



ELEVATING SUCCESS

Annual Report

Dec 2012 - March 2014

Established to deliver bespoke training programmes to individuals who seek to develop their skills and/or enhance their quality of life.....

Elevating Success UK

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Youth Forum members at the launch of the Keeping Safe Booklet

CEO's Report

The past 16 months have been a wonderful time of expansion and growth for Elevating Success UK.

New funders such as Lewisham JobCentrePlus and the Big Lottery Fund have enabled Elevating Success UK to expand into new areas of London, as well as allow us to work with many more people.

Our funders over the past six years, to whom we extend our sincerest thanks: AmicusHorizon, CCHA, London Probation Trust, Lewisham Youth Service, Lewisham Youth Offending Service and Lewisham Homes have all supported us in continuing to reach our target audience.

One of our ever popular programmes, High-5, has continued to grow – reaching in excess of 100 people from 18 to 63 years old over the past 16 months, with over 67% entering work or education.

Our hugely successful Momentum 2014 Youth Conference attracted over 750 young people aged 10-19 from all over London.

Over the next 12 months Elevating Success UK will continue to grow and we look forward to delivering even more programmes in the geographical areas we are already established in.

As always I would like to take this opportunity to thank the great team of staff and volunteers, also the trustees of Elevating Success UK, who have stepped up to the plate these past 16 months. As they say, there's no 'I' in team which has been exemplified over this period.

Also a big thank you to five people who have supported me in various capacities over the past 16 months: Althea Callum, Andy Hutchinson, Delphine Duff, Sylvarani Nair and Trevor Brown. Their continued support has been immense and greatly appreciated

Kind regards

Andrew Brown.

Chief Executive Officer

Chair's Report

It has been an immense pleasure to see Elevating Success develop further having experienced a period of growth over the last year, which has been very encouraging especially in light of the current economic climate. This has been possible through the vision and excellent leadership and networking skills of Andrew Brown, CEO, his team of staff and volunteers. The Trustees and I would also like to take this opportunity to thank Elevating Success for another exciting and successful year, and for the continued support from the funders for providing ES with the opportunities to deliver the programmes.

Vanessa Clarke

Chair



Vision, Mission and Values

The Elevating Success UK Vision

Our vision is to inspire, motivate and empower people to achieve their full potential, with a particular focus upon supporting those from disadvantaged communities.

Our Aims

- To provide a professional, caring, creative and mutually respectful training service
- To offer a professional and dependable service at all times
- To promote and disseminate good practice
- To provide assistance and partnership support to regenerate priority areas and develop sustainable communities

Our Objectives

At Elevating Success UK, we have a number of objectives which help us to deliver the most successful and effective training service to all of our clients. We aim to:

- Deliver training and education programmes that are recognised as high quality.
- Provide the best value for money in everything we do
- Create links with schools in the local area in order to increase the opportunities for success by providing access to projects that foster leadership, innovation and creativity
- Foster links with businesses to provide disadvantaged people with greater access to job or work experience opportunities

New Programmes

Elevating Success UK has devised and delivered over 30 programmes over the last six years and we continue to innovate by creating new content that addresses the evolving needs of our users. In the last 16 months we've created four new projects and delivered 11 from our existing standard.

Programmes launched since 1st Dec 2012

- **Big Sis' Little Sis'**
- **Girls' Night In**
- **Computer Skills Project**
- **Mayor's Mentoring Programme**

Big Sis' Little Sis'

is a layered programme of mentoring that addresses the needs of girls aged 10-14. Each mentee is assigned a 'Big Sis' (aged 16-18) who is able to take their lead from the mentee as to the topics they wish to discuss or concerns that they wish to address.

The success of this project lies in assigning mentors who are of a similar age to the mentee and who may be able to draw upon similar recent experiences in order to support the young person's transition into womanhood.



Apart from receiving the immensely rewarding feeling of supporting a young person develop, the Big Sis also has the opportunity to be supported in their role by calling on the experience of an 'Auntie', who can provide guidance on critical matters that may arise during conversation. This first programme was delivered to AmicusHorizon housing tenants and the 'Aunties' were comprised of their staff and volunteers. To date we've matched six mentees and have been running the programme for 12 months.

In Brief

The Girls' Night In

programme offers an informal group setting where young females aged 12 to 18 can meet to discuss topics that affect young women. To date topics have included female personal hygiene, as well as the meaning and impact of the lyrical content of modern songs. With an agenda driven by the attendees the topics are always relevant and spark healthy discussion further fostering public debating skills and positive social engagement..

