

INSPIRING POSITIVE CHANGES IN WYTHENSHAW



SOCIAL IMPACT REPORT 2018

Safe and Attractive Environment

Page 24

321
anti-social behaviour cases resulted in a positive outcome

Social Value £1.9m

169
hours of community clean ups and tree planting to support local groups

16.5
million square metres of grass cut

Health and Wellbeing

Page 4

Social Value £2.3m

Over **8,000**
people expressed interest about growing and eating local food

3,645
people participated in physical activity during the year

Over **3,000**
people attended cooking courses, events and workshops

Money and Resources

Page 8

166
tenants were supported with debt issues

Social Value £3.6m

£1.3m
financial benefits gained on behalf of 369 tenants

100%
of colleagues paid at least the Living Wage

Page 10

Safe, Decent and Affordable Housing

127
people felt better able to manage their tenancy following support

Social Value £0.9m

57
residents of Village 135 reported an improvement in their wellbeing

115
people rehomed from temporary accommodation

A Great Place to Live

Page 20

Good Jobs

Social Value £2.7m

153
people gained employment

51
entrepreneurs benefited from business advice

24
people started apprenticeships

Page 16

Family, Friends and Communities

Social Value £2.1m

485
people attended social groups

487
local residents volunteered 21,429 hours

650
young people improved their confidence or self-esteem

Education and Skills

Page 14

390
people benefited from training

Social Value £0.6m

1,505
footfall at digital inclusion sessions

121
people received one to one support to help them into work

Our employees:

46% live in Wythenshawe

97% live in Greater Manchester

20% are tenants

Health and Wellbeing

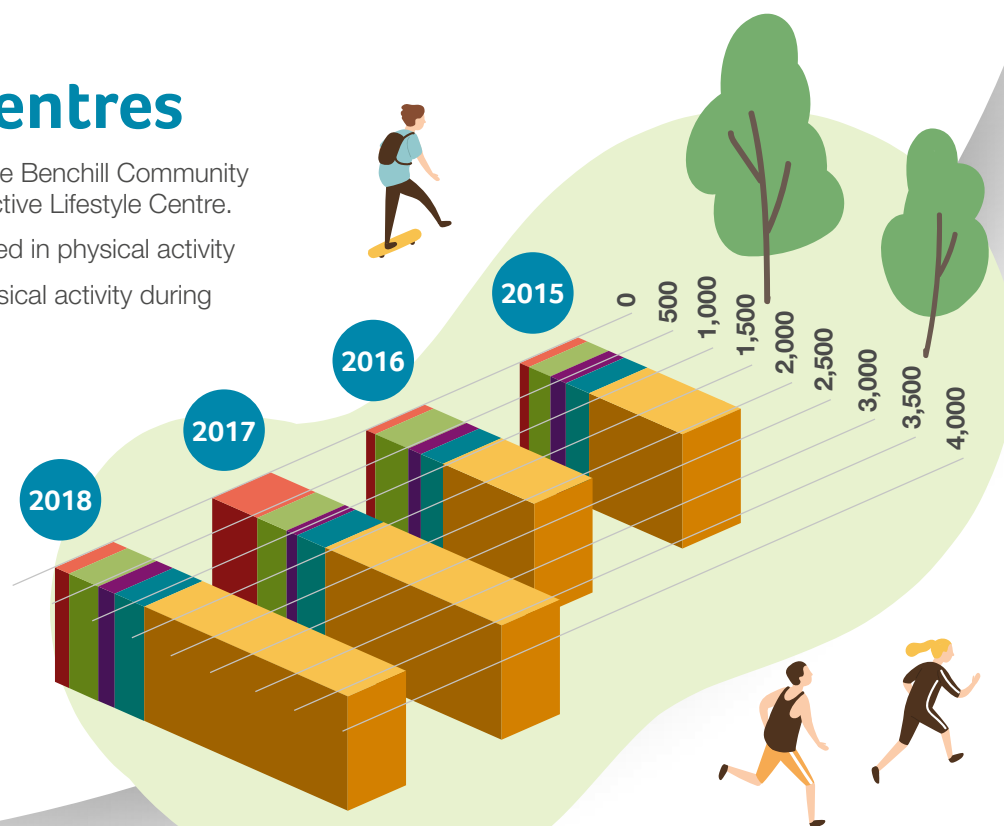
Community centres

A range of activities are offered at the Benchill Community Centre and the Woodhouse Park Active Lifestyle Centre.

