

DRIVING  CHANGE

DELIVERED BY [KENNY WASTE MANAGEMENT SOCIAL ENTERPRISE LTD.](#)

SOCIAL ENTERPRISE IMPACTING LIVES



Social Enterprise UK
Certified Member



POWERED BY
kenny waste management

CREATING A FUTURE.



OUR MISSION

We empower organisations to offer long-term jobs, training and qualifications **to the most disadvantaged.**



OUR VISION

We have a vision that all workplaces will be truly inclusive and create **bright futures for all.**

THE GREATEST
WASTE IN LIFE IS
WASTED POTENTIAL

OUR STORY

The team at Kenny Waste Management has always taken steps to build a workplace where everyone's contributions are valued. During recruitment, we regularly look for a person's raw potential and past background which may be holding them back from future employment.

In 2018, we were inspired to set up our Social Enterprise, to strategically address the inequalities that exist for those that are furthest from meaningful employment.

We understand that some people are determined to make positive choices and change their own lives. We simply help make these changes more realistic by offering opportunity, structured support and lots of encouragement.



INCLUSION ➤ TRUST ➤ GROWTH

OUR VALUES

We have identified three core values that embody Driving Change's approach to everything we do. They guide us on how we make strategic decisions, daily choices and collaborate with partners. Importantly, they sit at the heart of all our programme design and delivery.



INCLUSION

Working together effectively by overlooking labels and treating everyone with respect.



TRUST

Demonstrate personal integrity by taking ownership and delivering on promises.



GROWTH

Have a 'can-do' mindset, and seek the opportunities in life's challenges.

POWERED BY PARTNERSHIPS



They are a leading example in their aspiration and drive to help local people realise their potential, particularly those who face additional challenges in their journey towards paid work.

PHIL EAST
CEO at Salford Foundation

Working with our supply chain to deliver social value in the areas that we work allows us to create greater social impact.

SCOTT LATTI
Social Value Manager at Eric Wright Group

It is with great pleasure that we have forged a close working relationship to inspire and bring the world of work to our students. Being inspired and guided by local people is tangible and real. It will help them to create their life plans and simplify the complex teenage years.

PHIL INCE
Head of Year 8 at The Lowry Academy

TRUSTED BY



OUR IMPACT

As a small social enterprise addressing some of the biggest barriers to employment, it's vital that we know our work is making a real difference. We will work with a range of experts to inform our work, including those who have direct experiences of the issues we are trying to address.

We are committed to using the United Nations Sustainable Development Goals framework when tracking and reporting on our impact.



Obtaining a quality education is the foundation to improving people's lives and sustainable development.



Sustainable economic growth will require societies to create the conditions that allow people to have quality jobs.



To reduce inequalities, policies should be universal in principle, paying attention to the needs of disadvantaged and marginalized populations.

2026

In the years to come our Social Enterprise programme will continue to ensure that local people will be given opportunities within our business.

2020 ACHIEVED

We are proud to announce we have achieved our goal of employing an additional 20 people before the end of 2020, including 17 from challenging backgrounds.



**SUSTAINABLE
DEVELOPMENT
GOALS**

THERE'S NO SUCH THING AS UNEMPLOYABLE.

PAUL | DIRECTOR

If, as businesses, we close our minds (and doors) to the so-called "hard to employ", we're missing out on a whole pool of fantastic potential workers.

Our Driving Change colleagues need and deserve secure and meaningful jobs, and we want loyal and hard-working team members.

We've increased our recruitment pool and taken on willing new team members while supporting our local community. At Kenny Waste Management we feel we've created a win-win situation.



➤ OUR SIGNATURE PROGRAMMES



TURNING POINTS

ENHANCE **LONG-TERM EMPLOYMENT PROSPECTS** BY **ARRANGING WORK-BASED ACTIVITIES SUCH AS PLACEMENTS, ROLE SHADOWING, AND JOB TRIALS.**



"Within a week, my head was completely work-focused again, and I was able to pick myself up."

Participant
Turning Points



EVOLVING HORIZONS

ENABLE INDIVIDUALS **ACCESS TO TRAINING AND QUALIFICATIONS** WHICH WILL SIGNIFICANTLY **IMPROVE EMPLOYABILITY AND UNTAP THEIR POTENTIAL.**



"By identifying common themes between the Waste and Construction industries, we have provided experience and awareness training to sustain meaningful employment."

