

# INSPIRIS DOSINE CHANGES IN WYTHENSHAWE

Social Impact
Report & Methodology 2019

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# 2 Introduction

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

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

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

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

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

There are five key outcomes in the strategy:

- Healthier residents;
- Improved employment opportunities;
- · Reducing poverty and exclusion;
- Strong, resilient communities; and
- Safe and attractive environment.

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

#### Our approach

Theory of Change models are included throughout the report to demonstrate how the services delivered result in the impact reported. Section 8 provides more detail on the methodology used to calculate the impact.

Many of the services deliver outcomes across more than one objective. We have reported against the objective that the service makes the largest contribution to.



#### **SOCIAL AUDIT STATEMENT:** Wythenshawe Community Housing Group

Wythenshawe Community Housing Group has prepared social accounts for the period April 2017 – March 2018 and has self-completed the Social Audit Panel Verification checklist.

I have read the social accounts and discussed the completed Verification checklist with Colette Humphrey of Wythenshawe Community Housing Group on 1<sup>st</sup> August 2018. At that meeting we have agreed a final version of the checklist which includes some suggestions for future iterations of the social accounts. I also examined a sample of the data and the sources of information on which the Social Accounts have been based.

I believe that the process outlined above has given me sufficient information on which to base my opinion.

I am satisfied that, given the scope of the social accounting explained in the social accounts and given the limitations of time available to me, the Social Accounts can be considered to present a reasonable report on the performance and impact of Wythenshawe Community Housing Group as measured against its stated values and objectives and the views of the stakeholders who were consulted.

In my report to Wythenshawe Community Housing Group I identified a number of important issues to be taken into consideration during the next social accounting cycle. In particular, I would refer to the following:

- i) Draw conclusions about the impact of activities and identify those activities that are having the most significant impact upon the intransigent social problems faced in the local communities
- ii) Consider whether these areas become the key focus of future reporting making the reporting process targeted and relevant to the effectiveness of the organisation and its tenants and residents

Gigned:	Dated:01/08/2019	
SAN Social Auditor		

<sup>\*</sup> The Verification checklist may, by arrangement, be inspected along with the full social accounts at the offices of Wythenshawe Community Housing Group at Wythenshawe House, 8 Poundswick Lane, Wythenshawe, Manchester M22 9TA

# 3 Healthier residents

# **Objectives**

- To provide access to physical activity and opportunities for more than 1,000 residents each year to live active lifestyles through community facilities such as Benchill Community Centre and the Woodhouse Park Active Lifestyle Centre.
- To inspire 2,000 residents to eat healthily and to develop their social networks for the duration of our Real Food programme
- To deliver 100 high quality volunteering opportunities, working with health partners to reduce social isolation

# 3.1 Benchill Community Centre

# BENCHILL COMMUNITY

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

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

Average monthly footfall 1,950

# Health

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

# Physical activity

211 regular participants in physical activity

445 people participated in physical activity

16 people regularly attended social groups

69 people attended parents and tots

Social



125 children attended after school club

28 people achieved accredited qualifications

758 footfall at digital inclusion sessions

207 hours volunteered

# **Education**

Volunteering

48 people attended one of 3
English as a Second Language
(ESOL) courses

180 people attended training

# **Physical activity**

A range of activities are offered at the Benchill Community Centre (BCC).

We've used the HACT Wellbeing Valuation model to assess the social value of regularly participating in physical activity.

We've only measured participation in activities organised by the centre team, which excludes additional sessions offered by external groups that pay for room hire.

Figure 3.1.1: Theory of Change for physical activity at BCC

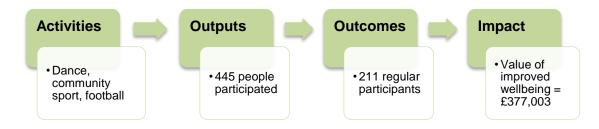
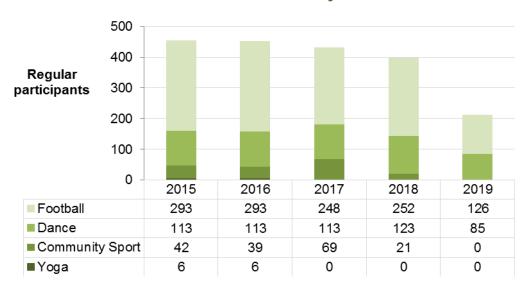


Figure 3.1.2: Social Value detail for physical activity at BCC

Outcome / activity	Regularly participating for the first time	Continuing to regularly participate	Total number of attendees
Dance	<b>10</b> (10) →	<b>75</b> (113) <b>↓</b>	85 (123) 👃
Football	<b>54</b> (108) <b>↓</b>	<b>72</b> (144) <b>J</b>	360 (450) 👃
TOTAL	64 (127) ↓	147 (269)	445 (594) ↓
SOCIAL VALUE (HACT)	£213,584 ↓	£163,419 ↓	

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

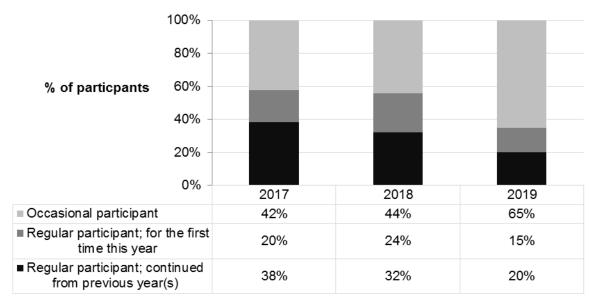
# Regular participants in physical activity at Benchill Community Centre



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

Figure 3.1.4: Frequency of participation in football at BCC year on year

# Participation in football



#### Social

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

Figure 3.1.5: Theory of Change for social groups at BCC

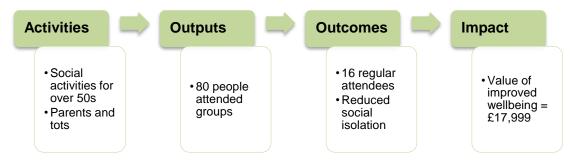
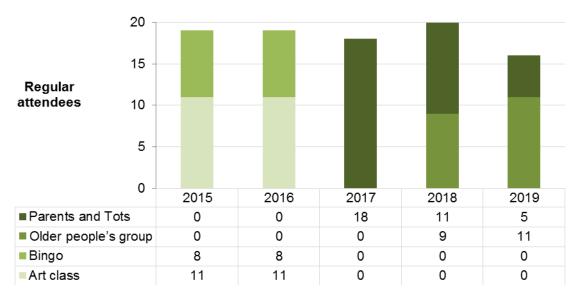


Figure 3.1.6: Social Value detail for social groups at BCC

Outcome / activity	Regularly participating for the first time	Continuing to regularly participate	Total number of attendees
Older people's group	2 (9) 👃	9 (0) ↑	11 (9) ↑
Parents and Tots	2 (1) ↑	3 (10) ↓	69 (104) 👃
TOTAL	4 (10) ↓	<b>12</b> (10) ↑	80 (113) ↓
SOCIAL VALUE (HACT)	£5,992↓	£12,007 ↑	

Figure 3.1.7: Regular attendance at social groups at BCC year on year

# Attendance at social groups



Only 7% (11%) of people attending Parents and Tots did so on a 'regular' basis; at least 9 times in a 3-month period.

# **Training and Qualifications**

A range of educational courses are offered from the centre.

We've used the HACT Wellbeing Valuation model to assess the social value of attending training courses and the GMCA Unit Cost Database to assess the social value of achieving accredited qualifications.

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

Figure 3.1.8: Theory of Change for training and qualifications

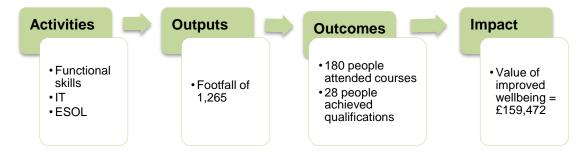


Figure 3.1.9: Social Value detail for training and qualifications

Service	Attending for the first time	Continuing to attend from previous year(s)	Achieved an accredited qualification
General training	26 (25) ↑	63 (71) 👃	n/a
Vocational training	42 (55) ↓	49 (33) ↑	28 (14) ↑
SOCIAL VALUE (HACT)	£69,860↓	£87,092 ↑	£2,520 ↑

Figure 3.1.10: Training and qualifications year on year



# Volunteering

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

Figure 3.1.11: Theory of Change for volunteering

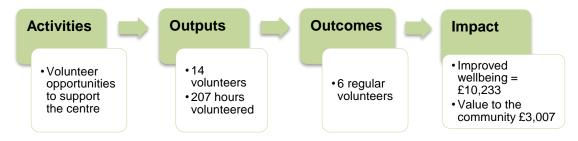
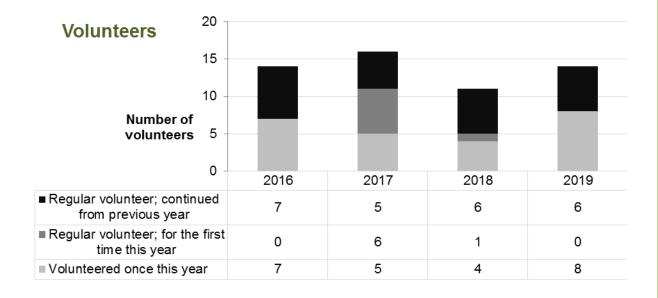


Figure 3.1.12: Hours volunteered over time



Figure 3.1.13: Volunteer engagement over time



#### After school club

After school club activities are available each day Monday to Friday during school term time.

We've used the HACT Wellbeing Valuation model to assess the social value of regularly attending after school club.

Figure 3.1.14: Theory of Change for after school club

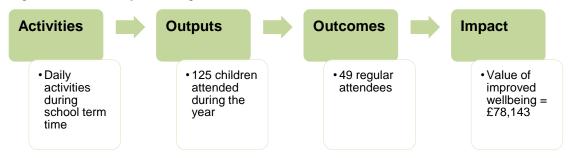


Figure 3.1.15: Social Value detail for after school club

Outcome / activity	Regularly participating for the first time	Continuing to regularly participate	Total number of attendees
After school club	<b>25</b> (28) <b>↓</b>	<b>24</b> (40) <b>↓</b>	<b>147</b> (147) ↓
SOCIAL VALUE (HACT)	£49,900 ↓	£28,243 ↓	

Figure 3.1.16: After school club attendance year on year

previous years.

