

Project Delivery – March 2008

Summary

Contents:

Introduction	2
---------------------	---

Project Summaries:

Projects	Lead Organisation	
Intervention Skills		
Romsey Mill	Romsey Mill Trust	4
Vocational Skills Centres	Cambridgeshire County Council	6
St Neots Space for Creativity	Huntingdonshire District Council	7
Learning Communities	CP Learning Trust	8
Learning Communities Plus Infrastructure	Cambridgeshire County Council	10
New Horizons lap top loan scheme	Cambridge Housing Society	11
Slivers of Time	Anglia Ruskin University	13
Sandalwood Farm Young People	College of West Anglia	14
Intervention Employment		
Travellers Learn & Earn Advocacy Project (LEAP4T)	Ormiston Trust	15
Traveller Skills Training Project	Cambridgeshire County Council	17
Engaging Employers II	Papworth Trust	18
Work4You	Papworth Trust	19
Retain & Regain	Richmond Fellowship	21
Retain / Regain Research	Sainsbury Centre for Mental Health	22
Rosmini Centre, Wisbech	Rosmini Centre Trust	23
Bangladeshi community project	Cambridgeshire County Council	24
Vocational Rehabilitation Centre	Papworth Trust	25
Intervention Enterprise		
Commissioning Access Programme	The Social Enterprise People	26
Social Accounting Pilot	The Social Enterprise People	28
CREAM project	NWES	30
Encouraging Entrepreneurship	Prince's Trust	32
Octavia Hill	Octavia Hill Birthplace Museum	33

Introduction: liC - delivering to meet local needs across Cambridgeshire

Introduction

liC Cambridgeshire is a dynamic and innovative programme that helps and supports more disadvantaged people and communities across the county by improving their confidence and skills to assist them to get a job or possibly work for themselves. It is a regional programme that is largely funded by the East of England Development Agency.

The aims of the programme are to:

1. Support young people in transition from school, economically inactive adults and adults without qualifications into further education, employment or training
2. Address barriers to employment, skills and enterprise for black and minority ethnic communities and those with a work limiting illness
3. Encourage enterprise through work with disadvantaged groups in the more deprived communities.

Background

EEDA awarded almost £2.6million to support the 2007-08 programme enabling 22 projects to deliver real ground breaking activity, around half are continuation projects and half new.

The liC investment has influenced other funding partners and over time it is hoped will convince a range of other organisations to shift their priorities to enable investment in appropriately performing areas. The programme having been increasingly aligned to the Cambridgeshire Local Area Agreement will move towards full integration from April 2008.

Evidence

The investment programme for 2007/08 was developed through a series of Task and Finish Group workshops where partners assessed needs and identified gaps, building on the extensive evidence base which is the foundation for the programme. In 2006 Roger Tym and Partners and the Oxford Consultants for Social Inclusion were commissioned to determine the needs of Cambridgeshire in respect of broad social exclusion issues. Their work involved drilling down and mapping eighteen different indicators of deprivation which variously affect a range of communities of interest and place.

The evidence base highlighted that Cambridgeshire is generally successful and prosperous in comparison with other sub-regions in the East of England, but that significant inequalities persist. There are 16 specific areas suffering a raft of multiple deprivation – concentrated variously in Wisbech, Huntingdon and Cambridge itself. In addition the county does have a general north-south divide with some sparsely populated rural areas suffering from very poor access to services.

Inevitably there are also a raft of target communities of interest which experience disadvantage and discrimination where some focused investment is essential. This includes Travellers & Gypsies, Migrant Workers, wider BME communities; economically inactive adults, young people not in education, employment or training; disabled people; lone parents and others locked into caring responsibilities amongst others.

Inevitably resources are insufficient to meet all needs and investment has been made to try and maximise impact whilst not shying away from trying to help those farthest away from social inclusion. Partners worked hard to determine solutions which address social exclusion

for many sections of society and these initial priorities emerged with the key focus being across Skills, Employment and Enterprise as essential building blocks to enable progress to be made in tackling poverty.

Delivery

The following brief summaries and case studies provide a flavour of what the programme is delivering across Cambridgeshire. They have been broadly grouped into areas around Employment, Enterprise and Skills but it is inevitable that there is much cross over and interdependency and it is recognised that these are in some ways artificial divides.

Contact details are provided to enable any particular interest to be followed through in more detail and it is hoped this may prove very beneficial to future collaborative working.

The project investment is also detailed on the web site of the Greater Cambridge Partnership www.gcp.uk.net where updates will be made quarterly.

The Future - 2008/9 and beyond

Work is already well underway to continue on this work for 2008/9 albeit with significantly less funding following the general cuts imposed by the Comprehensive Spending Review. The Annual Delivery Plan has been approved by EEDA and a full copy is on the website for all to view. Within it some tendering opportunities have been identified around Incubator Workspace for Social Enterprises/Start up Businesses to have a focus on a disadvantaged community. Work on this tender is current as it is intended the funding support will straddle the financial years 2008/10.

The transfer of the programme from EEDA to Cambridgeshire County Council is in train as part of the increased delegation to local authorities identified in the governments Sub National Review. It is intended that the contractual changes will be put in place to enable the Greater Cambridge Partnership to continue to lead on the delivery by April.

To find out more with the potential to get involved contact:

michael.carter@cambridgeshire.gov.uk

Skills: Romsey Mill

Romsey Mill engages with hard-to-reach young people that have struggled with school, work and education, had difficult backgrounds or may be young parents. By nurturing key life and vocational skills in areas such as literacy and IT the Romsey Mill programmes give individuals the confidence and capabilities to participate in the community and progress to the workplace.



liC supported the redevelopment of Romsey Mill, with £315,000 capital and building work was completed January 2007 providing 50% more space for community facilities in the city's Mill Road area. New facilities include meeting, workshop and training rooms, offices, a sports hall, recording studio, creative arts room and spacious community hall plus crèche.

liC supported the project with £27,500 in 2007/08, and will provide £20,000 in 2008/09 to help develop the future sustainability of Romsey Mill's programmes.

Status

Since the start of the project in 2006, over 140 people have been assisted to get jobs, over 530 people gained more skills and 68 gained basic skills. This has resulted in 41 people in work, 34 in further education, 26 continuing to build their Skills for Life portfolios, with many others continuing to further their learning and receive support at Romsey Mill.

Romsey Mill's work with under 5's and their families now has Children's Centre status. Their Young Parents programme Co-ordinator is now working one day a week across the county sharing good practice around working with teenage parents. Antenatal care and child development screening services are now part of the service Romsey Mill offers. Discussions are underway to bring parent craft classes and JobCentre Plus services to the Centre.

The establishment of a full range of programmes to engage with hard to reach young people in the North of the City is building, with outreach work continuing under a worker in post since July. A vocational programme is now provided for year 10 and 11 students from Netherhall School with an accredited outcome and an emphasis on positive post-16 progression.

The Transitions Programme is expanding to offer more tailored support to around 80 young people at Manor Community College.

Romsey Mill has been asked to pilot 'eStart' – an auditable data collection system which links outcomes to the procurement process - for 3 months. The objective is to ensure appropriate data is collected which can feed into a range of audit processes, not least the Local Area Agreement so impacts of investment made can be fully recorded.

The National Institute of Adult Continuing Education featured Romsey Mill's Young Parents Programme amongst examples of successful approaches in their Raising Aspirations guidance. John Lewis has provided sponsorship for a creative crafts course exploring young women's experiences of motherhood. A full-page article about the course was published in their in-house magazine.

