



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 2015

To find out more, please contact:

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Accreditation



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



We 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 - nationally recognised accreditation.



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 four 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.

Community Hub

The Hub provides tailored support focussing on numeracy and literacy, emotional wellbeing and advice and guidance.

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 and 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.

Supporting children and young people with their education and inspiring them to achieve

IntoUniversity is an innovative programme that supports children and young people from disadvantaged backgrounds to attain either a university place or another chosen aspiration. The programme was piloted at the centre in 2002 and in 2007 a new charity, **IntoUniversity**, was launched to expand the programme nationwide.

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 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.

Taking action

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.

Our impact

Our IntoUniversity programme can demonstrate evidence of:

- Improved academic performance**
- Improved chances of getting to university**
- Improved attitudes to learning**

1,375

individual students benefited from IU North Kensington's programmes in 2014/15

IntoUniversity North Kensington school leavers 2015					
90% (335)	3% (13)	2% (6)	4% (15)	1% (5)	54% (372/684)
Achieved a university place	Applying to HE or enrolled in an Access/Foundation course	Enrolled in a FE College	In work or in an apprenticeship	Unemployed or undecided	Response rate to IntoUniversity school leavers survey

The 2014/15 student survey*

76% of students reported 'improved school grades'

80% of students are 'working better at school'

63% of students are 'more likely to go to university'

* Based on responses from 71 Academic Support students

"The best thing about this programme is the teachers because they brought back my confidence."

Academic Support student

"I have learned to keep trying no matter what and to ask for help when I need it."

Academic Support student

Helping people into employment

The IntoWork programme is designed to break the cycle of generations of unemployment in the local population. IntoWork's mission is to enable unemployed adults and young people not in education or work to find secure employment with good pay and conditions. We do this by breaking barriers, creating opportunities and developing skills.



The problem

Unemployment is a major issue in the north of Kensington and Chelsea, and 9,400 residents are in receipt of long-term benefits borough-wide.

Over 6,600 North Kensington residents do not have any qualifications, making it difficult for them to find employment or progress with their careers. In our local ward Notting Dale alone, 76% of households suffer from at least one form of deprivation around income, education, health or housing.

Research has shown a clear link between youth unemployment and later long-term unemployment, lower earnings and mental and physical health issues.

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.

Taking action

IntoWork 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 and colleges
- Provide mentoring where appropriate.

The IntoWork team also runs weekly outreach sessions at two community centres in Golborne, one of the most deprived wards in all of London.

Our impact

Our IntoWork programme can demonstrate evidence of:

Improved chances of gaining employment

Improved confidence

Improved interview skills

IntoWork 2014/15 in numbers

557 individual clients supported

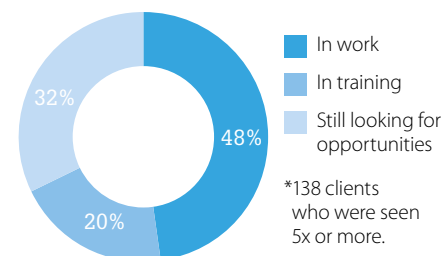
123 young people attended a series of employment workshops at local schools

117 women attended the Women's Empowerment programme and workshops

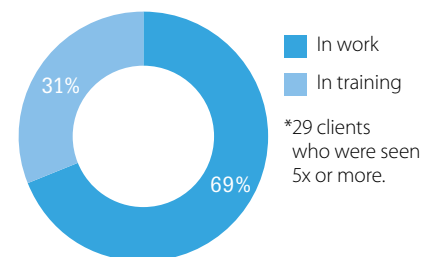
73 clients participated in Business Engagement Days

1,884 hours of one-to-one appointments, coaching sessions and school workshops

68% of clients' over 24 years found work or training



100% of clients' under 24 years found work or training



"The IntoWork service is excellent. It has helped me to find a job and the staff are great. They are extremely dedicated and helpful. Whenever I needed help, they have given me great support. I have always felt welcomed."

IntoWork client

IntoWork

Teaching adults English and basic skills

Communicate is an Adult Learning programme providing English for speakers of other languages (ESOL), basic skills and advice and guidance to local disadvantaged adults with English as a second language. We now also offer basic skills courses for English native speakers, such as ICT. Communicate's mission is to empower adults through improved language and basic skills to progress with their education and career and to play a fuller part in their community.



