



GROUNDWORK

STRATEGY 2020 - 2023

OUR MISSION



This image and cover:

Grow @theGrange, Blackpool

Groundwork manages the @theGrange community centre and garden in Blackpool. It is a vital and thriving community hub in an area ranked in the 10% most deprived in England. It has shops, a library, a cafe, a community farm and a theatre. It promotes healthy and green lifestyles, provides training and offers activities for families. In the community shop no money changes hands, instead volunteers can earn points for essentials.

Groundwork is a federation of charities mobilising practical community action on poverty and the environment across the UK.

We're passionate about creating a future where:

- > Every neighbourhood is vibrant and green.
- > Every community is strong and able to shape its own destiny.
- > No-one is held back by their background or circumstances.

We believe that working with local communities to build their resilience is vital in facing up to the challenges of a globalised economy and a changing climate.

We know that the negative effects of climate change and environmental breakdown impact first and worst on those who have the least power in society, and who contribute least to the cause of the crisis. A 'just transition' to an inclusive, net-zero economy must tackle, rather than entrench, this inequality and provide a springboard for better work and healthier, happier lives in the places that need it most.

This means creating green jobs that build wealth in local communities, changing behaviour to reduce wasted food, energy and water, providing biodiverse, accessible green spaces, supporting businesses to be more responsible and empowering communities to lead activities that improve their quality of life and promote health and wellbeing.

WHY IT MATTERS

- (1) *Communities Taking Action*, Groundwork UK
- (2) *Community Life Survey*, DCMS
- (3a) *Fields in Trust Green Space Index 2020* (3b) *Space to Thrive*, National Lottery Heritage Fund.
- (4) *Statistics: NEET and participation 2019*, DFE
- (5) *Annual Fuel Poverty Statistics*, BEIS
- (6) *Public Attitudes Tracker* (March 2020, Wave 33, UK), BEIS
- (7) *How is the environmental emergency making us feel?*, Triodos Bank
- (8) CitySprint via Real Business



- > **89% of community groups¹** say their work is needed more than ever, but more than half say it has got harder for them to operate in the last ten years.
- > **75%² of people** say they feel unable to influence decisions about what happens in their local area.
- > **Nearly half of young people²** say they feel they don't belong to their neighbourhood.
- > **2.69 million people** do not live within a ten minute walk of a green space^{3a}. Those who are at greatest risk of poor physical and mental health^{3b} are more likely to miss out on the benefits of green space.
- > **Around half a million young people⁴** were 'economically inactive' - not in learning or employment and not looking for work – before Covid-19, a number which has been slowly rising.
- > **One in ten⁵ households** in England is experiencing fuel poverty, rising to almost one in five for ethnic minority households.
- > **76% of adults** say they are concerned about climate change⁶.
- > **40% of young people⁷** admit to feeling 'overwhelmed' by the climate crisis.
- > **90% of SMEs** said being sustainable was important for their business but more than half said they were finding it difficult to take action⁸.

OUR IMPACT

The change we deliver.

Our work supports people facing multiple challenges – living in isolation or with significant health issues, in communities with few facilities, limited employment prospects and vulnerable to extreme weather events.

We have nearly four decades' experience of building partnerships to address these challenges in three ways.



We create better places

Making communities greener, safer and healthier by enabling people to work together to bring about change in their local area.



We improve people's prospects

Increasing the confidence, skills, wellbeing and employability of those struggling in education or out of work.



We promote greener choices

Helping people and businesses reduce their environmental impact, cut waste save money and live more healthily.

We will focus our work in the areas of greatest need in England, Wales and Northern Ireland and work with our partners to support communities in Scotland.



Silver Active, London

Dance instructor, Candy, leads a dance class as part of Groundwork's Silver Active project. The project, funded by Comic Relief, reduces isolation and improves quality of life for older residents living in supported accommodation.

SUSTAINABLE DEVELOPMENT GOALS

We will prioritise our work and measure our achievements based on the difference we make to the lives of people, our impact on the environment and our contribution to **UN Sustainable Development Goals**. We have identified six goals which align most closely with our work.



