

ESF

in the East Midlands



A Summer Full of ESF

To further raise awareness among the public and partners, a campaign throughout early July will highlight how ESF activity is combating the economic downturn, including support for those who are unemployed, at risk of redundancy or recently made redundant.

Campaign activity will include:

- Ministerial visits to ESF projects across the country;
- Launch of the new ESF-Works website showcasing good practice, database information and debates, with dedicated East Midlands pages. From July, this newsletter will be available on this site. Members of the Tribal team, the company running the site, will be looking for opportunities to film ESF participants to capture success stories for the web site;
- Press releases and articles in a variety of journals, e-zines and newsletters and on websites that tell the life changing stories of people who through ESF have gained new skills and found employment in the past year; and
- New ESF films available on DVD and accessible via YouTube or www.esf.gov.uk/case_studies/esf_videos, with copies available from LSC contract managers, from late June.

Providers are being encouraged to involve participants the latest range of publicity materials, particularly a film called 'ESF and you'. It is nine minutes long and tells down to earth and engaging stories of five ESF



participants and life-changing impact of their ESF projects.

It is expected that providers will show this film to new participants as part of their induction to increase their awareness. Existing participants will also find the film beneficial.

Also available is a seven minute film showcasing ESF achievements to date 'Investing in job skills'. This is aimed at a wide range of ESF stakeholders and the general public, together with a glossy new booklet also showcasing ESF achievements.

This summer campaign is a great way to help all providers meet their ESF publicity requirements. Please

continue to contact **Jo Sheppard** at COI News & PR with your good news stories, so we can build up a good selection of stories to issue to the media throughout July.

We are also looking to target regional business pages with articles such as 'My week' which would involve a job-focused provider writing up a brief diary of their week highlighting sort of work that's involved with ESF projects and to hopefully encourage further take-up.

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ESF touches down in Lincolnshire

More than 50 people attended the first ever ESF event aimed at all Lincolnshire providers at Sleaford Rugby Club last month. The aim was to network and to find ways of working more closely together, including a group session on improvements to supporting the worklessness agenda.

The networking session allowed delegates the opportunity to pursue ideas generated through the group session, talk individually about specific project issues and use the opportunity to increase contacts.

Delegates heard from success stories such as **Cheryl Davis** from Future Focus, who spoke about how ESF as helped her fulfil her dream of working in a museum. Her full story was featured in the May's newsletter. Other themes of the day included the importance of publicity and future tendering opportunities.



Cheryl Davies

Provider of the Month

SKEGNESS COLLEGE OF VOCATIONAL TRAINING



Callum signs up to ESF success

Callum joined the 'Get Real' ESF project, run by CG Partnership in collaboration with Skegness College of Vocational Training to boost his job prospects. However, he was hooked on cannabis, which was a barrier to him getting qualifications and achieving his aim of joining the Army.

The project gave him a focus and he worked hard with tutors and family to break his habit and concentrate on his ambitions. Callum has gone on to achieve Literacy and Numeracy Level 1 and several other units.

He completed a work

placement at Mablethorpe sports centre and the staff there gave him a glowing report. He was successful with his application to join the army and has already begun his training. He is thoroughly enjoying the experience and is one of the top achievers among his peers.

Julie O'Donnell, on behalf of the Get Real project said, "Callum did extremely well in turning his life around and eventually putting some real focus into achieving his goals. He deserves every success with thanks to the help and support of his key worker, Martine."



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ESF gives William food for thought

Hungry to get into the catering industry, **William** needed support with his literacy and numeracy skills as well as gaining work experience, so the Work2Work programme, another ESF project overseen by Skegness College of Vocational Training, was an ideal way to help.

Jude Ingram, from First College, who is involved in the day to day running of the Work2Work programme, describes the first stages of William's transformation.

"We had a general chat and did some assessments. An interview then was arranged at a local nursing home with their head chef.

