Local Benefit Proposal



Wythenshawe Demolition
Brotherton House

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P. P. O'CONNOR
Committed To Excellence

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Wythenshawe Town Centre - *A thriving, inclusive town centre that delivers the needs of the community now, and for generations to come*

Introduction



Muse and Manchester City Council are progressing a once in a generation regeneration of Wythenshawe town centre. Civic, the much-loved shopping centre, will be restored with a new Culture Hub, food hall, public square and flexible workspaces. The vision also includes a larger public square, improved outdoor areas and extensive new planting to create a greener, more welcoming environment. On top of this, nearly 300 new social homes have also been approved as part of the wider £500m regeneration programme.

P.P. O'Connor are excited to continue supporting this important project. Following successful completion of the Peacocks demolition, retaining our team for Brotherton House ensures continuity, site familiarity and savings on preliminaries.

Our approach is built on transparency, collaboration and continuous improvement, and we look forward to working together to enhance value and deliver a sustainable, socially responsible project.

Social Value

P.P. O'Connor (PPOC) is committed to delivering measurable social value through local employment, upskilling and long-term community benefit.

Our approach is to work in partnership with our clients and community stakeholders to deliver real and measurable social value to local residents, schools and businesses.

As an active demolition contractor on the Wythenshawe scheme, and at our Sharston based recycling centre which sits within the Local Impact Area (LIA – as defined in the Wythenshawe Town centre Regeneration Social Value Strategy), PPOC is already contributing to these priorities and will continue to do so throughout delivery of works on the Wythenshawe Regeneration Scheme.

PPOC has shown how waste and recycling operations can become a powerful force for community transformation, turning everyday environmental services into lifelines of opportunity, learning and hope. Our contribution to the local community over the last year has been recognised nationally by the Awards for Excellence in Recycling and Waste Management – after we were shortlisted for an award for 'Social Value in the Community' (results due in May 2026).

Our mission has been simple yet ambitious: to embed meaningful social impact into the heart of what we do, ensuring the benefits of responsible recycling ripple far beyond our sites and into the lives of the people and communities around us.

One of the most inspiring examples of this has been the launch of **Profit with Purpose**, our reinvestment pilot created in partnership with Wythenshawe Community Housing Trust (WCHT). Through the scheme, we dedicated 1% of profit directly to community initiatives, generating £6,977 in social value. This funding enabled the refurbishment of a sensory room at a local community centre, a space now regularly used by schools, families and individuals needing calming, therapeutic environments.

In the local VCSE sector this year, we have strengthened our partnership with **The Message Trust,** a charity supporting young people and vulnerable urban communities. When the Trust sought support to revive its Community Garden at its Sharston headquarters, PPOC stepped in to provide free waste collection and responsible recycling. By removing disposal costs, we enabled the Trust to reinvest precious funds into plants, seeds and resources for residents. The garden, now described by the charity as *"a slice of heaven on an industrial estate"*, has become a sanctuary of calm, creativity and belonging for those who need it. The garden has promoted pride in the neighbourhood and celebrates Manchester's diversity to create inclusive, welcoming spaces.





Our social impact also extends deeply into employment and rehabilitation. Through our **Prison Service Ex offender Recruitment Programme**, we created life changing pathways back into work for more than 20 individuals, offering them a chance to rebuild confidence, reconnect with society and gain skills that last. Working with the Prison Service we have a 2-stage approach – taking candidates on the ROTL scheme (Released on Temporary Licence) and also recruiting direct from the prison. We arranged transport from Appleton Thorn and Styal prisons to our Sharston site, ensuring candidates could access meaningful roles. The programme seeks to tackle inequalities in access to work and reflects our belief that everyone deserves the chance to start again and that

environmental employment can be a bridge to new beginnings.

In addition, PPOC has an established Apprenticeship Programme, to encourage young people to get into the construction industry and receive the training, support and mentorship to develop successful careers in a wide variety of roles. By developing links with local schools and colleges and talking to students about the benefits of a career in construction, we seek to provide insight to those who have not previously considered a role in the industry. We also work with charities in reaching out to young people not in education, employment or training (NEETs). We currently employ 7 apprentices (representing 2.5% of our workforce), providing structured training programmes leading to recognised qualifications across diverse areas of the business including: Site Management, Payroll Administration, Surveying, Accounting, Business Administration, Estimating, and Engineering. We are committed to growing our Apprenticeship Programme to 5% of our workforce.

Education and community engagement remain core to our mission. Throughout the year, our Sharston recycling facility opened its doors to local school groups, giving pupils the opportunity to see recycling in action—from sorting to processing to the transformation of materials into new products.



Broad Oak Primary School's Eco Team spent a memorable winter day on-site, later sharing their excitement and gratitude: "*We learned all about recycling. Thank you so much to the whole team there!*". We recognise that these visits ignite curiosity, inspire responsibility and help nurture the next generation of environmental changemakers.

Together, these initiatives demonstrate PPOC's unwavering commitment to community empowerment, environmental stewardship and social value - delivered through the everyday power of responsible waste and recycling.

Specific Social Value Targets for this Project

Condition 5a) Local Benefit Proposal

This proposal aligns with the 14-week programme of works which forms the contract:

Recruitment and training

At least 90% of this estimated 14-week contract will be delivered by local labour (GMCA) with targeted recruitment planned from M22/M23 postcodes for 3-4 temporary contract roles via Wythenshawe Community Housing Group's recruitment service (realopportunities@wchg.org.uk). 10+ training interventions, including ED&I, CSCS, plant training and H&S courses will be delivered in line with the programme of works. Longer term, we will engage with Wythenshawe Skills & Employers' Group (WSEG) to promote the opportunities to potential candidates for PPOC's next cohort of Apprentices in 2026 – expressions of interest set to launch in May 2026 for September start date.

Community and volunteering

Aligned with the project's sustainability ambition, we will support waste minimisation and recycling/reuse i.e. by using segregation regimes – for example concrete/rubble will be sent to Salford for crushing into recycled aggregate. We will support volunteering opportunities within the contract period that may be organised as part of Muse's 'Our Sustainable Future Strategy'.

Environment and education

We can commit to a £100 direct monetary contribution to the Social Value Fund to invest in new litter picking equipment supporting the environment and on-going maintenance. We would also be delighted to work with WCHG to facilitate a visit to our Sharston Recycling site for the WCHG Young Eco Champions or local primary schools.