



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

Providing a local learning centre where people are inspired to achieve



Impact Report 2013 – 2014

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 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 educational charity providing programmes for the whole family to address underachievement and social exclusion. We work with children, young people and adults most at risk of failing to meet their potential to go onto higher education or employment, due to economic, social or linguistic disadvantage.

At the heart of the charity is a belief that underachievement is best addressed in the context of a long-term pastoral engagement with the students, where we can build their esteem and support their learning to enable them to reach their potential to go to university, gain employment or realise another chosen aspiration.

The charity provides three main 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 adult employment programme breaking barriers to work and training



At The ClementJames Centre we provide a centre-based service with a positive, aspirational ethos, supporting families to succeed in life and fulfil their potential.

It is a distinctive place of belonging for students, chosen by them and available all year round. Our staff work to promote community cohesion, pride in achievements and a positive, safe and stimulating environment. We aim to have a high ratio of staff/volunteers to students, supporting both the quality of the educational support and the development of positive, affirming relationships.

The charity takes a multi-stranded approach, recognising that people often require a range of support in order to raise and attain their aspirations.

We work closely in partnership with other institutions including primary and secondary schools, universities, cultural institutions, other voluntary sector organisations and corporates.

We also act as a Community Centre, the activities of which include:

- **Community Café** providing healthy snacks and drinks
- **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.

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. They:

- Do far less well at school
- Are less likely to go to university
- Have little chance of entering the professions

These young people lack the educational support and aspiration that is often taken for granted in better off homes.

What do we do about it?

IntoUniversity provides sustained academic support, motivation and encouragement to give deprived 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)

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

We were shocked by the scale of underachievement among local disadvantaged families and decided to research the problem and devise a programme. IntoUniversity was piloted in 2002 at The ClementJames Centre. In 2007 an IntoUniversity charity was launched to provide a national network of high quality learning centres, enabling other areas to benefit from the programme. There are now 11 IntoUniversity centres in London, 3 in Nottingham and 1 in Bristol.



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

Improved academic performance

Improved chances of getting to university

Improved attitudes to learning

83% of **IntoUniversity Year 13** students progressed directly to university in 2013*

1,494 Unique students benefited from IU North Kensington's programmes in 2012/13

23,384 total of learning hours our team delivered in 2012/13

The 2013 student survey**

70% of students reported 'improved school grades'

75% of students are 'working better at school'

76% of students are 'more likely to go to university'

What people say about IntoUniversity

I am really inspired from this experience with **IntoUniversity** and I learned that to be a Paediatrician, I have to go to university.

IntoUniversity student

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

Head of Year 11, Sion Manning School

IU has a very marked impact on our students. Their KS3 results have improved and the students are more confident. They are also much more aware of the opportunities available and that higher education is a real possibility. It has also widened their horizons.

Vanessa Casey, Burlington Danes Academy

*Based on 1,326 students who responded to IntoUniversity's school leavers survey 2013 ** Figures relating to Academic Support, based on a sample of 2,236 students

IntoWork

Into**Work** is a new innovative programme that supports long-term unemployed back to work. The purpose of the programme is to break the cycle of generations of unemployment in the local population and enable our users to find secure employment with good pay and conditions.

What is the problem?

There has been an increase in the number of unemployed adults and young people in the area surrounding the centre. Nearly one third of local residents have no qualifications and haven't been employed for over 10 years.

What do we do about it?

Into**Work** is designed to appeal to a large group of local residents who are not currently benefiting from services at our centre and are not accessing other employment programmes available in Kensington and Chelsea or neighbouring boroughs. We:

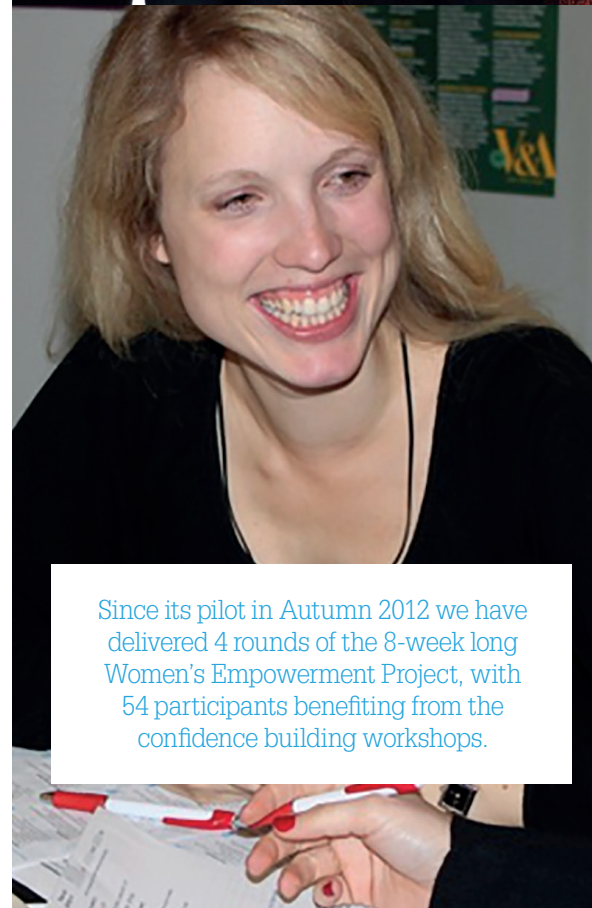
- Assess each user's barriers to work
- Identify job and training opportunities
- Develop confidence and identify transferable skills
- Provide I.T. qualifications
- Assist with job preparation and applications
- Provide a programme of career/life coaching
- Deliver workshops in schools

What is distinctive about IntoWork?

