

The Impact In Our Community

2022-2023



Be BOLD.
RELEVANT.
RESILIENT.

INSPIRA
Inspiring you

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Introduction of the Chair and Chief Executive

Welcome to our Impact Report for 2022/23, it's been a very good year with over 30,000 people supported. Working with young people at the start of their career journey to those who are trying to return to employment across all age ranges, we are proud about the number of people we have supported.

It has also been a year of change and transition as we delivered our final summer of National Citizen Service and got to grips with the challenges and opportunities of local government re-organisation and the changing funding mechanisms as we transition from European Social Funding to the UK Shared Prosperity Fund. We embrace the changes and are looking forward to delivering continued success on behalf of new and existing partners.

New programmes have been developed which have created new opportunities for existing staff as well as the need to recruit new colleagues leading to a refreshed premises portfolio in the Lancashire area.

Our team continues to grow and staff development continues to be at the heart of the organisation.

The Trustees were delighted that in our most recent staff survey 97% of staff take pride in being part of the organisation and 99% believing we live the values – Be Bold, Be Relevant, Be Resilient – they helped embed in 2020.

But most of all the Trustees are proud of the impact and the scale of the beneficiaries we have reached. This impact report shows depth of that work, and we will continue to forge new partnerships so we can help more people.



George Beveridge
Chair, Inspira



Mark Bowman
Chief Executive, Inspira

Impact Aims and Mission

Through our work, we support local people to improve their skills, open-up new opportunities and help them into work, learning or training.

Our mission is to empower young people and adults with the skills and confidence they need to reach their potential in life and work.

We want people to be **'Bold'** and **'Resilient'** so that they can handle whatever obstacles, challenges, and opportunities they face with a can-do attitude.

We also want people to be **'Relevant'**, to have the necessary skills, knowledge, and experience to succeed in jobs today and in careers of the future.



Helping create over £4.7 million of social value.

Our major programmes at a glance

We are experienced in providing inspiring and powerful programmes to dynamically change an individual's life so that they are supported as they broaden their horizons and reach to achieve their potential. The programmes we manage have a positive impact on people's lives:



Restart

The Restart Scheme offers Universal Credit claimants who have been out of work for at least 9 months and have multiple barriers to employment enhanced support to find jobs in their local area. This is achieved through personalised one to one support and bespoke employer engagement.



Targeted Careers Information, Advice and Guidance (CIAG)

Inspira has been commissioned to provide Careers Information, Advice and Guidance (CIAG) and support with progression planning to priority groups of young people. We also manage the September Guarantee to ensure all young people have a suitable offer of post-16 learning.



The Key

The Key offers skills support for adults in Cumbria who are unemployed and inactive in the labour market. Designed to match jobseekers with live local job opportunities, the programme aims to update and improve the skills of participants so that they can compete effectively in the labour market.



Lancashire Careers Hub

Lancashire Careers Hub is a collaboration of 154 secondary schools and colleges across the whole region who work together to deliver the Gatsby benchmarks. Collaborating with business partners, the public, education and voluntary sectors, they help improve careers outcomes for young people.

National Careers Service

National Careers Service provides careers information, advice and guidance, targeted at adults. We can help our clients to make decisions on learning, training and work at all stages of their career with enhanced support for priority groups.

The Link

Employer encounters are vitally important for all young people. Through The Link we have built a network of SME employers to work with young people across Cumbria to understand the world of work and the skills that are valued in the workplace.

Launchpad

Launchpad offers NEET young people aged 16-24 across Cumbria a range of personalised support, tailored development opportunities, experiences and encounters with employers to help them progress into mainstream labour market opportunities, education and apprenticeships.

Multiply

Multiply is a new government-funded programme to help adults improve their numeracy skills. It is aimed at people aged 19 and over and don't have maths GCSE at grade C (or equivalent). They can access free numeracy courses through Multiply to build their confidence with numbers and gain a qualification.

Education, Training & Employment (ETE)

ETE helps men on probation with gaining new skills, qualifications, training and funding or maintaining work. Our advisers provide a number of interventions including mentoring, disclosure advice and support with literacy and numeracy.

Our Stories - The stories in the following pages (10-21) try to give a flavour of the range of activities and locations we are working in. Typically, we deliver similar programmes across our whole footprint but often through multiple programmes for differing commissioners.

