



# GROUNDWORK GREATER MANCHESTER

## »» OUR 2023 VISION

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GroundworkGM



# INTRODUCTION - OUR VISION FOR GREATER MANCHESTER:

In 2018 we outlined our vision for Greater Manchester as follows:

A Greener, More Resilient City Region with Stronger, Healthier Communities,  
Responsible Businesses & Enhanced Prospects for all Local People

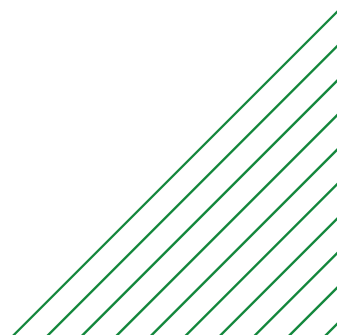
Building on 30 years of experience, we continue to support communities in Greater Manchester to make a difference where it's needed most. Together, we work to improve, protect and lobby for our local environment, which is increasingly at risk from climate change.

Our multi-sector partnership approach, along with our range of high quality services, continues to delivered social impact in a number of ways.

In light of the Covid-19 pandemic, we refreshed our 2018 vision in 2020 and outlined how we will adapt our delivery through the provision of our services, any profits from which will be reinvested back into the local community, inline with our charitable objectives:

- Community engagement
- Landscape design & build
- Training & coaching for employment
- Early intervention to support health & wellbeing
- Safe & sustainable business support

We will continue to work in partnership with public, private & community stakeholders in Greater Manchester to:

- Enable organisations from all sectors to get involved in local climate and nature projects
  - Support a stronger community voice
  - Deliver more investment in local projects
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# BUILDING BACK BETTER - OUR RESPONSE TO COVID-19

As an organisation fully committed to addressing the climate and nature emergencies, whilst also supporting those most in need, we pledge to play our full part in building Greater Manchester back better after Covid-19, supporting a green recovery in the city region.

We do not believe that the challenges of climate and disadvantage can be pursued separately, but that they are simply different sides of the same coin. That is why we embed climate and nature engagement and education throughout our work, adapting our approach for the different communities we work with, from community groups to young people to job seekers and business owners.

We aspire to deliver a socially just, economically strong Greater Manchester, which harnesses the power of communities and respects our planetary limits; this has always been at the heart of Groundwork's mission since our establishment in 1982.

Like many organisations, Covid-19 has provided an opportunity for Groundwork to pause and reflect on our vision and in particular our core purpose in anticipation of building back better. In this respect we have identified 3 core areas of action:

> Supporting young people to bounce back

> Supporting greener growth

> Facilitating the power of communities



# BUILDING BACK BETTER

## Supporting Greater Manchester's young people to bounce back

There is no doubt the economic and social fall out of Covid-19 will have a significant, and long lasting, impact on the future prospects of our young people.

Working in partnership with local authorities, youth organisations, schools and businesses, Groundwork will support Greater Manchester's young people through our personal development programmes.

We will help young people to strengthen their resilience, to be equipped to respond to changes in the local economy and to develop as agents of change.

### Young people supported by us will:

- Feel more resilient and prepared for the future
- Have increased aspirations for employment, education or further training
- Be more actively involved in their communities & influencing decision making





# BUILDING BACK BETTER

## Supporting greener growth

We are working to embed green skills across all Groundwork's programmes, ensuring the people of Greater Manchester are equipped with the knowledge and understanding they need to make sustained changes not only to their own behaviours, but within their workplaces too.

We will work with public sector partners, employers and community groups in key sectors to ensure that the development of Groundwork's green skills training programmes aligns with our partners' carbon reduction strategies.

We will also support Greater Manchester's businesses to recruit future '*green-skilled*' talent from the target groups we regularly work with (young people not in employment, education or training, care leavers, people with criminal convictions and armed forces veterans) and to adapt their operations to support carbon reduction and embed green skills within their workforce.

People on our employment programmes will:

- > Have better climate awareness and work-related environmental knowledge
- > Be better equipped to access jobs, particularly greener jobs

Businesses we work with will:

- > Adopt more environmentally & socially responsible practices



# BUILDING BACK BETTER

## Facilitating the power of communities

Covid-19 has clearly demonstrated that there is phenomenal resilience and strength within our local communities. It has also highlighted that our green spaces are vital to positive mental health and well-being. With an uncertain economic future ahead of us, Groundwork will continue to do what we have always done, helping further unleash the power of our communities, in particular supporting them to be at the heart of climate and nature action in their own homes, at work and in their neighbourhood.

We will focus our work in those Greater Manchester locations which are most impacted by climate and poverty, organising and upskilling local people to take action and lead change.

We will be led by local people and we will ensure that community voices are heard by others across all sectors.

Communities in Greater Manchester that we support will:

- Have more people involved in climate and nature action
- Demonstrate a sustained increase in greener behaviours
- Have a stronger community infrastructure





# HELP US TO DELIVER MORE



COMMUNITY  
ENGAGEMENT

LANDSCAPE DESIGN &  
BUILD

TRAINING & COACHING  
FOR EMPLOYMENT

EARLY INTERVENTION  
TO SUPPORT HEALTH  
& WELLBEING

SAFE & SUSTAINABLE  
BUSINESS SUPPORT



FOR MORE  
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