Gary Watson
Director at Frameworks Training & Safety Services Ltd.



OPERATION BASECAMP

OFFERING A RANGE OF EXPERIENCES TO INSPIRE YOUNG PEOPLE TO **DISCOVER THEIR POTENTIAL** AND FIND A FUTURE DIRECTION FOR THEIR CAREER.



"It was wonderful to see my learners progress throughout the week and watch their confidence soar. I have no doubt that every student benefitted greatly from taking part in the week long work placement and I know every one of them enjoyed the experience."

Ellie Mitchell
Business Tutor at The Manchester College



100% OF OUR PROGRAMME PARTICIPANTS ARE PAID THE REAL LIVING WAGE.*

We pay the Real Living Wage as part of our continued commitment to building workplaces that are truly inclusive and create bright futures for all.

*Except within educational settings.

THEORY OF CHANGE

We have worked to shape a bespoke Theory of Change for Driving Change. We took the time to reflect on what we need to do to achieve our mission, and then mapped this out across our signature programmes.

The result was a process detailing what outcomes to see and impact we want to achieve. This process will act as a guide each time we develop workshops and work with partners.

It helps us keep our core focus on what we know will lead to our work helping workplaces to be truly inclusive and create bright futures for all.



DRIVING-CHANGE.CO.UK



100% OF PARTICIPANTS WOULD RECOMMEND OUR PROGRAMMES.



Lee had spent more than a decade in prison, and being labelled as an ex-offender meant finding work was nearly impossible, despite being desperate to work.

Lee got in touch with Kenny Waste Management after being made aware of job opportunities with us, a business which looks past 'labels' and is able to see the potential in people, no matter their past.

Three years later, Lee is thriving as a Waste Compliance Officer and we are also supporting him in pursuing his driving qualification. He is an intelligent, hard-working man who is a valued asset to the business.

By not giving people like Lee a chance, employers miss out on a huge pool of talented potential employees.

We do not want to let our local community down by rejecting some of its members.

"The people at KWM are a great bunch of people to work for, very helpful and always there if I need help. Away from work I have a routine back in my life. A secure job means so much more than an income. It's about being part of a community and being able to live a life outside work that you enjoy. It's about feeling valued and having your contribution to both your employer and wider society, recognised. It's about dignity and self-respect."

LEE WASTE COMPLIANCE OFFICER

SHAUNA

OFFICE ADMINISTRATOR

Shauna was a shy 16-year-old in her final year of High School, with zero work experience and real uncertainty of what to do next.

This all changed however, when we presented our apprenticeship scheme at Shauna's School, which led to Shauna applying, attending our open day and being interviewed by one of our directors.

Today, Shauna is a highly valued member of our team, who has excelled and exceeded every expectation. Shauna's employment story is proof that an apprenticeship scheme is a worthwhile option for any student: it is a chance to gain work experience, develop key skills, earn qualifications and build the initial foundations of a successful career.

"I like the people and my managers at Kennys, I couldn't see myself working in another office, we have a good bond and there's a great work ethic here which is important to my future development within my role".



Zac had been unemployed for quite some time. He was actively looking for job opportunities but was really struggling to find something meaningful to do.

Zac's unsuccessful job searching days were taking a toll, when he began talking with one of his friends, who worked for us. This led to Zac coming in for an Interview.

We learnt a lot about Zac's ambitions and how he wanted to become a qualified driver, so we offered him the training and the opportunity to grow into that very role.

Zac is now qualified and trusted lorry driver with Kenny Waste Management and has constantly progressed in his career, resulting in him being able to do a job that he is truly passionate about.

He continually looks at his career path and is now inspiring other employees to follow in his footsteps.

"There is a great working atmosphere here and everybody is really supportive of one another. The company has many workplace opportunities, meaning they will support with finding the right role for you, I'm a perfect example of this".

DRIVER **ZAC**

DRIVING CHANGE

DELIVERED BY KENNY WASTE MANAGEMENT SOCIAL ENTERPRISE LTD.



0161 790 3737
driving-change.co.uk
drivingchange@kennywastemanagement.co.uk

**SOCIAL ENTERPRISE
IMPACTING LIVES**

 **Social Enterprise UK**
Certified Member

POWERED BY
 **kenny** waste management