



BE INSPIRED

2014 IMPACT REPORT

Welcome to our second Be Inspired Impact Report which covers January to December 2014.

Be Inspired is one of a number of programmes under A2Dominion's 'investing in homes and local communities' business objective. It offers a forward-thinking holistic approach to helping young people find their direction, guiding them along their chosen pathway and providing the financial, practical and emotional support to keep them motivated to succeed.

This year we aimed to help 300 young people across the A2Dominion Group find their future direction, coaching them through their chosen career pathway and securing the best financial, practical and mentoring support to meet their needs.

It was an ambitious goal; however, results have proved positive and the Be Inspired Impact Report can clearly demonstrate the social value for young people in terms of their progression and achievements...

headline figures

20

Second year
young
entrepreneurs

are currently progressing through the enterprise programme with the support of Business Mentors

17

Third year
entrepreneurs

are participating in our new business workshops

200

young people

have engaged in Be Inspired opportunities, from volunteering to radio broadcast skills, since January 2014.

Economic and financial impact on families and households

It's not just young people we are helping; Be Inspired is making a positive economic impact on parents, families and other households as well.

A bursary grant, or a young person securing a paid apprenticeship or job, contributes to the economic well-being within many A2Dominion households.

As one parent told us:

"These work experience placements are a great idea for young people on A2Dominion estates. The Pathways leaflet came in the post at the right time for Alex, or he would have remained on Job Seekers Allowance".

Based on the new Housing Association Social Value Indicator¹, securing an apprenticeship is worth £1,078 in social value to a social landlord, and for a family in financial comfort the social value is worth £8,764 per family.

Apprenticeship success

Be Inspired helped Alex Barrett to complete his Health & Safety course, pass his test for a Construction Safety Certificate and secure funding from our bursary programme for work clothes. Alex was later offered a paid painting and decorating apprenticeship by A2Dominion's maintenance contractor DW Contractors in September 2014.



¹A practical method to assess the social impact of community investment initiatives, based on research by HACT in partnership with Affinity Sutton and Catalyst.

Community Impact

We are proud to be investing even more resources and funding in community projects or enterprises that support our neighbourhood strategy and neighbourhoods.

Community success

A group of 12 young entrepreneurs successfully pitched for £3,000 funding from A2Dominion's 'Dragons' Den' to organise a youth music festival, Boom Box Live. The event was a great success, with 19 bands playing and over 1,000 young people attending from across Spelthorne, Stanwell and Ashford. Boom Box Live will be back in 2015.



Programme Developments

Here are some of the significant improvements we have made to Be Inspired to ensure better value for money, quality and successful outcomes for young people:

To ensure the commitment, quality and return on investments from beneficiaries participating on the business enterprise scheme we have extended the upper age limit from 24 to 30 for new applicants.

To support Be Inspired beneficiaries, we have commissioned new business partners and mentors with the relevant business, enterprise, career and personal development skills, whose backgrounds and life experiences reflect those of our customers.

To lead on A2Dominion's enterprise and employment strategy we have recruited a new Enterprise and Employment Manager, who will review retail space owned by A2Dominion for potential use by local enterprises.

To ensure beneficiaries receive formal recognition for the skills they learn

we have introduced AQA accreditation to the Business Enterprise programme and youth engagement projects.

To improve routes into work for our customers we have remodelled

our volunteering and employment pathways programme.

To enable even more A2Dominion customers to engage in business enterprise and reduce cost,

we have introduced a new online application form for the business enterprise scheme.

Alex and Boom Box Live are just two examples of the many young people, families and communities that Be Inspired has helped during 2014. Although we still have some way to go to fully embed our Employment and Training

Pathways programme, the changes we have made to the overall Be Inspired offering have already made a difference to the young people progressing through the programme.

BE INSPIRED

2014

at a glance

facts

Investment

A2Dominion invested over **£150,000** in Be Inspired, including apprenticeships, employment-focused personal development and mentoring, business enterprise and bursaries. In addition we secured over **£40,000** in external funding from Heathrow Community Fund, Surrey County Council and Spelthorne Borough Council.

