

Annual Impact Digest 2023-24



BIG ALLIANCE



Who we are and what we do

ELBA AND THE BIG ALLIANCE

East London Business Alliance (ELBA) is a social mobility and regeneration charity. For 30 years we have been building the connection between businesses and local communities. We bring the time, skills and resources of the business sector to address social mobility, regeneration, poverty and inequality in east London and beyond. ELBA's strategic goals are to promote social mobility, tackle poverty and fight inequality. We have a wide range of programmes which engage business and the community in education, employment and community development. Last year over 16,000 people from over 80 business organisations gave their time and commitment to helping the community.

The BIG Alliance (BIG) is a collaborative initiative in partnership with Islington Giving and the Macquarie Group Foundation, dedicated to providing support and assistance to the Islington community. This collaborative effort focuses on harnessing resources, expertise, and community engagement to address key issues, promote social inclusion, and create positive, sustainable change in Islington. Through a wide range of programmes and initiatives, BIG aims to empower residents, foster resilience, and enhance the overall quality of life in this vibrant London borough.



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Forewords

JULIE HUTCHINSON

As I step into the role of CEO at ELBA and The BIG Alliance, I am inspired and encouraged by the evolving landscape of impact reporting and its potential to amplify the work of our community and non-profit peers and partners. We find ourselves at a pivotal moment where the demand for data and compelling narratives from our corporate partners is increasing. This shift towards more rigorous impact evaluation, driven by changes in ESG (Environmental, Social, and Governance) standards, DEI (Diversity, Equity, and Inclusion) initiatives, and tighter budgets, is both necessary and understandable. However, it also presents challenges, particularly for our smaller non-profit partners.

While I recognise the critical importance of these developments, I am also mindful of the pressures they place on our sector, many of our charity partners are under-resourced and may struggle to meet these heightened expectations. The risk here is that we create a landscape where those with more resources thrive, while others are left behind. It is similar to the AI dilemma: those who can afford the best tools get ahead, while those who cannot may find themselves at a disadvantage.

Our responsibility, therefore, is twofold. We must continue to support our corporate partners by delivering the rich, data-driven insights they need to justify their investments and demonstrate their social impact. At the same time, we must advocate for and empower our smaller charity peers and partners, ensuring they are not sidelined in this increasingly competitive environment. This means finding innovative ways to bridge the resource gap, whether through more accessible impact measurement tools or by fostering closer collaboration between corporate and community partners.



The stories in this year's Annual Impact Digest underscore our steadfast commitment to these dual goals. They showcase the resilience of our communities and the transformative power of strong, dedicated partnerships. As we navigate the challenges ahead, our focus on rigorous impact evaluation and inclusive, sustainable development remains unwavering. Together, we can ensure that every initiative we undertake is both impactful and enduring, contributing to a more equitable and thriving east London.

We are deeply grateful for your continued support and collaboration as we face these challenges head-on, and we remain committed to achieving our shared vision of a brighter future for all.

With gratitude,

Julie Hutchinson
Chief Executive Officer,
ELBA and The BIG Alliance

DR CARMEN NICOARA

Impact measurement is hugely important to us at ELBA and The BIG Alliance. Because of this pledge, we chose to incorporate social value measurement within our evaluation framework. However, we apply it with caution—social value metrics do give interesting insights, but should not deceive us into believing that they help us measure what we are doing. We are relentlessly impact-focused - we measure positive changes in our beneficiaries' behaviours, attitudes, skills, quality of life and well-being; in community organisations' capacity, capability, and sustainability; in corporate volunteers' personal well-being, skills, and environmental behaviours.

I wholeheartedly believe that the true value of corporate engagement in the community cannot be quantified solely in financial terms. Our mission is to highlight the immeasurable benefits that corporate volunteering brings to our community, including stories of empowerment, unity, and resilience that cannot be fully captured by numbers alone. We recognize the distinct yet complementary roles of social impact and social value, and we are navigating the application of social value measurement in a way that complements our work.

As we look ahead, our focus remains on lifting up our charity partners, making impact measurement accessible, and ensuring our efforts truly make a difference.

Thank you for being part of this journey with us.

Dr Carmen Nicoara
Head of Research and Impact
ELBA and The BIG Alliance



Our impact in numbers

COMMUNITY OUTPUTS

36,137

Beneficiaries directly reached or supported (e.g. through workshops, 1-2-1 sessions, mentoring)



135

Beneficiaries placed into work



663

Beneficiaries trained



205

Community organisations supported (e.g. through capacity building workshops, mentoring sessions)



BUSINESS OUTPUTS

16,019

Business volunteers engaged



76,505

Hours of business volunteering



£241,891

Toy Appeal donations



The depth of our impact:

Beneficiaries, Community Organisations, Corporate Volunteers

IMPACT ON BENEFICIARIES (E.G. YOUNG PEOPLE, LOW-INCOME EMPLOYEES, ELDERLY)



1. Eight essential SkillsBuilder skills: Listening, Speaking, Problem solving, Creativity, Staying positive, Aiming high, Leadership, Teamwork

IMPACT ON COMMUNITY ORGANISATIONS*



*For a full breakdown of these figures, please refer to ELBA Community Partner Survey results and BIG Alliance Community Partner Survey results.

