

# Beyond Boundary

# Annual Report Year 2

November 2013 - October 2014

**Beyond Boundary is a collaborative community project in the heart of Bethnal Green, managed by ELBA and principally funded by the Nomura Charitable Trust and State Street.**

**Named after the historic Boundary Estate, the project works to enhance community cohesion and provide young people with access to opportunities through strategic use of the business skills, time and expertise of employee volunteers.**



Young people from the Think Forward programme receive certificates for participating in Bling my Hood from Kevin Jones, Director of Neighbourhoods, Tower Hamlets Homes.

## Inside this report

Project Background...	2
Project at a glance.....	3
Supporting Community organisations.....	4
Supporting Young People .....	5
Supporting Regeneration.....	6
Impact.....	7
Year 3 Focus.....	8

## Year 2 Key Highlights

### Beneficiaries



**129** young people directly supported



**19** community organisations

### Employee volunteers



**1276** employee volunteers

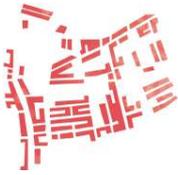


### Volunteering activities



**106** volunteering activities

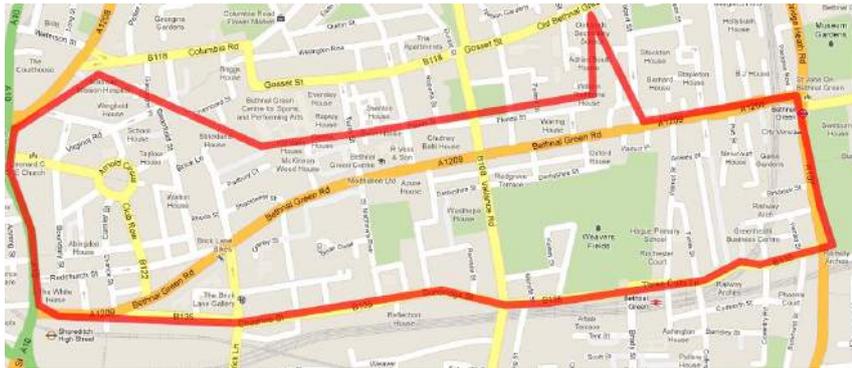




# Beyond Boundary

# Project Background

The Beyond Boundary hotspot project was started in November 2012 and is named after the Boundary Estate which forms the western edge of the project. The Estate was the first example of social housing in the UK, built in the 1890s to improve conditions for people living in the Old Nichol Slum. Almost 130 years later, many of the same issues it was built to resolve still remain.



Named after the historic Boundary Estate, Beyond Boundary covers the Weavers and Bethnal Green South wards of Tower Hamlets, which are priority areas for the Borough due to the opportunities provided by the proximity to the City of London.

The aims and objectives of the project have been designed to support young people in the area to increase their confidence, raise aspirations and facilitate access to opportunities for personal and professional development on their doorstep and beyond.

**Project Aim:** To enhance community cohesion, and provide young people in and around the Boundary Estate with access to opportunities through the use of the business skills, time and expertise of employee volunteers.

**Objective 1:** Develop and strengthen the community and voluntary sector by supporting senior leadership and management within organisations working with young people to improve their business effectiveness.

**Objective 2:** Improve the employability skills and aspirations of young people in the project area by:

- Engaging with young people to improve their confidence and raise aspirations in order to access education, employment and training opportunities,
- Provide people with information, advice and access to employability opportunities.

**Objective 3:** Support the regeneration and improvement of community and youth organisations' facilities and/or aesthetic environment.

The ELBA project manager works directly with community and corporate partners, facilitating employee volunteering to deliver the project's objectives. The project is guided by a Steering Group which meets four times a year, and is made up of representatives from key community partners, Nomura, State Street and ELBA.

## Challenges:

**Child Poverty:** 60% of children in the project area live in families considered deprived due to low income(1).

**Income Disparity:** The average salary of those who work in Tower Hamlets is £58,000. The average household income for those who live in Tower Hamlets is £29,550, and around 20% of households have an annual income of less than £15,000(2).

**Overcrowding:** there are an average of 166 people per hectare living in the project area, compared to the London average of 52/ha(1).

