Our Impact
2018/2019
At a glance – Our impact 2018/2019

£1.4 million invested in communities

£284,000 funded projects that improve health and reduce the risk of loneliness and isolation supporting over 19,500 people

48,108 people supported during 2018/2019

73 new apprenticeships supported

5,500 people benefited from environmental projects

£194,000 invested in activities that support people into employment, education, skills and training helping over 6,000 people

£2.3 million secured match funding by our community partners

£51,500 helping divert people from poverty supporting over 1,700 people

£97,500 invested in community safety activities benefiting over 15,000 people
Welcome

Building affordable homes and sustainable communities where people choose to live is Sanctuary’s mission.

For the past 50 years we have committed to making homes and places where residents feel safe, secure and have a vibrant community to engage in.

Investing in our communities is vital to ensuring the homes and estates where we operate are great places to live.

We’ve brought together this work into Our Impact report. It shows how we’ve used our skills, resources and imagination, working closely with residents, to create projects that people are genuinely passionate about.

It’s not about ‘doing to’ but instead it’s about listening, learning and respecting the huge talents and interests of the 200,000 people who live in our homes.

Sanctuary’s residents are the reason we do everything we do. Through our community work, we have the opportunity to demonstrate that over and over again.

I hope you enjoy this report. We love to talk about what we’re doing, so if you’d like to speak to us about it, please get in touch: community@sanctuary-housing.co.uk.

Craig Moule
Group Chief Executive

Sanctuary Group is a large and diverse organisation, but at our core is a simple purpose. We are a housing association – a not-for-profit organisation set up to provide social housing that reinvests our surplus in the homes we own, our communities and services, and in building new social housing.

We own and manage 83,915 social homes in England and Scotland, including 15,250 homes which have an element of support alongside the accommodation. This means we are delivering services to some of the most vulnerable people in society and we take our responsibility to do this with respect and dignity very seriously. We also provide housing for older people to rent and buy as well as homes to buy through shared ownership.

Our supported living service provides a range of housing with care and support to vulnerable people, including individuals and families facing homelessness, people with learning and physical disabilities, young people, and people with mental health needs. We also provide specialist retirement properties with the option of care in people’s homes, all of which are rated ‘good’ by the Care Quality Commission.

We carry out the vast majority of repairs to our homes ourselves; we have found this gives us much greater control over the quality and is something that residents have told us time and again that they value.

We are a leading provider of care for older people with around 100 residential care homes in England and Scotland. Our approach is to ensure we enrich residents’ lives and create communities where they can explore their passions, learn new things and build lasting friendships.

Our homes provide a range of long and short-term care and support, including residential, nursing, intermediate, respite, end-of-life, and specialist dementia care.

We offer a range of commercial services. These include working with universities and National Health Service trusts to provide accommodation and facilities management services for students and key workers, managing a portfolio of direct-let student accommodation, as well as overseeing a diverse portfolio of commercial and market rent properties. We also deliver telecare services to people in their own homes.

We take our role in meeting the UK’s housing crisis seriously and we are committed to contributing towards meeting the Government’s target of 300,000 new homes a year.
Investing in communities

As a housing association we are committed to working with communities to help them be good places to live. We work with local organisations and residents to identify and harness their unique local knowledge, skills and talents by addressing issues where we can together make improvements and support brand new ideas to make good things happen.

Over 2018/2019 we have invested £1.4 million in funding, time and resources to achieve our aims with projects that attracted a further £2.3 million in match funding from our community partners.

One example of our community investment work is our partnership with Sport England. Love Sport was a five-year programme which concluded in March 2019 that supported residents to become more active while developing a passion for sport and fitness. We worked with 63 local partners helping 3,300 people find new ways to get active. Over 30 per cent of people who got involved told us that they have sustained a sporting habit as a result of this project.

We are delighted to continue our relationship with Sport England for the next four years as we embark on our new initiative, ‘What’s Your Game’. This project will help families in Sheffield, Ely, Torbay and Hull to create long-term new and fun ways of including physical activity as part of their daily lives.

Our guiding principles

We know that building strong communities is as important as providing a home. Sanctuary works across the country to help local people and agencies to develop the services essential to creating thriving neighbourhoods.

