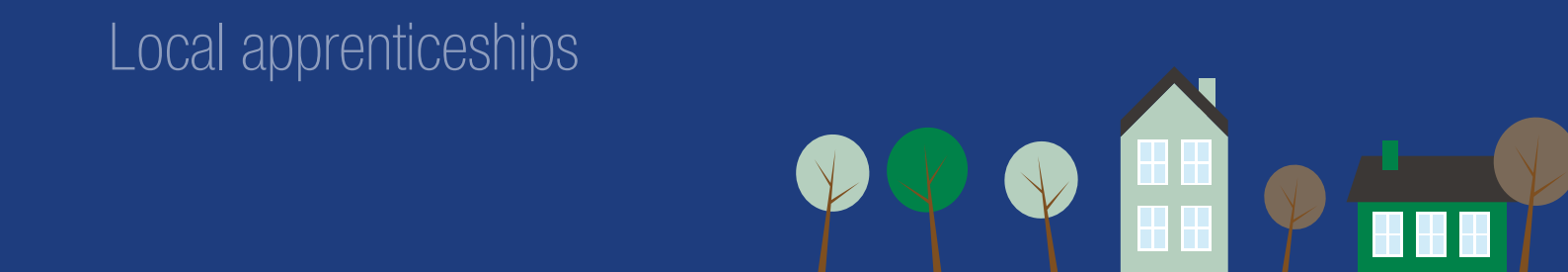


Summary Social Impact Evaluation of Selected **Community Projects**



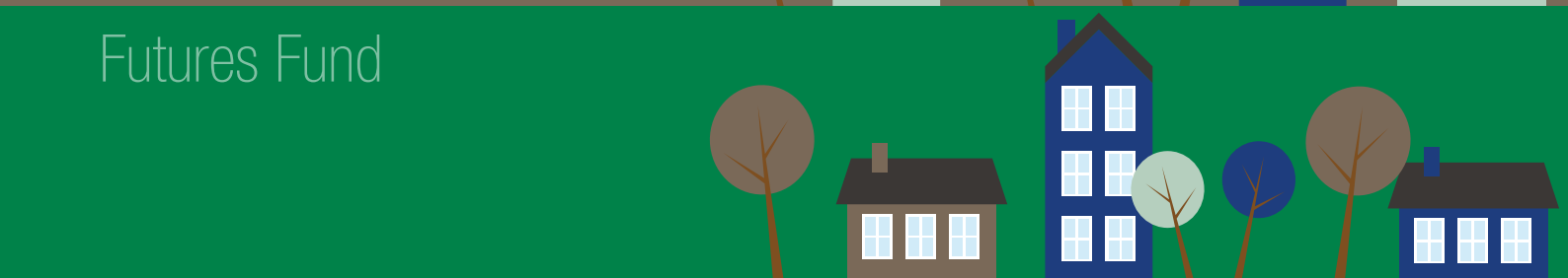
Local apprenticeships



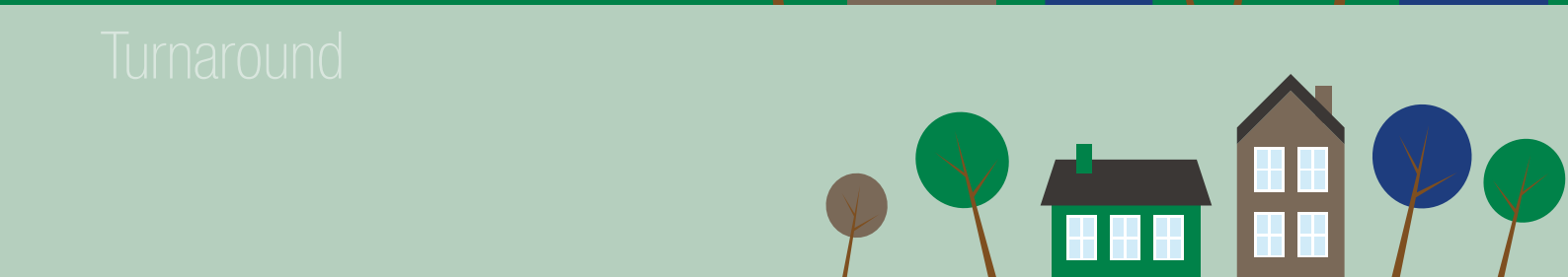
WoW Zone



Futures Fund



Turnaround



Wythenshawe Community Housing Group is a social landlord working exclusively in the Wythenshawe area of South Manchester, managing almost **14,000 homes, and investing in a range of community schemes to support and promote regeneration within the area.**

In 2013, Wythenshawe Community Housing Group (WCHG) commissioned Baker Tilly to review four community investment schemes to evaluate their social impact.

