



## SUCCES Questions and Answers

**Q What is SUCCES?**

**A** SUCCES or Sustainable Uplifting Client Centred Employment Support, is an innovative cross border programme, delivering effective employment support and skills development for our unemployed people.

Project delivery started in April 2010 and will continue for three years, until June 2013.

Each of our EU partners in France, Belgium and UK involved in the project shares a common goal, which is the vital need to combat the economic recession and to intervene actively in order to strengthen the employment prospects for those EU citizens in their areas without a job. Project partners are:

- Medway Council, Medway, (UK)
- Mentor VZW, Kortrijk, (Belgium)
- Community Connections, Great Yarmouth (UK)
- OCMW, Kortrijk (Belgium) and
- Maison de l'Initiative, Grande Synthe (France),

Our skills development and employment support programmes are readily accessible to citizens, by offering them at outreach locations in target neighbourhoods where the unemployment is more concentrated.

**Q Who benefits from SUCCES?**

**A** Project beneficiaries will be those living in deprived urban zones, who have traditionally been harder to reach successfully by mainstream services. These will be people over 16 years of age who are either unemployed, long-term unemployed (over 6 months) economically inactive or with low incomes/low skills. Using a collaborative cross-border approach, SUCCES aims to achieve the social inclusion of excluded citizens faced with multiple and complex barriers to employment.



**Q What are the aims of SUCCES?**

A Project partners have identified three main barriers that prevent people from entering employment and have designed the programme to specifically address these.

These are:

- (1) Lack of mobility (physical and/or social)
- (2) A lack of soft skills and adverse personal circumstances
- (3) Skills and Qualifications - Skills progression into work.

The project aims to improve access to employment by working with unemployed beneficiaries to combat these three types of barriers.

**Q What are project activities?**

A The project focuses on three main delivery activities;

**Activity 1 Mobility**

Project staff will firstly engage with individuals on their doorstep and potentially in their homes with a view to take them out of their current isolation and to look beyond the immediate surroundings of their own home. Partners will provide accessible venues in the heart of communities, which are accessible to beneficiaries. By providing a varied range of "informal and interactive taster sessions", we will engage local residents in learning.

**Activity 2: Soft Skills & Adverse Personal Circumstances**

Individual 1-2-1 qualified and tailored information, advice and guidance will be provided. This will involve job skills and soft skills assessments, numeracy and literacy assessments and support as well as offering a wide range of soft skills development programmes to help beneficiaries develop self-esteem, confidence and motivation to find and keep work. Support will also be given to beneficiaries with adverse personal circumstances in the 5 special quality marked Social Welfare areas of Housing, Debt, Employment, Domestic Abuse and Welfare Benefits.



### **Activity 3: Skills and Qualifications**

Project partners will offer opportunities for beneficiaries on work placements to receive job coaching, training and mentoring support from employers. The cross border partnership will learn from each other about the development of social enterprise models and how to implement this approach.

#### **Q What is the added value of your cross-border partnership?**

A We have pooled together a wealth of diverse strengths and experience from Local Authorities and Non-Governmental organisations and Community and Voluntary Sector organisations, both small and large, with a common objective to create new, innovative solutions to overcome challenges, which are by no means new to our societies.

At the heart of our partnership, is co-operation and a genuine openness for knowledge and expertise sharing, with a clearly demonstrable buy-in from all partners at the outset. Our firm desire to reach out to and serve our beneficiaries to the best of our ability, has helped us to overcome any cultural and or language barriers and improved our own working practices, to help us all become better project partners.

Whilst developed within a 2 Seas area partnership, our methodologies and support mechanisms are fully portable and can therefore be utilised in any geographical location.

Cementing the cross-border partnership, is the implementation of the project delivery activities. These are under-pinned by;

- (i) Joint neighbourhood manager relationships
- (ii) Development of joint employment support practices and methodologies with unemployed beneficiaries
- (iii) Delivery of common skills training programmes
- (iv) Cross-border personal development programmes and tools for beneficiaries and practitioners

Through our integrated approach to employment support and social inclusion we have contributed to making the delivery areas more of an attractive, competitive and inclusive place for our citizens.



**Q What have you achieved thanks to exchanges with your European partners?**

**A** SUCCES is producing tangible and an extremely positive impact on its beneficiaries and the communities it serves. The attached file gives detailed quantitative information on our current performance and exceeding most of our targets. With 9 months still left to run, the project looks set to deliver high achievement above and beyond what we originally set to deliver.

As examples;

- Over 34,000 people (original target 3,500) have been reached with our house visits, newsletters and street approaches,
- Over 2,500 people have engaged with our neighbourhood delivery centres (original target 600),
- Over 200 informal taster sessions have been hosted (original target 90) to engage people in learning,
- Over 100 sessions to help people gain their driving licence have been delivered (original target 60), over 400 people have benefited from work placements or volunteer opportunities (original combined target 125),
- Over 700 people have been helped and supported to overcome their adverse personal circumstances (original target 340)
- To date, over 125 soft skills sessions have been delivered (original target 66)

One of the highest performing areas on the project has been the innovation we have developed between, producing cross-border methodologies and tools for practitioners and beneficiaries in our own delivery areas.



**Q What are the key areas of innovation for the project?**

**A** Our SUCCES project considers the question – if the only aspects missing from the jigsaw of worklessness are training and skills – why are so many people still unemployed?

