

'Making a Mark'

Mark Holder Social Impact Declaration

Highfields Community Association

Highfields Community Association (HCA) is a charity, responsible for the management and operation of Highfields Centre, a community centre located in the heart of a vibrant and diverse community in Leicester.

The centre was opened in 1974 to enable HCA to provide social and recreational activities for local residents. We provide an extensive range of services, including pre-school sessions, youth clubs, adult learning, advice, arts/sports services, and community development.



Our mission is *"To help provide, develop and manage a family oriented community, sports and arts learning centre and to serve Leicester's population, with a particular emphasis as a community anchor organisation for the Highfields area wide communities".*

The Social Enterprise Mark criteria includes a requirement for all applicants and renewing Mark Holders to provide 'social impact statements', which illustrate how they are striving to meet their social/environmental objectives. Below are examples of how **HCA** is Making a Mark, striving to make a difference to local communities.

Social inputs – empowering local communities

Our motto of 'Enhancing Lives, Empowering Communities and Enterprise for one and all' is reflected throughout our services. We focus on family, friends and relationships and work to provide a resilient society with meaningful connections.

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We want to achieve high quality, affordable, accessible and inclusive cultural services available to all. We also want a strong local public awareness of and participation in the arts, heritage and sports.

Over the last year, we've continued to provide services for young NEETs (Not in Education, Employment or Training) and those at risk of being involved in anti-social behaviour/ offending, isolated and lonely elderly people, and unemployed adults seeking to gain qualifications and or employment. Our beneficiaries include children, disabled, ex-offenders, homeless, unemployed, long-term health conditions, older people and parents.

Social outputs – centre usage statistics

During 2015, almost **67,000** people attended the Centre, and of this number, **12,726** people were unique beneficiaries.

This is a 17.5% reduction in numbers from the previous year, due to a cut to local authority funding. However, we continue to provide a full range of services to the local communities in the Greater Highfields area and this is reflected in our usage statistics, in terms of gender, ethnicity, age, etc.



Social outcomes of activities

Some examples of the benefits arising from our services:

- Job creation and reduced unemployment - 55 new jobs created
- Increase in number of people gaining accredited qualifications
- Impact support leading to increase in gross value added (GVA)
- Increase in citizenship and knowledge of how people can play an active part in their community and volunteering
- Increase in employment = increase in income for local people and families:
 - Reduction to individual and family poverty
 - Improved standard of living
 - Reduction of child poverty locally