Social impact is a methodology of measuring and valuing the impact of an organisation's interventions, both directly and indirectly, and in the short to long term. It measures the impact and outcomes on the individual, their family, the community and the state. The outcomes are evaluated in financial terms to measure the social return on the investment made - to measure and quantify the benefits being generated.



The four investment schemes that were chosen were:

- 🏠 **Local apprenticeships**
- 🏠 **WoW Zone**
- 🏠 **Futures Fund**
- 🏠 **Turnaround**



Local Apprentices

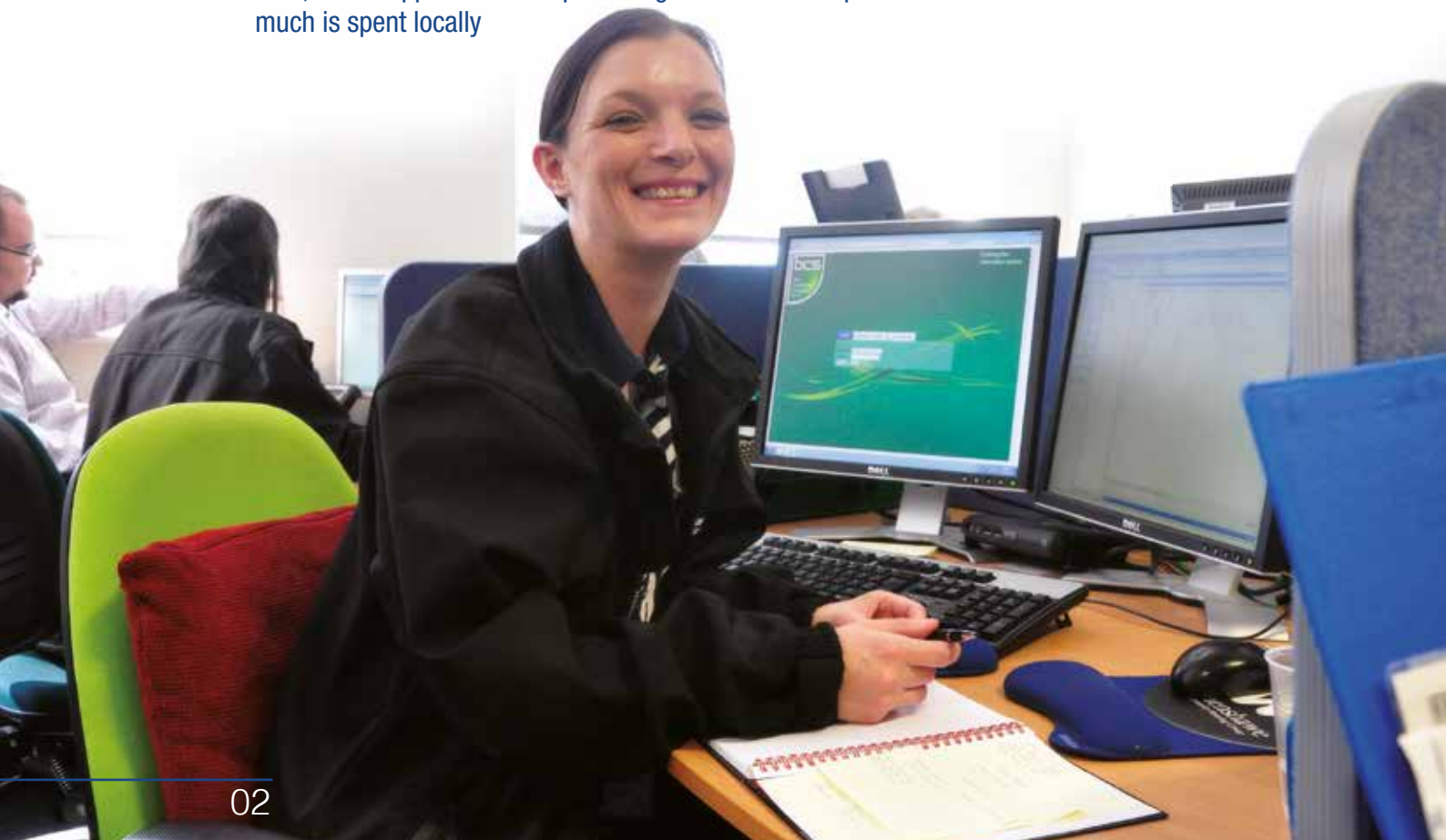


WCHG is amongst the first housing provider to run dedicated pre employment courses for their entry level positions and apprenticeship programmes. Apprenticeships are offered within construction over 3 years, or within HR, ICT, Housing Management and other areas over 1 year to young people aged 16-19. All undertake NVQ level 3 qualifications as part of the programme, and driving lessons are offered within the programme.

The positive outcomes from the programme are:

- 🏠 Young people less likely to be NEET (Not in Employment, Education or Training), with the associated poor mental health issues
- 🏠 Driving lessons provide the additional driving skill which is valuable in securing future work
- 🏠 Aspirations of local young people are raised with the possibility of joining the programme, and the wider benefit to the community of WCHG providing it, reinforcing the cycle of aspiration and achievement in the community
- 🏠 Local businesses benefit from the increased spending in the local area, as the apprentices are paid a higher rate than required and much is spent locally

“WCHG is amongst the first housing provider to run dedicated pre employment courses for their entry level positions and apprenticeship programmes.”



The key impacts to be valued were seen to be:

- Value of avoiding being NEET
- Value of improvement at school
- Value of improving mental well-being for the individual and within the community
- Value of increased distributable income within the community
- Value of having access to a driving licence and the skills to use it

The impacts of the apprenticeship programme were valued at delivering over **£4.4 million of value** for £300,000 investment to society for each yearly intake. The value directly attributable to WCHG was evaluated at over **£1.1 million** over the lifetime of the individual cohort group (of 15 apprentices). This is from a cost base of approximately **£300,000** per annum, providing an almost **4 fold return on the investment** made by WCHG to the Wythenshawe community.



