



**Social Impact
Report & Methodology 2018**

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1 Introduction

WCHG VISION: Creating communities where people choose to live and work, having pride in their homes and services

Wythenshawe Community Housing Group's Community Investment Strategy supports the Group's vision of creating communities where people choose to live and work, having pride in their homes and services.

The strategy enables the Group to achieve its Strategic Plan "Towards 2020":

- Driving social change through our community investment programme, focusing firmly on those activities that deliver the most towards our vision.
- Underpinning work with robust social impact measurement, clearly and consistently demonstrating the social return on our investments.
- Shaping our services to ensure support, advice and guidance is provided to customers impacted by changes to the benefits system.
- Strengthening our alignment to health and education through working with key partners.

The strategy adds value by maximising the Group's social outcomes from its available resources. It aims to strengthen households and communities in Wythenshawe, improving their ability to respond resiliently to change and become self-reliant.

To achieve its vision the Group delivers a range of services that aim to strengthen the local community and have a positive impact on local residents. This impact has been measured and reported on each year since 2015.

Our approach

Theory of Change models are included throughout the report to demonstrate how the services delivered result in the impact reported.

Section 5 provides more detail on the methodology used to calculate the impact.

Many of the services deliver outcomes across more than one objective. We have reported against the objective that the service makes the largest contribution to. The executive summary in section 2 provides the collated information across all service areas.

2 Executive Summary

Healthier residents

Physical activity

- 1,072 people regularly participated in physical activity
- 3,645 people participated in physical activity during the year

Wythenshawe Games

- 18,242 people participated in sports
- 2,655 women and girls participated in 'This Girl Can' day
- 2,044 people attended 'Sports for All' day

Social

- 43 people regularly attended social groups
- 485 people attended social groups during the year
- 104 people attended parents and tots sessions

Health (over 5 years of Real Food Wythenshawe)

- 16,579 people attended cooking courses, events and workshops
- 15,269 healthy recipes distributed
- 37,482 people interested and informed about growing and eating local food
- 1,472 people have attended education sessions at the Geodome
- 72 growing groups supported across Wythenshawe
- 450 fewer residents rated their lifestyle as poor or very poor

Improved employment opportunities

Employment

- 153 people into employment
- 24 people started apprenticeships
- 334 people engaged with
- 89 people ceasing to claim out of work benefits due to going into employment

Training and Education

- 390 people into training
- 29 people achieved qualifications
- 1,505 footfall at digital inclusion sessions through the year
- 50 people attended one of 4 ESOL workshops delivered during the year
- 45 residents benefited from work experience placements

Enterprise

- 51 entrepreneurs benefited from business advice
- 27 businesses operating from The Enterprise Centre

Employability:

- 122 people improved their financial and employment skills to make them more confident to access work
- 101 people improved their health and wellbeing leading to better employability
- 35 people improved their self confidence leading to better employability
- 121 people attended employment training/ one to one support to support them towards work

Reducing poverty and exclusion

Financial support

- 166 tenants supported with debt issues
- 557 money health checks carried out with prospective tenants
- 847 welfare rights appointments
- £1.3m financial benefits gained on behalf of 369 tenants
- £1.9m rental income generated through financial inclusion services
- 37 people improved their wellbeing due to support from financial inclusion service
- 100% of colleagues paid at least the Living Wage

Housing

- 115 people moved from temporary accommodation into a secure home
- 1,256 people moved into 596 properties let during the year

Food poverty

- 1,626 adults and 1,152 children fed through crisis parcels

46% of employees live in Wythenshawe, 97% in Greater Manchester

20% of employees are tenants

Strong, resilient communities

Volunteering

- 91 people attended Tenants and Residents groups
- 121 WCHG colleagues volunteered 929 hours for projects to benefit the local community
- 22,358 hours volunteered across all Group services
- 217 residents improved their wellbeing by volunteering on a regular basis
- 487 residents volunteered during the year
- Best Employer-supported volunteering programme from the CIPD in 2017

Youth

- 1,150 children attended sessions delivered by the WOW Zone
- 68 children regularly attended after school club
- 229 young people regularly attended youth provision

- 650 young people told us their confidence or self-esteem has improved
- 705 young people improved their social skills
- 872 young people have increased their knowledge of issues facing them

Village 135

- 57 residents reported a positive change in their wellbeing
- Respondents with high wellbeing increased from 39% to 52% following their move into Village 135
- Respondents with low wellbeing reduced from 18% to 10%
- 'I've been feeling interested in other people' was the outcome with the largest positive change
- 41% of residents are engaging in more community activity

46% of spend was with businesses based in Greater Manchester

143 tenants involved in scrutiny, performance measurement and governance

£215,709 of grants awarded to the voluntary and community sector

48 voluntary and community groups supported through grants, training, pro bono services or in-kind donations

Safe and attractive environment

Crime and anti-social behaviour

- 321 anti-social behaviour cases resulted in a positive outcome
- WCHG colleagues raised £1,000 for SafeSpots

One to one support

- 127 people felt better able to manage their tenancy following support
- 53 tenants felt an improvement in the condition of their property had an impact on their wellbeing
- 77 tenants felt that one to one support had a positive impact on their wellbeing

Environment

- 16,000 garden maintenance visits
- 16.5m square metres of grass cut
- 14,844 bags of waste collected by street cleansing team
- 169 hours of community clean ups and tree planting to support local groups
- 1,434 incidents of fly tipping cleared
- 6,504 cleaning visits to communal areas
- 344 staff trained in carbon literacy

146 new properties built

3 Social accounts

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1,072 regular participants
in physical activity

43 people regularly
attended social groups

3,645 people participated in
physical activity during the year

485 attendees at social
groups during the year

Physical
activity

Social

Healthier residents

Wythenshawe Games

2,655 women and girls
participated in 'This Girl Can' day

18,242 people
participated in sports

2,044 people attended
'Sports for All' day

3.1 Benchill Community Centre

BENCHILL COMMUNITY CENTRE

Benchill Community Centre offers a range of sport, educational and social activities.

The centre brings together the local community and provides opportunities for people from all age groups to socialise, learn and stay healthy.

Average monthly footfall

2,964

Health

65 people accessed a health initiative and reported improved health and wellbeing

Physical activity

717 people participated in physical activity

396 regular participants in physical activity

20 people regularly attended social groups

104 people attended parents and tots

Social

147 children attended after school club



14 people achieved accredited qualifications

1,505 footfall at digital inclusion sessions

370 hours volunteered

Education

50 people attended one of **4** English as a Second Language (ESOL) courses

184 people attended training

Volunteering

Physical activity

A range of activities are offered at the Benchill Community Centre (BCC). We've used the HACT Wellbeing Valuation model to assess the social value of regularly participating in physical activity. We've only measured participation in activities organised by the centre team, which excludes additional sessions offered by external groups that pay for room hire.

Figure 3.1.1: Theory of Change for physical activity at BCC

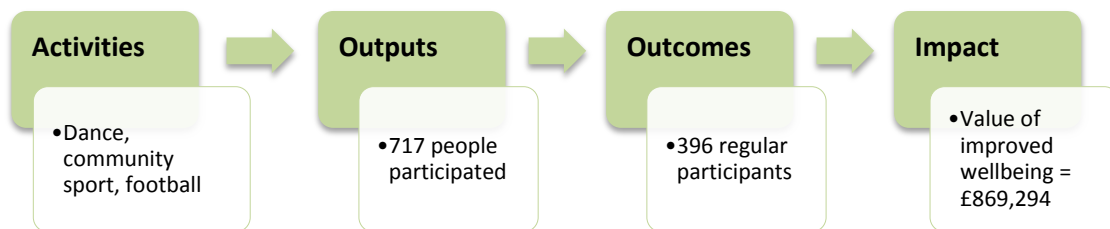
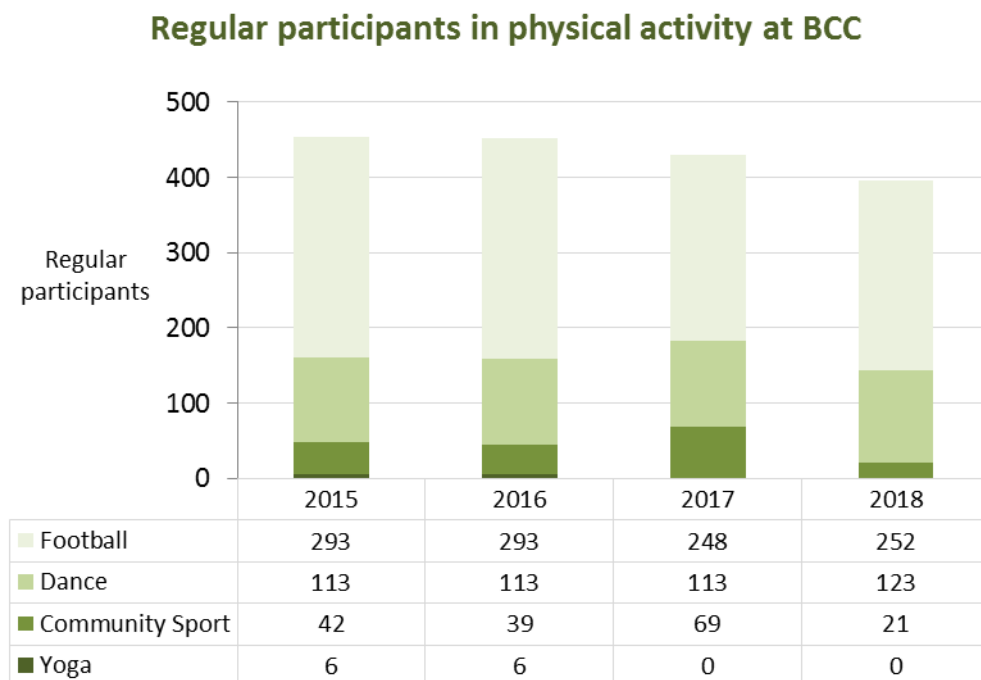


Figure 3.1.2: Social Value detail for physical activity at BCC

Outcome / activity	Regularly participating for the first time	Continuing to regularly participate	Total number of attendees
Community Sport	9 (52) ↓	12 (17) ↓	144 (529) ↓
Dance	10 (0) ↑	113 (113) →	123 (113) ↑
Football	108 (84) ↑	144 (164) ↓	450 (428) ↑
TOTAL	127 (136) ↓	269 (294) ↓	717 (1,070) ↓
SOCIAL VALUE (HACT)	£431,627 ↓	£437,667 ↓	

Figure 3.1.3: Regular participants in physical activity at BCC year on year



N.B. Community Sport sessions ceased in December 2017.

Figure 3.1.4: Frequency of participation in community sports at BCC year on year

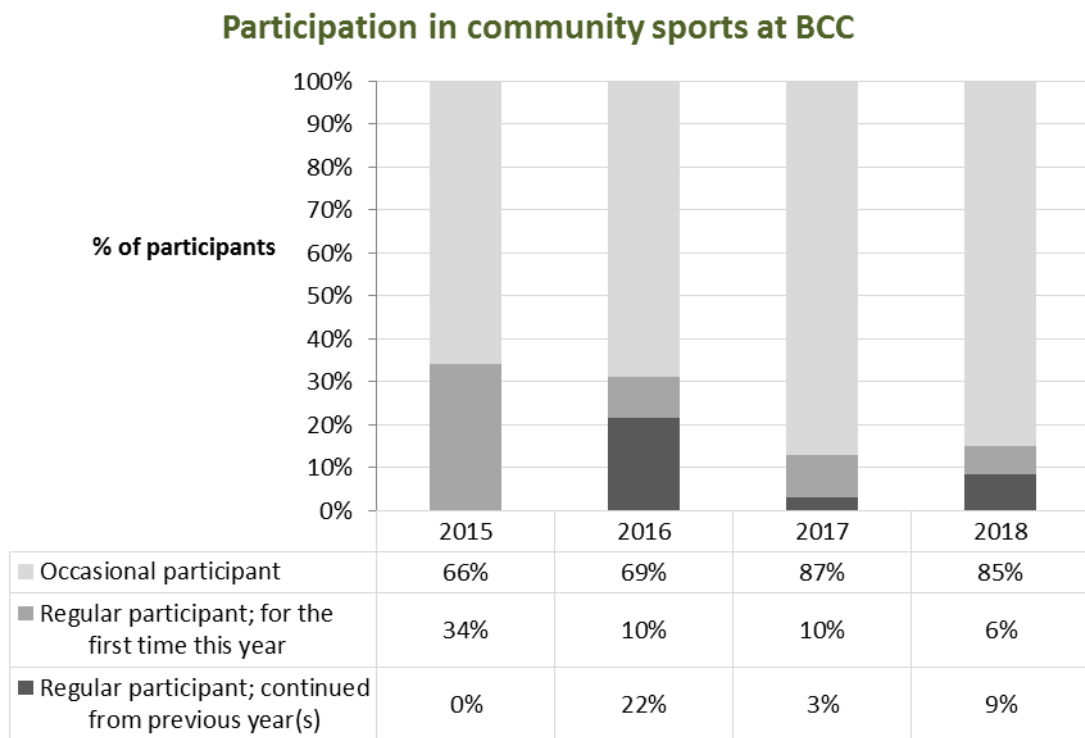
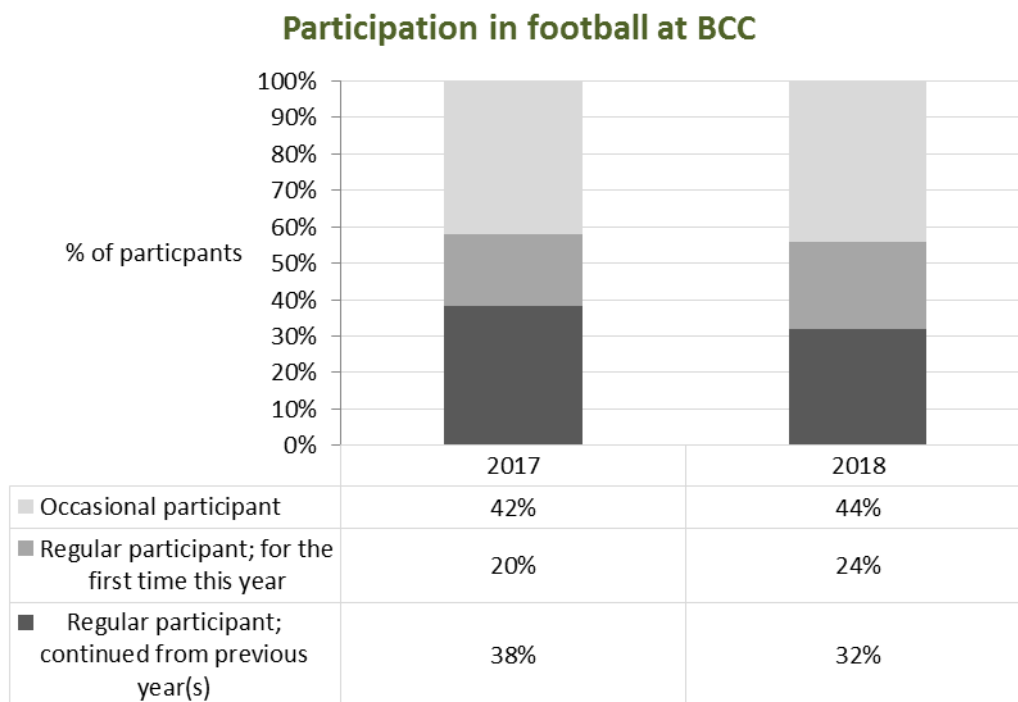


Figure 3.1.5: Frequency of participation in football at BCC year on year



Social

A range of activities are offered to help reduce social isolation. We've used the HACT Wellbeing Valuation model to assess the social value of regularly attending social groups.

Figure 3.1.6: Theory of Change for social groups at BCC

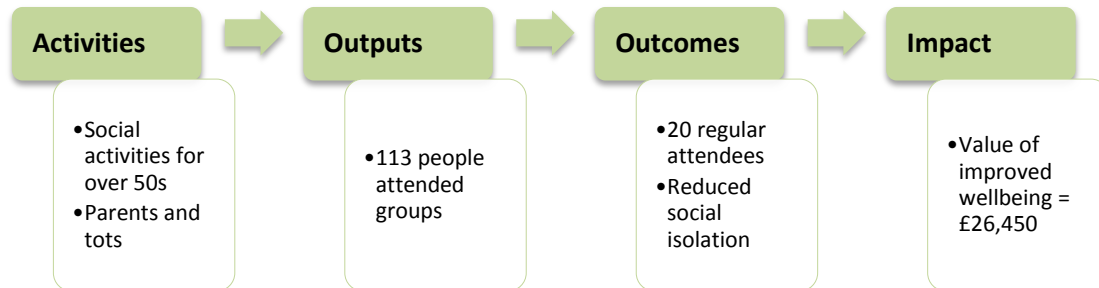
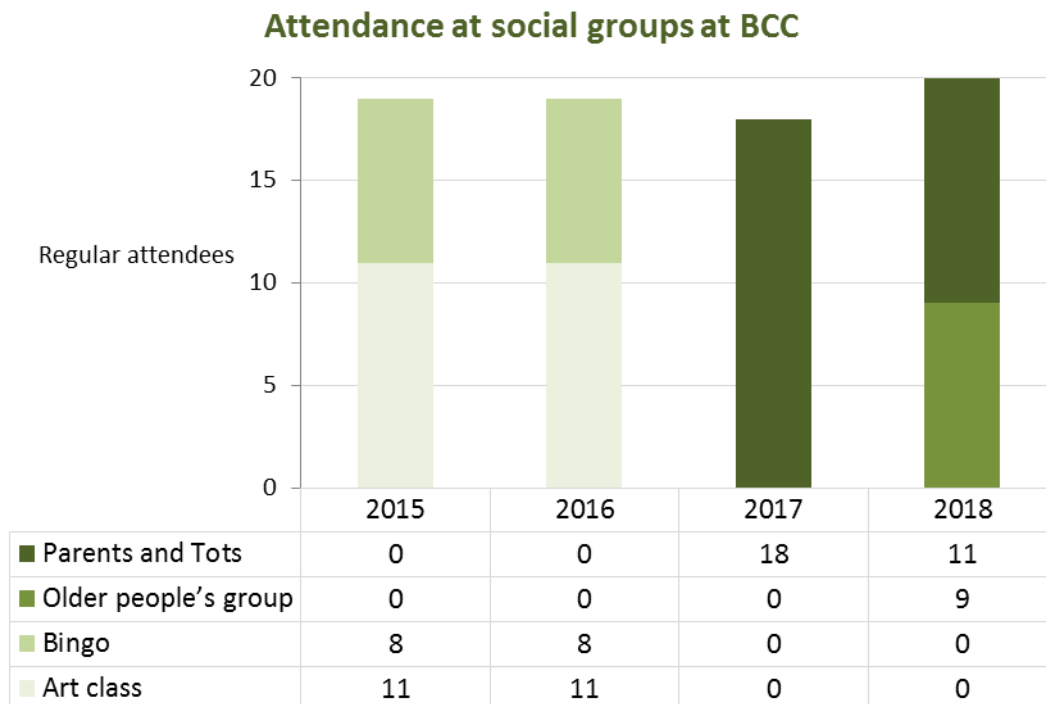


Figure 3.1.7: Social Value detail for social groups at BCC

Outcome / activity	Regularly participating for the first time	Continuing to regularly participate	Total number of attendees
Older people's group	9 (0) ↑	0 (0) →	9 (0) ↑
Parents and Tots	1 (18) ↓	10 (0) ↑	104 (129) ↓
TOTAL	10 (18) ↓	10 (0) ↑	113 (129) ↓
SOCIAL VALUE (HACT)	£14,980 ↓	£11,470 ↑	

Figure 3.1.8: Regular attendance at social groups at BCC year on year



Only 11% (14%) of people attending Parents and Tots did so on a 'regular' basis; at least 9 times in a 3-month period.

Training and Qualifications

A range of educational courses are offered from the centre. We've used the HACT Wellbeing Valuation model to assess the social value of attending training courses and the GMCA Unit Cost Database to assess the social value of achieving accredited qualifications.

- General training includes non-accredited IT courses and ESOL (English as a Second Language).
- Vocational training includes accredited IT courses and functional skills (Maths and English).

Figure 1.1.9: Theory of Change for training and qualifications

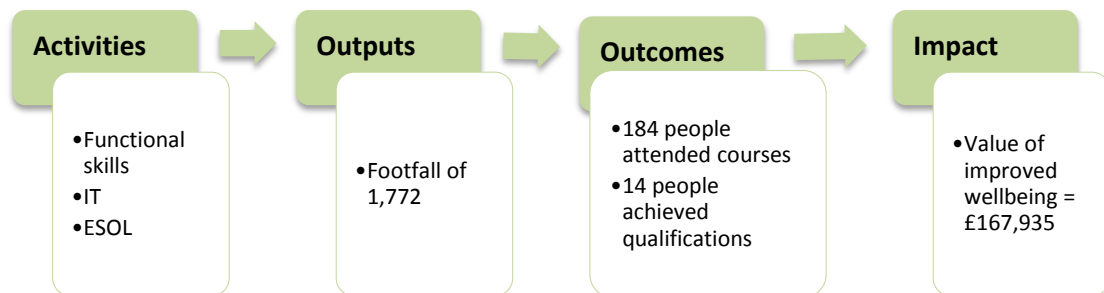
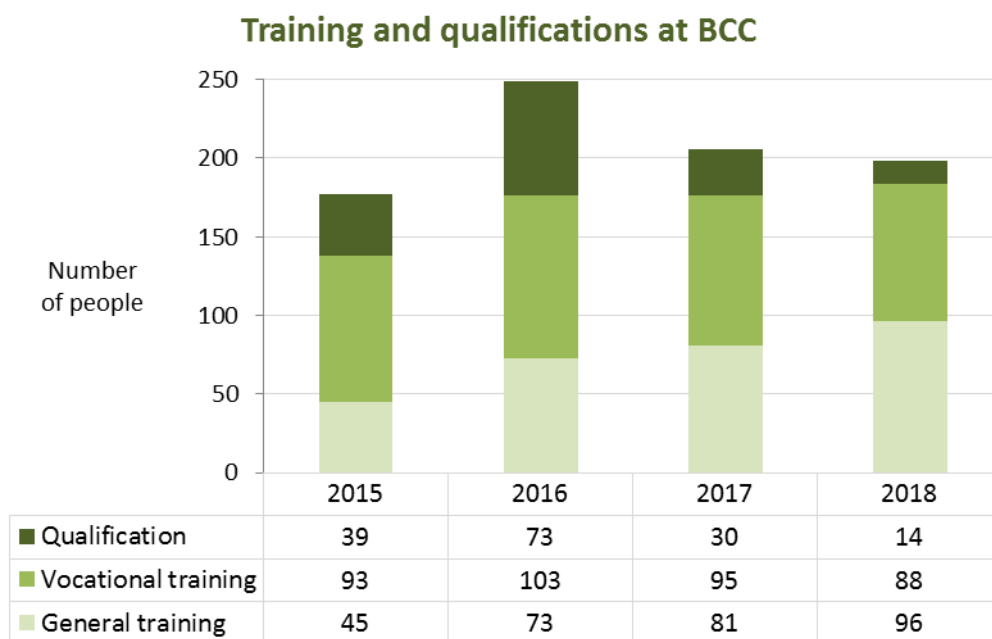


Figure 3.1.10: Social Value detail for training and qualifications

Service	Attending for the first time	Continuing to attend from previous year(s)	Achieved an accredited qualification
General training	25 (34) ↓	71 (47) ↑	n/a
Vocational training	55 (67) ↓	33 (28) ↑	14 (30) ↓
SOCIAL VALUE (HACT)	£79,830 ↓	£86,845 ↑	£1,260 ↓

Figure 3.1.11: Training and qualifications year on year



Volunteering

Volunteers support various activities at the community centre. We’ve used the HACT Wellbeing Valuation model to assess the social value of regularly volunteering and Office of National Statistics (ONS) data to calculate the equivalent value to the community.

Figure 3.1.12: Theory of Change for volunteering

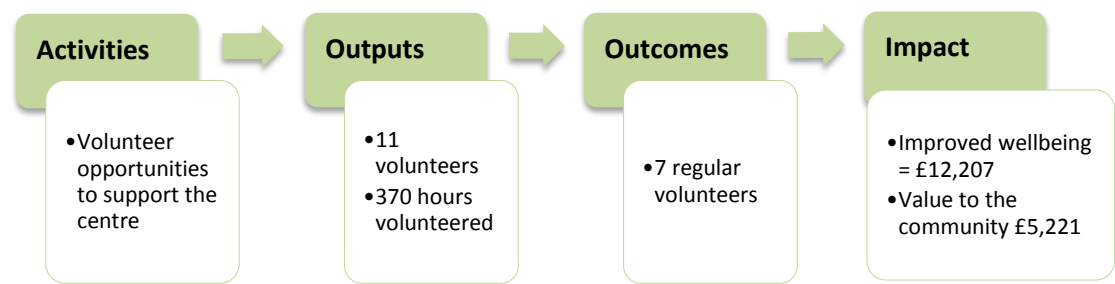


Figure 3.1.13: Hours volunteered over time

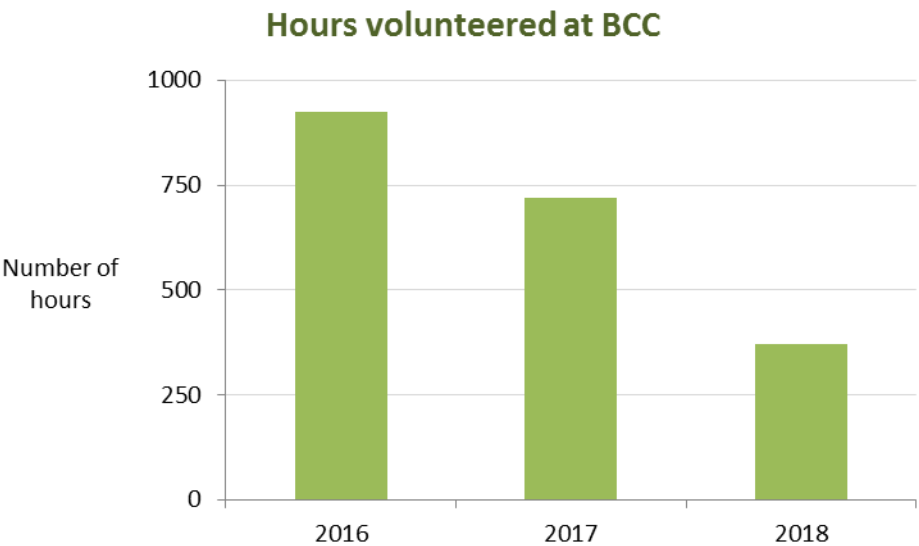
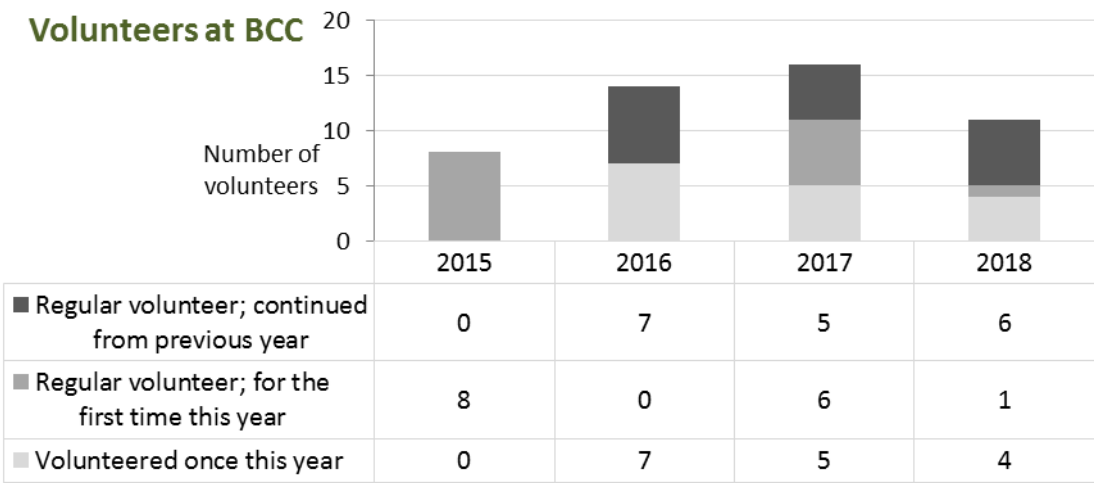


Figure 3.1.14: Volunteer engagement over time



After school club

After school club activities are available each day Monday to Friday during school term time. We've used the HACT Wellbeing Valuation model to assess the social value of regularly attending after school club.

