

# EUROPEAN SOCIAL FUND CASE STUDIES

CORNWALL AND ISLES OF SCILLY  
GROWTH PROGRAMME



European Union  
European  
Social Fund



CORNWALL &  
ISLES OF SCILLY  
GROWTH  
PROGRAMME



PEOPLE

WORK

INCLUSION

DEVELOPMENT

SKILLS



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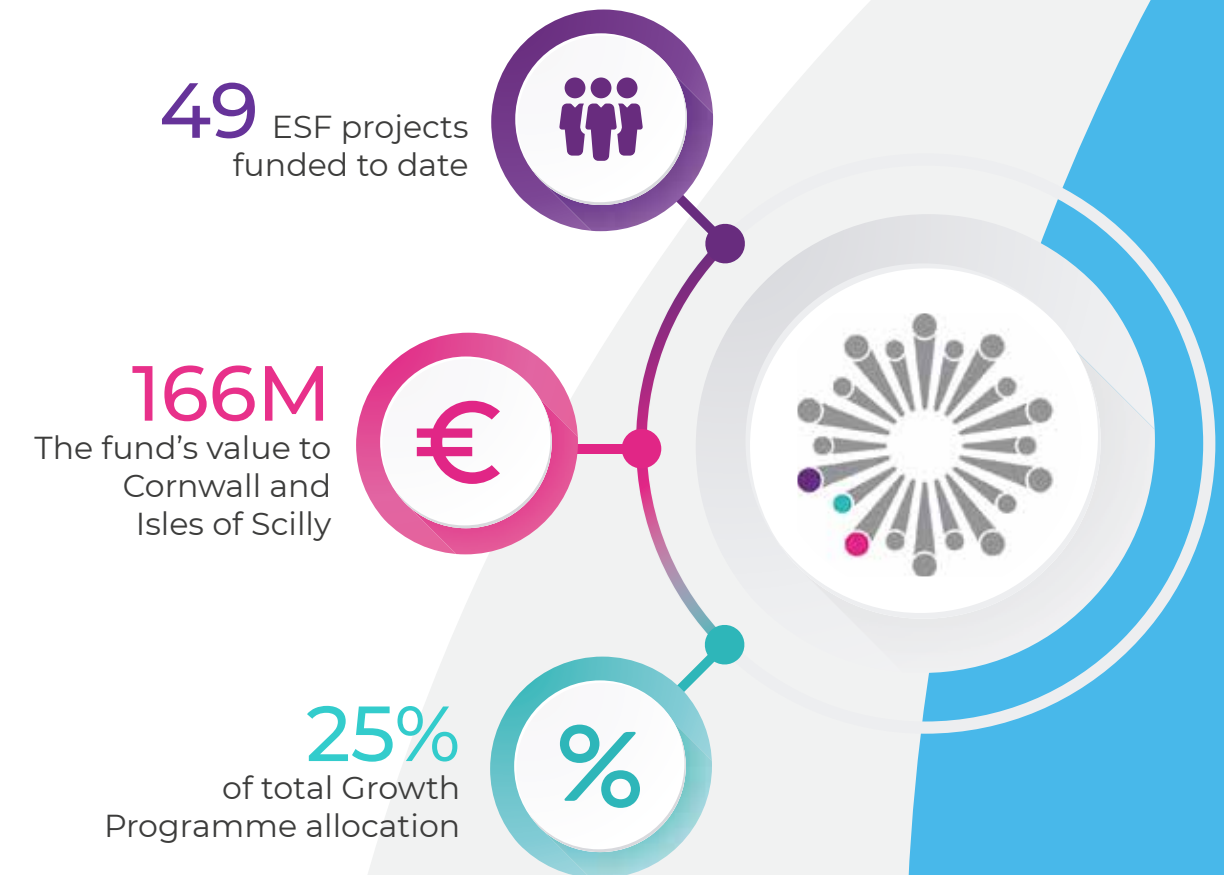


## FOREWORD

by **Frances Brennan**, Chair of the Cornwall and Isles of Scilly Local Enterprise Partnership Employment and Skills Board

Cornwall and the Isles of Scilly, like my many other parts of the UK, are being heavily impacted by the Coronavirus pandemic. Families, individuals and businesses are worried for the future, child poverty continues to rise and so is the risk to jobs and future trade. Our county has already seen some of the highest take-up rates in the UK of the Government's job retention scheme and disproportionate increases in the numbers of people claiming unemployment benefits compared to the rest of England. In addition to the support brought by the Government, local initiatives funded by the European Social Fund (ESF) continue to support businesses, providing training and upskilling opportunity for their staff, also helping people of all ages, from all backgrounds, to access support to become more personally and financially resilient. An additional £10.7m from ESF match by a further £2.25m for Cornwall Council has been announced this autumn, calling for new projects that will boost business growth, continue to upskill our local workforce, and further support the inclusion of the most excluded. To help individuals understand and access the support available, we are very pleased to announce that the People Hub project, which was established through funding from Cornwall Council during the lockdown, has been successful in receiving £4.2m ESF funding. This means People Hub will be able to continue its essential work, during this crisis and beyond, of signposting Cornish residents to help available locally on issues ranging from employment and redundancy to benefits and financial matters. Support providers, many whom are funded by ESF, are showing a tireless commitment to improving lives of the Cornish people. More than ever, the organisations on the ground must work hand in hand to reach out to the people in our community and provide them with the tools that will strengthen their resilience. Looking ahead, it is essential that ESF funding is used strategically to build on this determination to help individuals, families and employers through the challenges they are facing, keeping in focus that we are stronger together and we will need each other to rise beyond this crisis.