**Unemployment:** Just over 10,000 Tower Hamlets residents of working age are unemployed and looking for work. This is the third highest rate in London(2).

## Opportunities:

The Tower Hamlets economy provides 233,000 jobs.

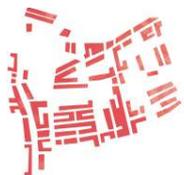
There are 60,000 more jobs than there are residents of working age(2).

Local regeneration projects such as the Goodyard are predicted to provide in excess of 5000 jobs within the project area(3).

1: Tower Hamlets Ward Profiles published 2014 (Weavers and Bethnal Green South)

2: Tower Hamlets Equality Commission

3: <http://thegoodyardlondon.co.uk/masterplan/>



	Year 1 1st Nov 2012-31st Oct 2013		Year 2 1st Nov 2013-31st Oct 2014		% Increase in Year 2
	Target	Achieved	Target	Achieved	Achieved
Community organisations supported	15	9	15	19	111% ↑
Business Skills volunteers supporting community organisations	25	38	50	38	0%
Business Mentoring relationships established	5	0	5	1	100% ↑
Volunteers working directly with young people	115	39	115	144	269% ↑
Young people directly supported	1500	92	500	129	40% ↑
Team Challenge Volunteers	150	632	700	1093	73% ↑
Total number of volunteers	-	709	-	1276	80% ↑
Total number of volunteering activities	-	47	-	106	126% ↑

## Project Inputs<sup>(4)</sup>



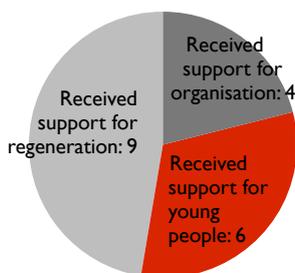
Total value of volunteers' time  
£187,875<sup>(5)</sup>

£6,190  
gifts in kind

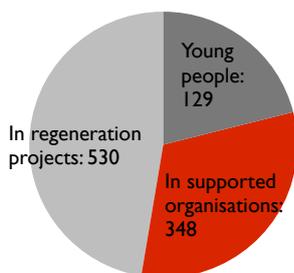


## Project Outputs

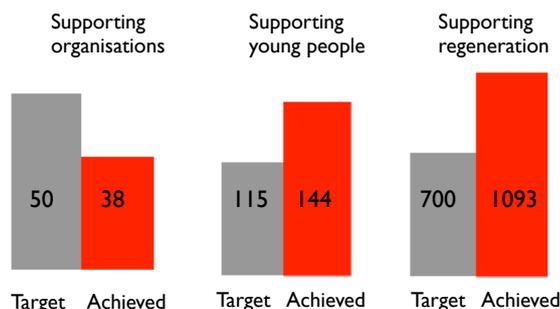
Total number of community organisations supported: 19



Total number of direct beneficiaries: 1007

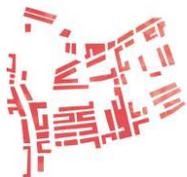


Total number volunteers: 1276



4. For more information on Inputs, Outputs and Impacts within the London Benchmarking Group framework, see <http://www.lbg-online.net/>

5. Calculated by number of hours volunteered, by value of their time (£50/hr for business skills volunteering, £20/hr for team challenges).

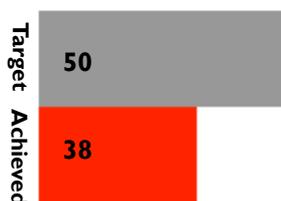


## Objective

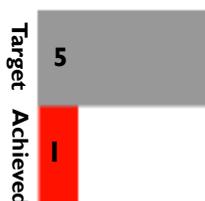
'Develop and strengthen the community and voluntary sector by supporting senior leadership and management within organisations working with young people and to improve business effectiveness'.

## Results

### Volunteers providing organisational support



### Mentor relationships established



Volunteers from Nomura and State Street forged strong relationships with key community partners, using their professional expertise to support community organisations with a wide range of challenges. These included the creation of an HR Handbook for Rich Mix, provision of facilities management advice for a number of community partners, and the production of communication materials, including a promotional video and leaflets, for Oxford House.



