

St. Paul's Way Project

January 2014 - December 2014

St. Paul's Way project is one of ELBA's hotspot projects, focused on a specific geographical area, where volunteer business engagement can make a huge impact.

Principally funded by Catlin and ELBA, the project's aim is to use the skills and resources of City and Canary Wharf businesses to support the socio-economic regeneration of St. Paul's Way in Tower Hamlets, and enhance community cohesion.



Project funders Catlin hosting a Succeeding as a Woman in Business workshop for Queen Mary, University of London students.

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Year 3 Key Highlights

533 residents directly supported



1935 employee volunteers



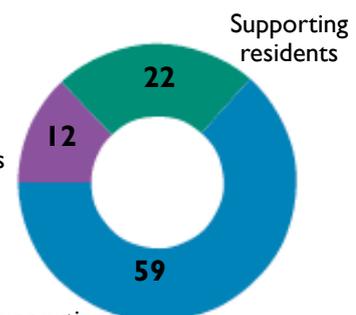
93 Volunteering activities



27 organisations supported



Supporting community organisations



Supporting regeneration and community cohesion

St. Paul's Way Project

The St. Paul's Way project began in 2011 and was designed to sit alongside the large-scale physical regeneration that is taking place in the area, led by Lord Mawson through the St. Paul's Way Transformation Project. The St. Paul's Way project brings employee volunteers to the area to support a variety of organisations through business skills support and enhance community cohesion, improving on the early successes of the Transformation Project(1).



The voluntary and community sector (VCS) in the area is threatened with reduced funding streams, whilst at the same time need is increasing in a fast growing population, meaning that there is increasing pressure on organisations to become more creative in their funding models.

Despite being situated just one mile from Canary Wharf, residents in the area do not necessarily benefit from the opportunities available there and in the City. In an increasingly competitive jobs market, residents in St. Paul's Way need to have the knowledge, skills, aspirations and drive to compete for the jobs available on their doorstep.

The St. Paul's Way Transformation Project has seen the streetscape redesigned to create a more cohesive environment, creating a campus feel to the area and an environment where organisations are more joined up and working together. This has provided opportunities to build links between communities in the area, support cross-community events, and encourage use of community facilities such as the new St. Paul's Way Centre.

Office space donated by Poplar HARCA enables the Project Manager to work from the St. Paul's Way Centre, meeting with community partners on a weekly basis.

Project Objectives:

- To support the development and sustainability of the voluntary and community sector, social enterprises and public sector partners
- To increase individuals' employability prospects and life skills
- To improve the local community's environment through the delivery of community events and activities

Issues:

Funding cuts: The London Borough of Tower Hamlets must reduce its net expenditure by £54.8 million in the period of 2012 to 2015(2) whilst 81% of London VCS organisations experienced an increased demand for their services in the year leading up to these cuts(3).

Educational attainment: The number of adults with no formal qualifications in the St. Paul's Way area is above both the Tower Hamlets and national averages at around 20%(4).

Employment: Within the St. Paul's Way area, the unemployment rate is around 16%, against the Borough average of 12% and the national average of 7.6%(4).

Despite GCSE results in the borough being above average, there are more 16-18 year olds not in education, employment or training than the English average(5).

67.9% of Tower Hamlets graduates are in employment, compared to the national average of 74.7%, and just 54% of those in professional, graduate level, employment(6).

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(7).

Welfare reforms: Reductions in welfare continue to have a negative impact on low income families, with the total loss to Tower Hamlets residents being around £8 million a year(7).