We believe that pastoral support is fundamental when working with long-term unemployed. All our appointments are on a one-to-one basis and last an hour, allowing staff to fully understand each individual user'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 user. 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 2010 and received a very positive response from the local community. Since then, the programme has grown rapidly and introduced new schemes, such as a Women's Empowerment Project and specialised support for 16-24 year olds who are not in education, employment or training.



Since its pilot in Autumn 2012 we have delivered 4 rounds of the 8-week long Women's Empowerment Project, with 54 participants benefiting from the confidence building workshops.

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

Improved chances of gaining employment

Improved confidence

Improved I.T. skills

In 2012-2013 we delivered 1496 hours of one-to-one appointments, coaching sessions and school workshops. That's more than 10 times the time it takes to fly to the moon and back!

44% of the 16-24 year olds we worked with found employment or training within the first 6 months of the scheme

70% of the ready-to-work clients have found employment or training over three years

249 total of individual clients we worked with in 2012-2013

What people say about IntoWork

I cannot thank you enough for your support. Whatever the outcome, I strongly believe that I after all have not let myself down.

IntoWork user after she got her first job interview

I was stuck before I came to Into**Work** and bored out of my mind. The practical support and expertise of the workers has enabled me to plan, put into action, and execute my goals and to change my life for the better. I am motivated now.

IntoWork user and coachee

On first coming to the centre I felt very welcomed, and after talking to the IW 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 user who is now in employment

communicate adult learning

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:

- 4 daytime and evening accredited Functional Skills English courses
- 2 daytime and evening Active Citizenship courses for beginners
- 2 Sunday classes for Domestic Workers
- ESOL for Employment
- IELTS preparation course
- Informal ESOL clubs
- Advice and guidance
- Adult FOCUS Week programme (based on our **Into**University FOCUS programme)

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.



The Communicate programme can demonstrate evidence of

- Improved English skills
- Improved chances of gaining employment
- Improved chances of getting to university

In 2012/13 we taught a total **193** learners of whom

82% of eligible students attained external accreditation by passing their Cambridge University ESOL exams

93% completed their courses and **88%** achieved their learning targets.

What people say about Communicate

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

What a lovely group again! I have to say all the groups I have had from ClementJames compared with similar groups I work with have always been excellent! Great organisation, very well prepared, students are always active, engaged. Brilliant! It makes my work so much easier and enjoyable. I have a feeling it is the result of the work you do with them! THANK YOU.
Community Outreach Officer, Kew Gardens

I feel my life is better now thanks to my English at ClementJames. I can now speak to different people like the local Council, doctors and my boss at work. I may even get promoted in September.
Entry level student

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

In 2013/14 we will teach over 300 learners due to our new 6 month course programme

ClementJames centre communicate adult learning

Certificate of Achievement

ANNA ESCAMILLA

Completed: ESOL: Entry 1: 100%

Hibba's story

Hibba first began attending The ClementJames Centre in 2009. She initially attended the Careers in FOCUS programme and then started coming to Academic Support regularly and was soon also paired with a mentor. After getting 4A*s in her A-Levels in 2013 Hibba gained a place at the University of Oxford where she now studies Geography. She is still in touch with her mentor Anne-Marie and is enjoying university life. Her older brother also attended the centre and went on to study at the School of Oriental and African Studies and Kings College. Just before Christmas 2013, Hibba returned to the centre to volunteer at Academic Support. This is what she said about us:

"For me [the centre] provided an excellent learning environment and a crucial third option to a bustling household and an overly silent school library. What kept me coming back [...] were the friendly and helpful staff and the reliability of the services provided. The presence of resources and volunteers who helped with academic questions constituted an environment conducive to learning. I would definitely recommend [the centre] to younger students, not just for the valuable additional academic support it provides, but for the opportunities it presents. In my experience with IntoUni North Kensington, financial matters were never a barrier to cultural enrichment – with trips to the theatre and opera as part of the mentoring scheme, [...] and residential trips to Oxford where we went punting in the lead-up to my moving to Oxford, I feel I have had so many experiences that I might not otherwise have had access to."

Looking ahead

We continue to respond to changing local needs and adapt our programmes accordingly. Over the academic year September 2013 – August 2014 both the quality and the scope of our services will be developed as we seek to raise our profile and enter an ambitious five year development period to include:

- **An expanded IntoWork programme**, building on the success already achieved and meeting the needs of the increasing number of clients referred to the centre for employment support
- **A business engagement programme**, with local employers and corporates providing transferable skills, presentation opportunities and references to our clients
- **An expanded Communicate programme** offering six month courses to an additional 100 students
- **An intensive literacy and numeracy programme** for both children and adults



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 £4.50 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