## 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.

## Transforming the lives of young people

# GAME CHANGER

**Game Changer helps young people across Cornwall and Isles of Scilly aged 15-24, who are currently not in education, employment or training / may be at risk of not succeeding in education or training, to thrive.**

It supports them to overcome challenges, understand their strengths, develop skills and experiences and build networks, resulting in more than 60% of them moving into work or long-term learning on exit.

The programme helps participants gain the confidence needed to succeed. The programme connects them from the beginning with the local employers and links them to key economic growth sectors in the region. It raises aspirations, opens pathways and enables employers to recruit their staff of the future.

### HEAR FROM SOME OF OUR PARTICIPANTS

Young people are offered opportunities across different sectors through placements, work tours, group experiences and mentoring. There are chances to learn skills from interview techniques to creating a CV, accredited skills for careers, confidence building through cooking and drawing to peer led campaigns that help others and more.

*"My experience with Game Changer has been hugely positive and had a great impact on me both in terms of my employment but also as a person. Working with them helped me feel proactive and gave me some much-needed clarity where before there was only post-graduation panic and uncertainty. I feel far more able to give myself credit for my abilities and tackle social situations with more confidence as a result of the holistic approach taken by Game Changer."*

*Johanna, Game Changer participant*

### Joanna – From Cardiff to Cornwall

Joanna was looking to return to Cornwall but was not sure of the job prospects available. After struggling with applications and barriers to gaining employment increased, she was referred to Game Changer through a friend. Her navigator looked at getting her confidence up so she felt positive when applying for jobs with career progression.

"My experience with Game Changer has been hugely positive and had a great impact on me both in terms of my employment but also as a person. Working with them helped me feel proactive and gave me some much-needed clarity where before there was only post-graduation panic and uncertainty. I feel far more able to give myself credit for my abilities and tackle social situations with more confidence as a result of the holistic approach taken by Game Changer."

### Lydia – Boxing, festivals and more

Game Changer offered Lydia the opportunity to grow her confidence and experience different things. From starting boxing lessons to practicing art, Lydia even had the chance to display some of her work at the popular Illuminate light festival in Plymouth.

"You can engage in quite a lot of different and exciting activities... Anything from art to English courses. Anything you want to do, they can try and help you with. Working on your own initiative is important but the Game Changer navigators are there to help and give a lot of support with the industry links that they can pass on to you. It's been a really positive experience for me."

### WORKING WITH PARTNERS TO OFFER EVEN MORE

Led by Real Ideas, the programme works with a range of partners, including Cornwall Marine Network, Creative Kernow, Eden Project, Pentreath, White Gold Cornwall,

*"You can engage in quite a lot of different and exciting activities... Anything from art to English courses. Anything you want to do, they can try and help you with. Working on your own initiative is important but the Game Changer navigators are there to help and give a lot of support with the industry links that they can pass on to you. It's been a really positive experience for me."*

*Lydia, Game Changer participant*

*Photo: Real Ideas Organisation*

## 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 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**

✉ [gamechanger@realideas.org](mailto:gamechanger@realideas.org)  
 🌐 [www.realideas.org/game-changer](http://www.realideas.org/game-changer)

Cornwall Adult Education and local businesses to provide participants with opportunities to achieve a brighter future.

Partners offer expert support for young people and every young person has a navigator to walk alongside them and build their resilience provide personalised support for their situations.

Sector partners provide links to employers and career pathways providing expertise, brokering opportunities with employers and supporting young people to find their career pathways. Young people support each other, build networks and skills; many chose to give back, create campaigns that support others and employers and influence the design and content of the programme in ongoing ways.

Game Changer has helped over 1,100 young people since starting in 2017. Over 63% of young people leaving the programme being in employment, education, apprenticeships or training. Those who don't find that next step leave with increased confidence, fewer barriers, a wider network and recognised skills. Real Ideas is looking forward to welcoming more young people onto the programme.



## Support for young people

# AMBITIONS

**The Ambitions project, which closed in July 2020, delivered a range of activities such as careers guidance, employability skills and work experience and tasters sessions to nearly 1600 young people aged 15 - 24. It helped young people overcome barriers and supported their progression into employment, education or training.**

Here is the experience of Oliver\* who took part in the project. Oliver\* was in his third year of college and making progress on Business Level 3. However, he was not enjoying the course and started to feel like he was going in the wrong direction. The concerns about his future started to mount up and he was soon referred to Ambitions. Consequently, he withdrew from the course but could continue studying GCSE English.

Oliver is a wheelchair user with an EHCP and requires additional support and specific arrangements, but this has not been a barrier for him. He will use taxis to get to college or go to the gym, is an active and fit person and enjoys being part of the wheelchair basketball team. Oliver is also from a supportive and close-knit family and lives with his mum, stepfather and sister.

After working with Oliver and building a rapport with him, it soon became clear that he had a keen interest

in a career within a primary school setting. This was a surprising revelation as he came to us looking at a career in accountancy and strongly considering an apprenticeship in that field. So, the next steps were for Oliver to delve deeper into his interest. The project helped him to develop his CV and get this out to prospective apprenticeship providers and employers in the town. With some action Oliver soon found himself at a placement in a local primary school, where he has been since January! At first the arrangement was for him to attend every Thursday morning until the end of the year, however, this soon turned into all day every Wednesday.