(1) <http://www.stpaulsway.com/>

(2) Source: London voluntary and community sector funding cuts document, August 2012

(3) Source: Tower Hamlets Voluntary and Community Sector Strategy Consultation Document, September 2012

(4) Source: Tower Hamlets Ward Profiles, Mile End and Bromley South, May 2014

(5) Source: East End Community Foundation - Vital Issues, October 2014

(6) Source: Higher Education Statistics Agency, 2011-12

(7) Source: Tower Hamlets Fairness Commission, September 2013

St. Paul's Way Project

Funding from Catlin enables ELBA to employ a dedicated project manager who is responsible for identifying and facilitating employee-led volunteering activities, following ELBA's award-winning hotspot project model and in line with the project objectives.

| Time period | Year 1 Sept 2011-Dec 2012 | | Year 2 Jan 2013-Dec 2013 | | Year 2 Jan 2014-Dec 2014 | |
|-----------------------------------|------------------------------|-----------------------------|-----------------------------|----------------------------|-----------------------------|----------------------------|
| | Target | Achieved | Target | Achieved | Target | Achieved |
| Schools supported | 4 | 3 | 5 | 5 | 5 | 6 |
| Community organisations supported | 15 | 8 | 12 | 19 | 14 | 17 |
| Social enterprises supported | 3 | 1 | 4 | 4 | 4 | 4 |
| Team Challenge Volunteers* | 150 | 2643 (inc. 150 from Catlin) | 150 | 1985 (inc. 41 from Catlin) | 150 | 1720 (inc. 22 from Catlin) |
| Business volunteers | 45 | 253 (inc. 7 from Catlin) | 68 | 176 (inc. 33 from Catlin) | 80 | 215 (inc. 38 from Catlin) |

*Years one and two included team challenges at Mudchute Park and Farm and Stepney City Farm – both removed from project for year three as they are not in the immediate project area

Project Inputs

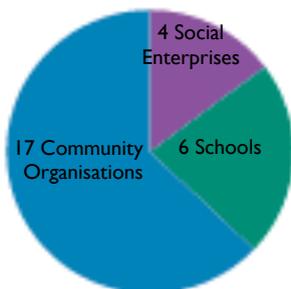


Total value of volunteers' time
£269,510

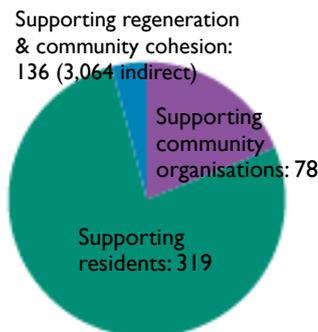


Project Outputs

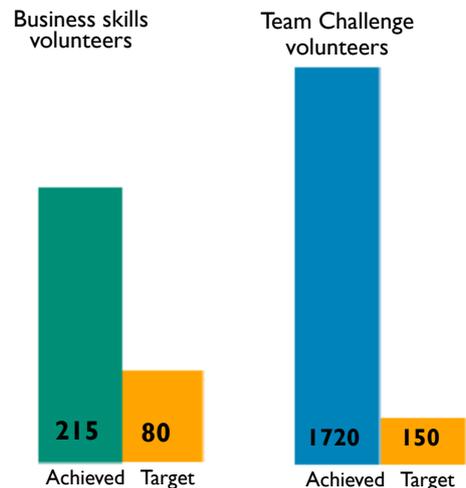
Organisations supported: 27



Total number of direct beneficiaries: 533



Total number volunteers: 1935



St. Paul's Way Project

Objective One

To support the development and sustainability of the voluntary and community sector, social enterprises and public sector partners.

Results

43 Volunteers



260 hours



78 direct beneficiaries



The wide variety of business skills and expertise of Catlin employees and those of other ELBA members has provided opportunities for volunteers to share their skills to help to develop local organisations.

St. Paul with St. Luke Primary School has received support during their office restructure from a senior professional at RBS Markets & Investment Banking who has used his background in change management and restructuring to help staff think strategically and help management improve processes.

Andy Clark, Head of Hospitality for Harbour and Jones at Catlin has been a long supporter of the project and helped parents at St. Paul's Way Trust School set up a café enterprise. Andy and his colleagues visited the school to give the parents advice on health and safety, food hygiene, marketing and the refit of the kitchen and serving area.



Youth-led charity Leaders in Community have benefited from support from two of ELBA's EaGLEs joining their board. Forid Alom, previously a member of staff at ELBA and now an Analyst at East London NHS Foundation Trust, joined their board as a young Tower Hamlets resident, working closely with the finance team on

the financial sustainability of the charity, helping them plan and manage budgets.