IMPACT ON CORPORATE VOLUNTEERS



How we work: our Theory of Change

Our Theory of Change: defining, deconstructing, and evaluating impact in east London



Our approach to impact measurement

OUR EVALUATION METHODOLOGY

At ELBA and BIG, we engage in an ongoing monitoring and evaluation process that helps us understand how each intervention is working, what effect it is having, and how it is influenced by internal and external factors. Operating independently from delivery teams, the Head of Research and Impact leads the design and implementation of the organisation's impact evaluation methodology, which includes the following key components and steps:

- **Four anchor frameworks** (discussed in the next section) - UN Sustainable Development Goals (UNSDGs), The SkillsBuilder Universal Framework, Business for Societal Impact Framework (B4SI), and the Impact Evaluation Standards Framework (IES);
- **Baseline data collection** - before implementing a programme, we collect baseline data to understand the current state of the issue we're addressing. This data will serve as a point of comparison for measuring change;
- **Bespoke, project-based Theory of Change** - we develop a theory of change that outlines the causal pathways through which each of our projects is expected to create impact;
- **Data collection methods** - depending on the characteristics of the projects and the needs of the beneficiaries, we employ a range of methods, including surveys, interviews, focus groups, observations, or data from existing sources;
- **Iterative learning** - we continuously collect data and update our impact assessment as programs evolve from pilot stages into long-term activities. This step is an

integral part of our adaptive management approach to impact measurement;

- **Ethical considerations** - each impact evaluation is governed by clearly defined ethics protocol, which includes informed consent, confidentiality, and the overall protection of vulnerable beneficiaries.

OUR ANCHOR FRAMEWORKS

Sustainable Development Goals (SDGs)

In light of COP26 (2021), ELBA and BIG have set out to measure the positive impact our community-based, hyper-local actions have on carbon reduction, supporting nature and building resilience. Although we work at a hyper-local level, we believe that these 'small scale' actions can have a global impact when corporations pull in the same direction, which is why we use the Sustainable Development Goals (SDGs) as an anchor framework for positive change.

SDGs are a set of 17 targets established by the United Nations (UN). These targets act as a framework for achieving growth that not only benefits the people and the planet now, but ensures that growth and impact is maintained in the future.



The Skills Builder Universal Framework

The Skills Builder Universal Skills Framework is a tool designed to assess and build a variety of essential skills in education and employment. Back in 2020, ELBA was part of the Trailblazer partnership, which pioneered the use of the new framework. Today, we use the Skills Builder within all corners of our work.

This new framework supports ELBA and BIG in explaining the value of our programmes to key stakeholders, including current and prospective programme participants, funders and supporters. We use the framework to identify how programmes can be optimised to further develop the essential skills of our beneficiaries. In addition to this, Skills Builder represents a reliable measure for the effectiveness of our programmes.



Business for Societal Impact (B4SI) Framework

B4SI is the globally recognised methodology used by hundreds of the world's leading companies to articulate and measure the positive impact they have in the world. At its heart, the B4SI Framework is a simple input output model, enabling any social impact activity to be assessed consistently in terms of the resources committed and the results achieved.

As our corporate partners apply the B4SI Framework to understand the difference their contributions make to their business and society, so do we utilise it as one of our anchor frameworks that enable us to align our evaluation practice with our funders' needs.



Impact Evaluation Standard (IES) Framework

The Impact Evaluation Standard (IES) Framework sets a high bar for consistency and rigour in the auditing and reporting of social value, whether for individual projects or across entire organisations. It integrates elements of economic improvement, sustainability, and community benefit, supported by a framework shaped by a steering committee of industry experts. This ensures that the methodology remains robust, consistent, and forward-looking.

At ELBA and BIG, we have adopted the IES Framework as a key anchor framework due to its comprehensive set of metrics and structured approach to social value calculation. This framework aids us in systematically quantifying key outputs of our projects. By incorporating the IES Framework, we ensure that our impact evaluation aligns with the best practices and meets the comprehensive needs of our stakeholders and funders.



Commentary - digital inclusion in east London



As part of our ongoing efforts to address systemic inequalities exacerbated by the COVID-19 pandemic, ELBA has placed a strong emphasis on supporting digital inclusion in east London. The pandemic highlighted the critical need for digital access and proficiency, as our reliance on technology for communication, education and work surged.