With this in mind, innovation is at the forefront of our delivery. Some examples of our innovations are;

- The “10 Steps Guide to Work” publication – a simple step by step guide written by beneficiaries for beneficiaries, to help them find employment. This guide is freely available in French, Dutch and English and has reached national distribution in Belgium. It is available on the website of FPS SI (Federal Public Service for Social Integration), in Dutch and French.
- The practitioners guides “SUCCES Soft Skills” and “Mobility” guides. These two on-line publications are designed to combine our cross-border approaches on the subjects of soft skills development and also how to mobilise harder to reach beneficiaries
- Personalised, tailored training to meet individual beneficiary needs, rather than a “one-size fits all” approach to training.
- Outreach services – For example our info corners, centralised delivery locations, personal house visits, streets soup runs and inter-linking with existing neighbourhood projects all helps to reach people who most need our help but would not otherwise find us.
- Employer initiatives – The partnership is undertaking an employer skills audit to help us ensure that we are delivering not only the needs of our beneficiaries but can also match employer requirements. One example of this is the Medway Council and Denne Employment and skills centre, which is working to create apprenticeships and other employment for local people. The project has helped 12 people into work thus far by providing construction apprenticeships for beneficiaries.
- Beneficiary-led actions and ownership of the project outputs. As an example, the “10 Step to Work Guide”, is a creative concept that we involved cross-border beneficiaries in, to write and help to shape the look and format of this important top-tips to employment booklet.



- Provision of Driving License tuition  
Through the Feu Vert driving school and the volunteer driving license support sessions, our beneficiaries are improving their physical mobility. We have creatively applied some funding for this all too common barrier, to help people to be able to widen their job search field and improve their ability to access work.
- We encourage “talent” in people. A positive focus on what our beneficiaries “can do” rather than identifying purely weaknesses.

**Q How will SUCCES be a sustainable project?**

A SUCCES is sustainable. We are working hard to embed what we are doing into our communities to ensure that long after the project has closed, the effects and benefits of the project can still carry on and be long lasting.

We are doing this by;

- Producing innovative publications e.g. “10 Steps to Work” for beneficiaries, “Mobility” and “SUCCES Soft Skills” for practitioners, to publish and communicate our cross border methodologies, trainings and tools to make our work sustainable.
- Using volunteers in our delivery activities helps us to ensure our project is sustainable. For example, our Wiseguys innovation trains beneficiary volunteers to be a point of contact for others looking for employment, education or training and other community services, by teaching them about where this help is available, in order that they can provide peer-to peer support.
- We link our services in with existing and future EU projects to carry forward the work we have achieved. For example, in Medway, the SUCCES project will dovetail into the new INTERREG Channel funded programme, IMPRESS (Innovative, Meaningful, Post Recruitment Support Service). This new project will support newly employed beneficiaries, the majority of which will have had SUCCES interventions to help them find work.
- We are advocating the distribution of our publications throughout other projects and regions. In Belgium, the “10 Step Guide” has national on-line distribution and our practitioner publications will be available on-line to maximise the distribution possibilities. Medway Council will look to maintain the mini-web-site, in which they are housed, to ensure that these guides remain accessible.



**Q What was the strategic context of the project?**

**A** At a European level, SUCCES contributes to;

- (i) **European Employment Strategy**  
SUCCES meets the “open method of co-ordination” for EU countries to share information, discuss and co-ordinate their employment policies. The SUCCES project contributes to innovative cross-border approaches to supporting sustainable employment and skills growth.
- (ii) **Europe 2020 Strategy**  
The SUCCES project contributes to ensuring a “smart”, “sustainable” and “inclusive economy” by addressing targets 1 and 5 of the strategy’s targets. These targets are (1) 75% of the 20-64 year olds to be employed and (5) at least 20 million fewer people in or at risk of poverty and social exclusion.
- (iii) **European Employment Guidelines**  
The project co-relates to these guidelines, in particular, the strategic priority of “Ensuring inclusive labour markets for job seekers and disadvantaged people”

At National levels,

**(1) In the UK**

The SUCCES project dovetails with: the Department for Work and Pensions Welfare Reform agenda, entitled ‘in work better off’ - a new wave of employment support programmes for unemployed jobseekers and the UK government’s Sub National Economic Review, drawing attention to ensuring that workforce skills development is "suitably demand led" and focused on employers priorities.

Links with EXISTING Medway Council EU-funded projects:  
ERDF - Project TEN (working with businesses to improve their growth),  
ERDF - GAPS (supporting the creation of apprenticeship placements with employers and customers)  
ESF Eco Advantage project (providing support to businesses in improving their carbon efficiency)  
INTERREG Channel programme Project IMPRESS (A new project to help newly employed beneficiaries to sustain their employment)



**(2) In France:**

SUCCES will contribute to the established national and regional policies in France and Nord-Pas de Calais of combating social exclusion at all levels of governance. The suburb of Grande Synthe (Dunkirk) is involved in applying urban policies across 4 of its 5 disadvantaged neighbourhoods. These are an integral part of the urban contract (contrat de ville) with the government to achieve greater social cohesion.

The SUCCES project is also answering to the new initiative from the Communauté Urbaine de Dunkerque called 3XL which targets and focuses specific training and qualifications for the jobs of the future.

**(3) In Belgium:**

National policy: Belgian RMI-law (2002): "the right for every person to social integration" (2002); Royal Conclusion on social and cultural participation for PCSW clients (April 2004)

Regional policy: Regional pact 2007 – 2012 (RESOC): social and economic development of the region of South-West-Flanders, ambition 4: "to create employment opportunities for every inhabitant" and ambition 6 "to strengthen EU-co-operation in the region".