

JERICHO & SHOOSMITHS FOUNDATION REPORT 2023

SHOOSMITHS

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About JERICHO

JERICHO is a Birmingham charity; we run seven social businesses providing local work/ training placements ranging from two months to two years for local unemployed people with complex, intersecting barriers to social mobility and inclusion. Spread across the city our businesses comprise: JERICHO Cleaning, The ReUsers, Wood Shack, Miracle Laundry, JERICHO Workspace, JERICHO Construction CIC and ChangeKitchen (a joint venture).

Our work/training placements are designed to 'level the playing field' and create a 'first rung of the ladder' opportunity from which our beneficiaries can launch into mainstream work and social inclusion; we simply give people a break whom other employers won't take a chance on and prepare them to work in the wider world.



The Project

JERICHO Jump Start (JJS) is an initiative, funded by a grant from the Shoosmiths Foundation, which underpins the existing work we do to support the social mobility of our beneficiaries and allows us to develop it further. The grant has helped us to focus on 'what comes next' immediately after a JERICHO placement, and also to focus in a more intentional and sustained way on longer-term work and life progression and fulfilment, to help our beneficiaries fill unfilled vacancies and start their journey towards social mobility.

The project began on 28th October 2022 and has helped us:

- to provide JERICHO beneficiaries with the support they need to enter and sustain mainstream employment after a JERICHO programme
- to instil the confidence, self-belief and skills in JERICHO beneficiaries to believe their future can be brighter than their past
- to encourage and challenge JERICHO beneficiaries to 'think big' and create a career and life plan which builds in progression, promotion, and fulfilment, being both aspirational and achievable
- to build relationships with mainstream employers/ corporate partners to create welcoming, strong routes to sustainable employment for JERICHO beneficiaries
- to disrupt the likely trajectory of long-term unemployment/ low aspiration and create a more level playing field from which to progress in work and life

Social Value Methodology

We use the UK Social Value Bank to measure the positive impact our projects have on our beneficiaries. It is a really helpful way to look beyond the number of people we have supported by focusing on the improvements to their wellbeing.

It looks at 88 outcomes, including supporting someone from unemployment into employment, tackling accommodation issues, improving confidence and helping individuals manage their finances effectively. Each outcome has a defined financial metric, which incorporates a wellbeing value, a health top up value and, where applicable, savings to the state. Using this methodology, we anticipate that JERICHO will generate approximately £2 million in social value in the financial year 2023/4 and the Jump Start project will have contributed towards this by enabling us to provide a wider package of support.

