



2020-22

IMPACT

REPORT

Connecting People
Growing **Community**
Supporting Giving





TABLE OF **CONTENTS**

1	INTRODUCTION
3	2020-22: THE DIFFERENCE WE MADE
6	SUPPORTING LOCAL GIVING
7	COMMUNITY GRANTS AWARDED
9	GROWING LOCAL IDEAS & PROJECTS
13	COMMUNITY ENGAGEMENT
16	SUMMARY & FUTURE PLANS
18	SAYING THANK YOU
19	CONTACT US



OUR STORY

SO FAR

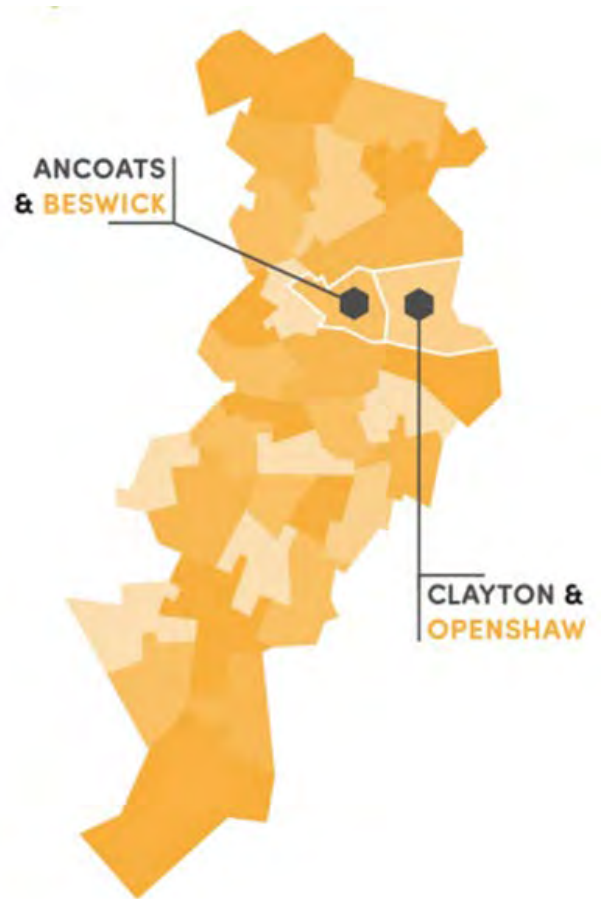
Step Up MCR is the place based giving charity supporting community-led projects across Ancoats & Beswick and Clayton & Openshaw.

Since establishing in late 2019 with seed funding from DCMS and CAF bank's Growing Place Based Giving Programme, we have worked with our communities to shape a giving scheme that addresses local needs and shifts power to people at a neighbourhood level.

We know that 1% of UK charities receive 90% of all charitable giving, which is why we want to invest in communities at a grassroots level.

Together with local residents, partners and businesses, we have begun creating radical change from the inside out—being guided by those who know their communities best.

In promoting local giving, we unlock access for anybody to give back to the community—whether its time, money, resources, skills, knowledge or space. This might be a resident with a great idea to boost health and wellbeing in their neighbourhood, or a local business looking to make an impact on their own doorstep. All our activity aims to build community potential and pride.



Throughout the Covid-19 pandemic, we focussed on strengthening the foundations of our organisation. We registered as a Charity in 2020, employed a Programme Manager and developed key policies and procedures. We began growing our movement by building local connections and established our Advisory Panel.

Since 2020, we have supported over 20 community-led projects with bespoke support which includes connecting with local partners, fundraising assistance, promotion, space to run activities from, or resources like storage and equipment.

Between 2020 and 2022, we awarded grants to 12 resident-led projects and invested £48,359 into local communities.

We hosted and match funded Crowdfunder campaigns which leveraged £93,930 into projects supporting health and wellbeing in neighbourhoods.

EVOLUTIONARY PURPOSE

Our purpose is simple. **We want to unleash the unlimited potential that exists in our neighbourhoods.**

OUR COMMUNITY OFFER

Our mission is to unearth and grow bright ideas for new community projects by connecting into local giving to make big dreams happen.

We believe that every person in each of our neighbourhoods has the right to feel as happy and healthy as possible, which is why all of the community projects we support promote one of the five ways to wellbeing in its broadest sense.