The Ambitions project helped Oliver to get his DBS check via the flexible support fund and this has enabled him to get even more from the experience. Oliver has been able to lead sessions, does not require constant monitoring and has been able to spend more time at the school as a result of the DBS check. This placement has made all the difference to Oliver and has helped him to discover his passion for the primary education sector. So much that he is enquiring with his headteacher about apprenticeships and other openings at his current setting. Oliver has an exciting future ahead of him and has so much he can offer. We wish him the very best with his chosen career path.

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

*\*name has been changed for this article*



### PROJECT INFORMATION

The Ambitions project provided preventative support to young people at risk of NEET in local schools and colleges as well as supporting NEET young people in the community. Led by CSW Group, the project worked closely with five key partners across Cornwall and the Isles of Scilly to provide some of Cornwall's most disadvantaged young people with the advice and guidance they needed to help them on their way.

**ESF INVESTMENT: £3,800,000**

 [www.ambitionscornwall.co.uk](http://www.ambitionscornwall.co.uk)

94% of Ambitions' participants reported feeling more confident about their future.

## Community Grants

## COMMUNITY LED LOCAL DEVELOPMENT

**Community Led Local Development (CLLD) uses EU funding to make a positive change in core neighbourhoods across Cornwall.**

Since 2018, CLLD has supported over 97 innovative projects which are making a difference to their local economies by: creating jobs and opportunities; helping individuals to gain confidence and skills; and enabling businesses to grow.

One such project, Aspire, is supporting residents of Camborne, Pool, Illogan, & Redruth. This project is aimed at those who face barriers to work and training that may be caused by low levels of physical fitness, mental health issues, and/or learning difficulties or disabilities.

The programme is the brainchild of Steve Fenney who says, "I approached CLLD with an idea for a project borne out of my own experiences, where the sense of achievement and wellbeing gained from physical activity provided me with the confidence to challenge my insecurities and strive for my personal and professional goals. I had the passion, but without CLLD's advice, guidance, and support, I doubt that

"As a nation, we desperately need to tackle the impact of poor physical health. The programme makes a whole range of physical activities accessible, rather than simply signposting to them."

I would have got the programme off the ground or that we'd be making the difference that we are. We make a wide range of physical activities accessible to people that wouldn't normally have access to them. We encourage people to stretch their physical, mental, and social limitations in small increments, in an environment of empathy and peer support. Using a blend of evidence-based and experiential practices, we provide education and skills training in physical activity, nutrition, and wellbeing, in contrast to simply delivering boot camps with a 'big stick' approach. This way our clients become empowered, self-reliant, and confident in their abilities and this spills over into other spheres of life."

Alongside activities such as swimming, cycling, walking, running, strength training, and flexibility, participants attend psychological training sessions which help them to improve self-esteem, resilience, and social confidence. Training in basic employability skills, such as using a computer, writing a CV, job applications, and interview skills is also provided, together with the opportunity to discuss career and training opportunities in partnership with Cornwall College.

One of the many people helped so far is Sue, 62, who had previously been a full-time carer for her husband. She wanted to get back into the workplace but, due to the time-constraints of her caring role, she had gained weight and become generally unfit. The length of time since she had last been in the workplace had also knocked her confidence. The programme allowed Sue to participate in walking, yoga, Pilates, and gym sessions. "I was very fortunate to be enlisted into the Aspire project. It came at a time when I felt I was almost ready to return to work after a period of about 10 years. I found that the support I was given gave me

the confidence I needed to get back to job hunting and led to my current employment".

Judith Hann, Programme Manager for Community Led Local Development, adds, "We work in specific parts of Cornwall, where people's lives are often impacted by unemployment and a lack of opportunity, so we look to support projects that will make a difference to the local economy. Projects such as Aspire are a perfect example of how ESF funding can be used to make a lasting difference to people's lives, giving them a helping hand to overcome whatever is holding them back, especially in these difficult times. We have committed over £3.65m of a total of £ 5.89m ESF funding. We are still looking for innovative, interesting projects that will support people to develop through learning and work."

## PROJECT INFORMATION

The Community Led Local Development (CLLD) programme was launched in 2017 to support some of the most deprived communities across Cornwall. Focusing on four core neighbourhoods, Atlantic & Moor, Coast to Coast, South & East Cornwall and West Cornwall, the programme offers grants of more than £1000. Funding is provided for innovative projects which tackle issues such as social exclusion, low levels of employment and business start-up.

**ESF INVESTMENT: £5,890,000**

✉ [clld@cornwalldevelopmentcompany.co.uk](mailto:clld@cornwalldevelopmentcompany.co.uk)  
 🌐 [www.communityledcornwall.co.uk](http://www.communityledcornwall.co.uk)



Photo: Steve Fenney - Optiadapt

"I approached CLLD with an idea for a project borne out of my own experiences, where the sense of achievement and wellbeing gained from physical activity provided me with the confidence to challenge my insecurities and strive for my personal and professional goals. I had the passion, but without CLLD's advice, guidance, and support, I doubt that I would have got the programme off the ground or that we'd be making the difference that we are."

**CLLD** Enabling Business  
Inspiring People



## Support into work

## WORK ROUTES

**Work Routes is an initiative co-founded by the Department for Work and Pensions and European Social Fund offering tailored and practical support to individuals to help them reconnect with work.**

The Cornwall Work Routes service has been working with Cornwall Care to fill urgent vacancies including in the care sector.

