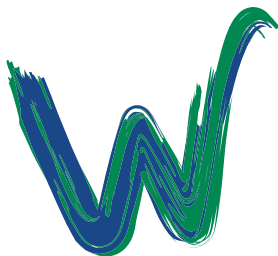


# Community Investment



*Investing in Wythenshawe*



**Wythenshawe**  
Community Housing Group



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## Welcome

All housing associations invest in communities. Most do this through the development of good quality affordable homes, some go further and develop community programmes which help build resilient communities.

Based in South Manchester, Wythenshawe Community Housing Group is a community landlord that goes further. With some 14,000 homes and 20,000 tenants within four square miles, our vision is to create a community where people choose to live and work.

Working in partnership over the last 15 years, Wythenshawe Community Housing Group has developed a particularly strong track record in successful community investment. A recent independent analysis showed that our investments have generated a fivefold social return for the Wythenshawe Community.

This brochure offers an insight into how we're working: with private sector partners such as Costa Coffee and Mitie to enable local employment - reducing recruitment costs and getting the right person into the job first time; with Manchester City Council to support

young people across Wythenshawe to keep safe, improve their health and get into jobs; and with Manchester City Council, our local hospital, social enterprises, charities, and colleges to leverage in Big Lottery funding and deliver towards the vision for Wythenshawe as Manchester's Garden City.

The following pages offer a taste of the areas we work in and provide the contact details of the managers leading the work. We welcome conversations with partners old and new and anyone looking to invest in Wythenshawe.

**Sarah Klueter**  
Assistant Director  
of Community  
Investment and  
Regeneration



*"The implementation of Welfare Reform means our interest in the economic and social wellbeing of the people of Wythenshawe is stronger than ever."*

**Eddy Newman**  
Chair of WCHG



*"Housing Associations have a unique opportunity to strengthen their local communities and bridge the gap between individuals, neighbourhoods and local government."*

**Nigel Wilson**  
Group Chief Executive of WCHG



# Into employment: Employment and Skills

Real opportunities. Wythenshawe.

## Real Opportunities

Our frontline staff are trained to speak to local residents about job opportunities when they come into contact during their normal work.

Job seekers who sign up to the programme are given careers advice and sign-posted to local training opportunities. They are also alerted to any job opportunities that come up.

71%

of signups resulted in full work or training



1,500

people signed up

## Talent Pool

Wythenshawe Community Housing Group provides job matching and recruitment service for local employers.

**Pam Padmore, from MITIE:**

*"When we needed additional staff, I contacted WCHG to see if there was anyone suitable in the Talent Pool. I was given the details of two people and having interviewed them both, I was happy to offer one of them the position. He has proven to be an asset to the team. I would recommend this route to any other employers."*

**Tracy Vardy, Costa Coffee franchisee partner:**

*"I found this a great way to find good local people who were looking for work in their community. The pre-employment course gave candidates the opportunity to demonstrate insight about working for a SME, along with their role as a Barista within the store."*



44%

went into full work

27%

went into training



**Marie was unemployed for 7 years before starting with the group**

*"I needed a job. I was only getting Job Seeker's Allowance, of which £24 was for bedroom tax. I qualified for discretionary payment so it went down to £12, but I was really struggling. I couldn't afford my gas and my family were helping out as much as they could."*

*"Since working, I have got my independence back. Being in work has made a huge difference to my life and helped me in so many ways, especially being able to stand on my own two feet."*

## Wythenshawe Futures

Our award-winning training programme offers a tailored bundle of opportunities such as: paid work experience; qualifications; and personal development opportunities to improve the employability of people furthest from the job market.

**53** people have taken part in Wythenshawe Futures  
**78%** of them have gone into employment







## Apprenticeships

Apprentices can be found in all areas of our business:

Housing • Construction • IT • Finance

Since 2011 we have had over **50** apprentices through the business, with a **100%** retention rate. **38** apprentices are currently working across our business in apprenticeships lasting up to 4 years.

In 2013, Reece Whelan scooped Apprentice of the Year for his work fitting solar panels to our homes!



**Reece Whelan**  
Award winning apprentice



Social return on investment:  
**= £4.4 million**

For every £1 invested in apprenticeships by us,



**almost £4 of social value is created for the Wythenshawe community.**

## Work Experience

A taste of the working world and raising awareness of careers in Housing. Our programme was accredited with Fair Train GOLD Standard and gives participants experience in different areas of the organisation.

## Airport Group

Alliance of 13 housing associations.

In **2011-2012**, **319 new jobs** were created in one year and **66 frontline projects** helped over **10,000 tenants** access advice, work or training.