The interview went so well, William started working part time in the kitchens of the nursing home, supported by **Julie Middleton**, our First College hospitality assessor.

This work experience was backed up with William working hard on his literacy and numeracy skills and catering qualifications.

William achieved his Food Safety Level 2 and two Units of his NVQ in Food Processing and Cooking. He was then offered a full time job in the kitchens, and is working towards his Apprenticeship Level 2 in Food Processing and Cooking. William continues to receive support for his literacy and numeracy.



Through being on Work2Work, he has gained invaluable work experience which has led to his employment and current Apprenticeship placement.

William has grown in confidence, developed his communication skills and continues to work very hard to achieve his ambitions."

County focus - Nottinghamshire

ESF hits the right notes for Nicola



Former music teacher **Nicola Clark** lost her job two-and-a-half years ago after she developed severe depression.

With no salary coming in, the 26-year-old ended up homeless and was 'sofa surfing' at friends' homes when she arrived at Flexible Routeways, an ESF project co-

financed by the Department for Work & Pensions.

"Without the project I would be floundering away, trying to work out why I couldn't get a job," said Nicola, who lives in Nottingham and has a degree in music.

"With having depression and the old job not ending so well, I ended up losing the plot really."

The advisors at the project, which is run by Working Links, helped Nicola to identify potential jobs and showed her how to improve her chances of success at interview stage.

"I knew I didn't want to do music anymore but I didn't know what else I could do," said Nicola. "They helped me to see the skills I had. They helped me with my CV I'd never needed one before. I also learned how to sell myself."

This job-specific help, coupled with intensive support sessions, led to Nicola finding employment in the care industry.

"Nicola was still struggling with motivation to search for a job so we

looked at some assertiveness and confidence building by doing one on one support sessions at reviews," said support worker, **Duncan Cale**. "Nicola left these sessions with the confidence to go out and apply for work."

Nicola now works for the Partnerships in Care agency as a care worker, which she is really enjoying. She lives in a flat with her partner and is off benefits.

"I found I had an interest in working with people with mental health issues," said Nicola. "I work in medium-secure psychiatric hospitals and I'm able to draw from my own experiences. I help the nurses with practical tasks and talk to patients. I like the interaction you get with the job, and that they appreciate you. It's also good to know you're helping somebody."

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More ESF news...



WELCOME TO NOMS

The National Offender Management Service (NOMS) is set to use ESF to improve the skills and employment prospects of ex-offenders.

NOMS is an agency of the Ministry of Justice, which manages the prison and probation services in England and Wales.

In January 2009, NOMS was awarded Co-financing Organisation (CFO) status. The NOMS CFO will operate at a national level although delivery will be planned and delivered at a regional and sub-regional level.

Regional NOMS contact is **Linda Jones**, co-located in the Government Office for the East Midlands on 0115 971 2460

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'CHANGE' helps ex-offenders into work

Change is another ESF programme supporting ex-offenders into work and away from a life of crime. And with ex-offenders 13 times more likely to be unemployed than anyone else, this service aims to reduce the risk of re-offending and support the underlying issues that lead people to offend such as unemployment and low skills.

Launched in May, the programme is being delivered by recruitment specialists Working Links in partnership with prisons and the probation service throughout the region.

With the right support and resources, time spent in prison can provide offenders, many of whom will have left school with few, if any, qualifications, or who have rarely worked with an opportunity to gain valuable new skills making well-paid work a realistic possibility on release.

The social inclusion unit has found that re-offending by ex-prisoners costs society at least £11 billion per year. And ex-offenders are responsible for at least one in five of all recorded crimes. Employment is considered the key to a life away from crime, reducing the likelihood of re-offending by as much as half.

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County focus - Derbyshire

TRIO OF SUCCESSES FOR YMCA LEARNERS

GLENN'S CONFIDENCE RISES TO NEW HEIGHTS

Glenn is visually impaired and has mild learning difficulties. YMCA project manager **Angela Coyle**, based in Derby, describes Glenn's transformation after he attended one of their ESF courses, Y-Work retail.