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. Some 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).

In North Kensington there are over 1,800 households where no occupant speaks English as their main language, and over 1,400 residents speak very little to no English.

What is distinctive about Communicate?

We offer an appealing and welcoming learning environment in a community setting that attracts hard-to-reach learners. All our students come from low-income households for whom free high-quality learning programmes are crucial to improving their language skills. 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.

Taking action

Communicate provides a range of adult learning provision including:

- Daytime and evening accredited Functional Skills English courses
- Active Citizenship courses for beginners
- Sunday classes for Domestic Workers
- ICT classes
- IELTS preparation course
- Literacy classes
- Numeracy taught through practical activities such as knitting
- Study skills and building confidence
- Advice and guidance.

Our impact

Our Communicate programme can demonstrate evidence of:

Improved English skills

Improved chances of gaining employment

Improved chances of getting to further education

Communicate 2014/15 in numbers

9 Functional Skills English courses, leading to external accreditation

9 ESOL Active Citizenship classes, including 3 Sunday classes

3 ICT classes at beginner and intermediate levels

8 Community Learning classes, including Numeracy through Jewellery Making and Health & Wellbeing

2,244 Learning hours were delivered across all courses

290 individual students benefited from our Adult Learning classes in 2014/15

82% of eligible students attained external accreditation by passing their Functional Skills English exams (106 students)

91% of our learners achieved their learning targets

Student destinations 2015

62% (179)	Continue to study at ClementJames
25% (74)	Progressed to a specialist course
8% (22)	Entered work or took up volunteering
5% (15)	Undecided

"This is an excellent place to study and meet people. I'm getting better with my vocabulary, my pronunciation, and my grammar. I really like speaking English now."

Functional Skills English Entry 2 student

Additional support for our students and clients

Launched in September 2015, the Community Hub provides tailored support for local people focussing on numeracy and literacy, emotional wellbeing, and advice and guidance. Apart from activities to promote emotional wellbeing, we have already been offering the Hub's services formally or informally for some time. These have now been further developed and brought together under the Community Hub.



The problem

As many students and clients face a range of barriers affecting their ability to progress, it is not enough for us to limit our services to education and employment support. Some children and adults are facing personal problems that affect their ability to study or find employment, for example problems at school, debt or inadequate housing. Some of our users, children as well as adults, suffer from low-level mental health problems, most commonly anxiety and depression, whilst others struggle with their literacy and numeracy, putting them at a disadvantage academically or on the job market.

What is distinctive about the Community Hub?

The Hub is designed to provide additional support to our students and clients who require further help to overcome the barriers they are facing. Building on our existing relationship with a user we are able to provide extra support when appropriate, without needing to refer them to other services they may be reluctant to access. There are limitations, of course, and in these cases we signpost our students and clients to relevant and trusted agencies, maintaining regular contact to follow their progress.

Taking action

Our Hub Workers provide intensive one-to-one support for children and adults to improve their numeracy and literacy skills to support them with their journey through education or to employment.

As many people can struggle with issues affecting their personal circumstances we also provide impartial information, advice and guidance to help them resolve their problems, ranging from housing and benefits to changing schools and everything in-between.

Our new emotional wellbeing programme will build on our standing at the heart of the community to help relieve mental health issues such as social isolation, anxiety and low self-esteem, through both one-to-one and group work. In addition, we plan to embed mental health awareness in all of our programmes. By reducing the stigma of mental health we will encourage people to seek help earlier and improve their knowledge of steps they can take to support their own wellbeing.

Our impact

The Literacy & Numeracy programme was piloted in 2014. Data for its first year of delivery has shown that the programme can demonstrate evidence of:

Improved reading and writing skills
Improved numeracy skills

The Hub 2014/15 in numbers

56 students received one-to-one literacy support

16 students received one-to-one numeracy support

17 students attended numeracy and literacy group sessions

18 adult students attended intensive one-to-one literacy and numeracy sessions, **10** of whom are now in work or education, **6** are currently looking for work or study opportunities, and **2** are parents or carers

83 children and young people were supported with their literacy and numeracy

Data on our other Hub programmes will be available in next year's report as we develop methods to assess their impact and effectiveness.

