



JPUH EVALUATION OF TAKE A CHANCE ON ME

Final Report July 2024

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1.0 INTRODUCTION

Health inequalities are the unfair and avoidable differences in health across the population, and between different groups within society. These include how long people are likely to live, the health conditions they may experience and the care that is available to them (Marmot 2010). Creating a fairer society is fundamental for improving the health of the whole population and ensuring good health is distributed fairly (Marmot, 2010).

1.1 Social Determinants of Health

Our health and wellbeing is impacted by social determinants of health (Figure 1), encompassing social, economic and environmental factors which are often inter-related. People can experience different combinations and interactions of these factors, creating complexity with understanding health profiles of the population and highlighting a need to address the social determinants of health as a crucial factor in reducing health inequalities (Williams et al, 2022).

Figure 1: The social determinants of health



(Williams et al, 2022)

NHS England have introduced the Core20PLUS5 approach to help inform action to reduce health inequalities with a defined target population (NHS England and NHS Improvement, 2021). Core20 refers to the most deprived 20% of the national population, which form part of this targeted population along with locally identified population groups (PLUS) and 5 areas of clinical focus.

Equity in access to employment is a problem that is closely linked to determinants of health inequalities. There is a positive correlation between an area's employment rates and healthy life expectancy of men and women, therefore places with higher economic inactivity are more likely to have a lower healthy life expectancy (The Health Foundation, 2024). Being in good employment is often a protective factor for health, whilst unemployment contributes significantly to poor health (Marmot et al, 2020). However it is also worth noting that employment can also be detrimental to health and wellbeing, highlighting that the quality of a person's work is also a key driver of

inequalities in physical and mental health (Marmot et al, 2020). When unemployment impacts on health, finding and sustaining employment can also become more difficult for individuals, leading to longer term challenges.

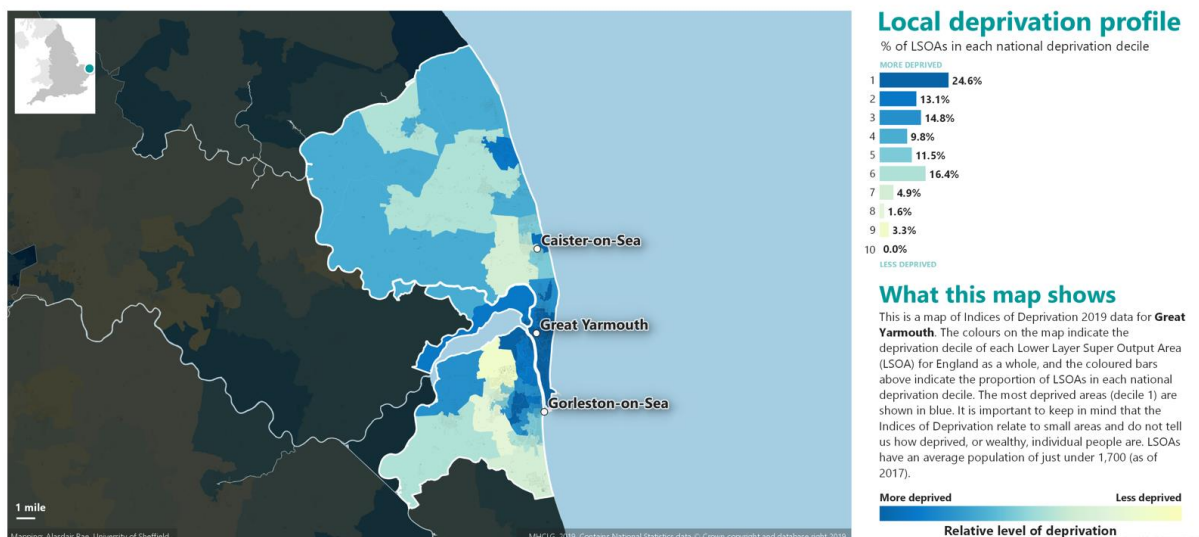
Furthermore, worse health outcomes with low life expectancy and high rates of major diseases are associated with those living in coastal communities, of which the town of Great Yarmouth is placed. (Chief Medical Officer - CMO, 2021). Each coastal community is individual and shaped by it's own unique history and culture, however they do share similar characteristics with one another. Therefore, a reduction in health disparities in coastal communities could not only bring a positive local impact, but also an uplift in health and wellbeing of the whole country (CMO, 2021).