Our Impact

The Link

500+ Employers engaged with, leading to
12,479 interventions with young people

Lancashire Careers Hub

207

Employers
engaged with

Restart

1,056 People
supported by
the service

400+ People moved
into employment

The Key

930 Customers joining

216 People achieving
progression into learning or
employment

Multiply

431 People accessed
this program

Targeted CIAG

10,000+ Young people from years 11 and 12 made the transition into education, training or employment

800 Young people who were either NEET or at risk of becoming NEET were supported into provision

Young people with SEN (15- 25yrs), **445** were supported with career decision-making and next steps

We supported over **100** young people from other vulnerable groups

Ministry of Justice

70+ People supported

59 People who have progressed on to education, training and employment

Launchpad

365 NEET young people helped

174 moved into employment or education

National Citizens Service

1300

Young people completing programme.

National Careers Service

4,392 People accessing the service via Inspira

1,719 People moved into a job or training

Constructing a plan for young people at risk of NEET

In Cumberland, Inspira and leading construction company Story Contracting teamed up during March 2023 to deliver a Future Careers programme for year 10 and 11 students at The Gillford Centre, Carlisle.

The Gillford Centre is a Pupil Referral Unit (PRU) where students come to at various points during their schooling, usually as a result of their previous school placement having broken down, whether through ill-health, behaviour issues or other difficulties. As students frequently feel less than positive about themselves and their life chances it is vital for them to be given the opportunity to fully understand all of the vast array of training and employment opportunities available to them when the time comes to leave in Year 11.

The school persistently strives to raise the aspirations of their young people and through Inspira requested support with their Future Careers programme which aims to help students realise their full potential and gives outcomes to aim for.

This year many of the students had expressed an interest in a career in construction and some were already actively looking at apprenticeships or college courses relating to this sector. Story Contracting who partnered with Inspira on a similar project were delighted to take part.

Twelve students participated in the programme which ran for two hours every Monday during March, with each week focusing on a different element of construction.

The sessions were interactive and fun to ensure maximum interest and engagement:

- Week 1 - Introduction to Story Contracting, different construction roles and reality of working on a construction site.
- Week 2 - Construction Health and Safety.
- Week 3 - Construction Challenge: Who can build the best bridge - taking into account efficiency, structure, aesthetics and practicability.
- Week 4 - Mock Interviews - with 1:1 coaching, feedback and top-tips.

The programme has been a huge success with one of the students saying: "They were brilliant. I didn't know there were so many job opportunities with a company like Story."

And another who came forward and requested some direct work experience following the sessions, said: "I would love to do that, please can you try and get me some work experience, so I have a better chance of getting a job when I leave."

"These are the positive links we are striving to make with local businesses and the fact we got one of the largest, most successful companies in Cumbria was amazing.

We want our students to have the same opportunities as others and meeting local businesses has opened up discussions and motivated students to really set their ambitions high. The delivery of the sessions were adapted to meet the needs of our students and I know it has had a positive impact."

David Hewson, Careers Lead at The Gillford Centre.



Creating exciting opportunities for SEN students

In Westmorland and Furness a prestigious Lake District hotel has paired up with local schools to offer work experience to Special Educational Needs students thanks to Inspira.

The North Lakes Hotel & Spa in Penrith worked with Inspira to identify opportunities for work experience with special schools across Cumbria in a bid to give back to the local community and show students the broad range of career opportunities available.

Through our connections the hotel found that they were able to offer six months of work experience to two students in the county.

The hotel is working with a student from the Whinfell School in Kendal, a residential special school for young people with autism.

A second student will begin their work experience in the summer.

Matt Hopkins, Head Gardener at the North Lakes Hotel & Spa, who is working with the students moved from Dorset to Ambleside to study an outdoor education course and never left after falling in love with the county.

Matt has tailored the work experience to meet the current student's interests and to give them a variety of work to understand what the role entails. The student loves working with leaves and machinery so has been given tasks such as leaf blowing, weeding the vegetable plot, using wheelbarrows to move logs around, and using a drill to put up some artwork in the garden.

The tasks are kept varied to ensure the student is getting as much out of the work experience as they can.

Inspira put the North Lakes Hotel in touch with schools after hearing about the experience they could provide.

The North Lakes Hotel, which also offers apprenticeships, is hoping to expand its offerings to students following this trial.

“For students who have autism gaining that real world experience and those social interactions is so important – it’s key to their learning and development.”

**Paddy Sandham, Principal
at the Whinfell School.**



Inspira and Nelson-based arts organisation team up with Lancashire Careers Hub

The Lancashire Careers Hub teamed up with Inspira and Nelson-based arts organisation In-Situ to create a special boardgame designed for secondary schools in Burnley and Pendle.