Redruth jobseeker Thomas Bone had been using the Work Routes service to gain more experience for job interviews and increase his confidence to start working.

When Cornwall Care started recruiting at the start of the coronavirus lockdown, Thomas was able to use the interview skills he'd been practising to have a successful video interview. Thomas is now working as a Healthcare Assistant – he said:

“I feel so much better in myself – I now have my own money, to save and spend, and I have more confidence which is growing each day.

“I feel so much better in myself – I now have my own money, to save and spend, and I have more confidence which is growing each day”

“My future is going to be with Cornwall Care and I am looking to work hard, train, and move up the ranks in my career. I couldn't have done this without the support of Work Routes.”

Work Routes offers Cornish people completely free, one-to-one employment support – including free in-house skills training; job searching; interview practice; financial assistance with childcare and travel; and support in dealing with other potential barriers such as housing or lone parenthood.

As well as a one-to-one Employment Adviser, ESF Work Routes offers participants support from a Skills Trainer and a Health, and a Wellbeing Adviser to help them address employment barriers such as mental and physical health issues, diet, mindset and a lack of skills.

The service is delivered throughout Cornwall by Reed in Partnership, and can be accessed online. If you are over 16 and currently unemployed, visit [workroutes.co.uk](http://workroutes.co.uk) for more information.

Work Routes is delivered in partnership with the Department for Work and Pensions and funded the European Social Fund.

“My future is going to be with Cornwall Care and I am looking to work hard, train, and move up the ranks in my career. I couldn't have done this without the support of Work Routes.”

## 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](http://www.workroutes.co.uk)



Photo: Proud to Care

**Proud to Care Cornwall** is an initiative to promote career opportunities in the care and health sector across Cornwall and is supported through ESF funding.  
Find out more:  
[www.proudtocarecornwall.org.uk](http://www.proudtocarecornwall.org.uk)



**WORK ROUTES**



## Inclusion

## POSITIVE PEOPLE

**The partnership between Cornwall Marine Network (CMN) and Pluss through Positive People enables individuals to overcome their challenges, and tap into their uncovered skills, to help them access employment.**

Zara Shoesmith, Employability Coach at Cornwall Marine Network, shares how she supported a young man living near St Austell who was looking for employment. Zara explained, “Hayden is a young man suffering with severe dyslexia and after spending most of his childhood in France, his English reading and writing skills are limited. His fairly remote location also limited his opportunities as he had to rely on public transport.”

“Hayden is a lovely, well mannered and quiet individual who was willing to undertake any work as he wanted to ease the financial burden on his parents who he still lives with.”

“After helping Hayden to update his CV, we agreed that I would have a walk around the local area

and speak with businesses to enquire about any employment opportunities. The first business I spoke to was a wood yard and they confirmed that they did need someone on a casual basis, but needed them to start immediately.”

“I phoned Hayden who was now on his way home and he came straight back to meet the employer and was offered a work trial for the following morning. Hayden arrived early for his trial and then continued to work the following week in between his Fork Lift course.”

“When I visited a couple of weeks later, the manager told me how Hayden had really impressed him. He was reliable, hardworking, followed instructions well and fitted in well with the rest of team. He was very interested in the fact that Hayden could speak fluent French as he has a lot of business contacts in France. He realised that all he needed was an opportunity and with this in mind offered him a part-time permanent contract.”

“Hayden told me that he was really happy to be working and although this may not be his long term goal, this was a good place to start.”

“Since I last spoke to Hayden, he is now working for the company full time and is doing very well.”

Positive People is jointly funded by the Big Lottery Fund and the European Social Fund as part of the Building Better Opportunities programme. Working in partnership with organisations across Cornwall the project aims to tackle the root causes of poverty, promote social inclusion and drive local jobs and growth.

“Hayden told me that he was really happy to be working and although this may not be his long term goal, this was a good place to start.”

“Since I last spoke to Hayden, he is now working for the company full time and is doing very well.”



## 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**

✉ [info@positive-people.org.uk](mailto:info@positive-people.org.uk)  
 🌐 [www.positive-people.org.uk](http://www.positive-people.org.uk)





## Inclusion

## POSITIVE PEOPLE

**Andrew from Redruth was out of work for ten years due to illness, which lead him to being in a difficult place with his mental health. After a lot of hard work and determination, Andrew has made it back through to the other side and has successfully found employment. He has told his story in the hope that it will help anyone else in a similar situation.**

"I like being around people, working with people, helping people. I also have a background in business and business development.

"I'd really like to get into a meaningful job. It's got to be a job that I enjoy, having been off work for ten years now due to illness. It's been quite a journey so now we're looking at me getting back in to some sort of employment that will not only pay the bills but give a personal reward as well.

"It was difficult. I went from being a bit ill and needing a few months off work, to being told I may never work or even walk again. Money was running out and I ended up in the benefit system – that's when you soon learn that life isn't what you thought it was.

"I've got all the tools now to deal with my mental health, the physical health took some learning. You have to learn where your boundaries are, accept them, and that's a very big part of everyone's journey I think."

"It then started to affect my mental health as well as my physical health and it did get to the ultimate low at one point. It's been a lot of work to get back from there.

"I saw no way out, but luckily, I managed to find that way out through a bizarre set of coincidences, but it just so happened that way.

