

Wythenshawe
Community Housing Group

INSPIRING POSITIVE CHANGES IN WYTHENSHAW

SOCIAL IMPACT REPORT 2014-15



Introduction

Overview

This report evaluates the social value of a range of activities delivered by Wythenshawe Community Housing Group (WCHG).

The vision of WCHG is

to create a community where people choose to live and work, having pride in their homes and services.

As a social business, WCHG deliver numerous benefits to the people of Wythenshawe, above and beyond providing a home. Measuring the social impact reveals the difference these benefits make to the people of Wythenshawe.

Approach

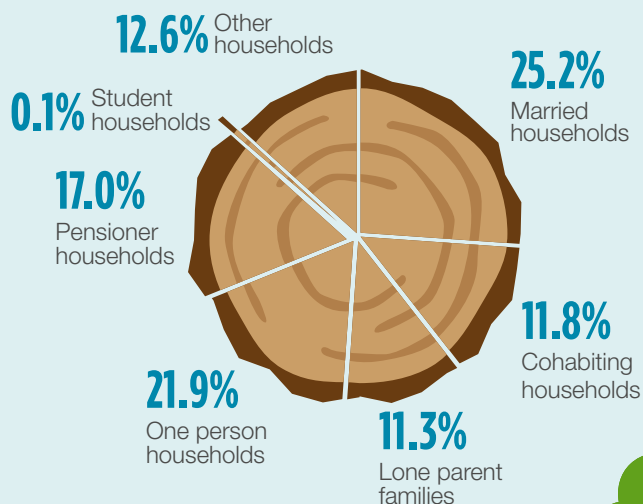
In 2013 WCHG commissioned Baker Tilly Corporate Finance LLP to evaluate four Community Investment projects. Building on this approach to measuring our social value, we have chosen to adopt the Wellbeing Valuation model, published by HACT in 2014.

The model is designed to help housing providers understand and value the impact of their activities on residents. It is aimed at assessing the difference that a housing provider makes to their residents' lives by investing in the community.

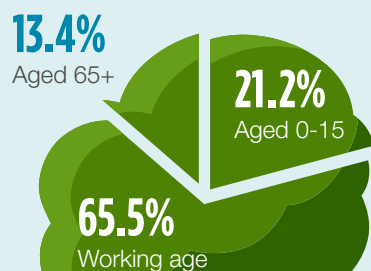
We will continue to develop our approach and expand social impact measurement over the coming years. You can download our methodology and more detail at www.wchg.org.uk/socialimpact2015/.

75,000 people live in Wythenshawe

Household types



Population by age



Children living in poverty

36%

(England average = 22%)

People living in the most deprived 20% of neighbourhoods in England

65%

(England average = 20%)

Households with no car

36%

(England average = 26%)

Children in 'out of work' households

33%

(England average = 19%)

Investment:
£2.097m

Impact:
£13.123m

Social return:
£6.26 of social value for every £1 invested

Financial Inclusion

WCHG offer tenants advice on budgeting, welfare rights and managing debt. The service aims to support tenants in keeping their homes, preventing evictions and reducing costs. The team works with partners on the issue of illegal money lending.

Outputs

2,470

Appointments provided



£3.6m

Financial benefits



251

tenants advised by a Welfare Rights Officer had a positive impact on their rent account balance 6 months after the advice was given

£1.9m

rental income generated for the Group through housing benefit and discretionary housing payments

539

tenants have sustained their tenancy through the prevention of rent arrears in the first year of their tenancy

55

householders sustained tenancies as a result of insolvency action

86%

of respondents would recommend the service to others



Case study

Has your quality of life improved as a result of seeing the adviser? If so please tell us how...

“Very good, feel a lot happier thanks to you.”

“I cannot thank the advisor enough for the time he gave me for peace of mind, thanks a million.”

“I would like to thank the people that helped me, it is an excellent service and I can honestly say I would have been lost without it.”

“Thank you for all your help. I don’t know what I would have done without you.”

“The service was excellent, you have helped us get our lives back on track. Now we are much happier and can get on with our lives in a more positive way.”

“It has helped to get us back on track with our lives, to get us off the spiral of debt we were in.”

“I’ve turned the gas on”

“She has given us peace of mind and able to live our lives with no worries.”

“As one of my children is autistic we can now do more with him without worrying about what money is being paid out so he gets a better chance in life.”