#### After school club attendance Number of people ■ Occasional attendees ■ Regular attendees

# 39% of individuals attended at least 9 times in a 3-month period; slightly lower than

# 3.2 Woodhouse Park Active Lifestyle Centre

# WOODHOUSE PARK LIFESTYLE CENTRE

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

2,265 people participated in physical activity

517 regular participants in physical activity



# Physical activity

Up to **37%** of participants in physical activities attend regularly



**Social** 

14 people regularly attended social groups

**404** hours volunteered

10 individuals regularly volunteered

# **Physical activity**

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

Figure 3.2.1: Theory of Change for physical activity at LSC

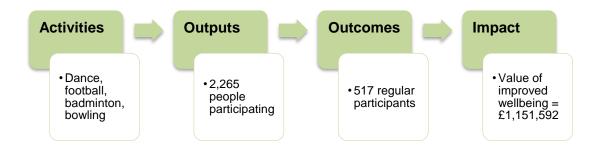


Figure 3.2.2: Social Value detail for physical activity at LSC

Outcome / activity	Regularly participating for the first time	Continuing to regularly participate	Total number of participants
Mild exercise	33 (47) ↓	<b>132</b> (120) ↑	453 (416) ↑
Moderate exercise	10 (9) ↑	<b>11</b> (19) <b>↓</b>	57 (96) ↓
Badminton	30 (12) ↑	21 (42) 👃	255 (351) 👃
Football	<b>150</b> (130) ↑	130 (140) 👃	1,500 (2,070) \
TOTAL	223 (198) ↑	294 (321) ↓	2,265 (2,933) \
SOCIAL VALUE (HACT)	£752,135 ↑	£399,457 ↓	

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

# Regular participants in physical activity

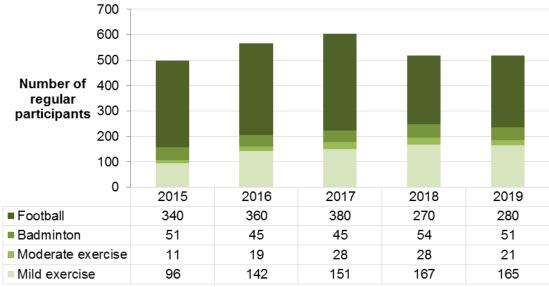


Figure 3.2.4: All participants in physical activity at LSC year on year

# All participants in physical activity at LSC

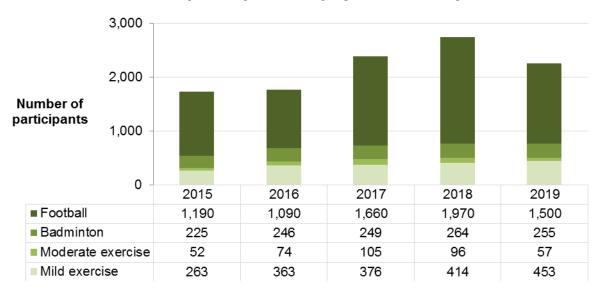
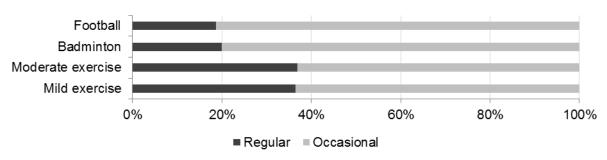


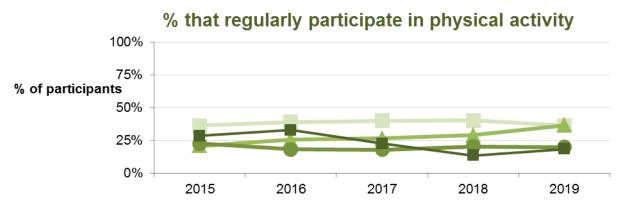
Figure 3.2.5: Frequency of participation in physical activity at LSC 2018/189

# % of regular participants in physical activity



A maximum of 37% of participants attend more than 9 times within a 3-month period.

Figure 3.2.6: Frequency of participation in physical activity at LSC



The number of occasional participants provides opportunity for increasing both use of the centre and the wellbeing of the individuals by attending more regularly. This ranges from 63% of participants in moderate exercise to 81% of football players.

#### Social

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

Figure 3.2.7: Theory of Change for social groups at LSC

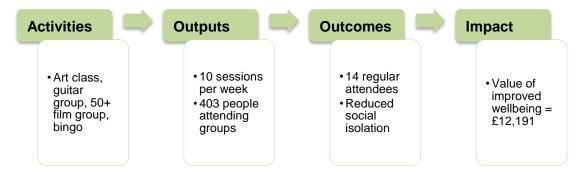
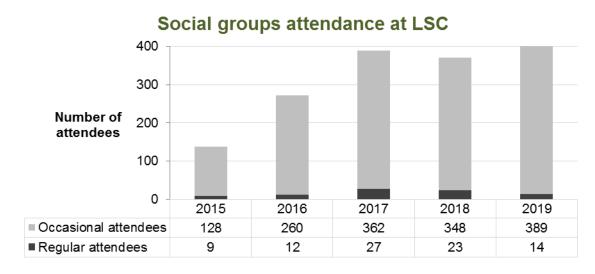


Figure 3.2.8: Social Value detail for social groups at LSC

Outcome / activity	Regularly attending for the first time	Continuing to regularly attend	Total number of attendees
Social groups	6 (10) ↓	8 (13) ↑	372 (372) ↓
SOCIAL VALUE (HACT)	£8,988 ↓	£3,203 ↓	

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



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

# Volunteering

Volunteers support a range of activities at the centre. An explanation of how we calculate the social value of volunteering activity is included in the methodology; section 8 of this report.

Figure 3.2.10: Theory of Change for volunteering

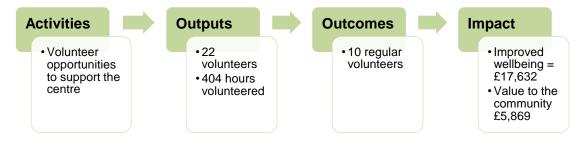


Figure 3.2.11: Hours volunteering over time

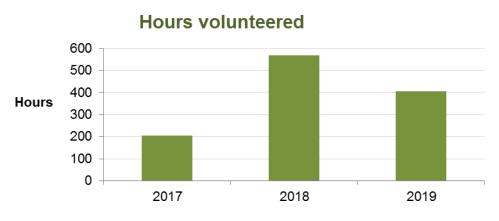
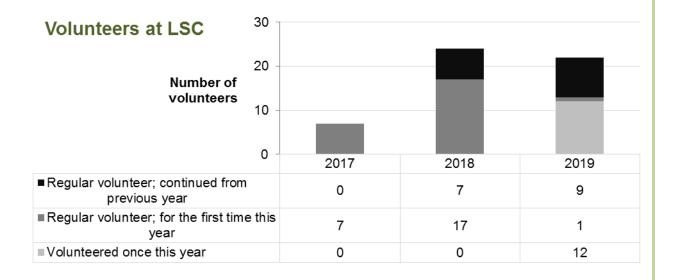


Figure 3.2.12: Volunteer engagement over time



# 3.3 Real Food Wythenshawe

# **REAL FOOD**



Real Food Wythenshawe delivers exciting and engaging activities to encourage people to grow, cook and eat their own food.

The programme consists of three key areas; The Green Doctor, Cooking with Confidence and Real Food on Tour.

# Real Food. Wythenshawe.

#### **Cooking with Confidence:**

Take small steps... starting in the kitchen. Learn how to cook from scratch and take control of your health, your budget and your life.

**82** people attended Cooking with Confidence sessions

54 people have changed their food habits

63 people reported feeling less lonely or isolated

107 people attended Green Doctor sessions

## Real Food on Tour:

Sharing good practice and the right approach to help organisations achieve better health outcomes for local communities.

#### **Green Doctor:**

Food growing activities with an emphasis on enjoying nature, the seasons and the company of others. This includes opportunities to develop new friendships, increase support networks and build Nearly 10,000
people visited Real Food at events

# Volunteering

Volunteers support a whole range of activities delivered by the team with some providing support more than once a week. We've used the HACT Wellbeing Valuation model to assess the social value of regularly volunteering and Office of National Statistics (ONS) data to calculate the equivalent value to the community.

Figure 3.3.1: Theory of Change for volunteering with Real Food

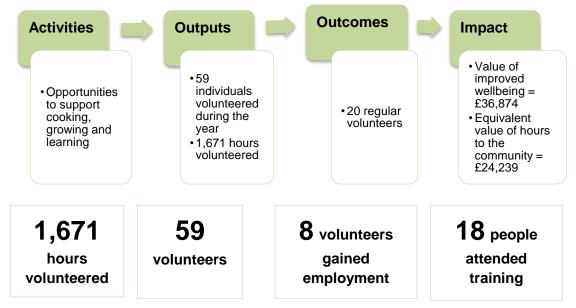
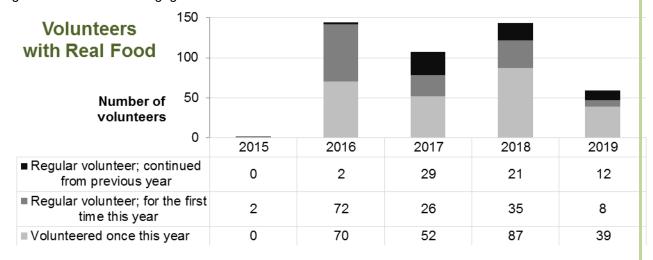


Figure 3.3.2: Hours volunteered over time with Real Food

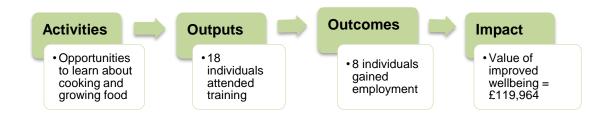


Figure 3.3.3: Volunteer engagement over time



# **Employment and Training**

Figure 3.3.4: Theory of Change for employment and training with Real Food



In addition to the key outcomes for the programme, 8 volunteers gained employment during the year.

Figure 3.3.5: Social Value detail for Employment and Training

Outcome / activity	2017	2018	2019
Gained employment	7	4	8
SOCIAL VALUE (HACT)	£85,876	£49,072	£98,144
Attended general training (first time this year)	13	41	15
Attended general training (had also attended in previous year(s))	16	12	3
Attended vocational training	10	0	0
TOTAL	39	53	18
SOCIAL VALUE (HACT)	£41,925	£64,174	£21,820

## Case study: The Manchester Flower Show

# 'Blooming Food' wins best pocket garden at The Manchester Flower Show 2018

Real Food Wythenshawe designed and installed another award winning garden at the Manchester Flower Show. The display, situated on Kings Street in Manchester, featured a host of edible plants including many edible flowers. A dining room table featured a 'living' table cloth, set out with gorgeous planting displays in vintage crockery.

Dining chairs included seat cushions made entirely of flowers. Another quirky feature was a strawberry growing wall fitted to disguise some ugly street furniture. The display was very popular with the public who were really interested to find out more about edible flowers and The Real Food Project. Volunteers helped to create all the garden fixtures and grew the majority of the plants on display over previous months at Wythenshawe Park. Since the event, Real Food has welcome many visitors to the growing site in the park who attended the flower show.

## Case study: Bee-utiful trail that inspires

We were delighted to help bring the 'Bee in the City' to Wythenshawe – one of the most spectacular public art events Manchester has ever seen.

Run by Wild in Art and Manchester City Council, it brought communities together as 100 customized giant bee sculptures marked a free family-fun trail across the city, including Wythenshawe.



WCHG's Real Food team helped design a pop up garden to become the home for the supersized Wythenshawe Bee – see it at the Interchange where it is fast becoming a local landmark!

Each bee was designed by a different artist to celebrate the unique buzz of Manchester, from its industrial heritage to its vibrant music scene.

# 3.4 Wythenshawe Games

# WYTHENSHAWE GAMES

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

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

17,325 people participated in sports and physical activity

110 people ran the
Wythenshawe 10km cross
country run



# 245 hours were volunteered by 39 WCHG colleagues

#### 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
- England Squash participated for the first time with 250 people trying the sport
- Paralympian and former GB wheelchair basketball player Anna Jackson, UK coaching's 'Disability Coach of the Year', helped deliver wheelchair basketball.

18 employees from local businesses
Virgin Media and Bespoke Contract
Services volunteered at the event

14 different sporting activities took place

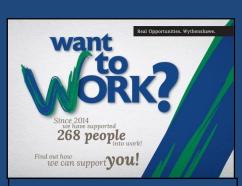
Over **5,000** under 5s took part in a range of activities

# 4 Improved employment opportunities

# **Objectives**

- Supported 100 residents into work each year
- Enabled 20 local entrepreneurs to start and grow their businesses
- Supported up to 1,000 people towards employment through the Building Better Opportunities programme
- Developed partnerships with employers and stakeholders including Manchester Airport, UHSM, Amazon and BW3 members and helped more of our residents into good jobs
- Used our day-to-day business operations to strengthen the local economy through training and employment of local people and embedding social value in our procurement
- Identified career pathways for local young people through work experience, apprenticeships and into employment.

# 4.1 Employment



# EMPLOYMENT SUPPORT

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

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

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

141 people gained employment

14 people gained a qualification

27 people started an apprenticeship

270 people attended training

76 individuals no longer claiming benefits due to going into work

Real opportunities. Wythenshawe.