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

Participation in physical activity at community centres

- Football
- Badminton
- Moderate exercise (various)
- Mild exercise (various)
- Community Sport



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.

2,655

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

53

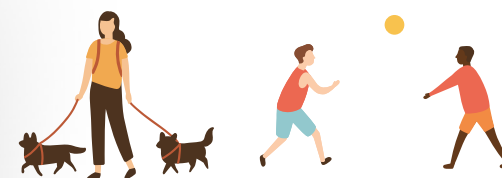
people took part in 'Age Friendly' day; 11 sports & activities included line dancing, chair-based exercise, yoga, croquet, martial arts, walking football & Nordic walking

18,242

people participated in sports and physical activity

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



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

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.

Achievement level	Sessions attended	Individuals
Platinum	11+	19
Gold	9+	18
Silver	6+	23
Bronze	3+	19
TOTAL		79

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



80%

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



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. Data shown covers the first 5 years of the programme.

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.

- **37,482 people expressed interest about growing and eating local food**
- **72 growing groups supported**
- **67 unused sites brought into food production**

Cooking

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



450

fewer residents rated their lifestyle as poor or very poor



15,269

healthy recipes distributed

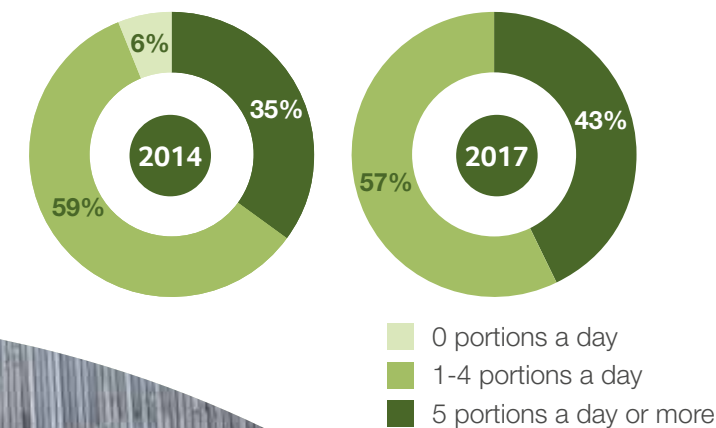


16,579

people attended 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.

Fruit and veg consumption



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.

Learning

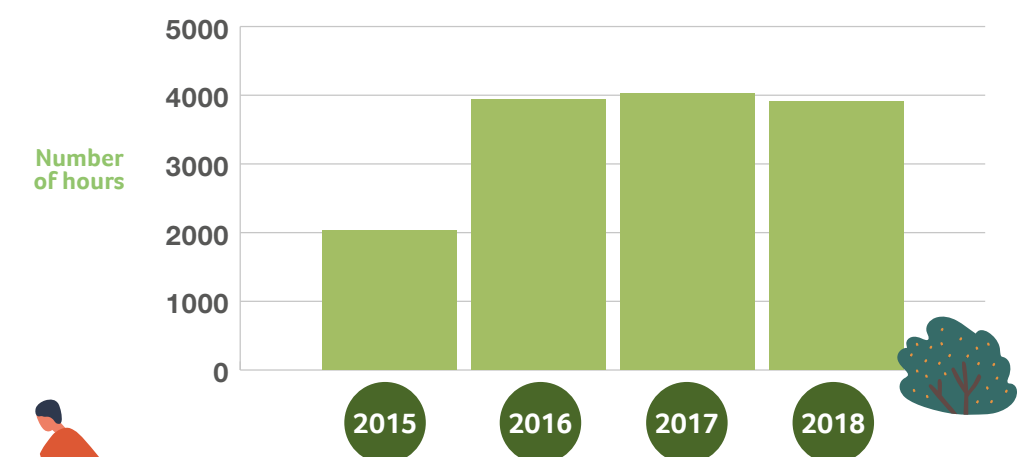
Workshops and training courses are run at the Geodome on topics including composting, recycling, sustainability, carbon literacy, food miles, growing your own food, wildlife gardening and alternative growing techniques – such as aquaponics which features there.

