

GROUNDWORK GREATER MANCHESTER 2023/26

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FOREWORD

I am delighted to introduce our new 3-year Strategic Plan, and my first as Executive Director at Groundwork Greater Manchester. I am passionate about this organisation and our role in **delivering a greener, fairer & stronger future for all people, communities and places in Greater Manchester.**

I have been with the trust for 11 years and can honestly say our support has probably never been needed more, and the opportunities have never been so great. The people we support are facing an unprecedented cost of living and mental health crisis, linked to climate anxiety, social isolation and financial stress. The communities we serve want to harness local power and pride, whilst facing exclusion, prejudice and inequity in their daily lives. Alongside this our natural environment is under threat from climate change and human impact. But we are fortunate to operate in a City Region that is facing these challenges head on – seeking to localise power, working in partnership to develop greener economies and build greener places, and finding innovative solutions to tackle social and economic inequalities.

At Groundwork Greater Manchester we will continue to focus our support on those people and places that need us the most. We will create solutions that put power in local hands, create skills and jobs for a greener economy and deliver greenspaces for nature, for climate and for everyone.

We will do this by working in meaningful and generous partnerships with the public sector, businesses and community, voluntary and faith sector organisations, and by bringing together a highly skilled and committed staff team specialising in:

- > Community engagement, involvement & development
- > Skills & training for employment and green careers
- > Services for young people
- > Domestic energy advice & retrofit
- > Landscape design, build & maintenance
- > Net-zero support for businesses

We will be caring, collaborative and bold in all our work and ensure we champion social justice and act with environmental responsibility at all times.

I hope, like me, you are excited about what lies ahead for Groundwork Greater Manchester. We have big ambitions which you can read about here. If you share those ambitions then please reach out. We are always open to new and innovative partnerships with those who share our vision of a greener, fairer and stronger for all people and places in Greater Manchester.



Deborah Murray

Executive Director

GREENER, FAIRER, STRONGER



People

Communities

Places

PEOPLE

We will prioritise supporting people who are marginalised or at risk in Greater Manchester, including but not exclusively:

- > Young people facing, or at risk of, exclusion
- > Armed Forces Veterans
- > People in fuel poverty
- > Care experienced people
- > People with poor health
- > People with a criminal record
- > People at risk of the impacts of climate change
- > People who are actively involved in their communities and those who would like to be

We will deliver the following support services to these individuals:

- > Mentoring and coaching for wellbeing and employment
- > Pre-employment training (accredited & non accredited)
- > Environmental education
- > Green skills training for employment including natural environment, energy, retrofit and construction
- > Domestic energy & water advice

And as a result, we will:

- > Support more people to move out of poverty
- > Improve life chances & well-being for those who are, or feel marginalised
- > Support more people to take action on climate and nature as individuals
- > Support people to be better equipped to access jobs, particularly greener jobs
- > Support people to have a stronger voice in places & on issues which matter to them





Spotlight on: **Groundwork Green Skills Academy**

Greater Manchester's 2038 net zero target will only be achieved if the workforce has the right skills and competencies. This encompasses highly skilled manufacturing roles but also opportunities for both entry level roles and re-training.

We have been delivering our Low Carbon Careers programme for several years; developing skills and work placements within the natural environment, energy, retrofit and construction sectors.

Over the next three years we will upscale our green skills provision, including the creation of dedicated training facilities that offer advanced training opportunities in the Green Economy. Specialist teams will work alongside our employment coaches to create pathways into work at Groundwork and with our business partners.

COMMUNITIES

We will work with:

- > Community groups - those who are established, developing & new
- > Neighbourhoods which have been 'left behind' especially those facing multiple challenges
- > Communities impacted most by the climate emergency
- > The wider community & youth sector

In order to:

- > Involve more people in sustained collective action for climate & nature
- > Improve skills and capacity within communities to take action on issues which matter to them, both now & in the future
- > Support the development of stronger community connections & support networks for individuals and groups
- > Connect people and communities better with nature

We will add value to the work communities already undertake by providing:

- > Community engagement & development support
- > Environmental social action & education
- > Community energy & water saving support
- > Climate action mentoring & advice for community, youth & other sectors





Spotlight on: **Green Community Hubs**

We will support communities in Greater Manchester to become stronger and more connected through the development of Green Community Hubs; green spaces where local people are empowered to access and host activities and services which respond to their needs.

With a focus on those areas facing multiple challenges, including limited access to quality green spaces and health inequalities, our experience shows that the hubs quickly become vibrant, valued spaces and form part of the neighbourhood's social infrastructure.

We're developing a Northern Network of Green Community Hubs across the North of England, providing communities with support and guidance to make their hubs their own and build on this exciting new movement.

PLACES

We have a vision of a Greater Manchester where:

- > Communities have the opportunity to create high quality outdoor environments where everyone can work, learn, play & connect
- > Neighbourhoods are designed to be nature-friendly, biodiverse & reduce the impact of extreme weather
- > Local businesses have reduced their environmental impact & increased their commitments to Greater Manchester's people, communities and places
- > Empty homes are brought back into use and retrofitted to high energy efficient standards

Our team helps make this vision a reality, delivering services which enhance and improve built and natural environments, including:

- > Landscape design & build
- > River stewardship & restoration
- > Sustainable business partnerships & consultancy services
- > Retrofit skills training & contractor
- > Empty homes refurbishment & management

We will focus on:

- > Places which have unequal access to greenspace & nature
- > Neighbourhoods who are most at risk of flooding, that are exposed to excess heat, or whose homes have poor energy efficiency
- > Community & public spaces such as schools, hospitals, health centres & business premises





Spotlight on: **Urban Greening**

Creating and protecting greenspaces where nature can thrive and people can enjoy has been core to Groundwork's delivery for the past 40 years.