Supported by:



Computer Skills Project (Senior Citizens)

With 57% of the 10 million Britons over the age of 65 never having used the internet (ONS data) and only six of the 20,000 care homes in the UK (carehome.co.uk data) having internet access this programme sought to provide the over 60s with the necessary skills to feel empowered to use the internet. This free programme, facilitated by Elevating Success staff, saw two strands of the community drawn together – senior citizens from AmicusHorizon's Housing For Older People Scheme and young offenders referred by Lewisham Youth Offending Service who wished to give back to the community. The programme proved to be a successful pilot and now the task will be to identify additional sources of funding, especially since research has indicated that internet usage by senior citizens can reduce feelings of isolation.



Mayor's Mentoring Programme

April 2013 marked the start of Elevating Success participation in The Mayor's Mentoring Programme. Spear-headed by Boris Johnson, it sought to facilitate positive change across eight London Boroughs by funding the development of mentoring schemes targeted at BME boys aged 10 to 16. In Croydon, Elevating Success partnered with five other organisations and has matched 108 young boys to inspirational mentors to date. The programme remains on-going and as always we're on the lookout for more volunteer mentors.

"Three months into the programme and the work began to pay off. I saw my mentee's attendance improve and with it his behaviour." AB Mentor

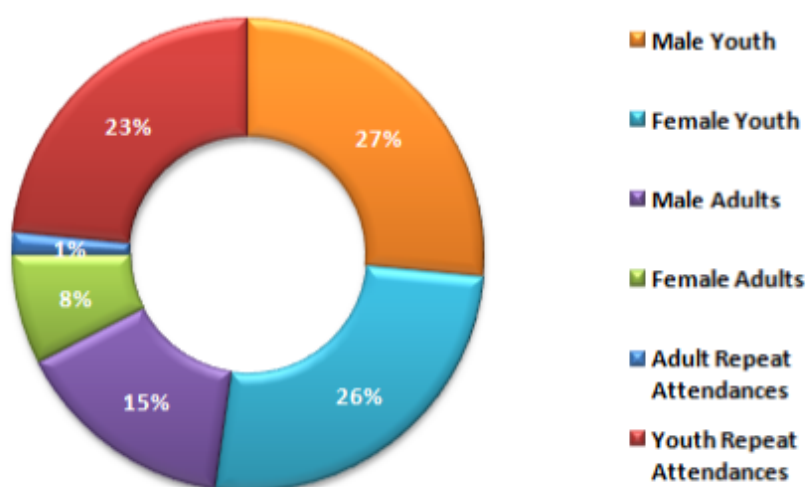


In Brief

Programme Beneficiaries (last 16 months)

We believe it is crucial to bring the public and private sector together to help the local community. By connecting the many groups across London and bringing them together to share experience, best practice and knowledge, we can offer both comprehensive and cost-effective training to achieve our aims of empowering individuals.

Beneficiaries over the past year



We have offered a range of programmes and activities to school children, as well as young and older adults across London.

We have created holiday programmes, creative arts workshops, performing arts programmes, employability skills and business entrepreneur programmes.

Working with Youth Offending Teams and Probation to Combat Anti-Social Behaviour and Social Issues

- ISS (Intensive Supervision Surveillance)
- Mentoring programmes for young offenders
- Pathway to Work in Construction
- Computer Skills Programme

Programmes Supporting Cultural and Social Diversity

- Black History Month Activities
- Mentoring (targeted at primary and secondary children)
- Intergenerational Programmes

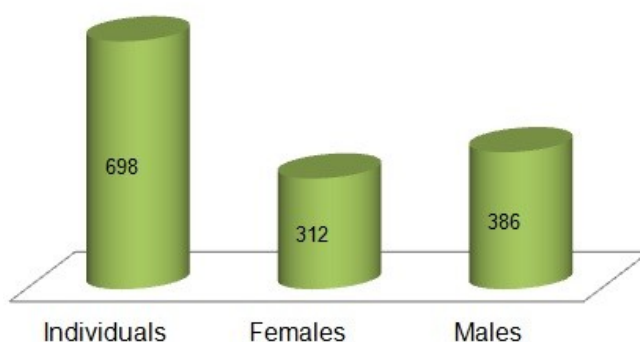
Employability Skills Programmes

- High-5 Employability Skills
- Business Enterprise Programmes
- On The Road

Creative Programmes

- Creative Performing Arts Programmes
- Hair and Beauty Training
- Healthy Cooking Workshops

Overall attendees over 16 months



Our future

At Elevating Success UK we know how important it is to keep up with the changing world we live in. To this end we constantly strive to bring new and innovative ideas to our projects.