“Encouragement in engaging with other agencies”

Investment:
£262,350

Impact:
£509,817

Social return:
£1.94 of social value for every £1 invested

Employment and skills



Jobseekers Allowance claimants

5%

(England average = 3%)

Incapacity benefit claimants

11%

(England average = 6%)

People with no qualifications

29%

(England average = 22%)

What we do

WCHG offers a range of support to help local residents develop and increase their skills and to move into sustained employment:

-  **Helping people find employment** through a signposting scheme and a job matching and recruitment service for local employers. 27% of those registering for support are in receipt of Job Seekers Allowance.
-  **Providing experience** for students and adult learners in both paid employment and voluntary opportunities.
-  **Employment opportunities** through apprenticeships and placements.
-  Offer a range of training courses and qualifications to local residents
-  Self-employment opportunities at **The Enterprise Centre**.

Much of this work is delivered in partnership with other organisations.



Outputs

114

secured jobs



503

benefited from training



109

no longer claiming benefits



103

achieved qualifications



What we're yet to measure

We estimate that we've measured 40% of the total social impact delivered by the Enterprise Centre.

Case study

Marie was unemployed for 7 years before starting work at WCHG.

"I needed a job, I was only getting JSA 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."



Investment:
£828,582

Impact:
£3,358,540

Social return:
£4.05 of social
value for every £1
invested

Youth and education



10%

of 16-24 year olds receive workless benefits;

compared with **8%** across England

58%

of young people in Wythenshawe are eligible for the Deprivation Pupil Premium;

compared with **27%** across England

Wythenshawe has high rates of teenage pregnancy and most of its wards are above the city-wide average.

What we do

WCHG offer services for children and young people at a number of locations across Wythenshawe:

- After school clubs are provided at two community centres offering activities to children of school age.
- Students attending the Widening Opportunities in Wythenshawe (WOW) Zone use the latest technology to enhance their learning in animation, film production, photography and programming.
- Runs youth clubs for 11-19 year olds covering topics such as child sexual exploitation, positive sexual relationships, drugs and alcohol, gangs and knife crime.
- The Youth Forum gives young people a voice about decisions that affect them day to day.

Outputs

- 172** young people regularly attended Wow Zone courses
- 375** young people regularly attended youth clubs
- 100** children regularly attended after school club
- 202** completed **Wow Zone courses**
- 8** core members of the Youth Forum

What we're yet to measure

We estimate that we've measured 95% of the social impact of the youth services.

Investment:
£276,347

Impact:
£2,458,039

Social return:
£8.89 of social value for every £1 invested



I feel inspired and empowered!

Friendly and fun!

People are listening to us!

I feel supported!

Safe!

Interesting!

Case study

DT is a 16 year old with a history of anti-social behaviour. He was permanently excluded from mainstream education and officially classed as NEET.

He sought support from the youth worker who worked with the employment and skills team to help him to develop his CV and signposted him to education and employment opportunities. He signed up to a sports leadership course and used the WCHG outcomes star to identify how to improve his personal and professional development.

DT's behaviour and attitude improved and he started to organise youth sports sessions; which increased his confidence. The youth worker noticed his positive attitude and he was awarded the young person of the month award.



As part of his development, DT attended an event to advise other young people about routes into employment and education. He was proactive in seeking opportunities and secured an apprenticeship with a local employer.

DT thanked the youth team for believing in him when so many people had written him off.

Health and wellbeing



74,465

people live in health deprivation hotspots;

87% in Wythenshawe

20% in England

18%

of people aged 16-64 have a limiting long-term illness,

compared to **13%** across England

Wythenshawe residents have a life expectancy of **76**

compared with **78** across England

and a healthy life expectancy of **65**

compared with **71** across England



Outputs

300 regularly attended social groups

1,139 regularly participated in sports and leisure activities

28 attended training courses

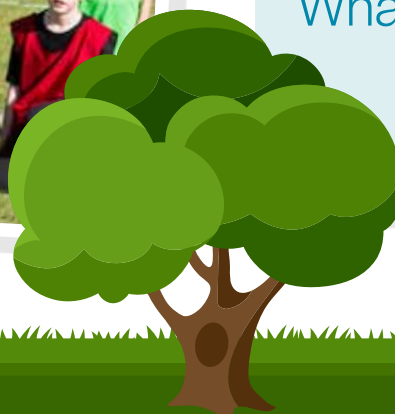
4 volunteers secured paid employment

39 regular volunteers

Over **9,500** hrs Volunteered

What we're yet to measure

We estimate that so far we've measured 60-70% of the social impact of the community centres and 10% of Real Food Wythenshawe



