4.2 During the year, 1,888 residents were supported to improve their digital skills and confidence through drop-in sessions, one-to-one support and community-based learning opportunities. A total of 190 devices were distributed to residents through digital inclusion initiatives, alongside 50 connectivity packages providing free internet access to vulnerable households.

4.3 WCHG has continued to play a leading role in digital inclusion across Greater Manchester, chairing the GMHP Digital Inclusion Working Group, contributing to regional



digital inclusion forums and participating in strategic discussions with GMCA, housing providers and government representatives.

4.4 Performance against annual deliverables in strategy:

Annual deliverables	Status	Comments
Work towards embedding DI standards in 'Good Landlord Charter'		The Good Landlord Charter is now well established, with WCHG continuing to work alongside GMCA and GM Housing Providers.
Develop a 'digital support map' for residents		The Digishawe directory continues to be available to customers and promoted across community venues, enabling residents to access local digital support and services.
Contribute to channel shift activities by engaging customers across the business		Digital inclusion support continues to be promoted through communications, social media, community venues and internal teams. Customers can access support across multiple community locations.
Improve the Digital Skills of 750 residents		A total of 1,888 residents were supported to improve their digital skills and confidence through drop-in sessions, one-to-one support and community learning opportunities.
Develop effective partnerships with other agencies (e.g. health)		WCHG continues to work closely with GMCA, housing providers, local authorities and digital inclusion



		partners, contributing to strategic groups and regional initiatives.
Deliver a 'digital impact campaign'		Digital inclusion remains embedded within customer communications, newsletters, promotional materials and community engagement activities, helping to increase awareness and uptake of support.
Additional priorities proposed in last review	Status	Comments
Developing our offer to enable tenants to get online from home, increasing digital skills and confidence amongst tenants, and enabling online tenancy management for more customers		During 2025/26, 190 devices were distributed, 50 households received free internet connectivity, and over 500 residents were supported to access online services and opportunities. This support has helped reduce digital exclusion and improve access to essential services, employment and education.

5. Young People

Strategy Goal: Young people in Wythenshawe will have access to opportunities that improve wellbeing, raise aspirations, develop skills and support positive life outcomes.

5.1 During 2025/26, WCHG's Youth Service supported 1,858 young people through a diverse programme of open access youth work, detached provision, targeted interventions, school-based activity and one-to-one support. The service delivered over 1,500 hours of



youth work, 475 individual guidance sessions and engaged over 800 young people through open access provision.

5.2 The service continued to raise aspirations and create opportunities for young people through the Youth Bursary Fund, which supported 80 young people to access education, training, sport, creative and personal development opportunities. The Youth Team also supported young people to achieve more than 65 accredited awards, recognising personal development, life skills and progression.

5.3 The team also secured £343,322 of external funding to support delivery and successfully attracted further investment for the continuation of key programmes.

5.4 The quality and impact of delivery has received significant external recognition during the year. The Youth Team was named Winner of Youth Project of the Year at the Buzz Awards and was recognised through regional, national and international award nominations, including the Commonwealth Youth Worker Awards, Northern Housing Awards and British Diversity Awards.

Annual deliverables	Status	Comments
Create a bursary scheme for talented young people in Wythenshawe		The Youth Bursary Fund continued into its second year, supporting 80 young people to access opportunities that raise aspirations and support personal development. Awards of up to £500 helped young people access education, training, sport, creative activities, digital equipment, tutoring and experiences that would otherwise have been out of reach.
Secure funding of £150,000 to deliver services for young people		£343,322 was secured through external funding to support the delivery of youth provision across Wythenshawe. Funding was secured from a range of partners