Contact

Steve Watts

Romsey Mill Trust

Tel: 01223 213162

email: steve.watts@romseymill.org.uk

CASE STUDY Romsey Mill



“If you are from my community you go to Romsey Mill if you need help”

Don't live a life of crime, live a life of rhyme

When Simeon Ferguson talks about his music he can't help but break into a huge grin. His best friend, business partner and fellow DJ, Karl Lewis, smiles beside him as the two young men talk about their new venture: *The Restoration Crew*.

Simeon and Karl (aka Simbad Fresh and KD) grew up in Cambridge. But their home turf, with its crack dealers and high levels of unemployment, could be a million miles away from the University City.

Both young men were brought up by their Mums and money was pretty tight. But music became a passion very early on and by the time they were 14 years old, Sim and Karl were producing, mixing and performing their own music using borrowed equipment. Lack of money meant they had to drop out of college to help support their families and for two years Sim and Karl worked at labouring jobs. For the first time, music had to take a back seat.

‘If it wasn't for Romsey Mill I'd probably be in prison,’ says Karl. ‘Sim definitely would!’

Romsey Mill's Social Inclusion Programme focuses on the individual needs of the young people involved. ‘We don't try to shoehorn people into our projects, we find out what they want to do and try to help,’ explains youth worker Lee Tomkies. ‘Sim and Karl were serious about their music so we've done all we can to support them.’

In 2006 Karl and Simeon decided to start their own business and the Romsey Mill team helped them prepare a business plan and apply for funding. Working with organisations such as Cambridge City Council, The Restoration Crew teaches boys and girls as young as 8 to DJ and MC, mixing tunes and creating raps. ‘Our aim is to help kids to express themselves and boost their self-confidence,’ Sim explains. ‘We teach them performance skills but they're also learning English and maths through the lyrics and music. We want to give them what we never had.’

Skills: Vocational Skills Centres



Increased access to high quality vocational provision is a top priority for Cambridgeshire's secondary schools and a crucial ingredient in countywide strategies to reduce the number of young people who are NEET (Not in Education Employment or Training).

In 2007/08 LiC invested £250,000 in collaborative vocational centres based in the five areas of greatest socio-economic need and skills shortage in the county.

Capital investment complemented investment from the Learning and Skills Council in five vocational centres spread across 11 school sites as well as leveraging in funding from the County Council and the schools and colleges themselves.

The project has enabled schools to provide an increased range of vocational courses since September 2007. The focus has been to establish courses providing greater options, thereby reducing numbers of students at risk of becoming NEET.

The investment benefits students in rural areas, enabling schools to offer a broader range of vocational courses and removing the need for students to travel.

Vocational centres have been supported in offering courses at levels one and two at:

- Huntingdon - St Peters & Hinchingsbrooke Schools (Catering)
- North East Cambridge: Chesterton & Manor Community Colleges (Construction)
- Ramsey: Abbey College (Engineering)
- Fenland: Neale Wade, Sir Harry Smith & Cromwell Community Colleges, Queen's School Wisbech (Construction)
- East Cambridgeshire: City of Ely & Witchford Community Colleges (Construction)

The LiC investment 2008-11 potentially commits £250,000 capital expenditure per year to enhance vocational skills provision in the county, enabling the County Council, Learning and Skills Council and schools to strategically plan their investment.

Status

The project for 2007/08 has been completed: Since September 2007 all schools are offering the new courses to approximately 350 students.

The three area partnerships are now working with schools to develop plans for submission for the 2008/9 investment with the County Council pledging £100,000 and the Learning and Skills Council £150,000 to support the initiative to enable the further roll out of the programme.

The investment proposals should this time include aspects which address the needs of economically inactive adults as a development of the first phase of investment.

Contact

Mark Duke

General Inspector 14-19

Cambridgeshire County Council (Office of Children & Young People's Services)

Tel: 01223 718555

email: mark.duke@cambridgeshire.gov.uk

Skills: St Neots Space for Creativity



The project aims to meet local community needs and fulfil the growth potential for creative industries in the Cambridge sub-region, enabling the economic growth and regeneration needed to support the town and district. It involves the development of a centre in the market town of St Neots, as a satellite to support the continued development of creative industries linked to other facilities around the region.

The project will result in the construction of a specialist facility for the nurturing of creative industries comprising a 6,000 sq. ft. Enterprise Centre with 13 incubator units of various sizes linked to specialist business support and training facilities.

The centre will provide:

- A central core with incubator workspace to encourage networking and collaboration, with display and marketing opportunities;
- Dedicated and targeted business support and workforce development to meet the specialist needs of the sector and the wider community;
- Highly specified broadband and ICT infrastructure and leading edge technology associated with the industry;
- A dedicated facility for training and community use.

The IiC programme is contributing £330,000 capital in 2007/08 to this £1.3 million investment in one of Cambridgeshire's largest towns, where employment opportunities have been hit hard by the recent closure of two large employers.

Status

Work on site commenced on 16 November and the first foundation has been laid. Links have now been made with local businesses within the creative industries sector and an event was held in March to get their views on specific support mechanisms required, types of networking/social activities, and back office support they would like to see included.

The facility is scheduled to open in late summer 2008 and it is expected the project will support 500 learners a year and offer opportunities to new businesses that will result in approximately 40 new jobs over the next five years.

Contact

Corrine Garbett
Huntingdonshire District Council
Tel: 01480 388459
email: corrine.garbett@huntsdc.gov.uk

Skills: Learning Communities

In some communities, low educational attainment and poor basic skills levels, combined with a culture of low aspirations, limit opportunities for local people. Working in partnership with local communities, "Learning Communities" are being established in Ramsey, Waterlees, Chatteris, Littleport and Eynesbury, to unlock talent by fostering enthusiasm for learning, raising aspirations, and developing skills required by local employers.



The 2006/07 focus saw the development of Neighbourhood Learning Partnerships and Learning Champions to lead, develop and market learning activities in Wisbech and Ramsey. 2007/08 has seen these build so that they can now continue without LiC support and both have managed to secure funding through the Neighbourhood Learning in Deprived Communities programme. In Ramsey this is funding a co-ordinator for local engagement and in Wisbech additional developmental skills and confidence courses. The program can now roll out to Chatteris, Littleport and Eynesbury, albeit the former has been delayed as the building works in the Chatteris library building will only be completed in April.

LiC invested £182,600 in 2007/08 and plans to invest a further £160,000 in 2008/9.

Status

A focus for some residents has been to work towards forklift licences, of which there is a significant demand. Some 20 people will be fully trained and achieve their licences, several have been supported with literacy and numeracy, and most have secured employment.

Ramsey and Waterlees have sustainability plans. Littleport and Eynesbury have completed and signed off their action plans for learning communities. Roll out in Chatteris has started and the learning survey completed to show what the local residents and employers need.

A total of 38 additional Learning Champions have been recruited in 07/08 to work in the five identified learning communities. Together with the 34 Learning Champions who started in 06/07 they work in their communities to spread the word about learning and skills opportunities and help local people to access them. In Wisbech, the learning community are in discussion with Premier Foods in relation to skills for the workforce and the impact on this large employer and the project could be huge.