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**

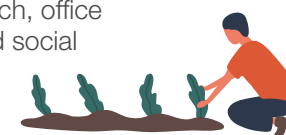


Hours volunteered



Volunteering

A total of 178 people have volunteered on the project. 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.



Money and Resources

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.

A total of 557 money health checks were provided to prospective tenants. As a result, 13 prospective tenants were refused on the basis of affordability grounds and 7 refused themselves due to affordability.

23 customers (82% of respondents) reported a positive change in their circumstances following the advice and support that they received.



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.

26

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



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.

166

debt appointments held

847

welfare rights appointments held

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

13

customers helped to downsize due to welfare reform

- £1.3m financial benefits gained on behalf of 369 tenants
- £1.9m rental income generated through financial inclusion services

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 aim is to tackle the barriers that prevent them from accessing support including financial help. The support includes the provision of debt advice.

122

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



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 colleagues the Living Wage we are also raising awareness with both existing and potential suppliers and contractors through our procurement process.

100%

of colleagues are paid at least the Living Wage



Employing local people

The Group actively employs colleagues from the Wythenshawe area. We evaluate how many and what proportion of colleagues live in the area that we provide homes in and assess the investment made through employment and training.

242 colleagues live in the Wythenshawe area; 46% of all colleagues.

Salaries paid to local colleagues:

£5,277,882

Training investment in local colleagues:

£91,512

Safe, Decent and Affordable Housing

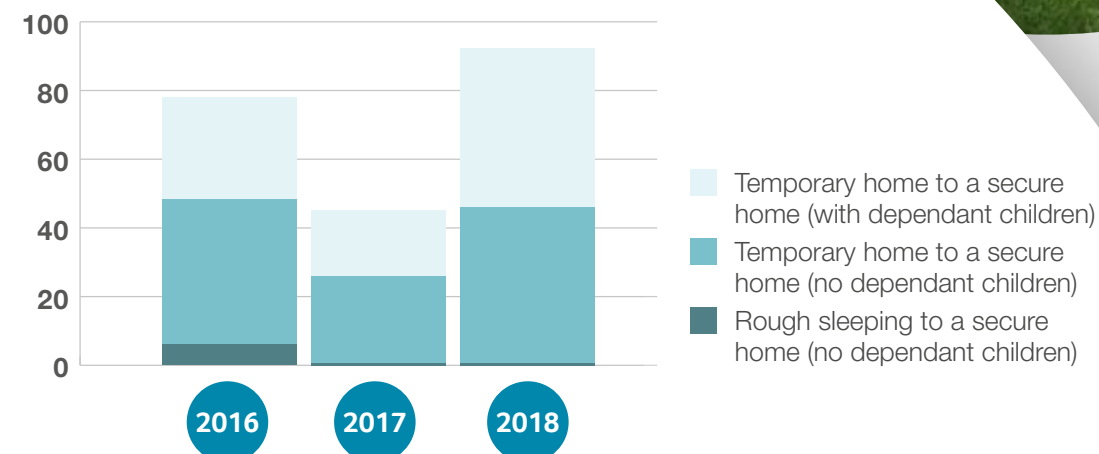
Social Housing

We are a social housing provider that owns nearly 14,000 homes housing 20,000 residents across Wythenshawe.