We achieve this by:

- investing in the delivery of community-led programmes, projects and facilities which address the needs of our customers;
- working in partnership to develop the capacity of communities to deliver and manage community-led projects.

How we make an impact

Community investment refers to the money, time, skills and expertise we invest to develop and support communities. Our aim is for the people that we house and support to be happy, and to feel part of, and proud of, their community.

We recognise that for our residents and the communities in which they live, they are places of identity with a unique mix of cultural, social and environmental factors that help people gain a sense of connection and belonging.

We want community projects to create long-term sustainable change and we achieve this by working with local residents and organisations using a grass roots community-led approach. We connect with people, listen and work with a range of local partners to take action that delivers local solutions.

Our community investments therefore work within a set of values that underpin our relationships with residents and community partners and encourage the following:

- people are supported to have a say in making their own choices and decisions;
- people can be supported in using their own unique skills to influence and contribute in the community;
- people and the places they share can be improved through collective social action.

Our key neighbourhoods

Sanctuary works with a number of different communities, each with its own needs and unique characteristics. We want residents to tell us what makes a good place to live, what does the community do to improve things in their area, what type of things do residents do to help each other, and what are the things that help residents to feel independent and in control, connected and sociable.

Sanctuary’s neighbourhood teams work at a local level to deliver our community investment ambitions across seven of our neighbourhoods, from Glasgow to Torbay.

Our teams of dedicated staff work with residents and community partners to create meaningful projects and activities.

This area of our work creates significant added value, as it creates match funding across over 400 locally-based projects, which helps us to strengthen local partnerships, build capacity and extend local provision.

6 Sanctuary Group Our Impact 2018/2019
Our programmes

Our Impact 2018/2019

We manage large investment projects and national initiatives including our sixth year working in partnership with Sport England, that includes our Love Sport and Families Fund programme.

Our five-year Love Sport programme invested over £500,000 delivering community-based activities that helped our residents to become more active, alongside developing a passion for sport and fitness.

Sanctuary Online
Sanctuary Online works in partnership with We Are Digital to offer one-to-one and group work training sessions that help our residents navigate the range of online platforms available. We invest in this work with the understanding of how critical digital inclusion is to help people fully participate in modern day society.

Sanctuary Online

Our programmes

135
individual projects supported over five years throughout England

2,831
activity sessions delivered

3,300
participants with 1,283 who were new to attending sporting activities

63
local community partners

Over
30%
of participants have reported sustaining a sporting habit

900
people reported increased confidence in managing their own health

850
people felt an increased belonging to their neighbourhood

Rage Fitness Company - Chester
Sanctuary has been working with Rage Fitness Company to deliver a range of fitness and exercise classes for residents in Blacon.

Delivered as part of Love Sport, the sessions are aimed at helping people to be more active and engage in regular exercise.

Blacon resident Katie Barnes decided to try the classes earlier this year. She now attends five or six times a week and says taking part in the sessions has helped her feel fitter and more confident.

She said: “Everyone is so welcoming and supportive, they just want the best for you. I have four children, which can be quite tiring, but since starting with Rage I have lots more energy and feel better in mind, body and health.”

What’s Your Game?

Family, Fun, for Life
As Love Sport draws to a close we welcome our new What’s Your Game – Sport England Families Fund programme, a four-year community project aiming to increase physical activity through play by helping families create opportunities to lead and sustain lifelong physical activity.

Our Grand Ideas Fund is a small grants programme for locally-based projects which can make a difference to the lives of our residents and the wider community. The fund is open to charities, residents’ groups and voluntary organisations.

Sanctuary Employee Volunteering
Our Employee Volunteering scheme offers all our staff two days per year to engage and support in local community activity and projects through skill sharing, knowledge and support.

Summerfest - Banbury
Lauren Common, a Sanctuary employee based in Worcester, offered her time to support Summerfest in Banbury to gain a better understanding of other business areas and the communities we support.

Along with other employee volunteers, she spent the day serving food on the ‘interesting salads’ stall where residents of all ages tried new foods and learned healthy recipes to try at home.

Lauren said: “The experience of meeting residents in an informal environment and initiating conversations with them gave me a confidence boost and has had a positive effect on my communication skills.