For 2007/8 173 people have been assisted in skills development (e.g. ICT, Numeracy & English, fork lift training, assistance with NVQ level 2), 18 achieved basic skills qualification, 10 people achieved full NVQ level 2s, 62 people have been assisted to get a job and results from qualifications are still being collated.

The Learning Communities Plus Manager has developed sustainability strategies for the Cambridgeshire and Peterborough programmes and building co-ordination between learning initiatives. This includes significant efforts in securing a range of other funding from Europe – like InterReg, Socrates, Leonardo and others.

Contact

Sue Besant
CP Learning Trust
Tel: 01733 748275
email: sbesant@cpltrust.net

CASE STUDY Learning Communities

Littleport Learner

Michelle Mumby-Croft

Michelle is the local Superintendent for St John's Ambulance Training and is a volunteer at YPL, a youth group in Littleport. Michelle will be joining the Littleport Steering Group in 2008 representing YPL and we are also working with her to put on some first aid training in Littleport. Michelle is also interested in becoming a Learning Champion. Through the Learning Community Project, Michelle passed the OCR level 2 Certificate in Adult Numeracy on the fast-track scheme.



Michelle with her OCR Level 2 Certificate

Learning Communities Plus Infrastructure

The Learning Communities Plus Infrastructure investment strands are all about building the physical infrastructure to underpin the 'softer' Learning Communities activities which focus on people and their needs as individuals. This infrastructure will inevitably provide a range of learning and self-learning locations and platforms which will help both the motivated and disengaged. By adding to the critical mass of mainstream activity it will provide the basis for much sustainable activity in the future.

The initial investment is supporting two distinct elements:

Chatteris 'Learning Centre' is being developed in a redundant part of the Library Building which used to be the Fenland District Council Housing office. This part of the building is to be remodelled, refurbished and equipped with a range of ICT to provide a secure learning environment with ready access to broadband and learning materials. A range of learning opportunities will be developed to be delivered at the 'centre' which is critically important as many facilities have been withdrawn from the rapidly growing town in recent years.

A county-wide ICT based 'Learning Portal' is also being invested in which will provide hugely enhanced access to a wider range of learning/information by bringing together in user friendly fashion a range of web based data. The county-wide infrastructure, which includes all libraries and Community Access Points, will have this improved access by April 2008, resulting in a more attractive service and increased use.

LiC has supported these projects with capital investment of £155,415 in 2007/08 and a further £116,059 is earmarked for investment in the learning centre aspect of Wisbech library for 2008/9.

Status

The refurbishment of Chatteris Learning Centre began on 3 March 2008 and will be completed by the end of April 2008. There is already a great demand for this as the room is now already booked for different classes, e.g. yoga and computer skills.

The Learning Portal (Cambridgeshire.net) is now in the test phase and will be online in May 2008.

Contact

Rebecca Morgan
Cambridgeshire County council
Tel: 01223 718042
e-mail: rebecca.morgan@cambridgeshire.gov.uk;

Skills: New Horizons lap top loan scheme

The New Horizons project is using ICT as a way of engaging hard to reach groups, helping people to transform their life chances by providing a free loan lap top with home tuition and advice on training and work.

Services are tailored to the customer, so that they are universally accessible and combine opportunities for personal development – learning and skills – with digital inclusion. This style of provision enables the project to reach people who would otherwise miss out because of transport, caring responsibilities or self-exclusion. The project is already getting referrals from all over Cambridgeshire – from Wisbech to Littleport, St. Neots to Cambourne.



Clients are able to access an integrated package of:

- Access to ICT equipment and the internet – both by borrowing a laptop computer, printer and digital camera and by offering people the chance to buy low cost ICT equipment
- Face to face home tuition and phone support – to get the best out of ICT and provision of opportunities to gain qualifications
- Referrals into advice on learning and work – helping identify what they want to do and options for achieving goals, plus support and mentoring along the journey
- Referral into home tuition in literacy and numeracy.

The deliverers, Cambridge Housing Society, successfully road-tested the New Horizons approach with their own tenants in the county achieving impressive outcomes. By working with other social housing providers, partners and other liC projects, the project is being extended to reach a much wider audience.

liC has supported this project with revenue of £116,000 in 2007/08 and a further investment of £90,067 is planned for 2008/9.

Status

The project started in July 2007 and is planned to continue until June 2009. The target is to support at least 400 customers over the coming two years.

By mid-November 2007, 60 new laptops and 42 portable printers and digital cameras had been purchased and delivered to the New Horizons scheme.

To date 90 people have been assisted to improve their ICT skills, an important stepping stone along their journey to other training or employment.

Work is in train to diversify income streams to develop its sustainability and already some selling of the service has been achieved. A key aspect of this will be to make a submission to The Big Lottery for Family Learning which if successful would add considerably to the project.

Contacts

James Lewis or Andrew Church
Cambridge Housing Society
Tel: 01223 713749
email: newhorizons@cambridgehs.org.uk

CASE STUDY New Horizons

Laptop scheme “saved my life”

Sue Wyatt has little doubt about the importance of the Cambridge Housing Society (CHS) laptop computer loan scheme. “It sounds very dramatic but it saved my life.”

Three years ago Sue had an unexpected fourth baby and then fell prey to post-natal depression. That depression was reinforced by her sense of isolation – she lives rurally, her three older daughters were going off to university while her husband’s work often took him away from home. She wanted a career change from nursing, but discovered that jobs increasingly demanded computer skills. Being totally unfamiliar with computers, she feared that any future job she might be able to handle would consist of stacking shelves or cleaning.

A six-week course under the Laptop Loan Scheme changed that. Sue completed her first Open University module by computer and can see light at the end of the tunnel. “Now I can be more ambitious and do health visiting, social work or training.”

The Laptop Loan Scheme is part of the CHS New Horizons project. It is designed to use ICT to enable people to overcome personal, institutional and geographical barriers to training and work. The East of England Development Agency came in during 2007 to help the project expand further by providing funding for more equipment and trainers.

For people like Sue Wyatt, the Laptop Loan Scheme is providing an invaluable way to learn new computer skills – and a gateway to new opportunities for learning and employment.

Skills: Slivers of Time

'Slivers of Time' is a web based recruitment package providing a database of people, their skills and their availability for flexible working. The package enables employers to meet short-term demands by employing temporary staff quickly and efficiently. It also enables employees to sell their time by the hour at times suitable to them.



The project group consisting of all Cambridgeshire local authorities and other interested agencies is working with Anglia Ruskin's Employment Bureau to deliver 'Slivers of Time'.

The project will:

- Support the economically inactive or underemployed – single parents, people with disabilities, migrant workers, young people, those with caring responsibilities, semi retired people
- Encourage enterprise – by reducing staff overheads, voluntary sector human resources support via flexible employment, and local employment for local people
- Help address the county's skills deficits by enabling people to study and work according to their lifestyles and needs.

Slivers of Time will add value to liC projects - Learning Communities, New Horizons lap top loans, Rosmini Centre for migrant workers in Wisbech, those with work-limiting illness and others. The Project Group is working with the Learning Communities Project to develop cross referral systems and links to the 'employment' and 'enterprise' strands of the IIC programme.

liC is supporting this project with £42,500 in 2007/08 and £32,601 in 2008/9 with the aim that the project will be sustainable from March 2009.

Status

The first phase is focussed on Cambridge City to create a viable market. Since January the second phase has begun to link with the Learning Communities plus locations and the third phase will identify key locations across Cambridgeshire for delivery where success is most likely starts in April.

