

Releasing Potential in the Community

There are lessons to be learned here for government, universities, local authorities and others who are seeking to tap fully the nation's talent in the hardest areas to reach.

Sir Peter Lampl
Chairman of the Sutton Trust




Impact Report 2014 – 2015

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Accreditation



Our **Into**University Mentoring Programme has 'Approved Provider' recognition with The Mentoring and Befriending Foundation.



We are one of only 34 organisations nationally to have received 'Advanced Status' accreditation by QISS (Quality in Study Support) the national regulation scheme.



The ClementJames Centre has achieved the Matrix Standard for Information, Advice and Guidance – a nationally recognised accreditation.



Registered Charity No. 1009253 Company Registration No. 2677427



The ClementJames Centre is an award-winning charity that empowers the community to release its potential through education and employment support in one of London's most deprived areas.

We are an ambitious and innovative organisation, pioneering impactful programmes that reduce isolation, poverty and unemployment. We tailor our approach to suit each person's needs – building a package of support that has measurable impact and the potential to transform lives.

The foundations of our work are our three aligned programmes:



An Adult Learning Programme providing ESOL, basic skills and advice and guidance



A multi-stranded programme of support for children and young people enabling them to attain a university place or another chosen aspiration



An employment programme for young people and adults breaking barriers to work and training

The impact of our work has helped our students and clients to improve their lives through better English skills, improved school grades and gaining employment.

On top of this, our Community Hub is there for anyone coming through our doors, offering Advice & Guidance, Literacy and Numeracy support, I.T. facilities or simply someone to talk to. The Hub is a distinctive place of belonging for local people, providing a positive, safe and stimulating environment available all year round.

In addition to our programmes the Hub also provides:

A community café providing healthy snacks and drinks

A community garden providing an outdoor recreational space and classroom

Support, guidance and training for local organisations and individuals

Premises made available for the use of other community groups

At ClementJames we believe that every person can succeed in life and we are there to support them on their journey, removing barriers on the way. As people often require a range of support in order to raise and attain their aspirations, we take a personalised, multi-stranded approach when working with our clients and students. We also aim to have a high ratio of staff/ volunteers to students, ensuring both the quality of our programmes and the development of positive relationships.

IntoUniversity is an innovative programme that supports young people from disadvantaged backgrounds to attain either a university place or another chosen aspiration.

What is the problem?

Young people from Britain's poorest backgrounds face a considerable educational disadvantage and there is growing concern about the impact of poverty on some of the children living locally. Disadvantaged children have lower aspirations and achieve less academically, lacking the educational support taken for granted in better off homes. They suffer greater ill health and are more likely to be involved in anti-social behaviour and crime.

What do we do about it?

We provide sustained academic support, motivation and encouragement to give young people a fair chance of realising their full potential. We provide 7-18 year olds with a combination of:

- After-school academic support
- Undergraduate student and corporate mentoring
- Specially-designed study weeks (FOCUS weeks)
- Careers workshops run by industry professionals
- Intensive literacy and numeracy support

What is distinctive about IntoUniversity?

We offer a long-term, multi-stranded programme to young people from disadvantaged backgrounds. We believe that it is most beneficial to start working with children in the primary years in order to have the greatest impact upon their futures. We continue to offer academic and pastoral support through to university application.

IntoUniversity's story

IntoUniversity's founders were shocked by the scale of underachievement among local disadvantaged families and decided to devise a programme.

IntoUniversity was piloted in 2002 at The ClementJames Centre and in 2007 our sister charity IntoUniversity was launched to provide a national network of high quality learning centres, enabling other areas to benefit from the programme. IU North Kensington continues to be run by The Clement James Centre. There are now 11 centres in London, 3 in Nottingham, and 1 in Bristol, Leeds, Brighton and Oxford respectively.



Our **IntoUniversity** programme can demonstrate evidence of:

Improved academic performance

Improved chances of getting to university

Improved attitudes to learning

79% of **IntoUniversity Year 13** students progressed directly to university in 2014*

1,509 individual students benefited from IU North Kensington's programmes in 2013/14

21,951 total of learning hours our team delivered in 2013/14

The 2014 student survey**

76% of students reported 'improved school grades'

68% of students are 'working better at school'

74% of students are 'more likely to go to university'

What others say about IntoUniversity

The best thing about Academic Support is that I get more help because my Mum and Dad have to work.

Primary Academic Support student

It is a statistical fact that those students who have participated in IU programmes have done better at school.