Evaluation

Year three saw an increase in business skills volunteering supporting community organisations in St. Paul's Way. Targets were exceeded and ongoing relationships have been forged which we hope will continue into year four.

The professional skills that employee volunteers share with community organisations are not only extremely valuable for their development, but also help volunteers build on their own skills by giving them a chance to put them to practice in an environment different to their own.

Case Study: Financial Ombudsman Service share customer service skills

Increased pressure at St. Paul's Way Medical Centre meant that reception staff there felt they would benefit from customer service training. ELBA introduced Practice Manager Anwar Hussain to Rachel Welsh and Ross Leverton-Fenn from Financial Ombudsman Service and the three partners worked together on a fun, interactive customer service workshop that was tailored to the needs and challenges faced by reception staff at the medical centre, consisting of role plays, group work and interactive scenarios.



Ross said that he took part in the workshops as "I wanted to both develop my own skills as a trainer and presenter as well as take the opportunity to share my customer service experience with others". In fact, they enjoyed the volunteering and extended their offer to Poplar HARCA's Spotlight Centre working on a similar bespoke session with their front of house volunteers.

Rio Roberts, one of the participants at the Spotlight workshop said "it's great to have another organisation speaking about customer service. We learnt how important good customer service is and how it reflects on our organisation as a whole".

St. Paul's Way Project

Objective Two

To increase individuals' employability prospects and life skills.

Results

172 Volunteers



533 hours



319 direct beneficiaries



Typical barriers to employment for local residents include poorly written CVs, poor literacy and numeracy skills, low levels of confidence and self-esteem, poor communication skills and lack of knowledge of jobs, skills and career pathways, as well as unrealistic expectations and a shortage of good working role models.

Jamie Savage, an Intern at Catlin, helped at Milestone's boxing club on a weekly basis, taking part in lessons, chatting informally with the young people about working life and helping them with their CVs.



A Stebon parent receives CV advice from a Citi volunteer

Employability workshops enabled groups such as Streets of Growth, Leaders in Community and Stebon Primary School parents to visit companies such as Beazley, Citi and Barclays for advice on CVs, interview skills and money management. Year three also piloted Career Capital: Sixth Form with

students from Sixth Form East visiting RBS Capital Resolution Group for a series of workshops.

With ELBA's Employment Works team, year three saw another Training into Work programme, with NEETS (young people not in education, employment or training) engaged through Streets of Growth receiving employability training at ELBA and work placements with member companies.

Volunteers from Moody's Women's Employee Resource Group worked with Fern Street Settlement's women's ESOL (English for speakers of other languages) Café with four volunteers attending each week to help women practice conversational English.

Evaluation

Employability workshops with residents have enabled large numbers of residents to benefit from personalised advice and support from professionals, helping them overcome typical barriers from employment.

Ongoing volunteers have provided positive role models for people living in the area and visits to companies in the City and Canary Wharf help break down barriers and raise aspirations.

In year three targets were exceeded showing there continues to be appetite from both community groups and corporate volunteers to work together on improving employability prospects and life skills.

Case Study: Succeeding as a Woman in Business with Catlin

Catlin hosted two 'Succeeding as a Woman in Business' workshops during year three providing a chance for local young women to find out about how to present themselves in the workplace and the opportunities available to them.

The first saw 14 female business studies and maths students from Queen Mary, University of London (QMUL) visit Catlin's headquarters in Gracechurch Street. After an introduction to the company from Head of Corporate Responsibility Vanya Howard, three senior managers gave talks to the students. Shirine Khoury-Haq talked about her career path and experience as a woman working for various companies around the world. Lorato Webber-Mudarikie gave a talk on confidence and how to present yourself and Jill Porter spoke about communication skills. Cakes and tea arrived and seven more volunteers from Catlin, all female, joined the group for an informal networking session.



