

Social Impact Report 2021/22

More than a little TLC



Our Mission & Values

Our Mission is:

To be the best opportunity maker for people out of work who are looking to transform their lives for the better.

Our Values are:

A ball of fire

We're diligent, conscientious and hard working. We're determined to influence and see change.

More than a little TLC

Kindness is strength. Trust brings change. Knowhow and dedication ensures we all thrive.

Being social

We look after one another so we can look after others. People first and the rest follows.



A Year of Transformation

To say 2021/22 has been another year of increased challenge would be an understatement. But adversity uncovers more co-operation, creativity, and new ways to deliver services. Our collective mental health, wellbeing and access to opportunity has impacted unequally across society. This made us more determined to step-up, be brave, sensitive, and ready to keep supporting people and communities to feel better or be ready for work. To do that we built on all the brilliant partnerships we had, created new ones, and supported them to achieve their goals too.

This report looks back over 2021/22 and it also seeks to tell our story as we have evolved since we started in 2013, drawing out the key impacts around the Transform Lives pillars of – feeling good, ready for work, and working with others. The numbers and £'s paint a very strong picture of our work, but we hope the stories and experiences resonate more.

It's the different lives people now lead because of our support that makes Team TLC happy and feel rewarded. Thank you to those who have supported us and those we've worked in partnership with, you've all transformed lives. We hope you enjoy our first annual impact statement, and we look forward to keep sharing our journey with you, and those we will work with in the coming years.

Tracy Fishwick

TRACY FISHWICK, OBE
FOUNDER AND MANAGING DIRECTOR



Welcome to our first annual social impact report

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Our Story

We're not ashamed to say we start with kindness and the rest follows.

TLC's person-centred approach breaks the mould and is delivering life-changing results. By growing people's social capital, we see their new, lifelong networks and opportunities flourish because they feel the difference when we start with relationships, not transactions, and we see people are more likely to thrive over the long term.

We're determined to continue to support people who do not access the mainstream system, meaning they miss out on government plans for jobs and funded support. The impact on us is that we can work with people for a considerable period, to lift them up, one step at a time. This in turn means not all funding works for us, so if you do support us, thank you!

Everything we do links directly to our three key pillars, with targeted activities that make the biggest impact, where it is needed the most - always remembering, that what we do is shaped by the people we work with. These three pillars provide a focus, but they do not sit in isolation, creating an overlap across what we do and the results we achieve.

Our Three Pillars



Feeling Better

Focusing on people, their health, how they feel about themselves, their wellbeing. Starting with kindness and understanding, demonstrating our relationships first approach.



Ready for Work

Supporting people already able to take this step, or those who have a relationship with us through our 'Feeling Good' work, and are now ready to explore options for work or training.



Supporting Others

Sharing what we know, our experiences and expertise, so that together with others we can create more impact and more positive outcomes in the world. This includes delivering training, coaching and consultancy support to other organisations, either to upskill their teams or to generate new income for our community work.



Our 2021 Highlights



Feeling Better

200 people benefiting from wellbeing sessions including Lifeology, Listening Lounge, FriYay, online Meditations, yoga, walking groups

70 students helped during the pandemic through a range of online, bitesize and longer wellbeing courses

52 Wednesday Wellbeing Sessions run for the TLC Team



Ready for Work

100 long-term unemployed people helped through our work related programmes

20% found employment despite ongoing pandemic restrictions and additional support needs

218 young people young people started a Kickstart job

60% of kickstart young people progressing into another job (so far)

89 different employers engaged in Kickstart

Of the long term unemployed people we've supported:
50% are in work, volunteering or training;
27% are now in work, sometimes after 20+ years of being unemployed



Supporting Others

200 hours volunteering gifted to us by people in work

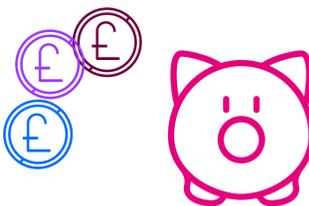
Baltic Creative CIC partnership to create jobs in digital and creative sector, amounting to 30% of all our Kickstart jobs

Elephants and Empathy grief and loss course designed and successful pilot delivered

Wellbeing Weeks delivered as part of staff programmes at the University of Liverpool

127 people supported in different workplaces

University of Liverpool priority access to vacancies policy for GiveGetGo participants opening up jobs to local people



£760,000 in employer Kickstart grants distributed to local businesses

£400,000 grant income for wellbeing and employment programme support for ages 18 plus, economically inactive, affected by the pandemic and unemployed

£82,000 training contracts which in turn enable us to work with more companies on recruitment, training and wellbeing in work AND continue to support more people in the community

During 2021/22:

£13.39 SROI for every £1 invested (In terms of return on investment, our partner Livv housing invested £39,000 in 2021/22 and calculates the SOCIAL VALUE delivered as £522,358 that's a SROI RATIO (For every £1 Invested) of £13.39 during a pandemic when we were working remotely the majority of the time)