A total of
596 households /
1,256 individuals
moved into one of our properties during the year

We measured the impact of having a secure home by evaluating the impact of moving between different housing status on life satisfaction.

Number of households moving to a secure home



100%
of homes comply with the Decent Homes Standard

1 adult who was rough sleeping moved into a secure home



Support for tenants

We provide a range of support services to vulnerable and potentially vulnerable tenants to help them manage their tenancies. These include; help with general tenancy management issues, welfare benefits problems, low level physical or mental health issues, literacy difficulties and general signposting to other services.

In addition we support tenants with hoarding tendencies which may prevent a risk to them, others and/ or the property. 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.

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.

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.

127
people felt better able to manage their tenancy following support

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

53
tenants felt an improvement in the condition of their property had an impact on their wellbeing





Village 135

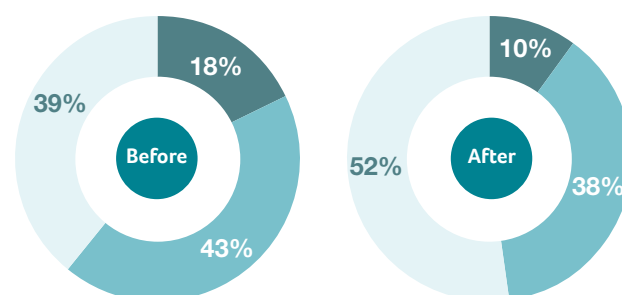


VILLAGE
135

March 2017.

To understand how moving into Village 135 impacted the wellbeing of the residents we carried out two surveys, the first when the residents moved into the property and the second a few months later. We've analysed results from 61 residents who have completed both surveys.