WoW Zone

The WoW Zone was officially launched in November 2011 following the termination of Playing for Success funding. The key aim of the project is to deliver out of school learning programmes to all of Wythenshawe primary schools. It provides a dynamic and rewarding environment which offers a different learning environment to a traditional classroom setting. The children work with ICT equipment and media formats, which can enhance and re-engage a child's appetite for learning, and spread it to their families. At the end of each term, the children and families are invited to a celebration evening to reinforce the positive achievements.

The key outcome for the children is a passion for learning, which manifests itself through higher achievement throughout the remainder of their time at school. This helps reduce the chances of the children becoming NEET, with the associated costs to the state of this. The increase in confidence and well being of the children could have a significant effect of their future mental health, with further cost savings to society. Parents and other family members can also benefit from a more confident and engaged child as a family member.

“The WoW Zone also employs volunteers who act as assistants.”





The WoW Zone also employs volunteers who act as assistants. Many of these are on teaching and associated degrees, and a significant number of the volunteers have gone on to take up full time posts in education, citing their experience with the WoW Zone as a key contributing factor.

The key impacts to be valued were seen to be:

- 🏠 Value of reducing ASB
- 🏠 Increased well being in volunteers
- 🏠 Increased well being in families
- 🏠 Increased employment within the education sector
- 🏠 Value of improved life chances for children
- 🏠 Increased well being in children

The impacts of the WOW programme were valued at delivering **over £22.5 million of value** for £160,000 investment to society from the 400 children who visit the WoW Zone each year. The value directly attributable to WCHG was evaluated above **£2.6 million** over the lifetime of the individual cohort group, from a cost base of approximately **£160,000 per annum**, and over **16 fold return on the investment** made by WCHG.