A second workshop later in the year enabled 15 students from St. Paul's Way Trust School to visit Catlin for a similar mix of presentations from successful women and informal networking. The students learnt a lot from these workshops, with one of QMUL's saying "it was an amazing opportunity to network with successful women in business".

St. Paul's Way Project

Objective Three

To improve the local community's environment through the delivery of community events and activities.

Results

1720 Volunteers



11,493 hours



136 direct beneficiaries



Mile End Park and Tower Hamlets Cemetery Park are two of the largest green spaces in Tower Hamlets and both serve the St. Paul's Way area. The two parks have benefitted greatly from ELBA team challenges, receiving over 1500 corporate volunteers between them from a number of different companies.



Guests at the St. Paul's way project three year celebration event, hosted by Catlin



Citi volunteers at Mile End Park on Global Community Day

Smaller community groups and primary schools on St. Paul's Way also hosted teams with Fern Street Settlement benefitting from painting and decorating from BT, Poplar HARCA's Lincoln Gardens welcoming teams from Deutsche Bank and FSCS, St. Paul's Bow Common receiving help clearing the gardens and a team from Accenture working on the playground at St. Paul with St. Luke Primary School.

In October of 2014, to celebrate the third year of the St. Paul's Way Project, Catlin hosted an event at their London office which was attended by a number of community partners and previous volunteers on the project. It was a great opportunity for community groups in the area to meet potential volunteers, share stories and strengthen relationships with each other.

Evaluation

A huge number of volunteers gave up time for practical challenges to improve the St. Paul's Way environment during year three. Facilities in the area continue to improve and this hands-on support from corporate volunteers is greatly appreciated by community organisations and schools.

Innovative projects in year three such as those at Mile End Park with Citi and Mile End Community Project, and Streets of Growth and RPC provided opportunities for local young people to work alongside volunteers and break down barriers.

Case Study: Mile End Park

Mile End Park has hosted over 1000 corporate volunteers during year three of the project.

Parks Development Officer Mohammed Raja says "we are always so grateful to ELBA for sending volunteers our way. We could never achieve what we have without the hundreds of volunteers who give up their time and energy to support the development of the park. With a limited number of staff, this effort towards one of our most popular parks is invaluable."



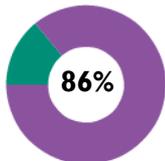
Volunteers from project-funders Catlin visited the park during the summer and helped out with staff member Katy Rashbrook saying "It was a great chance to get out of the office in the sunshine, and to work as a team to achieve something together."

In May, Reynolds Porter Chamberlain took part in a team challenge building beetle homes alongside their charity partners Streets of Growth giving young people a chance to interact with corporate volunteers in a more relaxed environment to increase their confidence and communication skills.

Citi held their flagship event of 2014, Global Community Day, at the Park with one of the largest teams of the year. Citi's video production services team worked with young filmmakers from local charity Mile End Community Project, on a short film highlighting benefits of corporate volunteering.

St. Paul's Way Project

Supporting Community Organisations

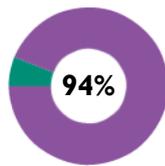


86% of participants surveyed who said that volunteers helped them develop new skills

"Having corporate volunteers sit on our board has been very valuable to the development of Leaders in Community; their skills and experience have brought new ideas which has supported us in developing our vision and strategy"

Momtaz Ajid, Leaders in Community

Supporting Residents

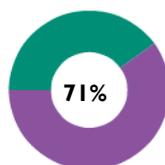


94% - Percentage of participants surveyed after workshops who rated the sessions as 'very effective'

"All the students really enjoyed the experience and our staff felt that the students learned some key skills to help prepare them for the future job market"

Roman Parker, Sixth Form East

Supporting Regeneration and Community Cohesion

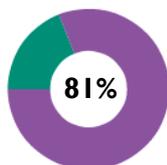


71% of groups surveyed said ELBA volunteers have helped make a visible improvement to the local physical environment