Figure 3.1.15: Theory of Change for after school club

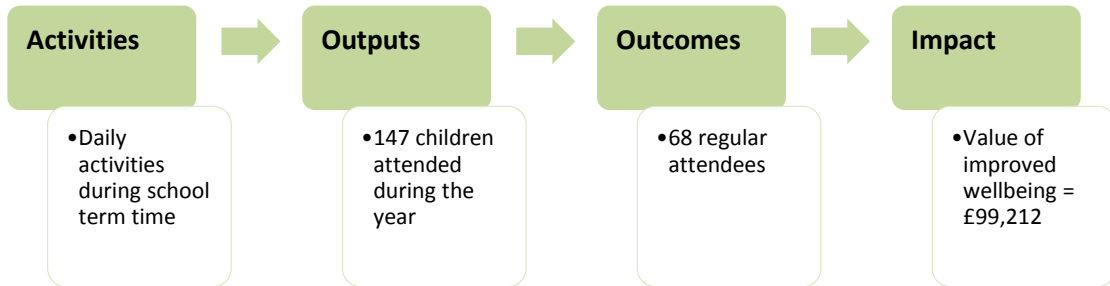
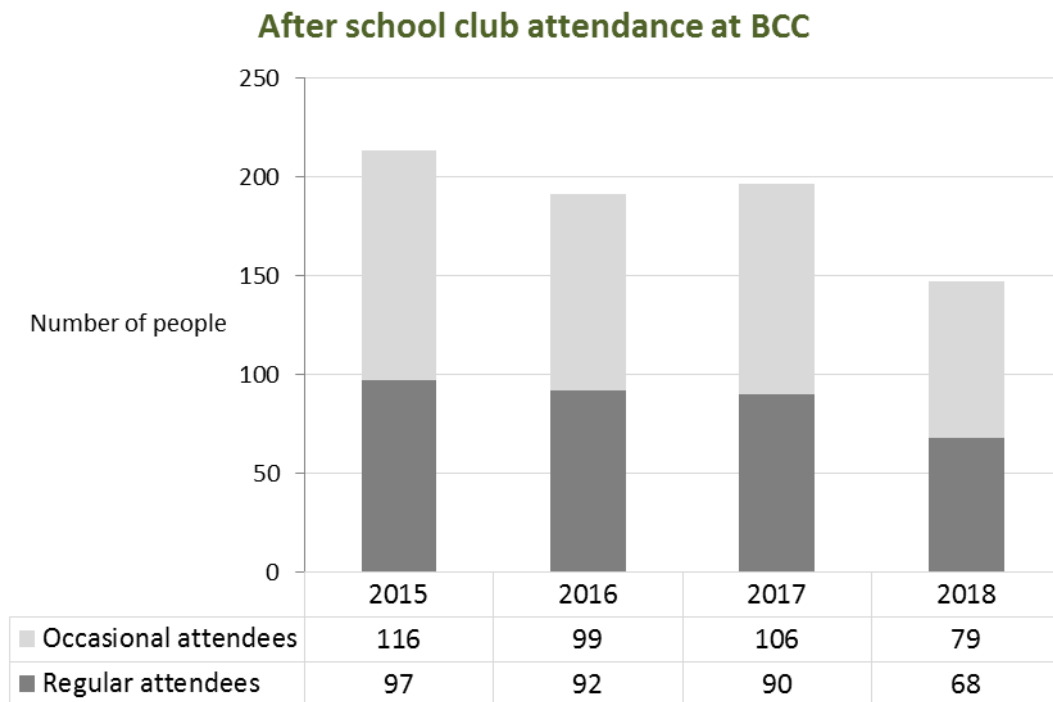


Figure 3.1.16: Social Value detail for after school club

Outcome / activity	Regularly participating for the first time	Continuing to regularly participate	Total number of attendees
After school club	28 (47) ↓	40 (43) ↓	147 (196) ↓
SOCIAL VALUE (HACT)	£55,888 ↓	£43,324 ↓	

Figure 3.1.17: After school club attendance year on year



46% of individuals attended at least 9 times in a 3-month period; a similar proportion across all four years that we have measured the service.

3.2 Woodhouse Park Active Lifestyle Centre

WOODHOUSE PARK ACTIVE LIFESTYLE CENTRE

The Woodhouse Park Active Lifestyle Centre offers a range of sport and social activities. It provides opportunities for people from all age groups to socialise, be active and stay healthy.



2,933 people
participated in
physical activity

519 regular
participants in
physical activity

**Physical
activity**

Up to **40%**
of participants in physical
activities attend regularly

Over **16,000**
visits per month



372 people attended a
social group during the year

Volunteering

Social

23 people regularly
attended social groups

568 hours
volunteered

24 individuals
regularly volunteered

Physical activity

A range of activities are offered at the Woodhouse Park Active Lifestyle Centre (LSC). We've used the HACT Wellbeing Valuation model to assess the social value of regularly participating in physical activity.

Figure 3.2.1: Theory of Change for physical activity at LSC

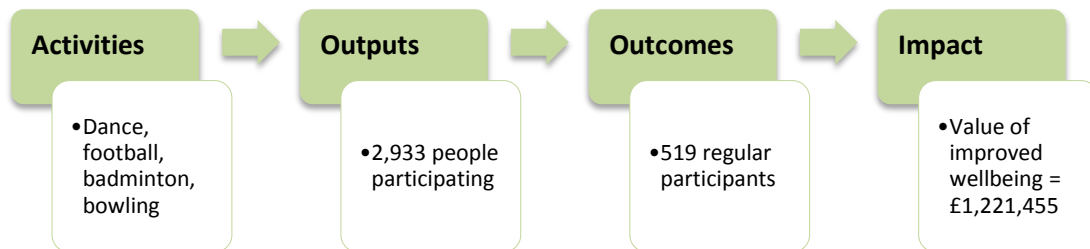


Figure 3.2.2: Social Value detail for physical activity at LSC

Outcome / activity	Regularly participating for the first time	Continuing to regularly participate	Total number of participants
Mild exercise	47 (36) ↑	120 (115) ↑	416 (378) ↑
Moderate exercise	9 (15) ↓	19 (13) ↑	96 (105) ↓
Badminton	12 (12) →	42 (33) ↑	351 (288) ↑
Football	130 (190) ↓	140 (190) ↓	2,070 (1,710) ↑
TOTAL	198 (253) ↓	321 (351) ↓	2,933 (2,481) ↑
SOCIAL VALUE (HACT)	£657,266 ↓	£564,189 ↓	

Figure 3.2.3: Regular participants in physical activity at LSC year on year

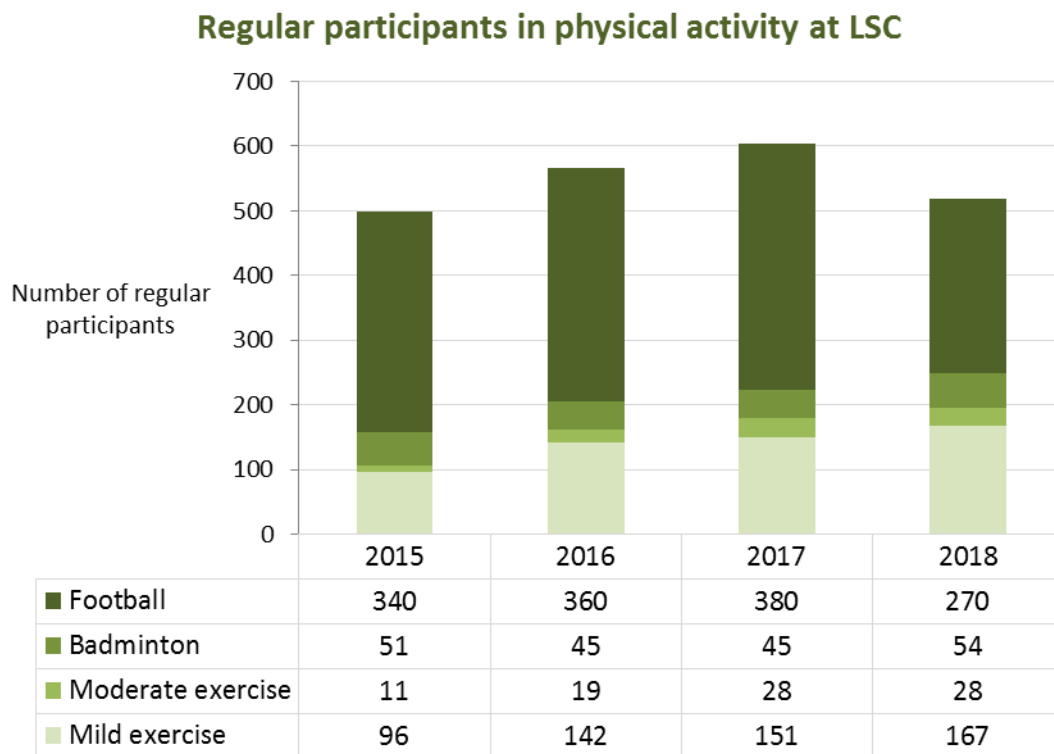


Figure 3.2.4: All participants in physical activity at LSC year on year

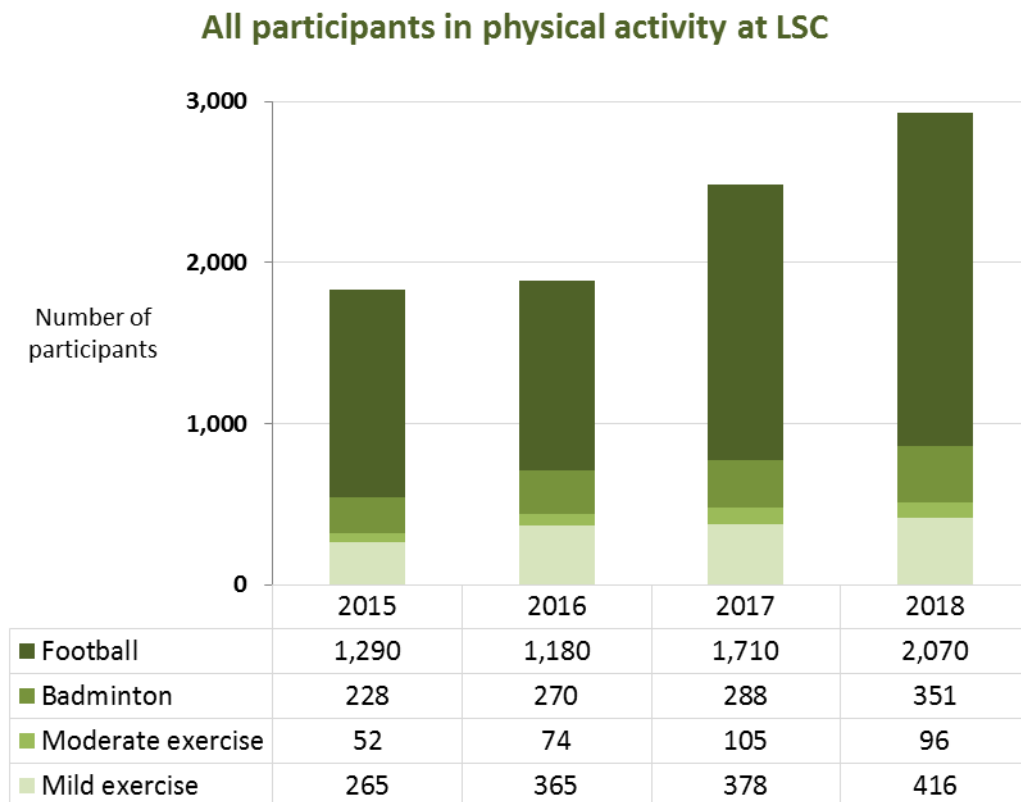
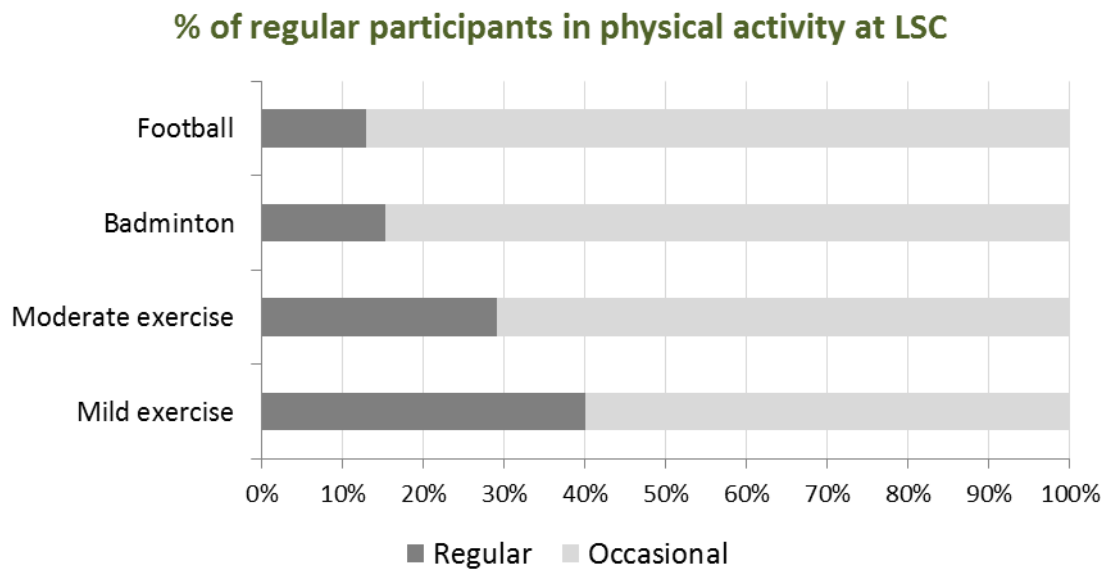
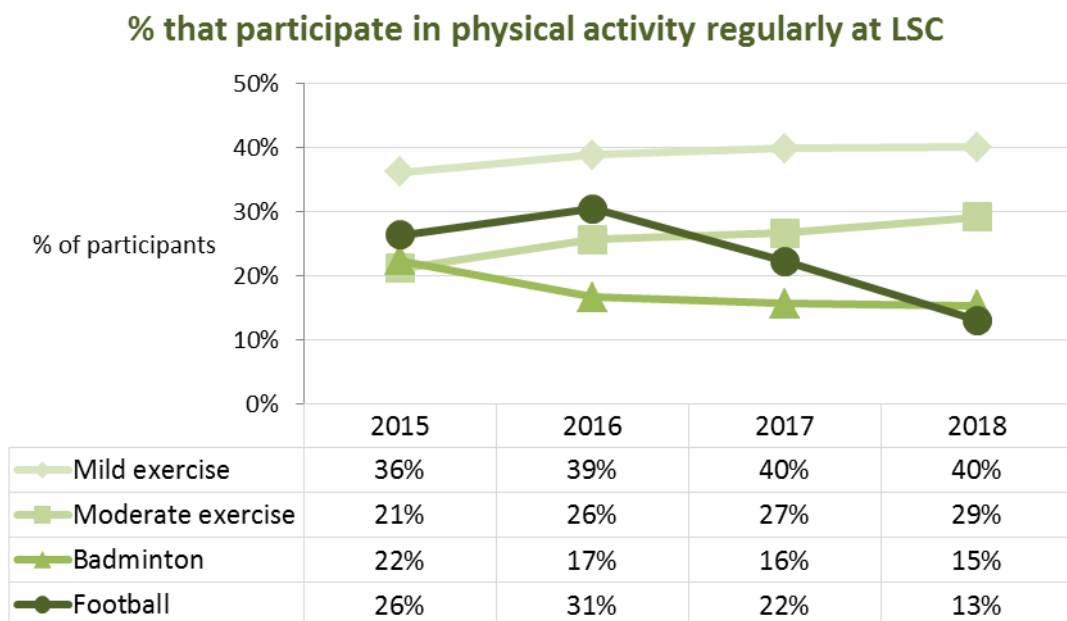


Figure 3.2.5: Frequency of participation in physical activity at LSC 2017/18



The chart above shows that a maximum of 40% of participants at all activities attend more than 9 times within a 3 month period.

Figure 3.2.6: Frequency of participation in physical activity at LSC



The number of occasional participants provides opportunity for increasing both use of the centre and the wellbeing of the individuals by attending more regularly. This ranges from 60% of participants in mild exercise to 87% of football players.

Social

A range of activities are offered to help reduce social isolation. We've used the HACT Wellbeing Valuation model to assess the social value of regularly attending social groups.

Figure 3.2.7: Theory of Change for social groups at LSC

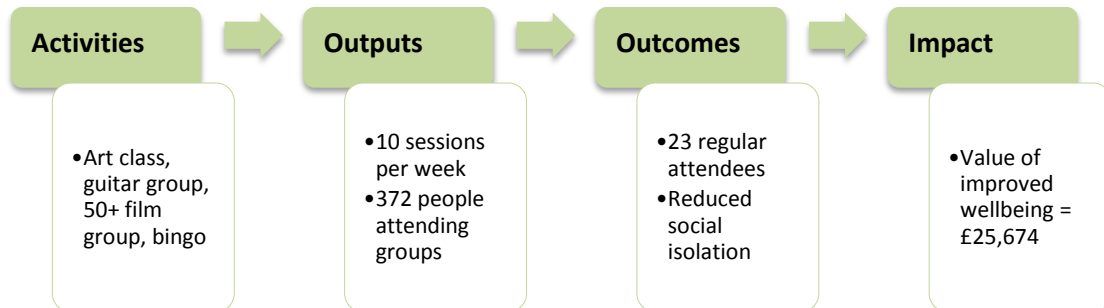
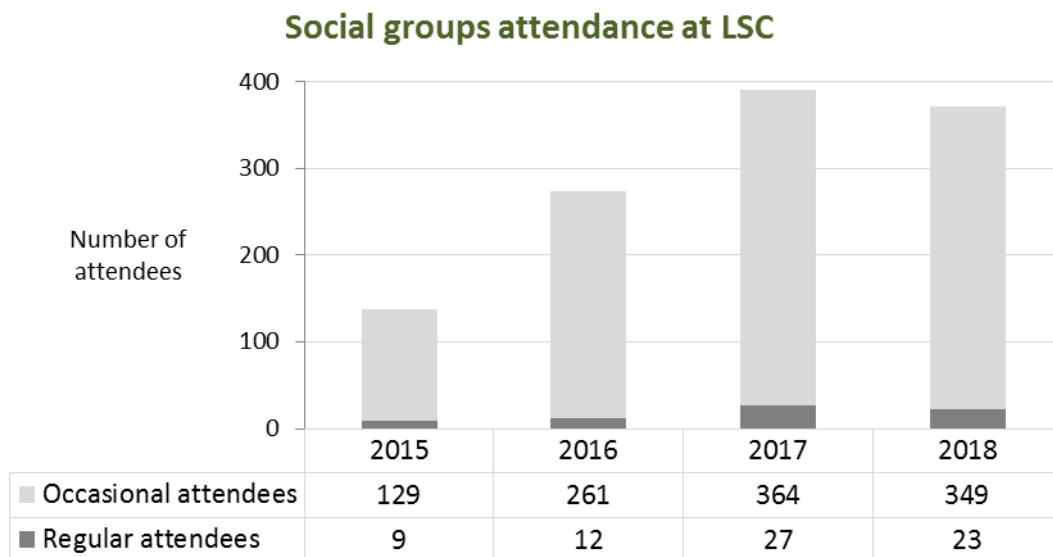


Figure 3.2.8: Social Value detail for social groups at LSC

Outcome / activity	Regularly attending for the first time	Continuing to regularly attend	Total number of attendees
Social groups	10 (15) ↓	13 (12) ↑	372 (391) ↓
SOCIAL VALUE (HACT)	£14,980 ↓	£10,694 ↓	

Figure 3.2.9: Attendance at social groups at LSC year on year



Fewer than 10% of individuals attend social groups more than 9 times within a 3 month period in each of the four years that we have reported on. This provides significant opportunity to increase both attendance at services and the wellbeing of the people currently attending on an occasional basis.

Volunteering

Volunteers support a range of activities at the centre. An explanation of how we calculate the social value of volunteering activity is included in the methodology; section 5 of this report.

Figure 3.2.10: Theory of Change for volunteering

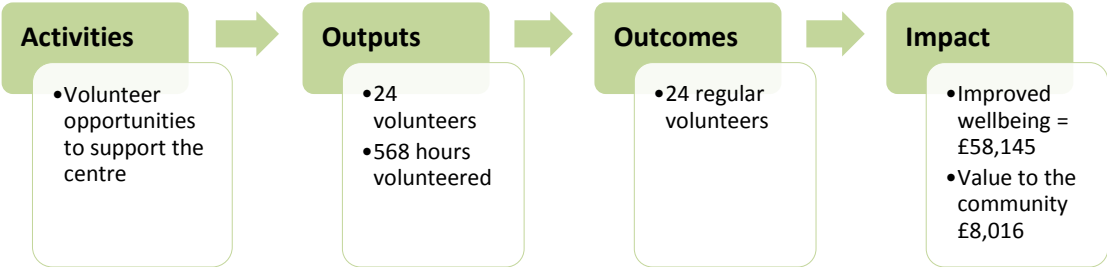


Figure 3.2.11: Hours volunteering over time



Figure 3.2.12: Volunteer engagement over time



3.3 Real Food Wythenshawe

REAL FOOD WYTHENSHAWE



Real Food Wythenshawe is a health and wellbeing programme which aims to change the behaviour of local people towards healthier and more sustainable lifestyles.

The programme consists of three key areas; growing, cooking and learning.

3,908 hours
volunteered

143
volunteers

4 people gained
employment

53 people benefited
from training

Real Food. Wythenshawe.

Volunteers

Volunteers support a whole range of activities delivered by the team with some providing support more than once a week. We've used the HACT Wellbeing Valuation model to assess the social value of regularly volunteering and Office of National Statistics (ONS) data to calculate the equivalent value to the community. An explanation of how we calculate the social value of volunteering activity is included in the methodology; section 5 of this report.

Figure 3.3.1: Theory of Change for volunteering with Real Food

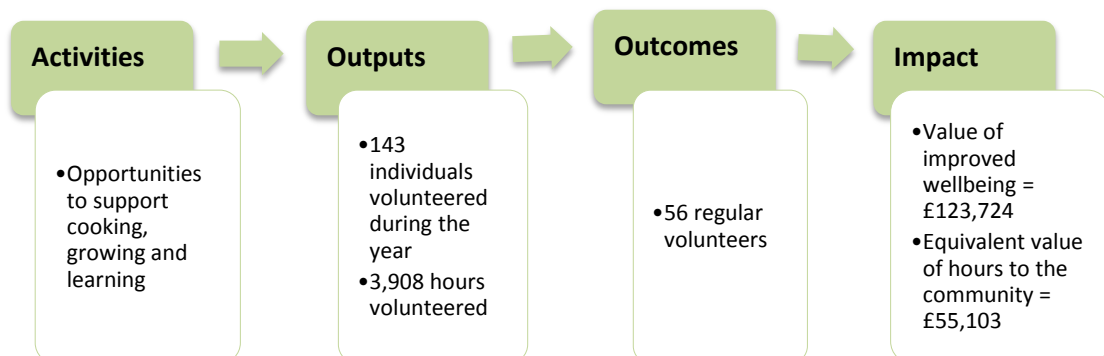
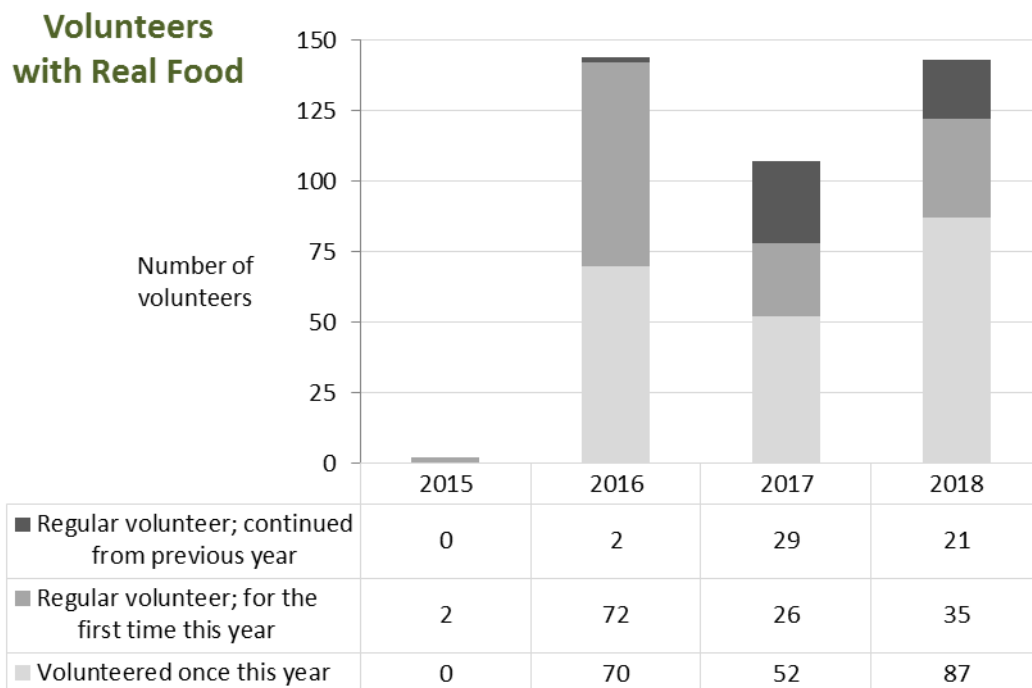


Figure 3.3.2: Hours volunteered over time with Real Food



Figure 3.3.3: Volunteer engagement over time



The height of each column represents the total number of individuals that volunteered during the year.