During what we hope will be Elevating Success UK's next phase of expansion, we will need to attract talented individuals to the organisation and retain experienced staff.

In 2014 we will have seen one member of staff leave to commence maternity leave and a second confirm that they won't be able to return due to high childcare costs. This flow of talent out of a relatively small organisation can place the business under short periods of stress while we seek replacement staff and endure a period of adjustment while the new team member learns the role.

Short Term Strategy (1-2 years)

- To gain an Investors In People award which would recognise our commitment to invest in the business through the development of our staff.
- To offer accredited training to our service users.
- To acquire a building that will provide multi-function use for Elevating Success' activities. The building will serve as a venue for start-up business meetings – providing an ideal arena for networking and knowledge transfer. In addition it will form a permanent location for youth activities and external training.

Long Term Strategy (3-5 years)

- To create positive initiatives and provide services across the 32 Boroughs of London and the City.
- To replicate our successful work in south London by delivering similar programmes in North and East London.
- We are hoping to significantly increase our portfolio in response to the imminent changes to the distribution of benefits.
- To add and deliver more programmes addressing financial literacy and money management. (We anticipate that the disadvantaged communities we support will experience increasing financial hardship as a result of changes to benefits).
- To investigate the merits of rolling out a franchise model that will see the well-established brand of Elevating Success UK propagated not only in London but across the United Kingdom.

Momentum Youth Conference

The Momentum 2014 Youth Conference took place on Wednesday 9th April 2014.

We welcomed over 750 young people on the day who were able to take part in a range of activities including visit stands for information and advice, attend dynamic workshops on



everything from Sexual Health to How to Become a [Young] Entrepreneur and in the afternoon they were treated to a show. Up and coming acts from South London, who auditioned before the event, were teamed with professional performers who either provided a positive example of what hard work could achieve, or who raised awareness of the raw talent amongst our young people.

We asked the young people to list the one thing they would take away from the event and feedback included the following:

“Not giving up on the things I want to do in the future.”

“You can achieve your dreams if you try.”

“Don’t let anything stand in your way.”

Rachel Chrystie - Winner of the Community Achievement Award

Presented by Deputy Mayor of Croydon, Councillor Badsha Quadir and Michelle Seale from the Axis Foundation



Funded by:



Elevating Success UK was funded by ten of London’s leading social housing providers to deliver Momentum 2014, which aimed to inform and inspire the young people of Croydon and surrounding boroughs.





Our staff

Andrew Brown – CEO/Managing Director

Andrew was born and raised in Brixton growing up with a mother who taught him the value of working for a living and resisting the temptation of the streets. His first job as a paper boy was tough but taught him principles and set a strong foundation for later business life.

At 15 he started working as a crew member in McDonalds in Peckham and developed the art of customer service, teamwork and money management.

He knew he wanted to work in IT and later worked as an IT coordinator with global auditors KPMG.

He also gained experience as a mentor with young people, managed junior league football teams, taught in Sunday School classes, as well as mentored individuals. He felt compelled to invest himself full-time in mentoring and personal development training. Making sacrifices he left KPMG in May 2006 and began working at Motivation and Personal Success Ltd (MaPS) a local charity in Croydon.

When this organisation closed, Andrew chose to set up his own company using all the skills and business experience he had gained. Elevating Success UK was born which he has run successfully over the last six years and is going from strength to strength.

Andrew's recent successes include his acceptance onto the *2013 Lloyds Bank Social Entrepreneurs Programme*. Designed to support the growth of small successful businesses into medium organisations the one-year programme should bear fruits from 2015 onwards.

Patricia Stevenson – Programme Director

Patricia joined Elevating Success UK in November 2007, having previously worked in media as a journalist then public relations consultant. These skills came in particularly handy when publicising the work of the fledgling company, writing bids and proposals, as well as pitching for business with her creativity extending to the development of new training programmes.

Six years later she's proud to have contributed to the establishment of a credible training organisation. While these early activities still remain a priority the focus is upon sustainability and establishing best practice while drawing upon her training in the areas of occupational and organisational psychology in order to benefit individuals both in and outside of the organisation.