Goal 1: No poverty

Helping people into work and building the resilience of those who are most vulnerable



Goal 7: Affordable and clean energy

Improving energy efficiency and promoting renewables



Goal 8: Decent work and economic growth

Creating jobs and enterprise and helping young people into work



Goal 11: Sustainable cities and communities

Improving green spaces, promoting sustainable transport and improving air quality



Goal 12: Responsible consumption and production

Reducing waste and promoting positive environmental behaviours among communities and businesses



Goal 13: Climate action

Promoting practical action and strengthening the resilience of communities to cope with climate-related events

Sandford Court, London

Irene, shown here chatting with a volunteer from JLL, worked with Groundwork to create a community garden to bring together the residents of her building. Corporate volunteers like those from JLL can be the difference between a community having a vision for a project and it being a reality.



OUR TARGETS

In working towards these goals we have set ourselves the following targets.

By 2023 we will have:

MOBILISED
75,000



Days of voluntary
action to combat
the climate and
nature emergency.

IMPROVED
50,000



People's wellbeing
by connecting
them with their
community and
with nature.

HELPED
20,000



People to improve
their life chances
by accessing
learning and work.

Grozone, Northwich

Grozone transformed a derelict plant nursery into a flourishing community garden, horticulture and wildlife project. It creates volunteering opportunities for all, offers a toddler activity group, acts as an exemplar for sustainable living and provides social and horticultural therapy for people with mild to moderate depression and anxiety.





Green Team

Our Green Teams work across the UK and help young people learn practical work skills in a supportive environment while improving and maintaining green spaces in their local community.

OUR COMMITMENTS

The Groundwork approach.

We will deliver this impact through a range of diverse local and national projects, programmes and services, responding to the changing needs of local communities and the opportunity to build powerful partnerships to unlock new resources.

Wherever and however we deliver, our approach will be informed by the following commitments.

- ✓ We will invest in the places and people that need us most – prioritising our resources to bring about lasting change by building skills and capacity within the local communities where we can make most difference.
- ✓ We will work with local leaders and listen to local voices – ensuring our work is shaped by those it is designed to benefit and adds value to the assets that exist in local areas.
- ✓ We will grow a culture of equity and inclusion – operating transparently and with integrity and seeking out a diversity of viewpoints, both in the work we do and the people we employ.
- ✓ We will be committed to collaboration – forging strong partnerships, contributing to a thriving community sector and helping others lead where this will achieve greater impact.
- ✓ We will act as environmental exemplars – championing practical action to combat the climate and nature emergency and measuring and reducing our own environmental impact.

OUR ORGANISATION

BUILDING A BETTER GROUNDWORK

Our ambition is to build our visibility, our reputation and our resource base so that we can be a significant, radical, national force for driving change in attitudes, behaviours, places and prospects in the local communities that need it most.

In order to achieve this ambition and fulfil our commitments, we will continue improving our own capability and resilience to ensure we are putting maximum resource into our local delivery and investing in the right skills to improve the quality of our services and management.

Our aims are to ensure we have:

- expert services operating at greater scale to help more people in more places
- delivery everywhere supported by stronger systems and more diverse income streams
- more consistent quality in our delivery so that we maximise our impact.

Our agreed priorities for the next three years are to:



Improve our communications and fundraising capabilities and drive innovation in income generation to diversify our range of revenue sources.



Develop new business models to enable our specialist teams to offer commercial services across larger areas of the country.



Improve our ability to capture data that demonstrates the impact of our work and helps us prioritise the actions that contribute most to achieving our mission.



Embed a new set of quality standards and harmonised systems to ensure that all parts of Groundwork are operating efficiently and effectively.



Undertake governance reviews across our federation to improve practice in line with the Charity Commission's governance code.



Drive a federation-wide initiative to improve the way we promote equality, diversity and inclusion.



Seek opportunities to consolidate structures and share services so that all parts of the country are served by a strong and high-performing Groundwork organisation.



Groundwork Youth Advisory Board

The Youth Advisory Board helps Groundwork to unlock the creativity and vision of young people to tackle environmental and social issues by advising on the charity's approach to business planning, fundraising and campaign development.

Cook Together
Eat Together,
Coventry

Cook Together Eat Together runs cooking clubs to tackle social isolation and poor nutrition amongst residents aged 55 and over in Coventry.



www.groundwork.org.uk

Registered charity No. 291558
Company registration 1900511