## **Employment**

Figure 4.1.1: Theory of Change for Employment

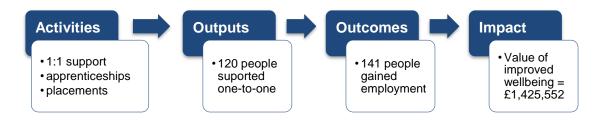


Figure 4.1.2: Social Value detail for Employment

Individuals gaining employment	2017	2018	2019
Real Opportunities	162	109	115
Futures	16	11	18
Apprentices	11	9	8
Turnaround	3	3	0
TOTAL	192	132	141
SOCIAL VALUE (HACT)	£2,231,508	£1,247,532	£1,425,552

Figure 4.1.3: Number of people going into employment

# Individuals gaining employment

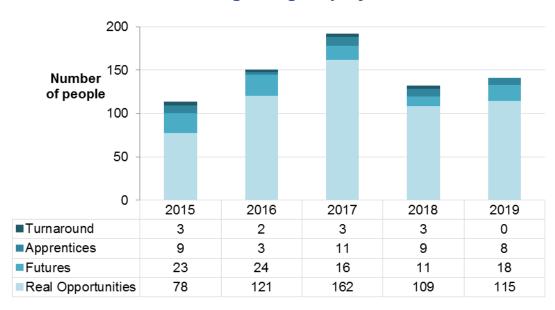


Figure 4.1.2 and 4.1.3 only include people who were unemployed and have been supported into employment. A further thirteen people who were employed were supported into 'better' employment, reflecting the increasing demand to support people away from zero hour or temporary contracts.

See sections 3.3 Real Food Wythenshawe and 4.3 Motiv8 for additional outcomes on employment

## Ceasing to claim benefits

Figure 4.1.4: Theory of Change for benefits

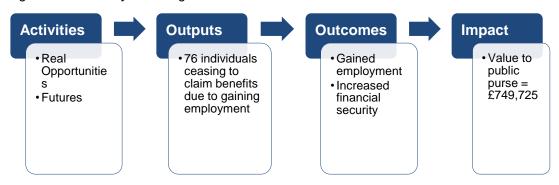


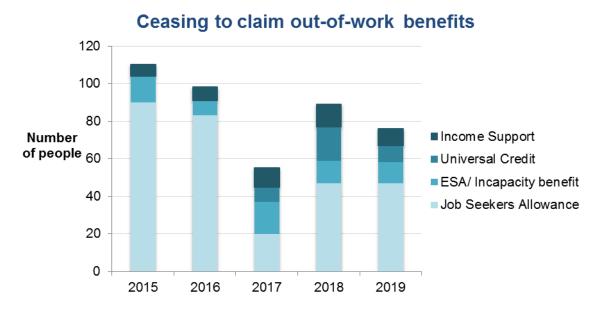
Figure 4.1.5: Social Value detail for benefits

Benefit	Individuals	Social value
Job Seekers Allowance	<b>47</b> (47) →	£485,087 ↑
ESA/ Incapacity benefit	<b>11</b> (12) ↓	£100,001 ↓
Universal credit	9 (18) 👃	£92,889 ↓
Income Support	9 (12) 👃	£71,748 ↓
TOTAL / SOCIAL VALUE	<b>76</b> (89) ↑	£749,725 ↑

Records from the previous three years showed that;

- 36% of people stopped claiming Job Seekers Allowance
- 8% of people stopped claiming ESA/ Incapacity benefit
- 7% of people stopped claiming Income Support
- 6% of people stopped claiming Universal Credit.

Figure 4.1.6: Number of people ceasing to claim benefits due to gaining employment



# **Training**

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

Figure 4.1.7: Theory of Change for Training

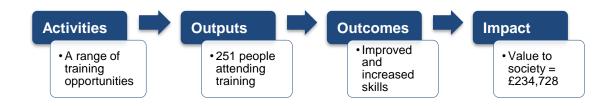


Figure 4.1.8: Social Value detail for training

Service	2017	2018	2019
Real Opportunities	34	6	120
Futures	12	57	87
Turnaround	3	3	0
Skills for Employment internships	0	43	44
TOTAL	49	109	251
SOCIAL VALUE (HACT)	£63,112	£140,392	£234,728

Figure 4.1.9: Number of individuals benefiting from training



#### In addition:

 19 (45) students from local schools attended work experience at WCHG this year. No financial value has been applied to this outcome.

See sections 3.1 Benchill Community Centre, 3.3 Real Food Wythenshawe, 4.2 Enterprise Centre and 4.3 Motiv8 for additional outcomes on training.

# **Qualifications**

Figure 4.1.10: Theory of Change for qualifications

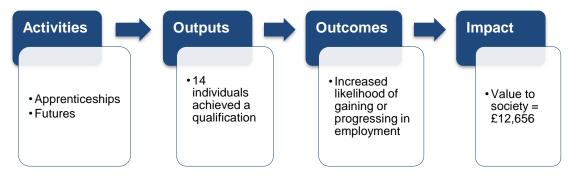


Figure 4.1.11: Social Value detail for qualifications

Service	Qualification	Numbers achieving	Social Value
Apprenticeships	Apprenticeship level 2 Apprenticeship level 3	<b>7</b> (3) ↑ <b>1</b> (3) ↓	£5,999 £1,515
Futures	Apprenticeship level 2	6 (9) ↓	£5,142
TOTAL		<b>14</b> (15) <b>↓</b>	£12,656 ↓

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

# **Apprenticeships**

Figure 4.1.12: Theory of Change for apprenticeships

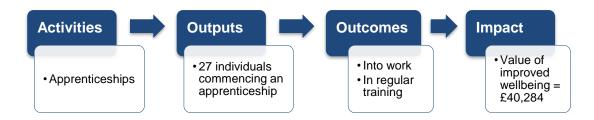


Figure 4.1.13: Social Value detail for apprenticeships

Service	Individuals commencing an apprenticeship	
Apprenticeships	<b>27</b> (24) ↑	
SOCIAL VALUE (HACT)	£40,284 ↑	

# **Society**

We have continued to use parts of the methodology devised for us by Baker Tilly/RSM in 2013 to evaluate outcomes that have a wider benefit to society. See section 8 for further details.

Figure 4.1.14: Theory of Change for benefits to society

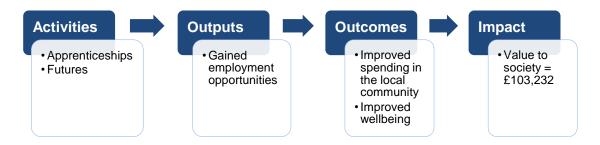


Figure 4.1.15: Social Value detail for benefits to society

Outcome	Outputs	Social Value
Improved mental wellbeing in the community		£34,200 ↓
Increased spending in the local community	<b>27</b> (25) ↑	£67,447 ↑
Having a driving licence (funded)	1 (3) 👃	£1,585 ↓
SOCIAL VALUE		£103,232 ↓

# Case study: Apprentice Surveyor

## Joe Spencer – the Group's first Apprentice Surveyor



#### How does your week work out?

I spend 4 days in the office or inspecting on the estates and 1 day at Salford City College. I am studying for a BTEC in Construction in the Built Environment and a GNVQ that covers health and safety, building working relationships as well as surveying. I also spend about 2 hours a day studying and completing the assignments. On the days I am in the office I work with my manager and the other 4 surveyors.

#### What experience have you been getting?

This is my first time working in an office environment so I have been learning about managing my workload, prioritising, attending team

meetings and getting used to working alongside colleagues from the wider department. I have also spent time partnering with each surveyor to observe the range of visits, inspections and projects that they are responsible for. Recently I have been given responsibility for my own projects for example:

- A balcony repair project: I was responsible for assessing the work required, liaising with the contractor and managing the tenant liaison through to work completion.
- Rectifying voids under solid floors: The voids had developed over time and were a health and safety risk. I inspected and photographed the problems and organised work with a specialist contractor who were employed to inject geo-polymer resin to fill the void. I checked the work afterwards and worked with the tenants to replace their floor coverings that were damaged in the process.

#### Would you recommend Apprenticeships to others?

I definitely would. Getting this apprenticeship has really helped me to get clearer focus and direction into my life. I feel as though I am building a career that I will be happy to have for the rest of my working life. Everyone across the Group has been welcoming, supportive and approachable. I recognise that with the right effort on my part I can spend the next three years gaining the experience and building the work ethic to make me employable in 2020.

# 4.2 Enterprise Centre

# ENTERPRISE CENTRE

The Enterprise Centre provides affordable, office space for 29 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. 29 businesses operating from the Enterprise Centre

50 entrepreneurs benefiting from business advice



# The Enterprise Centre now offers 'Virtual Offices'

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

# **Training**

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

50 (51) people attended sessions this year. In line with the HACT methodology this represents £64,400 social value.

#### Social value charter

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

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

To help achieve this, a social value charter was launched last year 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

17 of the businesses are owned by a local resident

110 Wythenshawe residents are employed at the centre

14 people from businesses based at the centre volunteered for the local community

11 apprentices are employed by businesses based at the centre

Work experience was arranged at

8 businesses, 4 based at the centre and 4 in the local area

# **Case study**

#### **Recruitment Panda**

'Recruitment Panda' took up office space at the Enterprise Centre in 2015 and since then have enjoyed continued year on year growth.



Managing Director Sam Sanderson: "The Enterprise Centre has been a great home for our business. After plenty of research, my first step away from working at my home kitchen table was here and now we've got space for 18 staff, a private meeting room and conference facilities whenever we need them.

"The moment I set foot inside I realised the facilities here rival any major serviced office premises and, what's best is that in the morning, all the traffic is going in the opposite direction."

An expert consultancy in nursing, health and social care recruitment UK wide and abroad, Recruitment Panda has developed its own professional reputation and boasts an enviable track record within the industry from right here in Wythenshawe.

Sam adds: "Ultra fast wi-fi gave us the platform we needed to build cutting edge infrastructure and our team have enjoyed training opportunities provided by The Enterprise Centre too. There is also a real camaraderie between us and our neighbours that I've never seen in any city centre office block anywhere else in the country."

### **Bright & Beautiful**

# **BRIGHT&BEAUTIFUL**

Based from offices at the Enterprise Centre franchise 'Bright & Beautiful' are an ethical, professional and eco-friendly domestic cleaning franchise.

Franchise owner Helen Young set up in 2017 and now employs 15 local people as professional housekeepers providing full and ongoing training.

Helen explains: "The ethos of Bright & Beautiful was of pure, natural cleaning products; full fair employment rights for the team and an exceptional housekeeping service for clients."

She adds: "Advice and support from WCHG's Employment team, who are also based at the Enterprise Centre, has enabled me to grow my team of hardworking and reliable staff.

"Having an office location in a residential area and close to the homes of my employees, makes the Centre a perfect base for my workforce."

Bright & Beautiful continue to go from strength to strength servicing over 100 clients within Cheshire and Greater Manchester.

## 4.3 Motiv8

# **MOTIV8**

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

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

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

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

41 people gained employment

110 people moved into education or training

Motiv8 is funded by the European Social Fund and The National Lottery Community Fund.

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

The team based at Wythenshawe Community Housing Group is providing support for people across Manchester.







Figure 4.3.1: Theory of Change for Motiv8

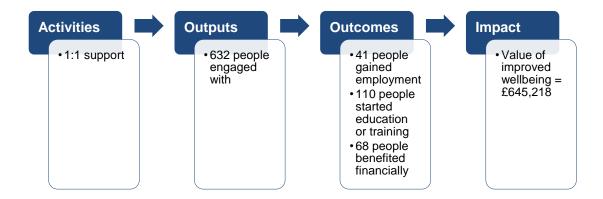


Figure 4.3.2: Social Value detail for Motiv8

Outcome	Individuals	Social Value (HACT)
Employment	<b>41</b> (18) ↑	£502,988 ↑
Education & training	110 (37) ↑	£141,680 ↑
Job search	1 (0) ↑	£550 ↑
TOTAL		£645,218

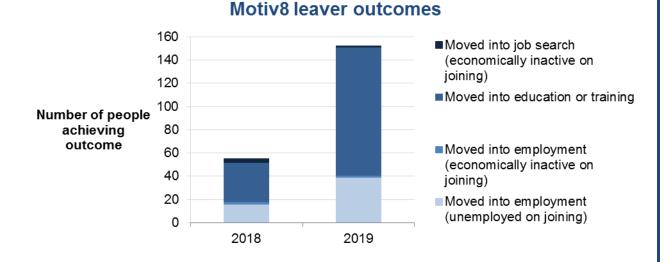
277 people improved their financial and employment skills to make them more confident to access work

235 people improved their health and wellbeing leading to better employability

**68** participants following debt advice

**97** people gained self confidence and improved self development leading to better employability

Figure 4.3.3: Outcomes at point of leaving Motiv8 support



# Case study: Cheryl's story

"Before I began working with Motiv8 I was really down. I'd been struggling with depression for over 9 years. I have 2 children and had moved back in with my mum as the relationship with my son's father had broken down, but we had a massive row and I ended up homeless and then placed in a temporary hostel.

