



Linklaters



Hackney East

Year 2 Report

A skills development and
capacity-building partnership
project



Project Overview

Hackney East is a partnership between Linklaters, Societe Generale UK Foundation & UBS, which began in January 2018. The project has 2 main aims:

- 1) To support the employability skills and boost aspirations of east Hackney residents facing unemployment, underemployment and a range of socio-economic challenges.
- 2) To support the local voluntary and community sector in Hackney to develop capacity, capabilities and sustainability.

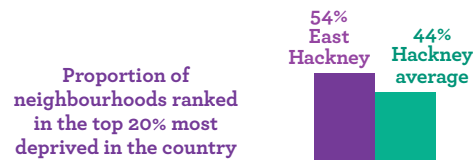
Year 1 (2018) of Hackney East engaged 122 volunteers, who contributed 303 volunteer hours, and supported 167 beneficiaries. Year 2 of the project has built on the successes of Year 1 and has introduced new and exciting activities for both beneficiaries and volunteers.



The Need:

Hackney was recently ranked the 7th most deprived local authority in the country. However, the need in the east of the borough is even greater:

- Over half (54%) of neighbourhoods in the east of Hackney rank in the top 20% most deprived in the country (compared with 44% of neighbourhoods with the same ranking across the borough as a whole).
- 52% of neighbourhoods in the east of Hackney rank in the top 20% in the country with regards to income deprivation (those unemployed or underemployed), compared to 43% of neighbourhoods with the same ranking across the borough.



*data from 2019 Indices of Multiple Deprivation

Year 2 Activities

Continuation of employability workshops & remote CV reviews

Introduction of 'Strategic Solutions' workshops, to support local charitable organisations with strategic challenges in comms, business strategy, HR and IT

Introduction of 'Leaders in Partnership', a 10-month coaching programme for leaders in the community

Development of longer-term relationships between volunteers and community organisations

Key Achievements

412
volunteers
engaged

871
volunteer
hours

246
individual
beneficiaries

34 community
organisations
supported

£43,550 value
of volunteer
hours

£6,320
estimated
in-kind donations



Beneficiary Impact

Employability:



- 100% of attendees reported that they felt more confident in their ability to perform at interview after attending a workshop
- 99% of attendees reported that they felt more motivated to attend an interview after taking part in a workshop
- 60% reported that their most-improved skill was communication

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people made significant progress in their employment journeys after attending a workshop, by getting job interviews or progressing in their applications

BENEFICIARY FEEDBACK

“All the volunteers were incredibly supportive, kind and generous and really boosted my confidence. I liked meeting other people in similar situations and visiting a really nice building – the workshop made me feel valued and relevant.”

BENEFICIARY FEEDBACK

“Best CV & interview skills workshop I’ve been to. Usually they don’t help this much. Volunteers were fantastic and very helpful.”

Community capacity building:



- 100% of organisations who attended a Strategic Solutions session stated they left with effective and achievable solutions to their challenges
- 100% of attendees agreed that the advice gained would lead to longer-term benefits for their organisation

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organisations have received longer term support from volunteers following sessions

COMMUNITY FEEDBACK

“This was a hugely beneficial session, helping us to see aspects of our business strategy in a different way and think about potential new income generation activities that we’ve not considered before. There were so many useful ideas to take forward!”

COMMUNITY FEEDBACK

“My volunteers were extremely helpful and offered a lot of good insight into where we should be focusing our marketing & comms. I liked having discussions rather than lectures. I feel I learned a lot that was specific to my organisation.”

COMMUNITY FEEDBACK

“This was a wonderful opportunity to think about our strategic plan. Lots of possible solutions were offered which were very useful, but the main benefit was stepping back to get an overview of what we need as an organisation.”