“It’s good to see that we are helping our communities come together. It really has increased my pride in working for Sanctuary.”

135

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Who we are

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Our impact: financial inclusion

We invest in projects that deliver impartial financial advice and guidance to help divert people from poverty.

33 projects that delivered impartial financial advice and guidance

£385,197 increased savings

£51,424 debt reduced

1,577 people reported increased confidence to manage their money

394 people accessed impartial advice and support to manage money

278 individuals accessed impartial advice on financial services
Our impact: financial inclusion

Citizens Advice Bureau - Liverpool

In Liverpool, Sanctuary has been working with the local Citizens Advice Bureau to deliver a series of money management sessions to its tenants.

Through one-on-one advice sessions, tenants were supported to build their knowledge, skills and confidence about topics from benefit enquiries and the Warm Home Discount to phone bill issues, utilities and private pensions.

A total of 22 residents took part, with an average annual income increase per resident of £4,249 demonstrating a collective annual income increase of £93,478.

One resident, Elaine*, benefited by more than £8,500 after receiving advice about how to manage an outstanding workplace pension, as well as a further £60 a week after receiving advice about benefit payments, including the higher-level personal independent payment allowance.

She said: "The support was absolutely marvellous; it’s really put my mind at ease. "With the extra money coming in each week, I’ve been able to put it all away for future bill payments, so I’m never caught out when a bill needs paying."

Another resident, Sue*, benefitted by more than £200 a month when the one-to-one sessions revealed she was entitled to attendance allowance, a benefit payment for people over the age of 65 to help cover the cost of care.

She said: "It was absolutely marvellous having the adviser there. It’s helped me a great deal. "Now that I’ve got the extra allowance, it makes getting around so much easier as I’m able to book taxis when I need to, to go where I need to go."

*Name has been changed

PennySmart - Chester

Sanctuary has been working with community interest company PennySmart to offer money advice and help with debt to residents in Chester.

PennySmart offers regulated advice on how to deal with debt and how to manage money differently, to avoid getting into financial difficulties.

This year, PennySmart offered one-to-one support to 38 Sanctuary tenants in Lache and another 31 in Blacon, helping to reduce their collective debts by over £156,000.

One resident, Derek*, was struggling to cope with claiming different benefits after the death of his mother, who he was a carer for.

PennySmart helped him with a benefits check to see how much he should be receiving, identified tax support available and negotiated token payments on credit card debts, enabling him to prioritise his income towards household bills and essential spending.

Derek said: “They were really caring and did everything they could to help me. “Now I feel positive and a lot better about my financial position.”

Another resident, Jane*, was struggling with budgeting and sticking to regular payment arrangements, which was having an impact on her mental health.

She said: “I just want to thank the PennySmart team for all their help. I have been given a second chance, a clean slate. “Now I have no stress over debts I can also see my mental health improving.”

*Name has been changed

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Our impact: employment, education, skills and training

We invest in projects that increase accessibility for people to develop the skills and experience they need to enter further education, training and employment.

- 5,505 people developed a new skill
- 1,756 people accessed training
- 1,735 people increased their employability through work experience and volunteering activity
- 215 people gained a qualification
- 137 people moved into paid employment
- 73 new apprenticeship opportunities
**Our impact: employment, education, skills and training**

**Creative Lifestyle Workshops - Hackney**
In Hackney, Sanctuary has been working with social enterprise Creative Lifestyle CIC to support women looking for a way into work or self-employment.

Through a series of ‘enterprise to employment’ workshops, participants learned practical sewing and baking skills as well as essential business and employment advice.

One session focused on setting up your own business, while several residents were referred to local employment support services.

As part of the course, participants also had the opportunity to set up their own ‘pop-up’ shop in Hackney and sell some of the items they had made.

People reported improved confidence and self-esteem after taking part in the sessions, with many looking to progress their new skills further and considering their options for self-employment.

One resident said: “When I began the baking course I was coming out of a very vulnerable place and struggling with my mental health. The course gave me back a sense of direction and focus. Most importantly it made me start to believe in myself again and gave me a sense of accomplishment, something to be proud of.