Over the next three years we will prioritise working in areas where Greater Manchester's residents have the least access to greenspace, and / or are most likely to be affected by climate change. We will work with local communities and landowners to co-design and deliver greenspace which meets local needs, whilst integrating climate adaptation through design solutions like green walls and rain gardens, and enhancing biodiversity. We will prioritise awareness raising and education about the connection between greenspace, climate and nature.

We will create new local jobs and training opportunities, including through the expansion of our Green Team programme. Apprentices and volunteers will gain relevant green skills which enable them to deliver habitat improvements which tackle climate change and improve biodiversity.

WORKING IN PARTNERSHIP WITH GROUNDWORK

Partnership working is in our DNA. We work in an authentic, generous and transparent way with a range of partners to deliver shared goals which helps create a greener, fairer and stronger future for all people, communities and places in Greater Manchester.



Strategic partners

We have long-term, strategic relationships with organisations from the public, private and charity sector who share our ambitions and values. We work together to develop innovative solutions which make the case for local investment.



Funding partners

We work with a variety of different partner organisations who help make ideas a reality. We openly share our skills and experiences with others who work to achieve a similar outcome, recognising that we are stronger when we work together.

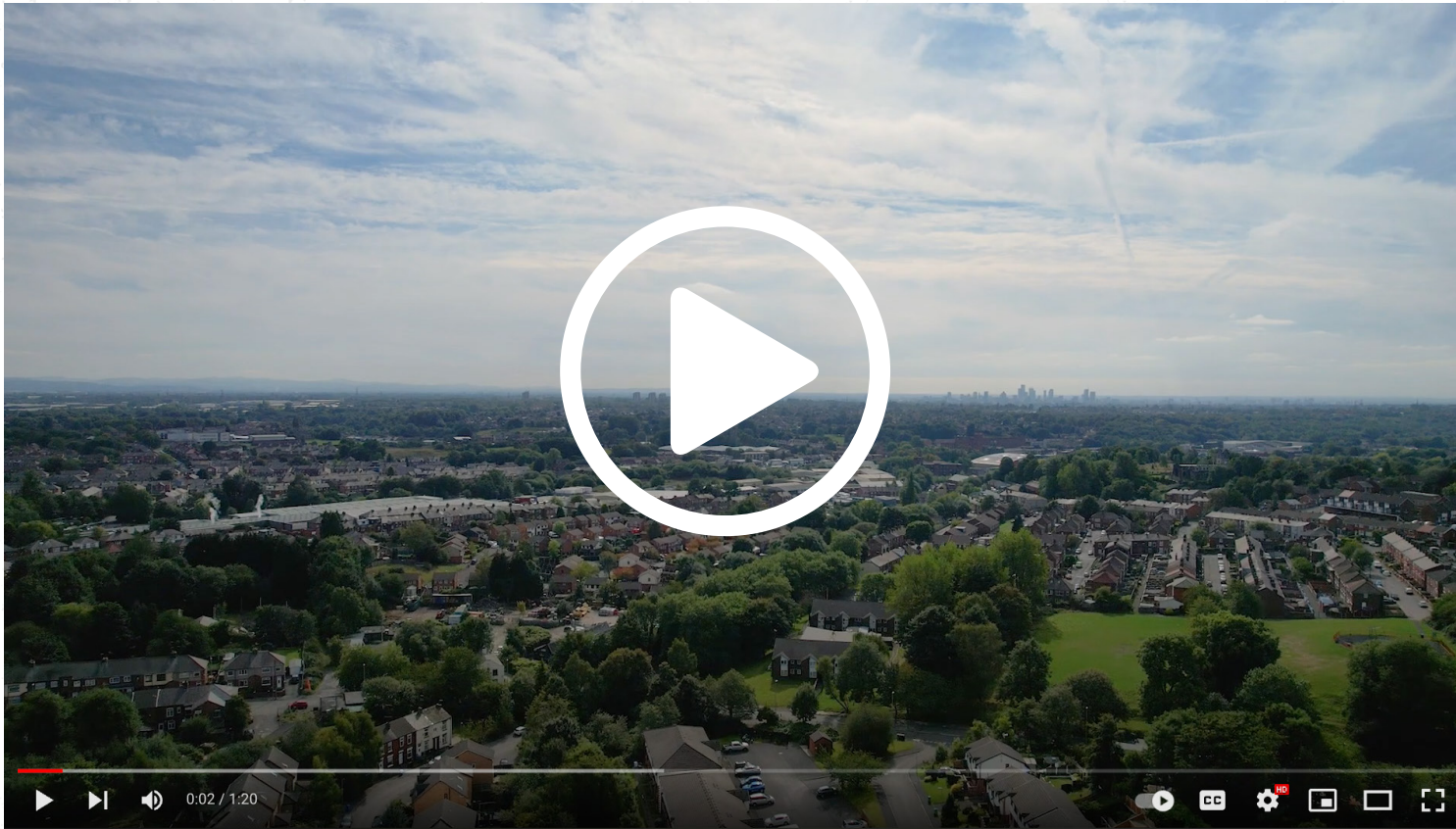


Corporate supporters

In addition, we develop partnerships with local businesses who provide in-kind or financial support which helps us to deliver our mission, whilst simultaneously delivering on their own social value commitments.

To arrange a meeting to discuss partnership working please contact greatermanchester@groundwork.org.uk or call **0161 220 1000**

CREATING A GREENER, FAIRER AND STRONGER CITY



People

Communities

Places



adidas



CHANGING PLACES
CHANGING LIVES

**GROUNDWORK
GREATER MANCHESTER**

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