



Cornwall Works **WISE** Awards 2010 **THE WINNERS**

Awards Ceremony
held on **2 July 2010**

at the Headland Hotel, Newquay



European Union
European Social Fund
Investing in jobs and skills



Presented by The Convergence Partnership Office
for Cornwall and the Isles of Scilly with support from
Jobcentre Plus and the Skills Funding Agency

CELEBRATING **SUCCESS** AND **PERSONAL ACHIEVEMENT**

The *Cornwall Works WISE* awards recognise and celebrate excellence in employment and skills activity across Cornwall and the Isles of Scilly. They are organised by the Convergence Partnership Office for Cornwall and the Isles of Scilly, Jobcentre Plus and the Skills Funding Agency.

Cornwall Works WISE Awards

2010 is the third year of these awards, held on 2 July at the Headland Hotel, Newquay.

Hosted by Carleen Kelemen, Director of the Convergence Partnership Office for Cornwall and the Isles of Scilly, the keynote speakers were Wendy Violentano, Head of European Social Fund Division and Andy Brelsford of Volunteer Cornwall. The awards were presented by Wendy, Andy and Carleen together with Carolyn Webster Jobcentre Plus and Mark Williams; Skills Funding Agency.

Councillor Carolyn Rule, Cornwall Council cabinet member for economy and regeneration:

'The Cornwall Works WISE awards give us the opportunity to celebrate the people and organisations that have made a difference to their own lives and to the lives of others, in fields of both employment and skills.

Congratulations to all the 2010 Cornwall Works WISE award winners. Cornwall Council's vision for a prosperous economy with opportunities for one and all is one in which all people are able to fulfil their potential. Supporting people into work and developing a skilled and adaptable workforce across Cornwall and the Isles of Scilly is fundamental to this goal.

Cornwall Council's commitment to providing both the civic leadership and where appropriate the delivery of services across the work and skills agenda has never been stronger. We are in the process of establishing an employment and skills board, which will be chaired by the private sector, to lead on this. However, we are not starting totally anew – we already have the nationally renowned Cornwall Works that brings together all the welfare to work delivery across Cornwall and the Isles of Scilly.'

Wendy Violentano, Head of European Social Fund:

'Many congratulations to all of the 2010 Cornwall Works WISE Award winners. Each and every one has a personal story which I have found inspiring and are all great examples of how investment in work and skills can change people's lives. ESF Convergence is playing a key role in this.

The European Social Fund was set up to improve employment opportunities across the European Union. It is a key delivery agent of Cohesion Policy that adds value to national and regional employment and skills initiatives and sits alongside and complements the activities of the European Regional Development Fund that is designed to boost business performance.

ESF Convergence, working across Cornwall and the Isles of Scilly, is supporting people into work, helping reduce inequality and create a fairer society, and training people in work with the skills needed by businesses to compete in a modern and increasingly global economy.'

Carleen Kelemen, Director of the Convergence Partnership Office for Cornwall and the Isles of Scilly:

'People are at the heart of economic regeneration and the building blocks of our economic recovery. Thousands of people across Cornwall and the Isles of Scilly have better prospects today as we have supported personal and economic growth together including those that have received investment through the ESF Convergence programme.'

The more people that can be helped into work and enhance their skills to meet the needs of business both today and tomorrow, the better position we will be in to take advantage of the opportunities of the economic recovery as it builds. The 2010 Cornwall Works WISE awards give us the chance to celebrate the people and organisations who have really made a difference through training and skills and are an inspiration to us all in shaping and reshaping our futures.'

WELFARE TO WORK
INDIVIDUAL AWARD WINNER

RICH EMERSON

John Ede MBE, Cornwall Citizens' Advice Bureaux, 2008 outstanding achievement award winner:

'The Cornwall Works WISE awards give us the opportunity to celebrate both the success of individuals and the role of the whole community in delivering support for employment and skills. The acquisition of employment and skills play a key role in maximising the life chances for all of our residents.

I am particularly proud of the role of the voluntary and community sector, including the Citizens' Advice Bureaux network, play in the delivery of both mainstream and European initiatives. For example over 80% of the delivery partners involved in the Jobcentre Plus co-financing programmes are from the voluntary and community sector!

This year's award goes to a veteran of the 1st Gulf War. Whilst proud to serve his country, on leaving the army Rich Emerson experienced many barriers to adjusting to everyday life and suffered from Post Traumatic Stress Disorder.