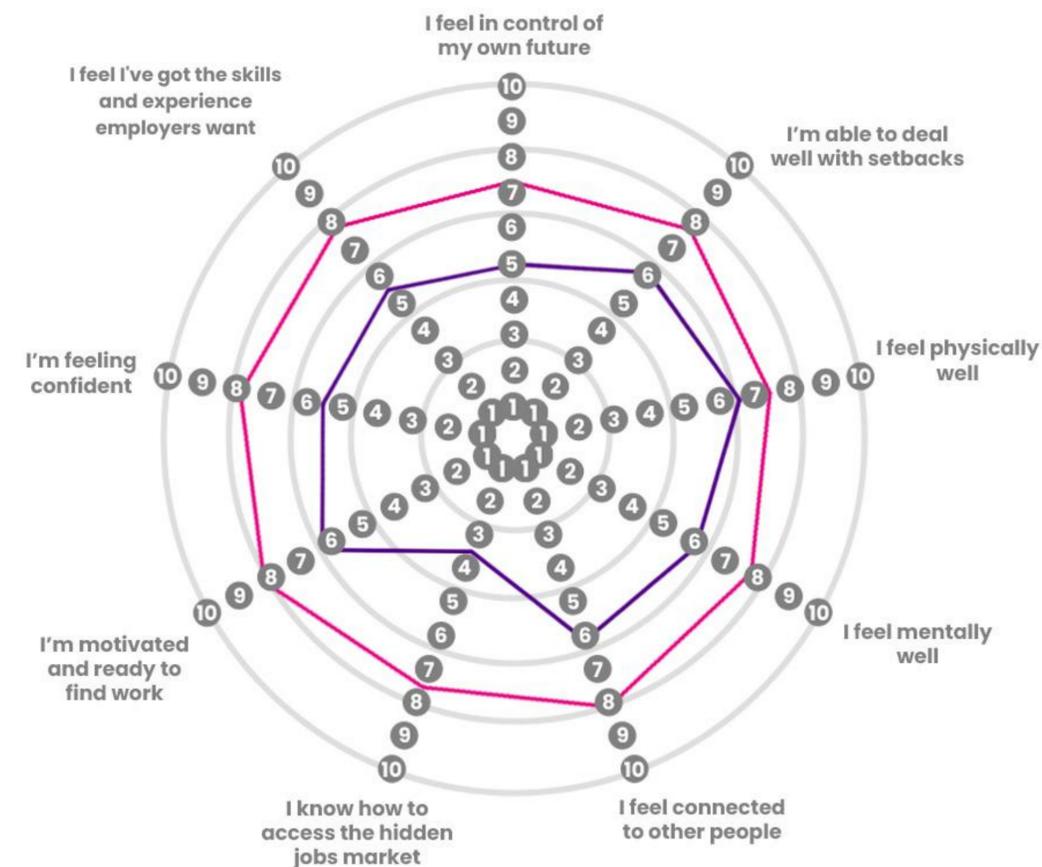
Feeling Better



Ready for Work



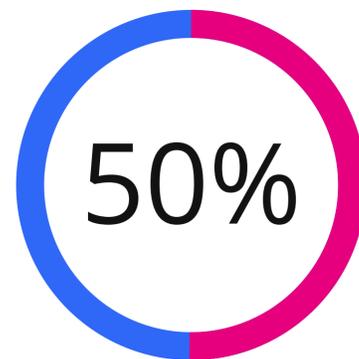
Work with Us



TLC Outcomes tool to measure how people feel before and after support

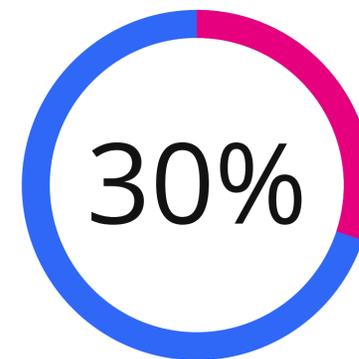
Our Impact

We measure what people tell us helps them the most; this is the impact we can have, sometimes after only 10 weeks of meeting us.



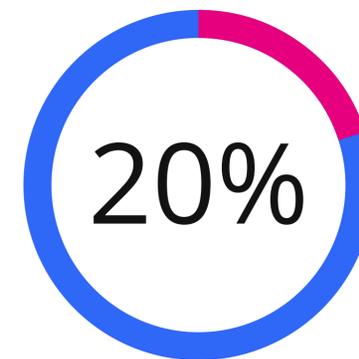
JOB

50% improvement in: Understanding how to access the hidden jobs market, making them more likely to always be able to find a job



SKILLS

30% improvement in: having the skills and experience employers need; and feeling confident



MOTIVATION

20% improvement in: motivation to finding work (50% have been out of work for 2+ years); feelings of being more in control; feeling mentally well; dealing with setbacks better; and feeling more connected to people/less isolated

Overall we have worked with:

52% of people who are economically inactive (not accessing mainstream support, mainly due to disability or caring responsibility)

46% of people who are experiencing mental health issues

26% are over 50

28% from BAME backgrounds

49% have been out of work for over two years

38% have been out of work for over three years

25% have a disability or life limiting illness



Feeling Better

Living fulfilling lives with meaning and purpose includes looking after our physical and mental wellbeing. From structured volunteering opportunities, 1-2-1 coaching sessions, yoga or group walking, we create opportunities for people to feel better *and* build confidence, improve their skills, and for those who can, assist with finding employment. We provide supportive environments so people can introduce new ways of making changes for themselves, recognising that the most sustainable solutions are the ones that we enjoy.



Lifeology

Life-changing developmental support for people wanting to make positive changes in their life. Flexible enough to run as a ten-week course OR in smaller, bitesize sessions. We often support people who experience longer-term health, wellbeing, social isolation, and

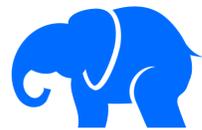
support needs. Using coaching techniques, we help people work out what's holding them back, to explore practical steps, the underlying causes of stress and what to do about it. Becoming more self-aware means people often want more out of life. For many this leads to volunteering opportunities through our GiveGetGo programme and ultimately jobs (see the Ready for Work section on page 11).



