



European Social Fund Case studies

Cornwall and Isles of Scilly
Growth Programme



European Union
European
Social Fund



CORNWALL &
ISLES OF SCILLY
**GROWTH
PROGRAMME**



HM Government

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A circular portrait of Frances Brennan, Pluss, a woman with short blonde hair, smiling. She is wearing a patterned jacket over a white shirt and a necklace. The background is a blurred modern building with large windows.

Foreword

by Frances
Brennan, Pluss

**In just about every respect
Cornwall and Isles of Scilly
is changing very quickly.**

Economically we are seeing the emergence and growth of exciting new industries in which Cornwall can take a lead internationally especially those which can build on our digital connectivity, our expertise in marine and increasingly in space and aerospace. The world of renewable energy will be transformed by developments with wave technology, geothermal and the application of new smart technologies.

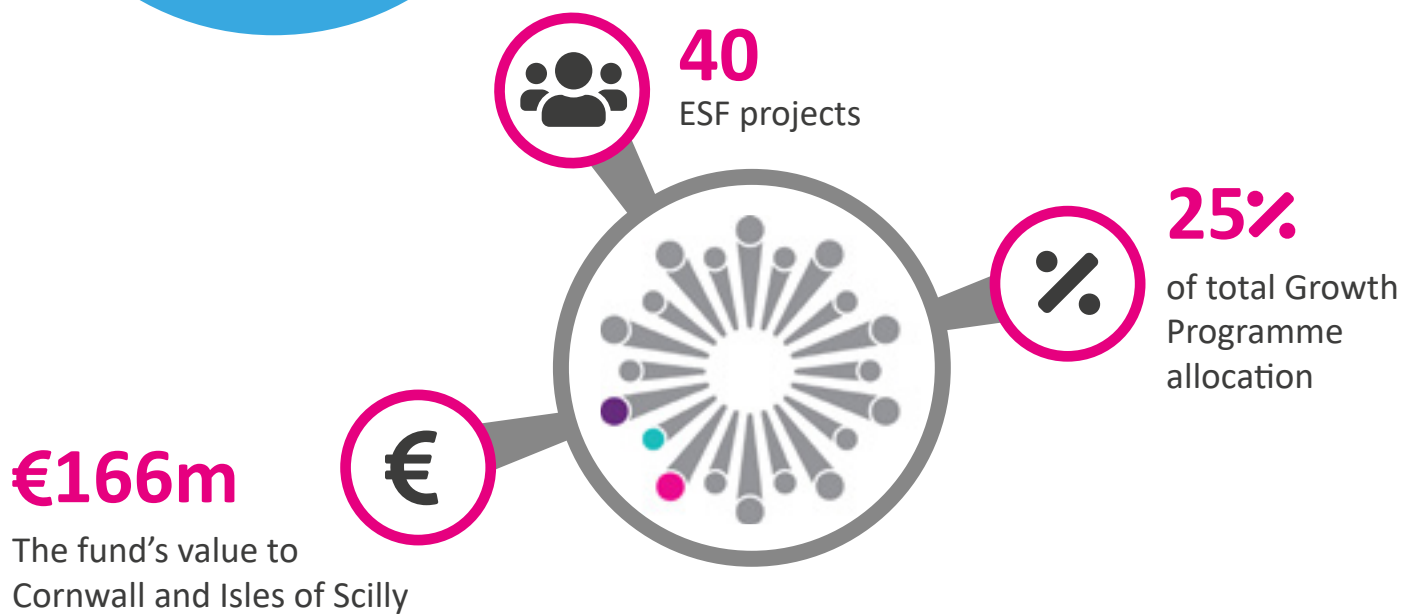
Cornwall and Isles of Scilly continues to develop its reputation as a destination of choice for tourism, food and drink and for its creative and cultural communities and heritage.

We expect to see new exciting developments in eHealth, Agri-tech and in the delivery of health and social care, driven in part by the rapidly expanding higher and further education partners.

All of the above will transform our economy but will only be realised if we can supply a highly trained, ambitious and flexible workforce, of all ages and continue to attract the very highest talent to live and work in our area.

The European Social Fund is integral to ensuring people have the chance to develop their full potential. This includes helping people, from all backgrounds, to access support to become more personally and financially resilient. Our businesses need the widest pool of talent to meet our intention to have an economy that benefits all.

European Social Fund



The European Social Fund (ESF) aims to help people get better jobs and to ensure fairer living standards and job opportunities. It contributes to EU and local ambitions for smart, sustainable, inclusive growth.

Priorities for investment are:

- Increases in labour market participation.
- The promotion of social inclusion.
- Skills development of the existing, and potential, workforce.
- Support for young people who are not in employment, education or training (NEET), or those at risk of becoming NEET.

**Support for
young people**

A real Game Changer



Game Changer helped Elle gain more creative sector experiences and an insight into running her own business.

Elle first came to Game Changer following a degree in Textiles Design for Fashion and Interiors. She was struggling with what to do next after graduating so self-referred to Game Changer through sector partner, the Eden Project. She was looking for some direction and access to opportunities that the Game Changer Programme could offer her.

“Coming out of university, you think you’ll get a job straight afterwards and that’s not the case, it’s horrible because there’s so many people applying for similar jobs, it’s really tricky.”

“It felt like a good partnership could be established to guide Elle in starting her own business, looking at how to utilise the skills she’s learnt, whilst gaining confidence in a working environment”

“Coming out of university, you think you’ll get a job straight afterwards and that’s not the case”

Game Changer introduced Elle to another programme partner, Creative Kernow. Rose, the Creative Arts Facilitator was able to connect Elle with industry links that were relevant to her interests. Elle was set up with Dena who runs Kiwi Print Studio, a professional printmaking studio situated in Camborne to mentor and support her to find her way in the creative industries.

Game Changer navigator Alex says: **“It felt like a good partnership could be established to guide Elle in starting her own business, looking at how to utilise**

the skills that she's learnt in university whilst also gaining confidence in a working environment."

Since Elle has been working alongside Dena, she's been able to participate in a large variety of activities. Elle said: **"The first day I did a lampshade workshop, assisting people and helping them to print their own lampshades."**

"It's great to have lots of advice... If it wasn't for Game Changer, I wouldn't be here in Kiwi Print Studios!"

Elle then went onto preparing for evening courses and workshops, helping Dena out with any admin, she's also had to opportunity to do some of her own prints too.