Participants at the first Bethnal Green Business Forum meeting in September 2014

## Evaluation

Most of the volunteering to support community organisations in Year 2 has taken place as part of adoption relationships, where a division or department forged a long term partnership with an organisation. These adoptions result in a strong and sustained impact on community organisations, but reduce the total number of volunteers as the same volunteers repeatedly donate many hours of their time.

The number of mentor relationships was not met in Year 2 as opportunities were reserved for the State Street Executive Partnership starting in January 2015.

## Case Study: Bethnal Green Business Forum

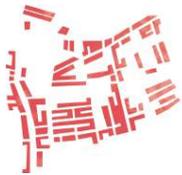
Nomura's Operations team partnered with Oxford House to re-invigorate the Bethnal Green Business Forum (BGBF), supporting local businesses to work together to strengthen the local economy.



Ten volunteers donated over 240 hours of their time to the project. They began by engaging local businesses around common themes that business owners felt they could positively influence via the Forum. After careful branding, including the creation of a new logo, face to face discussions with local businesses, research into other business forums and the creation of the website [bgbusinessforum.org.uk](http://bgbusinessforum.org.uk), BGBF met for the first time in September 2014. Key discussion points for the group included parking and how transport could improve their businesses.

John Ryan, Oxford House CEO said 'the Operations team provided much needed support and advice during the early development of the BGBF'.

Nomura volunteers are now working with both Oxford House and students from Bethnal Green Academy to train and handover ownership of the Business Forum to local stakeholders, as well as supporting the maintenance and up-keep of the BGBF website, ensuring that the Forum can grow and continue to improve opportunities for local young people.



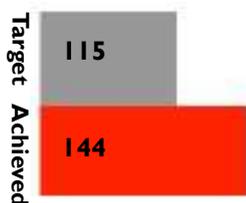
## Objective

Improve the employability skills and aspirations of young people in the project area by:

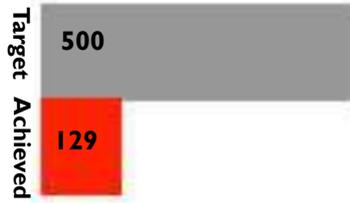
- Engaging with young people to improve their confidence and raise aspirations in order to improve their confidence and raise aspirations in order to access education, employment and training opportunities
- Providing young people with information, advice and access to employability opportunities.

## Results

**Volunteers working directly with young people**



**Number of direct beneficiaries**



144 volunteers from across the ELBA membership volunteered with young people from the project area. Volunteers supported young people directly on employment related programmes (ELBA Training into Work and Journeys to Success programmes) and provided opportunities to improve employability skills through Careers talks, CV and Interview Skills sessions and even UCAS personal statement workshops.



State Street and Nomura volunteers delivering workshops at the Weavers Fields Summer Scheme.

## Evaluation

In the second year of Beyond Boundary, volunteering directly with young people took place within structured programmes where cohorts of young people took part in packages of linked workshops with identifiable employability objectives. This increased the long term impact of the interventions and resulted in high numbers of corporate volunteers, but simultaneously reduced the total number of direct beneficiaries.

This structure will be continued in Year 3 to facilitate greater impact assessment, allowing the development of a cohort of young people to be measured as they progress through the programme using a framework such as Journeys to Employment (JET).

## Case Study: Bling My Hood

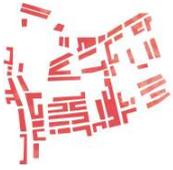
On 28th May 2014 five volunteers from Nomura's HR Department spent the day at the Granby Estate in Bethnal Green as part of their partnership with Tower Hamlets Homes Youth Ambassadors.



Artwork created during Bling My Hood

'Bling my Hood' is an innovative community clean-up programme created by Tower Hamlets Homes, linking personal development and estate regeneration. 15 young people from the Youth Ambassadors and local Think Forward programmes took part in a leadership workshop delivered by Nomura volunteers, followed by all participants working side by side to clean up the estate and create public artwork. The day concluded with mock interviews, and the young people received certificates from Nomura at a THH certificate evening in June to celebrate their achievement.