Proportion of clients in each group before and after intervention



■ % Low wellbeing
■ % Moderate wellbeing
■ % High wellbeing

The proportion of respondents recording a 'high wellbeing' score increased from

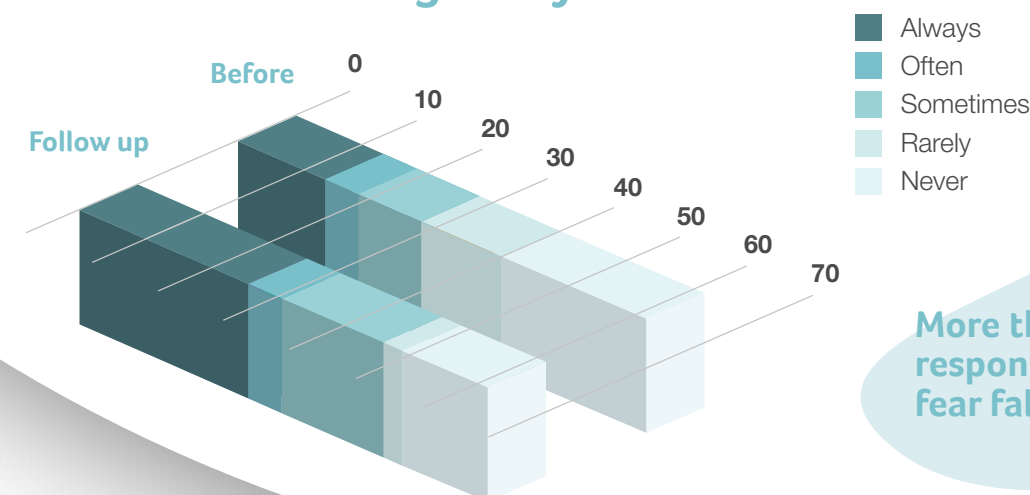
39% to 52%

The proportion of respondents recording a 'low wellbeing' score decreased from

18% to 10%

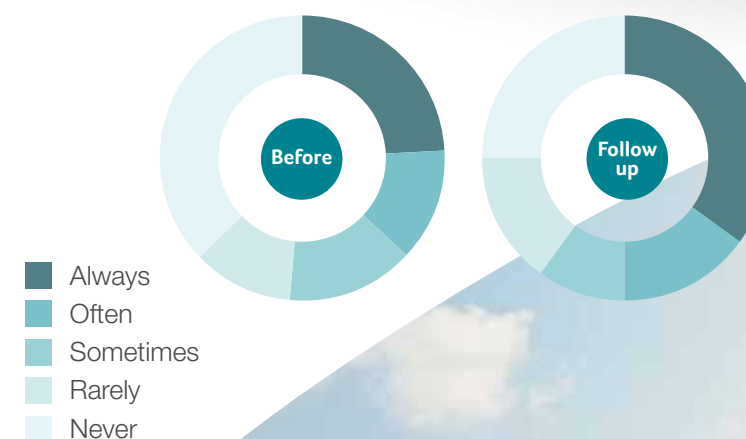


I do not fear falling in my home



More than half of respondents no longer fear falling at home

I engage in community activity



41%
of residents are engaging in more community activity



2018 Awards

Winner: Pinder healthcare design awards for 'Best independent living scheme'

Shortlisted: 2 x RICS awards for 'Residential' and 'Community benefit' categories

Education and Skills

Training and Education

The community centres offer non-accredited IT and ESOL (English as a Second Language) courses.

Vocational training available includes accredited IT courses, functional skills (Maths and English) and food hygiene.

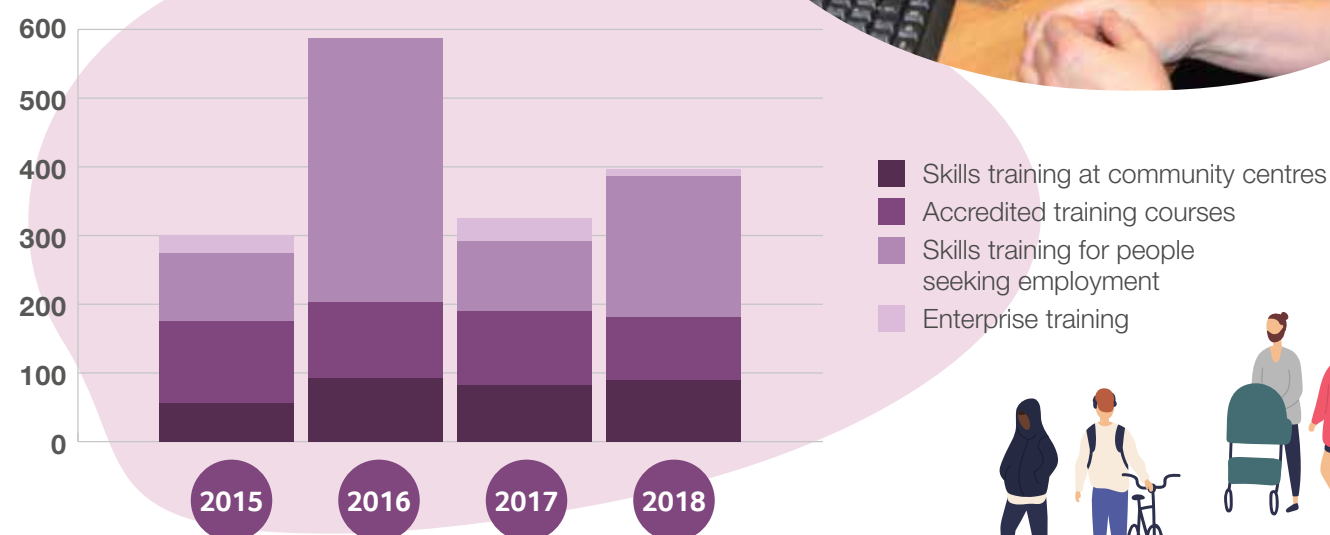
A range of training for people seeking employment is offered to help them increase and improve their skills for work. Specific training is available for business owners and entrepreneurs.



