

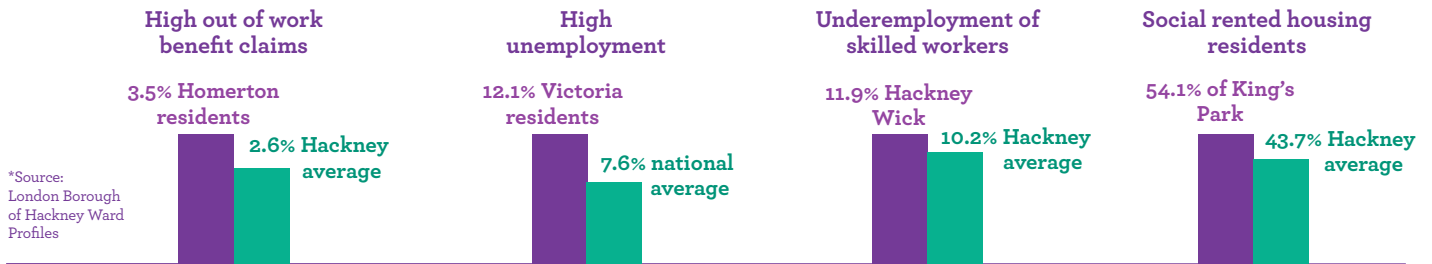
Project Overview

Hackney East is a partnership between Linklaters, Societe Generale, UBS and Hackney Council.

Hackney East began in January 2018 and was designed to address key issues:

- Support the employability skills and boost aspirations of east Hackney residents facing unemployment, underemployment and a range of socio-economic challenges
- Support the local authority and voluntary sector to develop capacity, capabilities and sustainability
- Hackney East followed on from seven successful years of delivery on another ELBA project, Hackney Works.

The need:



Employee volunteers shared skills to:

- Build employability and life skills of local unemployed people through taking part in employability workshops
- Support organisations supplying employment and services to the local community through mentoring and strategic advice to employees

Summary:

- Intensive support to focused geographical area
- Individuals helped with employability skills and moved closer to job market
- High impact volunteering opportunities; mentoring, board & skills sharing
- Strength of collaborative partnership; funders, community and Council

Key achievements

8 employability workshops



122 volunteers



167 beneficiaries supported



£15,135 value of volunteer hours



303 volunteer hours



Employability Beneficiary Impact



- 95% – reported improved self awareness
- 93% – reported improved confidence
- 93% – reported improved resilience
- 90% – reported improved drive & motivation
- 90% – reported improved adaptability
- 87% – reported improved CV or interview skills
- 86% – reported improved business awareness
- 79% – reported improved career awareness

25 had lives transformed by getting job interviews or work experience

Feedback:

BENEFICIARY FEEDBACK:

“Great networking opportunity. I’m inspired to do so much now.”

“I have gathered a lot of information about other people’s life journeys through work and am able to understand routes I can take for my future.”

BENEFICIARY FEEDBACK:

VOLUNTEER FEEDBACK

“I learnt a lot being exposed to different individuals who talked about their issues.”

“The session challenged my own views and thoughts and I got a greater insight into the local community, particularly the divide between east Hackney and rest of Hackney and issues for both those with low and high attainment”

VOLUNTEER FEEDBACK

Case Studies



Dujon Harvey, Employment Team Engagement Officer, Hackney Council

Employability beneficiaries registered as Homerton Hub employment service clients and seeking work or better employment were encouraged to attend the workshops hosted at the partner companies.

‘One person started going to network events and got two interviews after a workshop. One person was disillusioned as thought couldn’t get to where they wanted but got to realise how important networking and marketing herself was and now has an interview coming up.’

Part of the Hackney East objectives were also to help strengthen the Homerton Hub staff team to better support employability beneficiaries.

Senior volunteers from the three partner companies formed an advisory group and supported Dujon and two senior members of the team to discuss strategy and how to overcome key challenges. Business support was given to Dujon and his team. Mentoring relationships started with three of the team. ‘The senior volunteering support made a huge impact on the team thinking differently about their jobs. They have expressed they are happier and more confident.’

Andrea Sulyman, Employability Beneficiary

Homerton Hub had been working with Andrea for just over a year with limited success in helping her to take on feedback regarding her CV. Andrea was proving resistant to change, however with the support of corporate volunteers, she responded to feedback positively, submitted her CV to job vacancies and has been gaining interviews.

‘The CV that I have now in comparison to before is very different and so much better. I have really developed self confidence as part of the workshops. I have learnt from interacting with others to create goals and positive things to work towards. I now know what type of work I want to do and even who I want to work for! It has affected my mental wellbeing for the better.’



Working in partnership

Hackney Works Funders

Funders working together to offer long term intensive support to geographical area

‘Hackney East enables employees from different businesses to collaborate and learn from each other while supporting the local community’

Kate Ashworth, Head of CSR, Societe Generale

Hackney Council

Close relationship with Employment Pathways Team to support employability skills

‘Hackney East gives people exposure to the corporate sector to get in-depth information from companies in how they arrived at their positions, other types of roles that exist’.

Dujon Harvey, Employment Team Engagement Officer

For more information or to get involved in volunteering or access potential support, contact Sheetal Mistry on: sheetal.mistry@elba-1.org.uk