What we do

WCHG offer a range of services designed to improve the health and wellbeing of Wythenshawe residents:

- WCHG support two community centres, offering a range of sport, educational and social activities for local residents. They bring together local communities and provide opportunities for people from all age groups to socialise, learn and stay healthy.
- Real Neighbours enables and encourages local residents to volunteer their time to help others. They run regular social groups for over 50s, the elderly and vulnerable adults at a range of locations across 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!"



Investment:
£226,483

Impact:
£4,328,322

Social return:
£19.11 of social
value for every £1
invested

Case study

"I enjoy coming to the Lifestyle Centre, I come here twice a week, doing dancing and arts & crafts and have made some great friends."

Breda Borr

"I think The Lifestyle Centre is excellent value for money and top notch service, very friendly staff, I really enjoy coming here."

Eric Harrison

Community Safety

The British Crime Survey has consistently revealed that individuals living in deprived neighbourhoods are more likely to register higher levels of victimisation and fear of crime than those in less deprived neighbourhoods. This is reflected in crime rates:

Average number
of crimes per
1000 population

Wythenshawe

121.95

Manchester

88.4

England & Wales

54.6



What we do

WCHG's community safety strategy aims to improve the quality of life for local residents by helping to reduce antisocial behaviour (ASB) and crime. We have started to measure the social value delivered by two areas of work:

- ASB case management supports local residents. Early intervention has a significant impact on the level and frequency of ASB. Activities include targeting persistent offenders and taking appropriate enforcement action, whilst promoting diversionary activities in areas reporting a high number of incidents.
- Respect Action Days are conducted with Greater Manchester Police to reduce levels of ASB. Activities include joint patrols; targeted work with vulnerable residents; taking appropriate enforcement action on persistent offenders; and gathering vital evidence by visiting local residents and listening to their concerns.



Outputs

99.80%	of ASB cases successfully resolved
99.38%	of customers satisfied with the ASB service
54	legal actions secured
297	evidence files provided to GMP leading to over 150 arrests
100+	home security checks carried out
37	partnership initiatives held
40	young people attended hate crime conference
750	young people engaged through school visits
30+	young people actively involved in the Junior Warden Project
1200	young people actively engaged in workshops

Investment:

£503,019

Impact:

£2,468,428

Social return:

£4.91 of social
value for every £1
invested



Case study

John & Shirley were subjected to months of noise nuisance from a neighbour who was having regular parties. Undesirables were attending the address and alcohol and drugs were openly used. Fights and arguments were common place which disturbed and worried the residents.

One evening John went outside to investigate after hearing breaking glass. Unfortunately John was attacked and suffered severe injuries including a heart attack. Both Shirley and John were terrified to stay in their own home and wanted to move away.

We arranged for a security firm to stay overnight at their address, installed CCTV, took legal action against the neighbour, and provided daily welfare checks.

John & Shirley stayed in their own home and were very grateful for the support that was put in place. The perpetrators left the property and John and Shirley now live in peace.



Property Services

The Wythenshawe Works roofing team now delivers the majority of the planned roofing programme in-house, rather than by using external contractors. This evaluation starts to review the social benefits of providing sustainable employment through this change.

Outputs

196	homes had roofs replaced
15	individuals employed on permanent contracts
4	apprentices employed
31	colleagues benefited from training

We estimate the social value of delivering planned roofing programme in-house to be £0.502m.

In addition, the programme resulted in continuing investment in salaries for 16 existing staff, including 2 apprentices, totalling £0.370m.

Case study

We interviewed members of the roofing team to get their views on the benefits of bringing the service in-house:



“Within a few months of working here I can put in for an NVQ and go to college... I’ll hopefully progress on and become a qualified roofer.”

“We’ll shortly be moving on to where I live, the road where I live. We’ll be doing my roof and my neighbours’ houses.”



“You know the area well and it’s a lot closer as well.”



“If it all went out to contractors, you’re employing people from all over and the money drains out, people don’t have that involvement and investment in the area. If you keep it local you’ve got that investment.”