THE DIGITAL DIVIDE: A GROWING CONCERN

The digital divide in the UK is marked by disparities in access to and effective use of technology. While approximately 90% adults own digital devices, the effective utilisation and integration of these technologies into daily life remain uneven. This is exacerbated by socioeconomic factors, including income and education levels, which significantly influence digital access and literacy. For instance, certain demographics, particularly older adults and those from lower socioeconomic backgrounds, are less likely to use digital technologies effectively ([Litchfield, Shukla, & Greenfield, 2021](#)).

London's digital landscape is a microcosm of national trends, with stark variations across its boroughs. East London, in particular, shows significant challenges related to digital access. Factors such as affordability of broadband and the availability of robust internet services are

major hurdles. These issues are critical as they directly impact residents' ability to engage with digital platforms for education, work, and social interaction. The pandemic further highlighted these gaps, with disadvantaged groups facing increased isolation due to inadequate digital access ([Budnitz & Tranos, 2021](#)).

Moreover, digital literacy remains a barrier. Many residents in east London lack the necessary skills to navigate digital environments effectively, which limits their ability to benefit from digital advancements. This literacy gap is not only about accessing information but also involves the capacity to utilise digital tools for improving personal and professional outcomes. Educational initiatives aimed at improving digital skills are therefore essential to bridge this divide and foster inclusivity ([Singleton et al., 2020](#); [Poole, Ramasawmy, & Banerjee, 2021](#)).

ELBA'S RESPONSE TO DIGITAL INEQUALITY

Recognising these challenges, ELBA has taken proactive steps to mitigate the digital divide through several key initiatives:

- **Device donations** - since June 2021, ELBA has distributed over 1,200 laptops and devices to those in need, facilitated by generous donations from partners such as Societe Generale, Barclays, Clyde & Co, and the Raspberry Pi Foundation. These devices have reached a wide array of community groups, including those working with the homeless, refugees, young people, and elderly residents.
- **Training for individuals** - in collaboration with local organisations and the NHS, ELBA has conducted digital inclusion workshops and Digital Health Access sessions. These

initiatives aim to equip individuals with basic digital skills and improve their ability to access vital online services.

- **Tailored support for community organisations** - a recent survey conducted among our community partners revealed a pressing need for specific digital skills and resources. Respondents expressed a strong interest in receiving support for website and digital marketing training, as well as guidance on using social media platforms like Zoom effectively. In response, ELBA is developing targeted training programmes to enhance digital accessibility and competence among community organisations.

THE IMPORTANCE OF SUSTAINABLE SUPPORT

As the digital landscape evolves, the need for sustainable digital inclusion strategies becomes increasingly clear. Digital skills are no longer a luxury but a necessity for participating in the modern world. The disparities in digital access and literacy not only hinder individual progress but also perpetuate broader social and economic inequalities.

LOOKING AHEAD

To continue making strides in digital inclusion, ELBA seeks to expand its network of corporate volunteers and partners. We are committed to equipping our community with the necessary tools and training to thrive in a digital-first world. For those interested in contributing to this vital cause, whether through device donations, volunteering for training sessions, or other resources, please reach out to community@elba-1.org.uk.

By investing in digital literacy and access, we can ensure that no member of our community is left behind as we move forward into an increasingly digital future. This commitment to digital inclusion not only supports individual empowerment but also strengthens the fabric of our entire community, paving the way for a more equitable and connected east London.



Deep dive – our impact on skills and employment

BROADGATE CONNECT - A PARTNERSHIP MODEL FOR LOCAL EMPOWERMENT



Broadgate Connect, a dynamic employment and training initiative, represents a decade-long collaboration between British Land and ELBA, connecting businesses at Broadgate with local talent from the boroughs of Tower Hamlets and Hackney. Since its inception in 2012, this programme has played a pivotal role in facilitating fulfilling jobs and apprenticeships, thus driving diverse local hiring practices for Broadgate campus customers and suppliers.

As we celebrate the 10th anniversary of Broadgate Connect, we reflect on the programme's substantial contributions to the local economy and community. This has been documented in a comprehensive report by Hatch Urban Solutions UK, a leader in socio-economic research, which highlights the successes and future potential of our cross-sectoral collaboration. [This report is available here.](#)

ELBA's longstanding presence and influence in the local community have been crucial. For 35 years, ELBA has been instrumental in fostering community ties and enhancing employment opportunities in east London. Through Broadgate Connect, ELBA has helped to diversify workforces and create valuable opportunities for local residents, including jobs, apprenticeships, work placements, and insight sessions. This initiative not only benefits the companies within Broadgate Circle but also nurtures the career aspirations of individuals in our communities.