Apprenticeships

Over the last 12 months, **six** young people have completed the Business Administration Apprenticeship with A2Dominion. Of these, **four** apprentices secured permanent employment with A2Dominion. We've also helped **five** young people to secure industry apprenticeships through our contractors. These include Horticulture, Carpentry and Painting and Decorating. Following their apprenticeships, **four** young people have secured contract work with A2Dominion's maintenance organisation, DW Contractors.

Employment Pathways

In 2014, **30** young people attended assessment and selection days for work placements as part of our Employment Pathways initiative. Of these, **11** young people have on to successfully complete work placements in trades with A2Dominion and our contractors. Alongside this, **seven** young people have completed painting and decorating volunteering projects.

& figures...

Youth Volunteering

In the last 12 months **62** young people engaged in Be Inspired's Do Something Campaign, **seven** A2Dominion customers were nominated for national awards and **51** volunteers engaged through www.vInspired.com. A total of **15** young people have received v10, v50 and v100 certificates for delivering 10 – 100 hours' volunteering in their neighbourhoods.

Bursary

Since April 2014, **39** young people received Bursary grants to enable them to progress in education and training, a 20% increase from 2013. We have seen a rise in applications for IT equipment – contributing to our group digital inclusion target of helping **1,500** residents to get online by 2016.

Engagement

Over **350** young people have directly engaged in Be Inspired during 2014 through music festivals, music projects, football, radio and volunteering.

Business and Enterprise

72 young people participated in enterprise workshops in 2013/14. A2Dominion invested £12,000 in **five** businesses/community enterprises and **20** entrepreneurs are now being supported by Business Mentors. A total of **17** Third year entrepreneurs have been selected for the 2014/15 Business Enterprise programme.

Employment and Training

Since April 2014, **91** residents have attended Personal Development Workshops, **36** residents have been involved in CV development and work experience through our '40 Work Placements in 40 Days Pledge' and **eight** residents have secured jobs.

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Return on Investment

This year we have applied the HACT (Housing Associations' Charitable Trust) new Wellbeing Valuation to demonstrate the return on investment for delivering Be Inspired outcomes.

Wellbeing Valuation is the latest thinking in social impact measurement and allows housing association community investment programmes to measure the success of a social intervention by how much it increases people's wellbeing in monetary terms.

To do this, the results of large national surveys, including the British Household Panel Survey, Understanding Society, Crime Survey for England and Wales and The Taking Part Survey are analysed to determine the effect of a particular factor on a person's wellbeing. This analysis informs the equivalent amount of money needed to increase someone's wellbeing.

Be Inspired Social Value

| PROJECT | COST | PARTICIPANT NUMBERS |
|---|------------------------------|---------------------|
| Employment Pathways | £10,000 | 11 |
| Youth Volunteering | £18,000 | 77 |
| Bursary | £3,160 | 12 |
| Enterprise Second Year | £35,000 | 72 |
| Enterprise Third Year | £10,000 | 37 |
| Employment - Personal Development | £10,000 | 74 |
| Employment - Into Jobs/ Apprenticeships | Included in the figure above | 8 |
| Engagement activities | £25,000 | 97 |
| TOTAL | £111,160 | 388 |

Measurement

| OUTCOME | AVERAGE PERSON VALUE | TOTAL VALUE SOCIAL IMPACT |
|---|---------------------------------|---------------------------|
| Completed general training for job | Value per beneficiary £1,567 | £10,340 |
| Regular volunteering | £2,357 | £154,211 |
| Access to internet | £36,004 | £48,605 |
| Employment /training | £807 | £92,981 |
| Employment /training | £807 | £47,782 |
| Employment /training | £807 | £93,949 |
| Secured Jobs | £12,023 | £72,710 |
| Regular attendance at voluntary or local club | £1,773 | £184,730 |
| | | £705,308 |

In this table we have calculated the social value measurement to show the return on investment for Be Inspired.

Projects are those key strands delivered under Be Inspired (promotional projects and events have not been included).

Cost is how much A2Dominion and funders have invested.

Participant numbers are how many residents/beneficiaries have taken part.

Outcomes are those prescribed within the HACT Social Value Measurement Tool.

Average person value are those unit values calculated by the HACT Social Value Measurement Tool for each beneficiary completing a specific outcome, i.e. securing a job, completing training.

Total Value is the overall outcome of the calculations which takes into consideration London and outside London costs and the type of beneficiary evaluation, i.e. full survey, outputs only, none collected.