Cheryl (right) with Natasha Bernard, Motiv8 Employer Engagement Officer

During this time I was very closed off from the world, struggling with my mental health and had been self-harming. My priority was looking after others, not myself. I was stuck in a rut and needed help.

Since joining the Motiv8 programme it's been a whirlwind!



I've had help from their specialist partner at Shelter and am now on the waiting list with Manchester Move. I also got great help with my CV and job-searching. In fact I was soon getting interviews and I was directed to Smart Works where I received some great interview outfits and practical tips to boost my confidence.

The great news is that I've now got a job as a catering assistant at a local secondary school. I've always wanted to work in a school, and as this is part-time/term-time it will be great to fit in with the kids.

Now I feel normal. That's all I wanted. I used to feel numb and would sometimes google 'happiness'. Now I feel happiness. That is my normal."

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

## 4.4 Supply Chain

# **SUPPLY CHAIN**

Scholars Fields is the largest housing development that we have undertaken consisting of 147 new-build properties.

Willmott Dixon is the lead contractor on the project.

As part of their Social Value commitments they have delivered a range of educational activities for young people at local schools and colleges.



## **Primary Schools**

#### 'Big Build' competition

Pupils from Haveley Hey Primary School were runners up in the 'Big Build' competition organised by the Considerate Constructors Scheme.

The Year 3 classes were encouraged to design and build a structure with recyclable materials. They opted for designing and building three large cave structures as part of their school Stone Age project.

#### Lego Robots

28 pupils at Haveley Hey Primary School were treated to a fun day interacting with Lego robots.

Encouraging the children to work in teams, problem solve and develop coding knowledge, staff members from both Willmott Dixon and Salford Foundation provided a series of tasks in order to make the pupils Lego robots come to life.

Learning about debugging code, abstraction and how to write algorithms, all while understanding that a computer is only as smart as the person who created and coded it, gave the young pupils a real insight into how digital will be a part of their lives and future careers.



# Secondary Schools

More than 400 young people have visited the site to learn about working in the construction sector.

Manchester College Engineering Students visited site for a hands-on session. Following a classroom talk about the civil engineering taking place all students were escorted to the field where they were able to use the engineering equipment and put their classroom learnings into practice.

Four architecture students have used the development as evidence supporting their university project work. They were given access to site drawings, plans and information which helped to provide answers for their tutorial and project work.

### 'Inspire to Aspire'

32 pupils from years 8 and 9 at the Manchester Enterprise Academy participated in a mentoring programme that focuses on transferable skills required in the world of work.



Business mentors run interactive activities related to skills such as teamwork, communication and time management. In a session focusing on self-awareness, pupils were asked to discuss the "brick walls" they have faced and are currently facing and how to overcome them.



### 'Building your Future'

15 Year 10 and 11 pupils from the Manchester Enterprise Academy joined the team out on site each month to learn about construction processes and careers in the industry.

The programme was launched with an interactive session where pupils were asked to build the tallest structure using straws and tape in order to win a budget that was later used to cost and design their own school in the second session.

Later sessions covered architectural 3D modelling and virtual reality; engineering; health and safety; and the environment. In the final session pupils put their hands to tiling, brickwork and electrical works plus trying out some of the latest equipment being launched into the industry to promote healthy and safe working practices.

#### **Adults**

**Apprenticeships:** 3 apprentices worked on site in bricklaying, electrical and engineering. A degree-level engineering apprentice started working for Westshield Groundworks and will be working at the Scholars Fields project for the duration of the project.

**Employment:** So far 3 Wythenshawe residents have been employed on site in the roles of labourer, telehandler and grounds worker.

**Meet the Buyer:** A Meet the Buyer event was held to promote supply chain opportunities to local businesses. Businesses were then able to speak to relevant staff regarding the project, its requirements, packages, procurement process and timings, and social value commitments.

# 5 Reducing poverty and exclusion

# **Objectives**

- Supported more than 200 customers struggling financially with financial management and debt advice (ref. Financial Inclusion Strategy)
- Helped more than 500 pupils each year achieve excellent educational results through our support for Wythenshawe's schools
- Retained our **Living Wage** employer accreditation
- Developed and delivered commitments in support of Manchester's Homelessness Charter
- Set up a Food Hub benefiting food banks across
   Wythenshawe, getting emergency food to those most in need and helping people out of food poverty
- Increased mixed tenure of properties, taking advantage of local economic growth to attract people on a variety of incomes to Wythenshawe. A more diverse community increases educational outcomes, social networks and life experience of next generation of young people.

### 5.1 Financial Inclusion

# **FINANCIAL**

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. 127

debt appointments held

1,002

welfare rights appointments held

10 customers helped to downsize due to welfare reform

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

26

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

A total of 651 (557) Money Health Checks were provided to prospective tenants. As a result, 5 (13) prospective tenants were refused on the basis of affordability grounds and 4 (7) refused themselves due to affordability.

#### **Universal Credit**

The service offered by our Financial Inclusion team changed during the year due to the roll out of Universal Credit full service, that started in Wythenshawe in July 2018. Upon receiving notification that a tenant is moving over to Universal Credit the team will make contact to ensure they understand the change and that they have the required information to manage the change successfully.

1,155 tenants moved onto Universal Credit during the year.

Contact was made with 668 of the tenants (58%). Initial analysis shows that customers who received the call and engaged with the team were twice as likely to pay their rent on time as tenants who didn't speak to the team.

We surveyed our tenants and asked if they thought there were any other ways that we could help them regarding Universal Credit; 86% said no.

"No they have done quite a lot and I appreciate it"

"No keep up the good work"

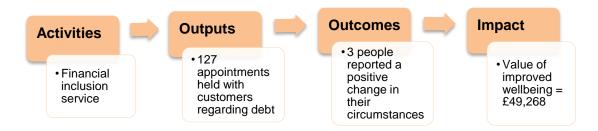
"Tenancy Support, Financial Inclusion and Rent Team are all helping and I'm very thankful" "No they are really helpful"

In addition to supporting customers on an individual basis, the team delivered numerous briefings to local residents and colleagues on Universal Credit and the implications for customers and the organisation.

## Wellbeing

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

Figure 5.1.1: Theory of Change for financial wellbeing



We received completed surveys from 14 individuals, however 7 of the 14 only completed the survey after they had received support, so we were unable to include them in the analysis.

Outcomes are based on the 7 individuals that completed both surveys (50% of the respondents, 6% of the customers supported regarding debt issues during the year).

• 3 individuals reported at least one 'valuable' outcome

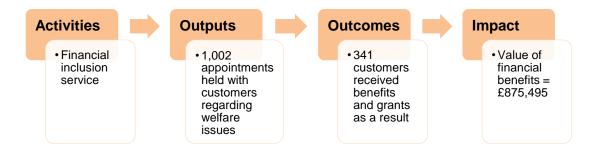
Figure 5.1.2: Social Value detail for Financial Wellbeing

Outcome	People reporting valuable or positive outcome
Debt free	0
Relief from being heavily burdened with debt	0
Able to pay for housing	1
Able to insure home contents	1
Financial comfort	0
Feeling in control of life	1
Access to internet	1
Good overall health	0
Relief from depression/ anxiety	1
TOTAL / SOCIAL VALUE (HACT)	5 outcomes reported by 3 individuals

A total of 3 (23) customers reported a valuable change in their circumstances; this represents 21% (82%) of total respondents. 4 (5) customers didn't report a positive change in any of the outcomes that we measured.

## Financial benefit to the customer

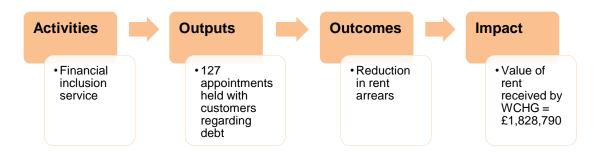
Figure 5.1.3: Theory of Change for financial benefit to the customer



Benefits and grants to the value of £875,495 (£986,370) were claimed on behalf of 341 (339) customers. This excludes housing benefit and discretionary housing benefit.

### Financial benefit to WCHG

Figure 5.1.4: Theory of Change for financial benefit to WCHG



As with previous years we've monitored the value of rental income generated as a result of providing financial inclusion services. The income is from payment of Housing Benefit claims, payment of the housing element of Universal Credit claims and Discretionary Housing Payment applications.

Total rental income generated = £1,828,790

## 5.2 Food Poverty

# **FOOD POVERTY**

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

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

1,645 adults & 1,134 children fed

Work with **63** referral agencies

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

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

The Foodbank's key income stream is in-kind donations of goods. There are currently 115 donors including supermarkets (from customers), local businesses, community groups, individuals, and FareShare North West.

14,126kg of food, toiletries and baby items were donated

£30,500 in grants was spent on a Food Bank worker's salary and buying additional food

£8,042 was achieved through fundraising

Volunteers have provided **2,153** hours since the foodbank opened

#### Holiday hunger

The Holiday Hunger project was set up to relieve food poverty during school holidays by providing breakfast and lunch to families in need. Meals were provided at three locations across Wythenshawe:

- Woodhouse Park Lifestyle Centre 234 meals
- Bideford Centre 660 meals
- Food for Thought 1,089 meals

These were funded through grants from the WCHG Community Development Fund.

## 5.3 Social housing



# HOUSING PROVIDER

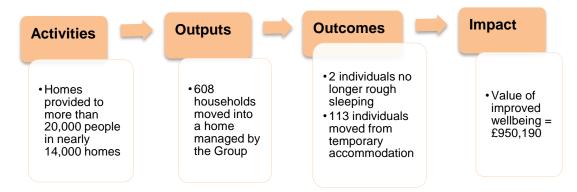
We are a social housing provider that owns nearly 14,000 homes across the Wythenshawe area.

100% of these homes comply with the Decent Homes Standard.

A total of 608 households / 1,245 individuals moved into one of our properties during the year

2 adults who were rough sleeping moved into a secure home

Figure 5.3.1: Theory of Change for Wellbeing (housing)



This year we repeated measurement of the impact of having a secure home using data published by HACT<sup>1</sup>. The research places monetary values on the impact of tackling homelessness and assesses the impact of moving between different housing status on life satisfaction.

We reviewed the CORE data<sup>2</sup> to understand applicants' situations immediately prior to moving in to their new home.

<sup>&</sup>lt;sup>1</sup> Data extracted from report published by HACT: 'The Wellbeing Value of tackling homelessness'

<sup>&</sup>lt;sup>2</sup> COntinuous REcording of lettings and sales in social housing in England https://core.communities.gov.uk/public/COREFAQ.html

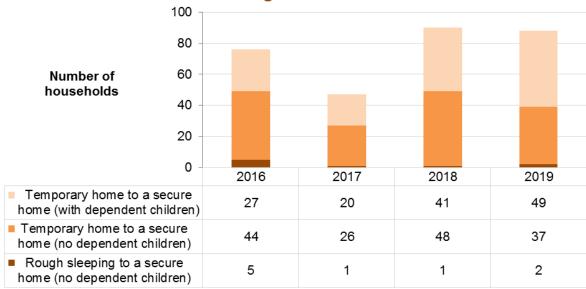
Figure 5.3.2: Social Value detail for wellbeing (housing)

Outcome	Number of adults	Social Value
Rough sleeping to a secure home (no dependent children)	2 (1) ↑	£42,802
Temporary home to a secure home (no dependent children)	40 (57) ↓	£320,760
Temporary home to a secure home (with dependent children)	73 (57) ↑	£586,628
TOTAL	<b>115</b> (115) →	£950,190

A total of 86 (89) households /113 (114) individuals moved into a WCHG home during the year that moved from 'temporary accommodation'. This is based on applicants considered as being homeless immediately prior to the letting (Q13 on CORE).