In the time that Elle's been on the Game Changer programme and at Kiwi Print Studios, she's not only learnt how the business works, but she's been able to combine skills she learnt at university. Game Changer has given Elle the industry links and guidance she's needed for her personal and professional progression.

Alongside her placement with Kiwi Print Studio, Elle's been applying for jobs with the help of Game Changer. Alex says: **"Elle's still on a journey, but we're trying to find something that really suits her, whether that be starting her own business, or supporting her own business with a job as well."**

Elle sees Game Changer as a massive help as it has opened doors to invaluable opportunities, skills, knowledge and industry links.

"It's great to have lots of advice when I'm trying to think of a business plan. If it wasn't for Game Changer, I wouldn't be here in Kiwi Print Studios!"

Project information

Game Changer aims to transform the lives of young people living in challenging circumstances. The project supports young people to overcome the challenges they face, understand their individual aptitudes and interests, develop skills and experiences and build connectivity and networks. This results in young people moving into work or long term learning.

Led by Real Ideas, the programme works with a range of partners, including Cornwall Marine Network, Creative Kernow, Eden Project, Pentreath, White Gold Cornwall, Cornwall Adult Education, Cornwall Neighbourhoods for Change and local businesses to provide young people with opportunities to achieve a brighter future for themselves.

Game Changer is funded by the European Social Fund and The National Lottery Community Fund.

ESF investment: £3,738,804

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📍 www.realideas.org/Game-Changer



Support for young people **Ambitions**



EU funding is helping young people move into education, employment and training.

Whether overcoming low self-esteem, instilling confidence and self-belief or finding the right work experience placement Ambitions is making a real difference to young people in Cornwall and the Isles of Scilly. Managed by CSW Group, the programme helps unemployed young people access education, employment or training opportunities. Support is delivered through the Ambitions Partnership which includes Cornwall College, Cornwall Council, Real Ideas, the Learning Partnership and Truro and Penwith College.

Launched in July 2018, Ambitions is funded by the European Social Fund as part of the Cornwall and the Isles of Scilly Growth Programme, which aims to deliver smart, sustainable and inclusive economic growth.

**Having people
believe in him made
all the difference and
he now has an income,
stability at home
and a career plan.**

**“It was great to have
my CSW adviser to help
me look at my options
and find a course that
was suitable for me and
enable me to feel more
confident about
my future.”**

When Sam came to Ambitions, he was struggling with low self-esteem and found social situations difficult. Diagnosed with ADHD, mental health issues and dyslexia, the programme aimed to support his transition into college.

Sam had a strong passion for catering and really wanted to pursue this as a career. When he first applied to study Level 2 Catering he was unable to get onto the course, but thanks to constructive feedback and support from his Ambitions worker he succeeded

at his second interview and soon enrolled on the Foundation Vocational Studies Programme Level 1.

With additional support from Ambitions, Sam secured a transport permit and a college bursary. His Ambitions worker also made multiple applications to local charities and secured a laptop to aid his studies. Persistence paid off for Sam and he is now doing well at college.

“Ambitions has supported over 1350 people since July 2018 and we are delighted that it is helping so many young people”

Another young person who has significantly improved his mental wellbeing and living situation after engaging with Ambitions and Cornwall College is Joe*. With little family support and low self-esteem, Joe felt he was unemployable, with nothing to offer. He was also under added pressure to find a job and contribute to the household finances. Although his parents hadn't directly challenged him, he felt he was close to being evicted if he was unable to pay rent.

Joe's Ambitions adviser helped him write a CV and really consider what his skills are. This gave him a boost as he began to recognise that he could benefit an employer. As transport was posing an issue, they identified local employers for him to approach. Joe's adviser had to take some leave, but undeterred and inspired, Joe carried on and by the time his advisor returned he had secured a new job. Having people believe in him made all the difference and he now has an income, stability at home and a career plan.

Reflecting on the project, Gemma Pople, Ambitions Contract Manager at CSW Group, said, **“Ambitions has supported over 1350 people since July 2018 and we are delighted that it is helping so many young people make the most of their talents and find routes into education, employment and training.”**

**name has been changed for this article*



Project information

Led by CSW Group, Ambitions helps young people to find out more about the learning options available, how they lead to different job prospects and the different ways to find work. By working in partnership with key organisations, the project aims to give unemployed and economically inactive young people aged 15 – 24 greater access to a wide range of activities to help them progress into education, employment (including self-employment) or training.

ESF investment: £3,800,000

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**Support
into work**

Amanda's story

Reconnecting with work through Work Routes.

Amanda* was referred to Work Routes Cornwall for help after struggling with low moods, her sleep pattern, alcohol intake and level of smoking. She wanted to make healthy lifestyle changes so she could feel happier and healthier and have a sense of achievement which would then improve her self-confidence and increase her chances of finding work.

Led by public services provider Reed in Partnership and delivered with partners Pluss and Cornwall Development Company (through Lizard Pathways), Work Routes is one of forty projects from the Cornwall and Isles of Scilly Growth Programme which are funded by the European Social Fund (ESF), and commissioned to help people living in the county develop new skills and qualifications so they can progress their careers or find employment.

Through the programme participants are supported by the Work Routes Employment Advisers who help with employability and give access to in-house skills training, CV development, interview practice and financial assistance with childcare and travel. The programme takes a holistic approach and also supports participants with managing any mental and physical health issues by providing

them with support and guidance from a team of Health and Wellbeing Advisers.

Amanda was put in touch with a Health and Wellbeing Adviser who worked with her to draw up an action plan to help manage her physical and mental health issues.

Her Adviser began by helping her manage her alcohol intake and smoking using a range of techniques, including keeping alcohol and smoking diaries, which they reviewed together during their regular appointments.

As a result of her commitment to changing her lifestyle, Amanda reduced her drinking and smoking levels by more than 50% over the next few months. She also made changes to her eating habits and increased her levels of physical activity, getting a dog to encourage her to take exercise.

All her hard work paid off – leading to her being offered a job. Amanda is now working part time and is thoroughly enjoying her work.

**“If I had not come
to Work Routes I
would not be working...
Work Routes provided
that helping hand
and support.”**



"I feel motivated to continue my healthy lifestyle changes and more confident in doing so."

She is very clear about the positive impact Work Routes has had on her life. **"My Health and Wellbeing Adviser helped me realise how far I was going down the line and that this wasn't good for my health,"** she said, **"she didn't make me feel any pressure and I found the appointments very motivating."**

"We can work with our members over a long period so we are not looking for quick fixes... Our aim and passion is to help people into sustainable roles."

