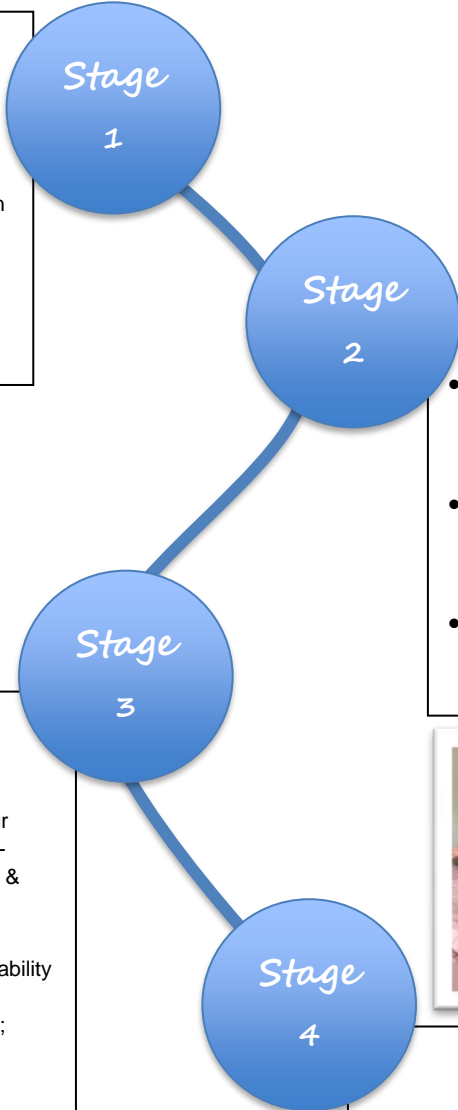


# EEG Employment Programme



**Welcome**

- We operate an open-door policy
- New participants arrive, either through referral pathways or by independently contacting us.
- Trained staff hold initial conversation to understand their individual needs, and develop a bespoke action plan.
- All plans are person-centred, taking into account each individual's unique aspirations needs and circumstances

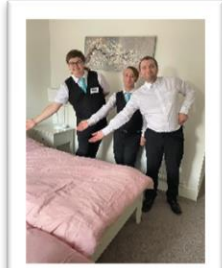


**Address Urgent Needs**

- We work with the beneficiary to understand the most immediate needs: housing, food, hygiene, disabilities, addiction, barriers to participation, mental health, physical health
- We offer direct help and support through our programmes (e.g. free meals, personal hygiene packs) or signposting to partner organisations
- We also make additional referrals to specialist agencies: AA, NA, food bank, Streets 2 Home, Centrepoint, Street Pastors, Frontline

**Unlock Potential**

- We provide varied opportunities for developing skills, promoting social inclusion, and building confidence.
- Where appropriate we offer work-based training in our social businesses: Café Cornell, Eco-Enterprise Print-Ability, Craft-Ability, Salon & treatment rooms, events & catering
- Additional educational courses, workshops, and enrichment opportunities: ASDAN-accredited employability course, life skills, numeracy and literacy workshops, employment support; Cook-Smart; Budget Smudge-it; creative arts workshops, Plot to Plate
- Free Social inclusion projects: friendship and support groups, community meals, singing group, community outings.



**Supported Progression to Employment**

- Maintaining our Person-Centred approach, we consider the beneficiaries' personal goals and interests, ensuring they apply for meaningful, fulfilling vacancies
- As well as supporting with applications and references, we also provide interview preparation and practice, as well as support with transport and clothing
- We will assist with the interview process as needed and provide continued support throughout the duration of the role.
- We create new supported roles across our social businesses enabling beneficiaries to remain in supported paid roles. We also work with other employers to promote creation of new supported roles.



## “Creating inclusive opportunities for all to thrive.”

### Our Core Beneficiaries

- Unemployed
- Special Educational Needs (SEN)
- Physical and Sensory Disabilities
- Poor Mental Health
- Ex-Offenders
- Addiction Recovery
- Care Leavers
- Experiencing Homelessness
- Low-Income Families
- Refugees

