

Wythenshawe  
Community Housing Group

# INSPIRING POSITIVE CHANGES IN WYTHENSHAW

SOCIAL IMPACT REPORT 2016



# Introduction

During 2015-16 we have continued to use the approach to measuring our social value adopted last year. We use the HACT Wellbeing Valuation model to measure the impact of relevant activities on local residents. We also use data from the New Economy Manchester Unit Cost Database and assessments completed for us by Baker Tilly to measure the benefits of our activities on the wider public and the saving to the public purse.

Further to the Social Impact Report 2014-15 we have made progress this year:

- extended the measurement of social impact from five to seven themes of work reporting the social impact of 50% more of our investment than last year;
- worked with HACT and others to help develop and embed the model, working towards a consistent and robust approach to measurement;
- reviewed and developed our methodology to reflect increased knowledge and latest thinking on social value; and
- contributed to a range of networks and forums to encourage organisations to adopt social value principles and practices.

Visit [www.wchg.org.uk/socialimpact](http://www.wchg.org.uk/socialimpact) to:

- download the full version of our Social Impact Report including our methodology
- send us feedback on our social impact reporting
- watch short films on some of our projects

## The local area

### The Greater Manchester Vision:

*"By 2020, the Manchester city region will have pioneered a new model for sustainable economic growth based around a more connected, talented and greener city region where all our residents are able to contribute to and benefit from sustained prosperity and enjoy a good quality of life."*

Economic growth does not always reduce poverty. Evidence exists that income inequality widens in high growth cities. Using the Our Manchester approach WCHG works with local people and partners to ensure that Wythenshawe grows with Manchester.

Wythenshawe boasts a vibrant community life and busy shopping centre, however areas of Wythenshawe are amongst the most deprived in Manchester, and indeed in England, highlighting the importance of tackling a range of issues connected to this.

30% of children and 1 in 5 people of working age in Greater Manchester live in poverty.

We see that new employment opportunities are being created but low pay, underemployment and job insecurity are becoming particular problems.

- In 2015, 23% of the jobs done by residents of Greater Manchester and close to half the part-time jobs done by women in Manchester paid less than the UK Living Wage.
  - In 2015, 43% of disabled working-age people in Greater Manchester were in employment.
  - More than half of the lone parents in Manchester were not in employment in 2011.
- Baguley is the most Health-deprived ward in Manchester, scoring slightly higher than Woodhouse Park.
- "Manchester has the lowest employment rates of the GM local authorities because of its comparatively high rates of unemployment and economic inactivity for reasons of health and disability."

Source: 'Inclusive Growth, opportunities and challenges for Manchester, 2016'

Investment:  
**£3.6m**

Social value:  
**£21.6m**

Social return:  
**£6** of social  
value for every £1  
invested



# Health

We are committed to providing support to enable people in Wythenshawe to improve their health and wellbeing. We offer a range of services:

## Physical activity

- Two community centres; Benchill Community Centre and Woodhouse Park Lifestyle Centre, offer a range of sport activities (see pages 4-5).
- We sponsor Manchester United Foundation's programmes in Wythenshawe inspiring people to participate in sport (see page 6).

**2,155**

individuals regularly participated in sports activities



## Volunteering

- We enable residents to volunteer in the local community through Real Neighbours (resident volunteering) and Volunteering 4 Wythenshawe (employee volunteering programme).
- We manage an active resident involvement programme for which tenants volunteer many hours of their time to continually improve services (see page 7).
- Real Food Wythenshawe is a community food project supported by the Big Lottery Fund that aims to inspire local people about the food they eat; "Grow it. Cook it. Eat it!" and get involved. (see page 8).

**18,200**

hours volunteered

**217**

regular volunteers

**550**

individuals volunteered their time at least once

**22**

schools, organisations and events supported by colleagues volunteering their time

**64**

residents actively involved in tenant groups

## Social

- The community centres and Real Neighbours programme offer social activities, primarily for people aged 50 and over.

**295**

individuals regularly attended social groups and voluntary organisations

Investment:

**£1.1m**

Social value:

**£7.6m**

Social return:

**£7** of social value for every £1 invested

# Active Lifestyle Centre

Woodhouse Park Active Lifestyle Centre is a vibrant community centre which brings together local communities, health services, businesses and partners, and provides opportunities for people from all age groups to socialise, learn, and stay healthy.