- Tracey Thompson
Business Manager
Reed in Partnership

I feel motivated to continue my healthy lifestyle changes and more confident in doing so."

Amanda added: **"If I had not come to Work Routes I would not be working. I was unable to do everything for myself – hence the reason why a helping hand is so important in life. Work Routes provided that helping hand and support. They helped in all aspects, including helping to improve my health and wellbeing which was just as important as looking for a job, and helped me to get the job. Both these things go hand in hand and it is crucial to get that overall support."**

Tracey Thompson, Business Manager for Reed in Partnership, says everyone involved with the programme works very hard to help people overcome barriers to employment and reach a position where their health, confidence and home life is stable enough to enter into and sustain employment.

"We help people gain confidence in their abilities, develop skills and experience and overcome mental or physical health barriers. We also help those who have simply been unemployed for too long and do not know where to start on their job search journey."

She added: **"We can work with our members over a long period so we are not looking for quick fixes. We would never encourage someone to go into a role when they are not ready, our aim and passion is to help people into sustainable roles."**

**Name has been changed for this article.*

Project information

Focusing on those who are most disadvantaged and furthest from the labour market, Work Routes provides tailored support to address worklessness. Flexible, personalised packages of support enhance engagement and work readiness, and in-work support helps ensure employment can be sustained. Delivered by Reed in Partnership, Lizard Pathways and Pluss.

ESF investment: £12,900,000

www.workroutes.co.uk



WORK ROUTES



Support
into work

Who Dares Works

From health recovery to
new career, European fund
supports life transformation.

When Bill Gibbons joined Who Dares Works in April 2018 he was in a wheelchair suffering from seizures brought on by severe stress and depression. Since then the 24-year-old from Mullion has undergone a remarkable transformation and is now looking forward to a career in the construction industry as an apprentice bricklayer. **“I feel like I’ve been reborn, like I’ve traded in the old version of myself for a new version, Bill 2.0 if you like,”** he said.

**“My brain couldn’t
cope with the
amount of stress
going on and it was
being transferred
to my muscles.”**

Bill is one of over 800 people from across West Cornwall and the Isles of Scilly who have been helped to reconnect with training, education and work by the Who Dares Works project during the past 2 years.



Funded by the European Social Fund as part of the Cornwall and Isles of Scilly Growth Programme and the National Lottery through the National Lottery Community Fund, Who Dares Works is led by Active Plus and delivered by a partnership of 17 local social enterprises.

Participants can access specialist help, including managing money, health and wellbeing, disability, substance misuse, housing and childcare, as well as taking part in work related courses and activities.

Launched in 2014, the Cornwall and Isles of Scilly Growth Programme has so far invested £68m from the European Social Fund in supporting 40 projects which are helping people develop new skills and qualifications so they can progress their careers or find employment.

Bill remembers being an agitated child constantly tapping to calm himself down. So as a teenager, he started drumming, and although he’s dyslexic and can’t read music he graduated from Falmouth University with a music degree two years ago. But what should have been the start of a bright future began to quickly unravel as he became more and more stressed at work.

After suffering from repeated panic attacks and seizures, Bill stopped driving altogether and ended up buying himself the cheapest wheelchair he could find Zjust so he could get out of the house.

“My brain couldn’t cope with the amount of stress going on and it was being transferred to my muscles,” he said.

“I feel like I’ve been reborn, like I’ve traded in the old version of myself for a new version, Bill 2.0 if you like,”

It is the mental health nurse who referred Bill to Who Dares Works which led him to complete the Who Dares course delivered by a team of military veterans who have themselves overcome many difficulties on their road back to civvy street and work. **“It was amazing, like finding a second family that I could belong to, being the person, I wanted to become,”** said Bill. Two months later with his strength returning, Bill completed an eight-week training programme in the construction industry – a partnership between Coastline Housing, builders Mi-Space, the Work Skills Training Academy at Cornwall College and projects including Who Dares Works.

Who Dares Works is making a difference to people across West Cornwall and the Isles of Scilly - over 800 people have been helped to reconnect with training, education and work.

After passing his Construction Safety Card test first time, Bill spent two weeks developing his construction skills with other Who Dares Works participants on projects, at Nansloe Academy and Epworth Hall in Helston, before being teamed up with sub-contractors building houses on the Mi-Space/Coastline site. **“I’d never laid a brick before in my life,”** he admitted. But Bill’s determination, led him to be offered within less than three weeks a bricklaying apprenticeship. **“I felt like crying with happiness,”** he added.



Carolyn Webster, Who Dares Works Project Manager, said **“Huge congratulations to Bill! Who Dares Works is making a difference for people across Cornwall and the Isles of Scilly. Over 60% of participants have a disability or long-term health challenge and it is great to see that the range of support and activities available across the project is providing the help that people need to reconnect with training, job search and work.”**

Project information

As part of the Big Lottery’s Building Better Opportunities Programme, Who Dares Works is led by Active Plus and brings together seventeen social enterprises to help people who need the most support to connect or reconnect with work, education and training. The partnership helps participants help themselves, wherever possible through helping others.

ESF investment: £2,766,958

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📍 www.activeplus.org.uk/who-dares-works



Inclusion

Rosie's story

Working Together to move into education, training, job search or employment.

Last year Rosie's* mental health issues meant she was unable to leave her house and had lost confidence in carrying out day to day tasks such as having an eye test. She had given up all hope of completing her education or finding a job.

"...we went through the to-do list that Nikki had drawn up, and checked off everything! This made me feel a huge sense of achievement"

Twelve months on Rosie has got new glasses, has enjoyed learning how to cook healthy, low costs recipes and to manage her money, has taken part in a range of different creative workshops, and is about to start an Access course at her local college – all thanks to the support she has received from her key worker provided through the EU funded Working Together Atlantic and Moor project.

The aim of the £2.98m three year project, part of the Cornwall and Isles of Scilly Growth programme, is to help unemployed and economically inactive people from North East Cornwall and Bodmin Moor who are facing poverty and social exclusion to improve their self esteem, confidence and skills and encourage them into education, training, job search or employment.

Led by The Learning Partnership for Cornwall and the Isles of Scilly Ltd, a specialist organisation that works with more than 100 partners, the European Social Funded project will see up to 750 people receive support to improve their health, wellbeing and finances by 2020.

One of the providers involved in the project is the CSW Group, whose key worker Nikki Speer has been providing Rosie with both practical and emotional support.