Volunteer feedback



- 100% of volunteers agreed that the positive impact of their contribution to the Hackney East project justified time away from their desks
- 88% reported they now have a greater awareness of social issues as a result of volunteering for the Hackney East project
- 88% reported that the volunteering experience has increased their understanding of, and empathy with, others
- 67% stated that volunteering with the Hackney East project has positively contributed to their sense of wellbeing and happiness at work

VOLUNTEER FEEDBACK

“This is a great volunteering opportunity for staff short on time and only able to give a couple of hours. It was great to meet the organisations face to face and help with their problems.”

VOLUNTEER FEEDBACK

“It was really great to meet and work with volunteers from the other two companies!”

VOLUNTEER FEEDBACK

“The workshop was a great experience, and gave me the chance to interact with participants who were willing to listen and take advice. Sometimes I think simply just sharing your experience and tips can be really helpful.”

Case Studies

Employability - Simeon Earnshaw

Simeon is from Clapton in east Hackney. His background is in youth work and project management but he was made redundant 3 years ago. Since then he has been working part-time jobs and zero-hour contracts. He attended two Hackney East employability workshops in 2019 and has recently been offered a full-time role as a Youth Work Manager!

I found out about the employability workshop via an email from Hackney Council. The information about the session was succinct and relevant to my current needs. It was a great opportunity to meet and discuss skills and jobs with professionals as opposed to being talked at - I didn't want to attend a training session but wanted to have the chance to practise and develop my skills.

I wasn't really sure what to expect at the beginning. However, the sessions were relaxed and didn't feel rushed, and I didn't feel talked at. It was really reassuring to speak to professionals who had been through similar job situations as me, such as redundancy, and who also had experienced similar issues with confidence such as imposter syndrome. The diversity of volunteers - some young and some with more years of experience - provided me with different perspectives which was really helpful. In the communications skills session the focus on the 'tell me a bit about yourself' question that comes up a lot in interviews really helped - I have been practising and feel more confident with it, and will use it in an upcoming interview! It was also great to practise interview questions without the pressure of it being real, and getting useful feedback after.

I now feel much more relaxed and confident in interviews. I am much more aware of my own body language in interviews now - it was so useful having it pointed out because there were some things I didn't even realise I was doing. Thank you!



Simeon (second from right) at a CV & Interview Skills session in September



Simeon (left) at a Communications Skills workshop in November

Case Studies

Community capacity-building - ecoACTIVE

ecoACTIVE is an environmental charity based on the Kingsmead estate in the east of Hackney. Their mission is to educate and inform young people, families and communities to live and work sustainably, and they do this through a variety of workshops and initiatives with local schools and organisations. ecoACTIVE have engaged with a number of Hackney East activities across the year – including the IT and Business Strategy Strategic Solutions sessions, and the Leadership session on City Giving Day. Their Director, Kay Richardson, shared the below feedback with us.

I am acutely aware of the need of the charity sector to bring in more skills and expertise and ELBA understand that for a Director to spend any time away from a charity the result must be rewarding and valuable. I can honestly say that I have been given tremendous support and a wealth of expertise to draw on. Within a fortnight I had created an IT strategy, had training on dealing with leadership challenges and with legal experts created some incredible ideas for new income revenue streams. The support I have been given has been exceptional. I may have had time away from the office but I have utilised it to the maximum and now have a clear plan and strategy in place enabling our charity to move forwards dynamically.

It has been refreshing having experts from a different sector to view our work in a different way and to identify new audiences, flesh out strategy and offer vital support. Life in the charity sector is incredibly challenging and I am time starved. However, I could not waste the opportunity that ELBA have provided and it has given an enormous boost for our charity in terms of direction and having achievable steps.

Overall it's had an enormously positive impact. We have now an IT strategy and have a clear plan in place to get us to where we need to be. We have identified new income revenue streams and the support has been phenomenal. Thank you!



Kay, director at ecoACTIVE, at the IT Strategic Solutions session at Societe Generale in September



For more information about the Hackney East project, to enquire about volunteering or accessing support from the initiative, contact Sheetal Mistry on Sheetal.mistry@elba-1.org.uk.



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