The website is since February 2008 online and employers and employees can register.

The Business Development Manager and 'team' have been very active in developing the system and information about this new approach to securing part time work and employees. The main focus at the moment is to get employers on board.

Efforts have been considerable and several partners have committed to promoting the opportunity through their segmented markets and a targeted 4,000 copy mail shot to potential employers is planned for March to raise awareness of this cost effective way of balancing needs.

Contact

Tom Taylor
Business Development Manager
Tel: 07515 995576
email: tom.taylor@anglia.ac.uk

Skills: Sandalwood Farm Young People

An outcome of the workshops held in July 2007 to determine future priorities for the programme was the identification of a need to invest in infrastructure to support those young people in Fenland not in education, employment or training. Currently Sandalwood Farm – a working farm based in Murrow, Fenland - is delivering an alternative curriculum to a range of 'excluded' young people from 4 colleges across Fenland. The curriculum offered is around sport, some land based activity and a modest amount of animal care.

The Project will further develop and embed alternative curriculum provision in partnership with Sandalwood Farm, by providing new teaching facilities and thus double the number of disengaged young people able to access the provision. The project is sponsored by the Fenland 14-19 Partnership and responds to a number of strategic drivers relating to vocational employability skills and deprivation.

The Programme that will be offered at the new facility will involve:

- An Intensive induction/assessment period
- Skills development with high emphasis on Basic Skills
- Work placement.

liC have allocated £65,000 Capital investment to this project in 2007/08.

Status

The project started on 21 January 2008. The coverall building has been purchased and will arrive in April 2008, at which time fitting out of the building will begin. From May 2008 young people will commence using the facilities.

Contact

Jill Francis
College of West Anglia
Tel: 01945 582201
email: jfrancis@col-westanglia.ac.uk

Employment: Travellers Learn & Earn Advocacy Project (LEAP4T)



Drumming Workshop

The Learn and Earn Project for Travellers is an approach to helping Travellers boost their skills and confidence and overcome barriers to entering work. Delivered through an advocacy framework, the project supports members of the Travelling communities to find out about and access the services they need to help them achieve their personal goals and move towards employment.

Over 2007/08 the project has built on the foundations laid in year 1 where the project engaged and gained trust of communities and sowed the seeds of the idea of improving employability. Many of the 130 Travellers the team has worked with have indicated their willingness to register as self employed but are awaiting the outcome of planning applications – many others were homeless and with support of the project have gone into settled housing and are trying to stabilise their lives.

The project works closely with the Traveller Skills Training Project to provide a seamless service.

liC has funded this project with £110,000 in 2006/07/08 but due to funding cuts is unable to extend the valuable work being undertaken.

Status

In the total lifespan of the project more than 180 Travellers have been supported in removing barriers to get into employment.

Furthermore 145 service providers have contacted the team to increase their awareness of Traveller culture in order to deliver a service that better meets the Travellers' needs.

The team has been invited to several events in order to share best practice. An example was that they provided a key-note speaker at the Gypsy Conference in London.

Contact

Jo German

Ormiston Children and Families Trust, Cambridgeshire Travellers Initiative

Tel: 01480 496577

email: jo.german@ormiston.org

CASE STUDY LEAP4T

The 'R' family are Scottish Gypsies who have been travelling throughout Scotland and England until the last two years, when they sadly discovered that Mr R senior has a terminal illness. They were on an illegal roadside encampment in a village near Addenbrookes hospital where Mr R is receiving invaluable treatment to help prolong his life. They lived there with their three sons and two daughters in law, one of whom was heavily pregnant. Their youngest son suffers from Autism and Attention Deficit Hyperactivity Disorder. As a family they were being threatened with eviction from the illegal encampment by Cambridgeshire County Council, but were no longer able to travel as Mr R is too sick, and so had nowhere to go.

They were referred to the Learn and Earn project by the South Cambridgeshire Traveller Liaison Officer, and with their advocates help they:

- Were offered disabled access housing by South Cambridgeshire District Council
- Were aided to furnish their house fully (not having had any furnishings that weren't integral to a caravan!)
- One son has since become employed at a Gym as a boxing coach.
- His wife has since given birth to a beautiful – and healthy! – baby girl, and the three of them have been housed.
- The other son has engaged with a GP for the first time in 7 years, and is being treated for a heart condition which had previously made him too sick to work.
- The same son is now receiving help to get his Driving Licence, as he has ambitions to be a delivery driver.
- His partner has re-entered further education as she has the intention of becoming a PE teacher.
- The youngest son is regularly attending a specialist school in Ely, has obtained a computer from Reboot and is hoping to start a work placement there when he is older.

Comments the family have made are:

- 'I never would have believed there's people like you – people willing to help Travellers. I could have done with you years ago'
- 'He's really settled now, and doing really well'
- 'I can't believe we got so much stuff! I never could have managed that on my own'
- 'I know it sounds silly – but I'd really like to be a PE teacher...'
- 'We just want a home we can call our own'

Employment: Traveller Skills Training Project



NACRO Bus

The Traveller Skills Training Project supports adult Travellers across Cambridgeshire to access training that will enhance their employment opportunities. The project aims to develop awareness of the needs of Traveller learners amongst mainstream providers, ensuring the impact of the project is felt well beyond the period of liC funding. Delivered by experienced members of the County Council's Traveller Team for Education, the project builds on existing relationships with training providers and members of the Travelling communities.

Many Travellers in work have low literacy, numeracy and IT skills, limiting the range of opportunities available to them. Many Traveller women do not work outside the home and their interests lie in gaining skills to bring in income in ways that do not conflict with the Traveller lifestyle. Despite enthusiasm to develop new skills Travellers are often unable or unwilling to access existing training courses for a variety of reasons. Among these are lack of confidence, fear of racism, lack of knowledge of what is available and often low literacy and numeracy. This project works with training providers and Travellers to deliver training tailored to Travellers' needs in appropriate settings whether that be at home, in local community venues or educational establishments.

liC has funded this project with £97,000 in 2006/07/08 but due to funding cuts is unable to extend the valuable work being undertaken.

Status

The liC funding has made it able to improve the skills of 178 people over 1.5 years with a varied range of training sessions, e.g. welding course, health & beauty sessions, IT, driving Skills. Some of those people have moved to further education.

Importantly some mainstreaming work has been done by working closely with the Adult & Community Learning managers.

Contact

Kim Tolley
Cambridgeshire County Council
Tel: 01223 508700
email: kim.tolley@cambridgeshire.gov.uk

Employment: Engaging Employers II

Providing advice and guidance on issues related to the employment of disabled people, Engaging Employers helps businesses recognise the potential benefits of a more diverse workforce.



Engaging Employers improves job prospects for disabled people who face barriers to obtaining or retaining employment. By developing in-depth relationships with large employers, the programme works to change organisational cultures and in the longer term create an accessible job market for disabled people in the county. Delivered by the Papworth Trust the programme complements existing Papworth programmes and the liC funded Work4You project.

Supplementing this work, a programme of one-to-one consultation meetings with 42 Small and Medium-Sized Enterprises (SMEs) has been delivered to date. The aim of the consultations is to create a disability friendly business culture by offering practical advice and guidance on issues around employing disabled people.

liC has funded this project with £126,000 in 2006/07/08 but due to funding cuts is unable to extend the valuable work being undertaken.