Following an initial meeting at Rosie's house to discuss her long term goals, Nikki worked with her to identify the steps she needed to take to achieve them. From helping her make an appointment with an optician and then accompanying her on the day, and sorting out her benefits, to finding courses to improve her skills and self confidence and then encouraging her to attend them, Nikki has supported Rosie at every stage of her journey.

This support has made a huge difference to Rosie's life. **"After I picked up my glasses from the optician we**

went through the to-do list that Nikki had drawn up, and checked off everything! This made me feel a huge sense of achievement,” she said.

“My lifestyle and attitude to everything had already done a complete turn, and I was feeling the most motivated, confident and happy that I had been since before leaving college. I was starting to feel like a completely new person.”

“I was feeling the most motivated, confident and happy that I had been since before leaving college.”

Since then Rosie’s confidence has continued to grow and she is making plans for her future.

“I’m really looking forward to the next steps, and whatever I’m going to be doing. Working with Nikki has opened up so many doors for me, and I now feel so much more ambitious. I am so grateful every day for everything that Nikki has helped me to achieve, and finally feel like I’m living the life that I was meant to be living, and that it’s only going to get better from here!”

“Working with Nikki has opened up so many doors for me, and I now feel so much more ambitious.”

Louisa Jenkins, Senior Contract Manager, for The Learning Partnership for Cornwall and the Isles of Scilly Ltd, is thrilled with the success of the project which has supported more than 300 people since it was launched in March 2017.

*Name has been changed for this article.

Project information

Working Together Atlantic & Moor helps tackle the poverty and social exclusion faced by the most disadvantaged people. The project is managed by The Learning Partnership for Cornwall and the Isles of Scilly and delivered by a network of partner organisations.

ESF investment: £2,395,360



www.cornwall-learning-partnership.org

Inclusion

Living Well to Work



Living Well to Work has been giving people a helping hand to improve their wellbeing.

Building on the success of the ground breaking Living Well project, a European funded programme has been testing the best ways to help people with health issues overcome the barriers which prevent them from getting a job.

Led by the Learning Partnership with support from the University of Exeter, and funded by the European Social Fund, the Living Well to Work programme has involved 12 partners piloting innovative ways of working with older people and those with mental ill-health, learning difficulties or disability, autism and diabetes to help them into training, job search and employment.

stereotypes that can act as barriers to entering the workforce. One of the key partners is Volunteer Cornwall which has been developing links between businesses offering volunteering opportunities and jobseekers.

“Volunteering changed my life around for the better and I am so glad I do it.”

260 people with a range of health issues have been involved in the project, with partners developing bespoke packages of support to meet individuals' aspirations and needs, and challenging myths and

“We wanted to transform the way in which those with autism viewed themselves and help them to recognise how capable they really were,”

“Living Well was piloted in the health and social care sector, specifically to help older people at risk of needing repeat emergency hospital admissions, due to their health conditions and living circumstances,” said Priscilla Samuels, from the Learning Partnership.

**“an approach which
focused on the
needs of the person
rather than the
system produced
better results”**

“This showed that an approach which focused on the needs of the person rather than the system produced better results for the individual and reduced the pressures on health and social care services.

“We wanted to use this approach to see how we could help people overcome the barriers created by health issues and become part of the workforce.”

One of the partners taking part in the project is Cascade Educational Theatre Company which worked with people with high functioning autism and Asperger's to build their confidence, improve their social skills and provide them with coping strategies to overcome the barriers which have been preventing them from entering training, education and employment.

Working with Volunteer Cornwall, Cascade held weekly workshop sessions with members of the group over a twelve month period, culminating in an amazing theatrical performance in front of their friends, family and supporters.

“We wanted to transform the way in which those with autism viewed themselves and help them to recognise how capable they really were,” said Cascade Director Carol Brooking. **“Part of this involved using drama and creative arts to help members of the group develop confidence, courage, relationship skills, employment skills, motivation and an unshakeable self-belief.”**

Other partners include the Eden Project, which has been piloting social prescribing activities for adults with mental health issues and people living with diabetes.

One of the people taking part in the project is Sheila whose history of negative relationships had led to her becoming increasingly reluctant to leave her flat. While taking part in the Eden Diabetes walking group she talked to Natalie from Volunteer Cornwall who

discovered her love of cooking and her wish to care for people.

Natalie encouraged Sheila to join St Austell Community Kitchen (STAK) which provides hot meals for vulnerable, needy and homeless people. She is now a shift supervisor for the charity, helps with fund raising and is responsible for their social media. Her health has improved, she is learning to drive and has regained her self-confidence.

“Without the Living Well to Work programme and Volunteer Cornwall I would not be where I am today,” said Sheila. **“I would not have got there on my own because I would not have had the knowledge or the courage to go into STAK and volunteer. Volunteering changed my life around for the better and I am so glad I do it. I am blessed and enriched by so many things now.”**

Project information

Led by the voluntary, community and social enterprise sector, Living Well to Work explored the potential of the Living Well approach for delivering inclusive labour markets in Cornwall and the Isles of Scilly, promoting equal opportunities, active participation, and improving employability. The project was led by The Learning Partnership for Cornwall and the Isles of Scilly and delivered through a number of partner organisations.

ESF investment: £992,374

 www.cornwall-learning-partnership.org

Inclusion

Positive People Coast to Coast



Positive People has supported Nicola on her journey to better mental health and new goals for the future.

Working with thousands of residents across Cornwall and the Isles of Scilly, Positive People is making a real difference to people's lives by supporting them to learn new skills and build their confidence so they can look forward to a brighter future.

Funded by the European Social Fund and The National Lottery Community Fund, Positive People offers a lifeline to people in South East Cornwall and mid-Cornwall who are facing multiple barriers or disadvantages to finding a job.

Led by Pluss, an award winning social enterprise that supports thousands of people with disabilities and

other disadvantages to move into employment each year, the projects are working with a wide range of partners to support over 4,000 individuals who are out of work. These include the Chaos Group, Cornwall Development Company, Addaction, Active Plus,

“My change coach was able to push me along and build some structure”

“I had felt isolated and would often go weeks without leaving the house. I was battling with no confidence or self esteem ”

Cornwall Neighbourhoods for Change, Pentreath, Cornwall Marine Network and Konnect Cornwall.

One participant, Nicola, from Penryn, was in a difficult place with her mental health, feeling isolated and not sure where to turn. With strength and determination she now wants to tell her story...

“I was at university doing a master's degree but that began to go downhill and I eventually dropped out. I did go back though and managed to pass.