Based on detailed Labour Market Information (LMI) specifically for the region, local school pupils who play the game will get to learn about 'real world' job opportunities in their specific area.

The game is also designed to challenge employment stereotypes, and demonstrate the wide variety of career pathways which are open to young people from all backgrounds.

The Burnley and Pendle game - Skills in the Hills, is one of six employer-backed and regionalised boardgames produced in partnership with the Lancashire Careers Hub.

The game also joins a range of dynamic and engaging careers advice resources for local schools based on localised employment information and anticipated local employer demand.

These include a suite of new assets called Portal, which highlight the exciting careers set to be created by the arrival of the Eden Project Morecambe, the National Cyber Force (NCF), and other major investments which have been earmarked for the county.

Opportunities in Lancashire's anticipated high-growth sectors such as low carbon energy, electric vehicles, and advanced engineering, are also promoted through a mix of highly visual, entertaining and thought-provoking slide-decks and videos.

Additionally, having a blend of very tactile assets such as boardgames, and the hi-tech visual classroom resources, also allows engagement with all type of learners in different ways. There is also a version of the boardgame specifically for SEND students being developed.

"We know that in order to get young people to think about their choice of subjects, and the different kinds of jobs they could aspire to, we need to get them excited about the variety of career opportunities which exist not only now but also in the future."

**Dr Michele Lawty-Jones,
Director of the Lancashire
Skills and Employment Hub**



Training solution enables NHS to fast-track job offers for vital roles

Inspira supports employers to meet skills gaps across Cumbria and Lancashire. During 2022 we linked up with two hospital trusts to help the NHS recruit into vital positions.

Inspira worked with North Cumbria Integrated Care NHS Foundation Trust and Cumbria, Northumberland, Tyne and Wear NHS Foundation Trust Group, to offer training for vacant domestic assistant positions in the NHS as part of our role in supporting employers from a range of sectors across the North-West.

In one of our highly successful fast-track seven-day programmes, Inspira worked with 23 applicants from across Cumbria. Every applicant that completed the training was guaranteed an interview with the NHS.

Job seekers from Wigton, Workington, and Whitehaven were among those who were coached and mentored in employability skills.

We worked with the applicants to make sure they had the correct accreditation, were prepped for the interviews and ready for work.

The programme covered topics such as CV advice, interview skills, NHS values, money advice and Better Off in Work calculations, along with role specific elements prior to interview.

Inspira's personal support is designed to equip people with the skills they need to get their careers back on track and empower them to successfully make the best possible representation of themselves at the interview stage.

Our experience of working with a wide range of organisations across Cumbria and Lancashire enables us to have the capability to deliver short, sharp, interventions which provide fast and long-lasting recruitment results. This type of partnership approach is a great way to deliver a solution which works really well for everyone involved.

"We are really pleased to be working in collaboration with Inspira on our current recruitment drive for Domestic Assistants in some of our community and hospital sites across both Workington and Carlisle.

This is hopefully just the beginning. We hope that our working relationship can continue to grow and that we can do similar projects again in the future that help support both Inspira, our Trust and the people of Cumbria."

**Cumbria, Northumberland,
Tyne and Wear NHS
Foundation Trust Group**



Getting young adults back to work in Barrow

Inspira not only works with individuals requiring careers advice and guidance, but also works with and support employers; creating inspiring, innovative and sector specific employment programmes that help employers fill vacancies and help local people into work.

Barrow Park Leisure Centre had been struggling to recruit staff for a number of roles including a Pool Lifeguard, Multi-Sports Coach, Health & Fitness Coach and Customer Service Assistant.

The Inspira Team at Barrow knew they could help by running a Pre- Employment Course with a guaranteed interview. Seven young adults attended the programme, which covered topics such as application and CV advice, interview preparation, financial resilience and learning about Better-Off in Work calculations. Course attendees were also given free lunch and refreshments.

The course and subsequent interviews successfully resulted in three new team members for the leisure centre.

Connor one of the younger course attendees who successfully secured a role at the leisure centre as a Customer Service Advisor/Café Attendant said:

"I wanted and needed support to get a job. I knew I needed to learn something new and felt confident to attend Inspira for the Leisure Centre programme. It really made a difference to me meeting Aiden (the Leisure Centre Manager) on the first day of the programme. I got to know him and felt more confident applying for a job there.