## Business Enterprise Centre

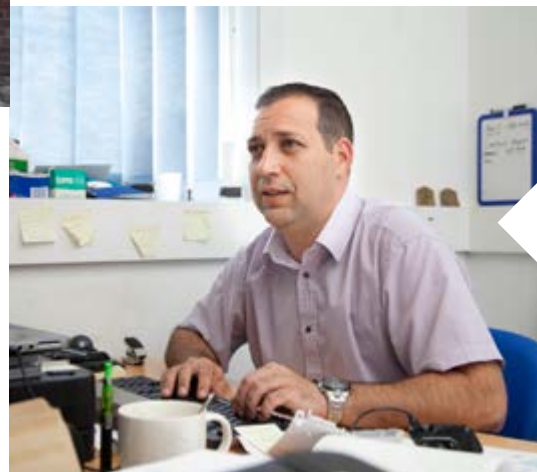
Our Business Enterprise Centre offers support to local entrepreneurs and people interested in setting up their own business. The Enterprise Centre currently has 27 offices and employs two staff. Support available at the centre includes:

- Business advice, guidance and sign-posting
- Women in business training programme
- 'Incubator' and managed office space hire

**232**  
New start-up businesses supported



**1 in 5 people** seeking advice have gone on to start a business



## Bespoke Future for Vicky!

Vicky Lawler is a return to work Mum from Sharston who was trying to find a way back into employment. She explains,

*"I was keen to find part-time work that fitted in with the school run, but found that I was often getting pipped at the post at interviews due to my lack of recent experience. A careers advisor at the National Career Services put me in touch with the Wythenshawe Talent Pool."*

*Bespoke Services based at the Business Enterprise Centre were looking for a local Admin Officer and turned to the Talent Pool to recruit. Wayne Evans, their CEO, said "We pride ourselves on employing local people – 82% of our staff are tenants in Wythenshawe – and we were only too happy to add to this tally with Vicky's addition to their workforce." A real Win-Win for all concerned!*



# Generation Z: Education and Young People

## Youth Provision

Wythenshawe Community Housing Group delivers a fully inclusive, quality youth offer available to young people from 11 to 19 years of age across five sites in Wythenshawe.

The scale of our work in just one year:

**2,253**

young people engaging through open sessions in 2013

**1,279**

young people accessed structured youth programmes in 2013

**223**

young people developing a portfolio for accreditation in the last 12 months

# Between



**2,000**

young people improved physical or mental health as a result of the youth provision

**100%**

young people report feeling 'a bit better' or 'a lot better' as a result of access to the project

**95%**

of young people felt that they had a say in the running of the project



## WOW Zone

The ethos of our Widening Opportunities in Wythenshawe (WOW) zone is based on the provision of exciting, creative learning opportunities for groups of children from schools right across Wythenshawe.

Using our specialist computer suite, **400 children a year engage in bespoke learning programmes** – animation, web design and basic computer programming.

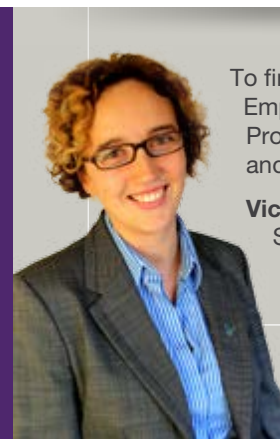
## Lee (Volunteer)

*"The WOW Zone has provided an invaluable opportunity for me to get to grips with aspects of teaching and social work. I feel that my work is more rewarding than any paid role and has completely changed my outlook on volunteer work."*

## School's Comments

*"I am always pleased with the work WOW Zone do. An engaging and exciting experience for our pupils"*

**(Dominic Walsh, Teacher, St John Fisher RC)**



To find out more about our Employment Initiatives, Youth Provision, Business Enterprise and Wow Zone contact:

**Victoria McDowell,**  
Senior Community Investment Manager

T: 0161 946 9170 | E: [Victoria.McDowell@wchg.org.uk](mailto:Victoria.McDowell@wchg.org.uk)





## Healthy Lifestyles: Health and Well-being

### Real Food Wythenshawe

Real Food Wythenshawe is a 5 year £1million Big Lottery funded community food project. It aims to inspire local people in Wythenshawe about the food they eat, with a slogan of “**Grow it. Cook it. Eat it!**”

The project is part of our strategy to help improve the health of the people of Wythenshawe, who have some of the highest levels of long-term illness, disability and heart disease.

Real Food. Wythenshawe.

### Did you know

The Wythenshawe Garden City Plan in 1930's included...

**57%**  
more green space than  
the rest of Manchester

and was designed with wide, tree-lined streets and a fruit tree in every garden!



In the first year of Real Food Wythenshawe:

**2,000**

people engaged in organised growing and cooking activities

**22**   
local volunteers

were recruited and trained, themselves giving back



**1,026**  
volunteer hrs

### Real Neighbours

The Real Neighbours scheme in Wythenshawe recruits, trains, co-ordinates and enables local volunteers to provide support to their community.