Moveology

We know that physical activity improves wellbeing and health, sometimes people need a supportive environment to try new things. As part of our wider work, we deliver yoga classes for

abilities, with free kit, delivered remotely or in person, which combine movement and meditation. We're co-ordinating Netwalking – walks with talking – for women who have become increasingly isolated and anyone can join in.



Elephants & Empathy

Our new Elephants and Empathy Programme has been designed in response to

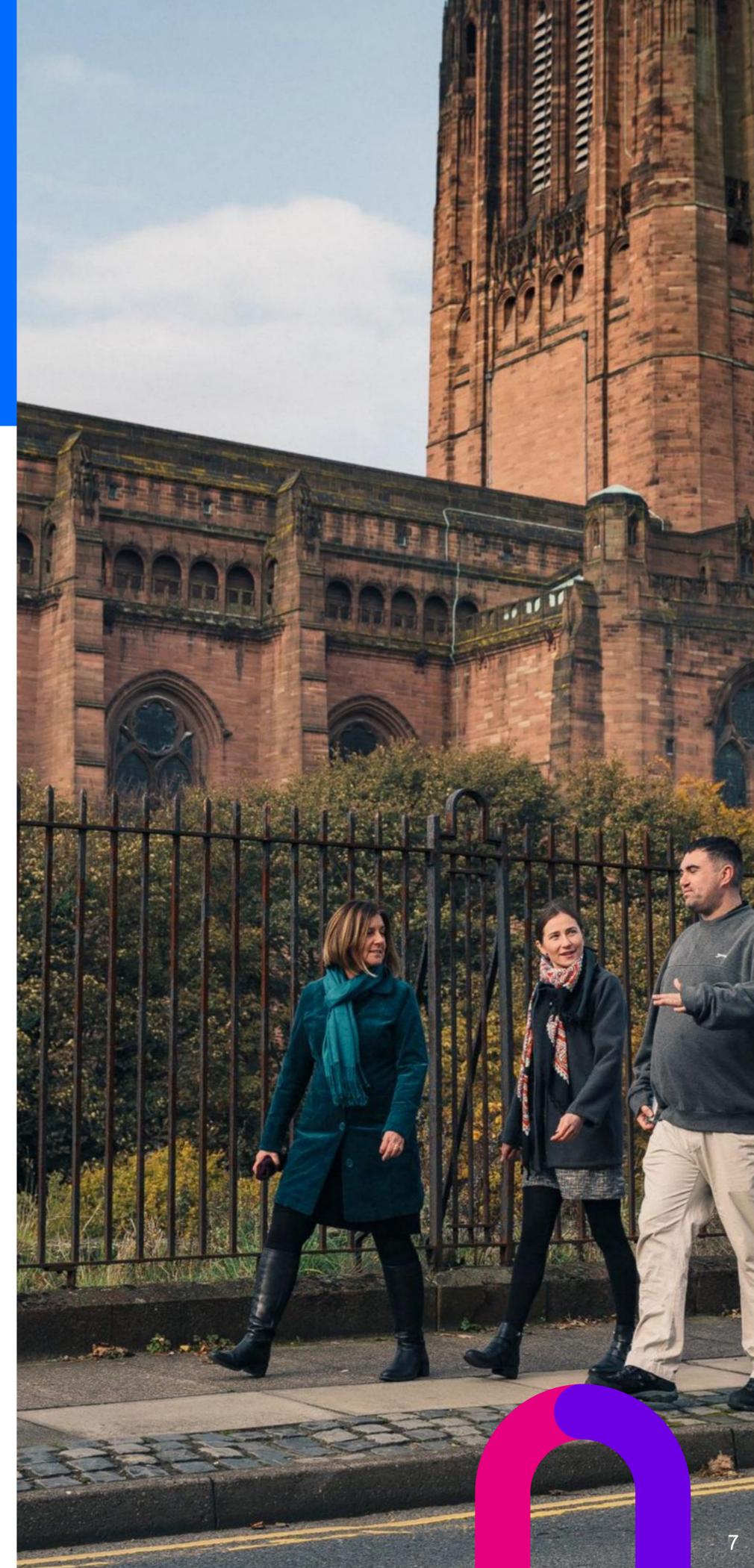
an increasing number of people struggling with loss and grief, with no available support. A two-day course, or over a number of weeks, we support people to explore their experience of grief and how to build a life around their loss.



One You

Like everyone during lockdown, we switched to online delivery. 'One You' was our response to providing a flexible, online employment and wellbeing programme for anyone who needed it. With rising demand

for wellbeing services as more people faced furlough, redundancy, increased isolation, mental health problems, and the loss of loved ones, we sought out new income, including grants from the Steve Morgan Foundation and the Lottery's Coronavirus Community Support Fund, and kept supporting people to explore ways they could make positive changes in their life. Weekly group sessions and 1-2-1 coaching with our expert coaches sat alongside activities such as yoga, film, reading, and even peer-led exercise clubs.



We asked people what they thought about our Feeling Better services



Feeling Better

"I enjoyed the range of practical activities that the course uses. Felt like it provided a variety of options and strategies to work through difficult times."