"The support and help were the main things that pushed me through. If I didn't have the support of a particularly fantastic mental health worker I probably wouldn't have got back.

"I've also got an incredibly supportive family, even people I've run into since then have been really supportive. Part of the journey is learning to take that support and use it in a constructive way. It's great for people to put support in front of you but if you don't take it and run with it then it perhaps might not be as effective as you might wish.

"I've got all the tools now to deal with my mental health, the physical health took some learning. You have to learn where your boundaries are, accept them, and that's a very big part of everyone's journey I think.

"You've got to look at what you want to achieve and what others can help you achieve. I want to be interacting with people and if I can do this as well as helping people then even better.

"Getting back into employment would be the end of the journey for me. It's always been my aim – I want to go back to work. I don't want to be just existing and I don't want to always be dealing with the benefit system.

"It will also, in turn, have an extremely positive effect on my mental health, having a bit of extra money, having the social aspect of work, interacting with people and doing something valuable.

"Positive People has been a massive help. It has put me back in touch and given me ideas to get me to where I am now. I've gone back to the work route via volunteer work. I would never have considered that – it was one cup of tea, one conversation and suddenly I thought – 'Crikey, that's a good idea!'.

## PROJECT INFORMATION

Operating in South and East Cornwall, Positive People 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:

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 🌐 [www.positive-people.org.uk](http://www.positive-people.org.uk)

"Positive People has been a massive help. It has put me back in touch and given me ideas to get me to where I am now. I've gone back to the work route via volunteer work. I would never have considered that – it was one cup of tea, one conversation and suddenly I thought – 'Crikey, that's a good idea!'.

"It's completely changed my life around. Now I'm literally on the cusp of going back to work".

Andrew is now employed by Newquay Orchards as a Change Coach. A massive congratulations to him and we wish him all the best!





## Inclusion

## WHO DARES WORKS

**Freelance artist, Christiane Berghoff, is among the thousand participants who have already received support from the Who Dares Works partnership project, describing her time as “a lifesaver”. Building on her newfound confidence, she launched her first solo exhibition at the Penryn university campus within weeks of leaving the project.**

Christiane graduated from Falmouth University in 2015 with a Masters in Art and Environment which should have been the start of an exciting new chapter in her life. Instead it was the beginning of, “four years of a personal rollercoaster”, she said.

Her former partner and best friend died suddenly in early 2016. By the end of the year she’d suffered a suspected stroke and was being treated for anxiety and depression. Christiane then separated from her new partner and left the home they shared. By the time she joined Who Dares Works in 2018 her mum had also died. Christiane said, “Looking back I think what I had was burnout. I was in a mental and emotional situation where I had no self-belief to look after myself and my own affairs.”

“An amazing boost to my self-confidence. I feel much more equipped for example to write proposals for work, to find the right sort of language to get my ideas forward.”

With her son away at university, she was on her own for the first time in her life, a situation she described as “quite scary”. Her savings were dwindling and she had no other income. Despite needing a job, Christiane’s main priority was dealing with her mental health issues.

She accessed specialist support from Who Dares Works partner Pentreath which helped her to cope with her panic attacks, and with the continuous support of her mentor by the spring of 2019 she was ready to consider finding work again. “I had ideas what I wanted to do but I just wasn’t there yet,” she said.

Christiane admitted she had low expectations at first - a part-time job in a local café appeared to be the height of her ambitions. But she worked closely with the Who Dares Works, work ready team, building a new CV and applying for jobs more suited to her skills and abilities. She secured an interview with the University of Exeter which she described as, “an amazing boost to my self-confidence” and although she didn’t get the job it encouraged her to pursue her ambition of becoming a freelance artist and textile teacher. “I feel much more equipped for example to write proposals for work, to find the right sort of language to get my ideas forward.” she added.

Before she joined Who Dares Works, Christiane had already been accepted on the Creative Exchange Programme at the University of Exeter, which shares a campus with Falmouth University in Penryn. Working in the walled garden there, she harvested plants and extracted their pigments to dye woollen threads – a practice which was used for centuries but is now almost forgotten.

She then stitched the dyed threads to panels which are now being exhibited at the Environment and Sustainability Institute at Penryn. Christiane wants the exhibition to be a launchpad for her artistic and teaching practice, but doubts it would have happened if she hadn’t joined Who Dares Works. Christiane said, “It was

“It was a lifesaver for me because when I think of where I was when I started, and although I still get the occasional panic attack and the anxiety hasn’t entirely gone away, I’m now moving forward.”



Photo: Christiane Berghoff



## PROJECT INFORMATION

Funded by the European Social Fund and the National Lottery Community Fund, as part of the Big Lottery’s Building Better Opportunities Programme, Who Dares Works is led by Active Plus and brings together eighteen social enterprises to help people across West Cornwall and the Isles of Scilly 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**

✉ [whodaresworks@activeplus.org.uk](mailto:whodaresworks@activeplus.org.uk)  
 🌐 [activeplus.org.uk/who-dares-works](http://activeplus.org.uk/who-dares-works)

a lifesaver for me because when I think of where I was when I started, and although I still get the occasional panic attack and the anxiety hasn’t entirely gone away, I’m now moving forward.”

Andy Jones, Who Dares Works Project Manager, said “The strength in the Who Dares Works project lies within its partnership working and collaboration. All partners bring something different and unique to their delivery, which ensures a complete and holistic package for the participants to explore. Active Plus is proud to lead the project and itself has a long history of helping communities and people thrive whilst building resilience through the mantra of helping ourselves by helping others, an ethos that runs right through the project across all levels.”