He drifted through a variety of jobs and a series of unsuccessful treatments for PTSD. Eventually, 4 years ago he got help via the Royal British Legion from the Combat Stress charity and Warrior programme. More recently he undertook the highly successful "Talking to Minds" course.

Understanding that there are many returning service personnel who suffer with Post Traumatic Stress Disorder Rich developed a programme of activity to help them, combining his passion and skill for surfing with relaxation and Neuro Linguistic Programming techniques.

Rich has had support from a variety of sources – from the friendships he has developed through surfing, from the Pathways to Work programme and from the Cornwall Works for Social Enterprise ESF Convergence Programme that helped him to move off benefits and start his own business "Surf Action". Surf Action is now delivering activity for the Cornwall Works 50+ ESF programme and for the Real Choices programme.

WELFARE TO WORK

ORGANISATION / PROJECT AWARD WINNER

SKILLS CENTRE AT PENWITH COMMUNITY DEVELOPMENT TRUST

Skills Centre at Penwith Community Development Trust is an organisation based in Penzance that for a number of years has helped people to build their confidence, motivation and skills for work through innovative packages of interventions, joined up and facilitated by expert employment advisers.

The Skills Centre, funded through investment from the ESF Convergence programme, provides participants with a wide range of support including one-to-one employment advice, personal and career development, and training packages to gain qualifications for work.

Working in partnership with Cornwall Healthy Living Centre and Penwith Volunteer Bureau, Skills Centre advisers have helped many people with complex and multiple barriers move from benefits to work. This includes access to counselling and complementary therapy and opportunities to explore volunteering as a means to gain confidence, new skills and work experience.

As a sub-contractor in the Cornwall Works Plus ESF Convergence programme, the Skills Centre team has consistently exceeded delivery targets. The advisory team are extremely supportive, knowledgeable and committed to making a difference for their customers with feedback from participants being overwhelmingly positive.

INNOVATION

INDIVIDUAL AWARD WINNER

MARK JONES

Mark Jones joined Dash Ltd through the Unlocking Cornish Potential graduate placement scheme.

Dash Ltd is a family owned business that successfully operates selling wholesale, newspapers, Ordnance Survey maps and batteries to 300 retailers. The company wanted to develop its range of goods and break into new markets and Mark was taken on to take to develop Dash Ltd's web presence.

Mark has a background in Business and Marketing and took the business online to access different markets. Working with a mentor who specialised in e-marketing, Mark used pay-per-click methods and developed an online campaign which saw business turnover increase to £1.1 million over two years. Considering Mark's original brief was to achieve a turnover of £160,000 – this project has been a tremendous success.

The company has successfully broken into new markets and now trades nationally as well as locally. Mark has two online shops running – www.dash4it.co.uk and www.dash4yourshop.co.uk and the company is one of the top ten Ordnance Survey wholesalers in the UK and two further staff have been employed to cope with the growth in business.

INNOVATION

ORGANISATION / PROJECT AWARD WINNER

THE ECIF E-MARKETING PROJECT

The ECIF e-Marketing project is an innovative project designed to help businesses in Cornwall through the recession by utilising emerging digital technologies.

The ECIF e-Marketing Project is funded by HEFCE, ESF Convergence (through Unlocking Cornish Potential) & ERDF Convergence (through Knowledge Exchange South West) and led by University College Falmouth, alongside Cornwall College, and Truro & Penwith College and Business Link.

The project has employed 7 graduates who have trained alongside 5 digital marketing companies across Cornwall and the Isles of Scilly to deliver e-Marketing solutions. The graduates have been supported by Unlocking Cornish Potential, through training and mentoring, to help them develop new skills.

The Graduate Project Managers are now trained in Search Engine Optimisation, e-mail marketing, pay-per-click, Google analytics, Social Media and other e-marketing specialisms. Working alongside the 5 businesses graduates have designed and implemented campaigns for small businesses who have been adversely affected by the recession.

By working in this innovative way the project has provided work and training for 7 graduates, as well as an invaluable service to businesses who would otherwise have been unable to engage in e-marketing to this level.

SKILLS

INDIVIDUAL AWARD WINNER

KEVIN MAGGS

This year's award goes to Kevin Maggs, a Union Learning Rep who has made a real difference in securing and delivering a workforce development programme at A&P Falmouth

A member of the GMB union Kevin was instrumental in negotiating the Marine Skills project at A&P Falmouth, and his considerable talent for engaging learners in the workplace has ensured its success.