Outcomes

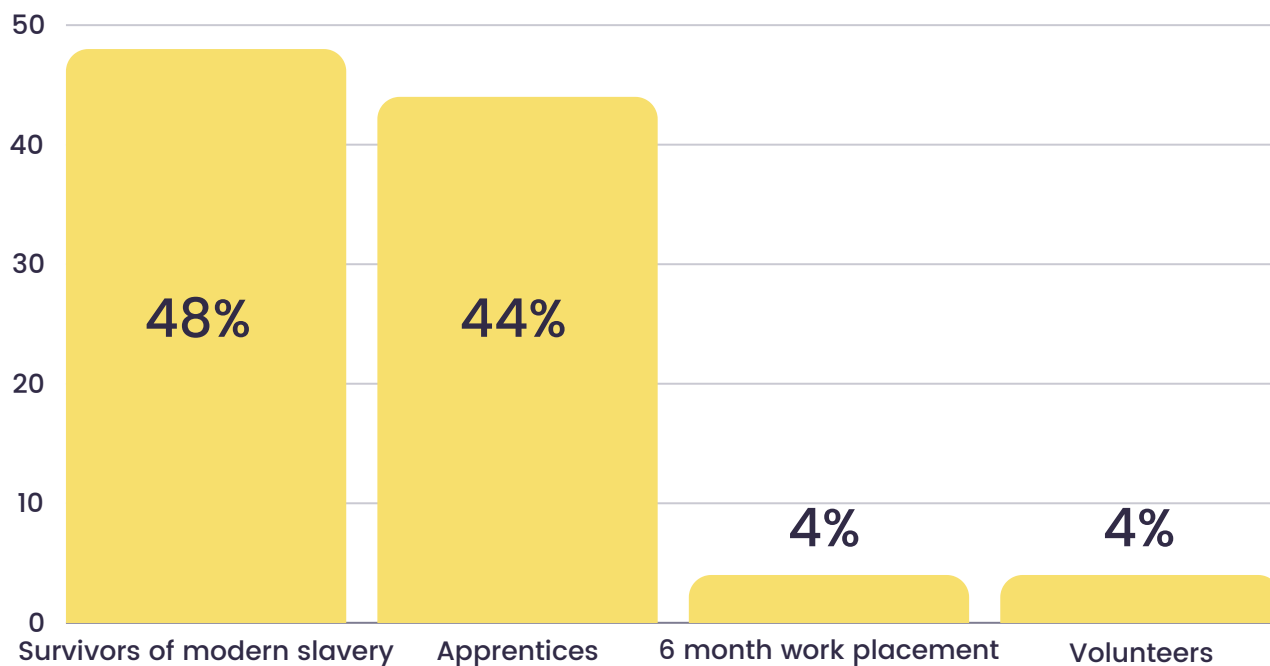
50

people
supported

77%

progressed into a
positive outcome

People Supported



Most Common Challenges to Employment

Survivor of modern slavery

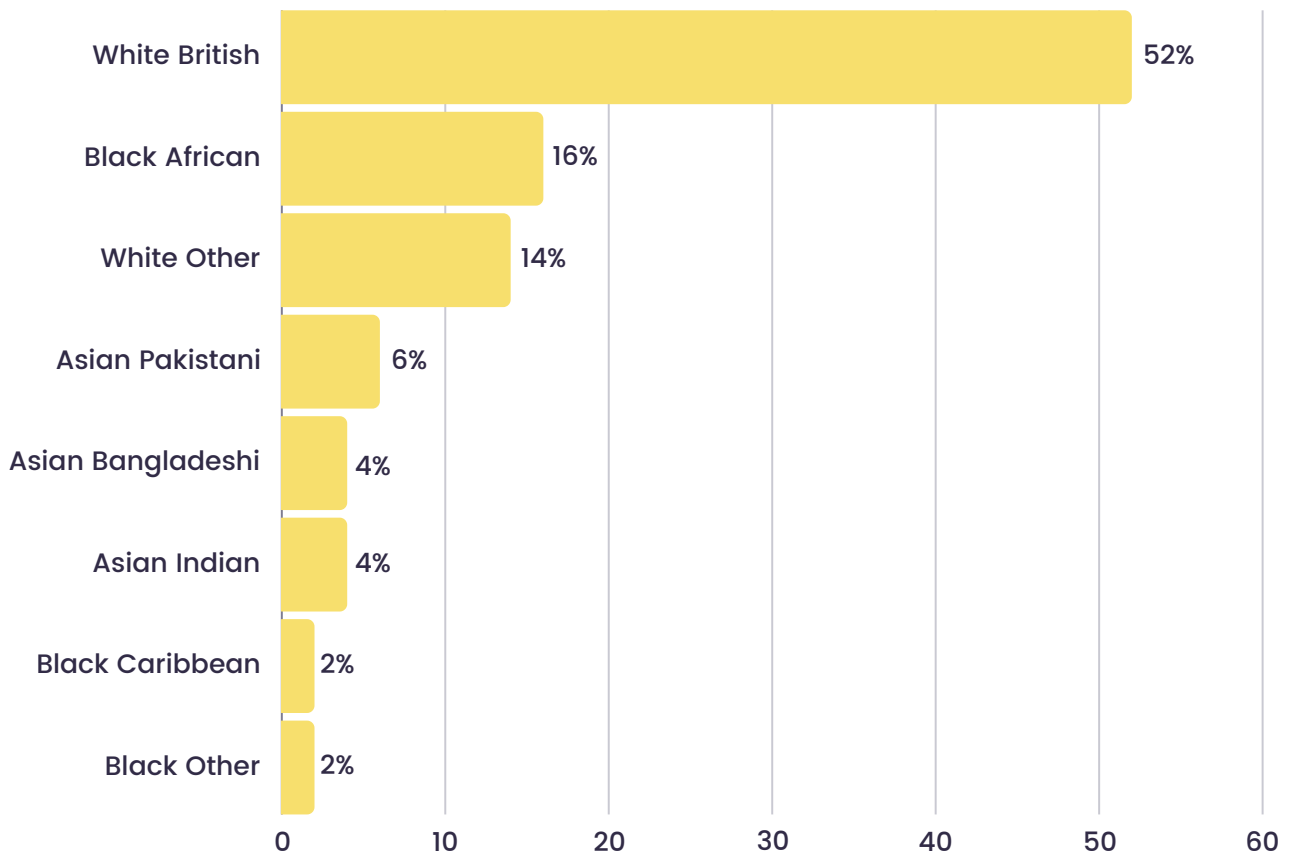
Little or no work experience

Low confidence

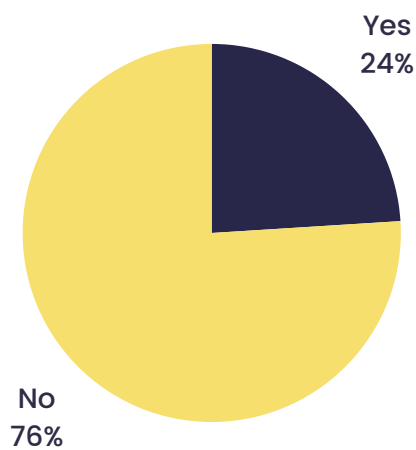
Mental health condition

Depression/anxiety

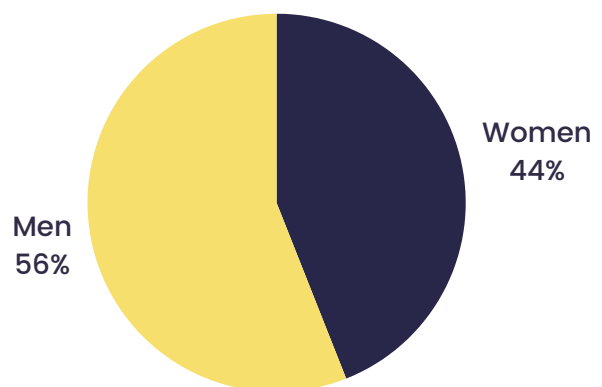
Ethnicity



Disability



Gender



Case Study One

P was introduced to us by a former employee. P had moved to the midlands from the south-east. P is neuro-diverse and had left school around 20 years ago and had volunteered in a number of settings.

P started volunteering at The ReUsers in September 2022 and volunteered three days a week mainly in the donations area. P drew upon his volunteering experience and the skills he learnt there in volunteering with us. P's regular volunteering with us increased his confidence and self-belief that he could secure paid employment. As well as volunteering the additional funding from the Shoosmiths Foundation enabled us to involve P in visits to other employers to raise his aspirations, highlight to him a range of opportunities and also help him identify the type of work he wanted to do. We also helped him update his CV and carry out job searches.

We were thrilled for P that just under a year after he started volunteering with us he secured a paid job with a well-known high street chain.

P said "After recently moving to the Birmingham area I came to JERICHO mainly to find work and to seek direction on how to get work. I had some previous bad experience in a work place and because of that kept to voluntary work. In the time I worked at The ReUsers I have gained confidence in myself and also when it comes to working with people. I had fun working with the people there as it is a friendly laid back environment. I am grateful for my time there and look forward to next chapter in paid employment in a high street retail company."