Head of Year 11, Sion Manning School

I would definitely recommend the centre to younger students, not just for the valuable academic support it provides, but also for the opportunities it presents.

IU alumni who is now at university

* Based on 1,938 out of 3,078 students across the IU network who responded to IntoUniversity's school leavers survey 2014

** Based on responses from 219 Academic Support students at IU North Kensington

IntoWork

Into**Work** is an innovative programme designed to break the cycle of generations of unemployment in the local population. The purpose of the programme is to enable unemployed adults and young people not in education or work to find secure employment with good pay and conditions.

What is the problem?

Unemployment is a major issue in the north of Kensington and Chelsea, and over 6,600 local residents do not have any qualifications. There is a clear link between youth unemployment and later long-term unemployment, lower earnings and mental and physical health issues.

What do we do about it?

Into**Work** is designed to appeal to local adults and young people who are seeking employment or training opportunities. We:

- Assess each person's barriers to work
- Identify job and training opportunities
- Develop confidence and identify transferable skills
- Assist with job preparation and applications
- Provide a Women's Empowerment Programme
- Run Business Engagement Days with corporate volunteers
- Provide a programme of career/life coaching
- Deliver workshops in schools

What is distinctive about IntoWork?

We believe that pastoral support is fundamental to effective community employment support. All our appointments are on a one-to-one basis and last an hour, allowing staff to fully understand each individual client's barriers to work, and any other personal issues that may be affecting their search for employment. This approach gives us the flexibility to provide our support in the most productive way for each person. We have established partnerships with local employers and corporates who provide opportunities and business engagement days for our clients.

IntoWork's story

Into**Work** was piloted in 2011 and received a very positive response from the local community. Since then, the programme has grown rapidly and introduced new schemes to respond to local need. Since 2012 we also offer regular outreach provision in other parts of North Kensington.



Our Into**Work** programme can demonstrate evidence of:

Improved chances of gaining employment

Improved confidence

Improved I.T. skills

In 2013/14 we delivered **1,844** hours of one-to-one appointments, coaching sessions and school workshops.

22 clients were supported through the coaching programme, **95%** of whom felt more confident and **90%** had greater motivation after receiving coaching.

72% of our ready-to-work* clients have found employment/training in 2013/14

96% of our ready-to-work 16-24 year olds found employment/training in 2013/14

434 total of individual clients we supported in 2013/14

144 young people attended a series of employment workshops at local schools

What others say about IntoWork

Coming here really changed my well-being and the way I see things. The whole aim of this organisation is to inspire people to fulfil their dreams and goals, and I'm really doing that now. It's having a huge impact on my life.

[IntoWork coaching client](#)

On first coming to the centre I felt very welcomed, and after talking to the staff I felt empowered. The team instilled confidence in me that I had forgotten I had, and I felt I was ready to give my all to the job I was seeking.

[IntoWork client who is now working](#)

The whole of my team really enjoyed the day we spent with you. The work that you do is humbling and yet inspiring, so to know that we have helped in some small way is very rewarding.

[Corporate volunteer after a Business Engagement Day](#)

* Clients who attended 5 sessions or more



Communicate is an Adult Learning Programme, providing ESOL, basic skills and advice and guidance to local disadvantaged adults with English as a second language.

What is the problem?

Due to limited English language skills many local adults are struggling to interact with their community, their children's school, or the doctor, and feel isolated or dependent on others. Many are also intimidated by formal learning environments or have had negative learning experiences in the past. In addition, Pre-Entry English courses are not offered by colleges (which assume a basic level of English).

What do we do about it?

Communicate provides a range of adult learning provision including:

- 5 daytime and evening accredited Functional Skills English courses
- 2 daytime and evening Active Citizenship courses for beginners
- 3 Sunday classes for Domestic Workers
- ICT classes
- IELTS preparation course
- Literacy and numeracy classes
- Informal ESOL clubs
- Advice and guidance

What is distinctive about Communicate?

We offer an appealing and welcoming learning environment in a community setting that attracts hard-to-reach learners. We are cited as an example of best practice by our funders. We provide both academic and pastoral support and offer a range of volunteering opportunities at the centre.

Communicate's story

We were concerned by the number of local adults struggling to make themselves understood at the doctor's surgery and at their children's school and wondered why they weren't accessing ESOL classes at the local college. Having researched the issue, we found a clear need for appealing community provision. Communicate has been running for over 10 years and has expanded substantially over the past few years, due to increased demand.