This section presents a snapshot of the tangible impacts of Broadgate Connect, illustrating how strategic partnerships can yield sustainable benefits for both businesses and local communities.

Methodology

The headline impact figures are reported in three different measures:

- **Economic benefits:** benefits to the economy, e.g., increases in wages for participants or profit for the businesses they work in.
- **Social benefits:** improvements in the wellbeing of participants e.g., perceived value to the individual of obtaining a job in terms of the impact on their life satisfaction or emotional wellbeing.
- **Fiscal benefits:** financial savings or income to the exchequer e.g., reduced welfare payments or increased tax revenue.

Economic and Fiscal Value Estimates

- Economic and fiscal value estimates are based on the [Unit Cost Database](#) (published 2022). The proxies include:

People supported into employment – Job Seeker's Allowance – Economic and fiscal benefit from a workless claimant entering work

Apprenticeships – NVQ Level 3 Qualification – Annual economic and fiscal benefits

For these estimates, no leakage, deadweight, or displacement values have been applied and so these represent gross figures.

Social Value Estimates

- Social value estimates are based on benchmark estimates from the Housing Association Charitable Trust's (HACT) [Social Value Bank](#) (2018). Using this methodology, appropriate proxies have been applied to the outcome figures (i.e., the no. of people supported into employment and the no. people receiving training). The proxies include:

People supported into employment – Individuals moving from unemployment into full time employment

People receiving training – Individuals attending general training for job

Apprenticeships – Individuals enrolling on an apprenticeship

- For these estimates the corresponding deadweight value (also published within HACT's Social Value Bank) for each of the proxies has been applied.

For a detailed account of the methodology, please refer to the Methodology Statement published [here](#).



The project's impact in numbers

£10m



Economic value to the UK economy through upskilling and getting jobseekers into employment

£8.9m



Social value by Broadgate Connect helping people move into employment and gain new skills

£7.3m



Fiscal value through financial savings or income to the Exchequer, including reduced welfare payments or increased tax revenue



39:1

Total return on investment, meaning that for every £1 invested, Broadgate Connect generated £39 of economic, social and fiscal value.

2. Based on a blended return of investment derived by combining the economic, social and fiscal values and dividing this value by total input costs. This is an indicative figure.

Social Value Added

The independent impact assessment carried out by Hatch revealed that, by helping people move into employment and gain new skills, Broadgate Connect generated £8.9m social value added.

Social value reflects improvements in the wellbeing of participants, including the perceived value of gaining employment, in terms of the impact on life satisfaction and emotional wellbeing. The estimates presented below are net, based on the Housing Association Charitable Trust's Social Value Bank (2018) benchmark estimates and deadweight values.



£8.9m



Social value

by Broadgate Connect helping people move into employment and gain new skills



Employment - 504 people
(£7,004,507 social value)



Apprenticeship - 41 people
(£149,152 social value)



Training - 839 people
(£1,788,468 social value)

Diverse and Inclusive

As London looks to create a fairer, more inclusive economy that works for all Londoners and businesses, Broadgate Connect is a powerful example of the role which cross-sector partnerships can play in boosting social mobility.

2/3



Global Majority

67% of all candidates supported into work are Black, Asian or from the Global Majority.

96%



Priority Boroughs

96% of all candidates supported into work are from priority boroughs of Hackney and Tower Hamlets.

Looking forward

Building on the success of the partnership between Broadgate Connect and ELBA in supporting local talent into employment with Broadgate's retail occupiers and service partners across the campus, priorities now include:

- Introducing Broadgate Connect to every business and partner across the Broadgate campus – reaching all employers who have recruitment needs.
- Smoothing the pathway for local talent to apply for opportunities, and increasing support for those facing barriers.
- Supporting employers and local talent in growing careers together, including adapting processes to make diverse, local recruitment 'business as usual'.

For the full report "A decade of Broadgate Connect", please click [here](#).

"Broadgate Connect is ELBA's longest-standing employment project. We have immense pride in the impacts the programme has generated – including £10m economic value in its first ten years – and the lessons and opportunities it opens for the future. Together, we have targeted sustainable career opportunities, training and upskilling in our diverse and talented local communities, addressing social mobility, unemployment and under-representation."

- Julie Hutchinson, Chief Executive Officer, ELBA and The Big Alliance

"At first, I didn't know much about the property industry, I had this image of the corporate world and it's not like that. ELBA opened the door; it would have been a more difficult journey if I didn't go through ELBA."

- Kenneila, from Newham, accessed her career in property through Broadgate Connect. In her first year in the Broadgate team she was promoted to Assistant Duty Manager, within two years to Duty Manager and then to Property Manager. Today, her career success continues.