BE INSPIRED

Business & Enterprise

Key Facts

- We target residents aged 18-30 for Be Inspired
- We engage residents aged 30+ as part of our wider enterprise strategy
- 17 residents are currently progressing through the Business and Enterprise programme
- There are a diverse range of business ideas, including landscape gardening, accountancy and a fashion range
- We match entrepreneurs with business mentors
- Our key delivery partner is GGT Solutions



boomboxlive
music festival

How our current group of young business entrepreneurs are doing... Their stories so far.

Boom Box Live

In February 2014, 12 young people from Brooklands College in Spelthorne were awarded £3,000 from A2Dominion to run Boom Box Live 2014, a music and arts festival for young people from Spelthorne and surrounding boroughs. Boom Box Live took place on 21 June 2014, it showcased 19 local bands and had over 900 people attending.

Supported by A2Dominion, Boom Box has secured funding of £1,428 from Surrey Youth Focus, which will contribute towards the planning and resources for Boom Box Live 2015.



Jamie Sanderson Football Academy

Tyrone Durrant, from Havelock Estate in Ealing, was awarded £2,500 to develop footballing talent through coaching, 121 and group mentoring, and by establishing links with football academies at professional clubs.

Tyrone receives business mentoring sessions from Lennox Thomas, Managing Director of GGT Solutions. Since April 2014 Tyrone has:

- registered his new company, Jamie Sanderson Football Academy (JSA)
- designed and launched the Jamie Sanderson Football Academy brand and logo
- facilitated a seven-a-side tournament launch event with over 160 children and young people attending
- launched his junior weekly coaching and mentoring programme at the newly redeveloped Havelock Multi-Use Games Area (MUGA), with beneficiaries paying £2 a session.

Over the next six months Tyrone will:

- introduce the weekly JSA senior coaching sessions
- secure youth scouting opportunities with professional clubs
- develop partnerships with professional clubs.

Jamie Sanderson Football Academy continued...

Tyrone and the Jamie Sanderson Football Academy are a perfect example of how A2Dominion's investment in enterprise can benefit its residents and the wider community.

The Jamie Sanderson Football Academy runs its sessions on the Havelock Estate, an A2Dominion neighbourhood, which is within the top 20% most deprived areas in the country. Parents, families, children and young people are engaged in the programme because they know Tyrone and recognise the value of what he is trying to achieve through the academy. The Jamie Sanderson Football Academy is identifying, supporting and helping the most talented young footballers to establish career pathways for themselves.

A key part of the Business and Enterprise Programme is the matching of beneficiaries with Business Mentors. Lennox Thomas is the Business Development Director for GGT Solutions and has been helping Tyrone and the Jamie Sanderson Football Academy with their business planning.



LENNOX THOMAS
Business Development Director
GGT Solutions

This is what Lennox had to say about his experience:

“As an experienced business owner and consultant, I have supported many developing companies, and working alongside Tyrone and the Jamie Sanderson Football Academy has been an absolute pleasure. Through the mentoring process we have seen this organisation develop from a fledgling business to one with solid commercial structure, poised to realise its full potential. Even when closely matched, the mentoring process can be challenging; however, with clearly defined goals and desired outcomes the engagement is proving to be an ongoing success.”

Steve Michaux, Group Director of Leasehold Services, said:

“I dropped in to see the Jamie Sanderson Football Academy launch as I'd been involved with Tyrone's bid at A2Dominion's 'Dragons' Den'. I got there about 11.30 and there was a great atmosphere with over 100 kids playing footy and really getting into the day. It was great to see that Tyrone's idea is so well supported and that so many came and had a great time. Made me wish I was still playing.”



A word from Tyrone...

"I am very excited about the future of the academy and how we plan to change lives and give our young people a future."

Perfectly Polished

Vicky Chapman from Chichester was awarded £2,000 to launch her own mobile nail and beauty business, Perfectly Polished.

- Vicky receives business mentoring support from Tracie Fisher, lead tutor in Hair and Beauty at Chichester College
- Vicky has completed her nail technician course and will be qualified to practice as a nail technician in the next two months.