Employment and Training

Figure 3.3.4: Social Value detail for Employment and Training

Outcome / activity	2015	2016	2017	2018
Gained employment	3	3	7	4
SOCIAL VALUE (HACT)	£27,456	£36,804¹	£85,876	£49,072
Residents attending general training (first time this year)	11	105	13	41
Residents attending general training (had also attended in previous year(s))	0	4	16	12
Residents attending vocational training	16	0	10	0
TOTAL	27	109	39	53
SOCIAL VALUE (HACT)	£28,024	£139,484	£41,925	£64,174

In addition to the key outcomes for the programme, 4 volunteers gained employment during the year. Over the 5 years of the programme a total of 17 individuals that had volunteered with Real Food Wythenshawe on a regular basis have gained employment.

5 years of Real Food Wythenshawe

A detailed evaluation report of the first five years of Real Food Wythenshawe is available. Some of the highlights are included here.

One of Real Food Wythenshawe's aims was to promote behaviour change with regards to food and nutrition. Activities included:

- Twice weekly sessions at the Real Food kitchen in the heart of the market in the town centre
- Cooking skills courses
- Large scale community events

15,268
recipes distributed

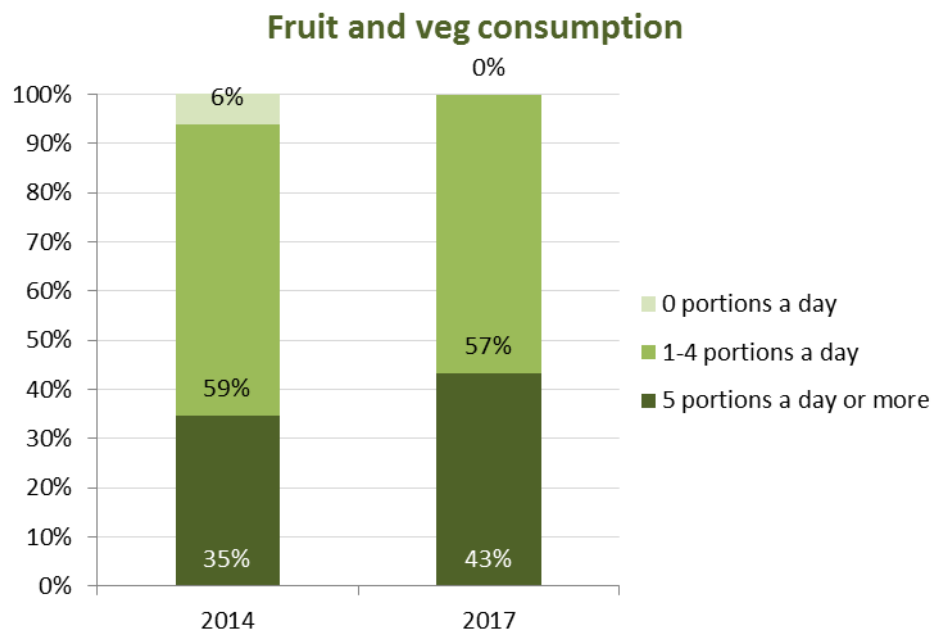
16,579
people attending cooking courses,
events and workshops

"I have received a lot more confidence in cooking. Before I started here I was living off frozen processed food but now we cook a lot more and eating a lot healthier."



¹ The values differ between 2015 and 2016 despite the number of people gaining employment being the same as HACT updated the proxy wellbeing values in 2015.

Figure 3.3.5: Improvement in 5-a-day consumption of fruit and veg



"I have now turned my eating habits round to healthy, nutritional and cost saving. And also I am eating vegetables I would not of used before and especially making my own meals all picked up from 5 cooking lessons with Real Food. I have learnt how to chop certain vegetables and also use utensils."

Education and Skills

Workshops and training courses are run at the Geodome on topics including composting, recycling, sustainability, carbon literacy, food miles, growing your own food, wildlife gardening and alternative growing techniques – such as aquaponics which features there.



The courses raise awareness with primary school children and provide skills to local people around food production and horticulture.

1,472 people have attended
education sessions at the Geodome

831 workshops have been
delivered at the Geodome

Growing

Real Food Wythenshawe supports 72 growing groups including community groups, church groups, schools, allotment societies, families and individuals. In total Real Food Wythenshawe has engaged with 522 growers.

Groups have engaged with seed and plant swaps, workshop and training opportunities, drop-in advice sessions, support with practical projects on their sites. They have also benefited from offers of compost, raised beds, poly tunnels, watering systems, plant pots, and seed potatoes.

Two large-scale surveys conducted by the university indicate an improvement in residents' health.

This improvement in health and wellbeing is supported by the CLS Community Assessment Tool which saw an increase in wellbeing from 40% to 86.7%.

37,482

**people interested and informed
about local food growing and eating**

67

**unused locations around
Wythenshawe have been
brought into food production**

450

**fewer residents rated their
lifestyle as poor or very poor in
2017 compared to 2014**

Volunteering

Overall 178 people have volunteered of which 40% consider themselves as having a disability, either mental or physical. 108 volunteer on a regular basis.

The team focus on building the capacity of volunteers and many people are involved in delivering workshops supporting events, conducting community research, office administration and social media communication.

The engagement with local people has been extremely successful for many reasons. The Real Food Wythenshawe method of delivery is consistently of a very high standard, with close attention to detail, quality resources and a fun, good natured approach to sharing the message in an innovative way.

3.4 Wythenshawe Games

WYTHENSHAWE GAMES

Wythenshawe Games is an annual community sports festival that forms part of the Manchester Games initiative to inspire local residents to engage in sport, physical activity and healthy lifestyles.

The Group hosts the Games in partnership with Manchester City Council, The Forum Trust and others.

18,242 people participated in sports and physical activity

644 young people took part in Youthtopia activities

119 participants in a 10km cross country run



53 people took part in 'Age Friendly' day;
11 sports & activities included line dancing, chair-based exercise, yoga, croquet, martial arts, walking football, Nordic walking

Personal Best

The Personal Best programme encourages people to participate in physical activity on a regular basis over an eight week period.

2,655 women and girls participated in 'This Girl Can' day; sports included football, baseball & netball

Participants are incentivised by medals awarded at the end of the programme. Each participant completes an activity passport which is signed off by the activity leader at each session attended. Participants build up a log of activity, and are awarded platinum, gold, silver or bronze medals in relation to the number of sessions they attend during the programme.

Figure 3.4.1: Theory of Change for physical activity at the Wythenshawe Games

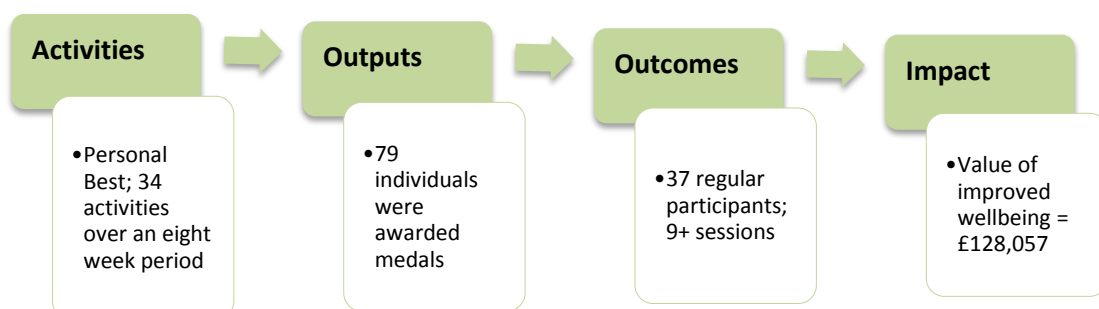


Figure 3.4.2: Social Value detail for Wythenshawe Games

Achievement level	Sessions attended	Individuals	Social value (HACT)
Platinum	11+	19	£65,759
Gold	9+	18	£62,298
Silver	6+	23	£0
Bronze	3+	19	£0
TOTAL		79	£128,057

Individuals achieving Gold and Platinum status are counted as regular participants for attending a minimum of 9 sessions in a 3-month period. The 37 that achieved that compares favourably with the 20 that did so in the previous year.

Activities on offer included:

- Health zone; delivered by Buzz, South Manchester's health and wellbeing network
- Under 5s zone; delivered by Manchester City Council neighbourhoods service
- Youthtopia; delivered by Wythenshawe Community Housing Group's youth service
- Healthy eating initiative; delivered by Real Food Wythenshawe.
- Activities delivered by local community groups and national sporting governing bodies
- Football; delivered by City in the Community and Manchester United Foundation

2,044 people attended

'Sports for all' day;
an opportunity for disabled and non-disabled people to participate in inclusive sports including boccia, fencing, rugby, gymnastics & wheelchair dance

Figure 3.4.3: How Wythenshawe Games inspired people to get involved in sport

80% of people who were asked said that Wythenshawe Games had inspired them to get involved in sport.



153 people gained
employment

24 started
apprenticeships

Employment

390 people
benefited from training

29 people achieved
qualifications

**Education
and Training**

Improved employment opportunities

Enterprise

51 entrepreneurs
benefited from
business advice

27 businesses
operating from the
Enterprise Centre

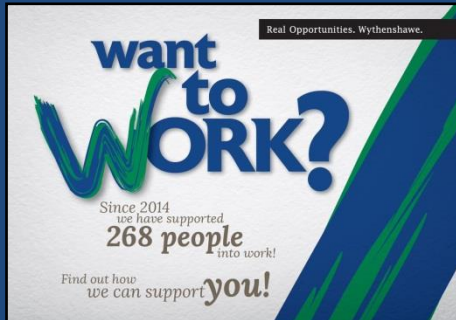
Employability

45 residents benefited from
work experience placements

101 people improved their
health and wellbeing leading to
better employability

122 people improved their financial
and employment skills to make them
more confident to access work

3.5 Employment



EMPLOYMENT SUPPORT

Real Opportunities signposts local people to employment and training support and provides a recruitment service for local employers.

Wythenshawe Futures provides 12-month placements that equip trainees with experience, qualifications, personal development opportunities and mentor support.

Turnaround provides employment opportunities for previous persistent offenders to break down the barriers for people with a criminal record.

A range of apprenticeship opportunities are available each year for local residents.

131 people gained
employment

15 people gained a
qualification

24 people started
an apprenticeship

66 people benefited
from training

89 individuals no longer
claiming benefits due to going
into work

Winner of the Northern Region 2018 TPAS Award

The Group's Employment and
Enterprise Team won the award
for
'Excellence in Employment Skills
& Training'

Real opportunities. Wythenshawe.

The Group is proud to be carrying the torch for apprenticeships after scooping the 'Apprenticeship Employer of the Year award', from The Skills Company which is part of the Manchester Growth Company. WCHG has recruited 38 construction apprentices with 15 being successful in securing fulltime employment upon completion of their apprenticeship with 7 being retained within the Group.

Employment

Our employment support team engaged with 334 people during the year.

Figure 3.5.1: Theory of Change for Employment

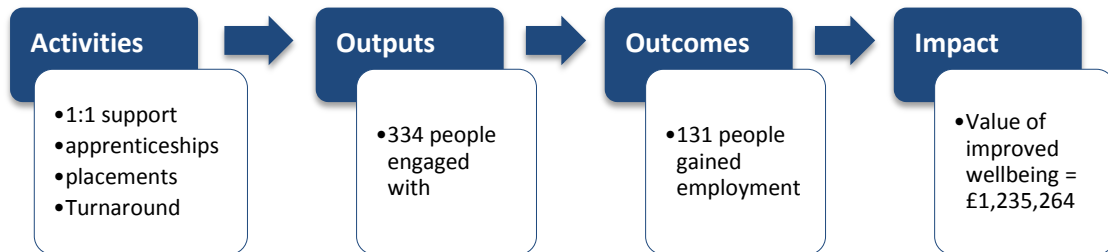
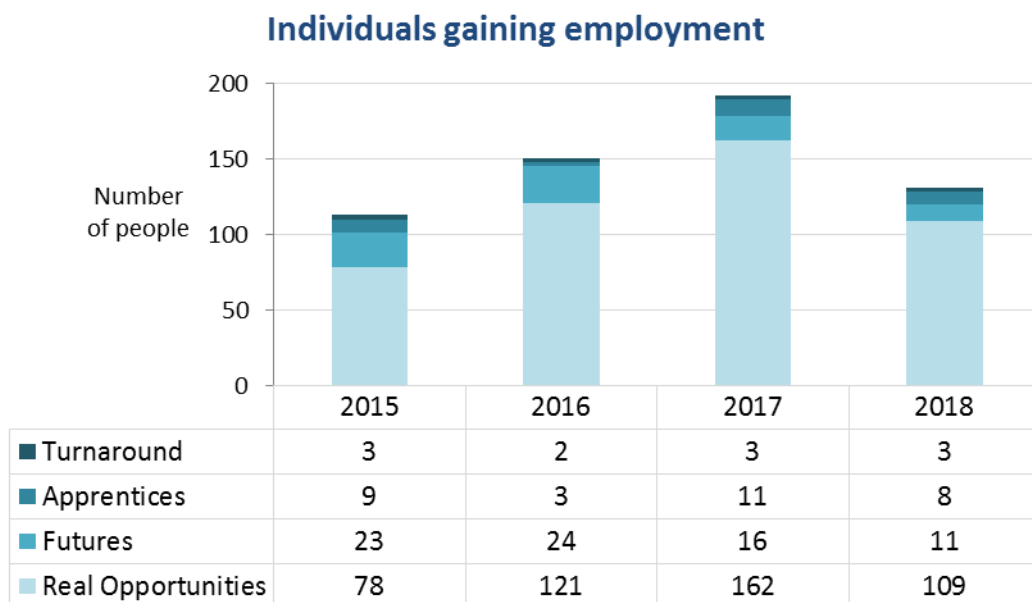


Figure 3.5.2: Social Value detail for Employment

Individuals gaining employment	2015	2016	2017	2018
Real Opportunities	78	121	162	109
Futures	23	24	16	11
Apprentices	9	3	11	8
Turnaround	3	2	3	3
TOTAL	113	150	192	131
SOCIAL VALUE (HACT)	£1,034,176	£1,840,200	£2,231,508	£1,235,264

Figure 3.5.3: Number of people going into employment



To date we have only reported on individuals where they have gone from being unemployed into employment. From 2019 onwards we will start to report on the number of individuals going into better employment, to reflect the increasing demand to support people away from zero hour or temporary contracts.

See sections 3.3 Real Food Wythenshawe and 3.7 Motiv8 for additional outcomes on employment

Ceasing to claim benefits

Where possible we record whether the people that we provide support to are in receipt of out of work benefits. We then use the Greater Manchester Unit Cost Database to value the saving to the public purse of individuals going into employment and ceasing to claim benefits.

Figure 3.5.4: Theory of Change for benefits

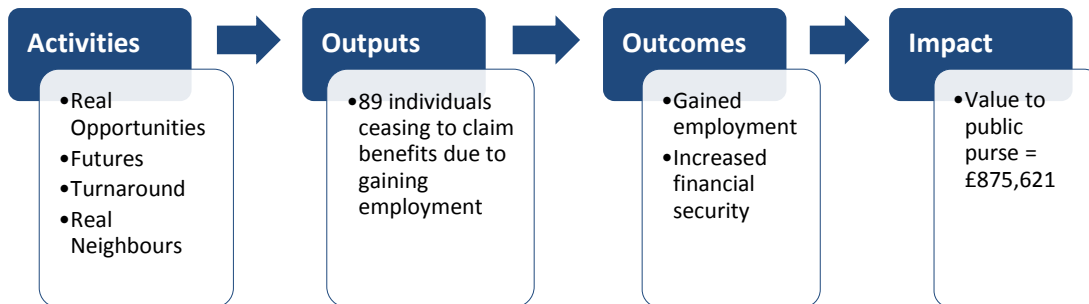
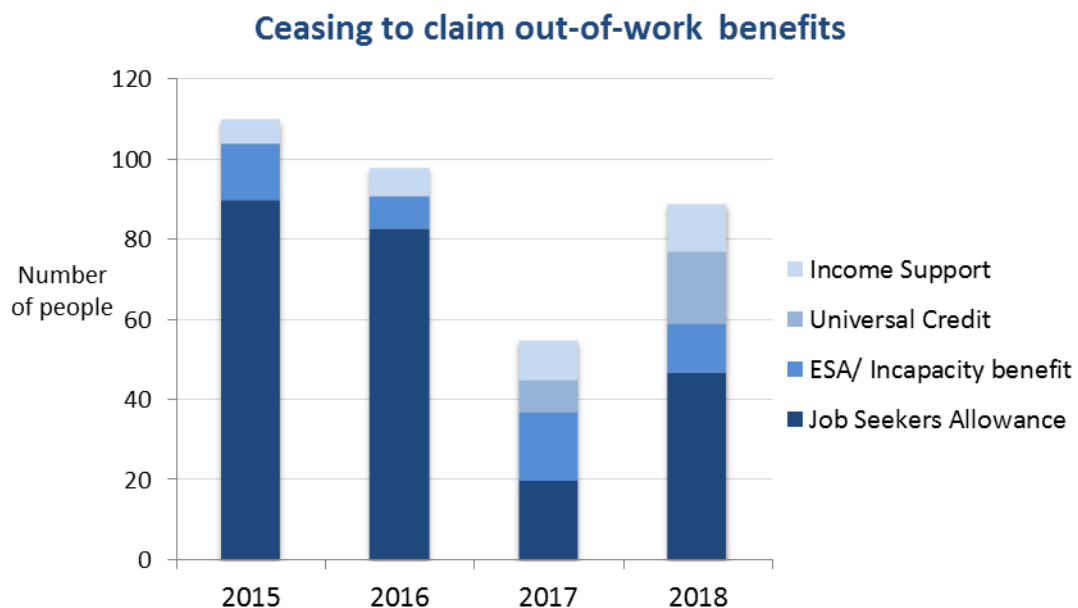


Figure 3.5.5: Social Value detail for benefits

Benefit	Individuals	Social value
Job Seekers Allowance	47 (20) ↑	£485,087 ↑
ESA/ Incapacity benefit	12 (17) ↓	£109,092 ↓
Universal credit	18 (8) ↑	£185,778 ↑
Income Support	12 (10) ↑	£95,664 ↑
TOTAL / SOCIAL VALUE	89 (55) ↑	£875,621 ↑

Figure 3.5.6: Number of people ceasing to claim benefits due to gaining employment



Training

Attending training offers many benefits to people seeking employment. We record attendance using the HACT definition: 'General work-related training to help improve or increase skills'.

Figure 3.5.7: Theory of Change for Training

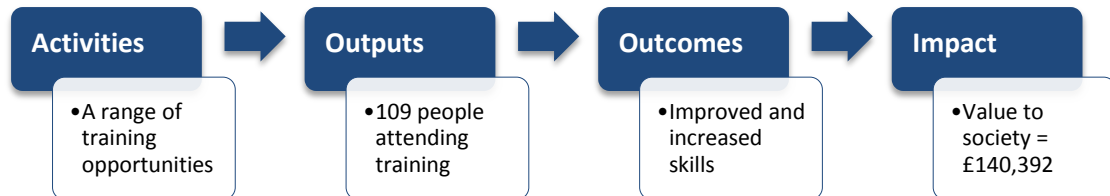
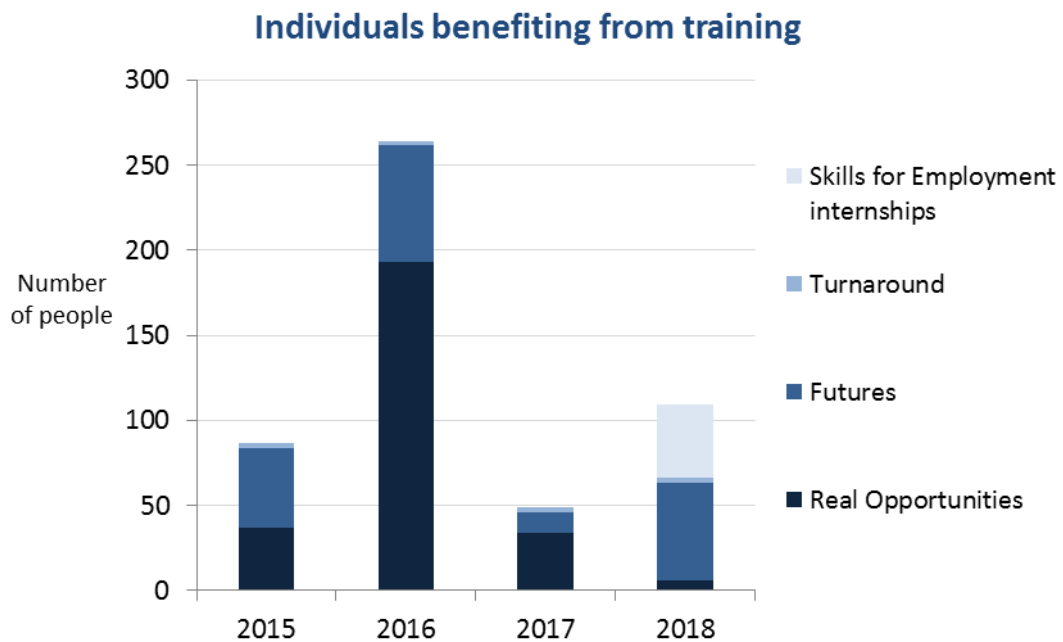


Figure 3.5.8: Social Value detail for training

Service	2015	2016	2017	2018
Real Opportunities	37	193	34	6
Futures	47	69	12	57
Turnaround	3	2	3	3
Skills for Employment internships	0	0	0	43
TOTAL	87	264	49	109
SOCIAL VALUE (HACT)	£112,056	£340,032	£63,112	£140,392

Figure 3.5.9: Number of individuals benefiting from training



In addition:

- 121 (86) people attended employment support training; which covers 1:1 support to help find employment. We've excluded these figures from the numbers above in line with our approach in previous years.
- 45 (41) students from local schools attended work experience at WCHG this year. No financial value has been applied to this outcome.

A new offer this year is the internships; funded via the Skills For Employment project. SFE is an ESF funded programme providing skills and work experience to help people move into employment. As part of Manchester Athena, WCHG are contracted to provide work experience for a minimum of 101 hours over 8 weeks. We have translated this into volunteering two days per week for 8 weeks. We call them Internships to help differentiate between school and adult work experience. Due to the duration and nature of the placement we also apply the HACT value for 'general training'.

See sections 3.1 Benchill Community Centre, 3.3 Real Food Wythenshawe, 3.6 Enterprise Centre and 3.7 Motiv8 for additional outcomes on training.

Qualifications

Figure 3.5.10: Theory of Change for qualifications

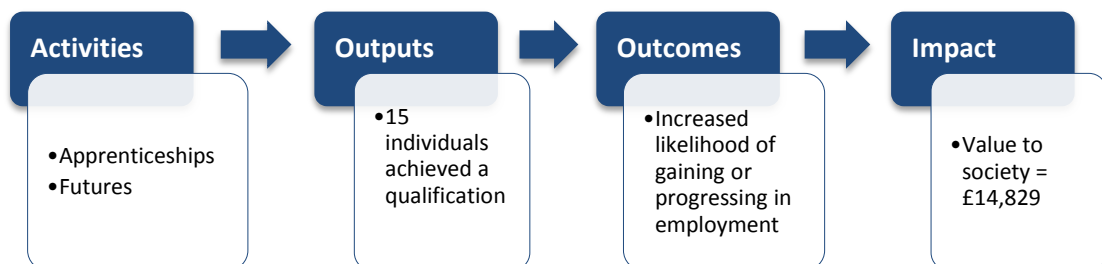


Figure 3.5.11: Social Value detail for qualifications

Service	Qualification	Numbers achieving	Social Value
Apprenticeships	Apprenticeship level 2	3 (9) ↓	£2,571
	Apprenticeship level 3	3 (4) ↓	£4,545
Futures	Apprenticeship level 2	9 (15) ↓	£7,713
TOTAL		15 (28) ↓	£14,829 ↓

There has been a reduction in the number of people achieving qualifications this year. This is due to a procedural change and doesn't equate to a decrease in achievement. As part of the Apprenticeship Review, apprentices are now required to complete an 'End Point Assessment'. We have found that this can take some time to organise and has the knock on effect of delaying the timing of the formal certification into the next financial year.

See section 3.1 Benchill Community Centre, for additional outcomes on qualifications

Apprenticeships

Figure 3.5.12: Theory of Change for apprenticeships

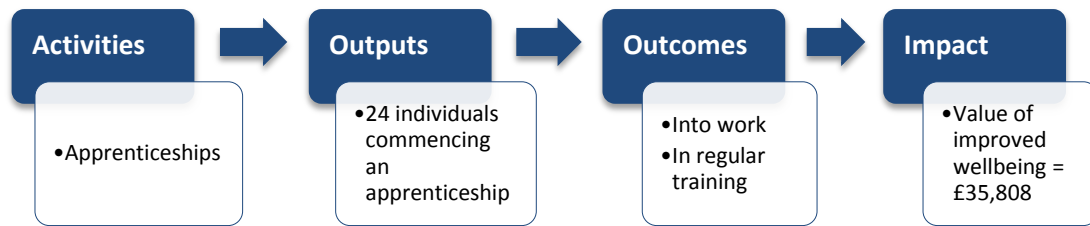


Figure 3.5.13: Social Value detail for apprenticeships

Service	Individuals commencing an apprenticeship
Apprenticeships	24 (6) ↑
SOCIAL VALUE (HACT)	£35,808 ↑

Due to changes in the apprenticeship model, this year we have included individuals that begin apprenticeships across the business and not just in construction trades.

In 2017 8 apprentices successfully completed their apprenticeship. We retained 3 within the business, 1 secured a job working with one of our valued contractors, 1 joined the new stores arrangement for Jewson's, 1 went on to further training, and 2 took their experience overseas to work in Europe.

Society

We have continued to use the methodology devised for us by Baker Tilly/RSM in 2013 to evaluate outcomes that have a wider benefit to society. See section 5 for further details.