Our Communicate programme can demonstrate evidence of:

Improved English skills

Improved chances of gaining employment

Improved chances of getting to university

In 2013/14 we taught a total of
236
learners of whom

100%
of eligible students attained external accreditation by passing their Functional Skills English exams (99 students).

Of the
90%
of learners who completed their courses

100%
achieved their learning targets.

82%

of our high-level IELTS students entered into higher education or employment after completing the course.

What others say about Communicate

Thank you for running such a wonderful activity. Coming here has increased my confidence, language skills and my opportunities to make new friends.

ESOL Film Club student

The ClementJames Centre is a friendly place where I have found an excellent course. This course has helped me to improve my speaking and writing skills. I have become more confident.

Functional Skills 3 student

It is encouraging to see your students' corroboration of the happy environment you have created at ClementJames, and how effective this is in your educational results.

Grants Officer, The Bridge Trust

English at ClementJames changed my life. I'm more confident and independent now and can help others. Thank you so much to my teacher!

Entry Level student

Marie's story

When Marie, a single mother of two, first came to us she had been searching for employment for over 6 years. As a result she was very disheartened as she felt she was not receiving the right type of support and not making any progress. At the same time Marie was experiencing severe housing problems, which were causing stress and anxiety to her and her children. We helped Marie to secure work experience with a local business which gave her a real confidence boost, while continuing to support her with job applications and her housing issues. Soon afterwards, Marie secured a permanent full-time position with British Gas utilising and building on her skills as a trainee electrician.

She is very happy in her new job and said: *"[The council] referred me to the IntoWork team and my adviser was amazing. I saw him once a week and I could use all the facilities at the centre. I attended a [Business Engagement] event, which helps you to build on your interview skills, but most importantly your confidence. IntoWork take into account your personal circumstances that could be preventing you from returning to work and I could not have done it without them. If someone had said [to me], Marie, in July 2014 you will be employed by a major, reputable company, doing a job you enjoy in your field of work – I would never have believed them! The flat still needs some repairs to be completed, but I refuse to let it dictate my life. Thank you to all who helped me on this incredible journey."*

More from 2013/14

In April 2014 we launched our new Literacy and Numeracy scheme which provides tailored one-to-one support to children, young people and adults with limited literacy and numeracy skills. Since then we have provided intensive support to 42 children and 7 adults. 90% of students on our pilot literacy intervention improved their reading ages by at least a year after receiving one-to-one support for six months. 100% of students who we supported with Catch up Numeracy at the Burlington Danes Academy moved up at least one maths set as a result.

In addition, over 200 local people received advice and guidance at our hub, and 12 organisations delivered a regular programme of activities on our premises.

Looking ahead

We continue to respond to changing local needs and adapt our programmes accordingly. Over the academic year September 2014 – August 2015 both the quality and the scope of our services will be developed as we seek to raise our profile and enter the first stage of our ambitious five year development period to include:

- **Expanding the Communicate, IntoUniversity and IntoWork programmes**, meeting the needs of the increasing number of students and clients
- **Expanding our Advice and Guidance service**, and introducing adult advocacy and emotional well-being support for students and clients of all ages
- **Continuing to develop the new Literacy and Numeracy support scheme**
- **Developing our premises and exploring new sites** to enable us to accommodate the increased provision and provide a source of income
- **Scaling-up fundraising capacity** in order to develop a sustainable funding model that will eventually generate over £1m per annum.



External Evaluation

National Foundation for Educational Research

The National Foundation for Educational Research conducted a qualitative evaluation of the **IntoUniversity** programme.*

The evidence in this report supports the conclusion that the **IntoUniversity** programme has a positive, transformational impact on children and young people in terms of their academic success, attitudes to learning and social skills; all of which are key elements of helping children and young people to aspire and achieve.

It was clear that **IntoUniversity** had played a key role in helping children and young people in clarifying, supporting and strengthening their aspirations and achieving their goals.



*White, K., Eames, A. and Sharp, C. (2007). A Qualitative Evaluation of the **IntoUniversity** Programme. Slough: NFER

SROI

Social Return on Investment

The Impetus Trust supported us to conduct a SROI calculation which shows that **IntoUniversity** generates £4.20 of direct personal value to its beneficiaries for every £1 invested.

(This analysis does not include the additional public benefits of our work.)

£1
Invested

£4.20
Direct personal
value