We recognise that all projects have a different starting point and end goal which is why we offer bespoke support to get the wheels turning on big ideas. Our offer to communities includes:

- **Connections**– We can connect people to local businesses and partners to get their ideas off the ground. Our supporters may be able to give their time, money, resources, space, or expertise to develop the idea.
- **Tailored Case Work** – We connect people with a Project Champion, a volunteer from our partner organisations that can support the idea on a one-to-one basis and link in to Step Up's offer.
- **Access to Opportunities**– We can support with capacity building, mentoring, coaching, and training, commissioning local providers where needed.
- **Fundraising Support**– Through our Crowdfunder hosting page, we can support community fundraising drives and match to corporate sponsors. We can also provide grants from our Communities Fund, signpost to other funders, and link into bid writers.
- **Promotion to Step Up MCR Audiences**– We shout out about community-led projects and the best examples of place based giving through our quarterly community newspaper, website, e-bulletins and events.



100%
OF COMMUNITY
PROJECTS
WOULD RECOMMEND
STEP UP MCR
TO A FRIEND

*11 community projects responded to our survey

THE DIFFERENCE WE MADE

1 SUPPORTING LOCAL GIVING

We supported place based giving to grassroots projects through:

- Co-ordinated grants from local partners
- Donations
- In-kind support

2 GROWING LOCAL IDEAS & PROJECTS

We equipped local projects with the tools to grow, including:

- Connections
- Mentoring
- Development and capacity building support
- Promotion to wider audiences

3 COMMUNITY ENGAGEMENT

We connected with the community to unearth and inspire bright ideas for new projects. We did this through:

- Expanding our networks
- Community newspaper
- Arts events and activities

IN 2020 -2022



SUPPORTING LOCAL GIVING

Since 2020, we have explored exciting mechanisms to support local giving. We have tested participatory grant making and collaborative giving models to shift the power to communities. Local giving has included: co-ordinated grants from partners, donations, and in-kind support.

CO-ORDINATED GRANTS

With funding from local partners Manchester Local Care Organisation, One Manchester and MCR Active, we awarded grants to **12 resident-led projects and invested £48,359 into local communities since 2021.**

Grants were awarded to test out great ideas that boost community health and wellbeing.

We funded individuals, constituted and non-constituted groups, and registered organisations. All grant recipients also benefitted from support to develop their projects through our community offer.

• Community Soups

We partnered with One Manchester to support four rounds of Community Soups across Beswick, Clayton and Openshaw. Community Soups create a collaborative funding pot which community projects pitch for and residents vote for the winners.

We awarded **eight Community Soup grants** between £2,000 and £4,000 to grow brilliant ideas into sustainable projects. Groups awarded funding include Drywave, The Resonance Centre, Malawi Heritage UK, Friends of Medlock Valley, Pd Coaching, Heaven on Earth and Clayton Hall.

Drywave Recovery CIC received £6,000 to refurbish a recording studio space in Clayton and £2,000 to support people in recovery from drugs and alcohol with production skills and mentoring. Clayton Hall was awarded £2,000 to fund a pond building project that equipped local SEN young people with new skills, alongside building confidence and pride.



Manchester Local Care Organisation



one manchester



MCRactive



power to change



SPORT ENGLAND



BRITISH CYCLING

Community Grants Awarded

Community Project	Description	Grant Award Amount
Max Trax CIC	£20,000 Crowdfunder match funding to support a community-led cycle track.	£20,000
Drywave Recovery CIC	Two community soup grants awarded to support individuals who are in recovery from drugs and alcohol with music and podcast production and intensive holistic interventions.	£6,000
The Beacon Centre	Crowdfunder match funding of almost £5,000 in community donations to support a Centre Manager role.	£4,859
Heaven on Earth: The Space	Community Soup grant for family yoga and creative wellbeing sessions.	£4,000
Malawi Heritage UK	Community Soup grant for a Digital Skills and Media Project for over 18s in Openshaw. £1,000 grant to support community-led Covid-19 vaccine rollout initiative.	£3,000
Pd Coaching	Community Soup grant supporting the purchase of football equipment for boys and girls sessions, and Walking Football for over 50s.	£2,000
The Resonance Centre	Community Soup grant to support drumming workshops and equipment purchase	£2,000

Community Project	Description	Grant Award Amount
Clayton Hall Living History Museum	Community Soup grant to support the redevelopment of the Clayton Hall garden pond area.	£2,000
Friends of Medlock Valley	Community Soup grant to purchase planters and other gardening equipment for growing project.	£2,000
I Mind You Matter	Community grant for 15 weeks of calligraphy workshops and other summer holiday activities for young people.	£1,000
The Art of Joy Project	Community grant to support women's domestic violence project start-up costs	£1,000
New Leaf Foundation CIO	Community grant to support six weeks of Crafting for Wellbeing sessions	£500



MAX TRAX

Max Trax is an exciting new community-led cycle track in Openshaw, set to be built in Delamere Park at the heart of the community. It will be a place for young people and their families to have fun and be active, learn something new, and explore the outdoors.