"When he arrived at the start of the course he had very little confidence and was very nervous of meeting and working with other people. He particularly enjoyed the team tasks and during the outward bound residential session overcame so many of his fears. He managed to rock climb even though he was very afraid of heights.

An even bigger challenge was caving as being 6' 2" and having to get into tiny spaces in the dark was not easy! It was also a fantastic learning experience for the other learners as they had to help Glenn through a lot of the tasks and they really developed their own team skills. At the end of the course he highlighted rock climbing as his proudest achievement. "

Glenn has gone on to work at Sainsbury's for a three month placement after attending the course, such was his rise in confidence.

LIFE'S LOOKING GOOD FOR ROCHELLE

Young mum **Rochelle** started the Y-Work retail course with no qualifications and little confidence. Angela comments:

"She worked very hard to manage her time and multi-task, alongside the responsibility of raising a very young baby, and achieved several qualifications. When she left she had completed all of her vocational qualifications, as well as First Aid, but was especially proud of Adult Literacy at Level 1 and Adult Numeracy at Level 1 and Level 2.

Rochelle's attendance and commitment were outstanding. She gained so much confidence over the 18 weeks and even gave a presentation to learners on another course, 'Young Mums to Be' about her experience as a mum which is something she would previously have not felt able to do."

Rochelle has gone on to do a Level 2 course in Beauty Therapy at the East Midlands College of Health and Beauty.



Young mum Rochelle

COURSE HELPS AMY TO A CHANGE OF CAREER PATH

Amy, who joined the YMCA's Childcare course, proves that sometimes it is better to experience an area of work so you can rule it out. After attending the course she decided that childcare was not really what she wanted to do long term.

But she did discover that her strengths lay in her excellent communication skills so she decided to explore options related to customer service, which led to a job in marketing at Anglian Homes. The company have reported that she is doing very well.

YMCA
DERBYSHIRE

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County focus - Leicestershire

Carl on dry run to better life

Carl had worked in the pub business for the last 15 years, but his alcohol problem finally forced him to leave the industry as he was determined to kick his drinking habit. Carl therefore needed a new direction.

Carl joined an ESF Jobmaets project in Coalville, which is co-funded by Job Centre Plus, and run by In Training in the Leicestershire area. JobMAETs aims to provide comprehensive help to support people to move into sustainable work.

In training **Dipa Gohil** describes Carl's progress:

"When I first saw Carl he had not had a drink for seven weeks and was making positive moves to make sure he didn't start drinking again. He joined an amateur operatic society, made new friends, but still didn't feel was quite in frame of mind to return to full time work as had only been dry for a few weeks. We suggested improving his skills by attending an IT course in Coalville."

Carl had time to think about his future and wanted to

train to work with recovering alcoholics. After guidance, Carl is due to start a counselling taster course at Burleigh College which starts in September and will be enrolling this month.

Dipa continues:

"Carl has done so well and is very determined not to return to his old way of life. It is now four and half months since he last had a drink. With his own determination and the support of JobMAETs and seeing him on a weekly basis, we're confident Carl will succeed and have exciting future ahead."

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Mary takes next step into work

Depressed and unemployed, **Mary Buxton** had spent five years looking for work until **nextstep** Leicestershire, an ESF project co-financed by LSC East Midlands, handed her the meal ticket she had been waiting for.

Benefitting from help and support, the 52-year-old from Braunstone now serves up full English breakfasts with a well earned smile. Mary is enjoying employment as a part-time catering assistant in the staff canteen at the Co-op Frozen Distribution Centre.

Having found a new lease of life, widowed Mary now lives happily with her sister, works three mornings a week and is a member of her local skittles team.