Quick looks

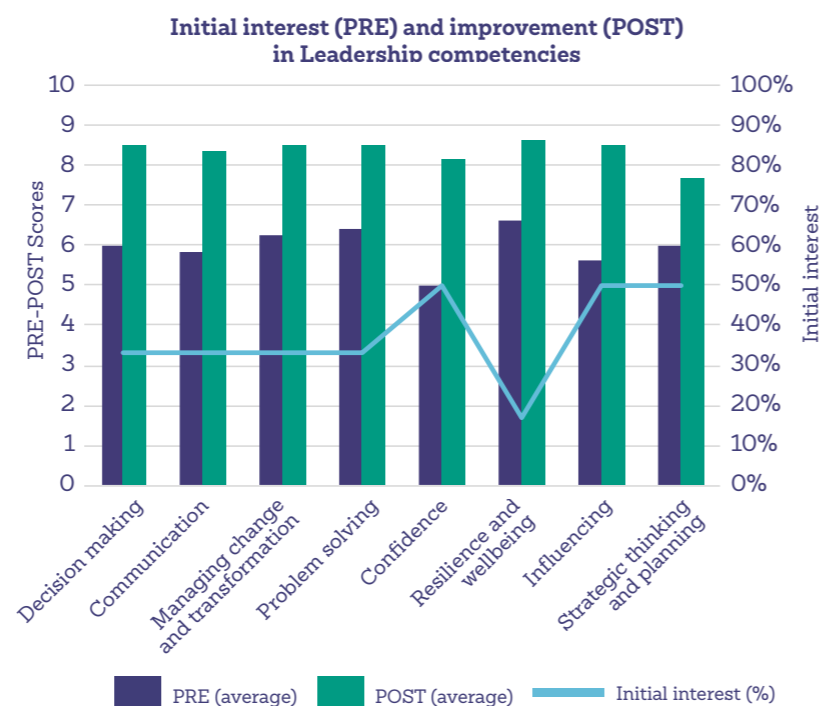
OUR IMPACT ON COMMUNITY ORGANISATION: LEADERS IN PARTNERSHIP



Led by ELBA and BIG, Leaders In Partnership is a community coaching programme designed to strengthen the leadership of charity and not-for-profit organisations in east London. By creating partnerships between senior employees and their peers in the third sector, Leaders In Partnership enables the development of both community leaders and the organisations they work for. Through their role as coach, business volunteers enable participants to explore their professional challenges, supporting them to identify solutions and embrace opportunities. Business volunteers also learn and develop through the process.

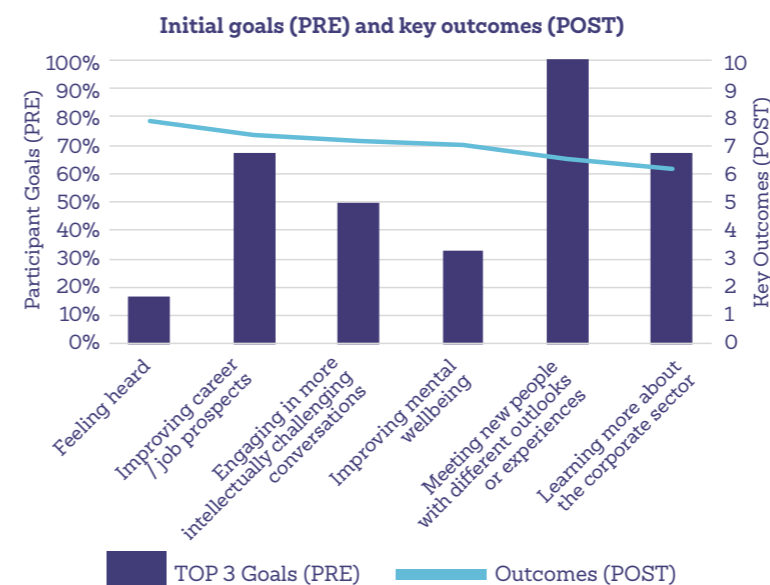
Here is a snapshot of the positive change achieved by BIG Alliance's latest Leaders in Partnership programme for both community leaders (mentees) and business volunteers (mentors). To evaluate the programme's impact, we used 'PRE' and 'POST' questionnaires to measure progress and goal attainment among participants. This methodology established a baseline at the start and assessed improvements at the end of the coaching relationship. Data matching was conducted to ensure accuracy and identify key correlations, providing a clear picture of the programme's effectiveness in building capacity and enhancing performance among community leaders.

GRAPH 1
Community leaders' (mentees) interest and improvement in leadership competencies



- **Confidence:** Participants' confidence soared from an average of 5 to 8.16/10, with 50% initial interest. The highest improvement!
- **Influencing:** Significant improvement from 5.6 to 8.5/10, with similarly high initial interest (50%) as above.
- **Resilience and wellbeing:** Highest post-program score of 8.6, demonstrating strong gains in mental resilience.