The Centre is overseen by a Stakeholder Board led by centre users and local elected members and is chaired by Cllr Eddy Newman.

10 years  
2006-2016

**Woodhouse Park is the second most health-deprived ward in Manchester**

**Wythenshawe residents have a healthy life expectancy of 65 compared with 71 across England**

## Activities

- **Sports:** activities include karate, bowling, wrestling, yoga and football for children of all ages
- **Youth:** activities include an afterschool club, youth clubs and a parent and toddler group
- **Arts:** art classes for over 50s are available at the centre
- **Dance:** classes offer a variety of dancing styles for children through to senior
- **Styles café:** the community café serves breakfast, lunch and snacks
- **The WOW Zone** was officially opened in 2011 by Paralympian Ian Jones
  - o Over 2,500 local children and teachers have accessed learning opportunities
  - o Children have been shortlisted as finalists in two national film competitions



## Social value 2014-16:

<b>£9.5m</b>	of social value created
<b>1,165</b>	people regularly participating in sport
<b>549</b>	regular attendees at youth sessions (incl WOW)
<b>17</b>	regularly attending social groups
<b>41</b>	people attending training

**Seashell Trust** is a national charity supporting children and young adults with complex learning disabilities and additional communication needs.

Students attend the centre as part of their progression into supported employment; gaining experience in gardening, health and safety, laundry and cleaning.

"I have seen a marked difference in the behaviours of the students, they are calm and happy when at the centre, and some are even humming and singing to themselves. Their confidence seems at a high as they independently access different areas of the centre. They are very communicative and are always accepting of the numerous people around them and the more physical tasks asked of them."

### Then

- 60% of people in Woodhouse Park felt that they were in good health
- 60% of Woodhouse Park residents were economically active
- 25,000 visits to the Centre in the first year

### Now

- 74% of people in Woodhouse Park feel that they are in good health
- 66% of Woodhouse Park residents are economically active
- Over 100,000 visits to the Centre in the tenth year
- 82% of residents in Woodhouse Park were satisfied with the sports facilities in the city compared with 66% across Manchester; the highest satisfaction rate in the city
- Residents in Woodhouse Park are more likely to say that they are happy and have higher life satisfaction rates, compared to residents in Manchester as a whole

# Case study: Manchester United Foundation

## Participation in sport

**736** regular participants

**1,117** individuals participated at least once during the year

**1,196** hours of activity delivered

**801** sessions delivered

### Social value

**£1,979,104**

## Volunteering

**21** regular volunteers

**44** individuals volunteered at least once during the year

**415** hours volunteered

### Social value

**£60,030**



## Premier Health

'Premier Health' targets men who are unemployed or suffer with mental health, weight, drug, alcohol or other health issues. It helps them to take control and get their lives back on track by giving them an outlet to participate in physical activity, as well as supporting and assisting them in other areas such as health promotion and employment.

## Something to Chew On

Something to Chew On teaches 7-8 year olds about health and wellbeing. As well as practical football activities, topics covered include healthy eating, food safety and the importance of being physically active.

"Before we started the programme a number of children were not big fans of football and can now be seen playing football in their breaks and lunchtimes. They have really been inspired and learnt to love the sport."

## Street Reds

Street Reds is a youth development programme for young people aged 8 to 18. We provide free football sessions, offering opportunities to learn new skills and gain qualifications in a supportive and positive environment.

"If I couldn't come here I would be sat in my house playing the computer or something because I can't pay to play football, it keeps me active so I'm not just sat in the house."

"I've become more confident and I'm able to give back to my local community."





# Case study:

## Resident Involvement

**64** residents actively engaged in tenants groups

**2,563** hours volunteered

**25** residents regularly volunteering  
**106** residents volunteered at least once during the year

Social value  
**£511,958**

### Involvement in our Governance

- Tenant representatives sit on our Board and our Tenant Committee is responsible for regulating the front line business on behalf of our customers.
- 14 items of policy and strategy approved by the Committee.
- Our Service Review Group looks at our services such as repairs, allocations and community safety.
- 31 service improvements made as a result of recommendations.