"The whole experience with Positive People has been great... it gave me that kick to do things and the build up of confidence has made a huge difference."

"I then had a gap, but with no support my mental health took a further decline. I paid privately for mental health coaching, who then referred me over to Positive People.

"I joined The Farm Group with Positive People and CHAOS which gave me something to look forward to and created more of a structure in my week.

"Before that I had felt isolated and would often go weeks without leaving the house. I was battling with no confidence or self-esteem.

"Working in a group helped too, I had a whole year without working in a group or being around that many people. It helped my confidence, being around new people and interacting. They all had the same interest in animals as me too!

"I was assigned a change coach and did 16 sessions of equine therapy which I found really helpful.

"My change coach was able to push me along and build some structure. They supported me to attend appointments with the local mental health team and I also completed the ASDAN short qualification.

"During this time, I spent time out in Uganda working closely with wild animals; a dream for me as my whole life is animals, that's my thing!

"I wouldn't have been able to do that before coming to Positive People; the constant support I received and helping me believe I could do it. They've really helped me and I've even gone back into volunteering now.

"My future goals are to work with animals (of course). I want to be a zoo keeper or to work with wild

animals. I've also been to South Africa and I'd like to do that again.

"The whole experience with Positive People has been great. I would've got so much worse instead of better. It gave me that kick to do things and the build-up of confidence has made a huge difference."

Project information

Positive People Coast to Coast operates in mid-Cornwall and offers a lifeline to people who are not in work no matter what the reason. Running until March 2022, the project helps people build confidence, skills and a sense of hope for the future. Positive People believe that no individual barriers should stand in the way of what people want to achieve and provides personal 1:1 support to help people move forward with life.

The project is led by the social enterprise Pluss and delivered through partner organisations including the Chaos Group, Cornwall Development Company, Addaction, Active Plus, Cornwall Neighbourhoods 4 Change, Pentreath, Cornwall Marine Network and Konnect Cornwall.

ESF investment: £8,814,933

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📍 www.positive-people.org.uk

Inclusion

Positive People South & East

Boosting health and wellbeing with social prescribing.

Social prescribing – a prescription for active, sociable pursuits instead of medication - is just one way the Positive People project is helping individuals who are not in work to build confidence, skills and gain a sense of hope for the future.

“My ability wasn’t there after the accident, plus the arthritis in my knee meant I battled to get in and out of cars so I was more isolated.”

Managed by Pluss and delivered by a group of partner organisations, Positive People offers a lifeline to people who are not in work and provides one to one support to help them move forward. It is funded by the European Social Fund and The National Lottery Community Fund.



Through Positive People, Doreen was referred to the St Austell Social Prescribing team and now wants to tell her story about how this has helped her improve her lifestyle!

“I live alone now, a widow. But I have always been very active with sport, cycling and walking.

“I looked after elderly relatives and friends in the past. I was always well but I fell, my knee gave way and I was flipped into the bath and couldn’t get out. This was at 2am in the morning. I managed to grab a bath sheet on the side to cover up and keep warm and I was there until 2pm the next day when fortunately my gardener came in and called an ambulance.

“I injured my right side, broke my ankle and was in hospital for 10 to 12 weeks. I received marvellous attention there.

“Each week I find I can do more”

“I was there longer possibly because I live alone. My ability wasn’t there after the accident plus the

**“My mentor...
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anything is possible,
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old self.”**

arthritis in my knee meant I battled to get in and out of cars so I was more isolated.

“My mentor kicked it all off as she suggested joining the health walks. This made me realise that anything is possible, that I could get back closely to my old self.

“The help at the walking groups is great. There’s no pressure, wonderful company, a good welcome and I can enjoy other people’s company while walking. It’s so good that you don’t even realise that you are exercising. It’s most enjoyable, always a laugh but beneficial at the same time. I have a walker but today coming here I didn’t use it, just my stick. Each week I find I can do more.

**“Social prescribing
has helped me and
given back my life so
I want to help others
and give back too.”**

“I can now use the stairs instead of the lift. I haven’t been able to use steps for years. She helped me to focus on healthy eating and losing weight (I’ve lost two stone) and going on the walks has given me back my life!

“It amazes me, the help I have had. Everyone is in great demand and overworked but I always get full help.

“I also went from pre-diabetic to non-diabetic. It’s so important for the body to be active. If you sit around, one bad habit leads to another.

“I have a friend in Lostwithiel who is part of the barbershop with me. She also has knee problems and increased weight. So, I have been encouraging her to join the walk with me and meet other people as she has been looking after disabled daughter.

“Social prescribing has helped me and given back my life so I want to help others and give back too.”

Project information

Positive People South & East operates in south east Cornwall and offers a lifeline to people who are not in work no matter what the reason. The project helps people build confidence, skills and a sense of hope for the future. Positive People believe that no individual barriers should stand in the way of what people want to achieve and provides personal 1:1 support to help people move forward with life.

The project, running until March 2022, is led by the social enterprise Pluss and delivered through partner organisations including the Chaos Group, Cornwall Development Company, Addaction, Active Plus, Cornwall Neighbourhoods 4 Change, Pentreath, Cornwall Marine Network and Konnect Cornwall.

ESF investment: £7,112,460

✉ info@positive-people.org.uk

🌐 www.positive-people.org.uk

Skills

Developing skills to progress at work

Careers South West has been helping people in work improve their careers.

The ICAN National Careers Service Enhancement 25+ project is targeted at people over the age of 25 who are already in work and is designed to help them progress and increase their pay and working hours or obtain better quality higher paid jobs.

Launched in January 2018, the project provides careers advice and guidance, personal development planning, skills development, learning and mentoring on an individual basis to help people develop their skills and enhance their future career prospects.

“The training I received as a result of ICAN has given me a springboard to get on with my life.”

All those taking part in the project are assigned a key worker who provides them with individual and flexible support which meets their needs and encourages them to move into further training, education,

apprenticeships or employment opportunities. Support ranges from helping people to improve their confidence and communication skills and coaching and mentoring, to acquiring new skills and qualifications.

“helping businesses get the skills they need to grow”

So far the project has supported 373 employed learners to achieve 839 new qualifications.

Steve is one of the people who has gained additional qualifications as a result of taking part in the project. Having moved to Cornwall from Surrey, where he had been caring some members of his family, he discovered that his time out of the work force meant he had some gaps in the skills he needed to find the right job.

As a result of taking part in the project, he completed courses in education and training, food hygiene, health and safety and management supervision which, together with his existing qualifications and experience, means he can now offer training courses to others.