Status

Support into Employment Agreements and programme sustainability plans have been agreed with Cambridgeshire County Council Cambridge City Council and Cambridgeshire Fire & Rescue Service. For Addenbrooke's Hospital the Support into Employment Agreement has been signed and Sustainability Plan under negotiation.

Each Sustainability plan is adopted per key organization. Some examples of the basis of the plans are:

- Cascade of Engaging Employers messages via a workshop built into ongoing Recruitment & Selection Training and Refresher Training.
- Championship of the Support into Employment agreement by the County Council's Recruitment Team
- Incorporation of the Engaging Employers Toolkit into a Manager's Resource pack
- Routine and ad-hoc briefings to HR teams, the Disabled Staff Support group etc
- Development and promotion of a case history file
- Ongoing support and advice available on all issues round the employment of disabled people.

Furthermore approval has been given to become an EE partner organization by East and South Cambridgeshire District Councils.

Since November 2007 a fulltime employment advisor is helping to fill vacancies of the key and SME organizations for people with a work limiting illness. Since the start of the project, 43 people have found employment at one of the EE partners.

Contact

Brian Perrett

Papworth Trust

Tel: 01480 433352

email: engagingemployers@papworth.org.uk

Employment: Work4You



Work 4You is a supported employment programme for people with learning disabilities in Cambridgeshire. It is tailored to individuals and delivered through a partnership between Papworth Trust and Phoenix Employ. Work4You improves training and employment prospects for disabled people falling into the gap between Local Authority and Jobcentre Plus services. Many in this group want to work but have no experience of work and lack self-confidence and skills. The project helps participants develop the skills they need for the workplace, offers ongoing support and guidance and valuable work experience through an eight-week work Job Club followed by support into employment.

The project runs Job Clubs around the county delivering training in workplace skills - including being interviewed, writing a CV, completing applications, confidence building, team working, personal presentation and social skills. Employment Advisers help employers recruit appropriate people by carefully matching skills to jobs and provide on-going support for both employer and employee to help overcome issues that may arise.

Job Club participants also receive support in Basic Skills and information, advice and guidance. After the Job Club programme a suitable work placement is sought to match the interests and skills of the participant. At the end of the programme participants will go into paid work, further work experience or progress to further training and a qualification. Referrals to other services and Benefits Advice are also important.

Experience from year 1 has identified a group of clients with mental health issues needing a lighter touch of support to access the labour market. A complementary new service has been developed for these clients who will be able to access selected components of the project, known as GOALS workshops, dependent on their needs e.g. attending confidence building courses.

liC has funded this project with £230,000 in 2006/07/08 but due to funding cuts is unable to extend the valuable work being undertaken.

Status

The project commenced in 2006/07 and since the start 21 job clubs have been run involving 126 participants. 32 people are now in further work experience, voluntary or paid work and 19 have gone onto further training. This will increase as the next round of job clubs complete.

An additional employment adviser has been recruited to support job club activities within the Fenland.

Contact

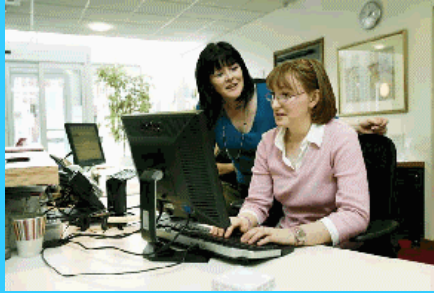
Papworth Trust

Helena Harris

Tel: 01480 357 249

Email: helena.harris@papworth.org.uk

CASE STUDY Work4You



Case history: Charlotte came to Job Club in September 06 and had been wanting to work for a long time. She was becoming “fed up” with more courses and wanted to improve her work skills especially in interviews. She was a very capable and polite young lady but had little confidence in her abilities and this had impacted on her getting work.

Current situation: Charlotte works on the reception desk at the Learning Centre and is an assistant to the reception team. She greets the visitors to the centre showing them which room they are in and the health and safety procedure for the centre. She provides information about the many courses on offer there, and has developed a messaging system for notifying the staff regarding missed telephone calls. She has also been given a project to oversee for the Open Day there, co-ordinating the volunteers and making sure those attending are taken care of. She has not only grown in knowledge in her admin skills but her role with the public has increased her confidence immensely. Charlotte is always polite and welcoming and has become a valued member of the team there.

At Job Club Charlotte showed that while she was shy she did not have any issues around confidence when it came to being supportive to the other members of the Job Club. She always noticed when they needed some help. She never “took over”, but instead supported them to complete the task themselves. In fact Charlotte was a very vital part of the Job Club and it was a pleasure to see her grow in all her skills as the sessions progressed. It was difficult for Charlotte to appreciate her ability at the beginning, but in her interview practice she pushed herself to give her best and Nicky Temple from the Job Centre in Huntingdon attended at this session and was amazed at the way Charlotte came across.

The project worker is in contact with Marks and Spencer and is hoping to place Charlotte there once her work experience is complete at Saxongate. I am sure they will miss her!!

Employment: Retain & Regain

This innovative project has tested the effectiveness of a new specialist service to support people with mild mental health difficulties to get back into work by either retaining their job or undertaking other work options.

In Cambridgeshire 38% of Incapacity Benefit claimants have mild mental health problems and that proportion is growing. The Retain & Regain project employs four specialist advisers based in GP practices, to support patients with a mental health diagnosis to get back to work if they have a job or to move into work if they are claiming benefits.

Employment advisers are currently covering sixteen GP practices in South Cambridgeshire, Huntingdon, Fenland and Cambridge City. The advisers work with patients referred by the GP, in the practice, helping them to get into work and providing on-going support once they are back in the workplace. Support includes assertiveness training; developing IT skills and working with the WEA helping clients with budget management.

The pilot is overseen by the Mental Health Steering Group for the county and has huge potential to influence local and even national implementation of the Jobcentre Plus "Pathways to Work" programme. Jobcentre Plus are involved with and very supportive of the approach being undertaken.

Whilst the current "Pathways to Work" contract is being delivered across Cambridgeshire & Suffolk from April 2008 by Reed in Partnership with Papworth Trust, the principal aim of reducing the number of people moving on to Incapacity Benefit will generally relate to new enrolments for unemployment benefit and have no focus around job retention. To date the evidence around appropriate intervention for claimants with mild mental health difficulties has been limited and this pilot is filling an important gap in the knowledge-base.

liC has funded this project with £145,000 in 2007/08 but due to funding cuts is unable to extend the valuable work being undertaken. Richmond Fellowship have agreed to fund the further work for 3 months whilst focused on customers needs and awaiting the outcomes of the bids made for LPSA reward funding.

Status

The project started in January 2007 and is fully delivering the Retain/Regain service and referrals are increasing in all areas. The number of referrals was initially low despite the extensive work which advisers had undertaken in promoting the service through presentations and networking with GPs. In response to this slow start, Retain/Regain successfully expanded to more locations, thereby enabling the benefits of this unique service to reach a wider pool of eligible clients. The project received 10% additional funding in August to fund a new project worker and to engage with more General Practices.

173 clients have accessed the Retain/Regain service since January 2007 and 80 people have entered employment, or gone into self employment or are not at risk of losing their job anymore. Client enquiries are still very strong and there are still 14 clients to meet of the 32 who approached the service in March alone.