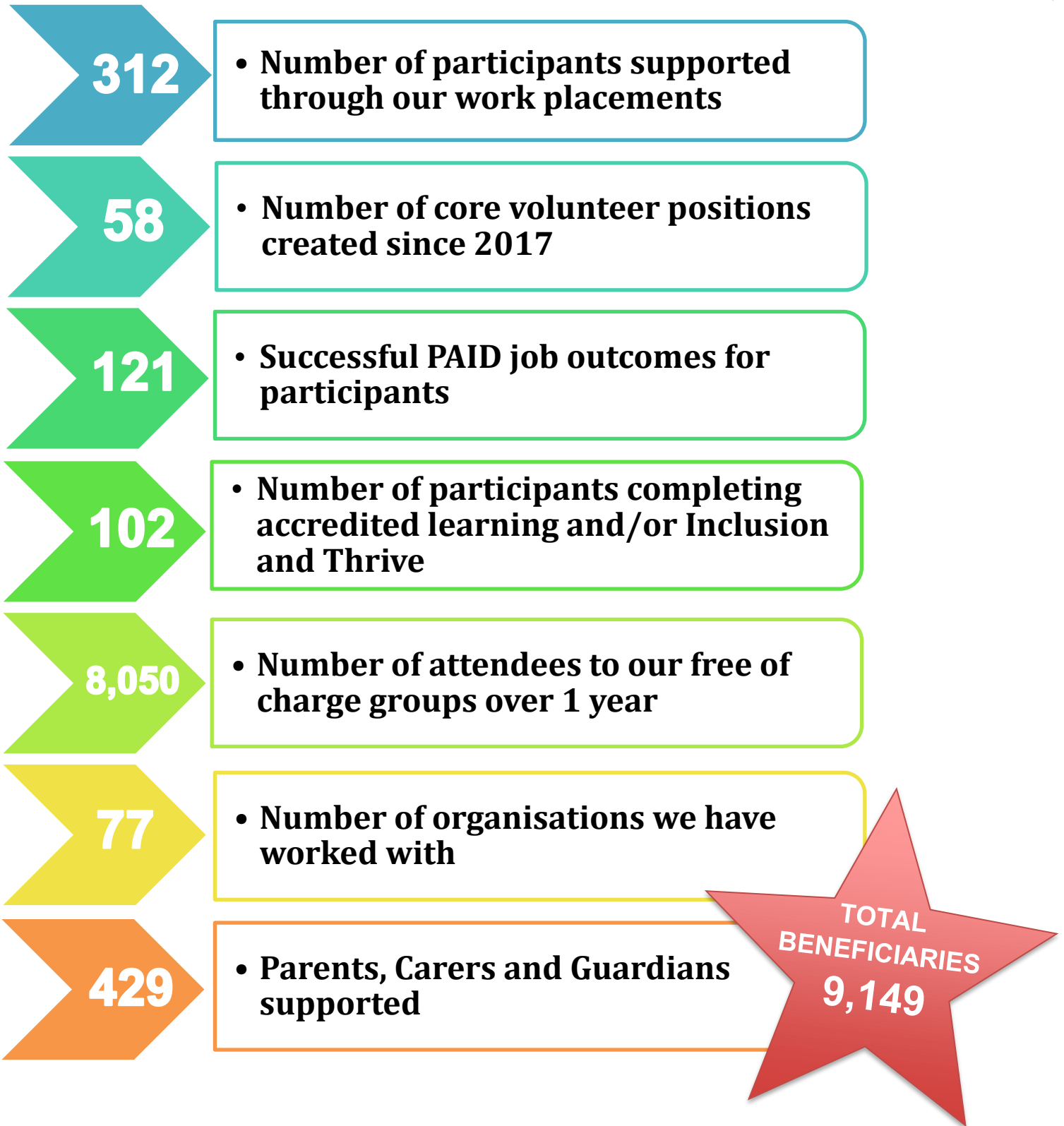
Enterprise East Group CIC are leading the way in tackling social isolation and employment barriers in our community. Central to our work is a fundamental belief that everyone possesses unique talents and potential. Through our projects, we help individuals who have experienced hardship, disadvantage and instability to develop that potential, to become more integrated in their community, and create new, accessible routes to employment.

We were founded in 2017 and have since worked with thousands of beneficiaries to build skills, confidence, employability, and social inclusion. Over the past six years, we have developed and evolved spectacularly, growing from a one-person organisation into a diverse and dedicated team of over fifty staff and volunteers.

Through one of the toughest economic and social crises in modern history, we have not just survived, but flourished, and built strong networks and partnerships with like-minded organisations throughout the region. These valued partnerships enable us to refer our beneficiaries for additional support and we encourage their engagement with all aspects offered by these specialist organisations.

We continue to support everyone throughout their progression and understand that many of the barriers our beneficiaries have, are far from easy to overcome. Our work may just be the start of a journey across many years, or even a lifetime.





**Multi Location Learning**

All of our social businesses serve as community-centric work-based training locations: Café Cornell, Cornell Salon and Treatment Rooms, Print-Ability custom gifts and jewellery, and Eco Enterprise sustainable retail. Each business provides unique settings and experiences, allowing participants to try working in different environments, find roles which match their strengths and interests, and gain new skills.



**The opportunities available to our beneficiaries vary greatly but fall into three main categories:**

- work-based vocational training
- educational and enrichment courses and workshops
- social inclusion projects.

**Our Holistic Approach**

We provide opportunities for people to develop personal and professional skills, promote social inclusion, and gain confidence. Participants can engage with any or all aspects of our offer, depending on their existing strengths, circumstances, and personal choice. Our role is to offer a range of high-quality learning experiences and help each participant to find the best version of themselves.