**91** = **7,723** with a value of  
active volunteer hours **£85,648**  
volunteers to the community

Supported over  
**40**  community initiatives

 **15**  
volunteers have gone into employment

### Julie (Volunteer)

Julie joined the Real Neighbour's project over three years ago while suffering from depression. The hope was that getting involved would help to make her feel part of the community and gain self-worth.

Since being involved, Julie has grown in confidence, taken better control of her life and made positive changes to her lifestyle. She is now actively seeking employment and has become one of our lead volunteers at the Grand Day Out event each week at the Forum.





## Health Strategy

As part of our Health Strategy, Wythenshawe Community Housing Group are committed to providing support to help improve the health of the people in Wythenshawe.

The Group recently sponsored an innovative art project to celebrate

University Hospital  
of South Manchester **NHS**  
NHS Foundation Trust

Smokefree Pregnancy and this sculpture, 'Air to Breathe', was unveiled outside the maternity department of Wythenshawe Hospital as part of a joint project with the Stop Smoking Service at Manchester Mental Health and Social Care Trust and South Manchester University Hospital NHS Trust.

Manchester Mental Health **NHS**  
and Social Care Trust



The wire sculpture represents the scans of the babies pictured in the photo.

**Nigel Wilson, Chief Executive WCHG** said: "We are committed to helping people be more aware of not smoking during pregnancy and not having smoking in their homes, so that babies in Wythenshawe get the best possible start to their lives".



Over the last year in Manchester, smoking rates at time of delivery went down to

**12.5%**, lower than the England average.

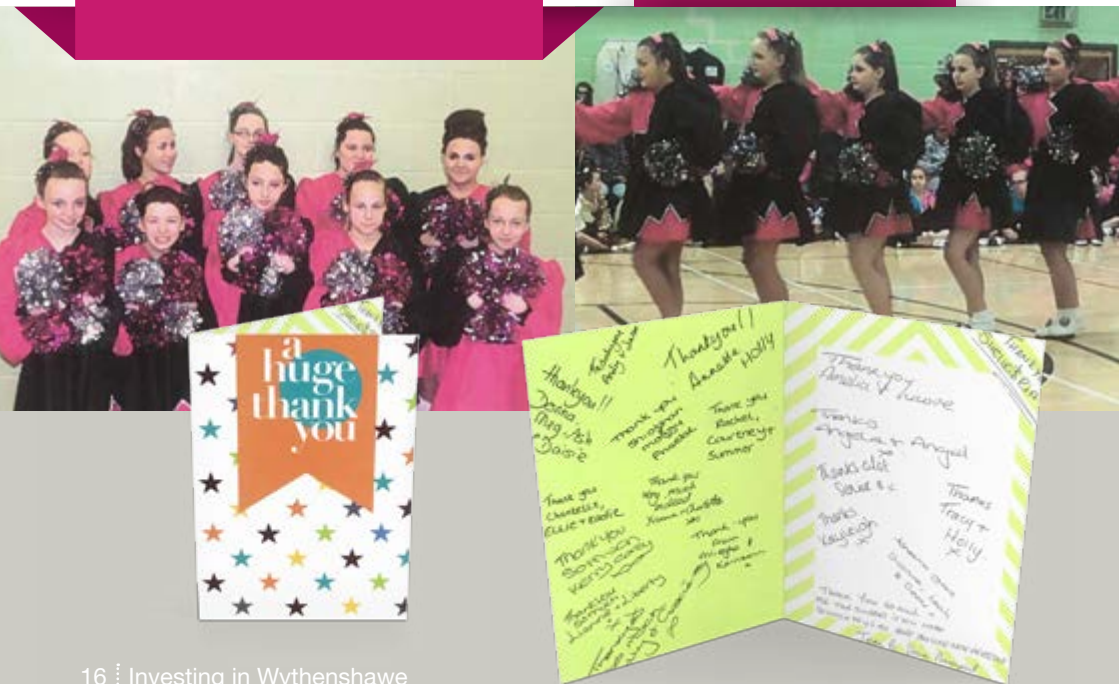


## Investing wisely: Community Funding

Wythenshawe Community Development Grants are available for local voluntary and community groups for funding of up to **£2,500** towards their projects.

*Local Morris Dance Troupe, Tudor Rosettes, received a grant for new uniforms for their Junior section*

£50k  
in the funding pot



### **Robert McKenzie is a tenant from Northenden.**

He is a member of the Grants Panel which reviews all the applications to the Community Development Grants Scheme.