Dawn Hall, JERICHO's People Support Manager said, "we are delighted that we have been able to help P into paid employment and grateful to the Shoosmiths Foundation for enabling us to provide additional support to P and others."

Case Study Two

K joined us following a referral from the Job Centre and had done some short-term work in a Tesco after leaving school almost five years previously. K lives with his mum who works as a receptionist.

K's anxiety had been holding him back, he had been bullied at school and this massively impacts his confidence and sometimes day to day life. When K joined us he was looking for supported employment and to gain new skills with an employer that can understand and support his anxiety. K's anxiety holds him back from dreaming big and when discussing his next job he was insistent that he wanted to be a refuse collector or window cleaner not because of any great desire but because he felt this was achievable for him.

As a consequence of the Shoosmiths Foundation funding we were able to have some great in-depth conversations about jobs and careers. We arranged and took him on visits to a jobs fair, arranged a Teams meeting with the recruitment co-ordinator at the West Midlands Ambulance service to discuss job opportunities and also went on a visit to a large corporate marketing firm. K was shown a range of experiences and job roles that he might otherwise not have considered.

We also took K to a waste disposal company to see and experience first-hand what a role in this sector would be like. He came back with a desire to do something else and said "I don't want to be stuck in a job I won't enjoy."

K is due to complete his apprenticeship at JERICHO shortly and is currently searching for his next job.

Measuring Success

We set ourselves the following targets:

For beneficiaries:

Improved social mobility through: Increased aspirations for work and life; Improved plan and pathway to fulfilment in work and life; Better understanding of further training/ skills development needed to achieve goals; Improved self-belief/ confidence in ability to participate fully in society; Achievement of secure, sustainable mainstream employment or on a trajectory to achieve this.

75% beneficiaries move into sustainable employment; 90% of beneficiaries to feel positive about their life/ life chances.

For JERICHO:

Improved skill and capacity built into our team to keep social mobility at the forefront of our work with beneficiaries; improved evidence of the difference our interventions make on the lives of our beneficiaries.

The project has been very successful. We exceeded our engagement target and an incredible 77% of participants, who have completed the programme, have progressed into employment, education or other positive outcome. The programme has definitely created a feel-good effect and a sense of positivity within this cohort of participants.

For JERICHO the impact has also been transformational. Our increased capacity meant that we were able to invest time in forging links with employers and creating opportunities to visit them for 'careers days' to learn about their organisations and career paths. Many of our clients were clearly inspired and motivated by these visits.

What's Next?

There is still a group of clients who will remain on the Jump Start programme beyond the funding period (end of October 2023). We will continue to work with them and monitor their progress.

Sustaining the Programme

JERICHO Jump Start has now become an integral part of our service delivery and we are committed to continue to deliver this aspiration raising element of our programme. We have already submitted several applications to grant making trusts specifically for this project and hope to receive positive news in the coming weeks.

Additional Support

In addition to the JJS project we have received support from Shoosmiths in a variety of guises including:

- Pro bono legal advice
- Use of a meeting room
- Purchasing catering services from our Change Kitchen social enterprise for the Birmingham office's International Women's Day event
- JERICHO's Modern Slavery expert, Louise Gore, spoke at a Modern Slavery Working Group meeting of which Shoosmiths is a member, convened by the United Nations Global Compact Network UK
- JERICHO's CEO took part in filming a short video promoting the work of the charity and its impact which was included in the Shoosmiths 2023 Impact Report.

If you would like to know more about this project or would also like to work in partnership with JERICHO please contact Patrick Masih, Senior Manager; Corporate Giving and People Support - Patrick.masih@jericho.org.uk

Please also visit our website jericho.org.uk where there are some excellent videos that tell our story.