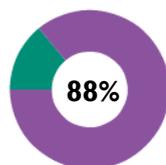
"Without the support of volunteers, the Cemetery Park wouldn't have improved so dramatically over the last 10 years or so. Team challenges have made the Cemetery more attractive, a better place for wildlife, and an improved space for education"

Ken Greenway, Tower Hamlets Cemetery Park

Volunteer Impact



81% of volunteers surveyed said volunteering had increased their self-confidence and interpersonal skills



88% of volunteers surveyed would get involved with other opportunities

"I have loved working with Milestone and getting to know the boys. I find it really rewarding to help them with their work and it is always great fun"

Jamie Savage, Catlin

"Volunteering was a good opportunity to share skills I had learned and develop my public speaking, presenting and organisation skills"

Rachel Welsh, Financial Ombudsman Service

St. Paul's Way Project

Supporting Community Organisations

During the last 12 months, volunteers shared a wide range of business skills including finance, change management, enterprise and customer service. This high impact volunteering will continue to be a focus in year four, further enabling organisations to strengthen their governance and leadership, increase the skills and knowledge of their staff and improve their financial sustainability and management systems.

Supporting Residents

Employability initiatives in year three offered opportunities to St. Paul's Way residents, increasing their employability prospects through schemes such as Training into Work and Career Capital: Sixth Form. In year four we will continue to engage with these organisations and link up with ELBA's Employment Works to offer these initiatives and work directly with young people and job-seekers in the area.

Supporting Regeneration and Community Cohesion

The St. Paul's Way area continues to be one of urban transformation and regeneration with a multi-million pound residential development on the Leopold estate, the new St. Paul's Way Foundation School, a new site and sixth form for Bow School, an extension at Stebon Primary school and plans to tidy up and reinvigorate the streetscape at the western gateway to the area around St. Paul's Bow Common church. Team challenges continue to be extremely popular and these developments will open up opportunities for more innovative challenges working alongside direct beneficiaries of the project partners.



Development and New Opportunities

Poplar HARCA's new development at William Cotton place will host St. Paul's Way Medical Centre in brand new facilities alongside St. Paul's Way Trust School's innovative new research centre and the Prince's Trust. This will open up more opportunities for the project for organisational support and employability initiatives with these new and growing organisations.

Directly south of the project area lies Chrisp Street district centre, part of the Lansbury Ward, which has the highest unemployment rate in the Borough(1). Poplar HARCA is working hard with local residents to encourage employment through enterprise and year four of the project will see the launch of The Poplar & Bow Enterprise Network. By extending the southern boundary of the St. Paul's Way project, ELBA can provide much needed business support to start-ups and social enterprises in the area and support young people through initiatives with Poplar HARCA's innovative Spotlight youth centre and the newly developed Langdon Park School.

(1) Source: Tower Hamlets Ward Profiles, Lansbury, May 2014

Thank you to community and corporate partners involved in the St. Paul's Way project in year three:

Community Organisations:

Access Sport, All Hallows Bow, Bonner Mile End, Bow School, Fern Street Settlement, Langdon Park School, Leaders in Community, Mildcare Pharmacy, Mile End Children's Centre, Mile End Park, Milestone, Poplar HARCA, Sixth Form East, St. Paul's Way Medical Centre, St. Paul's Bow Common, St. Paul's Way Trust School, St. Paul with St. Luke Primary School, Stebon Primary School, Streets of Growth, The Prince's Trust, Toyhouse, Tower Hamlets Public Health, We Walk the Line.

Corporate Volunteers:

Catlin, Accenture, Aon, Aviva Investors, BT, Barclays, Beazley, Citi, Credit Suisse, Deutsche Bank, FC Business Intelligence, Financial Conduct Authority, Financial Ombudsman Service, Financial Services Compensation Scheme, HSBC, JP Morgan, KPMG, Lloyd's of London, Moody's, Morgan Stanley, Reynolds Porter Chamberlain LLP, RBS Capital Resolution Group, RBS Corporate & Institutional Banking, RSA Insurance Group plc, Societe Generale, Spitalfields Housing Association, T Rowe Price, Thomson Reuters.

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