Mary fell to pieces when her husband died in 2002. She suffered classic symptoms of depression and low self esteem, finally leaving her job as a care assistant due to severe health and personal problems. But now she is keen to serve-up sound advice to individuals struggling to get back to work and wants others to seek help from **nextstep** at their local Jobcentre.

She said: "Although I had an NVQ2 in Care, I didn't feel as though I

could work in that environment any longer. I was struggling with my confidence. All my previous jobs had been gained from informal interviews so CVs, application forms and formal interviews were a frightening thought. The project helped me with all of these things and now I am a catering assistant. I am a lot happier and a bit more confident, I am there to do the job and get on with the other staff. I just love going to work and having a good time. Recently I even received an achievement gold star from my boss which made me feel very proud."

Her adviser helped to understand the job market, search and apply for jobs, find funding to support any learning and developed her CV.

Her reliability and motivation soon became clear so she was put forward for a two-day work trial at the Co-op which soon became her part-time job.

Mary added: "I just want to tell people how the help got me back to work and encourage them never to give up, whatever happens."



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Lincolnshire focus

Skills for jobs brings good news for Matthew

Lacking in confidence and jobs skills, **Matthew** was finding it difficult to get work. He had no permanent address and was staying with friends and family.

This was on top of the distress of being denied access to his two children as he had just separated from his partner.

So joining Boston College's Skills for Jobs, an ESF project co-funded by LSC East Midlands, was much needed good news for Matthew. He received group and one to one support from the team in producing a CV, covering letters, improving interview techniques and help with completing application forms. He also received a high level of support in talking through his personal problems which were severely affecting his ability to find and secure work.

Once Matthew had received this support, at the Abbey Access Centre, he felt able to look for work and realised that by finding a job and a home he would then be able to deal with accessing visiting time with his children.

Helen Atherton, manager at Abbey Access Centre said, "Matthew has successfully secured a job at B&M stores and over a period of a few weeks his confidence has really grown and is now in the process of moving house. We are very proud of his progress given his difficult circumstances."

boston:college

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Project spreads its wings to help long term jobless

The Pelican Trust celebrates its 20th anniversary this year having helped hundreds of disadvantaged adults, either through work experience, training, education or assisting them finding employment. They currently run an ESF project, Skills for working life, co-financed by the Local Authority Consortium. (LAC)

Mike joined the Pelican Trust last summer after being unemployed for 11 years. Throughout this time Mike suffered several long-term illnesses but after being diagnosed and treated with sleep apnea in June 2008 he soon became well again and wanted to fulfil his ambition to work again in an administration role.

Michael says: "I already had some IT skills but potential employers like to see qualifications, so this is where Pelican Trust aided me. They put a

training package together for me and also offered me valuable work experience which then led to employment with a project called Aiming High which aims to increase young people's participation in positive leisure time activities. Without support and assistance from Pelican Trust I am sure I would still be without a job."

His work as an administration assistant for Aiming High focusing on disabled children, includes setting up a data base, co-ordinating questionnaires, designing flyers and attending meetings.

The Skills for Working Life project is targeted at people between 18 years and retirement age. The whole of the target group will be long term unemployed, in receipt of benefits in Lincolnshire who want to return to work and will fit into one or more of the following categories:

- Recovering from mental illness/ have a physical or learning disability;
- Poor educational attainment or a severe literacy or numeracy deficiency;
- Low self esteem, lacking motivation and personal effectiveness; or
- People from deprived areas or lone parents

Pelican Trust
creating opportunities

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We want your news!

If your projects would like to make the most of the July ESF campaign and feature in the local media please contact **Jo Sheppard at COI News and PR** on 0115 971 2781 with your good news. The deadline for copy for July's edition is Friday 26 June 2009. Don't forget we also want to hear about any project milestone or interesting visits you would like to promote.

Many of the good news stories in this edition feature only the first names of individuals as they would prefer to be kept anonymous, which is fine for the purpose of this newsletter. However, if the stories were to be used in wider publicity work, please note we would need consent to use full name and include ages.