“It has done wonders for my self-esteem and I am now considering setting up my own business again.”

**Blend Café Project - Shiregreen**
Charlotte Jordan from Shiregreen in Sheffield has launched a new career after taking part in an initiative from Sanctuary and Blend – a unique restaurant focused on enhancing people’s lives.

A 12-week course offering specialist catering training gave local people the chance to prepare for future employment in the food industry.

Charlotte said: “I started the Blend project at a very low time in my life, and it became so much more than just a training course.”

Following her initial two weeks on the programme, Charlotte was offered a volunteer role, and now works front of house at Blend’s Sheffield restaurant. She said: “Not only has the course provided me with paid employment, but it’s given me back my emotional and mental stability. The improvement it’s made to my way of life is incredible.”

**‘more’ apprenticeships**
Providing apprenticeships is a cornerstone of our offer. 2019 saw the completion of our work on our Craiginches site in Aberdeen, Scotland. The site provided opportunities for 25 apprentices. For the people who live and work in the communities in which we build, we can provide employment, training and work experience. We champion ambition and have committed to increase apprenticeship opportunities by at least 25 per cent for each year of our programme.

**George Doyle - Chester**
Working with Sanctuary Homes’ development team, George Doyle is in the first year of a four-year plumbing apprenticeship, based across a number of construction sites in the Chester area.

Having previously completed a two-year multi-trade apprenticeship, where he shadowed electricians, joiners and plasterers, George opted to specialise in plumbing. Experience on the job has been invaluable and he has been a staunch advocate of Sanctuary’s apprenticeship programme.

George said: “Sanctuary’s apprenticeship programme gives you an opportunity to earn while you learn and it opens doors to careers you may not previously have considered.

“It’s hugely beneficial and there are plenty of people to help you and give advice. If an apprenticeship is what you want to do then you should go for it.”

**Bluesbell View - Cheshire**
Schoolchildren have chosen the name for a new housing development in a Cheshire village after taking part in a competition.

Pupils at Elton Primary School were tasked with putting their thinking caps on to come up with a name for the four one-bedroom apartments being constructed at Whitefields by Sanctuary Homes.

Bluesbell View was the winning entry, narrowly edging out other contenders such as Whitefield Villas, Sunset View, Sanctuary Close and Sycamore Avenue.

The two pupils who thought up Bluesbell View were presented with vouchers at a special assembly by Sanctuary’s Head of Place Shaping Colleen Eccles, who also spent time talking with children about what it takes to develop new homes.

Kevin Manning, Headteacher at Elton Primary School, added: “Our pupils were delighted to take part in the naming competition and really enjoyed coming up with the shortlist.

“I am sure it will be a moment of great pride for them when they see the name Bluebell View displayed at the development.”

**‘more’ education**
Our work in local schools helps young people consider the breadth of possibility in working in construction. Young people are encouraged to take part in role play activities which helps them consider their own skills for roles such as architects, garden designers, plumbers, window fitters and planners. Young people also get the chance to name our new developments.
Our impact: health and wellbeing

We invest in wellbeing projects that help people connect and socialise to improve health and reduce loneliness and isolation.

11,629 people participated in physical activity
1,954 people reported feelings of improved physical health
9,501 people took part in activities that promoted mental wellbeing
1,793 individuals reported feelings of improved mental wellbeing
1,161 individuals reported increased confidence to manage their own health with 626 people supported to live more independently
1,204 people supported to access specialist health services
4,334 people supported to reduce isolation
1,052 people reported feeling more in control of their life
291 people supported to access technology
Our impact: health and wellbeing

Community Agents - Essex
A successful partnership with Community Agents Essex has connected 43 residents experiencing loneliness or struggling to cope at home to vital services across Rochford.

75-year-old Joy Lawrence, who has walking difficulties, met Community Agents at a coffee morning at Spa Court. After a friendly chat, adaptations including a bed stick, grab rails and a shower chair were quickly installed in Joy’s home.

Joy said: “Marion helped me to apply for a blue badge to display in my daughter’s car when she takes me shopping. She also supported me to fill in a very long additional allowance form, which I would never have done on my own.

“Now I’m in a much better financial situation and the extra money can go towards home help.”

