



Focus on tenants

Why tenants?

We should be representative of the community we serve.

ForHousing Vision – *“To positively impact the lives of our social housing tenants”*

20% movement

GMHP’s commitment - 20% of colleagues to be social housing tenants by 2034.

Lived experience is as valuable as work experience.

What we're doing

1. Interview Schemes

Started in July 2024. Tenants who opt-in are flagged and interviewed if eligible.

Tenants twice as likely to get an interview. Those who opt-in are more than 3 times as likely to get the job.

2. Employability Training

TRS scheme including training, shadowing, and ending with an interview.

3. Talent Pool

Talent pool for tenants – Tenants are pre-interviewed with no expectations of work experience. When a suitable role becomes available, we utilise talent pool rather than advertising.

REACH work experience programme

**CHOOSE HOUSING:
Employer initiatives to
encourage Housing as
a career of choice**

17 September 2025



Our **mission:**

To **help**
people **get**
on in **life**

The graphic features the text 'To help people get on in life' in a white, sans-serif font. The word 'help' is the largest. An orange silhouette of a person sitting is positioned on top of the 'p' in 'help'. A green silhouette of a person standing is positioned below the 'p' in 'help' and the 'o' in 'on'.

Our **vision:**

Unlocking
people's
potential
housing, skills & technology

The graphic features the text 'Unlocking people's potential' in a white, sans-serif font. The word 'potential' is the largest. To the right of 'potential' is a large blue open padlock icon. The word 'through' is written vertically in white, sans-serif font to the right of the padlock icon. Below the main text is the phrase 'housing, skills & technology' in a smaller, white, sans-serif font.

Background

- One of highest unemployment rates for 18-24-year-olds in the country.
- Launched in 2023 as part of our pledge to support the City of Wolverhampton Council's work providing opportunities for the unemployed young people of the City.
- Developed into a talent pipeline supporting people to choose a career in housing at WH



REACH programme



6-week work experience programme

Week 1: 3 consecutive days with Early Careers Coach

Weeks 2-6: 1-2 days in work placement in operational teams

Week 6: Celebration event

Post-programme support



Achievements

2025/26 – YTD 15 completions

2024/25 – 25 completions from 56 invitations

2023/24 – 22 completions from 102 invitations

2022/23 – Pilot – 6 completions

53 post-3-month follow ups completed

17 in employment, 12 in apprenticeships, 9 remain unemployed, 15 no responses

4 have joined Wolverhampton Homes

68



Testimonials



“My time on the REACH programme was very good as it taught me quite a lot of key skills and previous to the programme I struggled with communication and meeting new people however over the six weeks I learned a lot from this and now implement everything I did on the course in my daily routine in the workplace. It brought a new chapter in my life where I’ve never been before, and I wouldn’t be in the position I am in now if it wasn’t for this programme and the team. It has opened many opportunities for me, and I am very grateful for the likes of Vicky who supported me through my time on the programme and my interview preparation. I managed to get a full-time job with Wolverhampton Homes at the end of the course.”



Thank you!

Sarah Butcher
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