Get Messy

Emily Hide was awarded £500 to deliver her Get Messy arts workshops at local community events in Winchester and surrounding areas. Emily, who is just 16, delivered her workshops at Winchester's Party in the Park. Supported by one of our senior community investment coordinators, Janet Read, Emily used her first experience of delivering arts workshops for children to test local demand in the area, receiving positive feedback from parents. A2Dominion continue to provide support by identifying more local opportunities for Emily to deliver Get Messy.

Eden Lake

Salisbury-based rock band, Eden Lake, was awarded £2,500 to buy new equipment, help other local bands to record their own music and raise the profile of local talent. Led by Harry Baird, one of our tenants of the Foyer in Winchester, Eden Lake have been matched with a business mentor from a local college in Salisbury.

Colin Holton, who tutors on the music production course at Wiltshire College, has helped the group with their business plan. Over the summer Eden Lake played two new clubs in Salisbury and Southampton. They are now working with the local youth service to provide much needed studio time and support for up-and-coming bands in the area. Two of the participants are completing Arts Awards accreditations.

Business & Enterprise in conclusion

We are committed to making sure our residents' circumstances, either at home or work, are not a barrier to business success.

A2Dominion's investment over the last year has provided for seven new enterprise workshops, delivered in partnership with GG&T Solutions – a South London-based employment company. The workshops cover every element of the business start-up process; from market intelligence and forming a company, to personal branding and business pitching and presenting. The workshops lead up to A2Dominion's annual 'Dragons' Den' event, where participants can pitch for business funding.

Through our new online application process, we engage entrepreneurs and 'intrapreneurs' (those looking to take up entrepreneurial positions within an organisation). Our workshops have engaged more than 17 residents, with a diverse range of business ideas. These include a new women's fashion brand, children's activities, landscape gardening and personal training.

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Bursary

Through the Bursary Programme we provide individual grants of up to £300 to help young people with their chosen career paths. This year, 39 young people have received a bursary from A2Dominion - an increase of 20% from 2013.

Our partnerships with local colleges and youth support agencies, and work with A2Dominion Care and Support teams and Community Investment Coordinators out in the field, ensure that grants are invested in the young people that need them most. Each application must be supported by a course tutor or youth support worker and in 2014, 95% of all bursary applicants were seeking a contribution to help them complete a course, apprenticeship or work placement. Over 30% of these applications are for laptops and printers, which supports A2Dominion's overall Digital Inclusion programme.

Charley Hinde Stanwell young resident and bursary recipient:

"Having a young child, it isn't always possible to stay late at university or go to the library to complete my work. With the bursary I was able to buy my own laptop so that I could look after my son and keep up-to-date with my course work. The process was fairly quick and simple. All correspondence was through email so I was able to respond in my own time, and A2Dominion's responses were quick.

"Without the bursary I don't know how I would have managed to complete all of my coursework on time and look after my son. It has helped shaped my future by enabling me to carry on through further education while also managing a busy home life.

"The advantages are that I am able to spend more time at home with my family and am not stuck late at university or at the library. I can also fit extra working time into those small sections of free time I might have throughout the day."

Key Facts

- The Bursary helps young people with grants for their career development
- This year 39 young people have applied for a Bursary and have been successful
- The Bursary has supported three young people from A2Dominion Care and Support
- Nine of the young people who received a bursary have learning difficulties
- Colleges and specialist youth/community organisations working with A2Dominion young people refer potential beneficiaries to the programme
- The Bursary contributes to A2Dominion's wider Financial Inclusion and Digital Inclusion strategies.

Symone Barden
Stanwell young resident
and bursary recipient:

"The bursary has had a positive impact on my life since I began university, as it helped me to get the materials I needed for my Graphic Design course, which are very pricey and expensive.

"As a student a family with a low income, the bursary has helped me a lot. When I started university, my other siblings were just starting school, so my mum didn't have the money for me to buy equipment.

"Being an art student isn't cheap; it's more expensive than being an average student, but the Be Inspired bursary helped relieve this added stress on my mum. It has helped to shape my future, giving me the advantage to extend my creative work further.

"Since receiving the bursary I have also been able to save money on printing at university as I now have my own printer. Moreover, I can now store all my important creative designs safely on my new computer hard-drive."

Ingrid Temmerman
mother of bursary award
recipient, Anthony Mellor:

"I am delighted to let you and the Be Inspired team know that Anthony made rank yesterday in the police cadets. He now has one stripe which gives him team leadership responsibilities.