He is now setting up his own business and has already been contacted by a number of potential clients.

“The training I received as a result of ICAN has given me a springboard to get on with my life,” said Steve. “The qualifications have provided building blocks which I can now use to go in lots of different directions.”

“By helping people to gain new skills and qualifications and improving their confidence, this project is making a real difference”

“ICAN is an example of how European funding has helped those in work in Cornwall and the Isles of Scilly to gain more skills and qualifications; not only benefiting them as individuals, but also helping businesses get the skills they need to grow their businesses,” said Cathie Kessell, Employment and Apprenticeship Officer for Cornwall and Isles of Scilly Local Enterprise Partnership.

Paul Hobson, the Chief Executive of the CSW Group, is thrilled with the success of the project which, he says, has changed the lives of many people in Cornwall and the Isles of Scilly.

“By helping people to gain new skills and qualifications and improving their confidence this project is making a real difference to their lives,” he said. **“I am very proud of the part that CSW is making and we look forward to continuing to work with the Growth Programme and with local employers and training providers to reach even more people over the coming months and years.”**



Project information

ICan

Managed by Careers South West, enhanced National Careers Service support to people over 25. The project supported people to move through their careers and broadened the reach of the National Careers Service.

ESF investment: £547,444

✉ contact@cswgroup.co.uk

📍 www.cswgroup.co.uk

Skills

Skills support for the workforce

High quality training for
thousands of people in
Cornwall and the Isles of Scilly.

From apprentice Abbie Bolt to newly appointed hotel supervisor Jeannette Young, the EU funded Skills Support for the Workforce (SSW) programme is providing high quality training to thousands of individuals across Cornwall and the Isles of Scilly to help them improve their skills and qualifications and develop their careers.

Launched in September 2016, the £4.6m SSW programme - managed by Serco and co-financed by the European Social Fund and the Education and Skills Funding Agency - has provided free training to more than 3000 individual learners and 2900 small and medium sized businesses over the past two years.

**“We have helped
individuals to improve
their knowledge
and qualifications,
which has in turn
supported the growth
of businesses”**

**“I have learnt lots
during my time as
an apprentice and it
is knowledge I can
use throughout my
working life”**

“We are very proud to be leading this programme which has had a positive impact on the lives of so many individuals and local businesses,” said Donna Lawson, from Serco. “By working with employers to “upskill” their staff, we have helped individuals to improve their knowledge and qualifications, which has, in turn, supported the growth of businesses



across Cornwall and the Isles of Scilly and boosted the local economy.”

Abbie Bolt joined Penryn based Wills Ridley, which manufactures and markets hydraulic steering gear for boats, as an apprentice in 2016. Supported by staff from SSW provider Cornwall Marine Network Ltd, Abbie not only completed her Business Administration apprenticeships in Level 2 and 3, but also took extra courses in customer services, first aid and specialist IT programmes, providing her with additional skills and knowledge.

“It is excellent to see these staff progressing in their roles and taking on additional responsibility which will further their career”

Since being confirmed as a permanent member of staff Abbie has redesigned the company’s website and social media channels, leading to a significant increase in sales. **“I really enjoyed my apprenticeship through Cornwall Marine Network Ltd,”** said Abbie. **“I have learnt lots during my time as an apprentice and it is knowledge I can use throughout my working life.”**

Cornwall Marine Network have also been able to support and upskill a growing number of staff in the Cornwall Fire, Rescue and Community Safety Service (CFRCS). The ESF funding Cornwall Marine Network have been able to access via the Skills Support for the Workforce & I CAN projects has resulted in 22 people gaining teaching qualifications which enables them to deliver accredited training in topics that form a key part of the CFRCS fire prevention and safety strategy. **“It is excellent to see these staff progressing in their roles and taking on additional responsibility which will further their career in the Fire Service. CMN’s expert tutor team very much look forward to delivering further training scheduled during the autumn and winter 2018,”** said Bethany Allen of

Cornwall Marine Network.

Jeannette was introduced to Claire Evans, Customer Liaison Officer at SSW provider Newquay for Excellence Training Ltd (NfET), on her first day as a Supervisor at Trenyhton Manor. Within an hour and a half, Jeannette was filling out the paperwork to sign up to do a Level 3 Hospitality, Leadership and Supervision Award, with her training starting the very next day.

After successfully completing the award, Jeanette has taken a number of additional units, and has shared the results of her learning with colleagues. **“I cannot believe how much I love learning,”** said Jeannette. **“The certificated training that I have undertaken has been fantastic: I have learnt something new every session.”**



Project information

The Skills Support for the Workforce project, which is now complete, provided support for employees who wished to develop their skills and enhance their career prospects. The project provided a wide range of upskilling opportunities for individuals according to their needs. The project was managed by Serco and worked with a network of training providers.

ESF investment: £5,109,778

 www.serco.com

Skills for
businesses

Cultivator



Cultivator provides tailored support to Cornish creatives.

The creative industries are the fastest growing sector in the UK economy¹ and a growing number of entrepreneurs are turning self-employed or starting their own businesses to make the most of the growth.

Cultivator, a European funded programme is being rolled out by Redruth based organisation Creative Kernow, specifically to help established and aspiring Cornish creative entrepreneurs develop their skills and grow their businesses.

**“I would not
be where I
am without
Cultivator”**

**“Cultivator... has
generated amazing
benefits for SME
creative industries
businesses across
Cornwall and the
Isles of Scilly”**

Since the project delivery started in January 2017 over 650 creative businesses have been benefitting. Cultivator Director Jane Sutherland explains, **“Cultivator is an innovative project providing**

tailored support from pre-start individuals through to established SMEs. The fact that the ERDF funded business support programme is directly aligned to the skills programme, which is supported by ESF funding, results in a uniquely integrated programme of skills and business development for the Creative Industries sector in Cornwall and the Isles of Scilly.”

At the heart of Cultivator is a team of seven well-connected creative business advisors who provide entrepreneurs with mentoring and coaching to help them move forward. Silver Sapling a hand-made jewellery business based on St Mary's in the Isles of Scilly, is one of the businesses who have benefitted. Silver Sapling owners Ben and Lucy Gerrard say, **“The grant has enabled us to come to St Austell College to attend an enamelling course, leading us to expand our silver jewellery collection. During the visiting season, we are now running enamelling taster sessions for visitors, diversifying our income avenues.”**

Participants highlight the importance of the connections made through the Cultivator network and the skills development programme. It enabled the training and collaboration of St Just based ceramicist Lamorna Gore with educational ceramic studio Brickworks, based in Penryn.