"Having a free lunch really helped me too, as I wasn't eating much at the time, and I didn't realise the difference eating socially with others could make and found it mentally and physically empowering. I was on a low income and the free food and refreshments improved my health.

"In addition, the Money Management session was really helpful and made me think about the positive financial impact of getting a job."

Inspira's personal support is designed to equip people with the skills they need to get their careers back on track and empower them to successfully make the best possible representation of themselves at the interview stage.

"Working in partnership with Inspira has been invaluable in helping us fill the positions which we have been struggling with. The Pre-Employment Programme was the perfect opportunity for us to work together, helping us meet our specific business needs and to support unemployed adults quickly move into local jobs."

Aidan Murphy – Head of Operations, Barrow Park Leisure Centre



Trucking on! From Iran to UK

After years living thousands of miles apart, Hawzhin finally reunited with her husband, got her own home in Lancashire and started her dream career.

Hawzhin's husband moved to the UK to try and improve his life, leaving her in Iran until he was settled in and she could follow him over.

Hawzhin continued working as an English Teacher but missed her husband and couldn't wait to be reunited with him again.

For two years they lived thousands of miles apart, Hawzhin in Iran, her husband in the UK. Eventually he qualified for the right to become a UK resident and was able to send a visa so she could join him.

Hawzhim admits that adjusting to her new life in a new country was a little challenging – not least of all because her teaching qualifications weren't recognised here, making it hard for her to find a job. She decided she needed to rethink her career path and, after a trip to the local Job Centre, was referred to Inspira. Emma a Careers Adviser from the Blackpool and Lancashire team was assigned to work with Hawzhin.

Hawzhin said, "But after a few sessions session with Emma, my Careers Adviser, she managed to get me a job."

After giving up thoughts of carrying on with her teaching career, Hawzhim had decided she wanted to become a Truck Driver and had already taken the first steps in this new direction.

During the sessions, support included re-writing Hawzhin's CV and building on the skills she had gained through her experience in Iran. Also, options for finding work were discussed, including hand delivering copies of Hawzhin's CV to potential employers, so they could meet her in person.

Emma knew of a haulage company where Hawzhin lives. Emma found a list of vacancies and a printable application form and arranged to print off copies of Hawzhin's CV, and the application form, and then put them in the post for her.

Hawzhin told us; "While looking at different companies, Emma mentioned one local firm and gave me their contact information. So, I emailed them, and they got back to me; something no other company had done."

After Hawzhin attended a few assessment days, she was offered her dream job!

"My adviser was so impressed when I told her I'd passed my UK driving test and obtained my Class 1 UK HGV Driving Licence in just six months".

Hawzhin



Our Partnerships

Inspira works hard to develop and sustain productive partnerships. As well as our major programmes, we collaborate and work in partnership to deliver a range of services to help people develop their employability skills.

We work closely with councils across both the Cumbria and Lancashire Local Enterprise Partnership footprints. We have partnership agreements with schools and colleges, Pupil Referral Units and Multi Academy Trusts to deliver outcomes to young people in varied educational settings. Many commission direct services.

With staff shortages being a problem for businesses and consumers alike, the tight labour market is affecting many sectors of the economy. Inspira is actively working in partnership with and supporting a diverse range of employers; creating inspiring, innovative and sector specific employment programmes that help them fill their workforce needs and help local people into work.

The trustees regularly review the Charity's approach to stakeholder engagement and to deliver maximum impact to its beneficiaries.

We deliver contracts on behalf of:

- Cumberland Council
- DWP
- Education & Skills Funding Agency
- EDT
- G4S
- Lancashire County Council
- Maximus
- Seetec
- Westmorland and Furness Council

We have also received funding from Blackpool Council, Cavendish Nuclear, Cumbria Community Foundation, Cumbria LEP, NCS Trust, React Foundation, RE: Vision and Selnet.



Our People



During the year we have had a team of 145 dedicated members of staff who work hard to secure the best possible outcomes for our beneficiaries.

We work hard to support and develop the team as well as celebrate success. We come together every year to share success and tackle issues that are important to staff. This year 'mental toughness' and 'money matters' were the themes.

We make sure we ask the team's opinions. In our most recent survey 96% of the team would recommend Inspira as an employer and 96% think we help them achieve a work life balance.

We take the safeguarding of both staff and beneficiaries very seriously. The Trustees receive a safeguarding update at every Board meeting and a full annual review.

We are a disability confident employer and amongst other accreditations we have achieved the ISO27001 Information Security Standard.