390

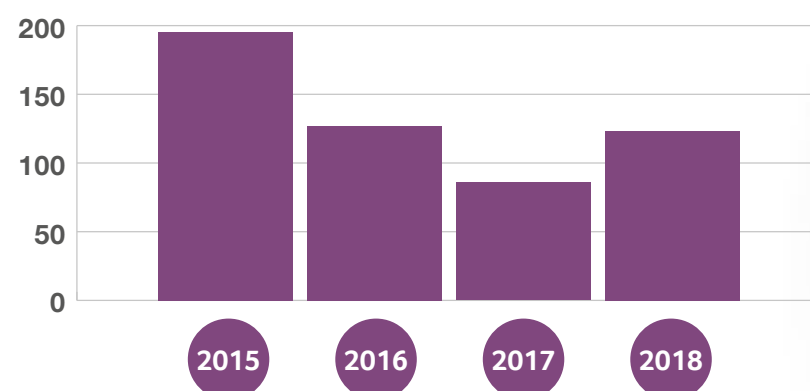
people into training

People benefiting from training



One to one job seeking support

In addition one to one training and support is offered to people seeking employment.



29

people achieved qualifications

45

local young people attended work experience placements

1,505

footfall at digital inclusion sessions through the year

Over

1,000

children attended sessions provided by the WOW Zone



344

staff trained in carbon literacy

ABC

50

people attended one of 4 English as a Second Language (ESOL) workshops



Mukil

"After a long gap from work due to family commitments, I was filled with apprehension about how I would get back into my career. WCHG has a great atmosphere to work and learn as everyone is helpful and supportive. There are a myriad of opportunities for career growth in the company as training is provided to update to the required standard. It has been excellent from day one, as working at WCHG has given my confidence back. Thank you so much!"



Daniel

"I was unemployed for over 5 months when I heard about WCHG internships. I applied and was first placed in Wythenshawe Works with my mentor, Natalie. This was a valuable experience particularly in developing confidence at work. I was then recruited to the finance team for 2 months as an accounts assistant. I had the interview for the Futures programme and was successful in gaining a 12 month paid position with training. During this time, I have new found confidence, learned new skills and I am also working on gaining my level 2 in Business Admin - all funded by WCHG."



Gillian

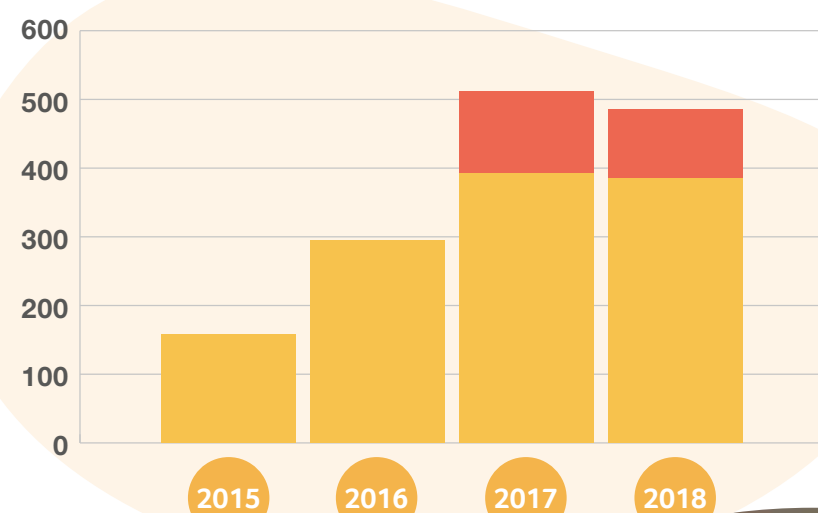
"Through the apprenticeship scheme, WCHG have invested in me and others from the community. After many happy years as a homemaker I have returned to work via an apprenticeship. Their investment has enabled me to gain skills to take forward in the future. The apprenticeship scheme has therefore been invaluable to me. WCHG and their continuous support and training has created an opportunity for me to start my career in housing and for that I will always be indebted to them."