		including Manchester City Council, StreetGames, local schools and other grant providers, ensuring continued investment in services for young people.
Delivered informal education opportunities in two local high schools	✓	The Youth Team continued to work in partnership with local schools and specialist education providers including St Paul's, Pioneer School, Piper Hill and Manchester College.
20 work experience opportunities delivered	✓	31 young people accessed work experience and workplace insight opportunities during the year, including 13 work experience placements and 18 Workplace Safari opportunities across WCHG teams and partner organisations.
Support BW3 schools' initiatives	✓	The Youth and Employability Teams continued to support BW3 initiatives through mentoring, volunteering and collaborative delivery.
Diversify funding streams to reduce 'ask' of WCHG	✓	Youth provision continues to attract a diverse range of funding sources, reducing reliance on core funding and supporting sustainability. During the year, funding was secured through multiple partners and grant programmes.
Additional priorities proposed at last review	Status	Comments



Build on the existing work with BW3 to improve school attendance in Wythenshawe and support the Wythenshawe Attendance Charter		WCHG worked with BW3 to deliver the Peer Power Hub programme, supporting young people transitioning from primary to secondary school contributing to improving the attendance levels of young people
Strengthen the link between young tenants and emerging opportunities, including involvement in shaping the Wythenshawe town centre regeneration		Young people were supported to participate in consultation activity relating to the Wythenshawe town centre regeneration programme, ensuring their voices were represented in future plans. The Youth Team also engaged young people in identifying priorities for the emerging Pride in Place programme.

6. Employment and Skills

Strategy Goal: WCHG customers (particularly young tenants) are experienced, skilled and ready to take advantage of Wythenshawe and Manchester's economic growth.

6.1 During 2025/26, 132 residents secured employment following support from WCHG employment and skills programmes. Support was delivered through employability services, apprenticeships, training opportunities and the Living Well Goals programme, helping residents overcome barriers and progress towards sustainable employment.

6.2 WCHG continued to strengthen its apprenticeship offer, supporting 23 apprentices during the year and progressing work on apprenticeship pathways and progression opportunities.

6.3 The successful delivery of Year 1 of the Living Well Goals programme (GMCA and MCC) expanded WCHG's employment support offer, providing tailored support for residents facing health-related barriers to work. The programme achieved its targets and secured increased



continuation funding for Year 2, strengthening WCHG's position as a trusted delivery partner.

6.4 Employability support continued through one-to-one coaching, job search support, CV development, interview preparation, training referrals and employer engagement activity.

6.5 Performance against annual deliverables in strategy

Annual deliverables	Status	Comments
125 Customers into good work	✓	A total of 132 residents secured employment during 2025/26 through WCHG employability programmes and partnerships, exceeding the annual target.
Minimum of 6 trade apprenticeships delivered, populated by diverse groups	✓	23 apprentices were supported during the year. Positive action continues through targeted promotion, partnership working and initiatives designed to encourage applications from underrepresented groups.
20 work experience placements delivered	✓	31 young people accessed work experience and workplace insight opportunities during the year, including 13 work experience placements and 18 Workplace Safari opportunities delivered across WCHG teams. Apprentices also completed over 2,175 hours of external placements with supply chain partners, gaining valuable practical and workplace experience.
350 employability sessions delivered		Over 2,100 employability interventions were delivered across programmes including CV



	✓	support, interview preparation, job searching and one-to-one guidance
100 customers supported into training opportunities	✓	308 residents and young people accessed training, qualifications and development opportunities during 2025/26.
40 employability events delivered	✓	Employability events, recruitment activities, workshops, workplace insight opportunities and partnership events were delivered throughout the year, connecting residents with employers, training providers and opportunities.
Additional priorities proposed at last review	Status	Comments
Maintain trusted partner status in contract delivery and position WCHG for future funding opportunities such as Get Britain Working and Working Well	✓	WCHG successfully secured and delivered Year 1 of the Economic Activity Trailblazer programme, part of the Greater Manchester 'Get GM Working' programme, the devolved local response to the Government's Get Britain Working agenda. Successful delivery resulted in continuation funding for Year 2 and strengthened WCHG's reputation as a trusted employment and skills delivery partner across Greater Manchester.
Develop the WCHG apprenticeship peer network and work towards being	✓	WCHG continued to strengthen its apprenticeship offer through the development of an apprentice peer network. During the year, apprentices participated in regular networking