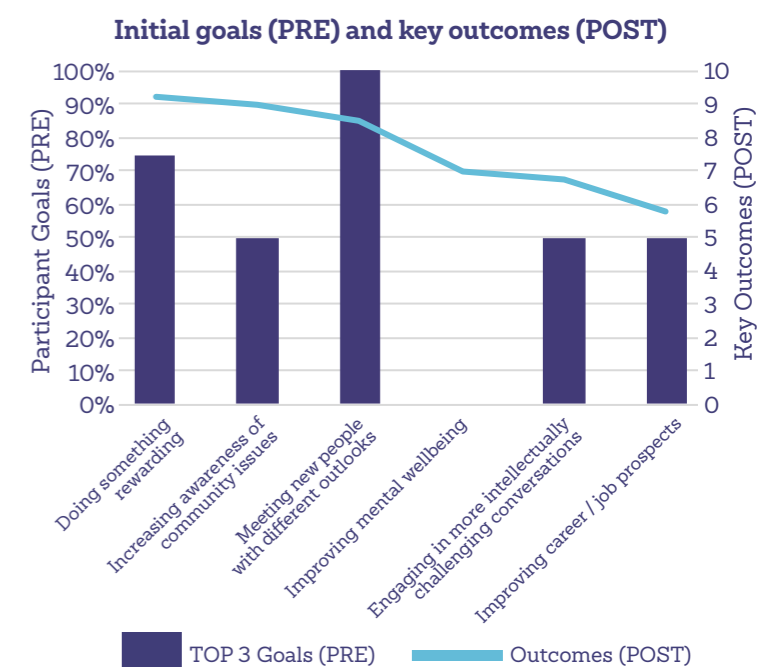
GRAPH 2
Community leaders' (mentees) goals at the start of the program and their outcomes at the end of the programme



- **Feeling heard:** Top Achievement! Even with the lowest initial interest (17%), participants felt heard the most, scoring this aspect 7.83/10. This suggests that the program was very effective in this area, potentially exceeding participants' initial expectations.
- **Improving mental wellbeing:** Initial interest was 33%, with an average outcome agreement of 7. This indicates that even though fewer participants prioritised this goal, the program was quite effective for those who did.
- **Engaging in intellectually challenging conversations:** This goal had a 50% initial interest and an average outcome agreement of 7.16, suggesting that the program met expectations reasonably well in this area.

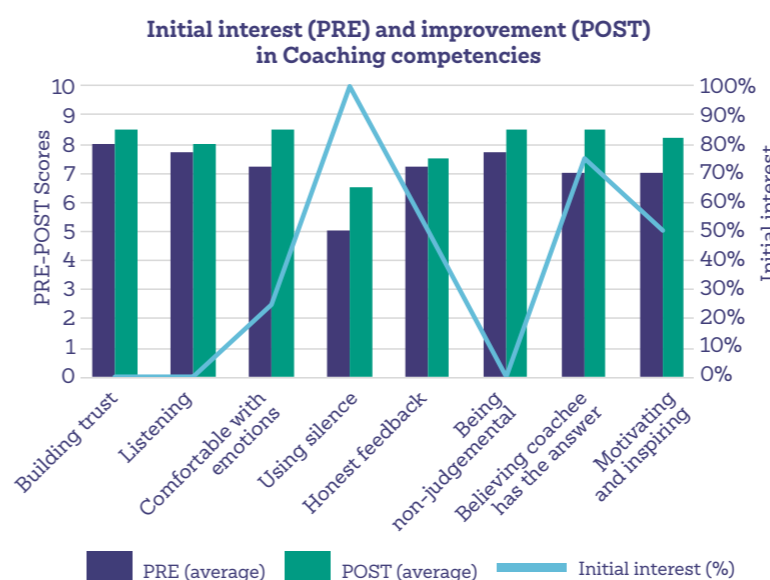
- **Using Silence:** This competency saw the highest initial interest (100%) and a significant improvement, increasing from 5 to 6.5/10. This indicates the program effectively addressed this area.
- **Believing Coachee has the Answer:** High initial interest (75%) correlated with substantial improvement, increasing from 7 to 8.5/10, showing mentors felt more confident in empowering coachees by the end of the program.
- **Motivating and Inspiring:** With 50% initial interest, this area saw notable improvements, increasing from 7 to 8.25/10.