“Cultivator enabled me to learn new techniques and processes which have taken my work in a direction I never initially imagined.”

Lamorna says, **“I would not be where I am without Cultivator - by supporting my training, Cultivator enabled me to learn new techniques and processes which have taken my work in a direction I never initially imagined.”**

The programme has already run over a hundred skills development sessions and networking events. Lamorna adds, **“Attending the talk led by Sarah Brittain-Mansbridge massively increased my knowledge and confidence in approaching galleries. As a result my work is now going to be displayed in five contemporary galleries including in Cheltenham and Bristol.”**

Connecting people aspiring to work in the creative industries to established businesses is another key outcome of the ESF funded programme, resulting in the placement of over forty interns and seven businesses taking on apprentices.

Textile designer and print maker Helen Round, based in Mount Edgcumbe has taken on two new full-time apprentices and one intern after engaging with the programme. Helen explains, **“This is a real cold spot of Cornwall and finding employment here in the creative industries can be really difficult for young people. I feel very proud we have been able to do that through Cultivator.”**

Cultivator also offers targeted investment to help

businesses build capacity. Over 250 creative industry businesses have received grants as part of the ERDF funded business support. Following a meeting with her business advisor, Helen decided to bid for a grant to purchase a tunnel dryer.

“It helped us enormously- the production time is now three times quicker, which means we can take up larger orders from inland and overseas.”

Jane Sutherland adds, **“Cultivator is a great project to deliver, that has generated amazing benefits for SME creative industries businesses across Cornwall and the Isles of Scilly. Working with teams from our four delivery partners; the University of Plymouth, Real Ideas, Cornwall College and Business West also makes it a very collaborative project.”**



Project information

Cultivator works with businesses in the creative industries — from start-ups to established enterprises — to help them achieve their growth potential. Support includes specialist coaching, mentoring and targeted investment, as well as advanced skills for businesses in the creative sector.

ERDF investment: £1,999,116

ESF investment: £998,975

✉ enquiries@cultivatorcornwall.org.uk

📍 www.cultivatorcornwall.org.uk

1. [Growing the UK's Creative Industries 2018](#), Creative Industries Federation

www.creativeindustriesfederation.com/sites/default/files/2018-12/Creative%20Industries%20Federation%20-%20Growing%20the%20UK's%20Creative%20Industries.pdf

Skills for
businesses

REACH Cornwall



YMCA Cornwall benefits from tailored training led by REACH.

Shaping the future of skills provision in the social care and health sector may not be the first thing you associate with YMCA Cornwall, but Corporate Services Manager Louise Mallas is clear that the charity shares many of the challenges faced by the care providers taking part in the EU supported REACH Cornwall project.

**“People working
in social care and
health... are doing an
amazing job, but there
are not enough people,
with the right skills, to
meet growing needs”**

Part-funded by the European Social Fund (ESF) through the Cornwall and Isles of Scilly Growth Programme and delivered by Truro and Penwith College, REACH Cornwall is bringing employers together to address the pressures facing the health and social care sector.

“While people working in the social care and health sector in Cornwall and the Isles of Scilly are doing an amazing job, there are simply not enough people, with the right skills, to meet the ever growing need for these services,” said REACH Cornwall Project Co-ordinator Jenny Gramnes. **“We want to raise excellence and aspiration in care and health by working with employers to identify skills shortages and develop tailored courses to provide those skills.**

“Whether they are managing a small or large healthcare organisation, own a care home, run support groups or therapy services, or are involved at the grass roots level, they are all facing the same pressures. Thanks to ESF funding from the Growth Programme we have been able to create a forum in which the sector can come together and discuss how to address these issues.

“Over the past few months we have staged a number of events for employers to meet and discuss the training they need, as well as the challenges they face in recruiting and retaining staff. We are now working together to develop high quality solutions that work for their teams.”

Louise Mallas met the REACH project at an apprenticeships event and, realising YMCA Cornwall shared many of the same challenges as the social care and health sector, she accepted the offer to join the forum.

Originally established in 1877, YMCA Cornwall now provides supported housing for young people aged 16 to 25 who are vulnerable, homeless or at risk of becoming homeless.

“We provide young people with a secure, stable foundation so they can move towards independent living and access education, training and employment,” explained Louise. “They can stay in the accommodation for up to two years or up to four years if necessary, with support and guidance provided by a team of dedicated workers.”

“We want to raise excellence and aspiration in care and health by working with employers”

One of the key challenges for the charity is recruiting staff – an issue Louise discovered was shared by many members of the forum. As a result REACH Cornwall, in collaboration with the Cornwall Adult Health & Social Care Learning Partnership (CAHSC), arranged for a leading expert in recruitment to be a guest speaker at an event staged at the Eden Project.

“Working with REACH and other members of the forum has already proved really beneficial to our charity”

“The speaker was brilliant and I learnt so much from the session,” said Louise.

“I came back full of excitement at what I had heard. We put some of his suggestions into practice the next time we recruited for staff – generating our highest number of applications.”

Louise has also attended a session on Marketing and Communications with another member of her team and is looking forward to taking part in further meetings of the forum.

“One of the most positive things about REACH is that they consult you on the support and training you need – rather than just drawing up their own programme,” she said. “This means that the sessions are targeted at addressing the challenges you are facing. We have changed the way we recruit staff with very positive results and are now reviewing our communications.”

“Working with REACH and other members of the forum has already proved really beneficial to our charity and I am sure we will benefit further in the future.”



Project information

REACH Cornwall is developing and supporting the REACH Cornwall Forum whose focus is on improving the labour market relevance of education and training systems for the health and care sector, and facilitating the transition from education to work.