Over the next year and half Who Dares Works will continue to support over 650 residents from West Cornwall and the Isles of Scilly, in building their motivation, confidence and grow their skills, also helping them access specialist support on a range of issues related to health and wellbeing, disability, substance misuse, housing and childcare.



## Skills for businesses

## CROSS-CULTURAL COMMUNICATIONS FOR SMES

Managed by Truro and Penwith College in collaboration with the University of Exeter, Falmouth University and the University of Plymouth, Innovation in Higher Level Skills is an employer-led project, which supports Cornish Small and Medium Enterprises (SMEs) and micro-businesses and help them identify their skills gaps and training needs.

Through engagement with local businesses, the University of Exeter identified that there was a need for training specific to international trade and cross-cultural communication.

As a result, a training programme was developed which featured a collaboration between the University of Exeter School of Modern Languages and the Business School. The course was originally intended to run live in May but switched at short notice to an online pilot as a result of the Covid19 restrictions. The course ran across four two-hour sessions with a small group of engaged businesses and covered topics such as the impact of language and culture on internal and external business meetings, career progression and international sales.

Dashboard Ltd is a Cornish-based business which capitalises on the internet of things to pioneer continuous real-time monitoring for industrial processes and infrastructure. With a client base that stretches around the globe, they were interested in finding out more about how their business could increase their knowledge and expertise in relation to cross-cultural communication to improve business relationships and maximise international sales.

Clara Pike from Dashboard attended the pilot course and she said that as a result of what she had learned, she was making a conscious effort to tailor presentations to different international businesses. Clara said she felt like the course had provided her with the tools to take social norms into account in preparing for international business meetings and she expected this to increase the effectiveness of these engagements.

The University of Exeter will be running a second pilot of this course later in the year.

“The course had provided her with the tools to take social norms into account in preparing for international business meetings and she expected this to increase the effectiveness of these engagements.”



Photo: Truro and Penwith College

## PROJECT INFORMATION

The Innovation in Higher Level Skills project, led by Truro and Penwith College, aims to promote improvements in the labour-market relevance of skills by facilitating active engagement between micro-businesses, Small and Medium Enterprises and the participating educational institutions. A key activity strand for this project is the brokering and facilitation of collaborative work experience placements for HE students who can bring their knowledge and skills learnt into the workplace. The placement should address a specific challenge or issue which would benefit the host business.

**ESF INVESTMENT: £1,874,426.00**

✉ [ESF\\_Innovation@truro-penwith.ac.uk](mailto:ESF_Innovation@truro-penwith.ac.uk)  
 🌐 [www.truro-penwith.ac.uk/ihs](http://www.truro-penwith.ac.uk/ihs)

## 98 WORK PLACEMENT OPPORTUNITIES FOR SMES

Work placements will be completed by HE students, who can bring their knowledge and skills learnt into the workplace. Businesses interested in hosting a placement can apply by emailing [ESF\\_Innovation@truro-penwith.ac.uk](mailto:ESF_Innovation@truro-penwith.ac.uk)





## Skills for businesses

# SKILLS HUB HELPS GARDENING START-UP'S RESILIENCE DURING LOCKDOWN

Turning over a new leaf and starting a business at the beginning of 2020 was the realisation of a long-held dream for Oliver Huddleston.

His business, Oliver James Gardens, launched at the very end of January this year. Hopes were high, ambitious goals had been set. COVID-19, however, put much of this on ice.

After graduating from the Eden Project in 2019, and following a lifelong career working with nature, Oliver wanted to take the plunge and be his own boss.

Based just outside of Falmouth, his work was to see him travel the length and breadth of Cornwall offering a range of garden services from pest control and annual hedge cutting, all the way through to lawn renovation and garden design.

Unlike many other businesses, where work can be shifted online and temporary office spaces set up at home, garden work is certainly not one that can be conducted over a Skype or Zoom call.

"I lost a few clients immediately after the lockdown announcement. Initially it was a bit of shock, as for everybody. I took a decision that I'd inform clients I'd stop working due to the uncertainty," Oliver said.

However, after a reassessment of how work could look without the need for client interaction, Oliver kickstarted his business and the results have been nothing but fruitful.

"To be honest, I've actually been busier during lockdown," he said.

"People are spending more time at home and understanding the need to be outdoors, utilising their own space."

With existing clients coming back from a pause in their operations, and lockdown restrictions beginning to ease, Oliver is using the limited spare time at his disposal to further his learning and development in the areas of accountancy and bookkeeping.

Time is precious as a new business and improving your expertise and building upon your skillset is vital at any point in time, but perhaps now more than ever before. Contacting the Skills Hub to assist with this is an investment Oliver acknowledges as being crucial to his future success.

"The contact I've had with the Skills Hub has been beneficial for me and the business, and it has taken a weight off my mind. It has been a real help as I've been recommended training that I'd never have been able to find myself," he said.



Photo: Oliver James

## PROJECT INFORMATION

The Cornwall and Isles of Scilly Skills Hub is a service that 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. Since starting in 2016, the project was extended for another three years enabling the support of businesses until 2023.