### Involvement in the Community

- We have supported Tenants and Residents Associations (TARAs) which has enabled them to make environmental improvements and organise clean-ups, walkabouts and community events.
- We have allocated almost £150,000 to the Community Development Grants Scheme. The tenants Grants Panel awarded the funding to local groups such as community farms, sports clubs, youth and pensioners groups.



### Involvement in making your voice heard

- Panels have scrutinised how rent is spent, ensured the Value for Money statements are easy for tenants to understand and helped to develop 'Your Guide' which outlines what tenants can expect when they visit or speak to us.
- Service inspectors have carried out 200 inspections to test how effective we are at service delivery and help raise standards.
- We host an annual Tenant Conference where over two hundred attendees come together to learn and give their views on our services.

# Case study:

## Real Food Wythenshawe

Real Food Wythenshawe supports local people to grow and cook their own food. This can be in the garden or in a bigger community space. Real Food Wythenshawe's message is 'Grow it! Cook it! Eat it!'

### Outputs (2013-2016)

#### Geodome

**100** students involved in the design & build

**200+** students visited the Geodome

Hosted the BBC's Cbeebies radio programme

**179** people inspired from community groups about urban food production

#### Growing and cooking

**2,000** plants grown for the Dig the City gold-award winning Exhibition Garden; 'Fifty Shades of Green'

**60** growing groups supported

Launched the Edible Interchange: mix of growing areas at the new bus and Metrolink station

**13** outlets selling or providing locally grown food supported

Opened a Real Food Cook & Taste Demo Kitchen

RHS/ Tatton gold medal garden 'A Taste of Wythenshawe' 2014



LOTTERY FUNDED

#### Education and awareness

**7,800** recipes and booklets distributed

**12,500** people at community events engaged

**19,400** people informed about local food growing and eating

**3,400** people engaged through workshops and volunteering

#### Food poverty

Set up a food distribution warehouse (unit-e) in partnership with the Trussell Trust and Fareshare

**9,000** kilos of donated food brought in and distributed to 7 local food banks

#### Volunteers

**178** volunteers involved

**6,800** hours volunteered

**4** volunteering opportunities available every week





# Case study: Holiday Kitchen

For many children and families on low incomes, school holidays can be a difficult time due to parents working while caring for children, the cost of childcare and the increased costs of feeding the family in the absence of free school meals.

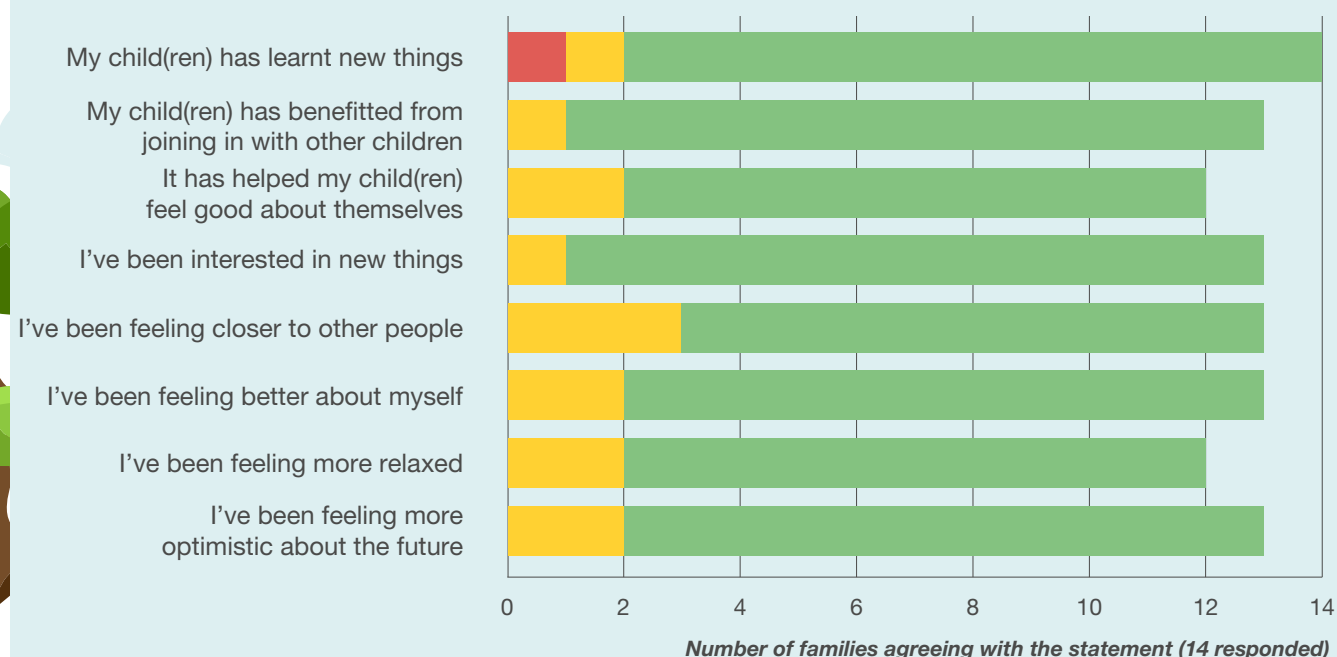
Holiday Kitchen provides a structured programme of fun learning activities, supported free play, educational trips and nutritious, communal food activities with families of pre- and primary school aged children.