Community Fridge - Banbury
According to research, the average UK family wastes £810 a year by throwing away food and drink, and £3 billion is wasted by the food sector.

The Community Fridge at Banbury Mosque aims to feed families and reduce food waste by stocking redistributed surplus food from suppliers, for people to collect for free.

Ben Ramsey, 49, said: “I often go along to see what they’ve got. I live alone and I’m a vegetarian so I like to collect treats such as fresh bread and fruit.

“It’s all great quality and there’s no problem with use-by dates so I don’t throw anything out. I sometimes share items with my mum and friend.

“The mosque is such a positive environment and I enjoy talking to others there. It’s great for community integration.”

Play:Full - Banbury
Oxfordshire is considered as one of the most affluent counties in the UK, however, like most rural towns and villages it also experiences levels of poverty and disadvantage.

Brighter Futures in Banbury, Cherwell District Council and Sanctuary address this by working in partnership to deliver Play:Full – a local initiative designed to help families during the holidays through activities and refreshments, helping children to play and eat together.

We are continuing this fun and friendly programme during 2019/2020.

Peat Road Breakfast Club - Glasgow
Over the past two years, more than 400 people have attended a breakfast club at The Hall at Peat Road in Priesthill, Glasgow.

Originally established for only a 10-week period, this thriving club runs for two hours every Tuesday and around 50 people regularly visit for food and conversation. Welfare advice is also available and the opportunity to try activities such as arts and crafts.

John Paul McBride, who has been attending since 2017, said: “It brings people together who wouldn’t normally meet and creates social cohesion. It has become a hub with other organisations attending and people are engaging with them. That support has been invaluable.”

Volunteer Elaine McLean added: “I cook the breakfasts and then chat to people. If somebody is sitting on their own, I’ll introduce them to somebody else. I get a lot of satisfaction out of it.”

Community Wellness - Sheffield
A series of bespoke sessions focused on improving health and wellbeing have had a positive impact on the lives of more than 380 residents in Shiregreen.

Delivered by Sheffield-based Community Wellness Services Ltd through Sanctuary Housing’s Love Sport project, the programme saw local people take part in an initial health test. This was followed by weekly classes covering activities including circuit training and boxing.

Jane Bird, one of the residents who took part, says the sessions gave her the boost she needed. She said: “After the initial assessment I knew I needed to do something about my own health.

“It was fantastic to see how many people came along and made new friends. The sessions really focused on holistic improvement, so boosting mental wellbeing was just as important as physical health.”
Our impact:
community safety

We invest in projects that help make places safe to live and support the infrastructure needed to shape the aspirations of communities.

113 community groups funded to increase local capacity

Estimated value of £77,090 of volunteer time and contribution

14,706 people reported an increased sense of belonging to a neighbourhood

2,023 people participated in positive active citizenship

725 people reported an increased sense of safety

291 people supported to access technology

23 projects helped to address anti-social behaviour

867 people engaged in shaping local community solutions
Our impact: community safety

The Ferry Project: emergency night shelter - Wisbech
For Andrew Harris, the Ferry Project’s emergency night shelter in Wisbech saved his life.

The shelter provides short-term accommodation for homeless people and helps them develop the skills for independent living. It can cater for up to 18 people, offering food, washing facilities and clothing as well as access to support services including health professionals.

"I lost everything," said Andrew, who ended up on the streets after separating from his partner. "I was on the streets for about six months."

While at the shelter, Andrew suffered a mini stroke and, following a brief stay in hospital, was diagnosed with a heart problem.

Without going to the night shelter I probably wouldn’t be here now," he said. "It's helped me no end. The staff were really good to me and I was well looked after, they did a lot for me. It's a bit like a family.

Another organisation helped me get back in touch with my daughter and things are really on the up now."

Woodland View - Herefordshire
Pupils at Burley Gate Primary School in Herefordshire learned about new housing developments and the work that goes into them.

They were also taught about how to stay safe on a construction site and the importance of wearing hard hats and boots to protect their head and feet.

As part of the workshops the pupils also studied the history and characteristics of the area and were tasked with coming up with a street name for the development, with Woodland View being selected as the winning name by the local council.