Our Financial Sustainability

The Charity continues to operate in a financially sustainable way. Turnover during 2022/23 increased by over 15% compared to 2021/22 and a healthy operating surplus was achieved.

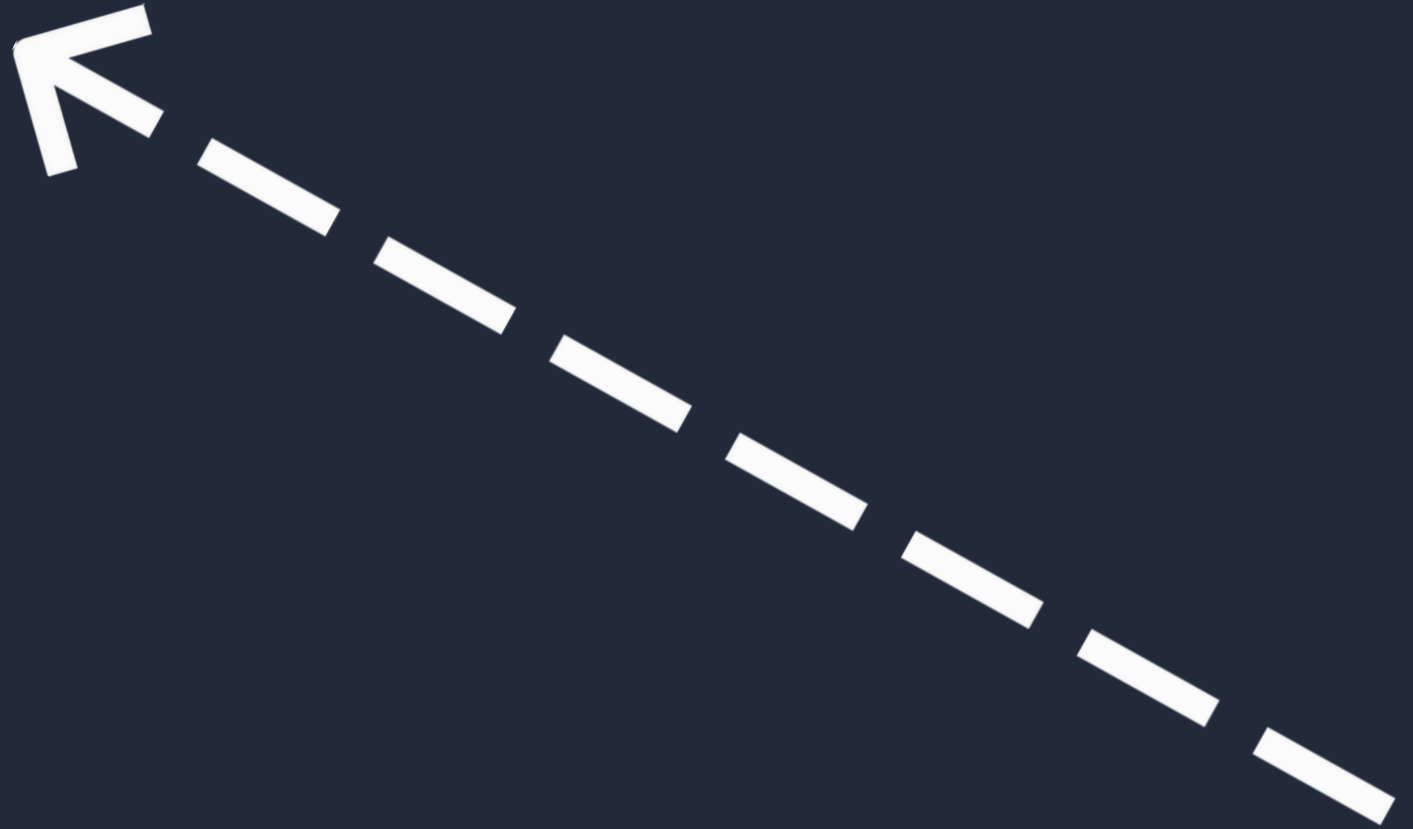
Diversity of income streams continued to expand.

The senior management team, supported by the Board of Trustees, continues to seek new funding opportunities as the operating environment continues to develop. The organisation will ensure that all regulatory requirements are followed in order to deliver its key strategic priorities and charitable objectives.

As well as overseeing financial sustainability, the Trustees scrutinise key elements of the Charity's operations, including safe working practices and social value impacts.

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