1.2 Local Context

Great Yarmouth is a coastal town situated in the East of England. According to 'The English Indices of Deprivation' (Department for Communities and Local Government, 2015) the Great Yarmouth local authority district is amongst the 10% most deprived neighbourhoods in England, thus fitting within the defined Core20PLUS5 population.

Figure 2: Local deprivation profile for Great Yarmouth

GREAT YARMOUTH



Department for Communities and Local Government (2015)

Poor employment prospects within coastal areas underpin many drivers of poor health outcomes, and coastal populations face unique challenges with access to employment, such as poor transport connections, long distances to employers and a limited awareness of opportunities outside their local area (CMO, 2021).

The need to focus on employment as a wider determinant of health within coastal areas to improve health outcomes has led to local areas embracing various innovative strategies to improve employment prospects, including working with local anchor institutions (CMO, 2021).

1.3 Norfolk Initiative for Coastal and Rural Health Equalities (NICHE) Anchor Institute as a funder

The Great Yarmouth district is supported by the Norfolk Initiative for Coastal and Rural Health Equalities (NICHE). NICHE is an Anchor Institute funded by Health Education England to support the Norfolk and Waveney Integrated Care System (ICS) to co-create projects to improve services meeting the needs of the local communities it serves. The overarching aims of NICHE are to:

- Improve health inequalities across rural and coastal communities
- Sustain health and wellbeing for those who live and work in our region
- Share learning and best practice across our workforce and integrated care system

One project workstream provided through NICHE is the Kintsugi projects, with a focus on developing and enhancing embedded research, enabling evidence based practice and building research capacity, capability and confidence. Funding through the NICHE Kintsugi project workstream was accessed by a local Great Yarmouth based entrepreneur, Trevor Saunders to conduct an evaluation of the Take a Chance on Me initiative.

1.4 Great Yarmouth Town Community Interest Company (GYT CIC)

GYT CIC is the community arm of Great Yarmouth Town FC, and is the driving force behind a diverse range of community initiatives aimed at enhancing lives and fostering positive change in Great Yarmouth and beyond. The mission of GYT CIC is to improve people's lives, with the belief that everyone deserves access to opportunities that enable them to reach their full potential, regardless of background or circumstance. Take a Chance on Me forms one of the streams of work through GYT CIC and serves as the basis of this evaluation project and consequent report.

Table 1: Ongoing projects delivered by GYT CIC

Table 1: Great Yarmouth Town CIC ongoing projects	
Take a Chance on Me	Social enterprise which works to find employers the right candidates for interviews for employment
Football Against Dementia	Providing a community for those affected by dementia through support, resources and awareness and by harnessing the power of sport
Good Sports and Leisure	Help to raise funds and encourage sporting activity.
Great Yarmouth Nordic Walking	Walk and talk sessions open to anyone over 18
Christmas Stocking Campaign	Distributing Christmas stockings to the local community
Safe Harbour	Project to supply tents, sleeping bags and ground sheets to homeless people in need

1.5 Take a Chance on Me

Take a Chance on Me is an employment support programme to help individuals overcome barriers to employment by offering resources and guidance to re-enter the workforce with confidence. Established by Trevor Saunders in 2017 under the former name of Mandalay Wellbeing CIC, Take a Chance on Me aims to work with those furthest from employment and liaise with local employers to help find the right candidates and support individuals back into the workplace.

2.0 THE TAKE A CHANCE ON ME PROJECT EVALUATION PLAN

The Nursing, Midwifery and Allied Health Professions Research and Evaluation Service team (NMAHP-RES) at James Paget University Hospitals NHS Foundation Trust (JPUH) were commissioned to conduct a service evaluation of Take a Chance on Me in 2024.