recognised as a top apprenticeship provider		and development events, community volunteering activities and engagement opportunities across Wythenshawe.
Ensure WCHG is strategically positioned within the appropriate networks and working groups to maximise employment opportunities for tenants created through the town centre regeneration project		WCHG continues to engage with key regeneration, employment and skills networks across Wythenshawe, ensuring residents are well positioned to benefit from future employment, training and apprenticeship opportunities arising from the town centre regeneration programme.

6.5 Support to Succeed and Motiv8 both concluded on the 31st of March 2026. Economic Trailblazer Programme was extended and expanded for year 2 and Be Well was extended for a further year.

Commissioning Body	Project Name	Amount (£)	Ends
Big Life Group	Be Well	76,000	31 st March 27
GMCA Economic Trailblazer	Living Well Goals	230,000	31 st March 27
	TOTAL	306,000	



7. Community Connections

Strategy Goal: Wythenshawe will have a range of strong and active community groups who have the capacity and resources to positively impact customers and communities.

7.1 Community development activity continued to strengthen local networks, support community groups and maximise investment into Wythenshawe. During 2025/26, the team delivered nine themed Community Connector events, bringing together community organisations, partners and residents to share opportunities, develop partnerships and strengthen local collaboration.

7.2 Community development coordinators provided over 500 advice and guidance interventions to local groups and residents, facilitated 175 introductions and referrals, supported the development of five new constituted groups and worked alongside community organisations to develop projects, access opportunities and strengthen local capacity.

7.3 Community engagement and communication activity continued to expand during the year, with community social media platforms reaching over 2,800 members and generating more than 287,000 views. Over £4 million of funding opportunities were promoted through community networks, helping local organisations access resources and investment.

7.4 WCHG continued to maximise additional investment into communities through partnership working and social value activity. During the year, £187,891 of community investment was leveraged through contractor and partner social value commitments.

7.4 Performance against annual deliverables in strategy:

Annual deliverables	Status	Comments
Deliver 10 'community connector' events across all		Nine themed Community Connector events were delivered during 2025/26, bringing together over 100 organisations and community groups. Events focused on themes



localities attracting a min. of 30 organisations		including health and wellbeing, community safety, employment and skills, youth provision and social value.
Support groups to secure external funding of £50,000		£187,891 of additional community investment was leveraged through contractor and partner social value commitments. The team also promoted over £4 million of funding opportunities through community networks and social media channels.
Create an effective and impactful approach to grant making		Community grant programmes continued to support local groups and projects. The Community Chest and Community Grants Panel invested £54,000 into community-led activity, supporting local priorities and strengthening community capacity.
Manage, maintain and coordinate the 'community directory'		The community directory continues to be maintained and expanded, supporting partnership working, referrals, communication and coordination across the voluntary and community sector.
Develop effective reporting techniques using Power Bi		Community development funding reporting continues to be captured and monitored through Power BI, supporting performance management. The team has also begun using AI-assisted analysis to complement traditional reporting, helping to identify emerging themes,



		community needs and the wider social impact of community development interventions.
Develop effective partnerships to bring more resource in	✓	The team supported over 500 advice and guidance interventions, facilitated 175 introductions and referrals and worked with community groups to develop projects, access funding and strengthen local capacity.
Additional priorities proposed in last review	Status	Comments
Community Development: to play a leading role in connecting our communities to the town centre regeneration programme and further leverage social value commitments from our supply chain and business partners into our neighbourhoods	✓	Community Development continued to connect residents and community groups to the town centre regeneration programme through themed Community Connector and Creative Communities events. Social value investment secured through contractor and partner commitments increased by 185%, from £66,000 to £187,891, supporting projects and improvements across Wythenshawe.
Community centres: diversifying offer to local people to drive occupancy and income, becoming less dependant on WCHG & partners	✓	Benchill Community Centre continued to broaden its offer during 2025/26, supporting 22 community groups alongside employment support, learning opportunities, community events and food provision. This diverse programme of activity has strengthened community use of the centre and increased opportunities to generate income from external users and partners



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8. Inclusive Communities

Strategy Goal: We will have strong and developed links with all parts of our communities so they can influence and shape what we do and how we do it, ensuring accessibility for all.

