

# GROUNDWORK in Greater Manchester

## > Delivering Change Through **Social Impact**

- > Delivering social progress across Greater Manchester is crucial to both the short and long term vision for Greater Manchester. It is at the forefront of the Greater Manchester Strategy which cascades down to all 10 Greater Manchester local authorities.
- > **Groundwork** is a communities charity and professional services provider well aligned with this agenda. Operating across Greater Manchester Groundwork works to improve places and transform lives in the most disadvantaged communities.
- > This report examines the Social Return on Investment delivered by Groundwork in **2017/18**.



CHANGING PLACES  
CHANGING LIVES

# GROUNDWORK delivers a broad range of activities in Greater Manchester and impacts a wide range of beneficiaries.

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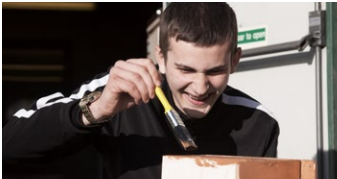
## CREATING BETTER, GREENER PLACES:



Groundwork makes communities greener, safer and healthier; enabling people to work together to bring about change in their local area. Landscape architects work with the community to support environmental improvement projects including school grounds and housing refurbishment programmes.



## IMPROVING PEOPLES PROSPECTS:



Groundwork provides a range of services to disadvantaged groups to enable them to learn new skills, access employment opportunities and improve living circumstances. These include young people, graduates, ex-military veterans and ex-offenders. Support has been delivered through intensive training programmes, setting up social enterprises, signposting to key services and mentoring and advice services.



## PROMOTING GREENER LIVING AND WORKING:



Groundwork helps people and businesses reduce their environmental impact, improve their health, cut waste and save money. Targeted sustainability support is provided for businesses and residents on energy and resource efficiency. This includes advice on insulation, recycling and composting and has led to significant reductions in utility bills as well as environmental impacts.

Groundwork's activities in 2017/18 have been monetised by Hatch Regeneris in order to calculate the Social Return on Investment. This includes using benchmarks for savings to the public purse as well as measurements of improvements in health and wellbeing.

The total net social impact of Groundwork in Greater Manchester is £11.1 million for 2017/18 broken down as follows:



Source: Hatch Regeneris calculations; HACT & Fujiwara, Social Value Bank (2016); The National TOMs Measurement Framework (2018), New Economy, Unit Cost Database (2015). Note: figures are rounded so may not sum exactly



By assessing the impact against the resource base a Social Return On Investment figure can be calculated

For every  
**£1**  
invested

Groundwork  
**>>>**  
generates

**£2.60**  
worth of  
social value

# OUR PEOPLE, OUR PLACE, OUR PRIORITIES

Groundwork works collaboratively with the public, private and voluntary sector, applying their skills and expertise, to contribute to the 'Our People, Our Place' Greater Manchester Combined Authority Strategy.

<b>Children starting school ready to learn :</b>
School grounds and facilities improvements & Environmental education initiatives
<b>Young people equipped for life :</b>
Youth coaching and mentoring & Youth development courses
<b>Good jobs, with opportunities for people to progress and develop :</b>
Skills development, training programmes, graduate placements & volunteering opportunities
<b>A thriving and productive economy in all parts of Greater Manchester :</b>
Social enterprise for target groups & Sustainable Business Services
<b>World-class connectivity that keeps Greater Manchester moving :</b>
Improvements to walking and cycling infrastructure

<b>Safe, decent and affordable housing :</b>
Housing refurbishment programme & Green doctor/domestic energy programmes
<b>A green city-region and high-quality culture and leisure for all :</b>
Business and domestic sustainability support, get composting initiative & Natural capital management and green infrastructure improvements
<b>Safer and stronger communities :</b>
Community driven public space improvements & Work with youth offending teams
<b>Healthy lives, with quality care available for those that need it :</b>
Healthy living and exercise programmes & Supporting those at risk of fuel poverty
<b>An age-friendly Greater Manchester :</b>
Testbed for age-friendly solutions & Empowering and developing local networks

As a leading communities charity with a successful track record, demonstrated through this Social Return On Investment calculation, Groundwork has ambitions to increase the scale, quality and impact of their work across the Greater Manchester city region between now and 2023.

By 2023 Groundwork in Greater Manchester pledge to achieve the following across the City region:

- > 1000 community groups provided with advice, funding and practical support
- > 1200 Greater Manchester businesses supported to reduce their impact on the environment or increase their commitment to the community
- > 1500 people supported into employment, education or training, with a particular focus on ex-offenders, veterans and NEET young people
- > 450 hectares of green space created or improved
- > 3,500 young people inspired and supported to learn, achieve and develop as more active citizens
- > At least 5000 people of all ages mobilised to give time to social action in their local communities
- > 4,500 vulnerable households helped to save money on their bills or stay warm and well in their homes

If you would like to discuss opportunities to work with Groundwork in Greater Manchester please do not hesitate to **contact us**.

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## Deborah Murray

Operations & Development Director

[deborah.murray@groundwork.org.uk](mailto:deborah.murray@groundwork.org.uk)

0161 220 1000



Made possible thanks to