The Holiday Kitchen was run at Benchill Community Centre during the 2015 summer holiday for 17 families.

- Parents reported benefits for themselves and their children of eating a healthy breakfast and lunch at Holiday Kitchen.
- All the children reported that they liked the food and eating activities on the programme.
- Children said that meeting new people was one of the best aspects of Holiday Kitchen.
- Parents reported feeling more confident to support their children in school.
- The venue, food and activities were rated very good or good by all.



Outcome	Respondents
More confident to make healthy meals/snacks with their children	13
The food was 'healthier than we usually eat'	13
It has helped financially	13
It has helped me eat regular meals	13
It has helped my children eat regular meals	13
It has reduced me feeling stressed about what to do with the children this summer	14
It has helped my family have fun together	14
Would recommend holiday kitchen to a friend or family member	14
<b>14 families responded</b>	



■ Not at all ■ A little ■ Quite a lot ■ A great deal

# Employment and skills

**We offer a range of support to help residents in Wythenshawe increase their skills and to move into sustained employment:**

- Work experience opportunities for students.
- Employment opportunities through apprenticeships and placements.
- Skills development through a range of training courses and qualifications including IT, functional skills (Maths and English) and English as a Second Language (ESOL).
- Help people to find employment through a signposting scheme and a job matching and recruitment service for local employers.
- Self employment opportunities at The Enterprise Centre; a thriving hub of activity for small businesses and budding entrepreneurs.



## Employing local people

**We actively employ colleagues from the Wythenshawe area. We have repeated the measurement carried out last year regarding our investment into local people.**

We have reviewed how many and what proportion of colleagues live in the area that we provide homes in and have assessed our investment into Wythenshawe-based colleagues.

263 colleagues live in the Wythenshawe area; 50% of all WCHG colleagues.

- Salaries paid to local colleagues: **£6,750,012**
- Training investment in local colleagues: **£83,366**

We are proud to continue to be an accredited Living Wage employer.





**154**people supported  
into full time  
employment**297**people helped  
through Real  
Opportunities**6**people started  
apprenticeships**107**people  
achieved  
qualifications**581**people  
benefitted from  
training**98**people no longer claiming  
out of work benefits due to  
going into employment

## Case study

### Toni Fleming, Futures programme

Our Futures programme specifically targets those considered furthest from employment, providing the experience and support needed to break down the barriers to employment of poor work history, confidence and training.

The twelve month programme equips trainees with experience, qualifications, personal development opportunities and mentor support, giving them essential work skills required for the job market.

Toni Fleming explained how being in work has made the difference between independence and a life spent in poor health, struggling on benefits:

“I grew up around unemployment, so I wanted to be different and work all my life. But after I was made redundant, I was out of work for two years, and I started to suffer from depression. I felt worthless, so I needed to be needed and snap out of it. Having a job – they need me to be in every day, and that’s what I need in life.”



Toni Fleming (L) with Kendra Brown, Employment Co-ordinator at WCHG

Toni started volunteering through Real Neighbours then got help to apply for a job in street cleansing. She completed the 12-month Futures training programme including a Bike Back to Work scheme. She now cycles to work and has seen a big change in her health, wellbeing and fitness.