Outcomes for children and young people

81%

of numeracy students who attended 3+ one-to-one sessions significantly improved their numeracy levels

75%

of literacy students who attended 3+ one-to-one sessions significantly improved their literacy levels

100%

demonstrated some improvement

"The best things about the programme were moving forward because I believe I can, and fun activities because they help you learn. I have learnt fractions, roman numerals and how to write stories and poems."

Year 6 Literacy & Numeracy student

Business Engagement Days at The ClementJames Centre

ClementJames regularly runs volunteering days for businesses. During our Business Engagement Days corporate volunteers work closely together with a group of IntoWork clients, taking part in various challenges to boost clients' confidence, and giving one-to-one advice on interview and presentation skills. We have found that volunteers enjoy getting to know our clients and sharing their experience with them, and that clients feel more confident and prepared for future interviews.



A volunteer's perspective



Our company was partnered with The ClementJames Centre as part of the Give and Gain Day event. Personally, I was looking for something a bit

different and a challenge, but something that would make use of skills that have an impact on people.

The day is straightforward, simple and well structured, but the real value is in the conversations and connections, which can build over the course of the day, between the clients and volunteers. It's all about helping the clients with their personal journey, and the results can be significant – no matter how big or small.

The value for me was stepping outside of the day-job and seeing a much bigger picture, seeing that a little bit of time could help someone in a big way. The clients I worked with on the day were fantastic and we laughed ... a lot! My experience has opened my eyes to the challenges that people face getting into work.

I noticed some significant transformations over the course of the day in people's confidence. I hope that the clients came away from the day having learned something about themselves and having taken a step forward to help with their personal goals.

The Business Engagement Days give people an opportunity to give something back and to help others, whilst also learning something about themselves and stepping outside their comfort zones. In my opinion, this kind of volunteering opportunity is some of the best personal development that someone can undertake to grow themselves. The ClementJames team work very hard to ensure that the day runs smoothly for everyone involved, and ensure that everyone has some fun along the way.

Julie Woodward, volunteer, dunnhumby

Somia's story



I first came to The ClementJames Centre in 2014 after hearing that it provides support with CVs and also helps people to get volunteer work.

I wanted to change my life for the sake of my children and be a good role model to them.

I wanted to make something out of my life and I didn't want to stay at home, crying and feeling stressed.

The team at ClementJames was very helpful from day one. When I first met my advisor I told him what I was looking for and he immediately understood what I wanted. I received help with my CV and cover letters, and the team also helped me to practise and improve my interview skills. They even supported me with brushing up on my maths skills for the tests in the interviews. Coming here really lifted my confidence.

When I had secured my first interview the team introduced me to another organisation called Smart Works who gave me a whole new outfit for the interview. Finally, I got my first job as a Sales and Marketing apprentice and after that my second and current job as a Customer Service Advisor at the council. I have my dream job now and I feel very happy. The ClementJames Centre has helped me a lot. This is where my career has started and if it was not for ClementJames I would never have been able to fulfil my dreams.

"I wanted to change my life for the sake of my children and be a good role model to them."

Organisational Outputs

Total funding

for the 12 months ending
31st August 2015:

£686,036

(2013/14: £677,002)

Total expenditure

for the 12 months ending
31st August 2015:

£637,307

(2013/14: £582,997)

Total funds

brought forward at
31st August 2015:

£408,387

(2013/14: £359,658)

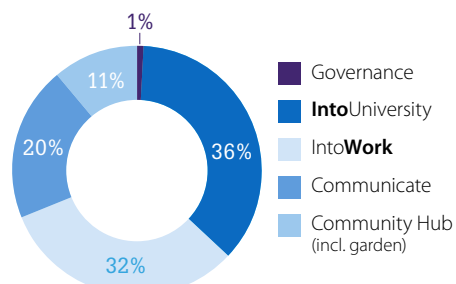
1500+

children and young people
used our services

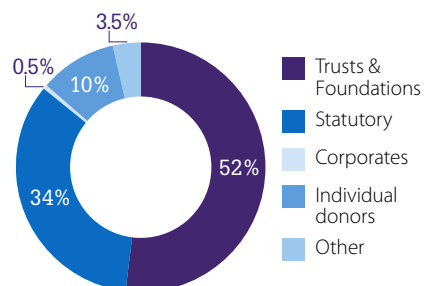
670+

adults used our services

Total Expenditure by Project Area %



Funding by source %



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