Figure 5.3.3: Number of households moving to a secure home

## Number of households moving to a secure home



#### **Property Improvements**

Adaptations: is a service provided in partnership with Manchester City Council that enables tenants to continue to live independently in their home. Over the last twelve months we have installed:

- 158 major adaptations such as; wet rooms, extensions,
- ramps, stair lifts, wash/dry toilets, wheelchair accessible
- kitchens, soundproofing and downstairs toilets 716 minor adaptations such as; grab rails, stair handrails, half steps, fold down arms in bedrooms and intercoms

## Case study: Homelessness

We are currently working in partnership with Manchester City Council, the Homelessness Partnership Board and Housing Access Board to tackle the homeless crisis in Manchester.

Senior colleagues within WCHG play key roles and have developed an action plan to ensure that a range of measures are in place to provide the necessary support for new tenants who have previously been homeless.

We ensure that vulnerabilities are considered and a tailored plan of support is put in place to sustain the tenancy – this includes assistance with furniture, carpets and initial tenancy set up and ongoing support from our Tenancy Support team.

All registered housing providers across Manchester have agreed to allocate 25% of their empty properties to applicants who are living in temporary homeless accommodation to alleviate the pressure on temporary accommodation in Manchester.

The WCHG Board has agreed to arrange a number of direct lettings in order to meet the 25% target.

## Case study: Fire safety

Since the Grenfell Tower tragedy we have worked closely with Greater Manchester Fire and Rescue Service to review and implement a range of safety measures:

- Fully removed the panels and insulation on Village 135 and completed the replacement work by March 2018.
- Work to ensure improved compartmentation in our nine traditional tower blocks to help prevent any fire that may break out from spreading.
- Engaged fire safety consultants to identify further improvements and as a result prioritised the installation of new smoke and fire alarms in each flat and in communal
- areas
- Currently installing sprinkler systems in each multi-storey flat.
- Replaced all gas-powered laundry facilities in high-rise blocks with efficient electrical models.
- Reviewed, updated and communicated all relevant policies and procedures.
- The Gas Safety team now undertakes annual fire door checks to all flat entrance doors. Any necessary repair or replacement work is completed as a matter of urgency.

## 5.4 Living Wage Employer

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

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



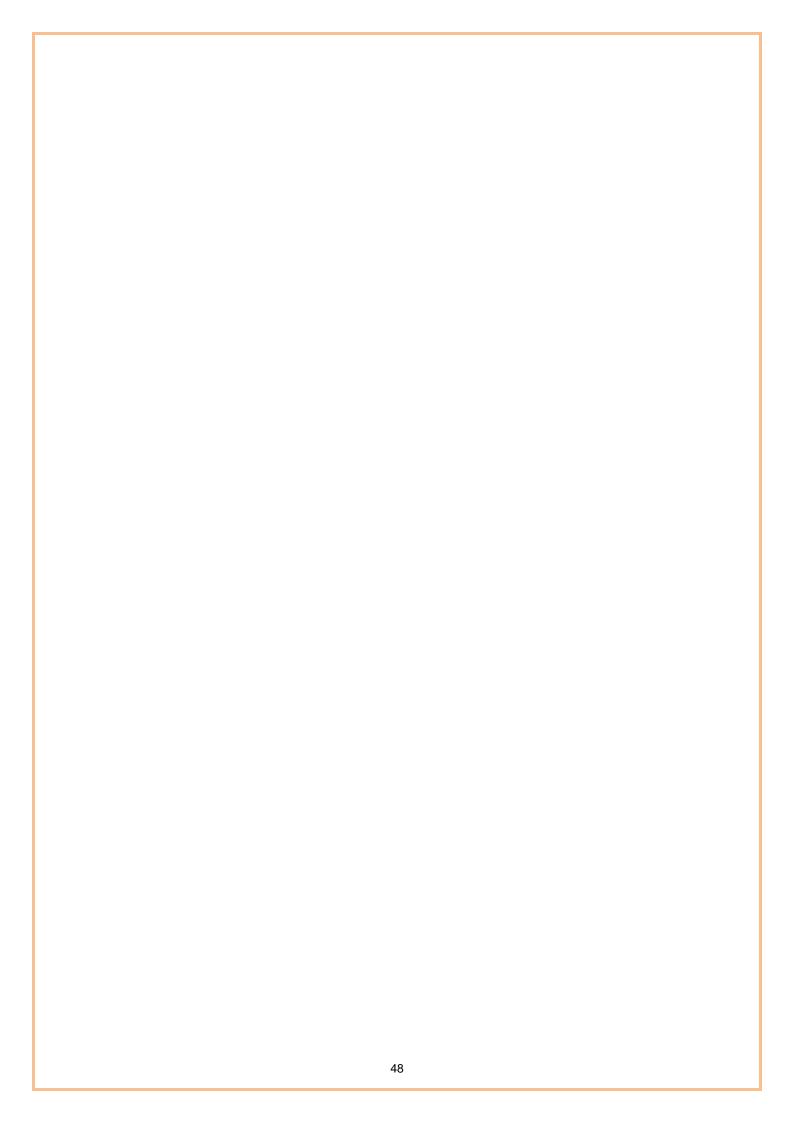
# **Employing local people**

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

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

**258** (242) colleagues live in the Wythenshawe area; this represents 49% (46%) of all colleagues.

- Salaries paid to local colleagues: £7,298,891
- Training investment in local colleagues: £312,237



# 6 Strong, resilient communities

# **Objectives**

- Worked with more than 100 residents and partners in Benchill to develop a new asset-based approach to neighbourhood management
- Strengthened communities and develop new ways of working, using the learnings from Real Benchill
- Used more than 250 Everyday Voices each year to develop and shape our services
- Increased resilience and employability of 600 young people through our youth work
- Attracted and engaged more than 20,000 people each year in community celebrations such as Wythenshawe Games and local Summer family celebrations
- Attracted new funding to youth work across Manchester, through our support of Young Manchester.

### 6.1 Youth services

# YOUTH PROVISION

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

958 young people engaged in youth services

**487** young people involved in social action

Our specialist youth involvement team worked with nearly 1,000 children and young people during the year.

Thanks to funding from Young Manchester and Manchester City Council, young people are supported to build the confidence and life skills they need to live, learn, work and achieve through youth clubs, sports and street based work.

In partnership with Young Manchester and #iwill, we have created new opportunities for young people to benefit themselves and their communities through social action. Nearly 500 young people made a difference for others or the environment and developed key life skills that will help them have a healthy and happy future.

All of the projects delivered are based on feedback from young people to ensure they remain at the heart of the provision.

2,012 hours involvement in social action

984 sessions delivered

283 children participated in sessions provided by the MU



924 positive outcomes were reported during the year

57 people volunteered 914 hours to support youth services

# MU FOUNDATION

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

## **Attendance**

Figure 6.1.1: Theory of Change for youth attendance

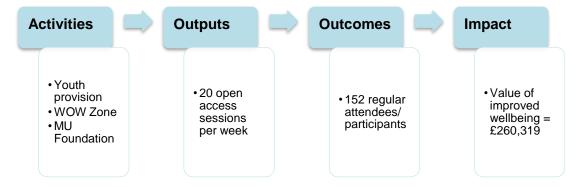
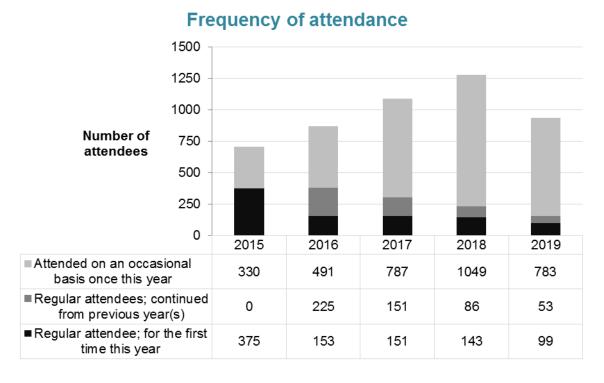


Figure 6.1.2: Social Value detail for youth attendance

Service	Regularly attending for the first time	Continuing to attend
Youth provision	99 (143) ↓	53 (86) ↓
SOCIAL VALUE (HACT)	£197,604 ↓	£62,715 ↓

Figure 6.1.3: Social Value detail for frequency of youth attendance



#### **WOW Zone**

- 272 (499) children attended the WOW Zone for the first time this year.
- The total footfall for the year was 658.



Over **270** children attended sessions provided by the WOW Zone

# **Physical activity**

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

Figure 6.1.4: Theory of Change for physical activity

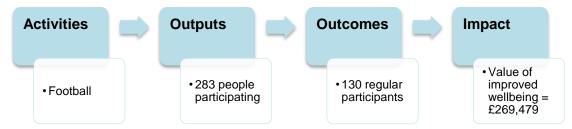
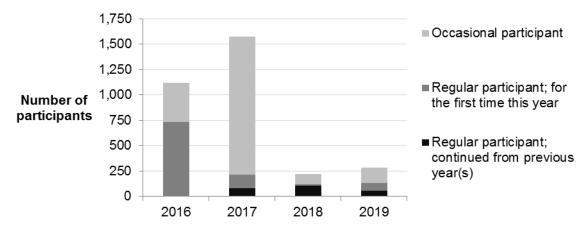


Figure 6.1.5: Social Value detail for physical activity

Outcome / activity	Regularly participating for the first time	Continuing to regularly participate	Total number of participants
Football	<b>72</b> (12) ↑	<b>58</b> (108) ↓	283 (221) ↑
SOCIAL VALUE (HACT)	£193,608 ↑	£75,871 ↓	

Figure 6.1.6: Frequency of participation in physical activity

# Frequency of participation in physical activity



# Volunteering

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

Figure 6.1.7: Theory of Change for volunteering

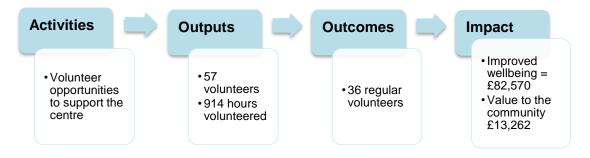


Figure 6.1.8: Number of youth volunteers year on year

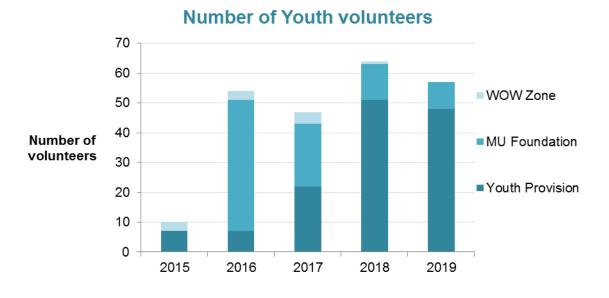


Figure 6.1.9: Social Value detail for youth volunteering

Service	Regular volunteer; for the first time this year	Regular volunteer; continued from previous year(s)	Volunteered once this year	Total number of volunteers
Youth provision	<b>21</b> (21) →	<b>6</b> (10) <b>↓</b>	<b>21</b> (20) ↑	48 (51) ↓
MU Foundation	5 (6) ↓	<b>4</b> (4) →	0 (2) 👃	9 (12) 👃
WOW Zone	0 (1) 👃	$0 (0) \rightarrow$	$0 (0) \rightarrow$	0 (1) ↓
TOTAL	<b>26</b> (28) ↓	10 (14) ↓	21 (22) ↓	57 (64) ↓
SOCIAL VALUE (HACT)	£67,366↓	£15,204 ↓		•

Figure 6.1.10: Volunteers supporting youth activities by service

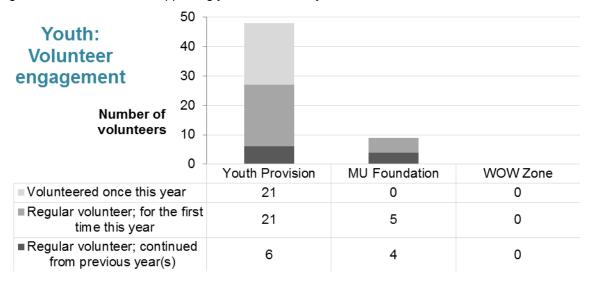
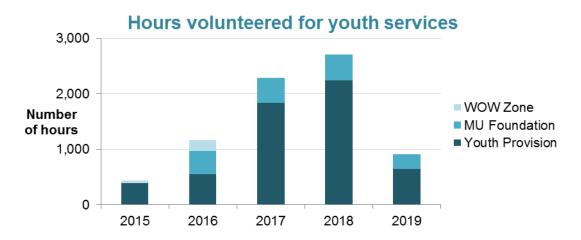


Figure 6.1.11: Hours volunteered to support youth services

Service	2015	2016	2017	2018	2019
Youth provision	386	556	1,838	2,244	647
MU Foundation	0	415	447	461	266
WOW Zone	48	198	0	12	0
TOTAL	434	1,169	2,285	2,717	914
SOCIAL VALUE (HACT)	£4,813	£15,828	£31,586	£38,317	£13,262

Figure 6.1.12: Hours volunteered to support youth services



## Case study: Wythy Youth Bank

Young people in Wythenshawe commissioned £10,000 worth of funding to support the projects that they wanted to see in the local area.