*(Robert is on the back row, far left in the photo)*

*"I enjoy being a Grants Panel member because it allows tenants to give the appropriate financial support to Wythenshawe's community groups when they are most in need. It gives a great deal of satisfaction, knowing that I personally have made a difference."*



## Out and About: Our Community Centres

Community Centres are at the heart of our neighbourhoods. Places to meet, volunteer, learn new skills, play sport, gain qualifications, celebrate with friends and family or just have a bite to eat.

Wythenshawe Community Housing Group supports the delivery of community services through community centres in Benchill and Woodhouse Park. The centres are

funded through a combination of grant funding and facilities hire.

The main funders are:



### Benchill Community Centre

Benchill Community Centre is a fantastic hub of activities for all ages and local people in Wythenshawe. The building is owned by Wythenshawe Community Housing Group and managed by a committee of local people. Its facilities include:

- After School and Holiday provision for children aged 6 to 14 years

- IT facilities for beginners, elderly residents and people wanting to gain qualifications to improve employment opportunities
- “Talk English” – a programme to enable people to learn English at pre-entry level
- Community Arts programme for local disabled residents to socialise with other local residents



# 3,000



residents having improved financial capability between 2009-2013

# 1,000



people having improved physical and social well being between 2009-2013

Visits to our IT suite increased over 5 years from



to



# 1,500

user visits per month





## Woodhouse Park Lifestyle Centre

Woodhouse Park Lifestyle Centre is managed by Wythenshawe Community Housing Group on behalf of Manchester City Council. A popular and vibrant centre, it plays a significant role in local community life.



### A taste of what's on offer:

- Music recording studio
- Two dance studios
- Over 50's art sessions
- Multi-use Sports Hall
- Indoor short mat bowling
- Disability Sports

To mark World Mental Health Day, teams from all over Greater Manchester took part in a five-a-side football tournament. Manchester United Foundation's health projects co-ordinator, Steve Hoy, explained;

*"The more we confront these issues the more people will be open to getting the relevant support to progress in life, instead of suffering in isolation at home."*

*"Please pass on my thanks to the team responsible for last night, the whole event was a huge credit to you, I have not attended an evening function at the Lifestyle Centre before and was blown away by the transformation of the room, a really super effort and event."*

**Institute of Leadership & Management ILM 100 Event**

*"A huge thank you for making our wedding reception such a wonderful and memorable occasion. We felt extremely well looked after, nothing was too much trouble for you and everyone worked with a smile! Many of our guests commented on the wonderful facilities and people at the Lifestyle Centre!"*

**Naomi & Simon: Wedding Reception**

*"All of the Lifestyle Team were amazing. The chef and kitchen team were fantastic, the food was amazing, and we had so many compliments throughout the three days. Please pass on my gratitude and enormous thanks to everyone."*

**Tina Large, Manchester Airport**



### Woodhouse Park Lifestyle Centre in 2013/14:



**5,923**  
members

**23,923**

young people under 18 visits

**8,316**

over 50's visits

Over **100,000** visits

**46**

groups using the centre



To find out more about our community centres, volunteering opportunities, grant funds and Real Food please contact: **Sarah Woolley**, Senior Community Investment Manager

T: 0161 946 7541

E: [sarah.woolley@wchg.org.uk](mailto:sarah.woolley@wchg.org.uk)





## Growing our services:

In partnership with Manchester City Council we provide youth programmes at Woodville, Bideford and Norbrook centres to complement our youth services at Woodhouse Park Lifestyle Centre and Benchill Community Centre.



**MANCHESTER  
CITY COUNCIL**



### Good things are happening... so what's next?

There are a range of services we offer that we've not had space to include in this brochure. From our digital inclusion programme to helping tenants reduce their debt. We also have Money Mentors, Neighbourhood Wardens and our work with schools: our co-sponsorship of the Manchester Enterprise Academy; Real Schools; and our mentoring programme.

If you've got ideas for investing in Wythenshawe or would just like to find out more, I'd like to hear from you. It's an exciting time to be working in Wythenshawe!

**Sarah Klueter**  
Assistant Director of  
Community Investment  
and Regeneration

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## Thanks to our: Partners, sponsors, and all other supporters



**MANCHESTER  
CITY COUNCIL**



**FORUM**

Real Lives. Wythenshawe.



Manchester Mental Health  
and Social Care Trust **NHS**



**Baker Tilly** conducted a Social Return on Investment analysis of four of community investments, which found that each year the projects return

**£30 million**

worth of social value to the  
Wythenshawe Community.



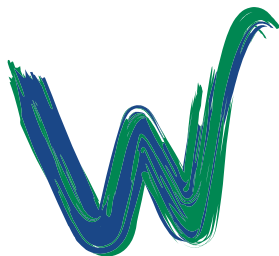




.....

*"a community where  
people choose to  
live and work, having  
pride in their homes"*

.....



Wythenshawe  
Community Housing Group