This is an amazing achievement and his hard work is underpinned by the kindness A2Dominion has shown by giving him a bursary to pursue his dream career as a police officer. As a single parent I would not be able to afford this commitment and so the grant really has transformed this young person's life.

"Anthony also obtained his black belt in Karate this year. He is growing into a really diligent and caring young man, who will one day hopefully make an oath to protect the British public as a police officer. I couldn't be more proud of him, so thank you for supporting him over the last two years with the Be Inspired bursary."



**ANTHONY
MELLOR**
Bursary award
recipient

Ranjit Dusanj
Personal Coach for U-Explore
Ltd., an interactive web-
based careers information
and guidance platform:

"For the last three years I have been working very closely with young A2Dominion residents living in the Stanwell area who may be at risk of becoming NEET (Not in Employment, Education or Training) during the transition between Year 11 and their next steps.

"I would like to highlight that A2Dominion has had a positive impact in supporting these students to reach their goals, in particular by offering the Be Inspired Bursary award. This has helped the students and their families to fund college costs such as travel, uniform/clothing, online learning and much more. Some of the college costs are particularly high, for example hairdressing and beauty kits.

"The funding that A2Dominion offers is really needed to support young people. I've received feedback from parents that they feel relieved and thankful for the support, as this time of year can be very daunting and cause financial strain."

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Employment Pathways and Volunteering

We are committed to providing customers with routes into real work and the way we do this is through our new employment pathways and volunteering programme.

Launched in April 2013, Pathways provides a flexible employment programme for residents aged 16+ to get real hands-on work experience.

The simple step-by-step approach includes the following:

- Step 1** Assessment days
- Step 2** Taster volunteering opportunities
- Step 3** Work placements with A2Dominion and its contractors and local employers
- Step 4** Apprenticeships or paid employment with A2Dominion, its contractors or external partners

In addition to the programme, we provide a range of employment-focused personal development opportunities covering personal branding, CV workshops and presentation skills.

We recognise that customers who want this kind of support are all at different stages in their career progression, so we offer a range of opportunities for them to engage in. Some may just want to volunteer in the community; others are looking for a work placement which will require a longer-term commitment. Some may be job ready, so a one-off interview skills or personal branding workshop can help.

How does this all work?

The role of our two new Pathways Coordinators is to manage the programme and develop 121 relationships between beneficiaries and opportunity providers, for example contractors, internal departments or external partners. They assess customers' employment needs in the first instance and then help tailor an individual pathway to them. This is a flexible, cost-effective and sustainable approach which is proving successful.

Work experience

Ben Ryder was 18 when he started his work placement with Pyramid Plus South

Ben was unemployed and not in education, but his attitude and commitment, as well as his academic ability impressed everyone, and he was offered a placement alongside a qualified electrician.

Ben Ryder commented on his placement: *“On the work placement you get to meet the right people in the trade and you can ask them questions and they can give you the right answers.”*

Dominic Cottrill, Electrician for Pyramid Plus South and Ben's mentor said, *“I think it's inspirational for a company to invest time and money on young people. I'm so impressed with how Ben is learning”.*



Dominic Cottrill from Pyramid Plus with trainee electrician, Ben Ryder

Key Facts

- The Pathways Employment Programme supports A2Dominion residents aged 16+
- Pathways Coordinators assess residents' employment needs to find the right opportunity for them
- The Pathways Employment Programme provides tailored, flexible volunteering, work placement and personal development opportunities
- The Pathways Employment Programme can lead to apprenticeship and employment opportunities with A2Dominion or its contractors.

Conclusion

The Be Inspired Impact Report highlights the wide range of outcomes achieved by A2Dominion young people over the last year.

By applying the HACT Social Value Indicator Measurements to Be Inspired projects, we can see the considerable return on investment. For an investment of £111,160, **388** residents have achieved outcomes worth an additional £705,308.

Next Steps

We're now working to improve Be Inspired even further, with:

- recruitment of a new Enterprise and Employment Manager
- recruitment of a new Employment Pathways Coordinator
- continued external fundraising efforts
- new partners and partnerships
- a six-month Youth Research Programme.

We look forward to reporting on another successful year.