You can watch a film about Toni’s story at [www.wchg.org.uk/socialimpact](http://www.wchg.org.uk/socialimpact)

**Investment:  
£1.0m****Social value:  
£4.5m****Social return:  
£5 of social  
value for every £1  
invested**

# Youth and education

We deliver a fully inclusive, quality youth offer available to young people in Wythenshawe.

## Youth provision

19 youth sessions a week cover topics such as child sexual exploitation; positive, healthy sexual relationships; drugs and alcohol; gangs and knife crime; antisocial behaviour; and peer support including a wide range of youth volunteering opportunities.

Confidential information, advice and guidance on a range of issues is provided by our youth workers.

Our detached youth team deliver street based youth work five nights a week in open spaces across Wythenshawe.



**378** young people regularly attended our open access youth provision services



## Case study: Youth Team

**Local young people from our youth provision helped to transform a breezeblock wall at SS John Fisher & Thomas More Catholic Primary School into a work of art to be enjoyed for years to come. The project was designed and led by the young people involved and allowed them to express their creativity and talents through artistic work that was inspired by the themes of positive thinking, caring for each other and raising aspirations to be the best you can be.**

“This project allows young people to engage in something that is not only fun but makes a difference to the community. It’s been great to see so many turn up in the school holidays and get involved in creating a design that matters to them. It will be a great surprise for the children to see their work on the wall when they come back to school.”

“I have never done anything like this before and it gives me the experience to be creative in a fun way.”

The artwork took five days to produce and young people were able to learn the art of painting murals by working alongside a professional graffiti artist.





## 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.

- 136** children regularly attended the WOW Zone
- 133** young people attended other educational activities through the WOW Zone (weekend residential, local heritage project, Quarry Bank Mill project)
- 757** young people benefited from the WOW Zone throughout the year
- 120** teachers attended training to improve and embed the use of ICT across the curriculum at the WOW Zone

The WOW Zone became an accredited Apple Regional Training Centre and both the WOW Zone teachers became Apple Distinguished Educators



## After school club

After school clubs offer activities to school age children.

- 93** children regularly attended after school club



Investment:  
**£0.4m**

Social value:  
**£3.1m**

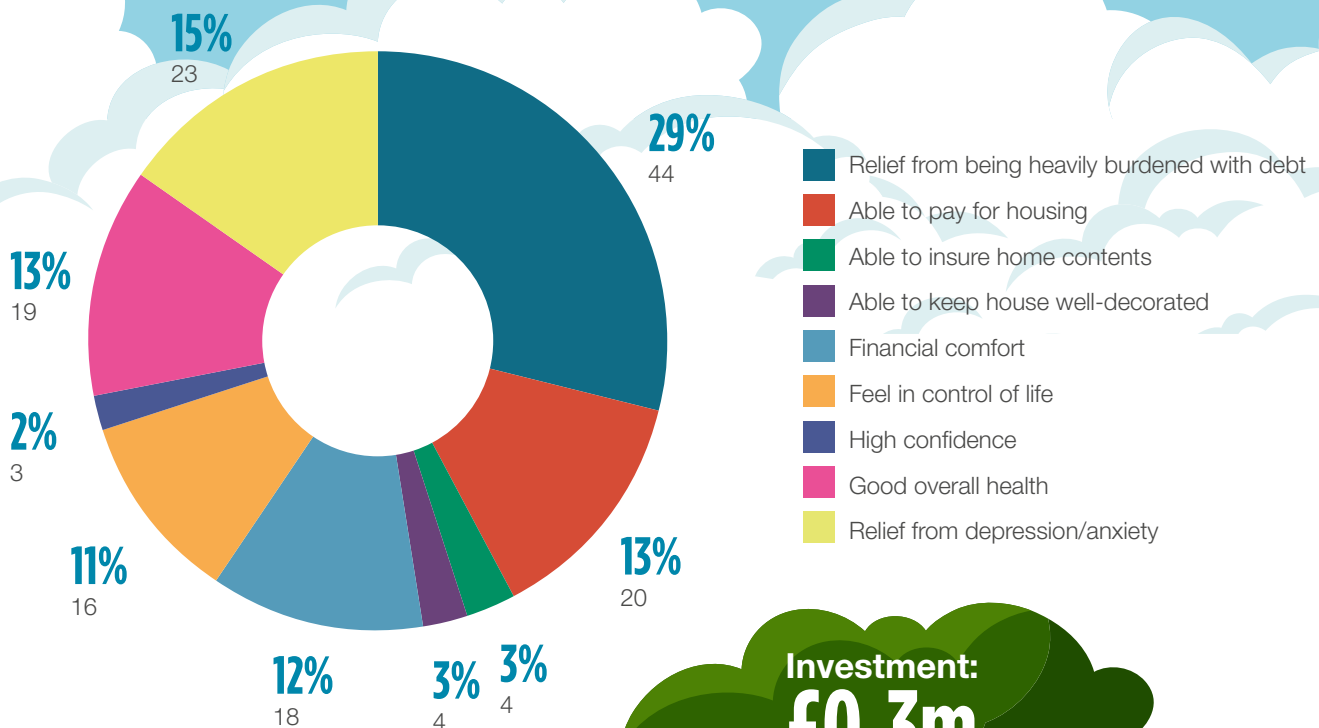
Social return:  
**£7** of social  
value for every £1  
invested