Our staff

Ben Joyce – Senior Administrator

Ben is the senior administrator for Elevating Success UK having started in July 2010. In that time he has progressed from undertaking routine administrative duties to writing bids and reports. Nowadays a portion of his time is dedicated to managing the accounts, while making sure that all of our programmes are properly set-up so that we can track the paperwork that allows us to evidence the work we do.

While he's mostly behind the scenes the variety of work undertaken at Elevating Success UK has given him the opportunity to play a leading role at our Homework Clubs too. "I am extremely proud to be a part of the Elevating Success UK family and particularly enjoy seeing how our work positively affects each and every one of our clients," says Ben.

Tyrone Moore – Senior Youth Worker

A recent addition to the team in late 2013, Tyrone has a passion for working with marginalised, hard-to-reach young people and has set up a number of mini-projects supporting young people prior to joining Elevating Success UK.

Having served as a soldier in the British Army he comes equipped with a level of emotional resilience that means he never gives up on a client and enjoys the level of challenge experienced when attempting to reshape the hearts and minds of hardened individuals.

Dennis Nyame – Youth Worker

Dennis joined the Elevating Success UK team in September 2012 and has established a niche for himself piloting a number of our new courses, as well as maintaining a steady workload of mentoring. He's an artist at heart and draws upon that creativity when trying to discover the best way to tap into an individual's undiscovered resources, or pinpoint their source of discontent.

He describes the best part of the job as "helping others to discover things about themselves they never knew" and he extends that description to himself as he's discovered hidden talents over the last two years.

Staff and Volunteers

We currently employ four full-time staff and four part-time staff, as well as four volunteers. However, these numbers fluctuate throughout the year when we recruit seasonal staff to run our holiday programmes.

Our volunteers work in a variety of roles including administration, youth work and finance. We regularly provide both UK and overseas students with invaluable work experience organised in conjunction with their schools/colleges/universities. Overseas placements last from six weeks to six months and are arranged through our partnership with Work UK. To date, we have hosted six interns from Germany, and two from France. This, combined with volunteers of African, Asian and Middle-Eastern decent, provides for a very multi-cultural work force.

Case Studies

Femi

Femi is 22 years old; and has been receiving support from Elevating Success since June 2013 to present. So far his journey has been overwhelming as he says Elevating Success have provided him with guidance in finding a course, funding for a business and enabled him to attend conferences which have boosted his self-development. Femi is currently undergoing the Peter Johns Academy at Westminster College.

This course gives you the knowledge of financial planning and forecasting as well as teaching him the basis of becoming an entrepreneur. At the end of this course Femi aims to take all the skills he has learnt to set up his own mentoring business.

From what Femi has said about his positive journey; he says he would 100 percent recommend people to reach out to Elevating Success for support. "They encourage you to follow your aspirations and give you self-belief; help you to build your self-esteem and development. As well as providing resources that will be beneficial to you individually".

Femi's past mistakes have motivated him to be more passionate about his goal and to stay on the road to success. Also his independency and hard work is helping him to shape into the role model he is striving to be.

Simone

Simone had been a catering assistant in a builders' canteen for three years before resigning due to ill health. At the point of starting Elevating Success UK's High-5 Employability Skills course in November 2013 she had been unemployed for three years and was eager to return to work. "I was willing to do anything: any job. I didn't mind if it was part-time, full-time, catering or retail. I just wanted to work," remembers Simone. However, despite the eagerness there were nerves at the thought of re-entering the job market.

"I'd really lost my confidence. I didn't have an up to date CV and I wasn't confident about the interview process either. It had been years since I'd applied for a job and even then it had been through word of mouth."

The six-week High-5 programme helped prepare Simone for work and included fine-tuning her CV, to helping her formulate a specific job-hunt criteria - rather than seeking just 'any' job. By the end of the programme Simone's confidence had soared and she credited the mock interview process as having the most impact. Participating in the 1-2-1 interview with a stranger gave her the opportunity to put everything she'd learnt on the course into practice and confirmed her belief that she could conquer her nerves in a real-life setting. Just a few weeks later she interviewed for a work placement position with one of Lewisham Homes' construction partners and having completed the three-month placement was offered a full-time role as an administrator within the Property Services division of MITIE.

With opportunities to develop her career in areas she had not conceived of five months earlier, she reflects upon her experience by saying: "I can't thank Elevating Success and Lewisham Homes enough. If it wasn't for them I wouldn't be here now."