The project started in September 2009 with an open day where Kevin ensured that over 70 people attended. Since then Kevin has been pivotal in delivering the learning programme, from working with providers to encouraging learners to attend and enrol. He has also supported and mentored individual learners through their courses wherever needed.

As a result, the training facility at A&P Falmouth is fully utilised, Monday to Friday. To date courses in skills for life and IT have supported over 80 people in the workforce to undertake qualifications from entry level to NVQ level 3 in a range of areas including skills for life, IT, ESOL, leadership and management and Contract law.

SKILLS

ORGANISATION / PROJECT AWARD WINNER

CORNWALL MARINE NETWORK

Cornwall Marine Network is a not for profit organisation dedicated to supporting the Marine sector in Cornwall via initiatives that improve business profitability and encourage growth through quality, innovation and training.

Established in 2002 to improve the prosperity of Cornwall's world-class marine sector - it received its first round of EU funding in 2005. Five years on, the Network remains firmly rooted in the sector, seeing the key to the current and future success as continuing to support members through inventive training and marketing initiatives.

Cornwall Marine Network supports marine business through three main initiatives:

- *Marketing Initiatives* that help generate more enquiries and orders
- *Training Initiatives* that sustain and improve skills base to allow you to compete effectively
- *Networking Initiatives* that encourage the exchange of best practice between CMN members and other organisations.

Looking to the future, and in response to members concerns about lack of awareness of marine careers among Cornwall's young people, the organisation set up Cornwall Marine Academy in 2008. Since its launch it has actively engaged with over 1,000 14-19 year-olds, many of whom were not in education, employment or training.

EMPLOYER

CHAMPIONING WELFARE TO WORK

THE RANGE (TRURO)

The Range has shown real commitment to employing people through welfare to work programmes. They have worked closely with Jobcentre Plus to develop pre-employment routeways designed to give long term benefit recipients a chance to compete effectively for jobs within the company.

They are pro-active at recruiting Jobcentre Plus customers, they welcome help, listen to advice and are open to new ideas. In a recent recruitment drive, all six candidates were selected from a Jobcentre Plus pre-employment programme.

In particular, The Range has been positive about employing people with disabilities, focussing on talent and ability. Once in the workforce, employees are supported on a one-to-one basis, with coaching and mentoring and wherever required, through adapting the workplace to meet employees needs. All employees undertake accredited training that includes NVQs.

Singled out for particular praise is store manager, Holly Stevenson, who goes the extra mile to support her employees, including using her sign language skills to mentor a hearing impaired new recruit to quickly become an integral part of the workforce. Holly is working closely with Jobcentre Plus to run another pre-employment course aimed specifically at recruiting people with Aspergers syndrome.

EMPLOYER
CHAMPIONING SKILLS

CORNWALL FARMERS

Cornwall Farmers is a local company, established in 1920. In February 2009, the retail division of the company embarked on a major training initiative involving its 170 retail staff. Developed in partnership with Cornwall College and Cornwall Retail Skills, and funded by investment from the ESF Convergence programme and Train to Gain, the training programme is bespoke to the company's needs.

Training combines store based activity with innovative workshops delivered by national experts in topics such as visual merchandising and management skills. Qualifications range from basic skills through to NVQ 4 and cover a broad range of subjects including Business Administration, Warehousing and Distribution, Retail Management, Customer Service and Supply Chain Management.

As a result of the investment in its workforce, the company has seen rising levels of staff satisfaction, a 24% reduction in absences and an 8% increase in sales.

2010 OUTSTANDING ACHIEVEMENT AWARD

PENTREATH

For 20 years, Pentreath has delivered the highest quality training, work experience and employment opportunities for people in Cornwall who are recovering from mental ill health.

Originating from Cornwall Healthcare Trust, Pentreath was founded in 1990 and became a registered charity and company limited by guarantee in 1991. Over the years the organisation has developed its services around the needs of its customers, enabling people who were not being supported through mainstream mental health services to engage with inspirational programmes of support based around a "whole life" approach.

From the development of social firms, including the celebrated Cornish World magazine, to the delivery of mainstream Jobcentre Plus employment programmes, Pentreath has gained a well deserved reputation for excellence in service delivery. The company has taken advantage of opportunities to introduce new programmes through ESF investment and in doing so has changed the lives of thousands of people in Cornwall and the Isles of Scilly.



CORNWALL WORKS WISE
AWARDS 2010

CELEBRATING ACHIEVEMENT



Part of the Department
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convergence
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**Skills
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