# Financial Wellbeing

We support tenants facing financial hardship through the provision of benefit and debt advice to help tenants to maximise their income. This enables them to stay on top of their budgeting, including maintaining their rent payments.

## Tenants reporting positive outcomes due to financial inclusion service

85	customers reported that their wellbeing had improved
655	money health checks carried out
955	appointments held with customers to help them manage their finances
16	tenants helped to sustain their tenancy by downsizing their home as a result of welfare benefit reform
£2m	Rental income generated through the service
143	customers supported to secure welfare benefits as part of the advice service
£711k	of debts written off for tenants with our support



Social value:  
**£4.0m**

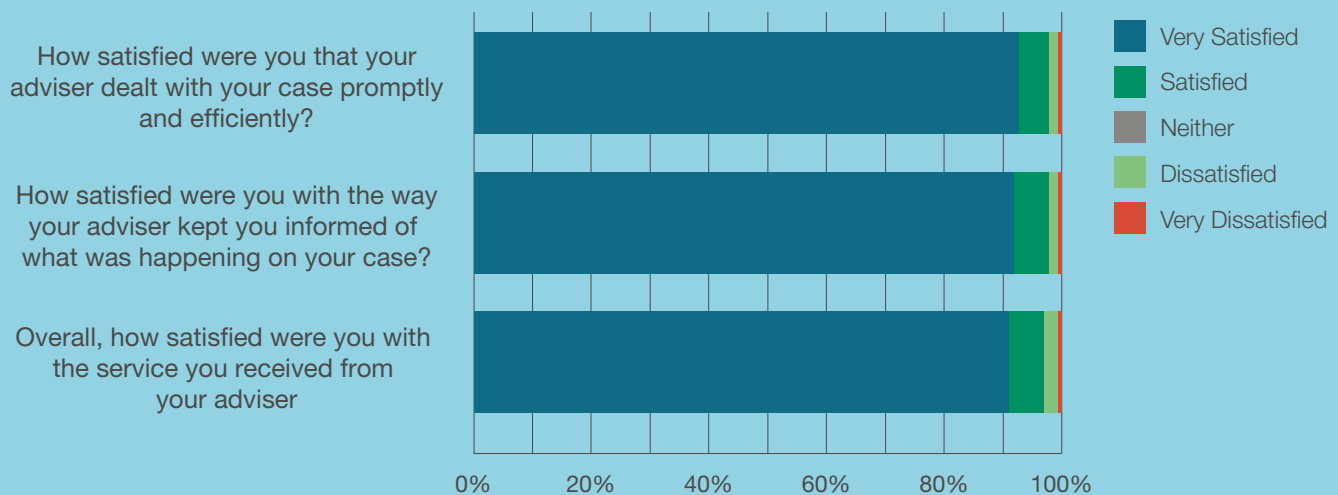
Investment:  
**£0.3m**

Social return:  
**£14** of social  
value for every £1  
invested



# Customer satisfaction

All customers were asked about their satisfaction with the service provided.



**99%**

of respondents rated the quality of the advice service as excellent, very good or good.

**98%**

of respondents said that they would recommend the service to others.



“I was very grateful for all the help that A gave me. I was on the verge of losing my property and had no money, she helped me quite a lot. Thank you.”