**ESF INVESTMENT FOR PHASE 1&2: £2,885,993**

 [www.ciosgrowthhub.com/the-skills-hub](http://www.ciosgrowthhub.com/the-skills-hub)

"The contact I've had with the Skills Hub has been beneficial for me and the business, and it has taken a weight off my mind. It has been a real help as I've been recommended training that I'd never have been able to find myself"

"I lost a few clients immediately after the lockdown announcement. Initially it was a bit of shock, as for everybody. I took a decision that I'd inform clients I'd stop working due to the uncertainty," Oliver said."



## New project

## PEOPLE HUB

The new Cornwall and the Isles of Scilly People Hub is an innovative triage and referral service that acts as a single access point for unemployed and economically inactive people within the county. Through a unique combination of technology and personal support, the team will provide practical help, advice and guidance on issues ranging from skills development, employment, education and finance that will help to resolve people's key issues and move them towards employment.

Experience has shown that many people struggle with non-work-related issues such as housing, health, family, personal – and that it is these issues that prevent people from even considering the possibility of work or skills development.

Through a combination of direct community delivery and technological developments, the aim of the People Hub project is to provide multi-faceted support to a series of targeted participants, allowing them to release enough 'brain bandwidth' to move on in their lives, ultimately supporting them to take key steps towards mainstream work.

A key component of the People Hub project is to take a more holistic approach to community capacity building, developing and enhancing the resources of the communities themselves to support longer term resilience and resurgence. To achieve this, the People Hub project has four key components:

"it's time we have something specifically for individuals as there is a lot of support out there that can be accessed and change lives for the better."

### The People Hub Team

One stop shop of triage and referral that will also engage 1605 eligible individuals, providing support with the development of bespoke individual Personal Action Plans (PAPs)

### The Community Connectors and Change Programme

Delivered by Konnect Cornwall who will identify and support participants directly and through personal contact via a team of Community Connectors

### The People Hub Chatbot

Delivered by Hi9 who will create a chatbot and voice user interface through smart speakers & phones to provide a new way for anyone in Cornwall who is unemployed or inactive to access vital information

### The SmartMatching Portal

Delivered by SmartMatching, the portal will enable access to a wide range of more flexible working opportunities, including mobile or field working, remote working, hub working, as well as more traditional 'building' based work. They will bring links with companies from across the UK to provide diverse opportunities for work.

Josh Hoole, People Hub Manager, said: "The People Hub is an essential service for the people of Cornwall and the Isles of Scilly, we have been signposting businesses through the Growth and Skills Hubs and it's time we have something specifically for individuals as there is a lot of support out there that can be accessed and change lives for the better. The People Hub team is here to listen to each individual help them access the right support for their needs whether it is getting the right training to move up to a new career or help to reengage with work."

The £5m ESF People Hub project, led by Cornwall Development Company will launch late in 2020.

Contact the People Hub via [peoplehub@cornwalldevelopmentcompany.co.uk](mailto:peoplehub@cornwalldevelopmentcompany.co.uk) for more information or visit [www.ciosgrowthhub.com/peoplehub](http://www.ciosgrowthhub.com/peoplehub)

## PROJECT INFORMATION

People Hub provides practical support and information to people who are currently unemployed or inactive to help resolve the key issues that may be preventing them from moving on in life.

**ESF INVESTMENT: £4,290,583**

 [www.ciosgrowthhub.com/peoplehub](http://www.ciosgrowthhub.com/peoplehub)



## KEY

- I** INDIVIDUALS  
**E** EMPLOYERS

# CURRENT PROJECTS

## BUSINESS CLUSTERS

As lead partner, Truro and Penwith College has engaged seven sector lead partners to review and revise the local training offer in line with industry requirements. Truro and Penwith College will maintain the successful Hospitality Table Cornwall ([www.hospitalitytablecornwall.co.uk](http://www.hospitalitytablecornwall.co.uk)) and REACH Cornwall ([www.reachcornwall.org.uk](http://www.reachcornwall.org.uk)) activities through the Business Clusters project, which respectively engage and assist businesses from the Hospitality, Leisure, Hair and Beauty industry and the Health, Social Care and Early Years sector.

## COMMUNITY LED LOCAL DEVELOPMENT

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](http://www.communityledcornwall.co.uk)

## CORNWALL AND ISLES OF SCILLY SKILLS HUB

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](http://www.ciosgrowthhub.com)

## CULTIVATOR SKILLS

Cultivator Skills provides tailored provision of relevant, advanced skills for Cornwall's Creative Industries sectors SMEs.

[www.cultivatorcornwall.org.uk](http://www.cultivatorcornwall.org.uk)

## DEVELOPING LEADERS

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](http://www.truro-penwith.ac.uk/working-with-business/how-we-support-you/esf-developing-leaders-project)

## DEVELOPING RESTORATIVE LEADERSHIP

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](http://www.restorativeleadership.org.uk)

## EMPLOYER LED SKILLS

This project offers practical, flexible, and effective accredited, non-accredited and bespoke training to up-skill and re-skill over 3,000 individuals across the county. The consortium, led by Cornwall Marine Network and supported by eight delivery partners, supports employers to address identified skills gaps across a range of sectors.

[www.cornwallchamber.co.uk/employer-led-skills-project](http://www.cornwallchamber.co.uk/employer-led-skills-project)

## FLOURISH

The Flourish project is promoting a culture of lifelong learning, personal growth and development. It helps individuals increase their skills, achieve new qualifications and embrace digital technology to enable them to access more sustainable employment with less reliance on benefits. It also supports people with accessing apprenticeships.