GRAPH 4
Business volunteers' (mentors) goals at the start of the program and their outcomes at the end of the programme



- **Doing something rewarding:** Top Achievement! This goal had a high initial interest (75%) and received the highest satisfaction score (9.25/10) at the end of the programme, indicating the program excelled in providing rewarding experiences.
- **Increasing own awareness of community issues:** Participants reported significant success in this area, with one of the highest satisfaction scores (9/10), indicating the program effectively raised community awareness.
- **Meeting new people with different outlooks or experiences:** This was the top goal (initial interest - 100%), and participants felt they achieved this to a high degree (8/10), with a strong satisfaction score.

GRAPH 3
Business volunteers' (mentors) interest and improvement in coaching competencies



Quick looks

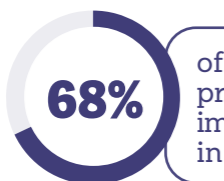
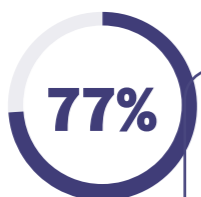
OUR IMPACT ON EDUCATION: MENTORING WORKS

The Mentoring Works programme has been running since 1996 and is delivered by ELBA and its sister charity the BIG Alliance in secondary schools and colleges in the boroughs of Hackney, Haringey, Newham, and Islington. For over 26 years, the Mentoring Works programme has worked with thousands of young people and business mentors.



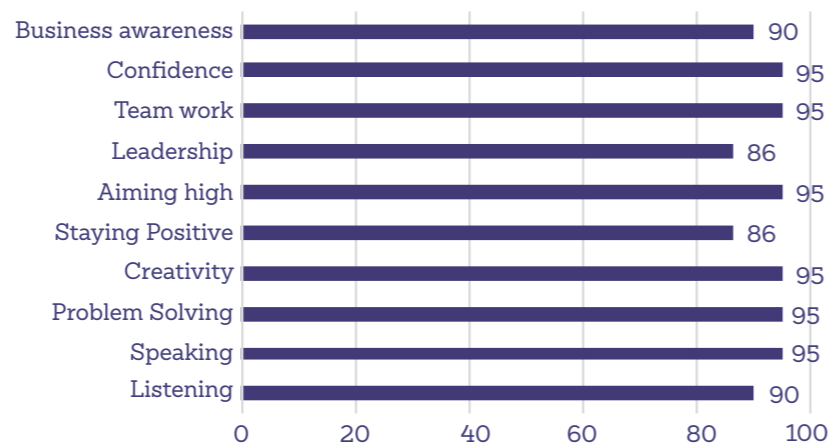
In the 2022-23 academic year, 261 students in Year 10 and Sixth Form/Post-16 were mentored by 204 professionals from 13 ELBA and BIG Alliance corporate partners. The programme's impact was evaluated by comparing students' skills at the start and end of the programme using Skillsbuilder assessments, highlighting significant improvements and growth in key competencies. Data for the 2023-24 academic year is currently being collected and analysed.

YEAR 10 STATISTICS



GRAPH 1

Year 10 Skills Improvement (%) from PRE to POST



"I was able to understand the different pathways I could take for different jobs and what I need to do to ensure I have the best chances of getting a job."

YEAR 11 STATISTICS



of students said that the programme:

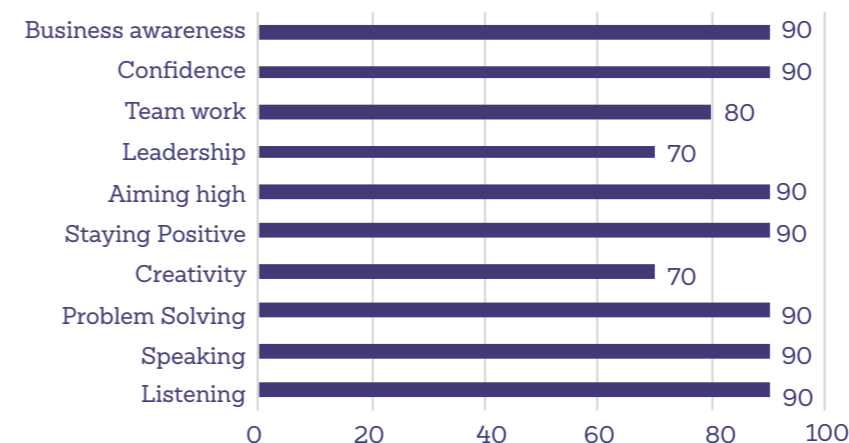
- helped them improve their attendance in school
- helped them improve their attitude or behaviour
- met their expectations
- will help them in the future



of students said that the mentoring programme helped them to improve their grades

GRAPH 2

Year 11 Skills Improvement (%) from PRE to POST



What is the biggest achievement or success that has come from working with your mentor?

"I was encouraged to leave my comfort zone so I did and it was a lot of fun."

"Being able to map out my future choices and possible places in the industry that I want to explore."