2.1 Aims

The service evaluation aimed to:

1. Understand and explore the effectiveness of Take a Chance on Me on people using the service and those supporting it
2. Assess the impact upon access to employment opportunities for stakeholders and service users
3. Explore the experiences of stakeholders and service users involved with Take a Chance on Me

2.2 Evaluation timeline

The following GANTT chart was drawn up at the start of the evaluation to ensure the work was completed to the proposed timeframe:

Table 2: Take a Chance on Me evaluation GANTT chart

Take a Chance on Me - Evaluation Timeline														
	Task	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24
Scoping & planning	Engage stakeholders													
	Write protocol													
	Complete DPIA and seek local approvals													
Data collection	Interview preps and scheduling													
	Semi-structured interviews													
	Observations													
	Record/Document review													
Analysis														
Reporting & Dissemination														
Celebration Event														

3.0 METHODS

A mixed methods approach was utilized to gain the most insight into the project and provide the richness of data needed to achieve the project aims. Surveys were created using MS Forms; one to be shared with local employers and another for service users. Semi structured interview schedules were devised, again one for local employers and stakeholders and another for service users. Table 3 describes the proposed data collection to achieve the aims of the project

Table 3: Data collection and methods

Table 3: Data collection and methods			
Data collection	Method	For who	By who
Quantitative	Review of records and documentation	All aspects	NMAHP Research and Evaluation Associate
Quantitative and Qualitative	MS Forms survey	Local business providers	Self-completed
Quantitative and Qualitative	MS Forms survey	Service users	Self-completed
Qualitative	MS Teams semi-structured interview	Service users	NMAHP Research and Evaluation Associate
Qualitative	MS Teams semi-structured interview	Supporters of Take a Chance on Me	NMAHP Research and Evaluation Associate

4.0 RECRUITMENT

A purposive sampling strategy was used for this evaluation. Take a Chance on Me records provided local business contacts to approach for their participation. Initial contact was made via Trevor using a 'consent to contact' approach and the survey shared by email for those happy to take part. Trevor also spoke with service users attending the premises regarding the evaluation, sharing the survey and contact details for interview where appropriate. Participants then completed the online survey at their own leisure.

The JPUH team attended Trevor's new venue launch event, tying in with the collaboration with GYT CIC. Multiple collaborative companies and service users attended the event, facilitating an opportunity to discuss Take a Chance on Me and network with stakeholders to support this evaluation project.

5.0 ETHICAL CONSIDERATIONS

Using the NHS Health Research Authority toolkit (HRA, 2024) we identified that ethical opinion and approval was not required for this project, however we ensured that principles of good clinical practice were followed and ethical behaviours remained central to all aspects of the evaluation. Liaising with the JPUH Information Governance Team we ensured local procedures were followed. A

data protection impact assessment (DPIA) was completed and approved as part of the local governance process.