ESF investment: £500,000

✉ healthandcare@truro-penwith.ac.uk

🌐 www.reachcornwall.org.uk



Current projects

Key

i for Individuals

e for Employers

Ambitions

i

Ambitions aims to give unemployed and economically inactive young people aged 15 – 24 greater access to a wide range of activities to help them progress into education, employment (including self-employment) or training.

www.ambitionscornwall.co.uk

Community Led Local Development

i

e

Making positive change in core neighbourhoods across Cornwall, CLLD supports businesses and people to gain funding for projects that will make a difference to their communities and the local economy; creating jobs and opportunities, helping individuals to gain skills and confidence, and enabling businesses to grow.

www.communityledcornwall.co.uk

Cornwall and Isles of Scilly Skills Hub

e

The Skills Hub connects businesses with training and support to help them grow. The expert team can help identify skills gaps or barriers to growth and navigate the range of skills and training opportunities.

www.ciosgrowthhub.com

Developing Leaders

e

Developing Leaders focuses on training people to gain recognised leadership qualifications and provides a range of wrap services to meet individual and employer needs such as 1:1 coaching. The project can also offer leadership courses tailored to specific organisations.

www.truro-penwith.ac.uk/working-with-business/how-we-support-you/esf-developing-leaders-project

Developing Restorative Leadership

e

This project delivers a Level 3 qualification for Teaching Assistants and Healthcare Assistants using the Restorative Practice model. The course champions inclusion, participation and empowerment and focuses on communication and problem-solving for preventing conflict or responding to it constructively.

www.restorativeleadership.org.uk

Developing Skills for Business

e

Developing Skills for Business is working to improve the labour market relevance of education and training systems and supports businesses to address their skills needs.

www.cornwall.ac.uk/developing-skills-for-business

Game Changer

i

Game Changer supports 15-24-year olds to develop the skills they need to get into work, education or training.

www.realideas.org/Game-Changer



Grow Digital Cornwall

Grow Digital Cornwall works with businesses to identify their digital skills needs to increase business productivity, improve competitiveness and access new markets.

www.growdigitalcornwall.co.uk

Hospitality Table Cornwall

Hospitality Table brings together employers from the hospitality and tourism sectors to create initiatives that raise career aspirations, increase recruitment and develop bespoke approaches to learning to improve skills, productivity and quality.

www.hospitalitytablecornwall.co.uk

Innovation in Higher Skills

This project is improving the labour market relevance of skills by developing links between small businesses and educational institutions. This includes work experience placements for students so businesses can benefit from new knowledge and students can gain industry-relevant experience.

www.truro-penwith.ac.uk/ihs

Liskeard Together

Liskeard Together supports people who are not working to develop their confidence and life skills through training and connections with the local community.

Living Well to Work

This project is exploring the potential of the Living Well approach for delivering inclusive labour markets, promoting equal opportunities, active participation, and improving employability. It is led by The Learning Partnership and delivered through a number of partner organisations.

www.cornwall-learning-partnership.org

Positive People - Coast to Coast

Covering mid-Cornwall, Positive People Coast to Coast offers a lifeline to people who are not in work no matter what the reason. The project helps people build confidence, skills and find a sense of hope for the future.

www.positive-people.org.uk

Positive People - South & East

Covering south east Cornwall, Positive People South & East offers a lifeline to people who are not in work no matter what the reason. The project helps people build confidence, skills and find a sense of hope for the future.

www.positive-people.org.uk

REACH Cornwall

REACH Cornwall works closely with local social care and healthcare organisations to develop and deliver dynamic, innovative and responsive training. The project also provides a platform to raise the profile of the sector and inspire people of all ages to consider careers in care and health.

www.reachcornwall.org.uk

Recovery College Cornwall

Recovery College Cornwall aims to create a new pathway for people experiencing mental ill health to learn to recover from illness and live healthy, connected and positive lives, contributing to communities in a way that benefits both them and society.

www.recoverycollegecornwall.org.uk



Sustainable Lives



This project aims to help people take gentle steps back into work or training, while building friendships and connections with people in their community. Based at Newquay Community Orchard the project offers hands-on experience in gardening, outdoor cooking, construction, crafts, conservation and more.

www.newquayorchard.co.uk/sustainablelives

Together for Tourism Futures



TF2 works with businesses at three distinct levels: organisational, operational and individual. The project is designed to identify and define the environment in which a business functions, then policies, procedures and standards are then established to deliver agreed goals through the development of key individuals within the company.

www.nfet.co.uk/tf2

Village Works



This project works at local level with the most economically excluded and unemployed people in rural coastal areas to help them into personal and skills development and employment programmes. It uses methods that are sustainable and can be replicated in other locations.

www.inclusioncornwall.co.uk/practice/village-works-2/village-works

Who Dares Works



Who Dares Works brings together seventeen social enterprises to help people who need the most support to connect or reconnect with work, education and training. The partnership helps participants help themselves, wherever possible through helping others.

www.activeplus.org.uk/who-dares-works

Widening Participation in Higher Level Skills



Delivered by Truro & Penwith College, Cornwall College and the University of Exeter, this project is broadening participation in higher level skills by raising aspirations and awareness of opportunities, particularly supporting those least likely to enter higher or further education.

Work Routes



Focusing on those who are most disadvantaged and furthest from the labour market, this project provides tailored support to address worklessness. Flexible, personalised packages of support enhance engagement and work readiness, and in-work support helps ensure employment can be sustained. Delivered by Reed in Partnership, Lizard Pathways and Pluss.

www.workroutes.co.uk

Working Together - Atlantic & Moor



Working Together Atlantic & Moor helps tackle the poverty and social exclusion faced by the most disadvantaged people. The project is managed by The Learning Partnership for Cornwall and the Isles of Scilly and delivered by a network of partner organisations.

www.cornwall-learning-partnership.org

Project locations

Isles of Scilly



Cornwall and Isles of Scilly wide projects

- Ambitions
- Cornwall and Isles of Scilly Skills Hub
- Developing Leaders
- Developing Restorative Leadership
- Developing Skills for Business
- Grow Digital Cornwall
- Game Changer
- Hospitality Table Cornwall
- Innovation in Higher Skills
- Living Well to Work
- REACH Cornwall
- Recovery College Cornwall
- Sustainable Lives
- Together for Tourism Futures
- Widening Participation in Higher Level Skills
- Work Routes

Village Works

- Bude
- Camelford
- Helston
- The Lizard

Liskeard Together

- Liskeard

Atlantic and Moor Local Action Group



- **Community Led Local Development**
communityledcornwall.co.uk/local-action-groups/atlantic-and-moor-lag/
- **Working Together Atlantic & Moor**

South and East Cornwall Local Action Group



- **Community Led Local Development**
communityledcornwall.co.uk/local-action-groups/south-and-east-cornwall-lag/
- **Positive People - South and East**

Coast to Coast Local Action Group



- **Community Led Local Development**
communityledcornwall.co.uk/local-action-groups/coast-to-coast-lag/
- **Positive People - Coast to Coast**

West Cornwall Local Action Group



- **Community Led Local Development**
communityledcornwall.co.uk/local-action-groups/west-cornwall-lag/
- **Who Dares Works - West Cornwall and IOS**

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