Figure 3.5.14: Theory of Change for benefits to society

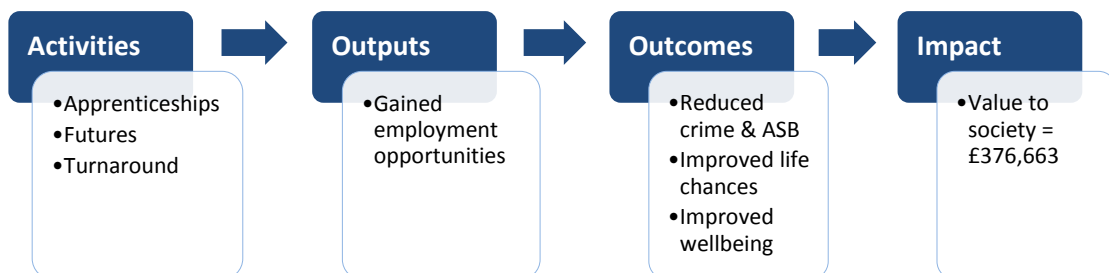


Figure 3.5.15: Social Value detail for benefits to society

Outcome	Outputs	Social Value
Reduced crime and associated costs		£221,041 →
Improved mental wellbeing in the community		£83,443 →
Increased spending in the local community	25 (20) ↑	£64,648 ↑
Having a driving licence (funded)	3 (10) ↓	£4,756 ↓
Improved life chances for dependents	1 (5) ↓	£2,775 ↓
SOCIAL VALUE		£376,663 ↓

3.6 Enterprise Centre

ENTERPRISE CENTRE

The Enterprise Centre provides affordable, office space for 28 businesses including incubation space for budding entrepreneurs. 17 of the businesses are owned by a local resident.

The Centre is a place where local people can develop and grow their business with support on hand.

Nearly 100 businesses have made their ideas happen and passed through the centre since opening its doors in 2011 and over 1,000 people have benefited from business advice and training.

27 businesses operating from the Enterprise Centre

51 entrepreneurs benefiting from business advice

93% occupation with **100%** occupation of the incubation offices

90% customer satisfaction



The Enterprise Centre now offers 'Virtual Offices'

This service provides new and existing businesses with a credible address and mail handling service from £20 +vat per month.

Training

The Enterprise Centre offers 'In The Making' sessions on a monthly basis for people wanting to develop and grow their business. These are one-to-one sessions with a business advisor that allows them to discuss and develop their idea. Entrepreneurs leave with homework to help develop their idea and then return the following month to discuss what they discovered.

51 (40) people attended sessions this year. In line with the HACT methodology this represents £65,688 social value.

Social value charter

The vision for the Enterprise Centre is to be a healthy, fair, entrepreneurial space where people of Wythenshawe benefit from the employment opportunities created by businesses based at the Centre.

The success of the Enterprise Centre is dependent on private, public and third sector organisations working in partnership alongside active communities of Wythenshawe for their mutual benefit.

To help achieve this, a new social value charter has been launched outlining how everyone involved in the Centre can contribute to the vision. The charter encourages:

- Paying the Living Wage
- Creating employment, training and work experience opportunities for Wythenshawe residents
- Actively participating in reducing the environmental impact of the Centre
- Increasing use of local suppliers
- Supporting healthy living initiatives
- Volunteering and fundraising to support local charities, schools and community groups

We will report on activity completed as a result of this in the report next year.

Environmental impact

Some steps have been taken this year to reduce the impact of the centre. These include:

- Investing in a new boiler management system to improve energy efficiency of an older building.
- Emailing invoices to tenants to reduce use of paper.
- Switching from disposable to reusable cups at the water machine.
- Actively encouraging lights to be turned off, as we are a 24/7 operation and have no official shut down.

Various energy saving tips are included in our quarterly newsletter.

Case study:



Wythenshawe residents and Enterprise Centre tenants Xelex Global Ltd started their business in 2015.

Their international sales include innovative chemical products and renewable technologies for heating and cooling, cleaning and energy reduction. Their research and development starts with the primary aim to reduce carbon emissions and create energy savings.

The company has established a base in Mauritius; the gateway to Africa, and is now installing its energy reducing Solar Thermal Collector technology for air conditioning systems in two shopping malls.



UA Antia (UK) Ltd commenced trading in April 2014 and as demand for services increased, the business sought office space and moved in to the Enterprise Centre in 2017.

The business provides consultancy services to the UK construction industry, specifically in the areas of Geo-environmental Consultancy and Environmental Monitoring.

The company also has a base in Ghana where it works on major infrastructure projects, one being connecting businesses with fibre.

Through networking opportunities at the Enterprise Centre these two businesses saw an opportunity to collaborate. UA Antia is currently rolling out broadband infrastructure to businesses in Ghana, and saw an opportunity to introduce energy saving technologies such as the ones Xelex provides in Mauritius to Ghana businesses. It therefore made sense to create a joint venture in Ghana.

Director of Xelex Global, Peter Lapczynsky:

"We both have business contacts out in Africa. Without being based at the Enterprise Centre we wouldn't have started chatting, and this business opportunity and partnership wouldn't have happened."

Director of UA Antia, Umo Antia:

"Working with another local business on an international level has been incredible, we often laugh about it, how we are creating opportunities over 6,000 miles away from our little office in the back streets of Benchill."

3.7 Motiv8

MOTIV8

Motiv8 provides one to one support to unemployed people across Greater Manchester to help them improve their lives and move closer to employment.

The project supports people aged 25+ who are less likely to gain employment due to homelessness, long-term unemployment, living with disabilities and health conditions, or drug and alcohol dependency.

Support is also provided to people who are under-represented in the labour market such as ex-offenders, lesbian, gay, bisexual and transgender groups, ethnic minorities and migrant communities.

The aim is to tackle the barriers that prevent these groups from accessing support with more opportunities for education and training, improved health and wellbeing services, better financial help and new programmes to build people's confidence.



18 people gained
employment

37 people started
education or training

In association with



The project was set up thanks to £9.7m of funding from the Big Lottery Fund and European Social Fund's Building Better Opportunities project.

It is being delivered by five housing providers working across Greater Manchester.

The team based at Wythenshawe Community Housing Group is providing support for people across Manchester; not just within Wythenshawe.

Figure 3.7.1: Theory of Change for Motiv8

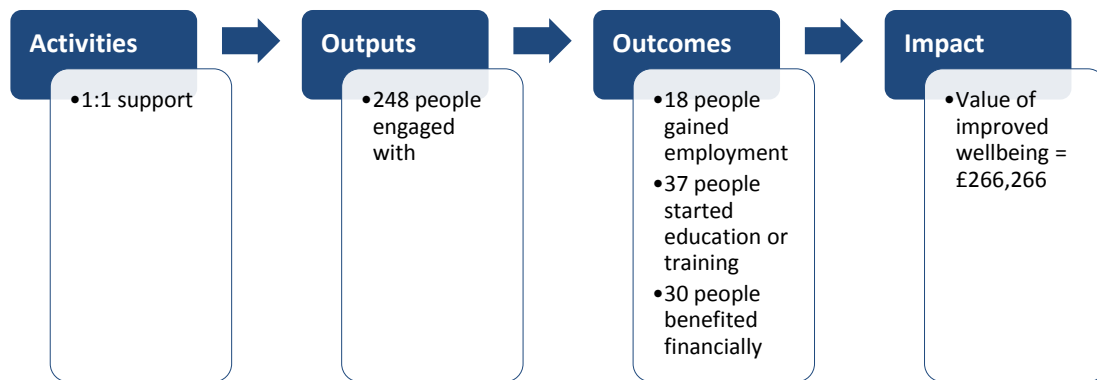


Figure 3.7.2: Social Value detail for Motiv8

Outcome	Individuals	Social Value (HACT)
Employment	18	£220,824
Education & training	37	£45,442
TOTAL		£266,266

122 people improved their financial and employment skills to make them more confident to access work

101 people improved their health and wellbeing leading to better employability

Financial gains of **£38,646** were made for 30 participants following debt advice

35 people gained self confidence and improved self development leading to better employability

Case study:

Redmond's Story

Moving back to the North West to help look after his younger brother with learning disabilities, 63-year-old Redmond found himself unemployed and staying in 'temporary' accommodation for more than four years. He needed help to move on...

[Find out more](#)



Sean's Story

Sean was homeless when he was referred to Motiv8. He was also struggling with his mental wellbeing and needed to get his life in order. His inspirational story shows how he turned a corner...

[Find out more](#)



Eric's Story

Eric's life changed dramatically when his Mum died a few years ago. Heavy drinking meant he was on a downward spiral. He needed urgent help to get back on the right path...

[Find out more](#)



Maria's Story

Following a relentless series of illness in her family, Maria was suffering with depression and anxiety. At times she couldn't see the point of continuing. You wouldn't think that now...

[Find out more](#)



Read more on the website: <http://www.motiv8mcr.org/>

557 money health checks carried
out with prospective tenants

£1.3m
of financial benefits
gained for tenants

1,013 appointments held to
help tenants with debt and
welfare rights

100%
of colleagues paid at
least the Living Wage

Reducing poverty and exclusion

115 people moved from
temporary accommodation
into a secure home

1,256 people moved into **596**
properties let during the year

46% of employees live in Wythenshawe
and **97%** in Greater Manchester

20% of employees
are tenants

3.8 Financial Inclusion

FINANCIAL INCLUSION

We support tenants facing financial hardship through the provision of benefit and debt advice to help them maximise their income.

This enables them to stay on top of their budgeting, including maintaining their rent payments.

166

debt appointments held

847

welfare rights appointments held

13 customers helped to
downsize due to welfare reform

557 money health checks
carried out with prospective
tenants to ensure that the
property is affordable

26
appointments held to advise tenants
affected by welfare reform changes
(commonly known as the bedroom tax)

A total of 557 (661) Money Health Checks were provided to prospective tenants. As a result, 13 (17) prospective tenants were refused on the basis of affordability grounds and 7 refused themselves due to affordability.

Support for tenants with a disability

New rules introduced in April 2017 meant that adults who could not share a bedroom due to disability could get housing benefit for an extra bedroom.

In late 2017 Manchester Benefits Service gave us the details of 107 tenants they thought might qualify for this additional help. The team wrote to them all to advise of the rule change and offered appointments to help them apply.

We have so far successfully secured £16,743 backdated housing benefit for 36 tenants with an average ongoing increase of £11.50 per week. The impact of this for tenants with a disability is huge.

Wellbeing

We surveyed customers both before and after they received the service to measure the change in their situation.

Figure 3.8.1: Questions and possible answers in the survey

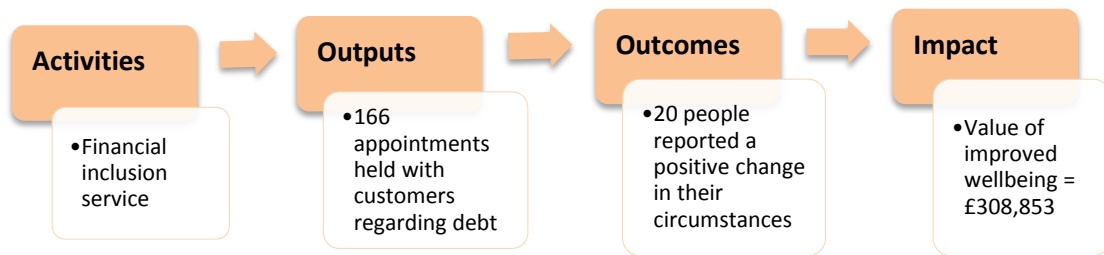
Question / Outcome	Responses				
Do you currently owe any money or have debts to pay?	Yes	No			
If you are in debt, how much of a burden is that debt?	Heavy burden	Somewhat of a burden	Not a problem		
In the last twelve months have you had any difficulties paying your rent?	Yes	No			
Are the contents of your home insured against theft?	No	Yes			
How well would you say you yourself manage financially these days?	Finding it very difficult	Finding it difficult	Just about getting by	Doing alright	Living comfortably
"I feel that what happens to me is out of my control"	Often	Sometimes	Not often	Never	
Do you have regular access to the internet?	No	Yes			
Thinking back over the last 12 months, how would you say that your health has been on the whole, compared to people of your age?	Very poor	Poor	Fair	Good	Excellent
Do you suffer from depression or anxiety?	Yes	No			

Figure 3.8.2: Definitions of outcomes

Valuable outcome	Response in dark orange on the BEFORE survey AND a response in light orange on the AFTER survey e.g. moving from 'sometimes' to 'not often' in the sixth outcome in the table above
Positive outcome	Response moves to the right but not between cells of different colours e.g. moving from 'often' to 'sometimes' in the sixth outcome in the table above
Negative outcome	Response moves to the left
No change	Identical responses given to both surveys
Unknown	Response of 'prefer not to say' is given to either the before or the after survey

"X was very helpful and gave us great service. Without her we would not have a clue what we were doing. We really appreciate what she does and we could ring her any time."

Figure 3.8.3: Theory of Change for financial wellbeing



We received completed surveys from 59 individuals, however 31 of the 59 only completed either the before or after survey, so we were unable to include them in the analysis.

Outcomes are based on the 28 individuals that completed both surveys (47% of the respondents, 17% of the customers supported regarding debt issues during the year).

- 20 individuals reported at least one 'valuable' outcome
- A further 3 individuals reported at least one 'positive' outcome.

Figure 3.8.4: Social Value detail for Financial Wellbeing

Outcome	People reporting valuable or positive outcome
Debt free	6
Relief from being heavily burdened with debt	3
Able to pay for housing	8
Able to insure home contents	3
Financial comfort	14
Feeling in control of life	5
Access to internet	1
Good overall health	2
Relief from depression/ anxiety	2
TOTAL / SOCIAL VALUE (HACT)	44 outcomes reported by 20 individuals

A total of 23 (74) customers reported a valuable and/or a positive change in their circumstances; this represents 82% (94%) of total respondents. 5 (5) customers didn't report a positive change in any of the outcomes that we measured.

The outcome with the highest number of valuable/ positive responses was 'managing financially'; with 18 of the 28 respondents. A further 7 reported no change.

"I found the help came at just the right time, found it most helpful thanks."

A negative outcome resulted for 15 individuals. However, 9 of the 15 respondents wrote positive comments about the support provided and 10 of the 15 returned valuable or

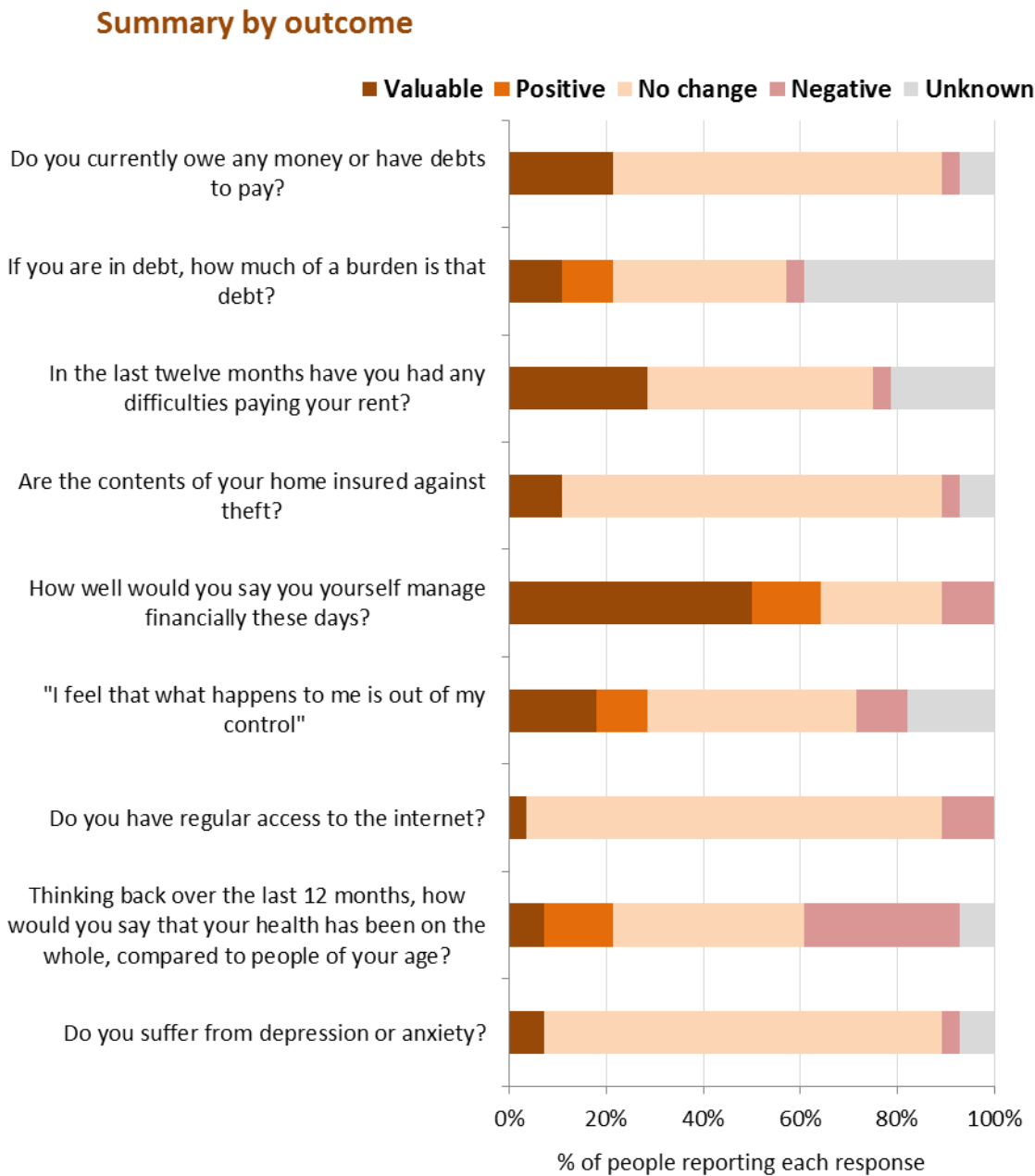
"A has helped me so much and has taken a lot of pressure off me. I was paying a lot my money on rent but when she looked into it I didn't need to. She has helped me keep my house."

positive outcomes for other questions.

All customers were asked about their satisfaction with the service provided. Of the 28 individuals that responded to both surveys 26 were 'very satisfied' and two 'satisfied'. More widely, 55 of the 59 customers that responded to the AFTER survey reported that they were 'very satisfied', two reported that they were 'satisfied' and the remaining two didn't provide an answer.

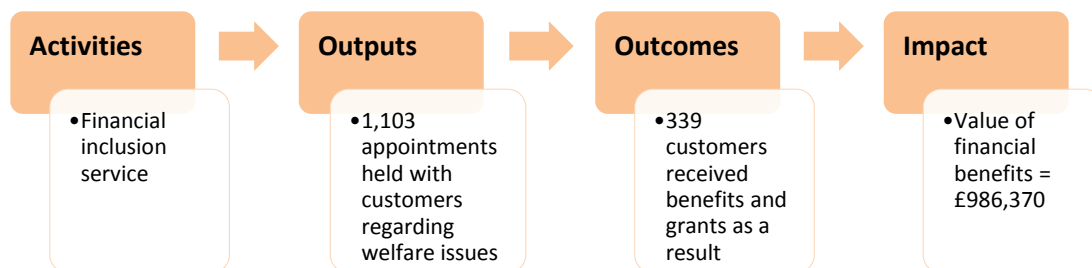
“My worker was very polite and explained benefit to me. She is help me find work very nice smiley lady”

Figure 3.8.5: Summary of outcomes reported



Financial benefit to the customer

Figure 2: Theory of Change for financial benefit to the customer



Benefits and grants to the value of £986,370 (£720,843) were claimed on behalf of 339 (201) customers. This excludes housing benefit and discretionary housing benefit.

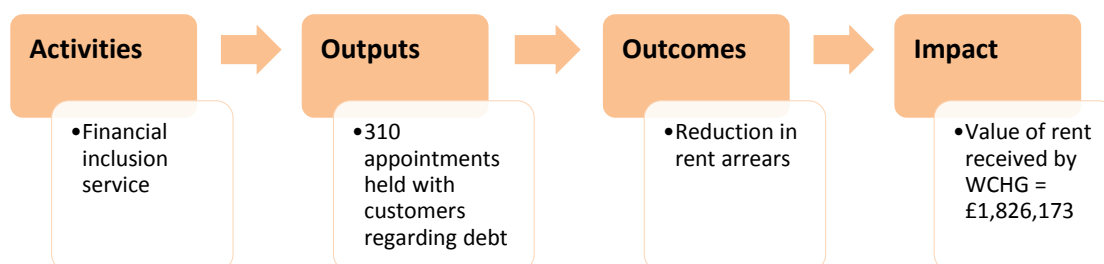
The main benefits that customers were supported in claiming were PIP, council tax support and ESA for 89, 88 and 53 tenants respectively.

Debts to the value of £33,725 were written off for a total of 38 customers before the service to provide DROS and bankruptcy was withdrawn part way through the year. Of the 335 debt cases closed, 14 were referred to another agency for insolvency services, 61 were given budgeting advice and 179 tenants did not engage.

"I received excellent and very helpful advice."

Financial benefit to WCHG

Figure 3.8.7: Theory of Change for financial benefit to WCHG



As with previous years we've monitored the value of rental income generated as a result of providing financial inclusion services. We deduct any rent written off for these customers from the total. The income is from payment of Housing Benefit claims, payment of the housing element of Universal Credit claims and DHP applications.

Total rental income generated = £1,828,790

Rent written off for customers benefiting from the service = £2,617

Net rental income = £1,826,173

3.9 Food Poverty

FOOD POVERTY

Wythenshawe Food Bank was set up in 2016 as a registered charity.

Donations are taken to a central food storage warehouse, 'Unit-E', in the town centre and from there food is distributed to the individual food banks across Wythenshawe.

1,626 adults and **1,152** children fed through crisis parcels

Work with **63** referral agencies

Following the Trussell Trust model has resulted in a collaborative and sustainable approach, bringing people and organisations together to focus on supporting individuals and families living in food crisis and looking for long term solutions.

The number of people fed by Wythenshawe Food Bank more than doubled in one year

May to June 2016= **162** people

May to June 2017= **328** people

The hub uses a bespoke referral system and database which allows frontline professionals from 63 services to make referrals to the food banks.

Link between food poverty and poor health

Real Food Wythenshawe works to tackle the link between poor quality food and poor health. Poor diet is a risk factor for the UK's major killers of cancer, coronary heart disease and diabetes. Inequalities in people's diets can result in inequalities in people's health. Those on low incomes suffer from poor diets, as evidenced by lower fruit and vegetable intake, and a higher prevalence of dental problems among children.

Real Food Wythenshawe is looking at all aspects of food poverty and the effects this has on the health of people in their area.

One delegate of the 4 week cooking workshops said:
"I have learned a lot and now know how to buy healthy food and not eat too much sugar. I didn't like to cook but now I enjoy cooking."

As well as cost, other factors come into play such as poor availability of healthy food in local shops, lack of skills in cooking and storage and an upsurge of unhealthy fast food take-aways' in Wythenshawe. There are also clear signs that more and more people are not getting enough food and are relying more heavily on food banks to feed themselves and their families.

To tackle these problems Real Food Wythenshawe has worked with the local community to find ways to:

- Show people techniques to cook simple and affordable healthy meals
- Show people how to grow their own food
- Highlight issues such as bowel and breast cancer; which have a clear link to poor diet
- Show how to find and use local produce and cook seasonally
- Supplying a range of healthy recipes
- Give people the skills and knowledge to produce healthy/low cost meals

Case study: Meal in a bag

Real Food Wythenshawe changed the face of crisis food parcels with their pilot project Meal in a Bag. Instead of random food ingredients given to families, 'Meal in a Bag' provided the specific ingredients needed to create a tasty and nutritious meal for up to 6 people. In addition to this, families who were referred onto the scheme, were provided with a 'larder pack' that contained seasonings and oil, so that no meal had to forgo pepper or spices again.

Participants picked up their bags at a local Sure Start centre, where many stayed and engaged with a cooking demonstration using the vegetarian ingredients that were in the bag that week. This provided participants with an easy recipe to replicate at home. As the weeks progressed participants grew more confident in their abilities and began sharing their experiences at the weekly 'pick up' where they would discuss their successes and any adaptations they had made to the meals. Group members would also share pictures of their meals on social media, a supportive community had begun.

One of the aims of this project was to change people's eating habits by introducing new vegetables and spices, giving inspiration for cheaper (but healthier) family meals and changing families diets. This was certainly achieved.

91.6% used the larder packs for other meals and 92% reported that the project improved their cooking skills. In particular it was found the larder packs supported long-term behaviour change.

"The best thing ever – opened a door to changing the ingredients I've always been buying. I previously bought the same stuff every time I went shopping – it was a bit like being on auto pilot.

"I think because I didn't have the confidence in putting ingredients together and really didn't know what to buy I just stuck to things that looked familiar.

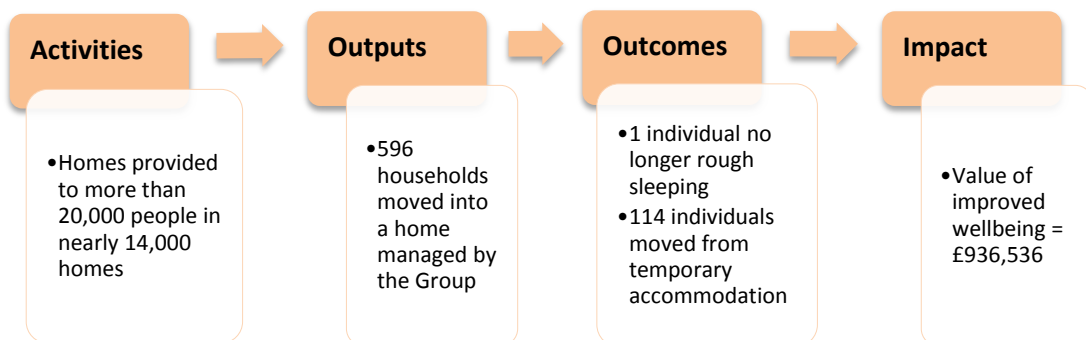
"Now I've completely changed – firstly I now look in the fridge before I go shopping to see what needs using up first so that I'm not buying food I don't need.

"I loved the spices in the larder pack and have now got the confidence just to try them. I've also bought more and my spice cupboard is now really full. I look at different pastes and think – I'll try that!! – certainly didn't have the confidence to do that before."

3.10 Social housing



Figure 3.10.1: Theory of Change for Wellbeing (housing)



This year we repeated measurement of the impact of having a secure home using data published by HACT². The research places monetary values on the impact of tackling homelessness and assesses the impact of moving between different housing status on life satisfaction.

We reviewed the CORE data³ to understand applicants' situations immediately prior to moving in to their new home.