100 young people, aged 10-19, attended the third Wythy Youth Bank event and listened to pitches from shortlisted projects before voting for those they felt would have a positive impact on the lives of young people in Wythenshawe.

The event was supported by our Youth Involvement team and was attended by local councillors, Manchester City Council, Greater Manchester Police, and Young Manchester.

#### The winners were

- Jimmy Egan £1,000
- The Proud Trust £700
- Classroom Beats £750
- Norbrook Youth Club £700
- The Addy Young People's Centre £700
- WHP Family Centre £750
- 1st Wythenshawe Scouts £1,000
- Everyone Can £1,400
- LSC Disability Group £1,500
- Marvin Gilbert £1,500

## **6.2 Volunteering**

# **VOLUNTEERING**



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

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

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

403 volunteers

18,286 hours volunteered

# **Real Neighbours Timebanking**

# Real Neighbours. Wythenshawe.

Figure 6.2.1: Theory of Change for Real Neighbours Timebanking

#### **Activities Outputs Outcomes Impact** Value of improved •50 · A range of wellbeing = volunteers £54,083 volunteering •36 regular opportunities •13,121 volunteers Equivalent value are offered hours of hours to the community £190,393

Figure 6.2.2: Hours volunteered over time

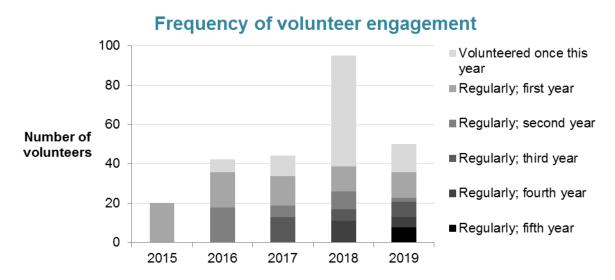
Hours volunteered	2015	2016	2017	2018	2019
Real Neighbours	4,475	8,290	11,035	9,613	13,121
SOCIAL VALUE	£49,633	£112,247	£152,505	£135,550	£190,393

Figure 6.2.3: Hours volunteered over time



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

Figure 6.2.4: Frequency of volunteers over time



## V4W: Volunteering for Wythenshawe

V4W is the employer-supported volunteering programme at WCHG. Launched in 2015, 326 colleagues have volunteered 3,300 hours to benefit the Wythenshawe community.



Figure 6.2.5: Theory of Change for Volunteering for Wythenshawe (V4W)

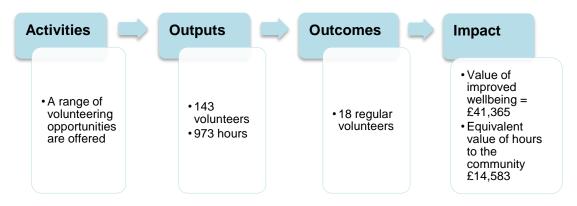
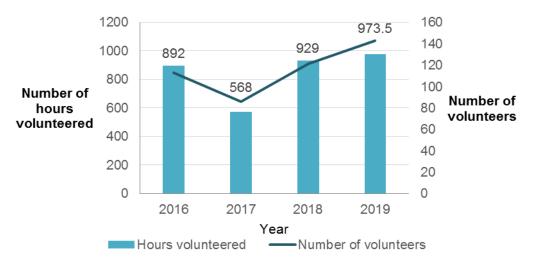


Figure 6.2.6: Hours volunteered over time by V4W

Hours volunteered	2015	2016	2017	2018	2019
V4W	0	892	568	929	973
SOCIAL VALUE	£0	£12,577	£6,452	£14,019	£14,583

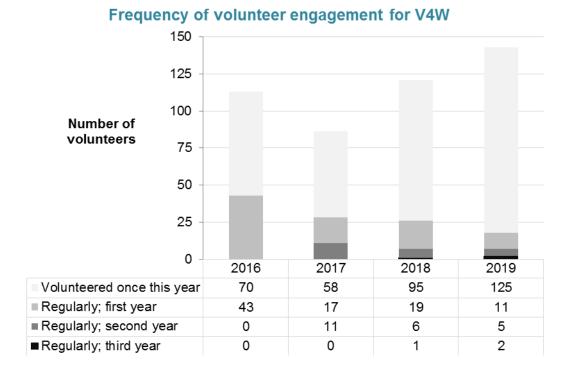
Figure 6.2.7: Hours and individuals volunteering over time for V4W

# Hours and volunteers supporting V4W



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

Figure 6.2.8: Frequency of volunteers over time through V4W



The Development team left their usual roles manging new build development projects to become painters and decorators for the day, sprucing up the function rooms at the Woodhouse Park Active Lifestyle Centre.

> Colleagues from the Neighbourhoods and Environmental Services teams joined forces to improve the outside space for children at Haveley Hey Primary School.

Work involved cleaning and painting a wooden gazebo, erecting scaffolding nets to secure the playground, building a "Secret Story Area", making raised beds and planting flowers.

# Case study: Inspiring the next generation of roofers

There are hidden depths to the internal Roofing Team based within Wythenshawe Works, as this recent visit to Newall Green Primary School clearly demonstrates.

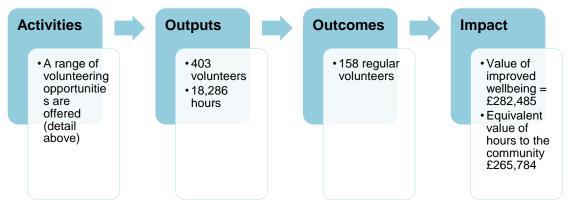
Daniel Roscoe, Tony Lee and Lauren Pollitt, went back to school for the morning to talk to the children about roofing, construction, health and safety as well as all the services the Group provides and all the community based activity we support. In addition, Denise Cherry the Training Officer, from Yorkshire Independent Roof Training Group attended, to promote and raise awareness of women who work in roofing.

To keep the children interested they made their presentation as practical as possible, by showing them a range of materials used in roofing such as roof tiles, roof tile fittings, construction bits, tools and small plant. They also modelled their Personal Protective Equipment (PPE) and explained about why hard hats, masks, gloves and goggles are so important. The children were also given the chance to handle some materials, tools and PPE.

Tony and Lauren both have children at this school and many of the other children have links to colleagues at WCHG. They all enjoyed learning about roofing and the team got good feedback from teachers and pupils.

## **Group-wide volunteering**

Figure 6.2.9: Theory of Change for Volunteering



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

Figure 6.2.10: Social Value detail for Group-wide volunteering

Service	Number of volunteers	Regularly volunteering for the first time	Continuing to regularly volunteer	Hours volunteered
Real Neighbours	50 (95) ↓	<b>13</b> (13) →	23 (26) 👃	13,121 (9,613)↑
Real Food	<b>59</b> (143) <b>↓</b>	8 (35) 👃	12 (21) 👃	1,670 (3,908) 👃
Resident Involvement	44 (143) ↓	<b>1</b> (10) ↓	31 (37) ↓	976 (1,249) 👃
Youth	48 (51) ↓	<b>21</b> (21) →	<b>6</b> (10) ↓	<b>647</b> (2,245) ↓
MU Foundation	9 (12) ↓	5 (6) ↓	<b>4</b> (4) →	265 (461) 👃
Benchill CC	<b>14</b> (11) ↑	0 (1) 👃	6 (6) →	207 (370) 👃
Lifestyle Centre	22 (24) 👃	<b>1</b> (17) ↓	9 (7) ↑	404 (569) ↓
Enterprise Centre	<b>14</b> (0) ↑	$0 (0) \rightarrow$	$0 (0) \rightarrow$	18 (0) ↑
WOW Zone	0 (1) \	0 (1) 👃	$0 (0) \rightarrow$	0 (12) 👃
V4W	143 (121) ↑	<b>11</b> (19) <b>↓</b>	<b>7</b> (7) →	973 (929) ↑
TOTAL	<b>403</b> (601) \	<b>60</b> (123) ↓	(119) ↑	18,286 (19,355) ↓
SOCIAL VALUE		£155,460 ↓	£127,025 ↓	£265,784 ↓

Figure 6.2.11: Hours volunteered by service over time

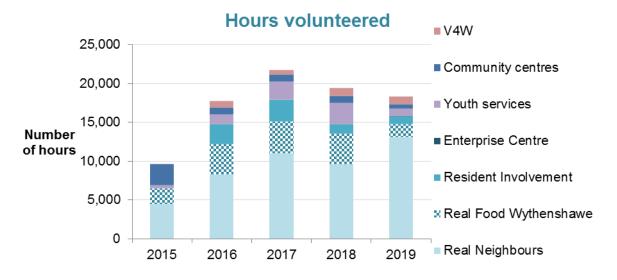


Figure 6.2.12: Number of volunteers by service over time

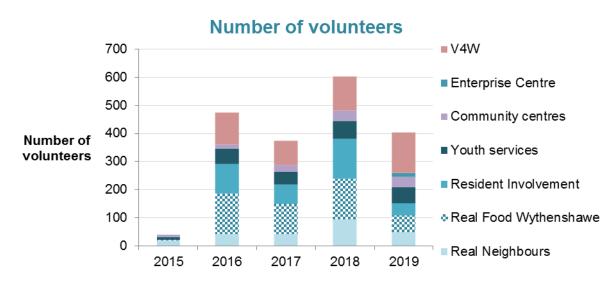
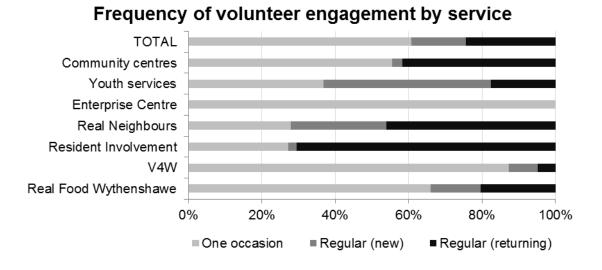


Figure 6.2.13: Frequency of volunteer engagement by service 2018/19



## 6.3 Resident involvement

# RESIDENT INVOLVEMENT

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

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

44 individuals volunteered their time

977 hours were volunteered

145 individuals were actively involved in tenant and resident groups

Figure 6.3.1: Theory of Change for Resident Involvement

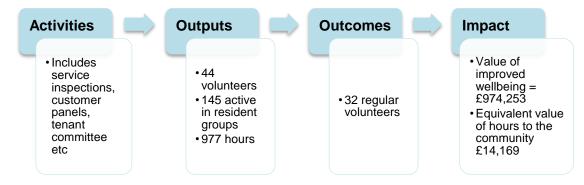


Figure 6.3.2: Social Value detail for Resident Involvement

Service	Total volunteers	Regular volunteers	Actively involved in residents group	Hours volunteered
Volunteering	<b>44</b> (143) <b>↓</b>	32 (47) ↓	<b>145</b> (91) ↑	977 (1,249) 👃
SOCIAL VALUE		£39,728 ↓	£934,525 ↑	£14,169↓

## **6.4 Village 135**

# VILLAGE 135

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

The proportion of respondents recording a 'low wellbeing' score decreased from **6** % to **1** %



The proportion of respondents recording a 'high wellbeing' score increased from 79 % to 93 %

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

To date we've carried out at least two surveys with 112 residents. All the analysis is based on these 112 residents.