"I just wanted to say a big thank you for all your help, I would be lost without you. Helping and supporting me in these unsettled times has settled me and helped bring me back my confidence. To be part of it is a massive help and is very reassuring – thanks"

"I really appreciate the genuine care and interest shown by the staff who I feel provide individualised, psychological care and support along with all the practical stuff like job vacancy alerts"

"Truly wonderful of TLC to share the opportunity this afternoon, I thoroughly enjoyed it from start to finish. I rarely get to sit through a guided meditation; and listening to your own self-instruction doesn't have anywhere near the same effect. Lee was just great, and very quickly had me completely in the zone"



Vicky's Story:

"When Vicky first came to Transform Lives Company, we were met with a bright, determined woman whose circumstances had worked against her in recent years.

After the breakdown of an abusive relationship which resulted in her having to leave her home and job, Vicky had begun to use alcohol to help her to cope. Unfortunately, as her addiction progressed, Vicky's youngest child was removed from her care – and this proved to be the turning point and motivation Vicky needed to get her life back on track and reach out for help.

At the point Vicky met TLC, she was determined to take back control and rebuild her new life. With our safe space and judgement-free ear, Vicky began to do something she hadn't been able to for years: take time for herself, her health and her wellbeing, and begin to explore new things, both within herself and in the outside world.

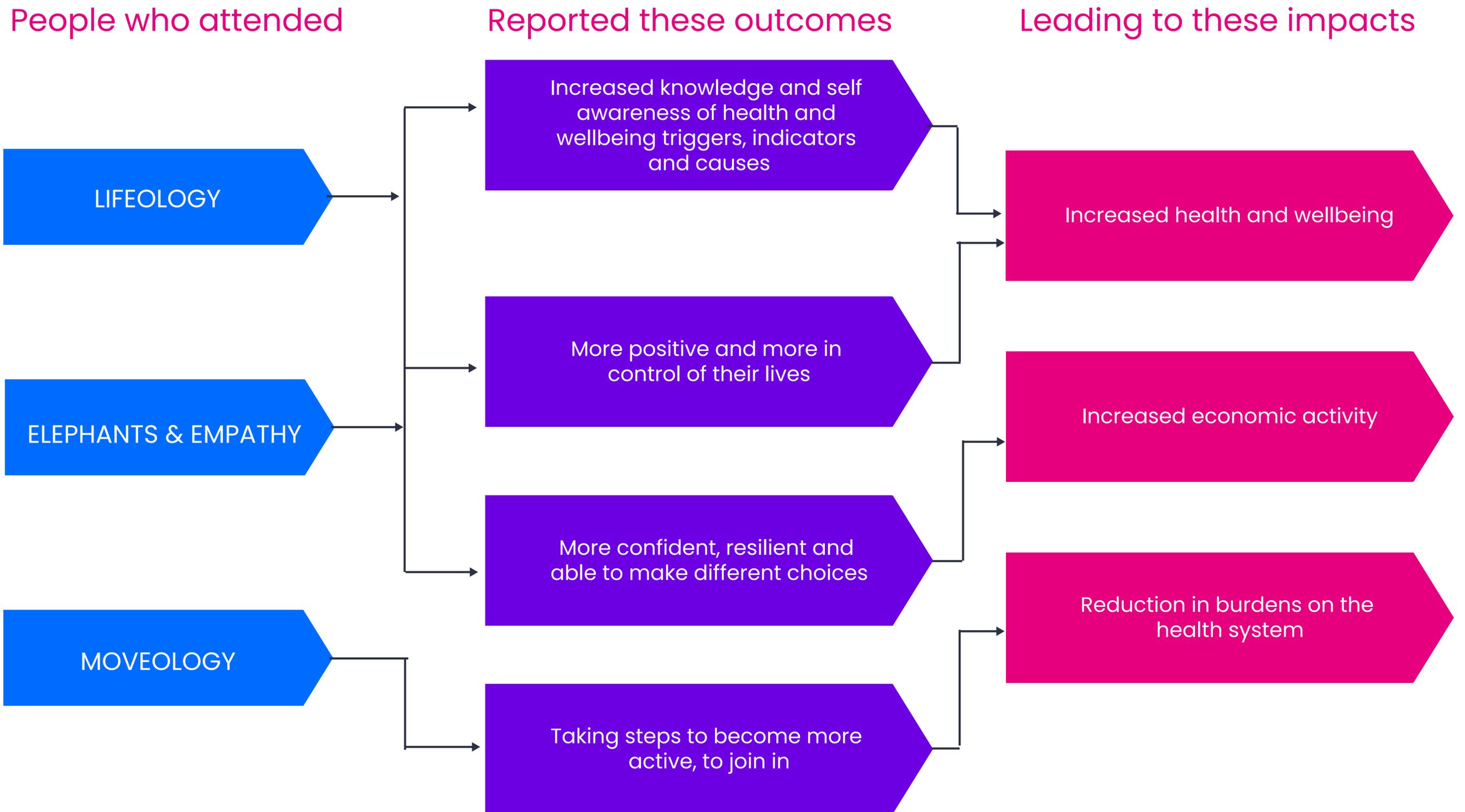
Now working part time in a garden centre, volunteering as a mentor for those experiencing addiction and reconnecting with her children, life once again has purpose and hope. There's still a long road ahead, but with her rediscovered confidence and our ongoing support, Vicky is sure to get there, one step at a time."





Feeling Better

FEELING BETTER: We transform lives by giving everyone an opportunity to have happy, fulfilling and meaningful lives





Anchoring positive states

- Putting Barbara Fredrickson's findings into action...