² Data extracted from report published by HACT: 'The Wellbeing Value of tackling homelessness'

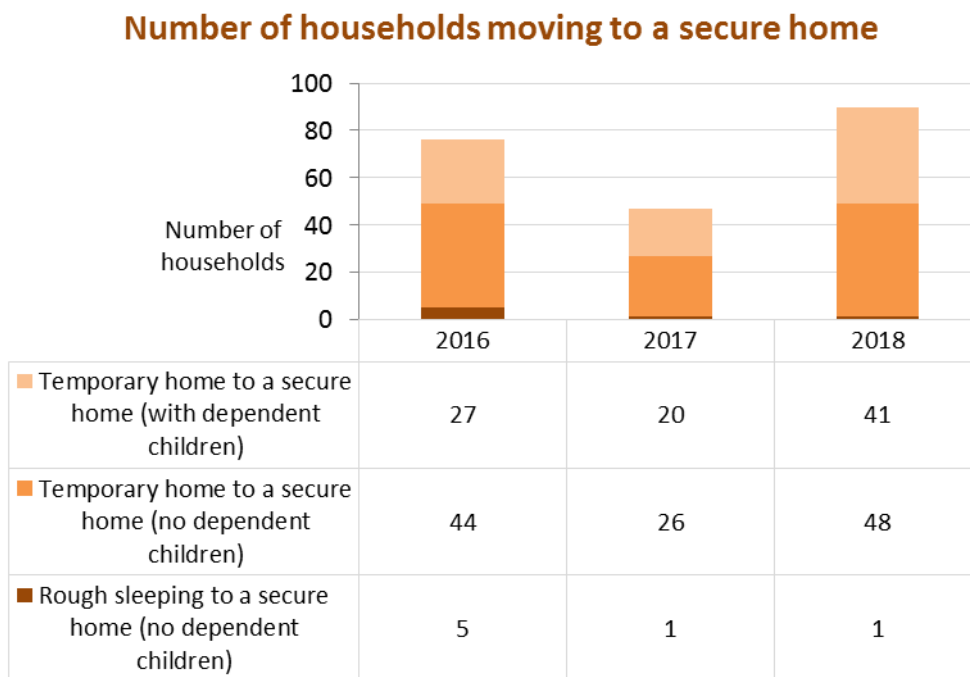
³ Continuous REcording of lettings and sales in social housing in England
<https://core.communities.gov.uk/public/COREFAQ.html>

Figure 3.10.2: Social Value detail for wellbeing (housing)

Outcome	Number of adults	Social Value
Rough sleeping to a secure home (no dependent children)	1 (1) →	£21,401
Temporary home to a secure home (no dependent children)	57 (29) ↑	£457,083
Temporary home to a secure home (with dependent children)	57 (24) ↑	£458,052
TOTAL	115 (54) ↑	£936,536

A total of 89 (46) households /114 (88) individuals moved into a WCHG home during the year that moved from 'temporary accommodation'. This is based on applicants considered as being homeless immediately prior to the letting (Q13 on CORE).

Figure 3.10.3: Number of households moving to a secure home



3.11 Living Wage Employer

The Group is an accredited Living Wage Employer, helping to ensure that people in work can afford the cost of living.

In addition to ensuring that we pay all directly-employed colleagues the Living Wage we are also raising awareness with both existing and potential suppliers and contractors through our procurement process. Data on the outcomes of progress made with our supply chain will be included in future reports.



Employing local people

The Group actively employs colleagues from the Wythenshawe area. We have repeated the measurement carried out previously regarding investment in local people.

This project reviews how many and what proportion of colleagues live in the area that we provide homes in and assesses our investment into Wythenshawe-based colleagues.

242 (240) colleagues live in the Wythenshawe area; this represents 46% (47%) of all colleagues.

- Salaries paid to local colleagues: **£5,277,882** (£6,591,454)
- Training investment in local colleagues: **£91,512** (£82,739)

121 colleagues volunteered **929**
hours for projects to benefit the local
community

217 residents improved their
wellbeing by volunteering on a
regular basis

CIPD Best 'Employer-supported
volunteering programme' 2017

22,358 hours volunteered by **487**
individuals across all Group services

Volunteering

143 tenants involved in
scrutiny, performance
management and governance

Strong, resilient communities

Young people

650 young people told us
their confidence or self-esteem
had improved

705 young people improved
their social skills

229 young people regularly
attended youth provision

Village 135

57 residents reported a
positive change in their
wellbeing

Residents with high
wellbeing increased from
39% to 52%
following their move

41% of residents are
engaging in more
community activity

3.12 Youth services

YOUTH PROVISION

Young people are able to engage in a variety of ways; open access, detached and targeted information and guidance.

All of the projects delivered are based on feedback from the consultation carried out with young people. This helps to ensure young people remain at the heart of the provision.

Young people were engaged in activities for a total of

33,000 hours

2,539 engagements in targeted projects

WOW ZONE

Students attending the Widening Opportunities in Wythenshawe (WOW) Zone use the latest technology, with a high focus on the use of iPad, to enhance their learning in animation, film production, e-book publishing, photography and programming.

223 young people have moved away from anti-social behaviour

113 young people are more likely to be in education, employment or training

75 people volunteered more than **3,178** hours to support youth services

Over **1,000** children attended sessions provided by the WOW Zone



221 children participated in sessions provided by the MU Foundation



MU FOUNDATION

The Manchester United Foundation provides a range of services relating to health and physical activity for young people in Wythenshawe.

Attendance

Figure 3.12.1: Theory of Change for youth attendance

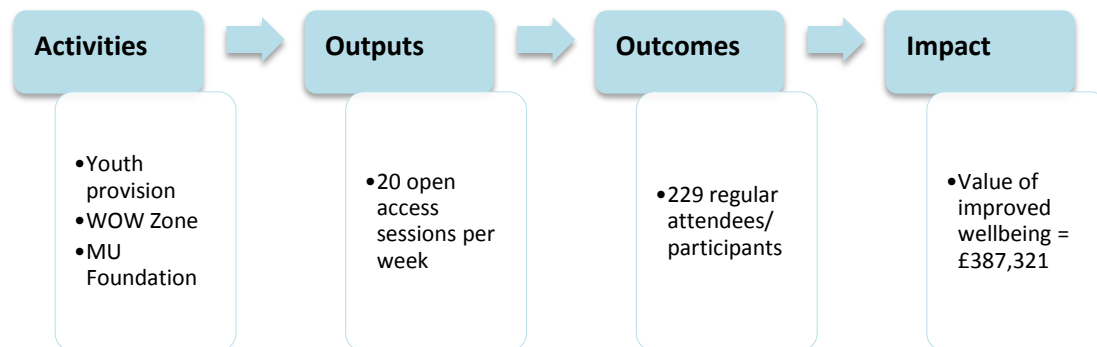


Figure 3.12.2: Social Value detail for youth attendance

Service	Regularly attending for the first time	Continuing to attend
Youth provision	143 (151) ↓	86 (151) ↓
SOCIAL VALUE (HACT)	£285,428 ↓	£101,893 ↓

Youth provision

- A total of 12,000 attendances over the year

WOW Zone

- 499 children attended the WOW Zone for the first time this year.
- A further 651 children attended who had also visited in previous years.
- The total footfall for the year was 2,500.

Physical activity

The Manchester United Foundation provides a range of activities for young people. We've used the HACT Wellbeing Valuation model to assess the social value of regularly participating in physical activity.

Figure 3.12.3: Theory of Change for physical activity

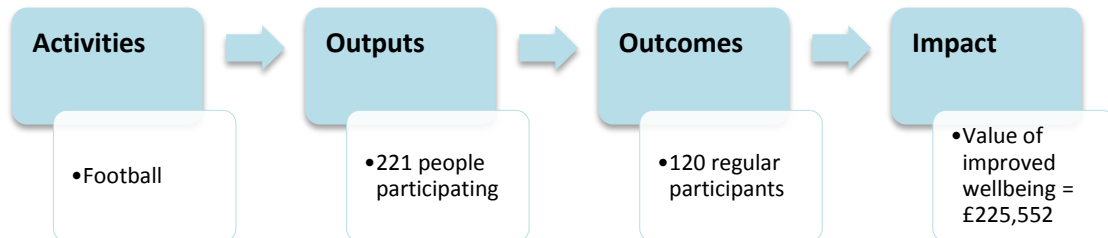
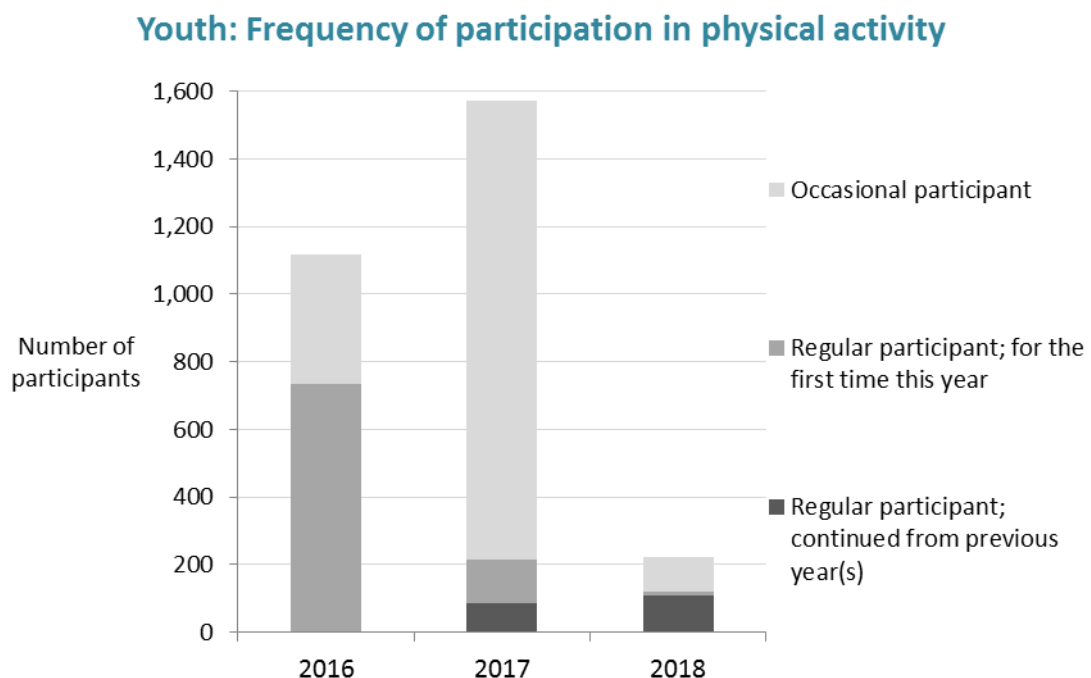


Figure 3.12.4: Social Value detail for physical activity

Outcome / activity	Regularly participating for the first time	Continuing to regularly participate	Total number of participants
Football	12 (131) ↓	108 (85) ↑	221 (1572) ↓
SOCIAL VALUE (HACT)	£32,268 ↓	£193,284 ↑	

Figure 3.12.5: Frequency of participation in physical activity



Due to changes in the service offered the number of young people participating fell significantly this year.

Volunteering

Volunteers support various activities provided for young people. We've used the HACT Wellbeing Valuation model to assess the social value of regularly volunteering and Office of National Statistics (ONS) data to calculate the equivalent value to the community.

Figure 3.12.6: Theory of Change for volunteering

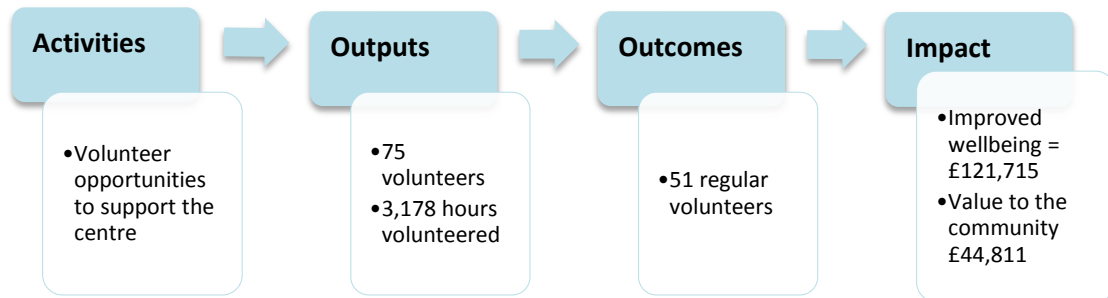


Figure 3.12.7: Number of youth volunteers year on year

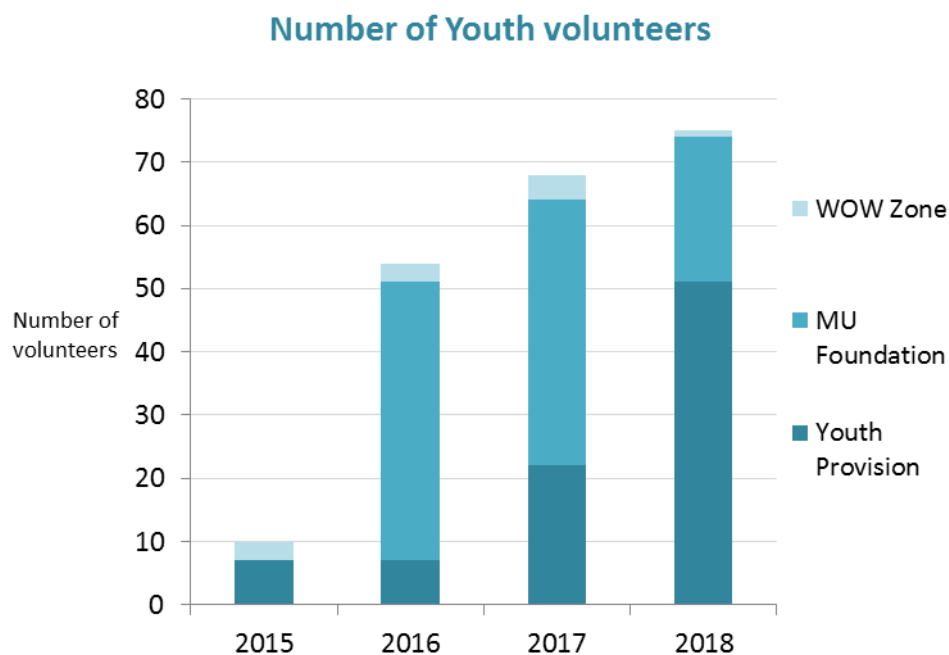


Figure 3.12.8: Social Value detail for youth volunteering

Service	Regular volunteer; for the first time this year	Regular volunteer; continued from previous year(s)	Volunteered once this year	Total number of volunteers
Youth provision	22 (16) ↑	10 (2) ↑	19 (4) ↑	51 (22) ↑
MU Foundation	11 (8) ↑	7 (3) ↑	5 (31) ↓	23 (42) ↓
WOW Zone	1 (0) ↑	0 (0) →	0 (4) ↓	1 (4) ↓
TOTAL	34 (24) ↑	17 (5) ↑	24 (39) ↓	75 (68) ↑
SOCIAL VALUE (HACT)	£88,094 ↑	£33,621 ↑		

Figure 3.12.9: Volunteers supporting youth activities by service

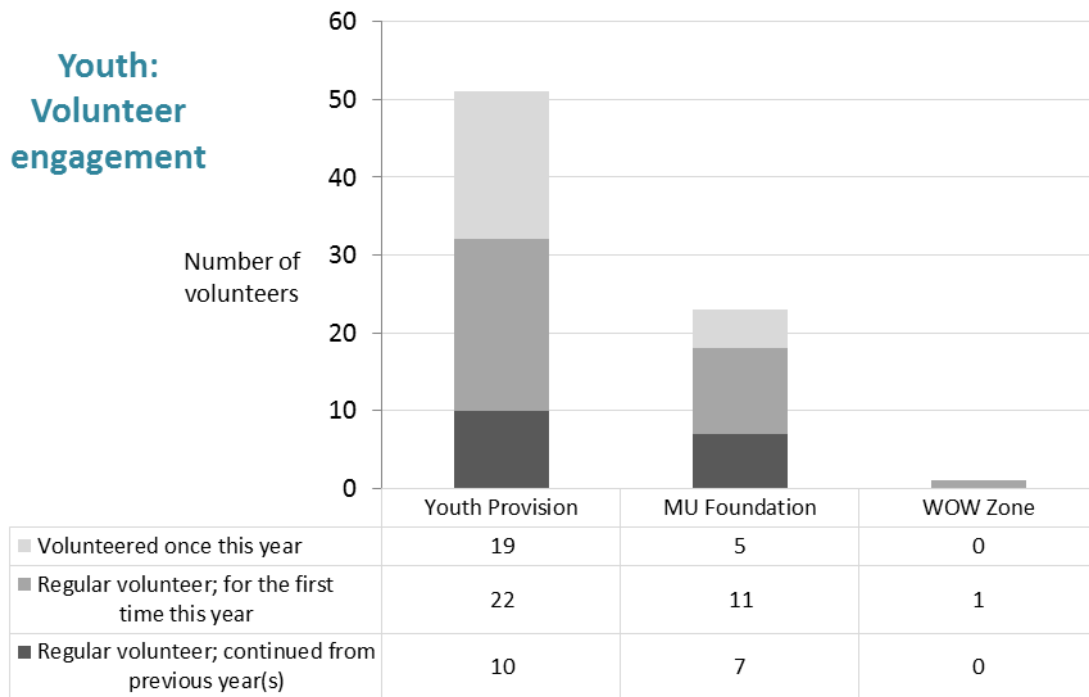
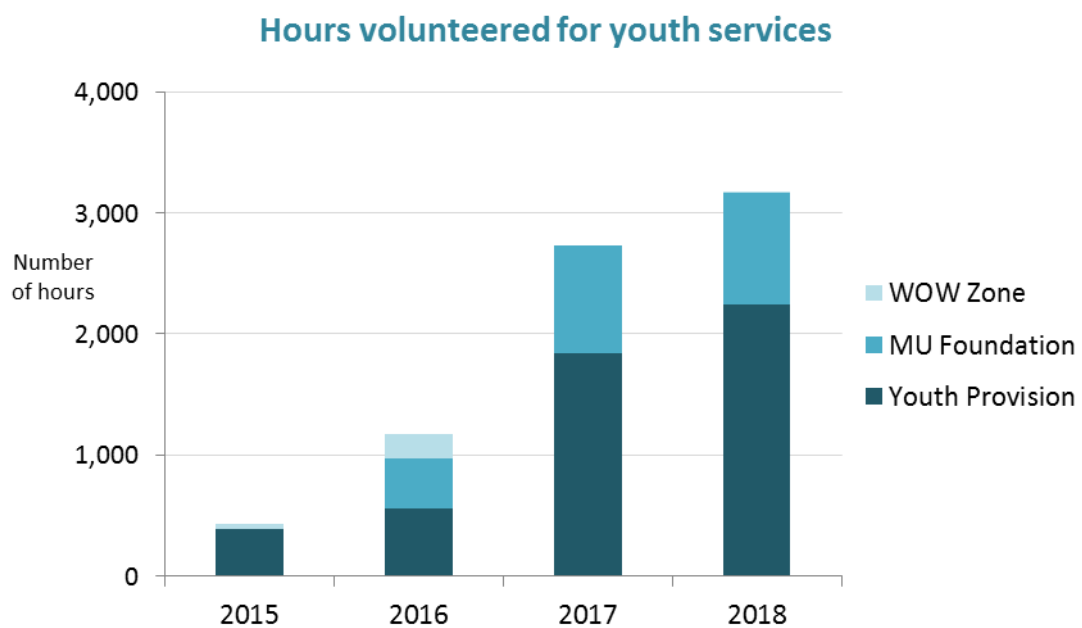


Figure 3.12.10: Hours volunteered to support youth services

Service	2015	2016	2017	2018
Youth provision	386	556	1,838	2,244
MU Foundation	0	415	895	922
WOW Zone	48	198	0	12
TOTAL	434	1,169	2,733	3,178
SOCIAL VALUE (HACT)	£4,813	£15,828	£37,770	£44,811

Figure 3.12.11: Hours volunteered to support youth services



Case study:

Voluntary experience

Kenzie Rowe, a Year 11 student at Newall Green High School is a voluntary Youth Worker with WCHG; supporting basketball, football and dodgeball coaches who deliver sports to young people with disabilities. She was involved in the last Wythenshawe Games, loves playing football and working with the community.

705 young people
improved their social skills

"I enjoy the volunteering work because it gives me a chance to help other people do things they love, people who might not have the opportunity to participate in sports normally, and who haven't had the same opportunities that I have."

She hopes to study Public Services at college and to go on to have a career in the police, coaching, or youth work.

Summer of Change

The Youth Forum is a group of young people in Wythenshawe who want to make a difference on issues that matter to them.

872 young people have increased
their knowledge of issues facing them

They have volunteered at numerous events and have also taken part in campaigns, made a documentary and have even presented to the Children's Board at Manchester City Council. This summer they delivered their 'Summer of Change' programme; a youth led community fundraising initiative to raise funds about an issue they care about – homelessness. Members of the Youth Forum raised money through different activities such as car washing, selling sweets, baking and selling cakes – anything that could raise money for the Mayor of Greater Manchester's homelessness fund.

650 young people told us their
confidence or self-esteem has improved

Roads to Wythenshawe

Thanks to money raised by National Lottery players, this WOW Zone project celebrates how immigration has, is and will continue to shape Wythenshawe by exploring the histories of residents. Young people, aged eleven to sixteen, are investigating, celebrating and sharing the stories, food, arts, culture and religion that make up their local community to understand its social and historical context.

Outputs from the project will include; developing an augmented reality app, creating a virtual reality heritage trail, holding a world food celebration event, and producing art work in response to what they find, including visual arts and creative writing. The project will culminate in a two month exhibition at the National People's History Museum.

3.13 Volunteering

VOLUNTEERING



Real Neighbours Timebanking enables local residents to volunteer their time to help others, running regular social groups to reduce social isolation.

Volunteering 4 Wythenshawe (V4W) is our employee volunteering programme that supports colleagues to get involved in the local community.

Volunteers also provide support to many of our activities including Real Food Wythenshawe, resident involvement, youth services and community centres.

608 volunteers

22,358 hours
volunteered

Winner of the CIPD People Management Award 2017
Best 'Employer-supported volunteering programme'

Real Neighbours Timebanking

Real Neighbours. Wythenshawe.

Figure 3.13.1: Theory of Change for Real Neighbours Timebanking

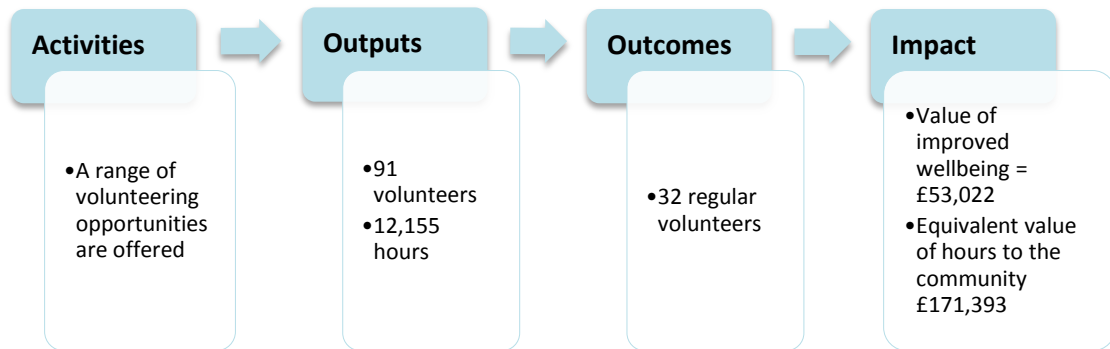
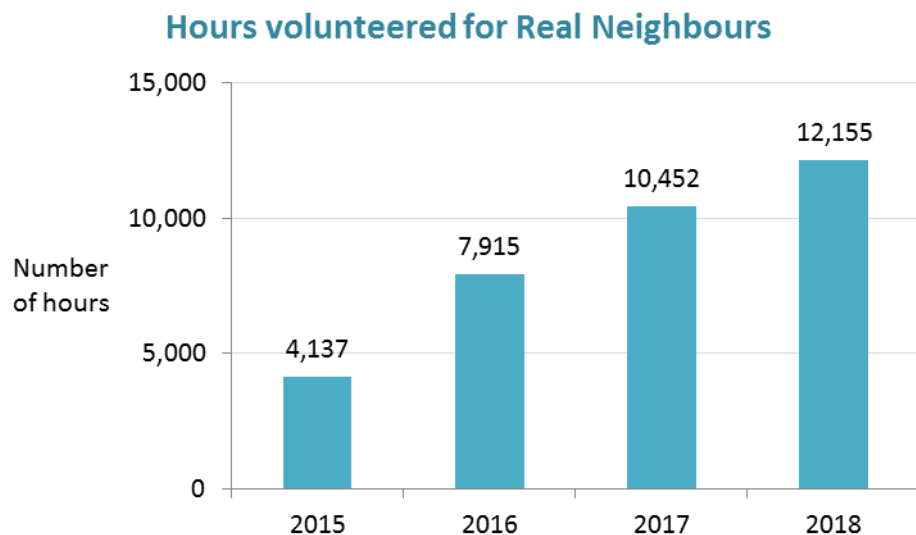


Figure 3.13.2: Hours volunteered over time

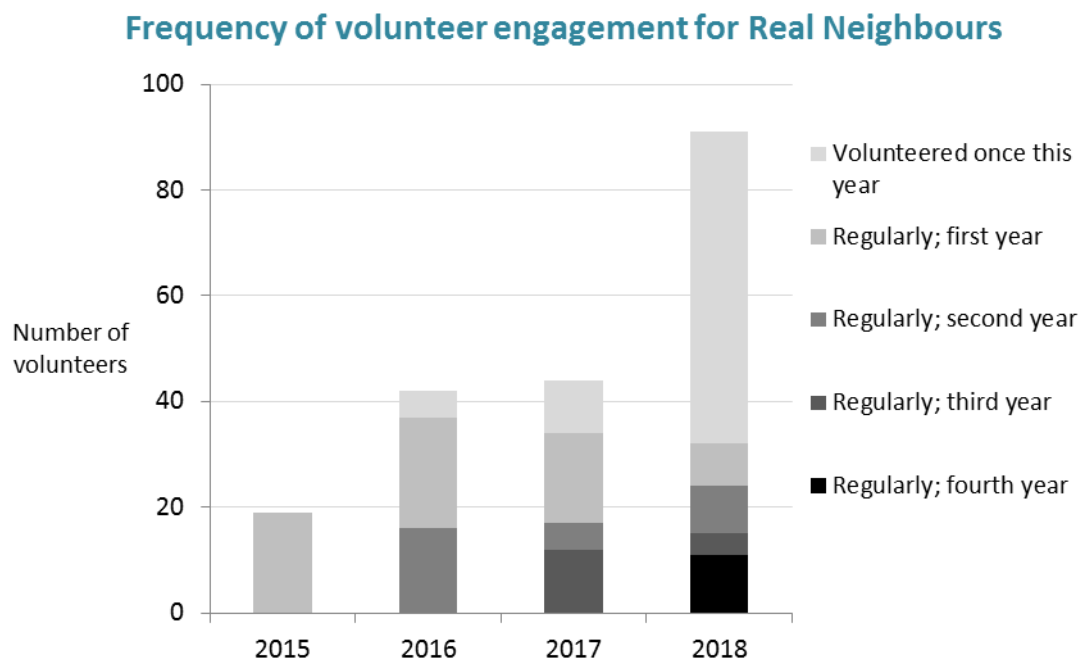
Hours volunteered	2015	2016	2017	2018
Real Neighbours	4,137	7,915	10,452	12,155
SOCIAL VALUE	£45,879	£107,169	£144,441	£171,393

Chart 3.13.2: Hours volunteered over time



In addition to reviewing the number of individuals volunteering their time and number of hours that they volunteer throughout the year, we also measure how frequently they volunteer. We use the HACT Wellbeing Valuation model to determine the value of improved wellbeing as a result of regular engagement.