“Since first meeting R I have finally managed to take control of my debt with R’s help. He has been a fantastic help and without that help I can’t imagine how my life would have turned out. An amazing team of people who work very hard.”

“If it wasn’t for this service and the excellent care and attention I have received my life would of become more unbearable. I was forced into the situation I was in and can now try to rebuild my life.”



“I am so grateful for your help I can sleep better now my debts are in order thank you so much.”

“Just a big thankyou for all the help, I didn’t see a way to get out and I really appreciate the help I got.”

“I would like to thank D for helping me I feel like a big weight has been lifted off me and I feel much happier in myself.”

# Community Safety

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

-  **ASB case management** 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
-  **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.







## Operation Challenger

Joint work with Greater Manchester Police and other partner agencies to tackle organised gang crime is helping to make Wythenshawe a safer place to live.

The latest operation included 24 hour directed surveillance of gang members and covert surveillance at individual properties. This led to eight members of an organised gang being arrested and the recovery of £400,000 worth of "class A" drugs, a substantial amount of cash and a number of firearms.

To date there have been:

-  more than 30 arrests
-  £1m worth of property and cash seized
-  more than £2m worth of drugs recovered
-  a significant number of firearms taken off the streets

Operation Challenger is making it extremely difficult for criminal networks to operate across Wythenshawe.

270

individuals reported that their wellbeing had improved following intervention to address antisocial behaviour

96%

customer satisfaction

583

cases of antisocial behaviour responded to

63

domestic abuse cases responded to

47

legal actions taken

Investment:  
**£0.5m**

Social value:  
**£1.1m**

Social return:  
**£2** of social  
value for every £1  
invested



We are a social housing provider that owns almost 14,000 homes across the Wythenshawe area. All comply with the Decent Homes Standard.

## Social Housing

We have assessed the improved wellbeing of people moving from homelessness or temporary accommodation into a secure, affordable home in line with newly published information from HACT.



5

people who had been sleeping rough moved into a secure home

83

adults (71 households) moved from temporary accommodation to a secure home, this included 37 adults (27 households) with dependent children. This is based on applicants who were given priority for housing by the Local Authority due to being homeless or about to lose their home within 28 days.

99%

customer satisfaction

Accompanied viewings for all properties.

### Comparison of social and market rent

We have reviewed the financial benefit of social housing compared with the private rental sector. By providing housing at less than market rent we estimate that we provide an annual saving of £53.6m; an average of £3,968 per household.

This saving benefits either our tenants in rent paid or the public purse through housing benefit contributions.



Investment:  
**£0.06m**

Social value:  
**£0.8m**

Social return:  
**£12** of social  
value for every £1  
invested



# Wythenshawe garden city

Wythenshawe was developed in the 1930s as a garden city with wide tree-lined streets and a fruit tree in every garden. 20% of Manchester is classed as being tree-covered, 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.



Investment:

**£0.2m**

Social value:

**£0.5m**

Social return:

**£2** of social value for every £1 invested

## Value of trees

**£38,536**

The 'value' of our tree stock

**£21,678,351**

The cost to replace the stock

## Rainfall interception by urban trees

Trees intercept rainfall and can play an important role in reducing the impact of storm water and helping to reduce the risk of flooding.

Quantity	Social Value
5,426,804 litres of water intercepted	£7,186 saving in sewage charges

## Air pollution removal by urban trees

Trees can intercept airborne pollution, some is retained on leaves and bark and some is absorbed through the stomata. By cooling local air temperatures, plants also reduce the rate at which air pollutants are formed, particularly ozone.

Quantity	Social Value
2.8 tonnes of airborne pollutants removed	£15,025 saving to the NHS