Futures Fund

Wythenshawe Futures is a training programme coupled with a full time work placement and support network. From April 2010 – March 2012, 23 local people were offered placements across the business. It specifically targets those furthest away from employment and provides the experience and support needed to break down the barriers to employment of experience, confidence and training.

Youth unemployment is a significant problem, and by targeting many individuals classed as NEET, WCHG support them to demonstrate their skills and commitment to future employers, without which they would be unable to demonstrate the skills and experience necessary to find work. So far, over 70% of the individuals tracked through the Futures Fund have gone on to find employment or entered further training.

“Trainees complete a qualification in a NVQ level 2, and gain valuable work experience needed to seek future employment.”



The key outcomes were that the trainees complete a qualification in a NVQ level 2, and gain valuable work experience needed to seek future employment. There are benefits of not being NEET, with attendance improved mental health, together with improvements in the wellbeing of family and friends. Households benefit from increased distributable income, spent in the local community, helping to boost local businesses and generate further employment opportunities. In addition, being in employment may re-route individuals away from negative activities such as anti social behaviour.

The impacts of the Futures Fund were valued together at delivering over **£2.2 million of value** to society per annum from each yearly cohort of approximately 30 individuals. The value directly attributable to WCHG was evaluated at over **£1.5 million per annum**, from an annual cost base of approximately **£500,000 – a 3 fold return** demonstrating the value of the Fund to the Wythenshawe community. In addition, the £500,000 includes the cost of employment which delivers a labour service, not included in the social impact evaluation.

The key impacts to be valued were seen to be:

- 🏠 Value of the qualification
- 🏠 Value of avoiding being NEET due to the skills and experience gained on the Futures Fund
- 🏠 Value of the improved mental well being of the individual on the scheme
- 🏠 Value of improving mental well being within the community
- 🏠 Value of increased distributable income within the community
- 🏠 Value of reducing ASB
- 🏠 Value of having access to a driving licence



Turnaround

Turnaround was established in 2009 to provide opportunities for Prolific Persistent Offenders (PPOs) from Wythenshawe. Many individuals with a criminal record struggle to find employment and are distant from the labour market.

The project now provides 3 twelve month placements, to offer longer term support and employment, and to make finding a subsequent job more likely, and to reduce the likelihood of re-offending.

The support offered includes help with tenancies, assistance with future job applications and other tailored assistance.

“As crime in the area reduces, there is a greater sense of community safety and well being.”



The key outcome was the reduction in crime, together with the resultant significant costs to society, including as positive role models to their children and families, breaking the cycle of crime, and encouraging their children to work hard and gain qualifications. There are gains in improved mental health and well being, moving away from the stress of crime. In turn this benefits the family and wider community: as crime in the area reduces, there is a greater sense of community safety and well being.

These impacts were valued together at delivering almost **£600,000 of value** to society per annum. The value directly attributable to WCHG was evaluated at **£360,000 per annum**, from a cost base of less than **£100,000**: an almost **4 fold return** on the investment.

The key impacts to be valued were seen to be:

- 🏠 Value of the qualification
- 🏠 Value of employment
- 🏠 Value of the improved mental well-being of the individual on the scheme
- 🏠 Value of improved life chances for dependents
- 🏠 Value of reducing crime and saving the associated costs of services and impact on victims
- 🏠 Value of improved mental wellbeing within the community

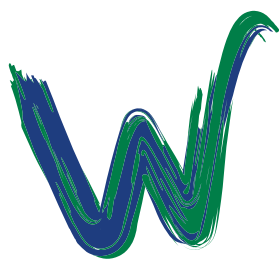
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turnaround



The work carried out by Baker Tilly demonstrates the significant value to the individuals, their families, the wider community and the public purse of the interventions made by Wythenshawe Community Housing Group. The Group investment for these four projects alone was £1.06m per annum, delivering a value to WCHG of £5.56m, and a value to society of £29.7m.

If you would like more information...

If you would like more information or to discuss anything mentioned in this brochure please contact Wythenshawe Community Housing Group, Victoria McDowell, Senior Community Investment Manager on **0161 946 9170** or email Victoria.mcdowell@wchg.org.uk



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