Sev Necati Training - Hackney
Our self defence project in Hackney, delivered by Sev Necati Training, supported 12 females at risk of physical violence. The sessions encouraged participants to take part in personal safety sessions on a regular basis alongside access to support provided by other agencies and groups. The programme helped women and girls to build fitness levels and practical life skills to keep them safe in their local communities.

Kate* said: "I became involved in the course because I thought it would help me to feel safe, walking on the street and going out again. I had some bad experiences inside the home and I had experienced a serious assault. If I knew how to defend myself I would feel less anxious.

"The sessions have helped me learn how to keep safe and be more aware that you can stop things happening, which was one of the best reminders I have ever had. I'm very glad Sanctuary chooses to help people rather than let whatever people have gone through hold them back. This helps me to focus on the things that I have gone through."*

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Our impact: environment

We aim to make our neighbourhoods **greener and cleaner** and help our residents to live more **sustainable** lives.

- **535 residents engaged** in improving spaces or places
- **36 spaces** better utilised by the community
- **10 green spaces** improved
- **114** people reported **lifestyle changes** that are more sustainable
Our impact: environment

Craiginches - Aberdeen
In late 2018, our redevelopment of the former Craiginches prison in Aberdeen was completed.

As well as providing 124 new affordable homes, a raft of new green community spaces were developed to enhance the local area.

These included a communal garden which was devised by local architecture student, Lina Khairy, whose design topped a public poll of local residents.

Lina’s design was inspired by the site’s history and recycled elements of the prison itself, such as the face of the old prison clock and granite blocks from the perimeter wall.

The garden was officially opened by Housing Minister, Kevin Stewart MSP. It is available for anybody in the community to use and enjoy.

Green initiatives - Chester
Sanctuary is working with the Royal Society for the Protection of Birds (RSPB) Chester Group to install nesting boxes for swifts at its new developments across Chester.

The wooden boxes, which have been made by staff and volunteers at Blacon Adventure Playground, will be fitted to new homes off Western Avenue, in Blacon, and apartments in nearby Saughall.

Roger Nutter, a volunteer with the RSPB Chester Group, said: “We are trying to reverse the big decline in nesting swifts over the last 20 years.

“Two of the reasons this has happened is because of a decline in flying insects, their primary food source, and the redevelopment of homes where they nest.

Less is ‘more’
We have big aspirations to reduce waste on our construction sites and consider the environment in all that we do.

“We have been working with our contractors to promote these ideals and have set targets for auditing several of our sites so that we can better understand how to reduce waste and improve our contribution to green construction. We wish to make this aspect of our work integral to growing our business and this year we will be seeking to work with experts in green construction to develop a plan to increase our impact.

Harry Holmes the Hedgehog
We are piloting a design guide for constructors, published by Hedgehog Street, a national charity which campaigns for the preservation of hedgehogs.

Our mascot Harry Holmes the Hedgehog is helping us promote the importance of natural habitats in gardens to increase biodiversity and support wildlife.

Love Street - Paisley
The Disability Resource Centre on Love Street in Paisley love their generous garden space which has been tended to by volunteers and service users for decades. However, Gordon Dickson, the Healthy Heart Garden coordinator, was not happy with the limited access through the garden, which meant that wheelchair users were limited to outdoor areas near the front of the centre. Just across the road, Sanctuary Homes is developing 132 new affordable homes and had skilled trades people on-site who could offer help. Accessible pathways, suitable for wheelchair users, were put in place and this led to more people participating in rejuvenating the spaces, which everyone can now enjoy. The garden means a lot to the users of the service, who shared their views with staff from Sanctuary Homes at a celebratory open garden event.

For Kassem, the garden has been an important part of making a new life in the area. It has helped him practise his language skills and make friends. Kassem said: “I enjoy my time here, it’s very welcoming. Being able to access the garden and spend time outdoors helps me in many ways, it’s a good way to switch off from other things and relax.”

For Jim, the hard work maintaining the space and being active is also important. He said: “I can access more of the garden now and help the others with the garden’s upkeep. We can get more done when we work together and I enjoy being able to help my friends with the weeding and maintenance of the garden.”
Want to find out more?
If you would like more information about anything you have read in this report, you can contact us in the following ways:

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