## GAME CHANGER

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](http://www.realideas.org/Game-Changer)

## HEALTH WORKS FOR CORNWALL

Health Works Cornwall supports people who have health-related and other complex barriers preventing them to work or re-engage in the workforce. Managed by Cornwall Development Company alongside an extensive network of delivery partners across Cornwall and the Isles of Scilly, the project provides specialist engagement, careers education, information, guidance and support into or towards employment.

## 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/ihls](http://www.truro-penwith.ac.uk/ihls)

## 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.

## PEOPLE HUB

People Hub provides practical support and information to people who are currently unemployed or inactive to help resolve the key issues that may be preventing them from moving on in life, ultimately supporting them to take key steps towards mainstream work.

[www.ciosgrowthhub.com/peoplehub](http://www.ciosgrowthhub.com/peoplehub)





## KEY

**I** INDIVIDUALS

**E** EMPLOYERS

### POSITIVE PEOPLE - COAST TO COAST

**I**

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](http://www.positive-people.org.uk)

### POSITIVE PEOPLE - SOUTH & EAST

**I**

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](http://www.positive-people.org.uk)

### RECOVERY COLLEGE CORNWALL

**I**

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](http://www.recoverycollegecornwall.org.uk)

### RISE

**E**

Raising Industry Skills for Employers (RISE) project offer businesses financial support for workforce development across a range of non-accredited and accredited skills programmes. Employers can apply for a 50% discount (up to £500 per learner) on a variety of eligible Part-Time and Business and Professional courses developed and piloted by Truro and Penwith College for the digital, Health and Social Care and Hospitality and Leisure sectors.

[www.truro-penwith.ac.uk/why-choose-us/esf-programme](http://www.truro-penwith.ac.uk/why-choose-us/esf-programme)

### SHINE

**E**

Run by Truro and Penwith College, SHINE (Skills Help for Individuals and New Enterprises) offers provide tailored careers advice and financial support for employed or self-employed individuals to access training that will improve their professional prospects, earning potential and job security.

It also assists individuals who are thinking about starting a business, or who have started one within the last three years, with support to access professional training, engage in networking opportunities and receive expert expert coaching and mentoring and develop a bespoke business plan.

[www.truro-penwith.ac.uk/why-choose-us/esf-programme](http://www.truro-penwith.ac.uk/why-choose-us/esf-programme)

### SUSTAINABLE LIVES

**I**

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](http://www.newquayorchard.co.uk/sustainablelives)

### VILLAGE WORKS

**I**

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](http://www.inclusioncornwall.co.uk/practice/village-works-2/village-works)

### WHO DARES WORKS

**I**

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](http://www.activeplus.org.uk/who-dares-works)

### WIDENING PARTICIPATION IN HIGHER LEVEL SKILLS

**E**

Delivered by Truro & Penwith College and the University of Plymouth, this project aims to raise aspirations and awareness towards higher-level skills opportunities and support mature learners to trial and access learning at Level 3 and above, with financial support to progress on to a degree-level professional short course.

<https://www.plymouth.ac.uk/business-partners/business-services/enterprise-solutions/esf-widening-participation-skills-partnership>

### WORK ROUTES

**I**

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](http://www.workroutes.co.uk)

### WORKING TOGETHER - ATLANTIC & MOOR

**I**

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](http://www.cornwall-learning-partnership.org)

# PROJECT LOCATIONS

## CORNWALL AND ISLES OF SCILLY WIDE

### PROJECTS

- Business Clusters (E)
- Cornwall and Isles of Scilly Skills Hub (E)
- Cultivator Skills (E)
- Developing Leaders (E)
- Developing Restorative Leadership (E)
- Developing Skills for Business (E)
- Employer Led Skills (E)
- Flourish (E)
- Game Changer (I)
- Health Works for Cornwall (I)
- Innovation in Higher Skills (E)
- People Hub (I)
- Recovery College Cornwall (I)
- Rise (E)
- Shine (E)
- Widening Participation in Higher Level Skills (E)
- Work Routes (I)

### ATLANTIC AND MOOR

- Community Led Local Development Atlantic and Moor Local Action Group (E & I)
- Working Together Atlantic and Moor (I)

### SOUTH AND EAST CORNWALL

- Community Led Local Development South and East Cornwall Local Action Group (E & I)
- Positive People South & East (I)

### COAST TO COAST

- Community Led Local Development Coast to Coast Local Action Group (E & I)
- Positive People coast to Coast (I)

### WEST CORNWALL

- Community Led Local Development West Cornwall Local Action Group (E & I)
- Who Dares Works (I)

 Liskeard Together (I)

 Sustainable Lives (I)

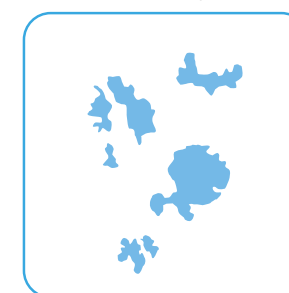
 Village Works (I)

(I) support for individuals

(E) support for employer



Isles of Scilly





# CONTACT US

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## CORNWALL AND ISLES OF SCILLY GROWTH PROGRAMME



[growthprogramme@cornwall.gov.uk](mailto:growthprogramme@cornwall.gov.uk)



01872 224 770



[cornwallislesofscillygrowthprogramme.org.uk](http://cornwallislesofscillygrowthprogramme.org.uk)

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