Contact

Auriol Lamb Cubitt
Richmond Fellowship Employment and Training, Cambridge
Tel: 01223 242267
email: Auriol.Lamb.Cubitt@RichmondFellowship.org.uk

RETAIN/REGAIN
Stay well - Stay working

Are you feeling stressed, depressed or experiencing any other mental health issue?

Worried about losing your job?
Thinking about returning to work or training?
Struggling at work?
Need a change in career?

Contact your local RETAIN/REGAIN Advisor for confidential free support and advice.

Our team of qualified advisers now offer employment and careers advice: **HERE**

Auriol Tel: 01223 242267 Fax: 01223 242267
Richmond Fellowship
Eton and Cambridge

Danu Tel: 01580 656257 Fax: 01793 940193
Woburn

Julia Tel: 01480 456757 Fax: 01793 940198
Huntingdon and Ramsey

Logos: JCB, BEMA, Ymatrix

Employment: Retain/Regain Research

The Retain/Regain scheme is currently the subject of a research study by the Sainsbury Centre for Mental Health, a national charity. Researchers from the Sainsbury Centre, in partnership with Anglia Ruskin University, have been contacting both GPs and people who have used the service to find out whether and how the service makes a difference.

There is considerable research regarding effective interventions to place and support for people with established mental health problems in the workplace, but little evidence regarding the most effective methods in primary care for working with people with common mental health problems, particularly in relation to work related interventions.

The finding of this research will be relevant to the development and delivery of job retention and replacement models in primary (and possibly secondary) care setting and the roll out of the JobCentre Plus Pathways to Work programme.

The research report will therefore be widely disseminated nationally, regionally and locally.

liC allocated £18,000 for this project for 2007/08.

Status

The research started in August 2007.

The GP's have been contacted to engage in this research and clients are currently been identified for interviews.

The report will be completed in December 2008.

Contact

Helen Lockett

The Sainsbury Centre for Mental Health

Tel: 020 78278397

email: helen.lockett@scmh.org.uk

Employment: The Rosmini Centre, Wisbech

The investment in the Rosmini Centre will provide:

- A refurbished hall and private rooms where the migrant worker and local communities can meet and learn
- A development manager / co-ordinator who will manage the facilities and broaden services provided to enable greater integration of multi-agency services
- A range of broadband and ICT facilities



The enhanced range of support offered by the project includes:

- Confidential meeting rooms
- 'Welcome Packs' containing general advice and information (as produced by Fenland District Council, Cambridgeshire Constabulary and others)
- Specialist advice on housing, employment opportunities etc
- Access to additional translation services – currently Polish and Portuguese only
- Learning and training opportunities for the whole community including new arrivals
- Links with Further Education providers and employers in Wisbech and surrounding areas
- Development of strong working relationships with Newlink in Peterborough to capture the benefits of their pioneering work

The Rosmini Centre is the focus for a range of activities helping the families of migrant workers to access services. Building on the strength of much goodwill and a strong team of volunteers, liC Investment in the Centre will provide more structured support for migrant workers living and working in Wisbech and the rural hinterland. The centre development manager will enable better co-ordination of activities to support migrant workers, increased engagement of service providers and employers with the Centre and a higher profile for activities supporting this community.

liC is to invest a total of £325,000 capital and £137,735 revenue in the Rosmini Centre until 2010/11. This has helped secure the support of the Learning and Skills Council who are supporting the development with £35,000 Local Initiative Development funding.

A huge focus for the initiative is around community cohesion with the emphasis on ensuring the development provides a community 'development resource' for both the local people and those newly arrived in the area. This is already working well with the unity of faith a generally common bond. However, it is equally important to stress that the centre will be for the community as a whole and open to all faiths.

Status

Tenders for the planned building works are being sought. It is intended that the contractor will be appointed in May and start on site in June completing the substantive building works by December 2008.

The Community Development Manager will be in post from 1st April. Since January 'interim management' arrangements have been delivered by Newlink of Peterborough enabling the building of stronger foundations and systems for the Centre which will provide huge benefits for the future.

Contact

Anita Grodkiewicz
Rosmini Centre Community Development Manager
Tel: 01945 583466
email: anita.grodkiewicz@wrvs.org.uk

Employment: Bangladeshi and Pakistani Communities Project



This project will improve access mainly for women from Bangladeshi and Pakistani backgrounds to community-based, tailor-made and culturally-sensitive training and confidence building activities. By creating opportunities for participants to achieve their social and economic potential by learning, networking and developing necessary language skills and employment and income generating skills working in:

- Culturally-appropriate non-threatening environments that will encourage people to participate in learning activities
- Supportive personalised development programmes which will enable the participants to gain confidence to pursue mainstream employment, training and business activities.

The project aims to break down barriers and involve Bangladeshi and Pakistani women in confidence building and language skills development activities and is often engaging with people in training for the first time. The training takes place in established skills-training settings. Through increased participation, the women will build their knowledge, confidence and skills so that they can benefit from opportunities to secure paid employment or develop their own enterprises.

This is a partnership project between Cambridge City Council and Cambridgeshire Race Equality and Diversity Service (CREDS) of CCC. CREDS will be responsible for the overall management of the project and each partner will be responsible for the delivery of specific programme areas.

The project is building on previous activity, which has improved access to a range of services for Bangladeshi women living in Cambridge. Courses provided include English, First Aid, Jewellery Making, Gardening and Citizenship. Several participants are now going into volunteering as a route to work and cross-referrals are being made to Jobcentre Plus and the CREAM project, the latter approach being to grow enterprises.

liC have invested £30,000 to this project for 2007/8 and aims to invest a further £68,027 for 2008/9, with further funding to 2010/11.

Status

Since the start of the project in September 2007, 40 people have participated in English language skills training. 12 of the participants have gained entry level 1 or 2 qualifications. Over the project life to 2011 it is expected that at least 300 women will have accessed a wide range of skills training. The new development worker has been in post since 1st February and has already made a huge impact in progressing the work planned.

Contact

Tapiwa Katsande
Cambridgeshire County Council
Tel.: 07930 915409
email: tapiwa.katsande@cambridgeshire.gov.uk

Employment: Vocational Rehabilitation Project

People can acquire a disability through road accidents, workplace injuries or illnesses such as strokes. The sudden nature of acquired disability can often mean that individuals suffer from a range of psychological effects as well as having to cope with their physical injuries. The loss of employment, financial problems, the implications for an individual's family and home life, all impact on a person's ability to manage their new situation. As a result individuals can find themselves long-term unemployed and increasingly distanced from the labour market.

By creating individually-tailored programmes to help build individuals' confidence and self-esteem the Papworth Trust Vocational Rehabilitation Programme has been successful at improving the independence and employability of individuals and enabling them to return to employment, their community and family life.

Recognising the changing situation and in order to meet the unmet need, the Papworth Trust has begun the work required to develop the facilities and increase the resources within the Vocational Rehabilitation Programme. This includes the improvement and expansion of the current residential facilities (residential and social accommodation); service delivery facilities and increase of the service delivery team across a range of professions.

Papworth plan to increase the capacity over the next three years in order to provide 200% more people with an individualised, high quality Programme of support, from 39 people a year to 120 annually by 2009/10.

liC is match funding the work required to increase and update the Papworth Rehabilitation programme with £83,000 – the total budget for this is £420,000.

Status

The project commenced on 20 February 2008, with the expansion due for completion by December 2008.