The project is a labour of love in memory of resident Kerrie's little boy who had an obsession with all things with wheels. He loved nothing more than riding bikes, scooters and anything that zoomed around Delamere Park beside his house. Max sadly passed away at the age of four in 2017 and his community has worked tirelessly to build Max Trax as a lasting legacy ever since.

Max Trax will build a fun pump track for all ages and take over a disused park building to transform into a community café and cycle repair hub.

Step Up MCR has been supporting the Max Trax project since 2019 and has been key to the project's progress to date.

We have supported residents to make key contacts with local partners like the council, provided development and capacity building support which enabled them to set up a Board and register as a CIC, connected into business giving from companies like Two Wheel Claims and Graham's Plumbers Merchants, supported a community consultation of the track plans, and supported at fundraising events.

We have enabled Max Trax to fundraise **£84,930** by hosting a Crowdfunder campaign. We **match funded £20,000** in community donations and **raised £43,000 in match funded applications and business giving.**

We raised the profile of the project in our community newspaper and in most national news outlets, including a prime time feature on [ITV Granada Reports.](#)



I definitely wouldn't be where I am today without Step Up MCR.

Not only has the support grown my project, but also me as a person. I've gained so much confidence and met some amazing people.

Great community friendships have been built alongside a brighter future for Openshaw.

I'd recommend to anybody with a good idea for their local community to get in touch with Step Up. They are amazing.



DONATIONS

Crowdfunder hosting provides us with an ideal platform to demonstrate the power of collaborative giving.

Since 2021, Step Up MCR has hosted two Crowdfunder campaigns and committed match funding of £30,000. Our campaigns leveraged £93,930 into projects supporting health and wellbeing in our neighbourhoods.

Our Crowdfunder hosting offer included match funding community donations £1 for £1.

We launched our first Crowdfunder campaign for The Beacon Centre in 2021 to support Clayton residents to takeover a disused council-owned building and create a new health and wellbeing hub.

The Beacon Centre's Crowdfunder raised over £9,000 through local giving to support management costs. Since 2020, The Beacon Centre has secured a 10 year lease from Manchester City Council, fully refurbished the building and appointed a Centre Manager. It is set to open its doors for a huge range of community activities including a Job Club, Community Grocer, family cooking classes and elderly luncheon clubs.

We hosted another Crowdfunder on behalf of Max Trax in 2021 and raised £84,930.

The Max Trax campaign was matched by Sport England, British Cycling and Power to Change through Crowdfunder Extras+, raising £45,000 over our target. We also received business support from One Manchester, Two Wheel Claim, Travis Perkins and WRPS roofing specialists.

We have committed a further £10,000 to host and support a Crowdfunder for The Resonance Centre, a clayton-based health and wellbeing hub, in 2022.

BUSINESS GIVING

We connected into business giving to support community projects to thrive. This included a combination of in-kind and monetary support.

BAM Construct has supported with over £3,000 of in-kind labour, resources and equipment on a fledgling community meanwhile space in Beswick and on a studio space for Drywave Recovery CIC in Clayton. They will be supporting us with further contributions on the meanwhile space and community use properties in 2022.

Travis Perkins, WRPS, Two Wheel Claims, Graham Plumber's, Carbogen Amecis have supported Step Up MCR projects with funding through in-house fundraising and social value commitments to a value of approx. £10,000.



Manchester Local
Care Organisation



one manchester

MCRactive



power to
change



SPORT
ENGLAND



BRITISH
CYCLING



Step Up MCR has helped in a number of ways, building my confidence to go ahead with the project, advice on things such as who to connect with, suggesting training or events to take part in to gain skills, telephone support, email support with regards to next steps or simply a friendly listening ear.

GROWING LOCAL IDEAS & PROJECTS

82%
RATE OUR
SUPPORT AS
EXCELLENT

TRAINING & CONSULTANCY SUPPORT

Step Up MCR has been growing community-led ideas and projects with training and consultancy support.

We have worked with Flourish Together CIC and other providers to offer project development through one to one intensive mentoring, group workshops and training.

Since 2021, six local people have received intensive one to one support across a total of 60 hours to grow their projects.