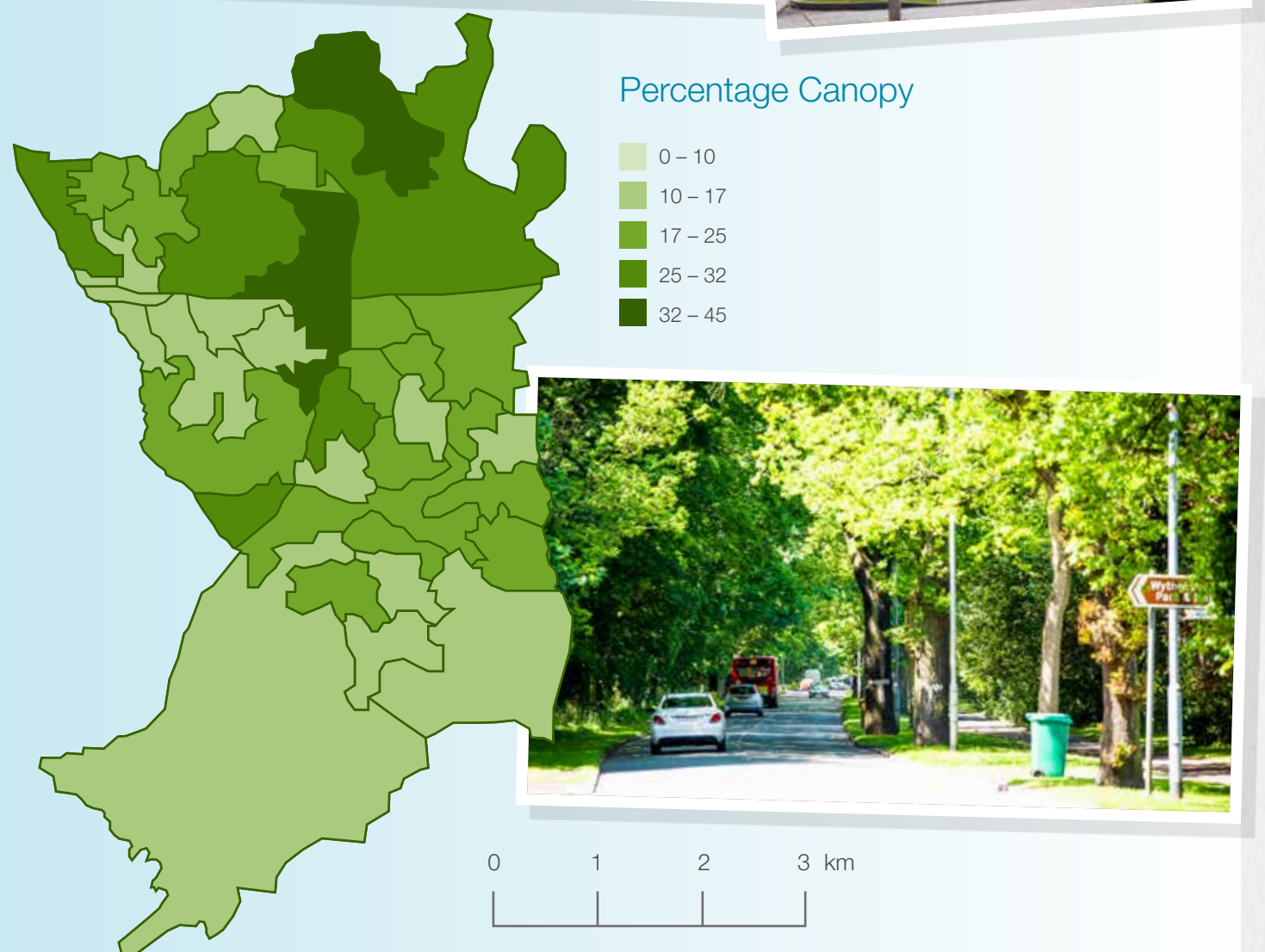
## Carbon storage and annual sequestration

The urban forest is an important repository for carbon, both with respect to the total amount of carbon stored as well as the annual sequestration rate. By absorbing carbon dioxide from the atmosphere trees help to combat a key driver of our changing climate.

Quantity	Social Value
73 tonnes removed from the atmosphere each year	£16,344
2,252 tonnes stored in the trees	£505,155



# Tree canopy cover in Wythenshawe



Visit [www.wchg.org.uk/socialimpact](http://www.wchg.org.uk/socialimpact) to:

- download the full version of our Social Impact Report including our methodology
- send us feedback on our social impact reporting
- watch short films on some of our projects



## Contact Us

Wythenshawe House, 8 Poundswick Lane, Wythenshawe, Manchester M22 9TA  
e: [customerenquiries@wchg.org.uk](mailto:customerenquiries@wchg.org.uk)  
w: [www.wchg.org.uk](http://www.wchg.org.uk)

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