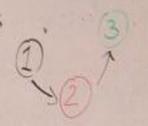


Fix and regularly activate your positive state anchor

interviews — specific questions
 — key advice

photographs characteristics
 emotional intelligence

action plans





Ready for Work

Ready for Work is our know-how in employability activities built over decades. With no 'one size fits all' solution to finding work, people who haven't looked for a job in a long time get stuck wondering what it takes. We share the secrets of how to get a job, such as the power of networks and relationships VS only online job searching. That's why volunteering matters so much to all we do. Don't believe us? How many jobs have you been told about by someone you know? We build that unfair advantage for people who start with a limited work history. It really is not always 'what you know, it's who you know' or who knows you, that counts.



GiveGetGo

We have shown the effectiveness of our approach and the positive outcomes it brings through our award-winning GiveGetGo programme, developed with the University of Liverpool. We work with partners looking to collaborate to bring about social action beyond their core purpose. Our volunteer hosts give their time to support people looking to address an unmet life need. It's a two-way street. Their volunteers grow and develop as well. Those they help get volunteering and work experience to let them go out, make the difference in their lives they are looking to achieve and get work.

Co-designed in 2015 with the University of Liverpool, our reach quickly expanded supported by Housing Associations (Livv Housing, SLH, Plus Dane, Onward and Cobalt) and more than 22 organisations such as the National Trust (Speke Hall) and even Knowsley Safari!

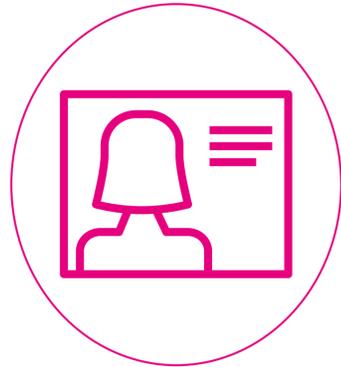


Workology

Workology is a bespoke employment and coaching package for people who want to work, get back to work, or switch careers. Flexible in format to suit a variety of needs, online or in person. Comprehensive support delivered by qualified coaches and executive-level trainers to give people everything they need to create a stand-out CV, develop, and hone interview skills and create a positive mindset to maintaining motivation. More tailored sessions can be delivered stand-alone or in one to one, expert sessions with qualified ILM Level 7 Coaches, a space for people having a total rethink about what they need from a job, or for those starting their career, or looking to secure their dream job. Whatever it is you need, Workology has it.



We asked people what they thought about our Ready for Work services



Ready for Work

"I feel better about interviews now that I've had a mock interview. Feel like I could go to an interview and be confident. My confidence has also increased through my voluntary placement and I have more of an understanding the hidden jobs market"

"I have gained confidence and feel like I understand the recruitment processes much better; especially within the education sector. I am managing my problems better and feel like I have learned lots of new skills"

"I'm more confident in job search now that my CV is tailored more to me. Biggest achievement is the mock interview - I got excellent feedback and it has reduced my initial fears"

"This course has helped me to identify a new career option in support work. I really enjoyed the social aspect of the course and feel more confident about work and am more optimistic about the future"

Aimi's Story:

Being bitten by a mosquito on holiday changed Aimi's life. An allergic reaction left her with complex health issues, including epilepsy. By the time she found TLC, she had been out of work for over 2 years. Added to that, Aimi was new to the area after escaping a difficult home situation and feeling very isolated.

She started to volunteer at the University of Liverpool in the admin team. She also got lots out of our wellbeing focused sessions and being around other people who were in a similar situation to herself. Aimi's main change at this point was her confidence. She was very socially isolated before and was feeling hopeless, so having a purpose again and meeting new like-minded people and making new friends, was transformative for her.

Working with Catch 22 and Onward homes for funding, we got Aimi a new passport, a place on a British Sign Language (BSL) course and a

place on a residential phlebotomy course in Birmingham, which she passed with flying colours.

Aimi went on to work as a community phlebotomist and Covid-19 tester during the pandemic.

Aimi now feels optimistic about the future. TLC helped Aimi to understand her patterns of thinking and behaviour better, and also taught her new strategies to manage her stress and anxiety. Her placement gave her the confidence to be back in a professional workplace again.

Aimi has said that TLC helped her get her life back on track. We were able to support her over a prolonged period of time, which is testament to the fact that our delivery model works - no goodbyes...





KICKSTART[®] SCHEME

Ready for Work



Kickstart was a government response to the economic crisis caused by the pandemic. Young people are the first to lose their jobs and find it harder to make the transition from education to work when the economy is in shock: youth unemployment more than doubled in 2020. The TLC team has 'form' on delivering great impact on youth employment, so we immediately stepped up to become a Kickstart Gateway, knowing we could make an impact with young people and small, local employers alike. A partnership with the Baltic Creative CIC led to numerous 'explainer' sessions to small companies and led to 30 young people gaining fantastic Kickstart jobs as a result.

We were also delighted to work with employers as far afield as London, Yorkshire, Flintshire, and Manchester with 72% of all jobs located within Liverpool City Region. We hired three young people into our team and we're continuing to support all our Kickstart young people through our 12-month promise to them, throughout 2022. Our **TLC Talent Pool** is a legacy service and a new place where we will continue to match young people with employers looking for local talent. We're asking those companies who can't keep someone on after Kickstart to tell us, so we can recommend them to other hiring businesses. Hiring and filling vacancies is harder than ever for a lot of companies, our mission is to encourage them to look local first!