Contact

Cherry Brooks

Papworth Trust

Tel: 01480 357210

email: cherry.brooks@papworth.org.uk

Enterprise: Commissioning Access Programme

The Commissioning Access Programme identifies key barriers that exist for social enterprises trying to win contracts from statutory agencies.

The project has acted as a broker between statutory agencies and social enterprises, engaging with both sides to identify and address barriers, and up-skilling social enterprises to take advantage of tendering opportunities.

This project offers:

- Awareness programmes and a website which increases the visibility of social enterprise and voluntary organisations amongst the procurement community
- A training and advice programme designed to assist social enterprises and voluntary organisations in securing contracts
- Handbooks for the voluntary and community sectors to assist with tendering and helping better understand supplier requirements.

Delivered by The Social Enterprise People in partnership with Norfolk and Waveney Enterprise Services, these strands are complemented by one-to-one business advice to help with tendering for contracts. General business support is available to social enterprises in Fenland, where the needs of the sector require a wider-ranging and more intensive service.

Starting in 2006 feedback from people attending training sessions has been very positive and 13 new FTE jobs have been created. The website contains a database of key information about the goods and services offered by social enterprises in Cambridgeshire as well as a directory of tenders offered by the public sector, for local social enterprises to use to search for new business opportunities.

2007/8 has seen greater penetration into commissioning networks, by working closely with key officers responsible for providing public services locally, and raising their awareness of the services available from social enterprises. The continued provision of the training programme has enabled delivery of more focussed and targeted training and business advice for social enterprises. This advice is informed by knowledge developed through information disseminated from local, regional and national best practice.

liC supported this project with £216,249 in 2007/08.

Status

The total programme delivery has exceeded the targets set with over 40 businesses assisted, 75 people having improved their skills and 95% of attendees on courses having better understood the whole tendering process following the free training courses.

In September an additional part-time business advisor (combined with the CREAM project) started to work for the project to provide business advice for social enterprises. The business advice has led to 4 full time and 14 part time jobs at the Woodhouse Farm Enterprise.

A sustainability plan has been compiled to look at options to continue the project after March 2008 and an Evaluation Report will be completed by May.

Contact

Tom Barden

The Social Enterprise People

Tel: 01223 360977

email: tom@thesocialenterprisepeople.co.uk

CASE STUDY Commissioning Access Programme

The Ferry Project

The Ferry Project is a faith based social enterprise in Wisbech. The primary purpose of the organisation is to provide housing solutions for homeless people in the area. Many of the people helped have drug and alcohol problems and are in need of significant training in life and work skills. The Ferry project provides these skills through work opportunities within their social enterprises which focus on horticulture and furniture recycling.

The Ferry Project already deliver contracts for Luminus Housing Group and Fenland District Council but are currently looking to expand the contracts delivered to provide increased workplace opportunities.

The Ferry Project has been significantly involved with CAP. The CEO, Keith Smith, is on the steering committee and members of staff from The Ferry Project have received 25 hours of training and business advice from CAP and in addition have enlisted on the new website <http://www.thesocialenterprisepeople.co.uk/cap/page.php?id=home>.

The Ferry Project is now better positioned to bid and negotiate for contracts with public agencies. The organisation has further developed its relationship with Luminus and is actively bidding for bulky waste collection contracts amongst other opportunities.

Currently the Ferry Project is developing its submission to secure funding from the Regional Community Asset programme of £750,000.

Young People March

Young People March's aims are to co-ordinate, encourage, support and provide activities for the personal development of young people in March. To build upon the existing provision for young people and extend opportunities by working in partnership with other providers, to encourage effective participation of young people in planning and provision of activities and to ensure equal opportunities for all.

Young People March had been advised in the past by Enterprise Fenland but needed more specific help regarding bidding and winning public sector contracts. The organisation received 30 hours of training and advice as part of CAP and, with support, successfully negotiated a contract with Cambridgeshire County Council.

Enterprise: Social Accounting Pilot

Social Accounting is a process that seeks to measure progress and performance against social, environmental and economic objectives. Critically, by identifying a social return on investment, it can in some cases help to put a monetary value on some of the softer outcomes achieved by organisations such as voluntary and community sector organisations and social enterprises. The aim of this project is to establish a centre of social accounting excellence in Cambridgeshire by providing support for social enterprises to measure their real benefits.

Through research of best practice The Social Enterprise People have successfully adapted existing tools and methods to better suit the needs of small, busy social enterprises.

The Social Accounting Pilot is working with organisations, training and supporting them as they undertake the process for the first time. Deliverers have also been raising awareness of social accounting around the region through visits and presentations with small social organisations and local, regional and national funders.

In 2006/07 Social Accounting worked with BoomBizz, Engaging Employers II, the Learn and Earn Advocacy Project and the Commissioning Access Programme. 2007/08 has seen further data capturing and analysis for the Engaging Employers II, Learn and Earn Advocacy Project and the Commissioning Access Programme. This has built the capacity of these organisations to apply the social accounting model as well as to help them to understand and prove the impacts they have on their beneficiaries.

Lessons learned from the pilot are shared on The Social Enterprise People and Greater Cambridge Partnership websites to enable organisations to choose whether to embark upon the social accounting process, using the TSEP process or another self-assessment tool.

liC invested £45,280 to March 2008.

Status

This project is completing more action research on social accounting systems to improve the depth and breadth of knowledge, enhancing The Social Enterprise People's ability to assist organisations. A Regional Expert Panel with regard to Social Accounting/Outcomes is now being established with the Social Enterprise of The East of England.

Promotion and mainstreaming of the pilot is also taking place as The Social Enterprise People begin working with external organisations, including both social enterprises and their funders. This includes work with Cambridge City and East Cambridgeshire District Councils looking at relevant monitoring aspects of outcomes for providers delivering Service Level Agreements.

An additional 10% funding has enabled a wider range of case studies to be produced across the Investing in Communities programme. These consistently presented case studies will form an important part of the 'Communications' strategy for the programme which has to influence other partners, not least those involved with the Local Area Agreement, in order to optimise the impact of the investment. In turn this should influence service delivery which is intended to bring wider benefits to those who find it difficult to access services. The case study profiles can be downloaded from the GCP website.

Contact

Kate Lee

The Social Enterprise People

Tel: 01223 360977

email: kate@thesocialenterprisepeople.co.uk

CASE STUDY Social Accounting

Case study on LEAP:

LEAP is run by The Cambridgeshire Travellers' Initiative (CTI) which is part of Ormiston Children and Families Trust. The project aims to help Travellers to maximise their skills and improve their work chances. It does this through supporting Travellers to:

- Find out more about employment, their rights and the services available
- Overcome barriers stopping them working
- Boost their skills
- Strengthen their voice

As an LiC-funded project, LEAP was eligible for social accounting services provided by The Social Enterprise People through the Social Accounting Pilot. The LEAP's involvement with the Pilot began in October 2006 with an introductory meeting explaining social accounting and the potential benefits for the project. After discussion with other staff in the CTI, agreement to proceed was reached and a meeting to begin the social accounting process was held in December 2006.

After the second meeting, five of the project's key stakeholders were contacted and three replied outlining the outputs, outcomes and impacts they desired from the LEAP. The information was used as the basis of a data collection plan in which different methods were suggested for gathering the information necessary to assess whether the LEAP was having the impact to which its stakeholders aspired. This data collection plan had to be both highly efficient, with all data collection fitting into normal project delivery in order to be manageable for busy project staff, and appropriate for engaging Travellers, among whom literacy and immediate trust could not be assumed. After submitting the data collection plan, a third meeting was held in January 2007 to discuss the plan and modifications were made to it.