Our social inclusion projects focus on building new relationships and connections throughout the community, helping people to develop their support networks and escape from loneliness and isolation. These include a community singing group, multiple volunteer-led chat and friendship groups, and a creative arts group.



As shown below, we offer educational workshops and courses, for participants to develop a wide range of transferable skills necessary for workplace success and personal independence. Our Life Skills workshops focus on everyday essentials such as cooking, cleaning, personal care, staying safe, and transitioning to independent living. In addition, numeracy, literacy, and digital workshops allow us to address fundamental academic barriers faced by many of our beneficiaries.

Monday	Tuesday	Wednesday	Thursday	Friday
Work Training And ASDAN (Cafe Cornell)	Employability And Cooking Classes (Jubilee Hub)	Budget Smudge-It (Cafe Cornell)	Work Training and ASDAN (Cafe Cornell)	Life Skills and Cooking Classes (Jubilee Hub)
Dig It (Allotment)	Singing for the Soul (Jubilee Hub)	Work Training And ASDAN (Cafe Cornell)	Choir (Cafe Cornell)	Artist Hours (Jubilee Hub)
			Move and Groove (Cafe Cornell)	

As an ASDAN accredited learning centre, we can offer all our participants opportunities to gain multiple qualifications, enhancing their CVs and future job prospects. These include an ASDAN employability course, and qualifications in Food Safety, Manual Handling, and Health and Safety. Our social businesses fill a vital role here as well, as community hubs for volunteering, and opportunities to make new friends. Volunteers form a vital part of our team, helping to facilitate our range of projects and providing valuable input throughout.



## **Continued support into employment and beyond!**

We offer a wraparound support package for individuals transitioning from our programmes into future paid work. This includes interview preparation, arranging practice and real interviews, support with transport, and support with clothing and personal hygiene, if required. Throughout our history, we have helped upskill and improve the confidence of 8,675 individuals, whether this be through work placements, volunteer positions, accredited learning, further education, or one of our many free-of-charge skills-based and social community groups.

One of our core aims is to create new paid and voluntary roles throughout our social businesses. Many of our participants progress to supported roles under the Enterprise East Group umbrella, as full, equal members of our diverse and dedicated team. As we grow and develop as an organisation, we will continue to generate new jobs, and offer this as a pathway to as many marginalised and disadvantaged adults as possible.

We also work closely with local businesses as part of an Inclusive Employers network, and continually seek out new placements and roles within other organisations suitable for each of our participants.



## **In-Work Support**

Our work does not end once a disadvantaged individual finds the job, placement, or other opportunity they want. Instead, we remain open as a continuing source of support to them in their new role. We act as advocates, ensuring their needs are met and their voices listened to, helping our beneficiaries to find the best route forward through any problems which may arise.

What makes us different to other employability organisations is that we offer the same level of support to the employer as well. We begin work with them as soon as a potential role is identified, to ensure all reasonable measures to support the individual are in place. This includes any required health and safety measures and advice regarding adjustments to the interview process and questions, as well as ensuring all accessibility needs are met. Once the individual has secured their role, we help with all required paperwork on both sides, as well as ongoing in-person provision on the start date and any support that's required moving forward, for as long as necessary.

**Valued Volunteering**



In 2023, we were awarded the Kings Award for Voluntary Services in recognition of the tireless efforts of our fantastic group of core and bank volunteers. These selfless individuals attend regularly to support our work across various projects and activities as well as serving customers in our community café. They work tirelessly behind the scenes sourcing much needed equipment, additional funding, business support and organising transport and outings. Much like our beneficiaries, they've reported increased levels of activity and improved mental wellbeing.

We recognise the validity of volunteering as a fulfilling and beneficial long-term pathway for many people. Our own body of volunteers includes those who have progressed through our support programmes, gaining skills and confidence to become vital members of our team. In addition to this, we maintain close links with local community action and volunteering groups, including The Street Pastors and Uttlesford Community Action Network. These provide a wealth of volunteering opportunities for all of our beneficiaries.

**Further Education**

Another progression route of our beneficiaries is to further education. This includes full- and part-time academic courses, vocational courses, and apprenticeships. We have strong links with Cambridge Regional College through their Training Liaison, and with specialist apprenticeship providers such as Umbrella Training. In addition to widespread signposting and guidance toward external education opportunities, our social businesses provide excellent internal opportunities for apprenticeships, in a supported, welcoming environment. This partnership led to us winning the 2024 Cambridge Regional College 'Hospitality Apprenticeship Employer of the Year' award, for which we are incredibly honoured!



As with all elements of our programme, these pathways are not mutually exclusive. Many of our staff members and volunteers go on to later complete further education courses. Our current team includes several staff members who began as volunteers, then later decided to apply for paid roles. Through all of this, our principal role is to help each individual access the full range of opportunities available to them.