8.1 During 2025/26, WCHG continued to strengthen relationships with diverse communities across Wythenshawe through targeted engagement, community events and partnership working. Activity focused on ensuring residents from all backgrounds had opportunities to participate, influence local priorities and access support.

8.2 Community Development Coordinators supported a range of inclusive community events and engagement activity throughout the year, including Cultural Awareness Day, Wythenshawe Loves Everyone and themed Community Connector events. These activities brought together residents, community groups and partners to celebrate diversity, build understanding and strengthen community cohesion.

8.3 The Youth Team continued to ensure that young people's voices were represented through Youth Connect, attended by over 450 young people, alongside ongoing support for the Wythenshawe Youth Forum and targeted engagement with young people from underrepresented groups and SEND settings.

8.4 WCHG continued to support initiatives that amplify community voices, including community-led projects, resident engagement activity and consultation linked to local investment, regeneration and Pride in Place programmes. This has helped ensure that community priorities continue to inform future services and investment decisions.



8.5 Annual deliverables for 'Inclusive Communities':

Annual deliverables	Status	Comments
Create effective connections with diverse people and groups and create space to hear voices around how we deliver services		Community Development Coordinators supported a range of engagement and inclusion activities throughout the year, including Cultural Awareness Day, Too Great to Hate and themed Community Connector events. Delivered in partnership with Greater Manchester Police during Hate Crime Awareness Week, Too Great to Hate brought together residents, community groups and partners to promote inclusion, challenge discrimination and strengthen community cohesion.
Oversee and coordinate Wythenshawe Youth Forum to hear voices of young people		WCHG continued to support young people to participate in the Wythenshawe Youth Forum and wider youth voice activity. Youth Connect attracted over 450 young people and provided opportunities for young residents to influence services, access opportunities and engage with local organisations. Sits with MCC
Build on the 'Women of Wythenshawe network to hear women's voices		WCHG continued to support initiatives that amplify community voices, including community-led projects, resident engagement activity and consultation linked to local investment, regeneration and Pride in Place



		programmes. This has helped ensure that community priorities continue to inform future services and investment decisions. VMcD
Support community led activities e.g. Black History month, Pride etc.		Community Development Coordinators supported, coordinated, volunteered at and attended 15 additional community-led events and projects throughout the year. This activity helped strengthen relationships with community groups and partners, while providing practical support to local initiatives that promote inclusion, participation and community cohesion.

9. Finances 2025/26

Area of spend	Actual Expenditure (£)	External Funding secured 25/26 (£)	% of delivery covered by external funding
Youth & Play	495,560	341,176	68.85
Employment	366,924	275,132	74.98
Apprentices	542,784	0	0.00
Community Development	170,637	39,500	23.15
Bideford	36,468	0	0.00
Benchill CC	233,056	126,141	54.12
Lifestyle Centre	584,688	573,169	98.03
Digital Inclusion	143,747	17,668	12.29
Other areas	11,894	5,415	45.53
Grants Panel	43,315	0	0.00



Wythenshawe Games	23,316	0	0.00

Levy funding accessed	109,080
Levy paid from WCHG	90,166
Current Levy pot	64,566

10. External funding

10.3 Last year, over £1m was secured from external funders, with another £887,066 already secured in this financial year:





11. Recommendations

11.1 Board to note the contents of the report and approve the extension of the strategy until July 2027.