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

The survey consisted of 19 questions; 14 questions from the recognised WEMWBS model<sup>3</sup> with an additional 5 questions bespoke to living in Village 135. The WEMWBS model is widely recognised in the UK and particularly used by the health sector to measure wellbeing.

71% of residents reported a positive change in their wellbeing

We have repeated the survey with the 57 of the 61 residents that we reported on last year. Of these 47 (77%) reported a positive change in their wellbeing, 8 (13%) reported no change and 2 (3%) reported a decline in their wellbeing.

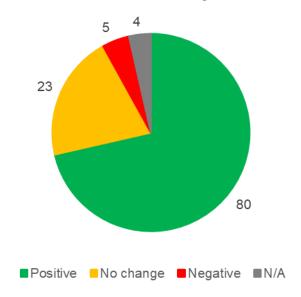
We started the evaluation with a further 51 residents. 33 residents (65%) reported a positive change in their wellbeing, 15 (29%) reported no change and 3 (6%) reported a decline in their wellbeing.

<sup>3</sup> https://warwick.ac.uk/fac/sci/med/research/platform/wemwbs/

Since moving in to Village 135, 80 of the 112 residents surveyed (71%) reported a positive change, 23 (21%) reported no change and 5 (4%) reported a decline in their wellbeing.

Figure 6.4.1: Change in wellbeing since moving in to Village 135

# Change in wellbeing from moving in to most recent survey



# Case study: Neighbourhood apartments

We have worked in partnership with Manchester City Council to set up five neighbourhood apartments which can offer a short term stay for respite or discharge from hospital.

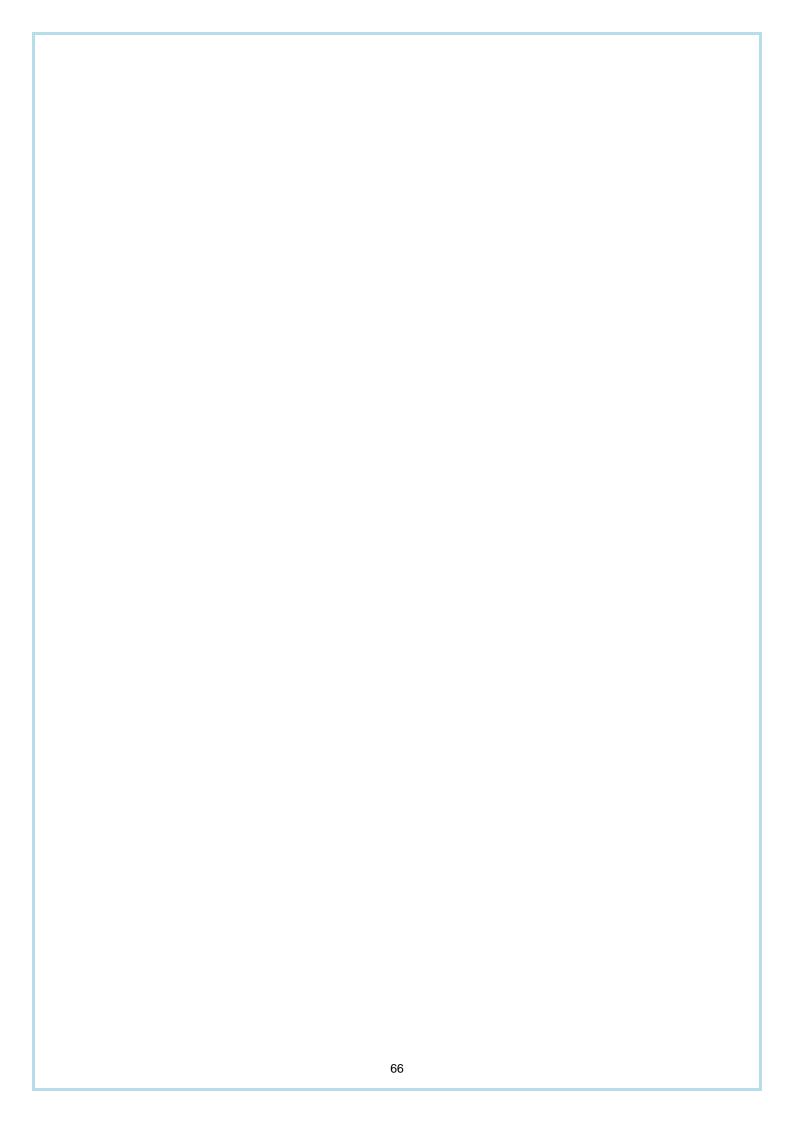
"The care has been excellent. They have really helped me on the way to recovery."

We have evaluated the model with Manchester City Council and are confident that this has saved £122,550 in local authority and health costs.

19 residents of Wythenshawe have been supported by this partnership.

"Definitely helped me improve my mobility, also I am growing with confidence day by day."

"Really feel at home. The flat is well furnished and accessible and secure. Good that care is on site very supportive and helpful."



# 7 Safe and attractive environment

# **Objectives**

- Worked with partners such as Safespots to ensure that all sections of the community feel confident in reporting Domestic Abuse and Hate Crime (ref. Community Safety Strategy)
- Worked with partners to make it possible for residents to lead safe, peaceful lives in a community which is welcoming to all (ref. Community Safety Strategy)
- Work with partners such as MCC to maintain and develop the garden city of Wythenshawe as a green, attractive environment with more than 14,000 trees (ref. Environmental Sustainability Strategy).

# 7.1 Community Safety



COMMUNITY SAFETY

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

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

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

446 cases resulted in a positive outcome

# CASE MANAGEMENT

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

Following closure of the case a telephone survey is conducted with the complainant to evaluate their satisfaction. 823 cases were resolved during the reporting period.

Figure 7.1.1: Theory of Change for Wellbeing (community safety)

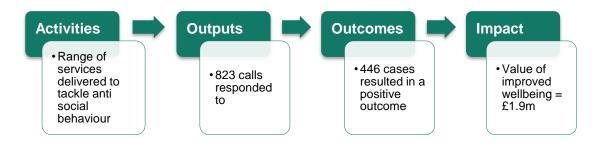


Figure 7.1.2: Social Value detail for Wellbeing (community safety)

Service	People reporting a positive outcome
ASB case management	446
SOCIAL VALUE (HACT)	£1,912,337

At the point of resolving a case, a telephone survey is conducted with the complainant to gauge satisfaction with the outcome. Of 823 (668) cases resolved during the year, 50 (90) resulted in reported satisfaction and 5 (9) in reported dissatisfaction.

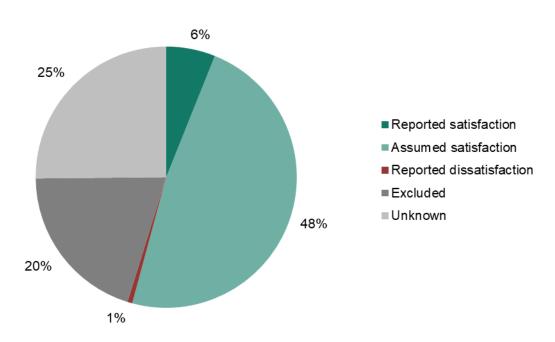
To find further evidence of the outcome of the remaining cases we have completed the following analysis on data from this year and the previous year to show like for like comparison.

Figure 7.1.3: Cases resulting in a positive outcome

Cases resulting in a positive outcome	Cases
Have evidence of reported satisfaction	50 (90)
Assumed satisfaction: low level complaint	209 (89)
Assumed satisfaction: domestic abuse	169 (129)
Assumed satisfaction: reported by Greater Manchester Police (GMP)	18 (13)
Cases resulting in a positive outcome	446 (321) 54 % (48%)

Figure 7.1.4: Comparison of the outcomes of each case

## **Outcome of case**



In the following cases we have assumed a satisfactory outcome:

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

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

Cases not re	esulting in a positive outcome	Cases
Not satisfied	Cases where we have evidence from the complainant of reported dissatisfaction	5 (9)
Excluded	Where we have multiple cases registered by the same complainant we have only reported or assumed satisfaction once per complainant to avoid double counting of improved wellbeing for the same individual.	<b>71</b> (27)
Excluded	We have been unable to evidence/ assume satisfaction where the complainant was anonymous as this could result in reporting improved wellbeing of the same individuals on multiple occasions.	94 (59)
Unknown	Cases where we have don't enough evidence available to prove or assume satisfaction with the outcome	207 (252)

Where we have evidence or made an assumption that a case has resulted in a satisfactory outcome, it has been counted as an anti-social behaviour outcome from the HACT 'local environment' survey. A total of 446 (321) cases resulted in a positive outcome being reported.

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

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

Customer satisfaction = 99% (77%) of cases that we have satisfaction data for; 54% (48%) of all cases resolved during the year.

## **Case study: Operation Cracker**

The Community Safety Team worked with the Police and local residents at Edwards and Birch Tree Court over the Christmas period following a significant increase in reports of anti-social behaviour, criminal activity, drug related incidents and the exploitation of vulnerable residents.

A wide range of measures were taken to provide intensive support and reassurance to residents; including:

- Providing on site security 24/7 to deter certain individuals from entering the blocks.
- Securing Ex-parte Injunctions against 7 individuals known to be causing problems in the blocks. The injunctions exclude the individuals from entering the blocks.
- Obtaining an 'unknown persons' injunction with the power of arrest which prevents visitors from entering Birch Tree and Edwards Court without our permission.
- Supporting vulnerable tenants most at risk into more suitable accommodation.

#### **Security works**

Following consultation with residents a range of security measures were introduced to improve security following an increase in anti-social-behaviour and criminal activity.

Additional CCTV cameras were installed in high rise blocks to provide external coverage of the main entrance, car park and the surrounding area. The cameras are linked back to the CCTV control room and have the ability to zoom in and monitor any suspicious activity in and around the block. Other measures include access controlled doors and a concierge controlled door entry system at the entrance to the block.

#### **Wythenshawe Integrated Neighbourhood Service (WINS)**

The WINS model is a partnership 'Place Based Approach' to managing services and solving local issues. To date the WINS team has dealt with over 120 referrals, of which 58 have now been evaluated using the Greater Manchester Combined Authority (GMCA) Place Based Tool Kit.

Of the 58 cases dealt with, there has been a significant reduction in repeat incidents of crime and anti-social behaviour, domestic abuse, hospital admissions, and A&E attendance.

This has also resulted in financial savings being made across the services, for example:

- £125k saving due to a reduction in the number of repeat incidents of domestic abuse
- £62k savings in reduced admissions to hospitals, visits to A&E and ambulance call outs
- £44k savings due to the reduction in criminal activity and repeat incidents of anti-social behaviour

## 7.2 Tenancy Support

# TENANCY SUPPORT

We provide a range of support services to vulnerable and potentially vulnerable tenants to help them manage their tenancies.

**87** % of respondents reported that they feel better able to manage their tenancy

85 % of respondents reported that the support had a fairly big or very big impact on their wellbeing

We work with individuals using a strengths-based assessment tool and agree a plan that is achievable with our support. We offer help with general tenancy management issues, welfare benefits advice, low level physical or mental health issues, literacy difficulties and general signposting to other services.