We're now exploring Kickstart legacy ideas with the LCR Team, other Gateways, businesses and DWP, to work with more young people in the coming years. We've shown DWP that TLC can deliver at scale, distribute significant amounts of grant income efficiently to companies and retain our authentic approach giving people a personal experience.

tlc RECOMMENDS

tlc

Skills:

- Bookkeeping
- Assistance in preparation of management accounts
- Proficient in Xero and Sage software
- Invoicing

Kickstart Employer Quote:

"Kat is **intelligent, enthusiastic, enquiring** and extremely quick to learn. Her work ethic is **outstanding** and as her line manager, I was able to rely on her with little to no supervision after a very short amount of time and training - she was soon able **took the lead** on several strands of the finance and administrative functions

She **follows instructions** very well, is extremely easy (**and a joy!**) to manage but also has the **confidence** to offer how own ideas for **improving** systems.
Kat would be an **asset** to any team!"

tlc RECOMMENDS

tlc

Looking to working in the arts & culture sector

Skills -

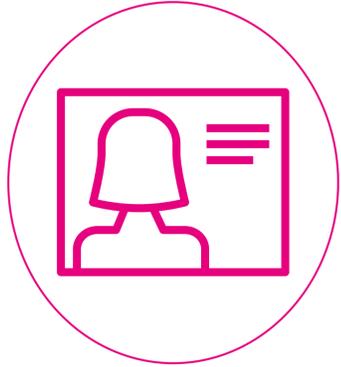
- Excellent management skills
- Proficient in technology
- Dedicated team player

Kickstart Employer Quote:

"Ethan quickly became a very **valued member** of the Open Eye Gallery team. Ethan has **excellent research skills** and would dedicate himself to the task at hand. We were very impressed by Ethan's **digital content creation skills**, and he taught the team a lot about digital communications!"

- Natalie - Open Eye

We asked people what they thought about our Kickstart services



Ready for Work

"When all 3 parties care about the outcome it can really work. It's so satisfying to set someone on a career for years to come, and hopefully that career is with us"

Paul from FiveZero, talking about working with TLC, Kickstart employee Roslyn (see below)



"I became a bit of an ambassador for Kickstart and the team at TLC"

Jack Leigh, Eight Engines, who kept Josh on after Kickstart

"What an amazing success Kickstart has been! I'm so pleased we did this with Team TLC. Its been a pleasure for Baltic Creatives CIC to work with you and see the results - 30 new jobs - it's just incredible"

Mark Lawler, Baltic Creative CIC CEO

Roslyn's Kickstart Story:

Can you imagine being out of work for over 12 months, finally deciding to get help from JobCentre Plus (JCP), turning up to meet your advisor and being asked if you wanted to do a job interview there and then? That's what happened to Roslyn and because she was brave enough to say yes, she's now working for an international company helping other young people to achieve their dreams.

FiveZero International Sports Recruitment Ltd help young people who want to combine their sporting skills with continuing their education to secure scholarships in the United States. From the start they could see the quality of Roslyn's work, *"The best initial project work of competitor analysis I've ever seen,"* and her dedication to the business, so when they saw an email from TLC promoting apprenticeships, they jumped in. Roslyn has progressed from a 6 month Kickstart job to a full time Level 3 Social Media Apprenticeship which she's loving.

So why did it all work so well?

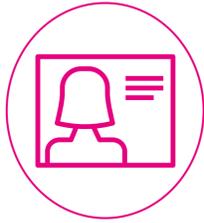
FiveZero signed up to Kickstart for all the right reasons, to create a real opportunity for someone. For them it works best when you find the right Gateway partnership like they did with Transform Lives Company who genuinely care in the same way about making it work.

For Roslyn, she's had more support from Paul and Nathan than in any other job. She was given time to settle in and from day 1 they went the extra mile to make sure she was ok, which she feels gave her the confidence to be more productive in her work. They've been flexible too, meaning she can continue her volunteer work with Daisy Hill Football Club and study a Holistic Medicine course too.

FiveZero and Roslyn are clearly the perfect match. As a Director of a small business Paul knows the importance of being a diverse organisation. People bring different perspectives and challenging ideas. Paul, as a coach, is encouraging Roslyn to find her voice and challenge ideas, even if others might not agree. Not to be afraid if they don't run with her idea or even agree with her- that's so refreshing.