13 of the projects we have supported have registered as an organisation (Charity, CIC, CIO) or become constituted community groups.

Following a successful community projects networking event in January with 31 attendees, we commissioned Flourish Together CIC to co-facilitate a series of development workshops based upon what people told us they need support with.

We created a timetable of monthly workshops running from February to July with themes including:

- Business Planning for Sustainability
- Funding & Investment
- Income Generation & Business Planning
- Finances & Budgeting
- Good Governance
- Theory of Change
- Measuring & Communicating Impact

BROKERAGE & CONNECTIONS

Community project leaders told us that new local connections were the biggest source of support they received from Step Up MCR.

Our mission since we established has been to connect into local partners, residents, businesses, services, events and activities to create an effective place-based giving scheme that can broker local giving in and across the community.

We have been connecting people with ideas and projects at all stages into local networks to create giving links, new partnerships and friendships in the community.

As well as the Step Up MCR Advisory Panel, we are connected into local networks including:

GM Funders Forum, Macc, North Manchester Business Network, North Manchester Together, Openshaw Community Organisations Network, Clayton's Building Forward Together Group, The Manchester Safeguarding Partnership, MCR Active East Manchester Partnership, East Manchester Youth and Play Partnership, and others.



THE ROUNDHOUSE PANTRY

In 2021, Step Up MCR supported an Openshaw resident to set up the Roundhouse Pantry, a much valued food membership service offering struggling families a weekly shop at the fraction of the cost through Fareshare.

The pantry began by linking the resident with our partner, Manchester Settlement, who was able to host the service, help with volunteer recruitment and policies. We supported a Neighbourhood Investment Fund application to get the start-up equipment needed, and linked in with FC United Food Hub and Ancoats General Store to provide fridges, freezers, and some food and essential donations. The pantry started in February 2021 and is already supporting over 350 people each week.



Step Up MCR helped promote my Bistro and gave me the opportunity to meet local businesses which I have kept in contact with. We're all supporting each other. Step Up has been amazing and very supportive.

I have met some wonderful people through Step Up and I'm extremely grateful for for everything.

COMMUNITY ENGAGEMENT

COMMUNITY NEWSPAPER

Since 2020, we have published **four community newspapers** and distributed to **11,000 households** across Ancoats & Beswick and Clayton & Openshaw.

Our paper has a reach of over 33,000 people and is a great way to provide a platform to community-led ideas and projects seeking local support and shout out about good examples of place based giving.

ADVISORY PANEL

Our Advisory Panel is an active and enthusiastic group of people living and working in our project areas. It plays a fundamental role in both informing the strategic direction of the Charity, but also feeding in insight and co-ordinating support to community projects. Our members have the connections, local knowledge and experience to offer to new and existing community-led initiatives.

Members include:

MCR Active, Manchester Local Care Organisation, One Manchester, Macc, Manchester Mental Health Foundation Trust, Manchester City Council, Healthy Me Healthy Communities, Canal & Rivers Trust, Manchester Settlement, Buzzin' Sounds Recording Studio, The Resonance Centre, as well as local residents and people working in the area.

EVENTS & ACTIVITIES

We deliver exciting creative engagement projects that engage with people in their communities and increase local pride. We use arts and culture as a hook to engage people in conversations and unearth or inspire bright ideas for new community projects.

Examples include Walk This Play: Monumnets, The Caravan Gallery, The M-Wagon, snow bird art, the Take Up Space bunting project, and more.

OUR NEWSPAPER REACHES OVER 33,000



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

ThickSkin

WALK THIS PLAY: MONUMENTS

In 2020, we commissioned local theatre company, ThickSkin, to produce a location-based audio play, *Walk This Play: Monuments*.

Designed to increase pride in the local area, the play weaves together resident's stories of Ancoats into an immersive walking play narrated by Julie Hesmondhalgh. The audio play brings a theatre experience to residents in a Covid-safe way through an app that guides you through the 30-45 minute walk. It combines storytelling with music and sounds to paint a rich and lasting picture of the place's history and the people who have lived, loved and lost in our communities. The play was produced with an accompanying dance piece and a gallery for viewers to enjoy on a launch event day held on 30th May 2020.

The event allowed us to bring people together in a socially distanced way, introducing the Step Up MCR community projects and a route for residents to become more active in the local community.

We were joined by a range of community projects, residents, and partners offering free food, music, and entertainment at the starting point of the walk.



I think anyone who lives in or has any interest in Ancoats should do the Monuments walk and become more appreciative of this place and its history.