Figure 3.13.4: Frequency of volunteers over time



V4W: Volunteering for Wythenshawe

V4W is the employer-supported volunteering programme at WCHG. Launched in 2015, over 300 colleagues have volunteered 3,300 hours to benefit the Wythenshawe community.



Figure 3.13.5: Theory of Change for Volunteering for Wythenshawe (V4W)

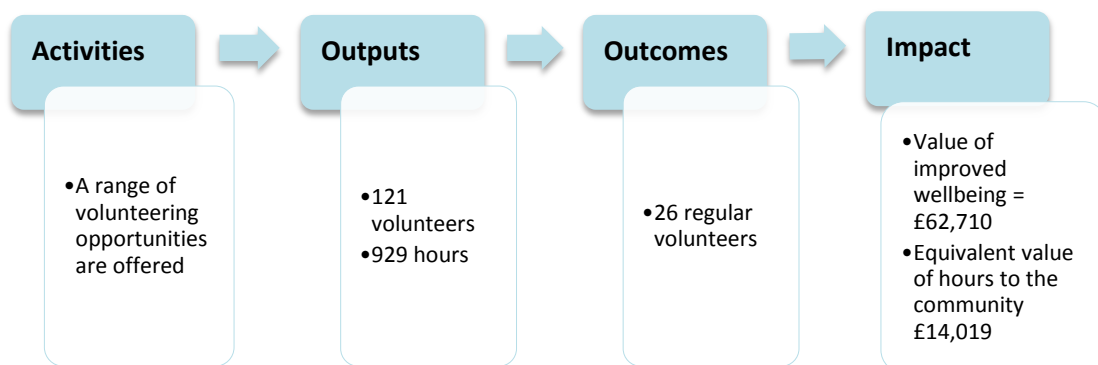
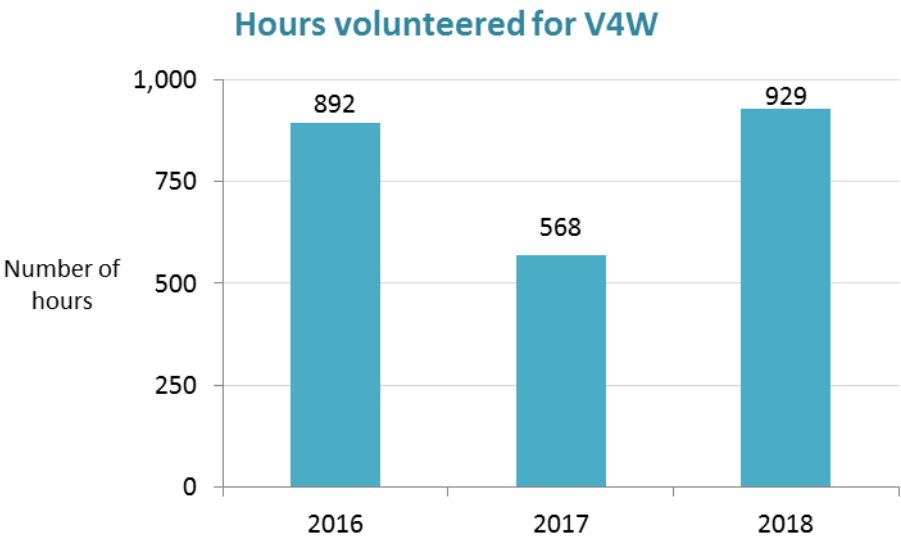


Figure 3.13.6: Hours volunteered over time by V4W

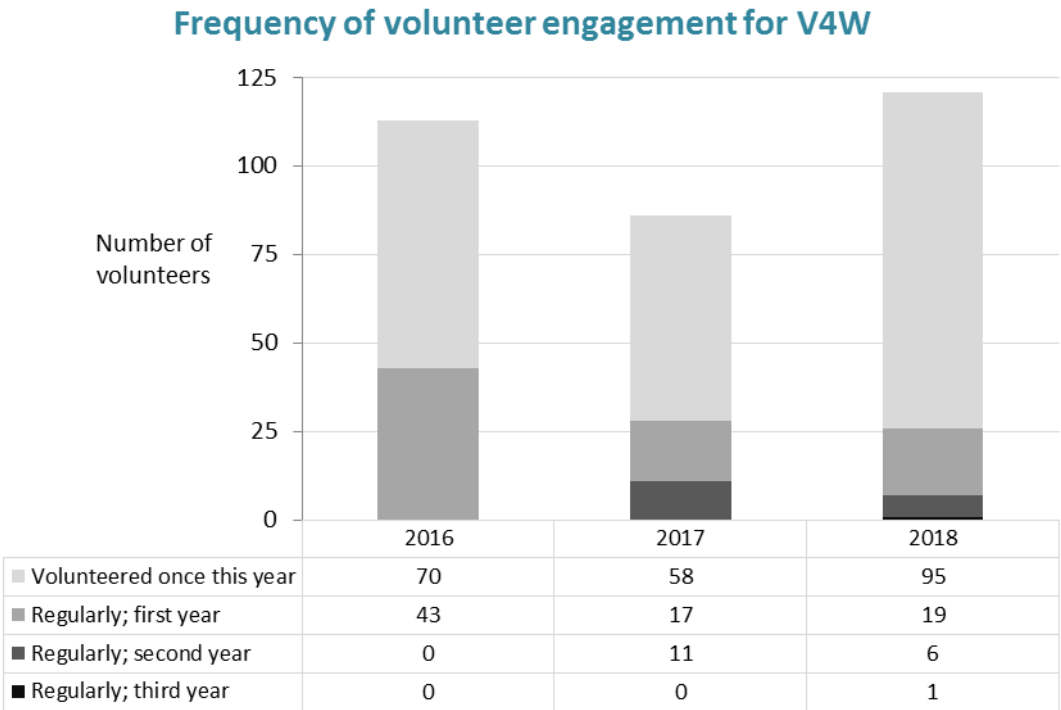
Hours volunteered	2015	2016	2017	2018
V4W	0	892	568	929
SOCIAL VALUE	£0	£12,577	£6,452	£14,019

Figure 3.13.7: Hours volunteered over time by V4W



In addition to reviewing the number of individuals volunteering their time and number of hours that they volunteer throughout the year, we also measure how frequently they volunteer. We use the HACT Wellbeing Valuation model to determine the value of improved wellbeing as a result of regular engagement.

Figure 3.13.8: Frequency of volunteers over time through V4W



Case study: V4W Volunteering for Wythenshawe

Wythenshawe Park

The Human Resources team completed a team challenge in Wythenshawe Park. They worked together; planting, weeding and digging the beds in the walled gardens for the community to enjoy. Over 30 hours was volunteered in just one day.

The challenge was organised in partnership with Real Food Wythenshawe. Team challenges are a great way to bring a team together and get involved in something different.

The new housing trainees visited the walled garden at Wythenshawe Park and took on the challenge of digging, planting and putting together a poly tunnel. Everybody really enjoyed the day, it was a great opportunity for the team to get to know each other a little better and learn about different initiatives. The sun was shining and the team spirit shone through to.

World Book Week

27 colleagues from across the business read to over 600 local children from 8 primary schools, volunteering 70 hours in just one week. This level of commitment to the younger generation of Wythenshawe is heavily appreciated in the community.

"Really enjoyed it, especially the year 3 children they were really enthusiastic in explaining the story even before we got to the correct page."

"I read with 16 children in total. It was a wonderful experience and so heartening to see the level of enthusiasm for reading among the young people. All the children I read with were polite and eager to share their books with the group, with even the shier members contributing and joining in the discussions. I would certainly volunteer again for this sort of activity and I thought the children of Button Lane were a credit to themselves and the school."

Benchill Primary School

The Roofing team took part in the "What's my Job?" event, at Benchill Primary School in partnership with BW3: Business working with Wythenshawe.

The team, really showed their passion for making a difference and inspiring younger children with this opportunity, they built their own prototype of a roof, and really engaged with the children, teaching them key skills about roofing.

After the event, the team received fantastic feedback from the school, saying how amazing they were and how much effort they had put in, the children voted them the best pitch!

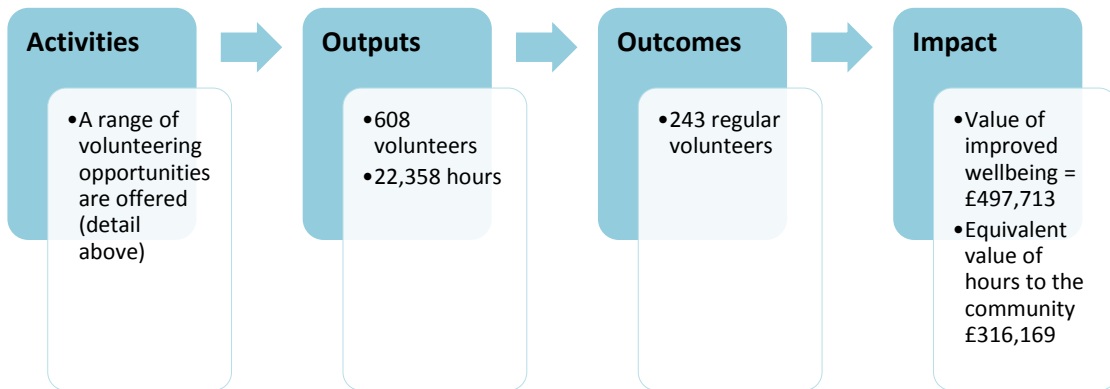
Bulb planting

The volunteering team organised a mass bulb planting challenge in the last week of October:

- 8,000 bulbs planted across 6 sites
- 37 colleagues volunteered 80 hours volunteered over 3 days

Group-wide volunteering

Figure 3.13.9: Theory of Change for Volunteering



In addition to the specific volunteering programmes of Real Neighbours Timebanking; for local residents, and V4W; for WCHG colleagues, we encourage people to give their time to support a range of services that benefit the local community. This section of the report brings together information from other sections of the report to show the breadth of voluntary engagement across Wythenshawe.

Figure 3.13.10: Social Value detail for Group-wide volunteering

Service	Number of volunteers	Regularly volunteering for the first time	Continuing to regularly volunteer	Hours volunteered
Real Neighbours	91 (44) ↑	8 (17) ↓	24 (17) ↑	12,156 (10,452) ↑
Real Food	143 (107) ↑	35 (26) ↑	21 (29) ↓	3,908 (4,025) ↓
Resident Involvement	143 (67) ↑	10 (22) ↓	37 (21) ↑	1,249 (2,875) ↓
Youth	51 (22) ↑	22 (16) ↑	10 (2) ↑	2,245 (1,838) ↑
MU Foundation	23 (42) ↓	11 (8) ↑	7 (3) ↑	922 (895) ↑
Benchill CC	11 (16) ↓	1 (6) ↓	6 (5) ↑	370 (721) ↓
Lifestyle Centre	24 (7) ↑	17 (7) ↑	7 (0) ↑	569 (204) ↑
WOW Zone	1 (4) ↓	1 (0) ↑	0 (0) →	12 (0) ↑
V4W	121 (86) ↑	19 (17) ↑	7 (11) ↓	929 (568) ↑
TOTAL	608 (395) ↑	124 (119) ↑	119 (88) ↑	22,358 (21,577) ↑
SOCIAL VALUE		£321,284 ↑	£176,429 ↑	£316,169 ↑

Figure 3.13.11: Hours volunteered by service over time

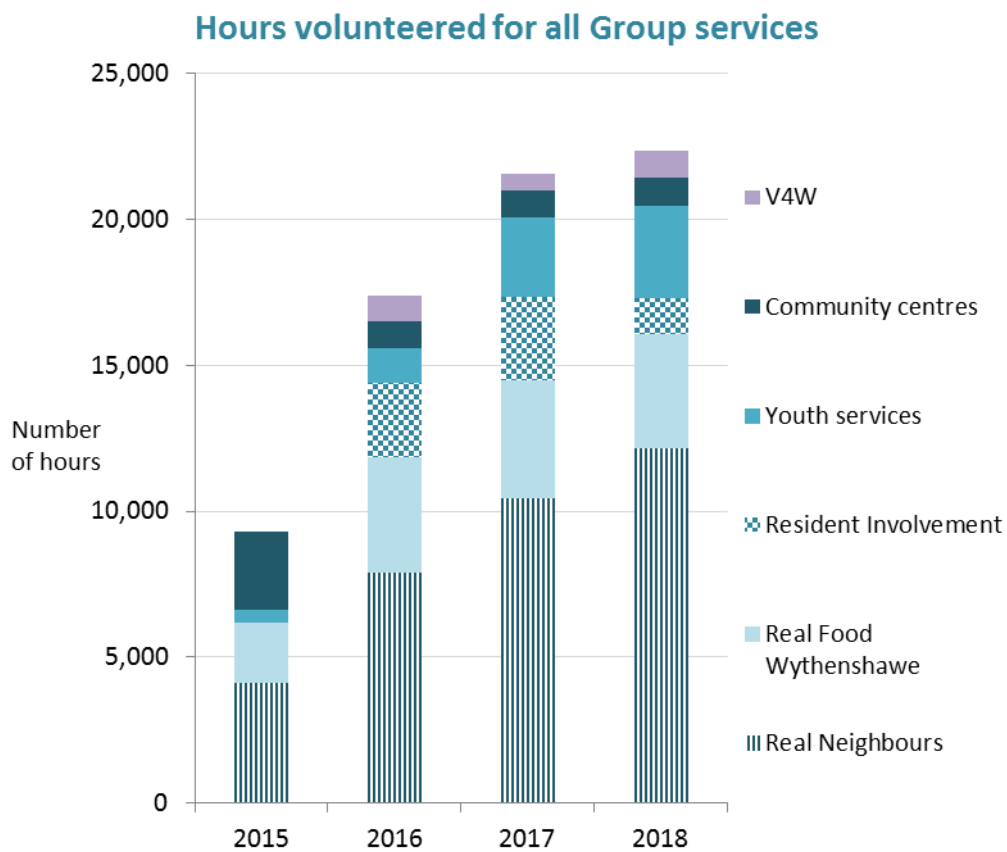


Figure 3.13.12: Number of volunteers by service over time

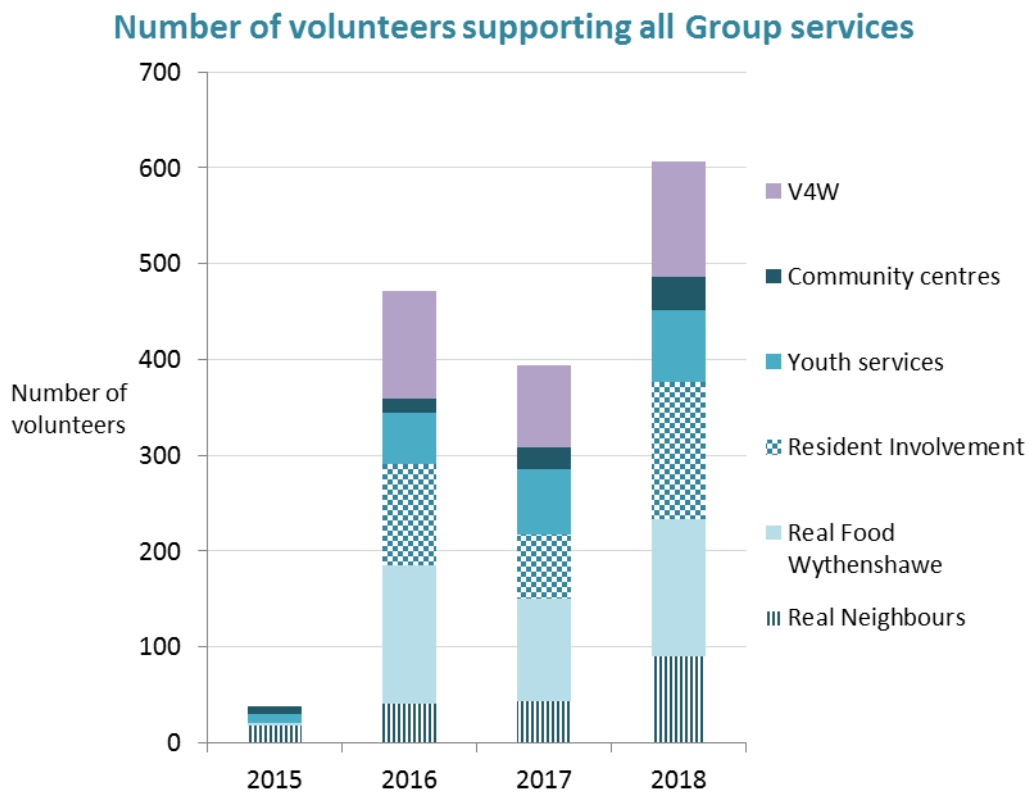
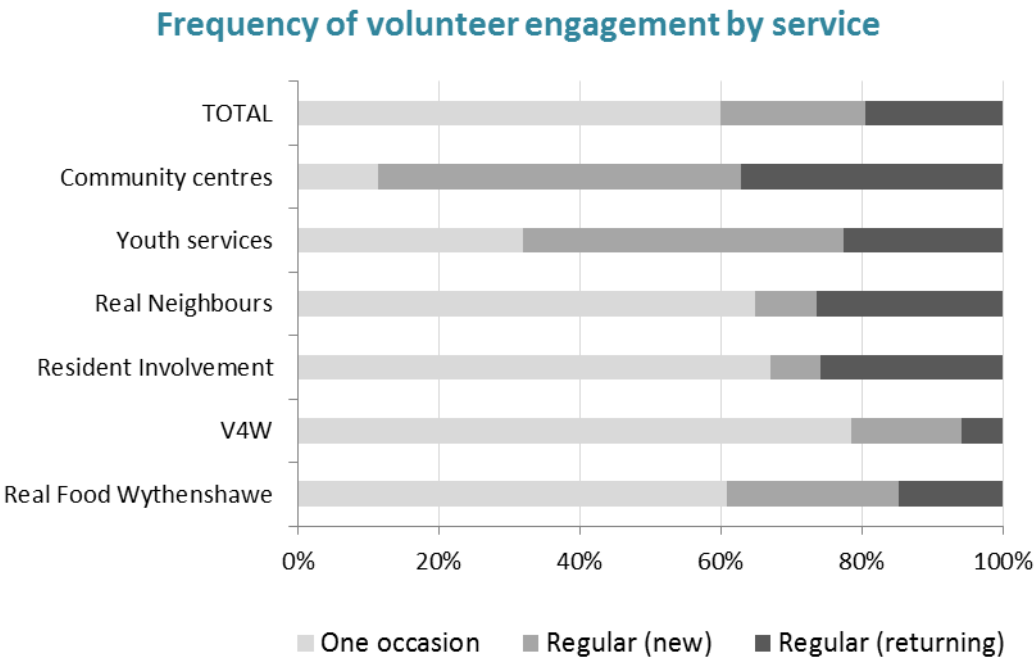


Figure 3.13.13: Frequency of volunteer engagement by service 2017/18



3.14 Resident involvement

RESIDENT INVOLVEMENT

Tenants and residents are involved in a range of activities in the community and in terms of the governance of WCHG.

We measure the impact of the time volunteered on both the wellbeing of the individual and the wider community.

143 individuals volunteered their time

1,249 hours were volunteered

91 individuals were actively involved in tenant and resident groups

Winner of the Northern Region 2018 TPAS Award
 The Group's Resident Involvement Team won the award for 'Best practice in customer involvement'.
 The Service Review Group, made up of Wythenshawe tenants, won the award for 'Best practice in resident scrutiny'.

Figure 3.14.1: Theory of Change for Resident Involvement

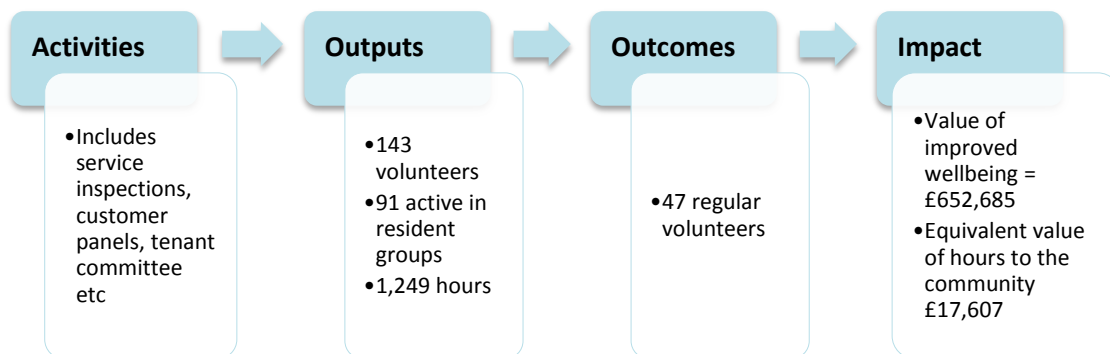


Figure 3.14.2: Social Value detail for Resident Involvement

Service	Total volunteers	Regular volunteers	Actively involved in residents group	Hours volunteered
Volunteering	143 (67) ↑	47 (43) ↑	91 (85) ↑	1,249 (2,875) ↓
SOCIAL VALUE		£66,190 ↑	£586,495 ↑	£17,607 ↓

Case study:

The **Great Get Together** was a national initiative set up in memory of the late Jo Cox MP who was tragically murdered. Jo Cox had firm beliefs that communities should embrace all people from all walks of life. The purpose of the Great Get Together was to celebrate communities by people coming together and getting to know each other a little bit more than they currently do.

Eleven events took place across Wythenshawe. Whether it was a tea party, coffee morning or even a full scale party, Wythenshawe's response to the Great Get Together was an amazing example of communities coming together in celebration. Well over 1,000 people were in attendance at these events so overall the weekend was a huge success.

Chagos Islanders

The Resident Involvement Team and Mike Kane MP's office have been working with an emerging community in Wythenshawe, the "Chagos Islanders". These are a group of residents, living in our properties that are involved in helping residents native to Chagos or from Chagossian decent, settle in the UK and access housing, and other services to help them resettle. We believe there are over 200 Chagossian residents in our properties.

The Chagos Islanders Archipelago Community Group was established following an engagement event attended by 100 residents from the community to enable them to apply for funding and deliver community projects. The committee are now working on an action plan to help deliver better access to housing, employment and training, as well as other issues specifically relating to the Chagossian cause.

3.15 Village 135

VILLAGE 135

Village 135 is a development of 135 apartments complete with 24-hour on-site Extra Care to support residents' existing and future needs.

The development consists of four multi storey apartment blocks including communal areas and a central community hub facility with a Bistro, Salon and Spa/ therapy room.

The scheme opened in March 2017.



The proportion of respondents recording a 'high wellbeing' score increased from 39% to 52%

The proportion of respondents recording a 'low wellbeing' score decreased from 18% to 10%

2018 Awards

Winner: Pinder healthcare design awards for 'Best independent living scheme'
Shortlisted: 2 x RICS awards for 'Residential' and 'Community benefit' categories

To understand how moving into Village 135 impacted the wellbeing of the residents we carried out a survey in the initial assessment with the residents and then repeated the survey a few months later.

To date we've carried out both the initial and follow up surveys with 61 residents. All the analysis is based on these 61 residents.

The majority of the initial assessments were carried out between 2 and 10 months after they had moved in, so the residents were asked to think back to before they moved in and answer the questions on that basis.

The survey consisted of 19 questions; 14 questions from the recognised WEMWBS model⁴ with an additional 5 questions bespoke to living in Village 135. The WEMWBS model is widely recognised in the UK and particularly used by the health sector to measure wellbeing.