The LEAP began data collection in April 2007, integrating the activity into a new year of project delivery. Data has since been submitted to The Social Enterprise People by the LEAP staff for analysis on a regular basis, with data collection due to complete in November. When data collection is complete a report will be produced by The Social Enterprise People on the findings of the social accounting process.

Enterprise: CREAM project

The CREAM (Cambridgeshire Rural, Enterprise Advice & Mentoring) project aims to provide disadvantaged communities within Cambridgeshire with the best business support available and to help build an enterprise culture with individuals and community groups seeking to develop commercial and social enterprises.

The project offers business advice to people from targeted-priority areas across Cambridgeshire who are thinking about starting a new business. The project provides free and impartial advice to help their businesses venture succeed and will work with partnering organisations in order to deliver the most appropriate package of support.

A range of pre-start, start-up and personal skills training will be provided to arm the clients with the knowledge they need to pursue their business venture. They will be signposted to partner organisations so that they have access to a vast range of support services. The training courses include:

- Starting your own Social Enterprise
- Bookkeeping
- Forecasting Sales
- Profit and Loss
- Marketing
- Business Taxation
- Public Relations
- Presentation Skills
- Motivation and Leadership

One to One counselling and workshops are delivered in locations that are easily accessible to the clients in Wisbech, Huntingdon, March, Cambridge and other locations.

liC invested £160,000 revenue in 2007/08 and plans to invest a further £110,000 revenue for 2008/9 with the intention to continue support until 2011.

Status

Since starting in April 2007 215 counselling sessions took place, which have been resulted in 22 jobs created. A total of 41 workshops have been delivered. Targets for 2007/08 are a total of 600 One to One advice Sessions, at least 75 referrals to other partner organisations and a total of 78 workshops delivered.

Partners have been included in three launch events held in June which set out the aims, objectives and activities of the programme with a view to ensuring partnering opportunities are optimised.

The training schedule has been planned for the year, including dates, venues and topics of the workshops.

In September two more business advisors started their job to run counselling sessions.

Contact

Neil Dick
NWES (Norfolk & Waveney Enterprise Services)
Tel: 01354 660900
email: neil@enterprisefenland.com

CASE STUDY Cream Project

The Business: Little Kiwi is a new business that produces nappies using highly absorbent, economical material – a welcome relief for parents who struggle to dry the standard towelling nappy for their children. The hand-stitched nappies are currently available on-line in a range of sizes and designs.

The Background: Launched on 14th May 2007 by parents of five, Robert and Catherine Higgins, Little Kiwi is a unique business set up in response to the limited drying capabilities of existing cloth nappies: “I saw a niche in the market” explains Robert, “with the fortnightly emptying of the bins in our area, we couldn’t continue using disposable nappies on our daughter Naomi, so we decided to use cloth ones instead. I came up with an idea for a new design that made drying much quicker and after a lot of testing I patented it as the Kiwi Quick Flip.”

Although the nappy design was ready to be placed in the public domain, Robert didn’t know who to turn to next: “I’d successfully completed the testing and knew it was a viable venture but then I hit a brick wall.” After visiting his local Jobcentre Plus, Robert was pointed in the direction of Enterprise Fenland where he was given guidance by Business Advisor Sergio Aschettino: “Although I had managed to patent the design myself, I wouldn’t have managed to turn it into a business without the support I received from Sergio. He helped us with the accounts, producing a business plan for the bank and setting up BACS. He made us look at the bigger picture and gave us the confidence to think about moving the business forward from being home based, as it is currently, to eventually operating from wholesale premises.”

The Highs & Lows: “Running the business is very time consuming,” explains Robert. “You have to put a lot of work in to get something back. Producing a business plan was hard – Sergio really helped with this and passed it back and forth to us until we got it right. Getting your product out in the public domain is a challenge too. No-one likes new – we had to put a lot of hours into marketing the business and will probably need to for the first year or so.”

The hours and money, however that Robert and Catherine have injected into their business is beginning to pay off: “Already we have been receiving some great feedback and the 100% cotton nappies are really taking off. I had one customer say to me “How can a man have invented something so simple!” It is a straightforward concept that no-one had thought about designing before now. Little Kiwi now holds the patent for 25 years.”

The Future: Robert, who is originally from New Zealand, would eventually like to return to his native land with his wife and five children: “I hope the business will expand so that we can purchase premises and increase production. In time I’d like to open a factory in New Zealand and return there with my family.”

Enterprise: Encouraging Entrepreneurship

The project is delivering a programme which raises the awareness of the multi faceted nature of business and through collaborative efforts will encourage the formation of enterprises. A range of awareness, taster and advisory sessions to disadvantaged groups and individuals have been provided to increase the potential for new business start-ups or self-employment. The focus was on young people. What has proved very important has been the work with the NACRO in Wisbech where there is a very good base in developing positive attitudes in rehabilitation of ex offenders.

The project has an allocated a budget of £35,000 for the delivery to 31st March after which the funding unfortunately ends.

Status

Encouraging Entrepreneurship is being delivered by Prince's Trust having started in September 2007. A total of 56 people have attended 1 to 1 sessions to raise awareness of starting up their own business or finding a job, often in combination with group workshops. Additionally a huge awareness-raising programme has been undertaken with some 190 people attending a one-hour session around business start up working in vocational skill centres.

At this stage it too early to show the impact of the project, but initial evaluation shows that approximately one in three of the 190 people who attended the awareness raising sessions are seriously interested to start up their own business.

Contact

Matt McBryde

Prince's Trust

Tel: 01438 730520

e-mail: mattmubr@princes-trust.org.uk

Enterprise: Octavia Hill Birthplace Trust Museum



The Octavia Hill Birthplace Trust Museum is going from strength to strength with on site building works already enabling the trebling of this historic set of buildings, once the home of John Hill and his daughter Octavia. The museum is situated on the edge of the historic core of Wisbech, on the south brink of the River Nene with a view to the famous North Brink and Peckover House.

The investment afforded by the Investing in Communities programme of £200,000 capital has enabled the acquisition of two cottages within the curtilage of the town house which will create a unified historic block which will create a raft of opportunities. These include the creation of 3 units to be let to start up and social enterprises with ethics befitting those of the founder of the National Trust as well as the development of social housing. In addition, over the three years following the building works the Trust are aiming to provide 75 volunteering places aimed at building the confidence of people and to help them improve their employment prospects.

The investment has levered in European Regional Development funding of £250,000 as well as £50,000 from the Trust.

A key benefit of this investment has been to encourage the Octavia Hill Birthplace Trust Museum to be more community focussed. By developing linkages with other growing Investing in Communities initiatives there are huge potential synergies which will be developed to the greater benefit of many. Key linkages, that are currently developed, include those with the Rosmini Centre, the 'Boathouse' on the Quayside, Jobcentre Plus locally and CREAM.

Status

The purchase was completed in January and advertising to secure contractors to undertake the refurbishment/conversion works has been undertaken. Tenders for the work have been assessed and contractors appointed to start work in late March. Completion is scheduled for the middle of July.

Contact

Peter Constable –Trustee
Octavia Hill Birthplace Museum Trust
Tel : 01223 315254
e-mail: p.constable@ntlworld.com