Family, Friends and Communities

Social groups

A range of social activities are offered at the community centres to reduce social isolation.

Attendance at social groups



■ Parents and tots
■ Over 50s activities

43 people regularly attended social groups

485 people attended social groups during the year

104 people attended parents and tots sessions



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

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



223

young people have moved away from anti-social behaviour

75

people volunteered more than

3,178

hours to support youth services

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.

221

children participated in sessions provided by the MU foundation



Voluntary and community sector

£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

Volunteering

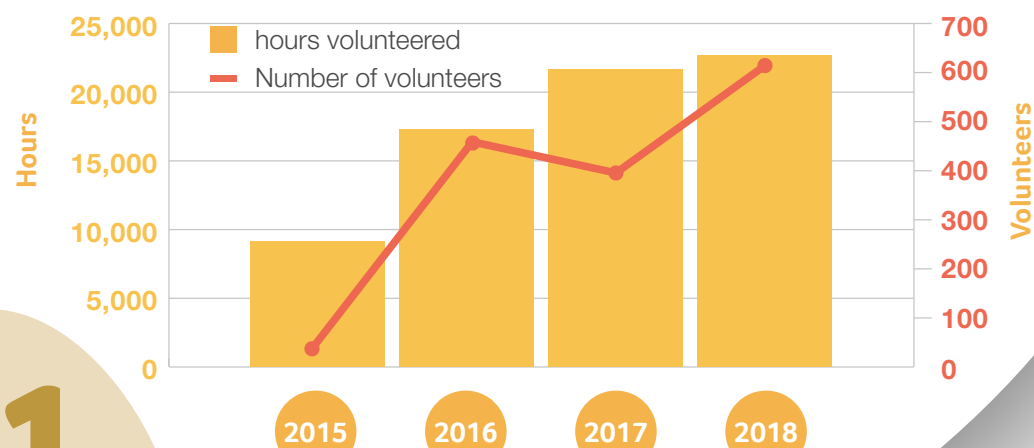
Volunteering across Wythenshawe

91

people attended
Tenants and
Residents
groups

121

Colleagues
volunteered 929
hours for projects
to benefit the
local community



217

residents improved
their wellbeing by
volunteering on a
regular basis

22,358

hours volunteered
across
Wythenshawe



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

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.

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.

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



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. 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.



bulbs planted
across 6 sites



colleagues
volunteered 80
hours over 3 days



Good Jobs

Employment

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

Twelve month placements are provided that equip trainees with experience, qualifications, personal development opportunities and mentor support.

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



Winner of the Northern Region 2018 TPAS Award

The Group's Employment and Enterprise Team won the award for

'Excellence in Employment Skills & Training'

153
people moved into employment

89
people ceased to claim out of work benefits due to going into employment

Apprentices

In 2017 8 apprentices successfully completed their apprenticeship:

- 3 were retained within the business
- 1 secured a job working with one of our valued contractors
- 1 joined the new stores arrangement
- 1 went on to further training
- 2 took their experience overseas to work in Europe.

24
people started an apprenticeship



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

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

121
people attended employment training/ one to one support to support them towards work

35
people improved their self confidence leading to better employability

Mark's story

Before Mark contacted Motiv8 he was living in a hostel. He had realised that he was an alcoholic and had signed up for help through Alcoholics Anonymous and also a 14-month rehabilitation programme, which put him in touch with Motiv8.

When he unexpectedly became the full-time parent for his young daughter he worried he would not be able to continue his construction and maintenance training due to his caring responsibilities. However, with help from Motiv8 and the course organisers, Mark not only continued the course but passed with flying colours.

He said: "I received some great feedback and shortly after the programme ended they called me in for an interview and I've now secured a Mature Apprenticeship position in carpentry. This has always been my dream job, doing

up houses, and I can't wait to get started."

He has also been given the keys to a new home in an area that is perfect for his daughter's school and his new job. He has recently celebrated two years without a drink.