57 residents (of the 61 surveyed) reported a positive change in at least one outcome

⁴ <https://warwick.ac.uk/fac/sci/med/research/platform/wemwbs/>

Outcomes

Change in wellbeing following moving in to Village 135:

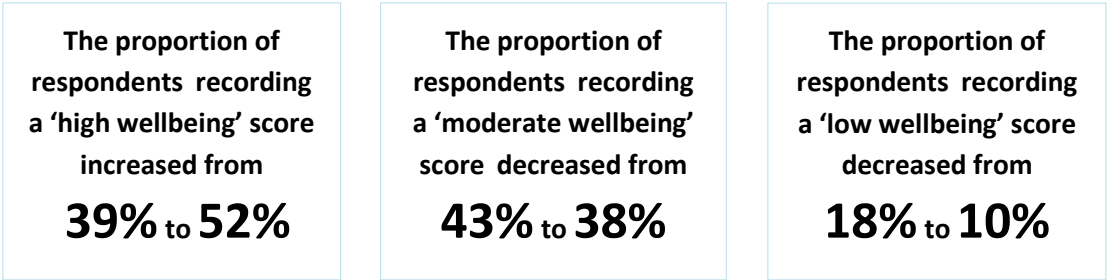
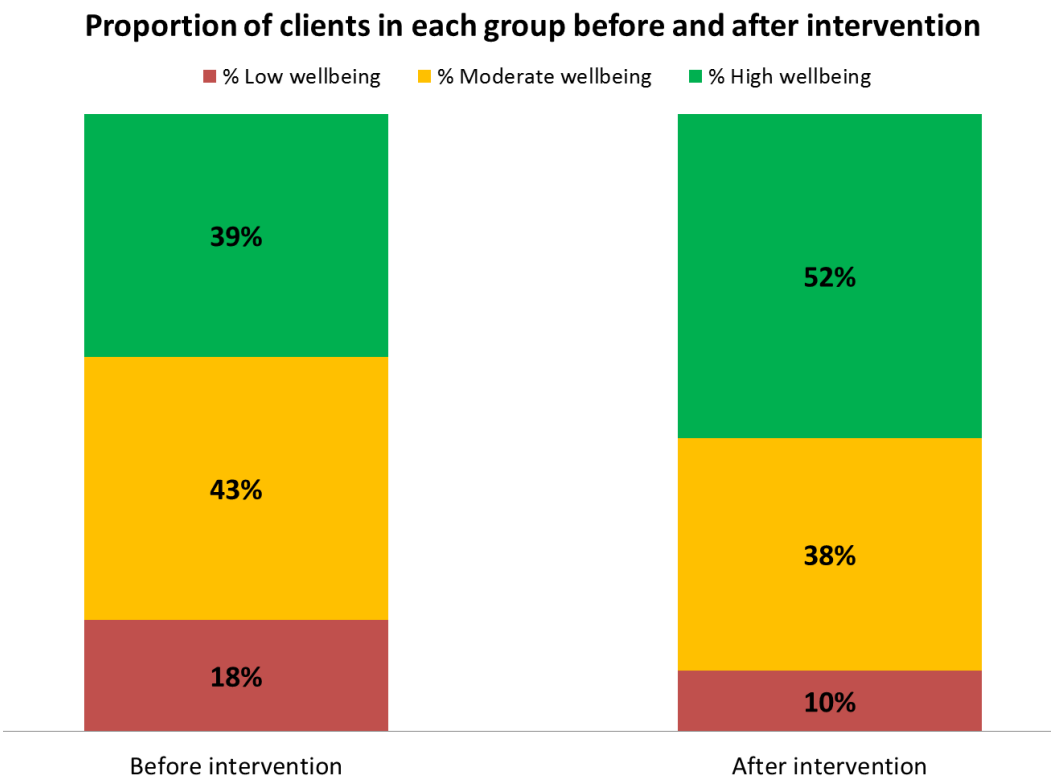


Figure 3.16.1: Change in wellbeing after intervention



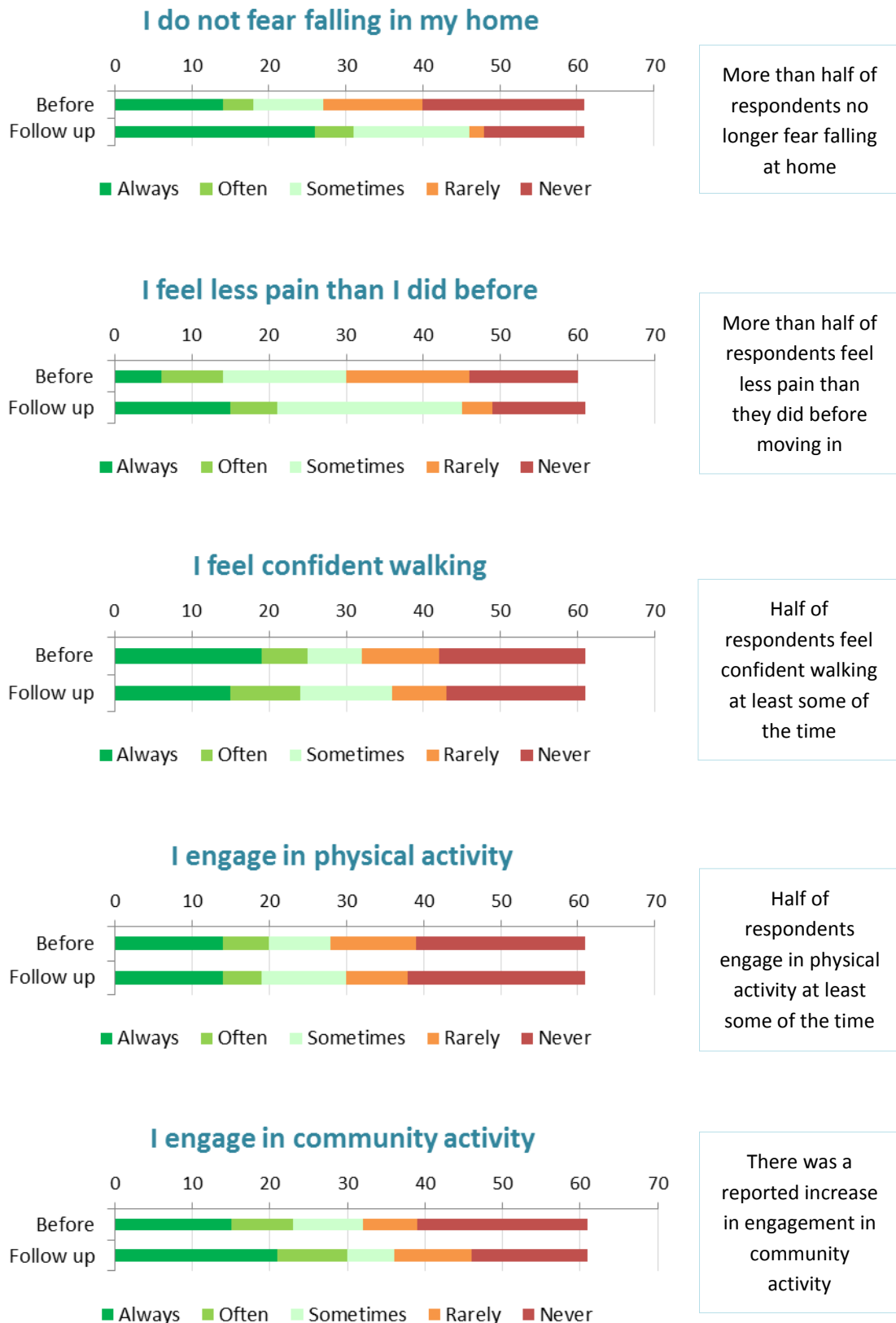
The mean score of residents surveyed before moving in was 51.5, and after was 56; representing a statistically significant positive change in line with the WEMWBS model.

The outcome with the largest positive change in the mean score was 'I've been feeling interested in other people'.

Analysis of additional bespoke questions

In addition to the WEMWBS analysis we asked a further 5 questions specific to Village 135.

Figure 3.16.2: Change in wellbeing by outcome



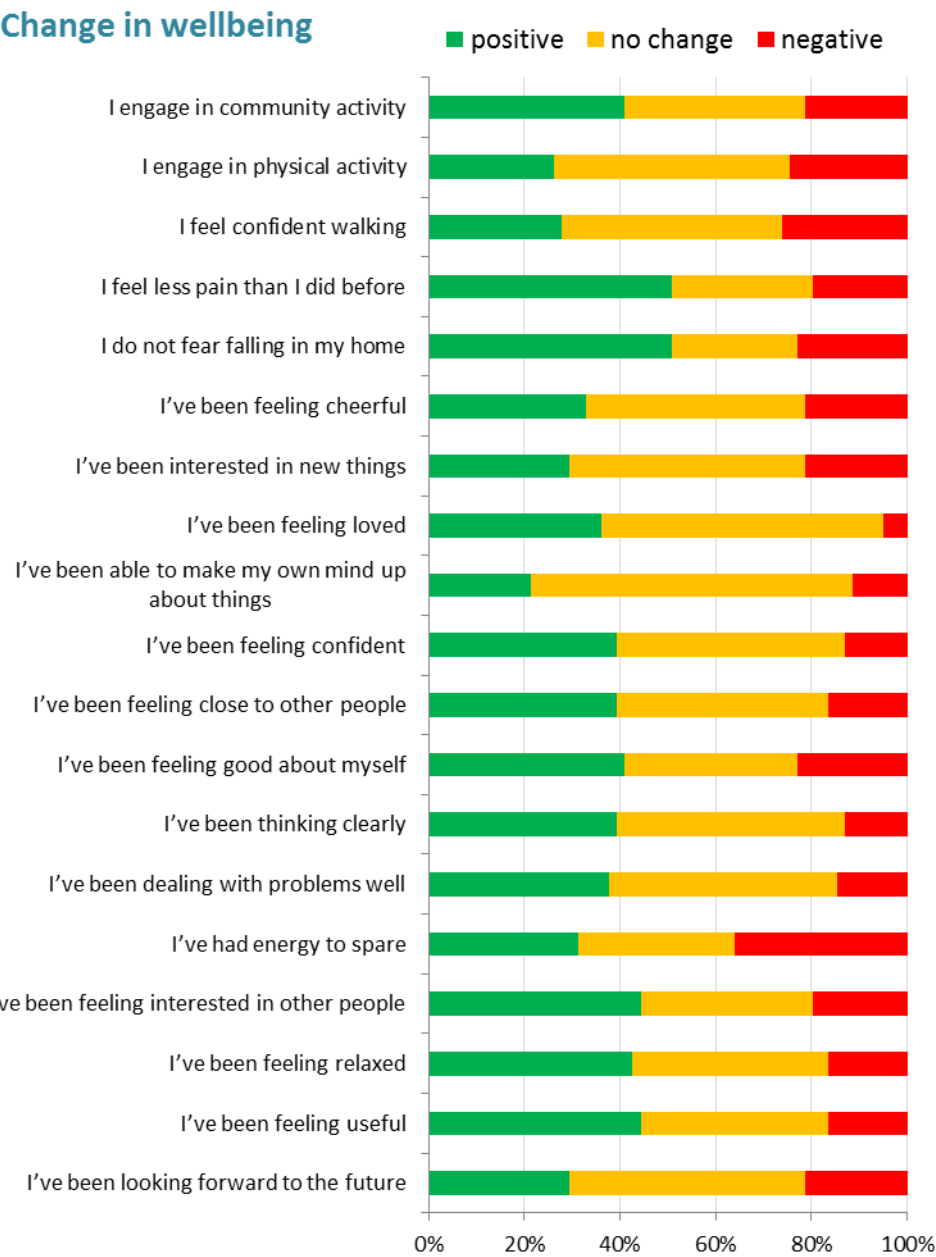
The emphasis for the first year was to establish the community. A committee has been formed to help manage the scheme from a tenant perspective, acting on behalf of all residents at the Village, and liaising with management on local services and the local environment.

25 residents (41%) are engaging in more community activity

The group is also applying for funding to extend the social activities on offer and is working with Real Food Wythenshawe to develop an orchard within the grounds. Activities currently include an art club, a sewing club, card making and quiz afternoons. Physical activities include tai chi and keep fit. There was no reported change in how much people were participating in physical activity; this may improve as more activities are offered.

18 residents (30%) are interested in new things

Figure 3.16.3: Change in wellbeing for Village 135 residents



321 anti-social behaviour
cases resulted in a positive
outcome

WCHG colleagues raised
£1,000 for SafeSpots

**Crime & anti-
social behaviour**

127 tenants felt better able
to manage their tenancy

77 tenants felt that the
support had a positive impact
on their wellbeing

**One to one
support**

Safe and attractive environment

Environment

16,000 garden
maintenance visits

16.5 million
square metres of
grass cut

344 colleagues trained
in carbon literacy

1,434 incidents of
fly tipping cleared

169 hours
supporting community
clean ups and tree
planting

3.16 Community Safety



COMMUNITY SAFETY

The social value is based on the improvement to an individual's wellbeing from the anti-social behaviour (ASB) case management service.

Early intervention has a significant impact on the level and frequency of ASB.

Activities include: targeting persistent offenders, taking appropriate enforcement action, and promoting diversionary activities in areas reporting a high number of incidents.

321 cases resulted in
a positive outcome

CASE MANAGEMENT

All calls relating to ASB are recorded on a case management system. The details are assessed and directed to the relevant colleague to take relevant action to resolve the issue.

Following closure of the case a telephone survey is conducted with the complainant to evaluate their satisfaction. 482 (688) cases were closed during the reporting period.

WCHG colleagues raised £1000 for
Wythenshawe SafeSpots in 2017
through our dress down days

Figure 3.17.1: Theory of Change for Wellbeing (community safety)

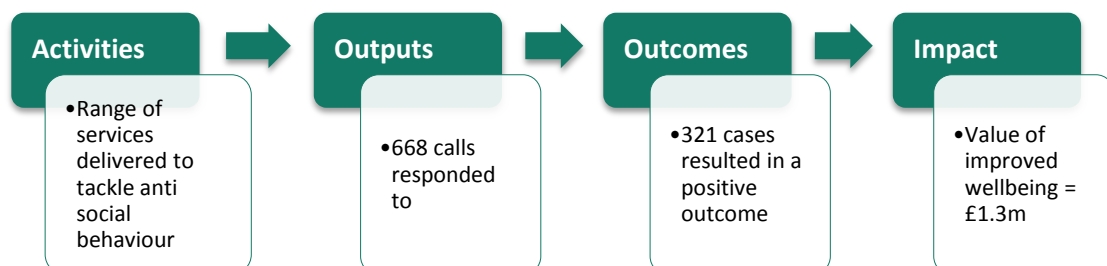


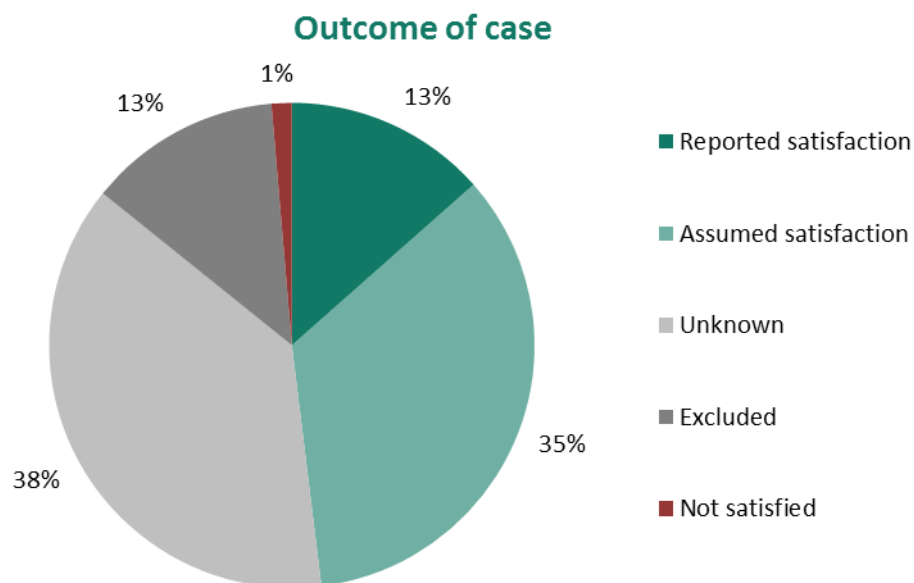
Figure 3.17.2: Social Value detail for Wellbeing (community safety)

Service	People reporting a positive outcome
ASB case management	321
SOCIAL VALUE (HACT)	£1,376,368

At the point of closing a case a telephone survey is conducted with the complainant to gauge satisfaction with the outcome. Of 668 (461) cases closed during the year, 90 (114) resulted in reported satisfaction and 9 (3) in reported dissatisfaction. This represents 15% (25%) of the cases closed during the year.

To find further evidence of the outcome of the remaining cases we have completed the following analysis on data from this year and the previous year to show like for like comparison.

Cases resulting in a positive outcome	Cases
Have evidence of reported satisfaction	90 (114)
Assumed satisfaction: low level complaint	89 (38)
Assumed satisfaction: domestic abuse	129 (94)
Assumed satisfaction: reported by Greater Manchester Police (GMP)	13 (5)
Cases resulting in a positive outcome	321 (251) 48 % / 54%



In the following cases we have assumed a satisfactory outcome:

- Low level complaint e.g. litter. Follow up calls are not made so we don't have evidence of satisfaction. Where these cases are opened and closed within 14 days, we have made the assumption that they resulted in a satisfactory outcome.
- Domestic abuse. In many cases relating to domestic abuse it isn't appropriate or possible to make a follow up call. If a case resulted in works being carried out on the property we have made the assumption that these cases result in a satisfactory outcome.

- Reported to us by GMP. These cases are only closed once they are resolved, so we have made the assumption that these cases result in a satisfactory outcome.

Cases not resulting in a positive outcome		Cases
Not satisfied	Cases where we have evidence from the complainant of reported dissatisfaction	9 (3)
Excluded	Where we have multiple cases registered by the same complainant we have only reported or assumed satisfaction once per complainant to avoid double counting of improved wellbeing for the same individual.	27 (23)
Excluded	We have been unable to evidence/ assume satisfaction where the complainant was anonymous as this could result in reporting improved wellbeing of the same individuals on multiple occasions.	59 (17)
Unknown	Cases where we have don't enough evidence available to prove or assume satisfaction with the outcome	252 (348)

Where we have evidence or made an assumption that a case has resulted in a satisfactory outcome, it has been counted as an anti-social behaviour outcome from the HACT 'local environment' survey. A total of 321 (251) cases resulted in a positive outcome being reported.

As with previous years, the total value was reduced by 25% to take into account that we hadn't fully measured this in line with HACT guidance (the survey didn't use the exact questions provided by HACT).

Pre-surveys have not been conducted in this area because there is no way of knowing who will report a complaint in advance. We have made the assumption that reporting a complaint is sufficient justification that the issue is causing a high degree of distress to the complainant.

Customer satisfaction = 77% (85%) /416 (294) of cases that we have satisfaction data for; 48% (54%) of all closed cases.

Case study:

News from the courts

- The ASB team has successfully secured a two year suspended possession order and an injunction with a power of arrest against a tenant who threatened his neighbours.
- The team has also been successful in obtaining a possession order against a tenant living in the Northern Moor area for drug related crimes. The tenant is currently in prison and has since handed in the keys to the property rather than face eviction.
- Injunctions have also been secured against a tenant and her sibling following complaints of drug taking and dealing at the property in Birch Tree Court. The tenant is vulnerable and an exclusion order has been secured against the sibling, banning her from entering the property.

- Joint work with GMP has led to the discovery of a cannabis farm at a property on Topfield Road. The tenant has been arrested and an application for possession has been made to the court.

Putting residents back in control

The Community Safety team dealt with an increase in criminal activity, drug related incidents and the exploitation of vulnerable residents, including financial abuse and “cuckooing”. Cuckooing is a slang term given to the illegal practice where a resident, usually vulnerable, is taken advantage of by criminals who use their flat for illegal and/ or anti-social purposes e.g. growing cannabis or using the property as a base to use alcohol or drugs.

Two days of action were held at Brookway Court in Bideford in conjunction with Greater Manchester Police. All tenants were given new security access fobs and all old fobs registered at the block were switched off to improve control of access to the building. Residents were consulted on local priorities, block security, crime and anti-social behaviour.

Crucial Crew 2017

Assure24 team members delivered workshops to over 600 pupils from seven schools. The events were held at South Manchester College and included schools from Chorlton, Withington, Newall Green and Wythenshawe. The theme was anti-social behaviour and the possible consequences of actions. There was great interaction from both staff and pupils generating lots of discussion amongst the young people.

WCHG continues to support neighbourhood initiatives to improve the street scene and appearance of Wythenshawe.

- Skips provided to support clear up days.
- Clearing out longstanding landlocked areas where rubbish has accumulated and reinstating gardens to their original boundary.
- Clearing overgrown gardens to provide some elderly residents with outside space.
- Installing parking bays to improve parking for local residents.
- Supporting residents with new recycling areas and providing relevant education and signage to reduce the carbon footprint.

3.17 Tenancy Support

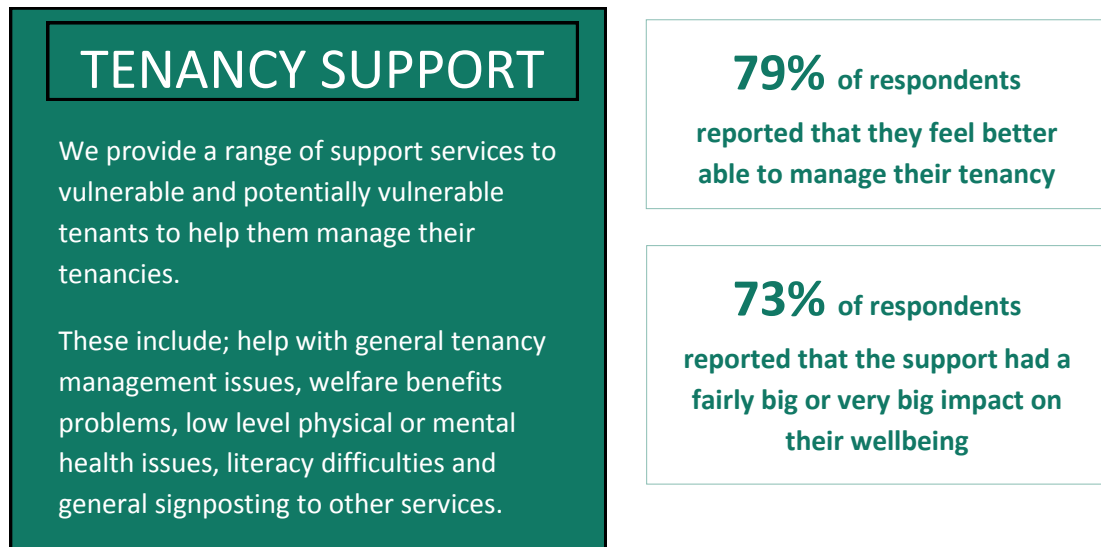


Figure 3.18.1: Theory of Change for Tenancy Support

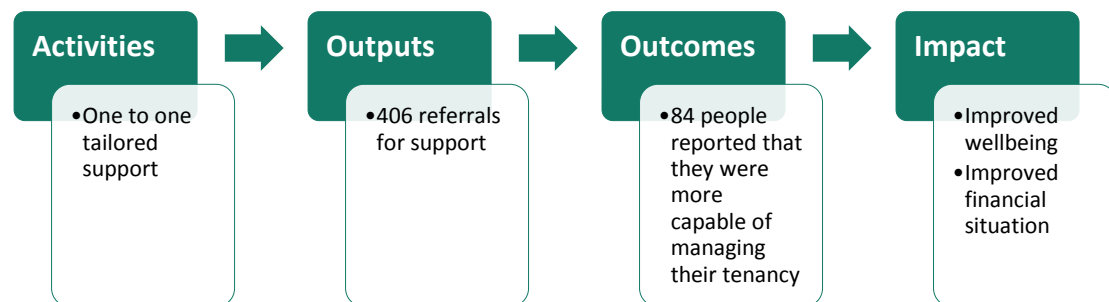


Figure 3.18.2: Social Value detail for Tenancy Support

Outcomes	People reporting a positive outcome
More capable of managing their tenancy	84
Feel that the support has had an impact on their wellbeing	77

Once the tenant and WCHG colleague agree that no further support is required the case is closed and the tenant is asked two questions to measure the social value of the service.

Surveys were sent to 263 tenants who had received support, responses were received from 106 individuals.

Figure 3.18.3: Do you feel more capable of managing your tenancy since receiving support?

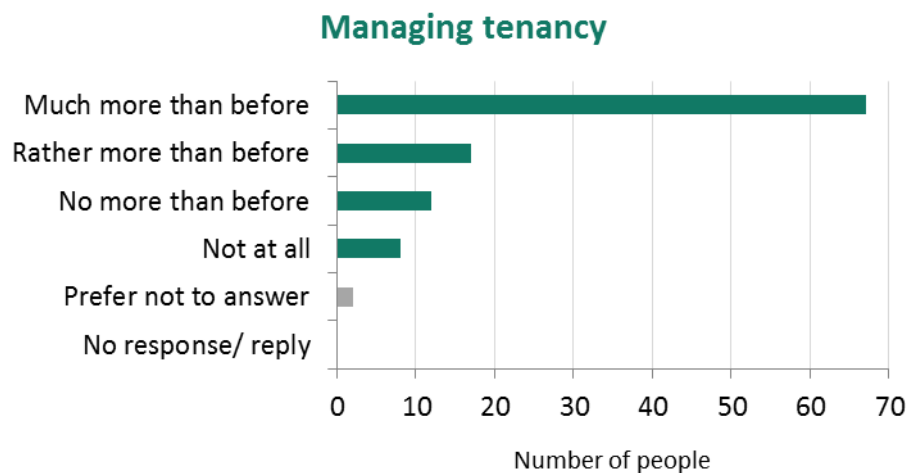
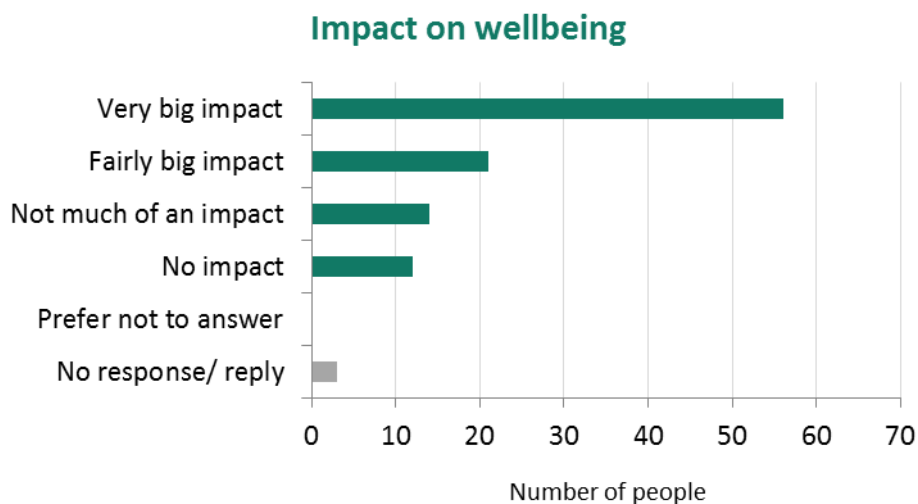


Figure 3.18.4: What impact has the support had on your wellbeing?



"L has helped me so much, I felt depressed and down and a bad mum but after seeing her I'm a much better person. She helped me with routines and just general chat and much more, with her help I am now having a job interview which I would never have been able to apply for as my confidence was so low. My house hold is a much calmer and happier home and I know if I ever need help again she will be there."

"Tenancy Support have been great I am a lot less stressed now, and I'm finding it easier to live my life, and I know if I need help I can call them."

Benefits and grants to the value of £285,000 were claimed on behalf of customers. In addition £123,500 rental income was generated as a result of the service.

WCHG has taken steps to reduce the environmental impact of this service:

- Introduction of Dynamics has reduced the need for paper as Co-ordinators use lpad's to carry out needs assessments.
- Where tenants are supported with furniture and/or white goods etc we purchase from the Tree of Life Centre in the first instance so goods are reused rather than by buying new. Likewise where tenants need to declutter, we donate goods to the Tree of Life Centre rather than straight to refuse.

Case study:

Mr Y was referred to tenancy support by a colleague as he had no gas supply in the property and there were issues with damp and mould. Following completion of an initial assessment, additional support needs were identified as he was struggling financially due to low income and a gambling addiction.

We arranged for remedial damp works to be carried out and for his gas supply to be reconnected. We also referred him for counselling for his addiction, and referred him for a concessionary decorating service. We assisted him with a claim for attendance allowance and he excluded himself from his local bookies and attended counselling. The claim for attendance allowance was successful and he is now in a better financial position. He is delighted with the outcome and told us that we gave him the will to live when he thought nobody cared.

Mr D lives alone in a 3-bedroom house and was referred to us by a community stroke nurse, as he had a lot of health issues which limited his mobility and put him at risk of falls. He couldn't manage his personal care needs or the stairs in his property, but didn't want home care support. He needed to be rehoused in accommodation adapted to his mobility needs.

We referred him to social care for an assessment of housing need and the provision of equipment to aid his mobility. We liaised with Age UK to ensure he was receiving his full benefits entitlement. We registered him with Manchester Move and completed a Village 135 application with him. Following regular liaison with the Village 135 staff, Mr D and his family, he was offered suitable accommodation. He and his family are delighted with the outcome as he will continue to live independently, but will have support on site if he needs it.

