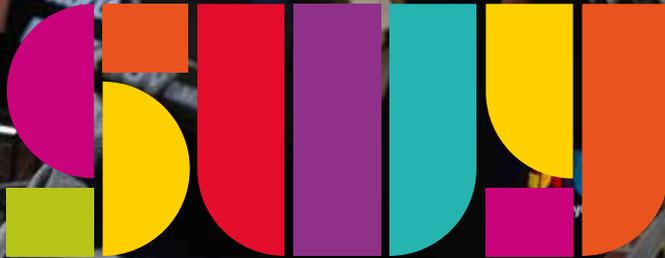




Positive change



Starts with you

Social Impact Report

About SWY

Starts With You (SWY) is a Bolton based social enterprise established in order to support people and create opportunities to access work. Our Vision is to build a profitable and sustainable social enterprise with an ambition for growth and a reputation for excellent, ethical and reliable service delivery in Greater Manchester and the North West.

We achieve this by delivering excellent, ethical and reliable services, which provide:

- + opportunity to access skills, training or employment
- + create good, accessible employment opportunities
- + deliver profits for reinvestment, aligned with SWY and BH priorities and objectives.

Values	
Empowering people	We make lives better. Weather directly or through reinvestment of our profits we are committed to empowering service users, colleagues and customers to be the best they can be.
Passion	We are passionate. We love what we do, focus on the positives and create time and space to have fun in the workplace.
Integrity	You can rely on us. We are open, honest and transparent in our dealings with everyone and deliver on our promises.
Ambition	We are ambitious. We will work hard to learn, grow and achieve the best for ourselves, our company and those we work with.
One Team	We are one team. We take personal responsibility, admit our mistakes and ask for help when things go wrong. We fail, succeed, learn and grow together. We treat each other with respect and celebrate our diversity, allowing colleagues to be their best self, feel valued and contribute to your success.



About this report

Our Social Impact

As a social enterprise we are keen to identify, capture and share our wider social impact. This report sets out key achievements for the financial year 2018-19 and provides an insight in to the difference we have made to our staff, customers and communities.

We have identified four key measures for our impact:

- + To enable social, financial and digital inclusion
- + To breaking down barriers to employment
- + To deliver services that provide access into employment
- + To deliver services that have a positive impact on our communities



Objective 1

Enable social, financial and digital inclusion

Our social, financial and digital inclusion services have:

- + supported **1578** customers
- + made financial gains for customers of **£349,000**
- + helped vulnerable customers stay warm in their homes
- + increased levels of social connection
- + developed customers confidence, and self esteem, enabling them to live more independently
- + improved access to services, helping customers navigate the system
- + built inter-generational links through digital inclusion workshops with older residents and local schools.

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“I have seen customers grow in confidence, having been nervous about going on the computer. The service builds up confidence and gives them progress. There isn’t anybody they haven’t been able to help.”

Vanessa Hamnett, UCAN Centre Manager



Objective 2

Breaking down barriers to employment

SWY employment support services have:

- + helped **144** customers get a job
- + linked **66** customers to relevant training
- + supported **20** customers with tools, uniforms and equipment needed to secure a new job
- + positively impacted customers health and wellbeing
- + motivated customers to access support and to overcome challenges

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“Other organisations have a greater emphasis on getting the targets in, where as here, it’s more about customer comes first. It’s about what they want. This definitely reflects on the culture at Starts with you, they care about the individual.”

Tom Miller, Motiv8 Key Worker*

*Motiv8 is funded by The National Lottery Community Fund and the European Social Fund



Objective 3

Deliver services that provide access into employment

We are an ethical employer, creating opportunities through our core business. including:

- + SWY have created 12 entry level jobs
- + 18 current staff (30%) were previously unemployed or economically inactive
- + Employees interviewed have high levels of job satisfaction
- + Employees interviewed have increased levels of confidence and self esteem
- + Employees interviewed felt valued, appreciated and secure in their roles

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“I will be forever grateful to SWY for giving me a chance, as no other company would, which was understandable given my employment gap. A company like SWY offers an amazing opportunity for people who have gaps, barriers and challenges to get into work. Whether it’s a job with them or using the services they offer at the UCANs they’re there and willing to create opportunities - then its up to you what you do with it!”