One young person commented 'working outside created a real buzz. It also integrated local residents and created a bond between old and young'. Another young person said of the training 'I gained confidence, as I'm not usually comfortable in strange situations'.



## Objective

Support the regeneration and improvement of community and youth organisations' facilities and/or aesthetic environment.

## Results

### Total number of volunteers



The Beyond Boundary project manager works closely with Challenge: ELBA to ensure that volunteers from corporate partners Nomura and State Street direct their Team Challenge volunteering towards the improvement and regeneration of community and youth organisations' facilities and aesthetic environments.



J. P. Morgan volunteers at Stepney City Farm.

## Evaluation

The record number of Team Challenge volunteers placed in community organisations in Year 2 of Beyond Boundary is due to the strong partnerships between the Challenge: ELBA team and the network of community partners across the project area. Team Challenges at Oxford House took place within the framework of Nomura Facilities department's long term adoption of Oxford House. Future work in the project area will support community organisations, specifically Registered Social Landlords, to better absorb Team Challenge Volunteers.

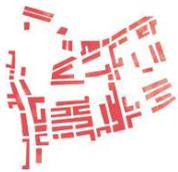
## Case Study: Teesdale and Hollybush TRA

The Teesdale and Hollybush Tenants and Residents Association is made up of 13 estates and one high rise near Bethnal Green station. In 2014 the TRA received 325 volunteers over 13 volunteering events, including teams from Lloyd's, Credit Suisse, Lloyd's of London, Moody's, JP Morgan, Nomura, HSBC and Societe Generale.

The TRA worked with corporate volunteers to beautify and develop spaces in the area in order to reduce anti-social behaviour on the estates as well as creating the community garden, and a growing space where children can play. On the 1st October 2014, 20 graduates from Societe Generale spent the day volunteering at the TRA and worked in the Strawberry Field area of the estate. Volunteers built 4 raised beds where the strawberries are planted as part of the estate's new social enterprise project.

Margaret Cox, Chair of the TRA, said 'Volunteers have made a difference to the everyday lives of our community. It is amazing what volunteers can achieve in a day! A Huge Thank you for all your support.'





At the end of Year 2, participating community partners were surveyed to determine the impact of volunteering activities on their organisation or service users.

## Supporting Community Organisations

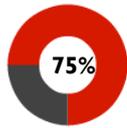
In Y2 of Beyond Boundary, ELBA volunteers have:



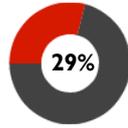
Improved our collaboration with youth service providers



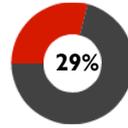
Improved our organisation's governance through increased diversity and technical expertise at board level



Provided access to new business operation ideas and/or a different perspective



Resulted in an increase in our cash savings and/or improved financial situation

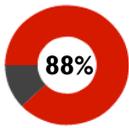


Improved our management and HR processes

*"The (Nomura) Volunteer's support on revising our staff handbook was really helpful for us, and we have now shared it with other arts organisations elsewhere, increasing the impact"*  
Jane Earl, CEO, Rich Mix.

## Supporting Young People

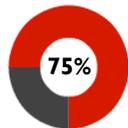
As a result of volunteer led workshops, young people participating in Beyond Boundary have:



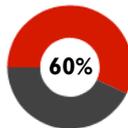
Raised aspirations with regards to education, employment and training opportunities



Improved knowledge of education, employment and training opportunities



Raised confidence to realise education, employment and training aspirations



Accessed local education, employment, training and other personal development opportunities towards achieving their goals

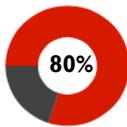
*"I asked one of the young people what he thinks of the City and he said they are A\*A\*A\*A\* students who went to Oxford and are very posh. I think with that mentality the young people set their standards lower, even if they want to work in the City they feel it is not for them. [This kind of event] can show young people what kind of people work at businesses such as Nomura or State Street to show them that they could get there if they wanted to".*  
Narendra Sousa, State Street.