Projects

Pathway to Employment

The Pathway to Employment was a project funded by Lewisham JobCentrePlus and delivered over a 12-month period. We delivered a series of programmes with a basis in employability, combined with a specialist subject; in this case either Construction or Driving.

Core elements of the programme (Construction):

- RIDDOR
- COSHH
- Accident prevention and reporting
- General safety
- Working at heights

Core elements of the programme (Driving):

- Rules of the road
- Inside/Outside of a car
- Road signs
- Hazard perception
- Theory Test practice

Common elements of both programmes:

- Confidence Building
- CV Writing
- Mentoring

Supported by:



jobcentreplus

We worked with 45 individuals, six of whom attended a Construction Course, with the remaining 39 individuals attending one of two On The Road courses. Of the seven who completed the Construction Course, three of them went on to pass their CSCS Exam, thereby enabling them to register with relevant agencies for which this is a requirement, thereby widening their chances of employment.



- 15 individuals completed the first On The Road programme.
- 15 individuals, six already had their Provisional Driving License,
- Nine individuals gained their licenses over the duration of the programme (providing much-needed credible ID that could be used in other contexts outside the course).
- Eight individuals went on to pass their Driving Theory Test.

We engaged with 17 individuals on the final On The Road programme delivered on the Pathway to Employment. Twelve students maintained attendance over the six-week period with 12 candidates attending the programme graduation. Positive outcomes included obtaining nine provisional licences for the attendees with a further six individuals going on to pass their Driving Theory Test representing a pass rate of 50%.

Projects

Sport Relief - Evening Standard Dispossessed Fund

Elevating Success UK was funded to deliver four programmes over a 12-month period. The first three programmes focused on securing employment in the construction industry and combined the dual elements of learning the necessary health and safety procedures for working on site, as well as imbedding the necessary life skills to enable candidates to successfully search for work post the programme. The first half of the course prioritised CV writing, interview techniques and confidence building: This was followed by a focus on health and safety legislation and onsite procedures which



formed the basis of the training that allowed candidates to sit the industry-recognised Construction Skills Health & Safety Exam (CSCS). Successful candidates had a variety of fields within the construction industry open to them.

Graduates from our Six-week Construction Programme in Hackney.

Programmes were delivered in Deptford and Downham in Lewisham, as well as Dalston in Hackney. The challenges encountered on this programme included a lack of motivation amongst candidates who had been unemployed for some time. Consistent, punctual attendance was a goal worked towards for many. In addition, it was identified that a number of candidates had low levels of literacy and numeracy skills. Even though the course provided a travel budget, some candidates struggled to make it to class where they would subsequently be reimbursed for their expenses. Nevertheless, 11 (48%) of the 23 enrollees on this programme went on to successfully sit and pass the external examination.

The Business Enterprise Programme delivered in Hackney attracted thirteen individuals with eight committing to attending regularly. Of those that completed the Business Enterprise Programme, three have since launched their own businesses, while the remaining five continue to work towards a launch date. Successful course participants include an organic hair products maker and a condiment maker with products including *Castello's Pepper Sauce* and *Castello's Green Seasoning*. Watch this space to see if its creator can emulate the success of Levi Roots!

In total, the Sport Relief ESDF supported 36 individual learners and facilitated 23 graduates from Elevating Success UK's programmes (eight from the Business Enterprise Programme and 15 from the three Pathway to Work in Construction programmes).

(See our case studies on page [14](#) for news of one of our Business Enterprise graduates)

Supported by:

**The London
Community
Foundation**



Projects

AmicusHorizon Regional Youth Forum

The AmicusHorizon Regional Youth Forum is an on-going programme of tenant engagement that has been facilitated by Elevating Success UK for a number of years. It continues to be a place where young people can meet and interact with their peers and by being involved in the forum



they can make a positive contribution within their own communities.

The Regional Youth Forum is a collaboration of three area-specific Youth Forums set up in London. Representatives from Bramcote (in Southwark), Croydon and Tulse Hill (in Lambeth) all combine to create a dynamic group of young people determined to make a difference.

The projects undertaken by the Regional Youth Forum are suggested and agreed upon by the members. If they can't agree, staff have the deciding vote. The projects decided on by staff often focus on preparing the young people for their futures. This can be best seen in the number of young people who have volunteered with Elevating Success UK on a wide range of AmicusHorizon funded programmes. In a climate where experience is often everything when it comes to securing employment, we give the members of the Youth Forum a head start in the working world by providing them with relevant experiences early on in life.