“These people know everybody, every street we go to they’ll know someone.”



“You know to respect it more. You’ve got more responsibilities. People see you on the vans and recognise you.”



“You feel like you’re putting something back into the area.”

“Some of my family members live in the area, so they talk about what I do and look at the roofs... its good, and they make me a brew because they know me.”

“My manager’s pushing me to do my driving lessons so as soon as I get my licence I’ll be driving my girls round here showing them what we’ve done.”



A view from a local resident:



“You see them all the time going up and down the ladders, it gives you that little bit of security.”

Watch a short film about the roofing programme at www.wchg.org.uk/socialimpact2015/.

Human Resources

WCHG actively employs colleagues from the Wythenshawe area. This evaluation starts to measure WCHG's investment into local people.

WCHG's People Strategy:

"The pride and ownership felt by colleagues for the area and services provided is clear. The work we do comes with significant responsibilities and we treat these and that of being an employer of choice seriously."

Case study

Employing a high proportion of local residents has a range of positive outcomes. We asked our employees what they feel the benefits are to them and to the organisation.

Local knowledge

"By employing local people the group benefit from lots of local knowledge. But also it shows the group are committed to local people."

"Having local knowledge has helped me develop in my role and offer suggestions or ideas that had been missed."

"Having local knowledge helps save time finding information. When an enquiry comes in I know the area that they're talking about and can generally visualise the road and understand the issue being raised."

"Growing up in Wythenshawe, I know what local people want and need, which I take into consideration in my day to day role."

Outputs

£6.7m

investment in salaries and training for local colleagues

244

colleagues employed from Wythenshawe

46%

of WCHG employees live in Wythenshawe



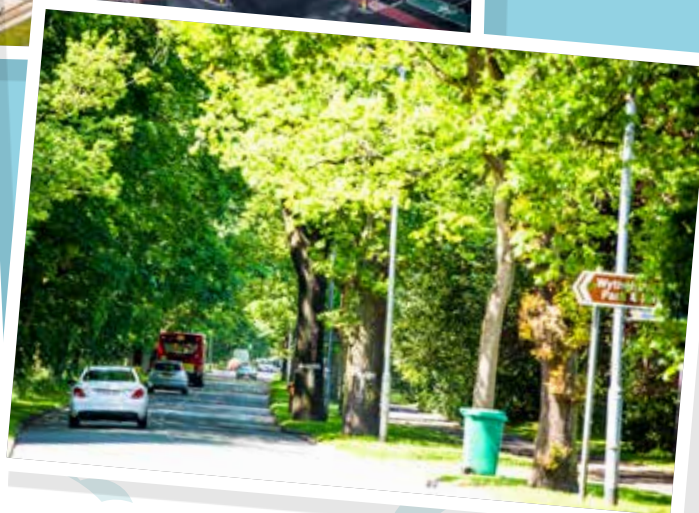
Work life balance



"Being local improves work life balance; shorter commute, saving money, reduced travelling time, offers health benefits of walking or cycling to work."

"On a practical level there are no concerns about being late for work, as there can be when people have to battle the commute which can cause stress. For me five minutes after leaving home I am in the office at my desk."





Pride in local area

“Living locally means that I have a direct impact on the area where I grew up.”

“Living and working in the same community gives a great incentive to always give 100% effort.”

“Working locally gives me a great sense of purpose in my role, as I feel my hard work has a direct impact on my neighbours and community. It also gives me pride in where I work.”



“Local people have a vested interest in the area that they live and work and therefore WCHG benefits by employing local people who are passionate and knowledgeable about the area.”

“People from Wythenshawe want to work in the area and want to help make improvements. They have a greater understanding of local issues which helps to make them more comfortable in their role which in turn leads to reduced stress and happier employees.”

“By employing local people, WCHG benefits by having a more passionate, dedicated work force. From the colleagues I know from Wythenshawe, they are committed to their work as they want to make Wythenshawe a better place.”



Contact Us

Wythenshawe House, 8 Poundswick Lane, Wythenshawe, Manchester M22 9TA
e: customerenquiries@wchg.org.uk
w: www.wchg.org.uk

t: 0800 633 5500

FREE FROM A LANDLINE

t: 0300 111 0000

LOCAL RATE FROM A MOBILE
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