

Groundwork in the **West Midlands**

a federation delivering **environmental,**
social and **economic renewal** within the region



sustainable communities



Groundwork in the West Midlands is working with partners to improve the quality of the local environment, the lives of local people and the profitability of local business in areas that are in need of investment and support.

Groundwork's vision is of a society made up of sustainable communities which are vibrant, healthy and safe, which value the local and global environment and where individuals and enterprise prosper.

Groundwork's purpose is to build sustainable communities through joint environmental action.

We do this by developing and delivering partnership projects that:

- enable an integrated and community-led approach to local regeneration
- use environmental improvements as a means of achieving social and economic change
- help individuals and organisations contribute to sustainable development

through environmental action

Our programmes help to develop:

- the **people** of the region:
creating opportunities for communities and for individuals to learn new skills and to take local action through our **Potential in People** campaign
- the **places** of the region:
creating better, safer and healthier neighbourhoods through our **Places for People** campaign
- the **prosperity** of the region:
helping businesses and the workforce to fulfil their potential through our **Business Prosperity** campaign



people



places



prosperity

delivering programmes across

Potential in People:

Working with **communities** to build stronger neighbourhoods

Working closely with partners we make a long-term commitment to supporting specific neighbourhoods in need. Through practical environmental action we provide training and support helping local people to get more involved in making decisions about where they live and ways to improve their quality of life.

Community engagement in environmental action is breaking down the barriers to civil renewal and employment. By offering a range of accredited training and basic and key skills support - we are helping local people to build more prosperous and cohesive communities.



Working to realise the potential of **young people**

We involve young people in a range of activities designed to bring them into contact with the wider community and to increase their own confidence and self-esteem. Our aim is to help young people play a full and active role in society.



Groundwork's regional Motiv8 programme is helping to re-engage young people at risk of exclusion from school back into learning and further education.

Our sports development work is bringing once "hard to reach" young people back into community life and offering them support to tackle the barriers to gaining employment or continuing in education or training.

Through **education** promoting learning, citizenship and sustainability

We work with children in and out of school and adults to illustrate how individual actions can impact on the local and global environment. We train teachers to deliver education for sustainable development and we educate people to act more responsibly towards the earth's natural resources and to respect local places and people.

We are expanding opportunities for young people and adults to participate in a new Foundation Certificate in Sustainable Development.



the region

Places for People:

Working to reconnect people with **places**

The way a place looks affects how those who live, work, invest and visit feel about our region. We help people turn derelict and neglected land into attractive and valuable spaces for recreation and leisure, for food growing, for renewable energy schemes and for safe routes linking people to work and the countryside. We encourage people to find out more about their local history and culture and help them understand and value the natural environment.



Through the 'Living Spaces' programme, funded by national government, Groundwork is helping hundreds of groups to turn untidy and under used land into new public spaces for the whole community to enjoy.

“Working with organisations like Groundwork helps people of all ages to realise their potential to turn around their local area and make a real difference to their lives, gaining skills and self esteem and creating cleaner, safer and more attractive places to live.”

Naseem Akhtar, Community Development Worker, Balsall Heath Forum



Business Prosperity:

Working to increase the profitability of **business**

We help businesses stay competitive and successful by improving their environmental performance and working with them to develop better community relations. We show them how to cut costs by offering training and advice, carrying out reviews and audits and running green business clubs. We support whole business communities to improve their practices and to improve and make more secure the environment around their premises.

Through our support MGA Coatings Limited, a supplier to several car manufacturers, has secured further contracts with their customers by being able to demonstrate sound environmental practice.

Leamore Enterprise Park has benefited from £250,000 worth of environmental improvements around the business units. The site is now more attractive, accessible, secure and profitable.



ensuring quality.



Working to provide training for **employment** and stimulating enterprise

We help people who are unemployed or who are leaving school in search of work, to develop their skills and experience by working on local regeneration programmes. We deliver environmental training through the Government's New Deal programme often through setting up 'intermediate labour markets'. These pay apprentices a wage while they work on a wide range of activities from building new play areas, recycling white goods or running kerbside collection schemes. Through this we help people find permanent jobs and give support to those setting up their own enterprises.

Our employment programmes are helping over 600 local unemployed people to gain qualifications that include horticulture, construction and customer care. Placement opportunities mean good references from employers are enabling participants to move on into full time employment.

A Commitment to quality:

We are committed to assessing our own practice in order to continually improve our performance and the way that we work.

We are investing significant time in looking at better ways to manage the many projects we deliver and to ensure that they offer lasting benefits to the communities we serve.



Working with others:

Our approach is to work with others through mutually beneficial partnerships working:

- with communities
- with employers
- with individuals
- with regeneration partners

“ Advantage West Midlands is working with partners who can help to transform the region's economy. By helping businesses to improve their performance, providing opportunities for people to develop their skills and working to regenerate deprived communities Groundwork is making a key contribution to helping us to create a more prosperous region. ”

Karen Yeomans, Corporate Director, Development & Economic Inclusion, Advantage West Midlands

.and impact



In the West Midlands region, we have around 300 staff across the four Groundwork Trusts in Birmingham, the Black Country, Coventry and Warwickshire and Stoke-on-Trent. We also have a small team of staff in a regional office in central Birmingham.

Our impact each year results in:

- A combined annual turnover of around £17 million
- Some 400 projects delivered
- Work with over 100 community groups who give more than 50,000 volunteer days
- Work with over 6000 young people
- Around 90 hectares of land improved
- Work with some 600 businesses and 400 schools
- Nearly 6000 weeks of training and creating around 150 jobs

We don't do this on our own. As well as working with individuals and communities we work in partnership with a wide range of other organisations from the public, private and voluntary sector.

“Revitalising urban areas and building sustainable communities are key themes of the Assembly's Regional Planning Guidance. By taking a strong partnership approach, Groundwork is able to take a holistic view of the needs of some of this region's most deprived communities.”

Bransby Thomas, Chair, West Midlands Regional Assembly

“Groundwork plays a vital role in helping to turn Government policy into practical action on the ground.”

Graham Garbutt, Director, Government Office for the West Midlands



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Groundwork West Midlands would like to take this opportunity to thank all of our partners for working with us to help make the West Midlands a better place.

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