Gemma Adams, Digital Inclusion Officer



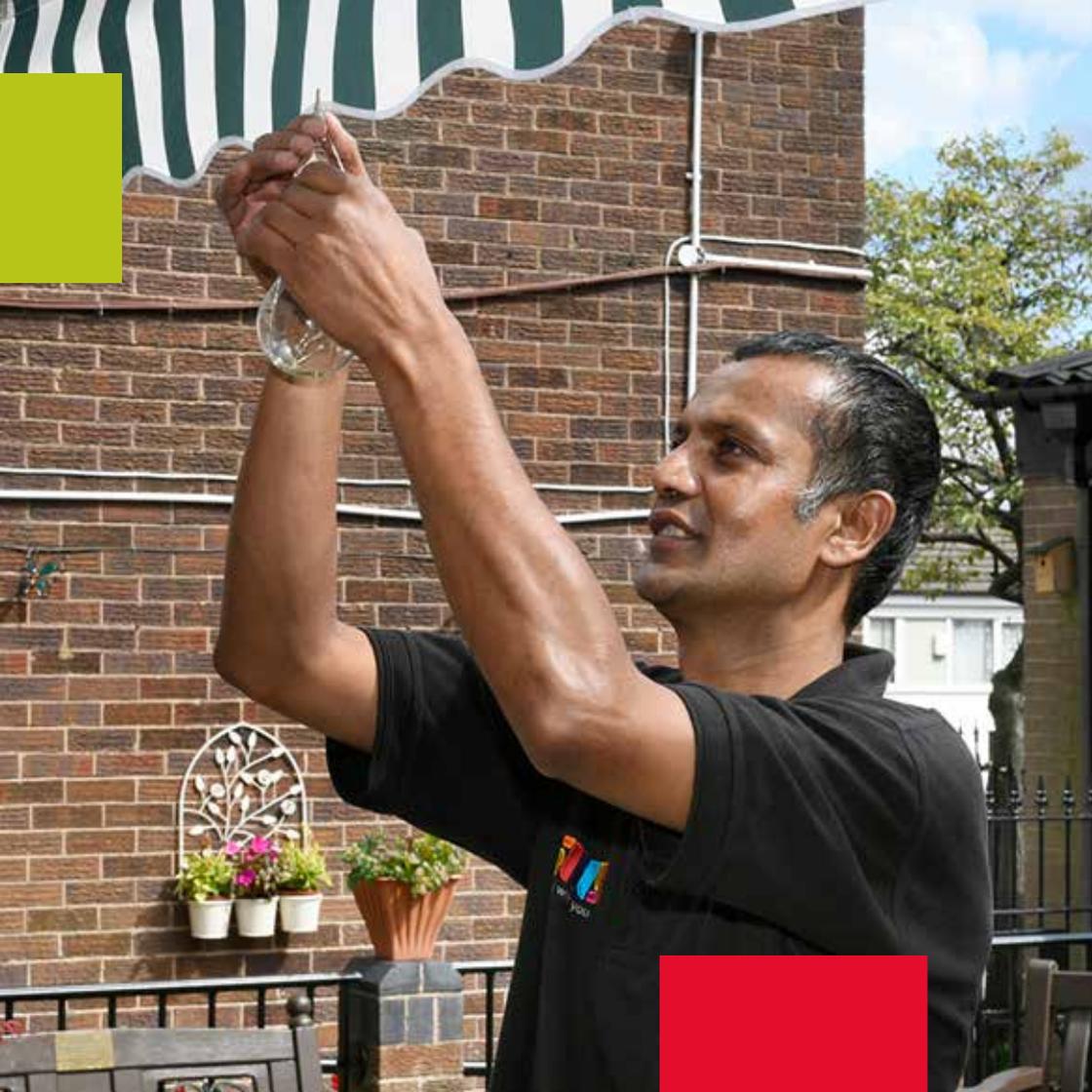
Objective 4

Deliver services that have a positive impact on our communities

As a Bolton based business we are committed to making a difference in our community:

- + we are a Real Living Wage Employer
- + we recruit locally with 77% of staff living in Bolton
- + 92% of customers live in Bolton, 100% in Greater Manchester
- + customers report that our care home based caretakers are valued members of their “family”
- + we go far beyond maintenance and cleaning, our services help residents stay socially connected
- + our Statutory Inspectors provide critical re-assurance to clients and customers in 60 local premises, helping them feel safe
- + 100% of SWY profits are re-invested in our social mission or gift aided to our charitable parent company

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“Sometimes people just want someone to chat to, some just need lifting, we are the nearest thing to family for most of our residents. It’s like a little community all in one place.”

Jayesh Padiya, SWY Caretaker



Other key achievements

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Our research identified wider potential impacts of our work including:

- + SWY offer holistic support, ensuring customers are referred to the support that's right for them.
- + SWY has a longterm positive impact on staff and customer wellbeing
- + SWY and our staff are strongly driven by our values
- + we play an active role in our community, supporting local charities and providing pro-bono support and partnerships to our community partners
- + SWY is a founding member of Bolton Social Business Collective, building a voice and network for local social enterprise.



Starts with you

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