## Supporting Regeneration

In Y2 of Beyond Boundary, ELBA volunteers have:



Had a positive impact on our service users



Made a visible improvement in the local physical environment



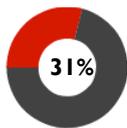
Improved the physical environment and other facilities

*"We are very grateful for the help and support we have received from ELBA. Different team challenges have been organised at Praxis and as a result the physical environment and the facilities have been noticeably improved for the benefit of our vulnerable clients".*  
Carlos Gomez, Praxis Community Projects.

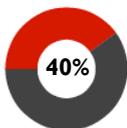
## Impact on volunteers



Increased awareness of community needs



Improved jobs related skills



Improved self-confidence and interpersonal skills

Both Nomura and State Street have an allowance of two days' volunteering leave a year. In Y3 of Beyond Boundary, the project manager will work closely with both corporate partners to link volunteering with their internal skills development programmes. The results of pilot projects within both companies will be used within the ELBA Working Group on Skills development through Volunteering to inform best practice across the whole organisation.

### Volunteering to support organisations and regeneration

In Year 3 of Beyond Boundary corporate volunteers will support community partners with their operations and regeneration of their facilities through:

Priority area <sup>(6)</sup>	Business skills volunteering strategy
Funding and business planning	Supporting access to new ideas and different perspectives for business planning by increasing the number of long/fixed term partnerships between community partners and departments/professional networks at corporate partners.
Governance Structures	Improving governance of local organisations by unlocking trustee and board member positions in community partners.
Premises/facilities management	Supporting access to technical and strategic advice about facilities management by developing relationships with additional facilities departments, and creation of workshops to support multiple partners at a time. Team Challenges to provide labour and materials for regeneration of facilities.
Management	Supporting senior leaders in the project area as part of the State Street Executive Partnership which will run from Jan-September 2015.

Additional support to community partners will be delivered as required, for example the delivery of project management and customer relationship training to a local Registered Social Landlord in spring 2015.

### Volunteering to improve the employability skills and aspirations of young people

Tower Hamlets is one of the most highly qualified boroughs in the UK, yet also has 13.47% of residents with no qualifications at all<sup>(7)</sup>.

In Year 3, volunteering activities to improve the employability skills and aspirations of young people in the project area will have two clear strategic directions to support these two stakeholder groups:

Priority area	Business skills volunteering strategy
Supporting pathways into entry level employment	Volunteer led employability sessions, connecting up young people with the ELBA Employment Works team, providing a dedicated Training into Work programme for candidates from Beyond Boundary in December 2014.
Supporting pathways into graduate employment	Raising aspirations through career insight visits to corporate partners for young people and their parents, employability workshops with young people across the project area, mentoring programmes for local unemployed and underemployed graduates.

#### Thanks to community and corporate partners:

**Business Skills recipients:** Account 3 Women, Bethnal Green Academy, Oaklands School, Oxford House, Rich Mix, St Hilda's East, Think Forward, Tower Hamlets Homes, Weavers Adventure Playground.

**Team Challenge recipients:** Bancroft TMC, East London Pensioners, Jagonari Women's Educational Resource Centre, Kobi Nazrul Primary School, Praxis Community Projects, Providence Row Charity, Spitalfields City Farm, St James the Less, Teesdale and Hollybush TRA, Weavers Adventure Playground.

**Business Skills Volunteers:** Accenture, Broadgate Estates, City of London, FC Business Intelligence, Financial Ombudsman Service, HSBC, Linklaters, State Street, Thomson Reuters.

**Team Challenge Volunteers:** BT, Accenture, Aviva, Aviva Investors, Bank of America, Barclays, Beazely, Catlin Underwriters, Credit Suisse, Deutsche Bank, Financial Ombudsman Service, HSBC, J.P Morgan, Lloyd's, Lloyd's of London, McGraw Hill, Moody's, Nomura, RSA, RSA Insurance, Societe Generale, Standard Chartered, State Street, UBS.

**For more information, contact ELBA Community Project Manager Krystyna Larkham, [Krystyna.Larkham@elba-l.org.uk](mailto:Krystyna.Larkham@elba-l.org.uk)**

6. Priority areas are taken from the four most common requests for support by community organisations in Tower Hamlets to Tower Hamlets CVS as outlined in the THCVS Annual Review 2012-2013.

7. East End Community Foundation Vital Issues report 2014.