THE CARAVAN GALLERY PRIDE OF PLACE- OPENSHAW

The Caravan Gallery was commissioned by Step Up MCR, One Manchester and MCR Active to create an exciting exhibition that celebrates Openshaw in 2021-2022.

The Pride of Place Project is led by artists and photographers Jan Williams and Chris Teasdale (aka The Caravan Gallery) from their tiny yellow gallery on wheels. This unique and internationally famous gallery will be hosted at Manchester Settlement in a specially constructed wooden pavilion that will be situated behind the Roundhouse in Openshaw in the spring of 2022.

The team has been working with the Openshaw community throughout 2021 to bring together photographs, memories, stories, poems, artwork and more to celebrate the identity of the place.



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

ThickSkin



SUMMARY & FUTURE PLANS

We are immensely proud of the success Step Up MCR has had since 2020 in growing a place based giving scheme that unleashes the potential of people in their neighbourhoods.

Whilst the Covid-19 pandemic disrupted our plans for community engagement throughout 2020, it also emphasised the importance of place based giving, bringing local communities closer together, and boosting health and wellbeing in neighbourhoods. It gave us licence to think and do differently, and we saw people reaching out to Step Up for their communities in ways they had never before. People began taking action to transform their lives and turn big dreams into tangible and sustainable projects that benefit their whole community.

Pd Coaching is an incredible example of this. Beswick resident Paul noticed how inactive children in his area were becoming on lockdown and decided to run socially distanced football coaching sessions in the park. With the support of Step Up MCR to find a pitch, purchase kits and equipment, establish a constituted group through eight hours of development support, and connections to sponsors at Co-Op, Paul's sessions have grown from three young people in Bradford Park, to five classes each week with 30 children per session. He is now looking to begin Beswick's first football team, Beswick Community Football Club, and is setting up walking football for the over 50s.

Through incredible stories like Paul's, we demonstrate that anyone can give back to the community- whether by giving time, funding, resources, space or expertise.

We can't wait to continue to grow our organisation into 2022-23 and afar and support others to **Step Up, Step Out and Step Into action.**



COMMUNITY PROJECTS

In 2022-23 we have committed £10,000 match funding and Crowdfunder hosting support to The Resonance Centre, a health and wellbeing hub in Clayton. The campaign which will look to support Centre Manager costs for the year ahead.

We have also committed to commission Flourish Together for a series of project development workshops, and look forward to an exciting year of community engagement events including The Caravan Gallery and Beswick's meanwhile community use space.

We will be working with One Manchester to support three community projects into meanwhile use properties on Beswick's Grey Mare Lane estate to pilot and grow their ideas.



ORGANISATIONAL PLANS

We have big plans to grow our place based giving scheme into 2022-23 and beyond, establishing more mechanisms for communities to give locally.

We have recently commissioned Agent marketing agency to support us in developing a fundraising campaign that will reach across to people living and working in our project areas. We aim to launch our campaign alongside the Step Up MCR Infinite Fund, an endowment fund that will create a legacy for the Charity and generate sustainable investment into the neighbourhoods we work in for many years to come. The Step Up MCR Infinite Fund will support local people into decision making roles to decide how funding is spent.

We will look to grow and develop key business partnerships with organisations who want to give and invest locally. We will work with partners like the Co-Op Live and Nuffield Health to broker more local giving and allow us to grow even more fantastic community organisations.

We aim to strengthen our capacity to support community-led projects by expanding our team.

We also aim to support more local people into decision-making roles on our Advisory Panel and Board.



SAYING THANK YOU

Thank you to our partners Manchester Local Care Organisation, One Manchester and MCR Active who have believed in our concept from the start and continue to support us on our journey.

We couldn't do what we do without the skills and local knowledge shared by our brilliant regular volunteers. With thanks to our Board of Trustees, Advisory Panel and business supporters.

We also want to thank our amazing residents and community heroes who inspire us everyday by bringing big dreams to life. Whether by stepping up to grow their own ideas or giving time, funding, skills or energy to others.

WE THANK YOU
FOR STEPPING UP
FOR MANCHESTER

CONTACT US



WHERE TO FIND US

The Resonance Centre
The Old School House
Clayton Street
Manchester
M11 4EA

www.stepupmcr.org

ARRANGE A CHAT

Contact Nicole Hope, Programme Manager to find out how you can get involved in place based giving.

hello@stepupmcr.org

07879 531649



@StepUpMCR
@StepUp_MCR