Ready for Work

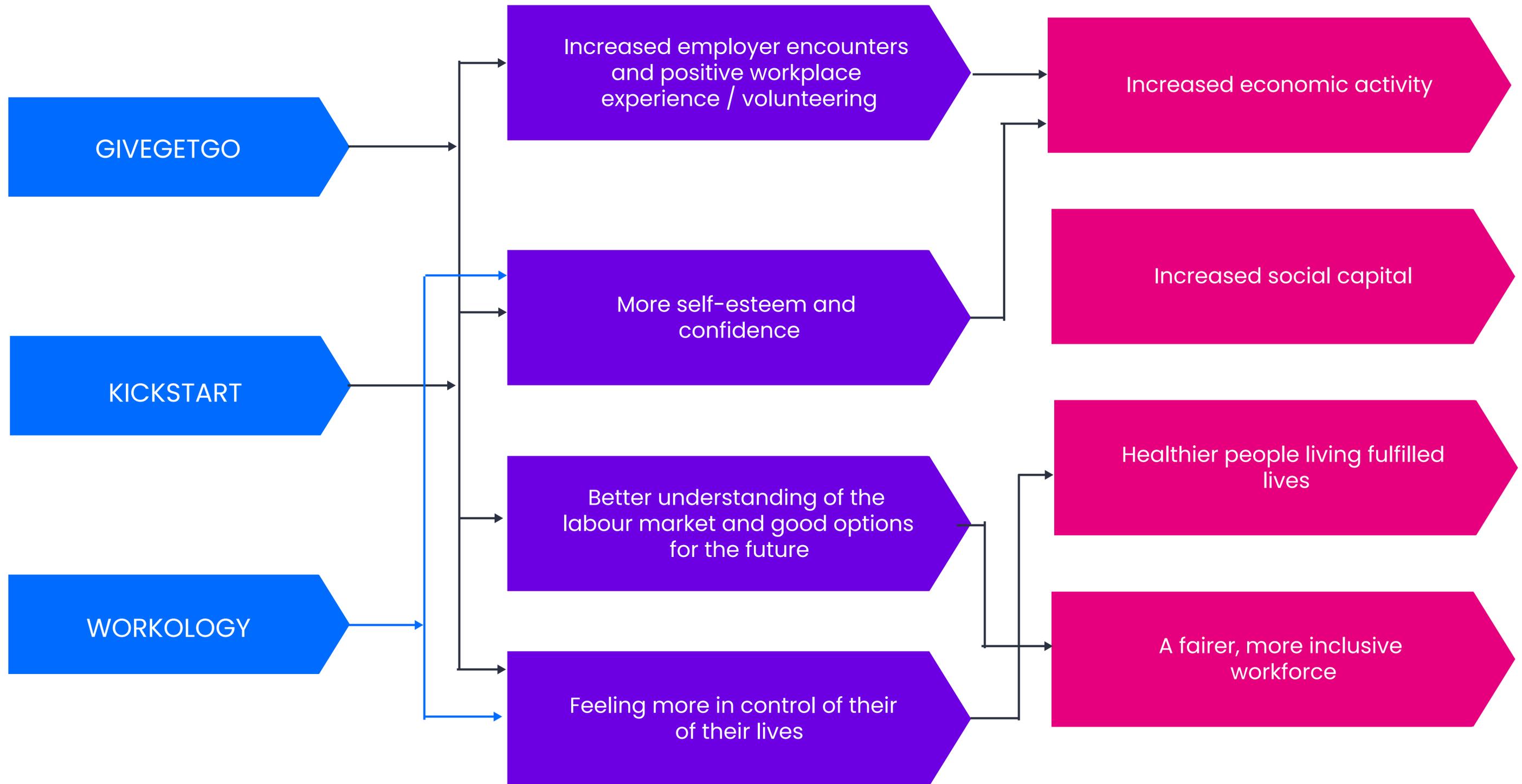
READY FOR WORK: We transform lives by creating environments for everyone to access the work opportunities they choose



People who attended

Reported these outcomes

Leading to these impacts





Our aim is to take the mountain of expertise at TLC and share this with the corporate world. Through the wealth of our combined knowledge, we want to support businesses in putting their staff front and centre, while also allowing us to move beyond grant-funded work, so we can keep doing what we do best well into the future.

By working with us, companies have the added satisfaction that any profits are reinvested back into making local communities stronger and more sustainable, benefitting their business for years to come – whether that be hiring local talent or improving prospects for young people.

Work With Us

Support for Staff



Our years of collective experience in employability means we know what works. We've delivered training to frontline employability workers nationwide, sharing our know-how and how to apply it for the best results. In addition, our varied coaching and wellbeing support in the workplace covers coaching for employees or employers at any stage in their career, whether that be career goals, life goals, support with stress, or conflict training as people work towards becoming qualified coaches.

Support for Companies



We've provided person-centric training in skills development, employability, pre-redundancy, wellbeing and grief. When we help you and your team, we all contribute to better outcomes for businesses and the communities we want to support. Examples of our support includes:

- Team-wide mental health and wellbeing, stress and anxiety awareness
- Grief recovery and understanding loss
- Navigating redundancy for staff, to prevent people becoming unemployed
- Bespoke workplace Lifeology courses for employees with long term stress or absenteeism.

Work with Us



We'll keep sharing our knowledge and expertise with partners and businesses, so together we can have a bigger impact on the things we care about. There is so much need it's simply impossible for one organisation to change the world, only through working together can we achieve more.

The more companies book us – the more impact in the community we can achieve.



We asked people what they thought about our Supporting Others services



Supporting Others

'Any Executive will recognise that the difficulties of coping with a high pressure and stressful senior role, combined with the many stresses and strains of everyday life can frequently seem unbearable. By working with Lee, we have always been able to find a suitable coping strategy and it is not an exaggeration to say that many have quite literally transformed my life.' **Senior Executive, £1bn UK Group of companies after utilising TLC's Executive Coaching**

'A brilliant session on 'Looking after yourself and your colleagues' for us and our tenants. The session was informative and really made you think about how you can make positive changes in your workplace to benefit the well-being of all.' **Baltic Creative CIC**

"...it is thanks to the support and learning from this course that I have been able to face work and be productive during which has been a very difficult time in my personal life"

"I have currently also completed an NHS CBT course and I found Lifeology much more beneficial for me."

Reducing Stress training feedback from staff with ongoing anxiety and stress related absence from work

People's Powerhouse

Formed in 2017 in response to a lack of diverse voices in decision-making affecting the North, our MD continues to be at the forefront of amplifying voices through her non-exec role at the People's Powerhouse CIC. By bringing Northerners together in more collaborative ways, the People's Powerhouse brings those with influence or power, such as Mayors Steve Rotheram, Andy Burnham and Tracy Brabin, government policy makers and academics, such as Sir Michael Marmot, and business leaders, to listen to and deliberate with real people across the North, so that everyone's voice is heard and more diverse ideas, opinions, projects and solutions can be found.