Mark said: "Motiv8 has been supporting me every step of the way – and the crucial thing is that they said 'what do YOU want to do' and then they provided great guidance and support to make it happen. I can't thank Motiv8 enough."



Enterprise

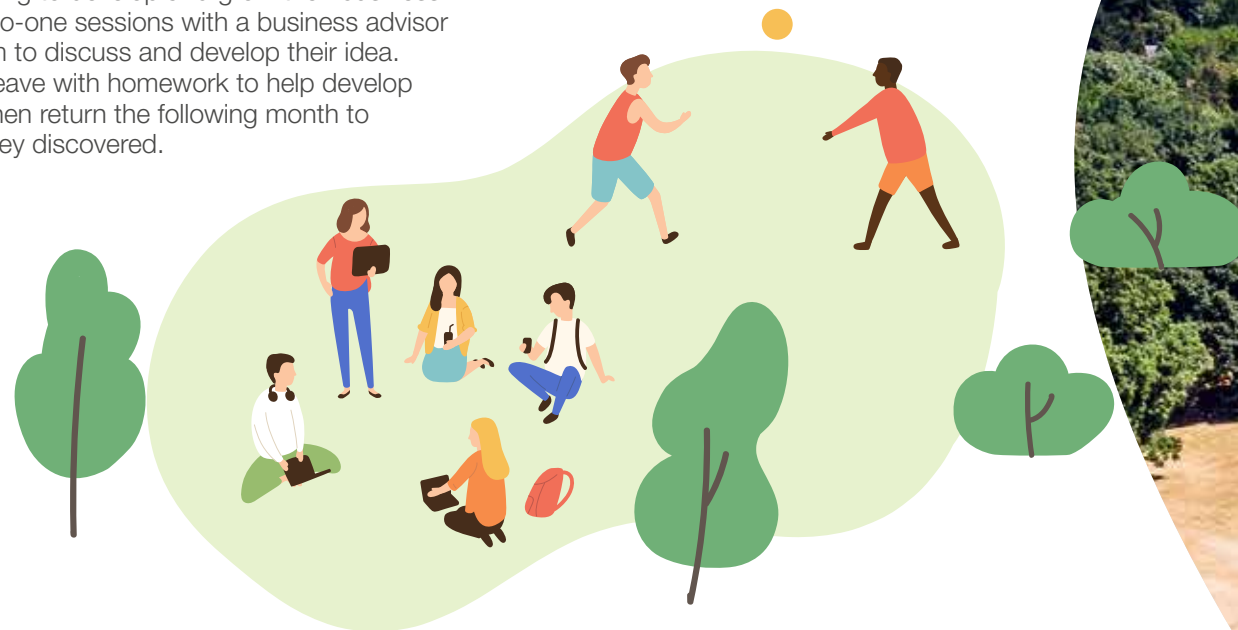
The Enterprise Centre provides affordable, office space for 28 businesses including incubation space for budding entrepreneurs. 17 of the businesses are owned by a local resident.

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.



The Enterprise Centre offers 'In The Making' sessions 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.



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**



Safe and Attractive Environment

Community safety

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



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.

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



Environmental services

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.

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.

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 16.5 million 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**



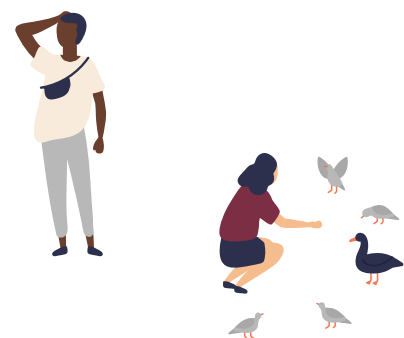
Wythenshawe Community Housing Group's Community Investment Strategy supports the Group's vision of creating communities where people choose to live and work, having pride in their homes and services.

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.



Visit 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



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(if not included in free bundle minutes)