Our focus is to support independence which in turn reduces demand for complex, expensive public services.

We provide a 1-2-1 service where our co-ordinators support the whole household, including families and individuals who may be at risk of becoming complex in the future.

We work in partnership with Motiv8, Be Well and other partners in order to find sustainable employment supporting wellbeing and creating sustainable neighbourhoods.

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

We have sustained a number of tenancies with our support services, which in turn reduces costs to public sector partners and our own teams.



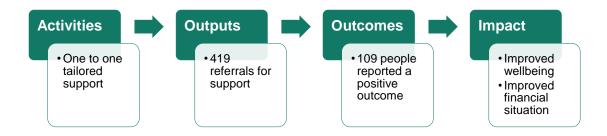


Figure 7.2.2: Social Value detail for Tenancy Support

Outcomes	People reporting a positive outcome		
More capable of managing their tenancy	115 (84)		
Feel that the support has had an impact on their	112 (77)		
wellbeing			

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

Surveys were sent to 256 (263) tenants who had received support, responses were received from 132 (106) individuals; 52% (40%).

Figure 7.2.3: Do you feel more capable of managing your tenancy since receiving support?

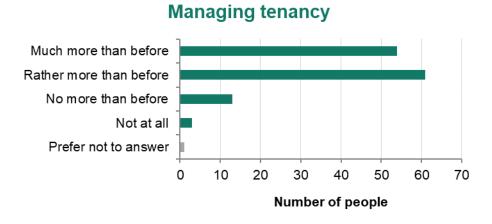
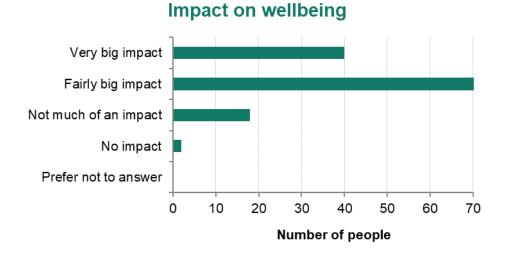


Figure 7.2.4: What impact has the support had on your wellbeing?



Benefits and grants to the value of £524,744 (£285,000) were claimed on behalf of customers. In addition, £128,366 (£123,500) rental income was generated as a result of the service.

# 7.3 Property & Welfare

# PROPERTY & WELFARE

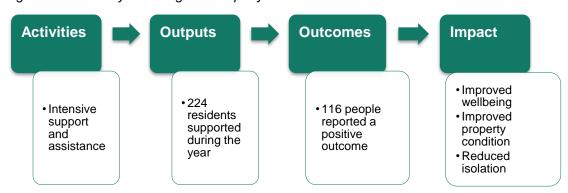
The service focuses on providing intensive support and assistance to some of the most vulnerable tenants, often living alone in poorly maintained properties with little or no help from support services.

This includes supporting tenants with hoarding tendencies which may prevent a risk to them, others and/ or the property.

**87%** of respondents reported that they feel better able to manage their tenancy

96% of respondents reported that the improvement to the condition of their property had a fairly big or very big impact on their wellbeing

Figure 7.3.1: Theory of Change for Property and Welfare



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

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

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

Figure 7.3.2: Social Value detail for Property and Welfare

Outcome	People reporting a positive outcome
More capable of managing their tenancy	116 (43)
Feel that the improvement to their property	130 (53)
has had an impact on their wellbeing	

Figure 7.3.3: Do you feel more capable of managing your tenancy since receiving support?

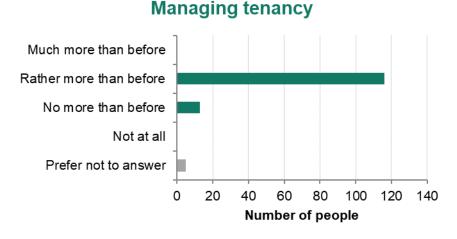
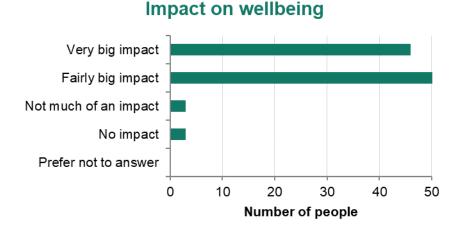


Figure 7.3.4: What impact has the improvement to the condition of your property had on your wellbeing?



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

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

# 7.4 Environmental Services

# TREES & GREEN SPACE

20% of Manchester is classed as being tree-covered<sup>1</sup>, 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.

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

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

- 13,600 garden maintenance visits at properties
- 3,553 maintenance visits to communal grounds
- 422 void gardens completed
- cut 18 million square metres of grass
- completed work to 1,244 trees

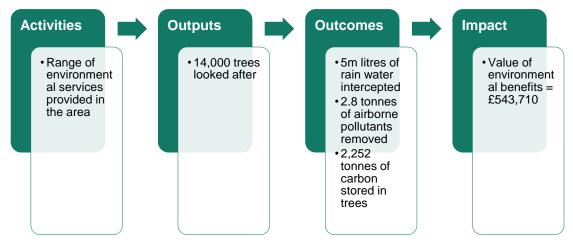
In addition to gardening services we also work to maintain an attractive environment:

- 17,065 cleaning visits to internal communal areas
- street cleansing team collected 9,389 bags of waste
- completed 1,800 waste removal jobs, collecting 193 tonnes of waste
- 1,260 hours spent supporting actions days and community clean ups

The services were delivered in partnership with Manchester City Council



Figure 7.4.1: Theory of Change for Environmental Services for trees



### Value of trees

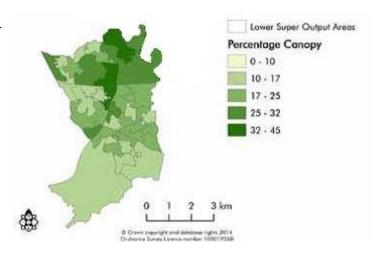
We have used the i-Tree Eco research used by Natural Resources Wales in partnership with Bridgend County Borough Council and local authority partners in the Tawe catchment to measure the contribution of trees in the local area<sup>4</sup>.

Figure 7.4.2: Social Value detail for Environmental Services for trees

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

Figure 7.4.3: Tree canopy cover across Wythenshawe

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



<sup>&</sup>lt;sup>4</sup> http://naturalresources.wales/about-us/news-and-events/news-releases/wales-continues-to-lead-the-way-in-uk-on-revealing-the-immense-benefits-of-urban-trees/?lang=en

# 8 Methodology

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

#### **HACT Wellbeing Valuation model**

We use the HACT Wellbeing Valuation approach<sup>5</sup> to measure the benefits to local residents of our services. The model is designed to help housing providers understand and value the impact of their activities on residents and is aimed at assessing the difference that a housing provider makes to their residents' lives by investing in the community.

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

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

Source: www.socialvaluebank.org

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(http://creativecommons.org/licenses/by-nc-nd/4.0/deed.en\_GB)

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

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

#### Limitations

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

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

#### Time thresholds

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

<sup>&</sup>lt;sup>5</sup> HACT Wellbeing Valuation Model <a href="http://www.hact.org.uk/social-value-bank">http://www.hact.org.uk/social-value-bank</a>

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

#### Deadweight

The HACT model uses average deadweight figures from the HCA Additionality Guidance 2014<sup>6</sup> which acknowledges that a proportion of change would have happened without further intervention. Where an individual continues to participate in the same activity year after year, the impact on their wellbeing reduces<sup>7</sup>. As shown in the tables below, this can lead to a reduction in the reported value of the same number of people participating in an activity of up to 38% in year 2 and 57% in year 3.

Figure 8.1: HACT deadweight guidance

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

Figure 8.2: Examples of HACT deadweight guidance in practice

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

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

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

#### **Attribution**

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

<sup>&</sup>lt;sup>6</sup> http://cfg.homesandcommunities.co.uk/sites/default/files/aboutus/additionality\_guide\_2014\_full.pdf

<sup>&</sup>lt;sup>7</sup> https://valueinsight.zendesk.com/hc/en-us/articles/204679011-Beta-Applying-values-in-subsequent-years

#### **Greater Manchester Combined Authority (GMCA) Unit Cost Database**

We use data from the GMCA Unit Cost Database v1.48 (formerly New Economy Manchester) to measure the secondary benefits of our activities – the wider public benefits and the saving to the public purse.

#### **Baker Tilly methodology**

We continue to use some assessments completed for us by Baker Tilly<sup>9</sup> but continue to review their relevance and validity to our services.

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

#### **Comparison with previous years**

Throughout the report we have shown how data compares with 2018:

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

#### Calculating the value of volunteering

In all areas we have used the following principles:

- The HACT Wellbeing Valuation model has been used to assess the value of regularly volunteering that is made to an individual's wellbeing; volunteers are included once they have volunteered 'at least once per month for at least two months'.
- The number of hours used in the calculation includes all hours that have supported the activities on a voluntary basis; by both 'regular' volunteers and individuals who have supported the activities on an infrequent basis.
- To calculate the equivalent value of hours volunteered we have used data from the Office for National Statistics; median gross weekly earnings of £569 and the mean paid hours worked per week of 39.2. This equates to hourly earnings of £14.51. This figure has been used as the hourly value of a local resident volunteering their time.<sup>10</sup>
- The value of volunteers for employees has been based on WCHG's average hourly salary.

<sup>8</sup> New Economy Manchester http://neweconomymanchester.com/stories/832-unit\_cost\_database

<sup>&</sup>lt;sup>9</sup> Social Impact of Community Projects 2013 <a href="http://www.wchg.org.uk/wp-content/uploads/Social-Impact-Community-Projects.pdf">http://www.wchg.org.uk/wp-content/uploads/Social-Impact-Community-Projects.pdf</a>

 $<sup>^{10}</sup> https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/earningsandworkinghours/bulletins/annualsurveyofhoursandearnings/2018$ 

#### Group bookings (sections 3.1 and 3.2)

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

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

#### Physical activity (section 3.2 Woodhouse Park Active Lifestyle centre)

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

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

#### Ceasing to claim benefits (section 4.1 Employment)

In previous years, we have reported on the number of people that we have supported into employment that are in receipt of out of work benefits. We then used the Greater Manchester Unit Cost Database to value the saving to the public purse of individuals going into employment and ceasing to claim benefits.

Due to the roll out of Universal Credit full service we no longer have knowledge of whether the people that we have supported are claiming out of work benefits. In order for consistent reporting we have calculated the proportion of people that have ceased claiming out of wok benefits in previous years and applied this to the 2019 data.

#### Benefits to wider society (section 4.1 Employment)

- Improved mental wellbeing in the community refers to the Apprenticeship, and Futures programmes as they are deemed to have an impact on the wider community when they witness evidence of increased opportunities in the local area.
- Increased spending in the local community refers to the Apprenticeship
  programme as it provides employment to local people who are likely to spend the
  majority of their income in the area.
- Having a driving licence refers to the Apprenticeship programme which covers
  the costs of learning to drive to widen job opportunities for the end of the

programme. As apprenticeships are now open to applicants of all ages, many candidates already have a driving licence leading to reduced demand for the benefit.

#### Restatements

Some of the data for previous years has been restated:

- Youth Services (section 6.1) The number of regular volunteers for 2016 was reported as 7 when it should have been 10.
- Manchester United Foundation (section 6.1) In December 2018 it was
  discovered that incorrect data had been submitted for volunteering activity.
  We obtained correct data for the period April-December 2018; which was a
  50% reduction in what had been submitted prior to the error being realised.
  On this basis we have restated all previous volunteering activity at 50% of
  what has been reported in previous years.
- Apprenticeships (section 4.1) The number of individuals going into employment following successful completion of an apprenticeship during 2018 was reported as 8 when it should have been 9.
- Enterprise Centre (section 4.2) We have previously reported on individuals attending training and individuals receiving business advice as two separate outcomes. We have decided to merge these into one outcome. Therefore data for 2017 has been changed from 108 to 68 and data for 2018 has been changed from 61 to 51.



# 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 (If not included in free bundle minutes)