Once a year, the Youth Forum attends a team-building residential event. It was at one of these events that the decision was made to create the Keeping Safe booklet. Bourne out of the perceived dangers that ordinary young people face navigating the streets of inner-city London, the idea was incredibly well received by all.

Over a period of 12 months the Youth Forum worked tirelessly to produce the pocket-sized guide and 43 versions later it was officially launched by Croydon's Mayor on 15th November at the borough's newest office building. It soon became apparent to outside observers just how relevant it was.

It touched on many subjects that young people have to face every day including bullying, cyber-bullying, drug and alcohol abuse, domestic violence, peer pressure and the Police's stop-and-search policy.



Supported by:

 **AmicusHorizon**
making homes, helping people

Projects

HIGH-5 Employability Skills Programme

High-5 is a motivational programme of mentoring support, training, and personal planning created with the aim of helping people back into education, training or into employment.

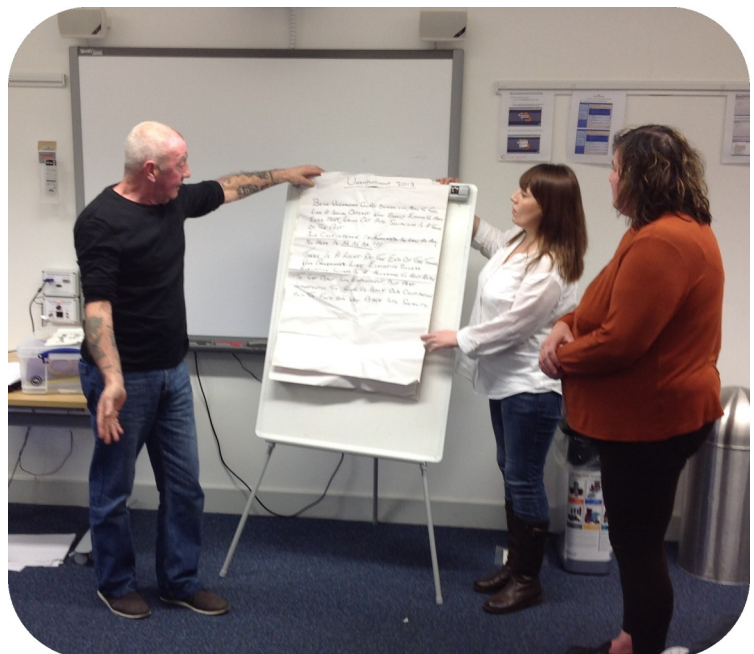
Programmes are delivered 2-3 days per week over a six to eight-week period.



Graduates from our High-5 Employability Programme which was run at the Deptford Lounge .

Core elements of the programme:

- Confidence Building
- Personal Presentation
- Mentoring
- Job Search Skills, including how to use the internet effectively and CV writing
- Mock Interviews with external panel
- Financial Planning (optional)
- Life Skills, including problem solving, career planning and teamwork



Supported by:



Our thanks and appreciation

The continuation of Elevating Success UK would not be possible without the generous help of our funders and everyone connected with us. Elevating Success UK would like to thank the following funders for their generosity and continued support over the 16 months.

Affinity Sutton

AmicusHorizon

Axis Foundation

Big Lottery Fund

BME Forum

Breyer Group

**Community Development
Foundation**

**Croydon Churches
Housing Association**

Croydon Council

**Healthy Eating Cooking
Academy**

Jack Petchey Foundation

JobCentrePlus

Lewisham Homes

Lewisham Youth Services

**Lewisham Youth Offending
Services**

London & Quadrant

**London Community
Foundation**

London Probation Trust

Mitre

People's Postcode Lottery

PlayPlace Innov8 C.I.C.

**School for Social
Entrepreneurs**

Sport Relief

**St. Andrews CofE High
School**

Wandsworth Council

Thank You

Quote from one of our funders:

"We have worked with Elevating Success UK for a number of years. They have delivered a number of exciting and engaging projects, from helping our unemployed residents get back into employment, to youth engagement and business enterprise. All their projects have been excellent value for money and yielded really positive and inspiring results for our residents, feedback from everyone who has attended one of their projects has been overwhelmingly positive. Elevating Success UK really do help make a positive difference to peoples' lives".

Christina Ewrierhoma
Lewisham Homes

Our valued Trustees:

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Devon Hobbs

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