"I was able to form a solid plan about my career path thanks to the advice and support of my mentor.."



In the pipeline

ENABLE



Established in 2018 in partnership with HSBC, Enable was designed to help disadvantaged groups—such as local jobseekers, early career starters, and low-income workers—improve their communication skills and enhance their employment prospects. This initiative was a direct response to local needs and barriers to career advancement, with communication skills identified as critical for personal and economic empowerment.

Over the years, Enable has adapted to the changing needs of its participants, integrating digital delivery methods and developing bespoke modules for diverse audiences including those with learning differences. Amidst challenges such as the COVID-19 pandemic, Enable has introduced innovations like the Communication Coaching Programme. This initiative offers personalised coaching, practical exercises, CV reviews, and feedback, all tailored to enhance communication skills and boost confidence in professional scenarios, such as job interviews. In the past year, our focus has been on supporting refugees, migrants, and survivors of domestic violence, as well as individuals facing mental health challenges, insecure housing, and neurodiversity. These efforts aim to help them overcome communication barriers and succeed professionally.

A snapshot of Stepz

The foundational framework of Enable has been instrumental in shaping our new project, Stepz, further empowering communities in east London. Launched in 2023 with the support of SEGRO, Stepz has leveraged the Enable curriculum, with SEGRO volunteers trained to deliver communication skills workshops. These volunteers conduct two workshops each week over an eight-week period, significantly enriching the project's impact. Through Stepz, participants engage in employability skills training and receive mentoring support, leading to vital career-building opportunities. Many have secured employment or pursued full-time educational programs, demonstrating the powerful synergy between our initiatives. As we build on the robust foundation laid by Enable, Stepz aims to extend this legacy, ensuring sustainable career opportunities for our communities. An in-depth evaluation of both Enable and Stepz initiatives is scheduled for 2024-2025.



COMPASS



Compass is a high impact, volunteer support programme run for community organisations in east London via ELBA's Connect and [Evolve Project](#). Initiated in 2022, and modelled on [CoRe](#), a programme which has been delivered by BIG (ELBA's satellite charity in Islington) for the past 11 years, 2023 saw Compass in its second iteration.

From March to June 2023, teams of employee volunteers from Linklaters and Societe Generale worked alongside three east London-based community organisations to support in tackling an organisational issue they were facing.

As well as providing the framework and structure for the programme, ELBA facilitated a number of sessions and check-in points throughout. This included two Deep Dive sessions, which gave volunteer teams the opportunity to get to know the community partner they were supporting and to establish clear outcomes, and a midpoint event. Volunteer teams then met with the community partners bi-weekly on their own schedules.

A snapshot of Digital Compass

An extension of Compass, Digital Compass focuses on enhancing the digital resilience of community organisations across east London. The program starts with a deep dive session to set clear objectives, followed by ongoing support from corporate volunteers in areas such as data management and digital marketing. Part

of the broader Evolve project, Digital Compass is designed to equip community organisations for sustainable operations. An in-depth evaluation of these initiatives is scheduled for 2024-2025 to measure their impact and refine our strategies for future success.

Sustainability Compass

A further Compass programme focused on supporting community organisations to build a sustainable action plan and policies is due to start in April 2024. Additional Compass programmes are being taken up by a few other companies offering high impact intensive support to community organisations.



TEAM CHALLENGE



Each year, ELBA and BIG Alliance coordinate hundreds of these team challenges, involving thousands of volunteers across east London and Islington. These challenges take place in diverse settings like parks, adventure playgrounds, community gardens, centres, estates, and schools. ELBA's environmental initiatives, supported by volunteer efforts, address critical issues such as climate resilience, biodiversity support, and plastic pollution mitigation. An in-depth impact evaluation of the Team Challenge programme will be included in the 2024-25 Annual Impact Digest.

Toy Appeal

The ELBA and BIG Alliance Toy Appeal is an annual event where ELBA and BIG's corporate partners donate toys to children in east London and Islington through ELBA and BIG's community partners. These donations bring festive joy to children living in poverty, including those in hospital wards, schools, women's refuges, and other support organisations. The appeal ensures children aged 0 to 16 receive gifts, alleviating stress for their parents or carers and adding a touch of festive spirit.

Team Challenge, delivered by ELBA and BIG Alliance, enables business partners to engage in impactful team-building activities that address genuine community needs. These half or full-day events are carefully scoped with input from community partners to ensure meaningful, achievable projects. Activities include environmental work at local parks, city farms, community gardens, school grounds, and adventure playgrounds; socialising with local community groups, such as older neighbours; or event support for community parties, activity sessions, festivals, and open days.





Annual Impact Digest 2023-24



BIG ALLIANCE

elba-1.org.uk

info@thebigalliance.org.uk

info@elba-1.org.uk



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