THE PEOPLE'S POWERHOUSE

This is the best way to create change, to improve the lives of all people living in Northern England. And it's time to do things differently, to move forward together on our terms. 1000's of people take part in annual events across civic society and local communities, including people who have taken part in TLC's programmes. This is all part of TLC ensuring that people do not miss out because we kept quiet. We are proud to support the People's Powerhouse in its' growing influence across the North.

www.peoplespowerhouse.org.uk





Supporting
Others

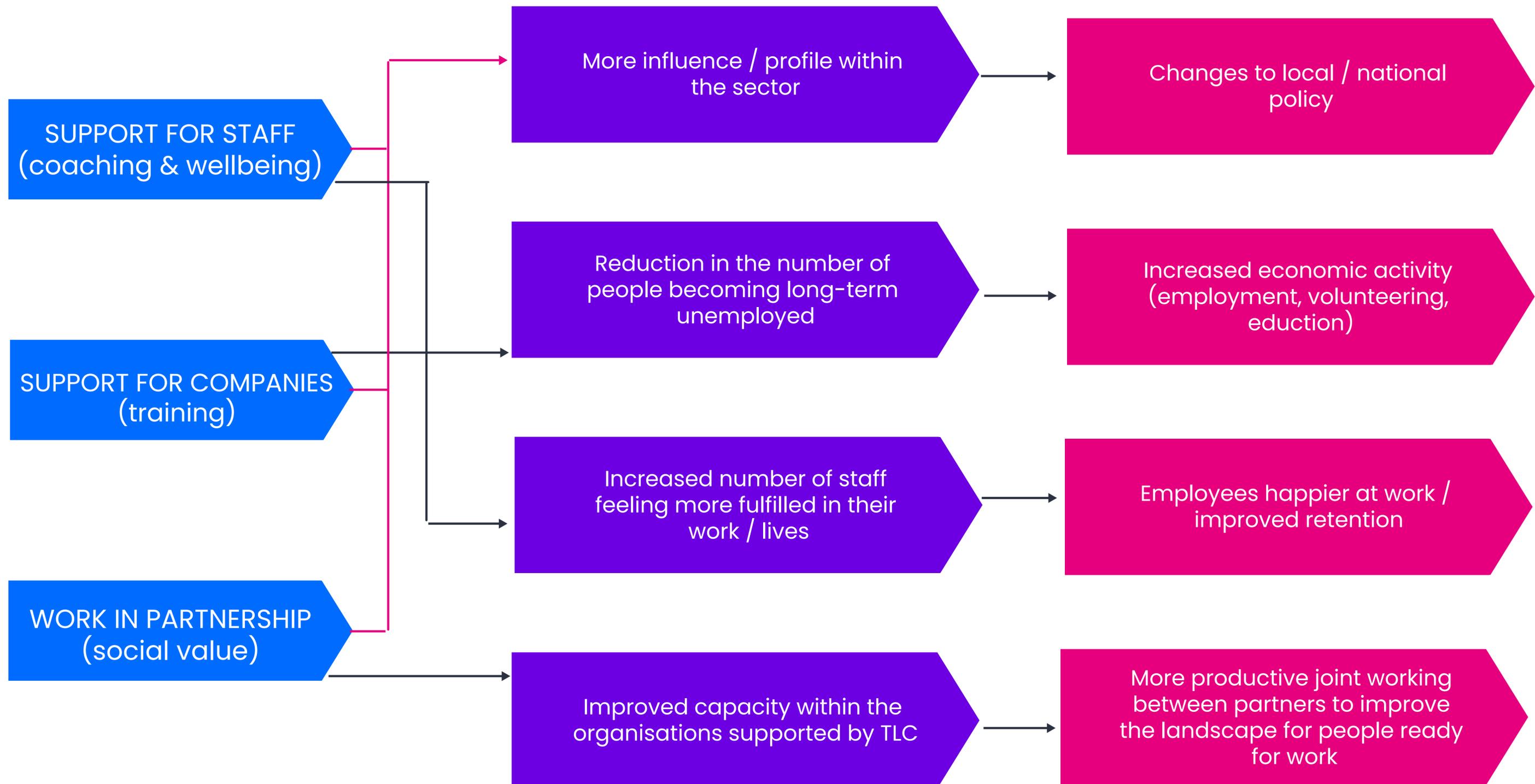
SUPPORTING OTHERS: We transform lives by working together with others, sharing what we know, so 'we can all' do more



When we deliver

We deliver these outcomes

Leading to these impacts



TEAM



Tracy Fishwick

Managing Director



Lauren Bailey-Rhodes

Operations Director



Lee Fishwick

Director: Training & Personal Development



Charlotte McDonald

Training & Programme Manager



Sharon Lane

Programme Manager



Chill da-Silva Willis

Programme Manager



Sophie Stansfield

Programme & Compliance Manager



Adam Byrne

Digital Marketing & Admin Co-ordinator





**A final word from
one of our Lifeology
participants**



"I have started to understand my thoughts and feelings and have learnt to be kind to myself. The (TLC) course has given me confidence and has had a really positive impact on my life. I've done mindfulness before but this is the first time I've really got it. I'm starting to feel again, and it hurts, but in a weird way it feels good. Would love to do it again"





Contact Us



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With thanks to Rachel Flood Associates Ltd for her expertise and support in compiling this report
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