3.18 Property & Welfare

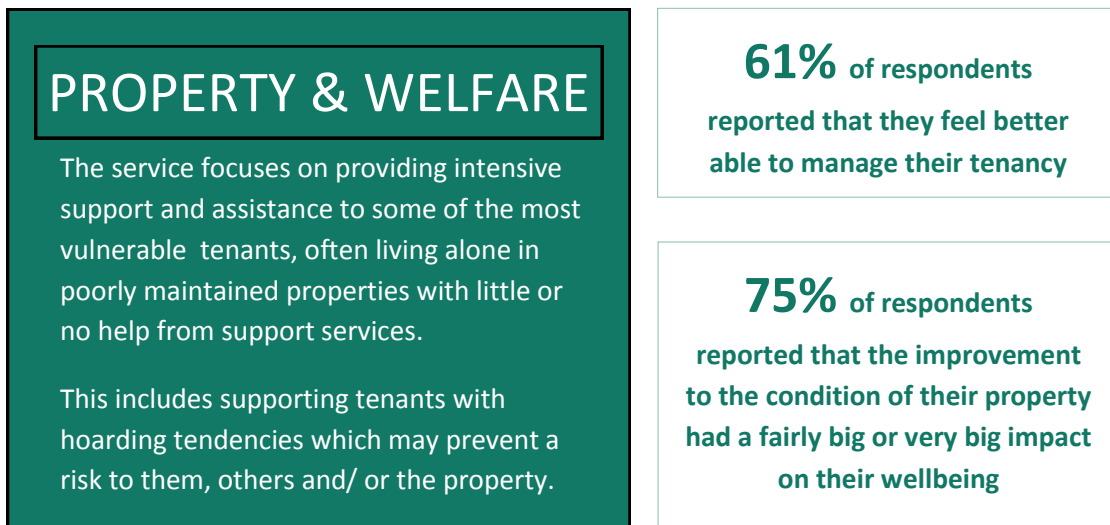
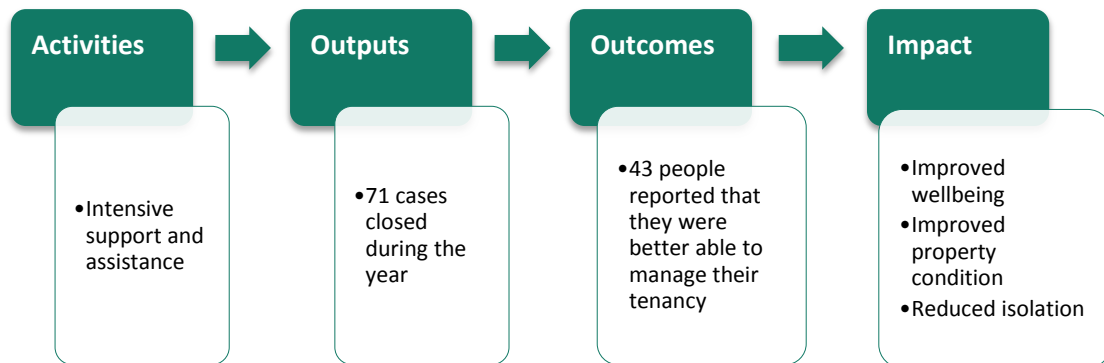


Figure 3.19.1: Theory of Change for Property and Welfare



Once a tenant has been referred to the service a member of the team will visit to determine what support is suitable. The team works alongside a number of key support services including adult social services, community mental health teams, drug and alcohol services, the early help hub and the fire service.

In terms of the property, a tenancy audit is carried out which involves assessing the condition of the property on a scale from 0-4. If the assessment score is 2, 3 or 4 then action is taken to make the required improvements. The team member and support services work with the tenants to help them make required changes to their lifestyle and to improve the property condition where required.

Cases are only closed when an assessment of the property has been carried out which results in a score of 0 or 1. At this point, we contact the tenant to ask them two questions to measure the social value of the service.

"I was nervous and panicked about the visit but it spurred me on and the motivation gave me a boost to clear my clutter. Now me and kids are in a routine and they clean their own rooms now. I needed someone from outside the family to tell me how bad it had become."

Figure 3.19.2: Social Value detail for Property and Welfare

Outcome	People reporting a positive outcome
More capable of managing their tenancy	43
Feel that the improvement to their property has had an impact on their wellbeing	53

Figure 3.19.3: Do you feel more capable of managing your tenancy since receiving support?

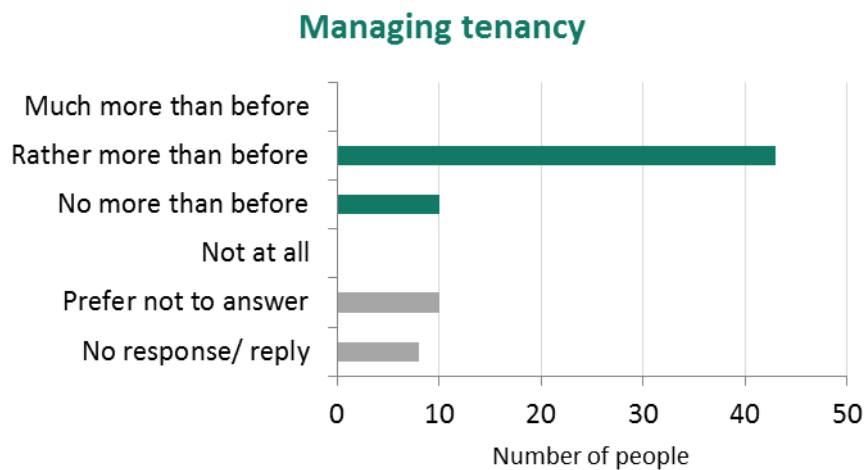
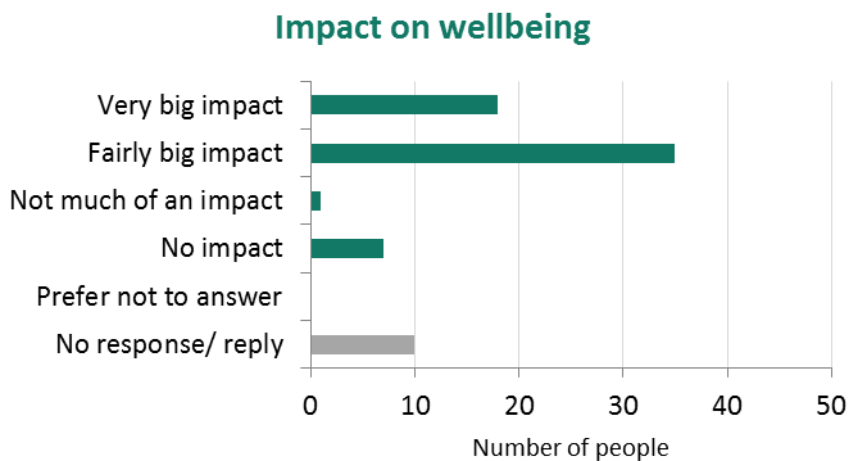


Figure 3.19.4: What impact has the improvement to the condition of your property had on your wellbeing?



Family bereavement can be a trigger for hoarding and poor property condition with a number of tenants who succeeded a tenancy saying they found it extremely difficult to cope on their own. Single adults with a mental health condition and drug or alcohol problems are more likely to require additional support due to the current lack of provision from statutory services.

We are committed to providing a consistent approach to dealing with property condition and hoarding issues and as such place a great emphasis on support and intervention to enable tenants to manage their tenancies.

"Although I was worried about the visit, I was pleased in the end as you gave me the motivation and tools to sort out my hoard. Now my home is dust free and I can move around in it so much better than before. Even my Occupational Therapist and CPN have noticed that my mental health has improved."

"thank you for showing me the right way to clean my house , I feel more relaxed at home now"

WCHG has taken steps to reduce the environmental impact of this service:

- Introduction of Dynamics has meant that the Co-ordinators now use I pads to carry out needs assessments which has hugely reduced paper usage.
- Where possible tenants' possessions are given to charity shops, including Tree of Life Centre, before disposing of to landfill.

Case study:

The tenant had succeeded his parents' tenancy eleven years ago and hadn't cleared any of their belongings. He wasn't able to use two bedrooms and the third was cluttered with only room for a single bed. The living and dining areas couldn't be used for their intended purpose. The tenant was provided with four skips and he slowly cleared the property. An electrical inspection then took place and the property was rewired. The tenant has maintained his property ever since.

The living room of the family home couldn't be used for its purpose as there was paperwork, clothes, shoes and toys accumulated everywhere. The bedrooms were all dirty with dirty bedding, floors and walls. There wasn't any disrepair but the tenants had carried out their own repairs as they believed that as they had rent arrears they couldn't have any. A cleaning kit and a skip was provided and the family all worked together to clear and clean the property. They had four visits and the property is now maintained as they were able to decorate once they had cleaned the property. The property remains in a good and clean decorative condition.

The tenant lives in a one bedroom flat. The bedroom was completely inaccessible; the tenant slept in an upright position on the sofa as this was the only space available due to the amount of clutter.

The tenant agreed to work with us to declutter the property, with 28 bin liners of shoes being removed on the first visit. The tenant continued to receive support with fortnightly visits to collect further belongings. The bedroom is now clear enough to be used. The tenant continues to maintain their tenancy and hasn't required any further assistance.

3.19 Environmental Services

TREES

20% of Manchester is classed as being tree-covered¹, compared to a national average of 9% in towns and cities.

We are custodians of 14,000 trees and have responsibility for looking after them for future generations.

The services were delivered in partnership with Manchester City Council

In order to maintain and improve the local environment we invest in a range of environmental services. We offer services to tenants who are unable to look after their gardens and maintain communal gardens throughout the year. When a tenant moves out we visit the property and do any required work to ensure the garden is ready for the tenant moving in.

We work in partnership with Manchester City Council to maintain grass, hedges and trees on road verges and in public spaces:

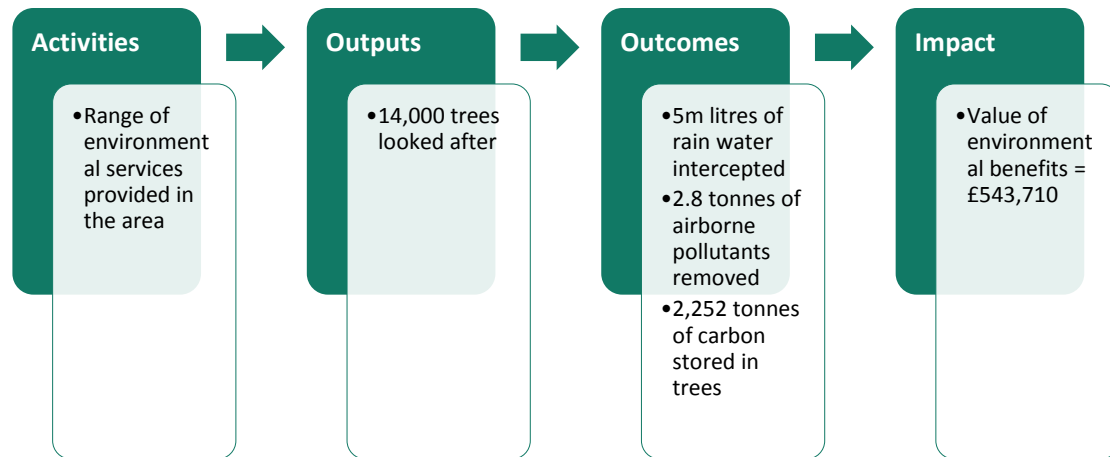
- nearly 16,000 garden maintenance visits
- carried out work to 449 void gardens
- cut 16,500,000 square metres of grass
- carried out maintenance work to 1,579 trees

In addition to gardening services we also work to maintain an attractive environment:

- 6,504 cleaning visits to communal areas
- street cleansing team collected 14,844 bags of waste
- carried out 463 waste removal jobs, collecting 140 tonnes of waste
- 169 hours of community clean ups, tree planting and supporting local groups



Figure 3.20.1: Theory of Change for Environmental Services for trees



Value of trees

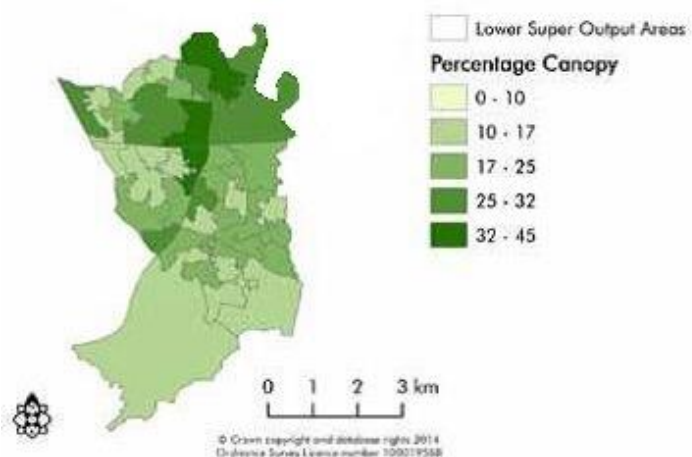
We have used the i-Tree Eco research used by Natural Resources Wales in partnership with Bridgend County Borough Council and local authority partners in the Tawe catchment to measure the contribution of trees in the local area⁵.

Figure 3.20.2: Social Value detail for Environmental Services for trees

Outcome	Quantity	Social Value
Rainfall interception by urban trees	5,426,804 litres of water	£7,186 saving in sewage charges
Air pollution removal by urban trees	2.8 tonnes of airborne pollutants	£15,025 saving to the NHS
Carbon storage and annual sequestration	73 tonnes removed each year	£16,344
	2,252 tonnes stored	£505,155
TOTAL		£543,710

Figure 3.20.3: Tree canopy cover across Wythenshawe

The 'value' of our tree stock is £38,536, however to replace the stock would cost £21,678,351.



⁵ <http://naturalresources.wales/about-us/news-and-events/news-releases/wales-continues-to-lead-the-way-in-uk-on-revealing-the-immense-benefits-of-urban-trees/?lang=en>

Case study:

Task Force to tackle litter

The Group is helping to deliver the Keep Manchester Tidy Campaign; part of the wider Keep Britain Tidy campaign that has been running for 60 years. Each partner will agree what their individual engagement with the campaign will be. A key aim of the campaign is to change the culture towards littering across the city, including targeting schools through activities.

Dealing with the Beast from the East

Snow, ice and high winds make working on roofs and carrying out grounds maintenance even more challenging than usual. So when the Beast from the East brought us the extreme weather conditions at the end of February, colleagues supported the Group's response to support our most vulnerable tenants by carrying out welfare visits.

Working across the weekend, colleagues visited over 100 of our most vulnerable tenants and made phone calls to a further 400 to check on their welfare. Food and warm clothing were issued to residents, and financial support by way of topping up electricity and gas ensured tenants remained warm. Teams also spent 480 hours in February and 480 hours by mid March spreading 30 tonnes of grit salt.

The gas team also experienced record breaking days. On the 28th February they had 40 gas emergencies; a record number for one day. This record was short lived though, as on 1st March they received 123 gas emergencies. The whole team put in the extra effort to get to all the breakdowns with colleagues coming into work on rest days and working longer hours so that no-one was left without heating in the extreme cold.

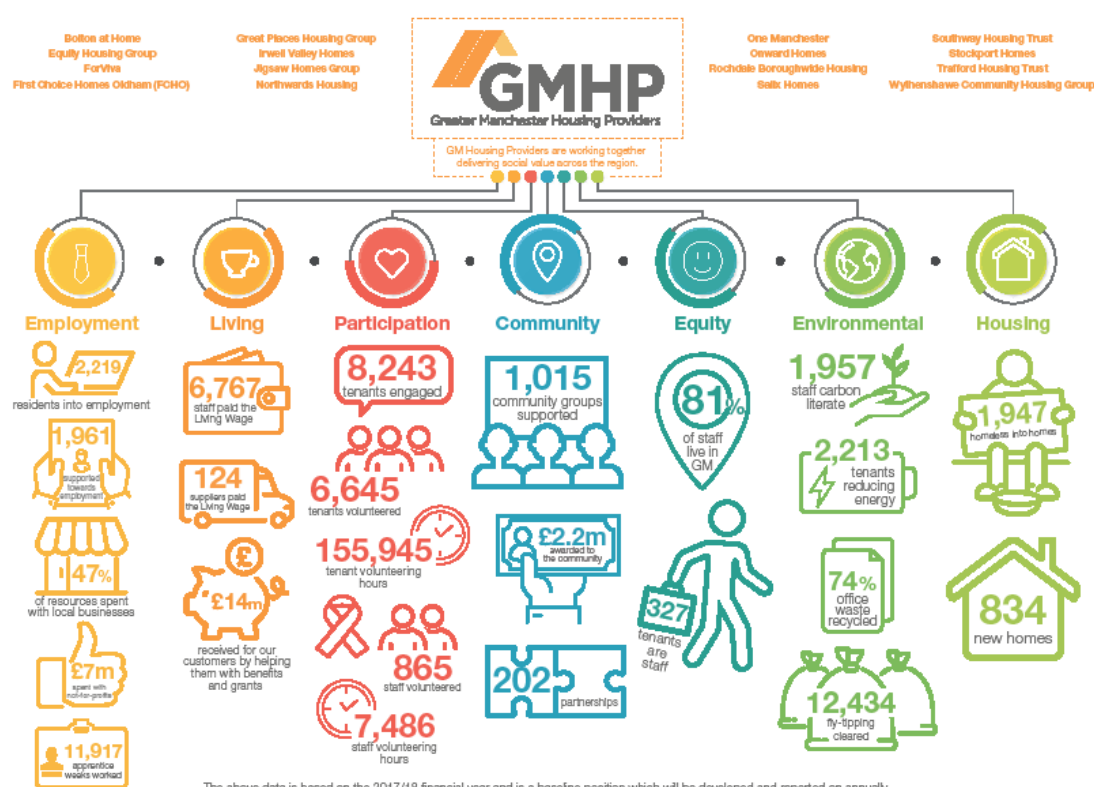
4 Greater Manchester Housing Providers

We work alongside social housing providers in Greater Manchester to maximise our impact on local communities.



The infographic below shows the outcomes achieved by the Greater Manchester Housing Providers in 2017/18.

Figure 4.1: GMHP outcome report



5 Methodology

We have continued to use a combination of the measurement tools used in previous years, but continue to move towards an increased emphasis on reporting on outputs and outcomes and a reduced emphasis on financial values.

HACT Wellbeing Valuation model

We use the HACT Wellbeing Valuation approach⁶ to measure the benefits to local residents of our services. The model is designed to help housing providers understand and value the impact of their activities on residents and is aimed at assessing the difference that a housing provider makes to their residents' lives by investing in the community.

Title: Community investment and homelessness values from the Social Value Bank

Authors: HACT and Simetrica (www.hact.org.uk / www.simetrica.co.uk)

Source: www.socialvaluebank.org

License: Creative Commons Attribution-NonCommercial-NoDerivatives license
(http://creativecommons.org/licenses/by-nc-nd/4.0/deed.en_GB)

Where relevant values exist in the Social Value Bank these have been used. In all cases we use the proxy values from version 4 of the Value Calculator and specifically the values identified as relating to people living 'outside London' and that have had deadweight deducted.

HACT wellbeing values that rely on 'regular' attendance/ participation have been calculated on the basis of attendance/ participation for a minimum of 9 occasions in a period of 13 weeks (rather than the recommendation to base attendance on every week for at least two months). This allows us to track data on a rolling quarterly cycle.

Limitations

The HACT Wellbeing Valuation model was designed to measure the impact of community investment programmes. This limits its use for measuring some core housing services. Where values from the HACT Social Value Bank cannot be used we have sought to address this in other ways.

In line with guidance from HACT, we have reported a maximum of two wellbeing values for each individual, despite having evidence of multiple outcomes being reported in many cases.

Time thresholds

Values for outcomes are excluded where evidence is gained that the previous situation has been returned to within a year of the activity taking place. Likewise, values are excluded

⁶ HACT Wellbeing Valuation Model <http://www.hact.org.uk/social-value-bank>

where evidence is gained that someone has not completed an apprenticeship or training course.

Deadweight

The HACT model uses average deadweight figures from the HCA Additionality Guidance 2014⁷ which acknowledges that a proportion of change would have happened without further intervention. Where an individual continues to participate in the same activity year after year, the impact on their wellbeing reduces⁸. As shown in the tables below, this can lead to a reduction in the reported value of the same number of people participating in an activity of up to 38% in year 2 and 57% in year 3.

Figure 5.1: HACT deadweight guidance

Year:	1	2	3	4	5	6	7
Training and employment	15%	30%	45%	60%	75%	90%	100%
Community and social	19%	38%	57%	76%	95%	100%	100%
Crime prevention	19%	38%	57%	76%	95%	100%	100%
Health	27%	54%	81%	100%	100%	100%	100%

Figure 5.2: Examples of HACT deadweight guidance in practice

Outcome	Year 1	Year 2	Year 3
Regular volunteering	£2,591	£2,014	£1,397
Attendance at voluntary / community organisation	£1,519	£1,163	£806
Participating in frequent moderate exercise	£3,461	£2,649	£1,837

To help clarify the values included in the report, we have shown separate figures for people ‘Regularly participating for the first time in 2018’ and ‘Continuing to participate in 2018’.

We don’t feel that this guidance takes into account that repeat participation has many benefits such as increased skills development, knowledge, fitness etc.

Attribution

Guidance from HACT states that assumptions should not be made around the attribution of outcomes, as it is unlikely to be as simple as claiming a proportion of social impact to costs. Where we have worked in partnership with other organisations that have had an impact on the outcomes measured this has been stated in the report, but in line with the guidance we haven’t calculated the proportion of the value that we feel we are responsible for.

⁷ http://cfg.homesandcommunities.co.uk/sites/default/files/aboutus/additionality_guide_2014_full.pdf

⁸ <https://valueinsight.zendesk.com/hc/en-us/articles/204679011-Beta-Applying-values-in-subsequent-years>

Greater Manchester Combined Authority (GMCA) Unit Cost Database

We use data from the GMCA Unit Cost Database v1.4⁹ (formerly New Economy Manchester) to measure the secondary benefits of our activities – the wider public benefits and the saving to the public purse.

Baker Tilly methodology

We continue to use some assessments completed for us by Baker Tilly¹⁰ but continue to review their relevance and validity to our services. This year we made the decision to cease reporting on ‘the improvement at school for unsuccessful apprenticeship applicants’.

Care has been taken to exclude figures that measure the same outcome i.e. some of the outcomes included in the Baker Tilly methodology have been excluded where the same outcome can be measured using values from the HACT Wellbeing Valuation model or the Unit Cost Database.

Comparison with previous years

Throughout the report we have shown how data compares with 2017:

- Where data from the previous year is included in a table an arrow indicates the direction of travel from the equivalent data for the previous year. Where an outcome wasn’t measured in the previous year ‘n/a’ is shown instead of an arrow.
- Where data from the previous year is included within the text it is shown in brackets and in blue font.

Calculating the value of volunteering

In all areas we have used the following principles:

- The HACT Wellbeing Valuation model has been used to assess the value of regularly volunteering that is made to an individual’s wellbeing; volunteers are included once they have volunteered ‘at least once per month for at least two months’.
- The number of hours used in the calculation includes all hours that have supported the activities on a voluntary basis; by both ‘regular’ volunteers and individuals who have supported the activities on an infrequent basis.
- To calculate the equivalent value of hours volunteered we have used data from the Office for National Statistics; median gross weekly earnings of £550 and the mean paid hours worked per week of 39. This equates to hourly earnings of £14.10. This figure has been used as the hourly value of a local resident volunteering their time.¹¹
- The value of volunteers for employees has been based on WCHG’s average hourly salary.

⁹ New Economy Manchester http://neweconomymanchester.com/stories/832-unit_cost_database

¹⁰ Social Impact of Community Projects 2013 <http://www.wchg.org.uk/wp-content/uploads/Social-Impact-Community-Projects.pdf>

¹¹ <https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/earningsandworkinghours/bulletins/annualsurveyofhoursandearnings/2017provisionaland2016revisedresults>

- In addition we have calculated the social value of individuals being active in tenants groups. 91 individuals were involved during the year (85 in 2017), equating to a social value of £586,495 (£547,825 in 2017).

This year we have stopped reporting on attendance at activities organised by Real Neighbours volunteers due to difficulty in getting accurate data.

Group bookings (sections 3.1 and 3.2)

For football pitch and badminton court bookings, at Benchill Community Centre and the Woodhouse Park Active Lifestyle Centre, we only have the details of the individual who makes the booking. In these instances we have made an assumption that the people that they play with are the same each week; after receiving confirmation from many of the groups that this is a reliable assumption. We record the number of individuals that the booking is for and measure the social value for that number of individuals if the duration of the booking exceeds 9 weeks.

- Lifestyle Centre football pitch bookings; we multiply the number of individuals booking pitches by 10.
- Lifestyle Centre badminton court bookings; we multiply the number of individuals booking courts by 3; to reflect that some bookings are for 2 people and others are for 4.

Physical activity (section 3.2 Woodhouse Park Active Lifestyle centre)

We've used the HACT criteria for reporting on individual participation in physical activity.

- Mild exercise: 'exercise that does not noticeably change your breathing or make you sweat', includes bowling, walking football, yoga, 50+ line dancing, beginners and sequence dancing.
- Moderate exercise: 'exercise that raises your heart rate and results in breaking into a sweat', includes 50+ exercise, fitness class and Zumba.

Ceasing to claim benefits (section 3.5 Employment)

Due to the introduction of Universal Credit we won't report on this outcome in future years as we won't have information on whether people going into work are still in receipt of benefits connected to being out of work.

Benefits to wider society (section 3.5 Employment)

- **Reduced crime and associated costs** relates to the Turnaround programme which offers employment to persistent offenders. The value is based on the average cost of crimes previously committed; assuming that had the participants not been in employment they would have continued to commit crime.
- **Improved mental wellbeing in the community** refers to the Apprenticeship, Futures and Turnaround programmes as all are deemed to have an impact on the wider community when they witness evidence of increased opportunities in the local area.

- **Increased spending in the local community** refers to both the Apprenticeship and Futures programmes as both provide employment to local people who are likely to spend the majority of their income in the area.
- **Having a driving licence** refers to the Apprenticeship programme which covers the costs of learning to drive to widen job opportunities for the end of the programme. As apprenticeships are now open to applicants of all ages, many candidates already have a driving licence leading to reduced demand for the benefit.
- **Improved life chance for dependents** refers to the Turnaround programme as the children of the candidates benefit from a more stable home life and a positive role model due to their parent turning their life round and being employed rather than involved in crime.

Financial Inclusion (section 3.8)

In a change from previous years, we now only report on instances where we have received both surveys from the same customer. This has resulted in a decrease in the number of cases that we can report on.

When calculating the associated financial value we have followed the HACT methodology:

- A maximum of two outcomes per individual have been included.
- Data has been excluded where the same individual has received two related services and completed a survey after each one. This avoids multiple values being reported for the same individual.

Restatements

Some of the data for previous years has been restated:

- Section 3:1 Benchill Community Centre: Minor corrections have been made to the number of regular attendees at after school club and community sports in previous years.
- Section 3.2 Woodhouse Park Active Lifestyle Centre: Minor corrections have been made to the number of regular attendees/ participants in previous years.



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FREE FROM A LANDLINE

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LOCAL RATE FROM A MOBILE

(If not Included In free bundle minutes)