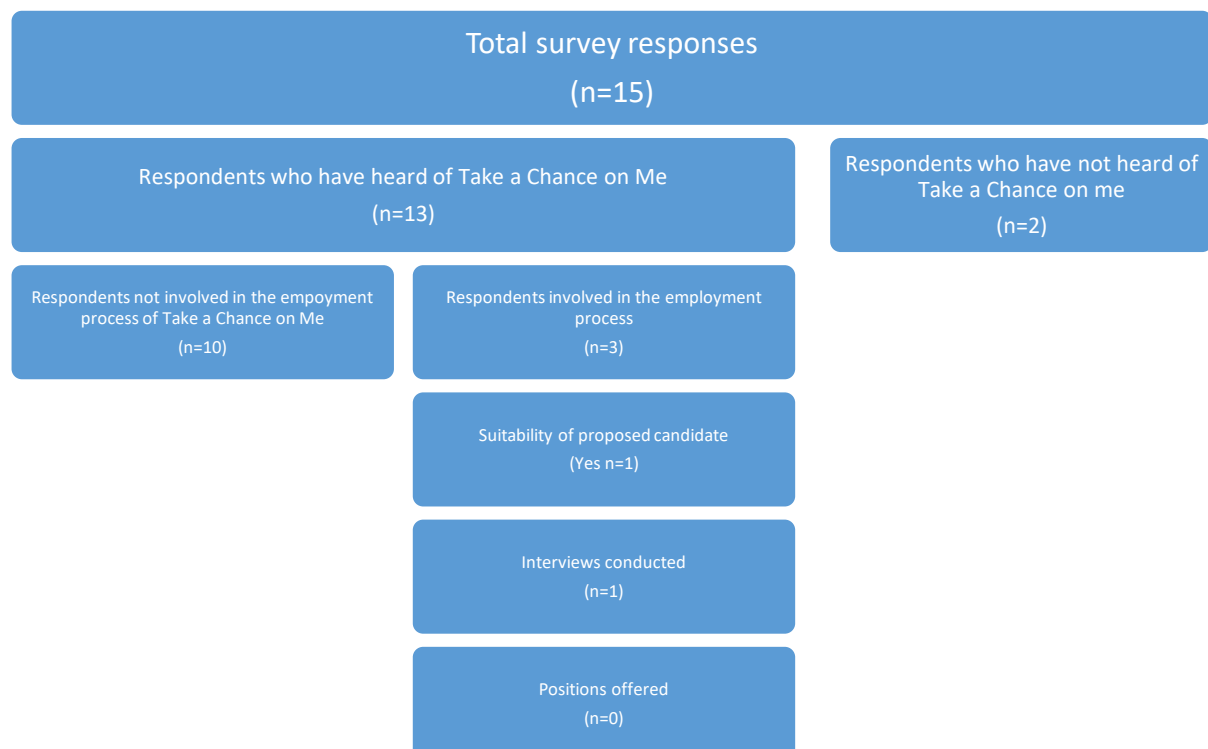
Participants received verbal and written information about the project and what would be involved, should they decide to take part. We ensured participants were aware that taking part would be voluntary and would have no impact on their subsequent involvement with Take a Chance on Me. All participants had the right to withdraw at any time, however were made aware that we would be unable to remove any data that had already contributed to the data analysis as it had been anonymised by this stage. Importantly, participant's anonymity was protected in any reporting of the data, and information was stored in accordance with data protection and confidentiality procedures.

6.0 RESULTS

6.1 Quantitative data from stakeholder surveys

A total of 15 local business representatives responded to the survey. 87% (n- 13/15) had heard of Take a Chance on Me. 20% of those (n- 3/15) had active involvement with offering jobs to candidates. Of the 3 who had active involvement in the process, 1 felt that the candidate was suitable and 2 were not sure. 1 employment interview had been conducted. 87% (n- 13/15) respondents would recommend Take a Chance on Me to other businesses.

Figure 3: Flowchart of survey responses



The project has been in existence since 2017, however complete and up to date records in terms of the flow and volume of people using and supporting Take a Chance on Me were unavailable. Therefore we were unable to review records and documentation to provide data for further quantitative analysis.

6.2 Qualitative data from stakeholder surveys

Table 4 and table 5 below provide the responses of local business stakeholders to question 22 and question 26 of the Stakeholder survey. The full survey is available through the QR link in Appendix 1.

Table 4: What have been the benefits to your business/organization of being involved in Take a Chance on Me?

Has given a helping hand
Provides much needed support for a part of the community who may not otherwise be able to access services
None of note
We feel like we are helping the local community
Local people trying to support the local community
Being given the opportunity to support our local area and individuals
3 volunteer days a year (business driven)
Information and understanding of Take a Chance on Me
Candidates always fully briefed before referral, making it easy to select appropriate roles for each worker
Shared aim/vision to support the local community. Take a chance on me offers a unique strand of support, which adds immense value to the locally unemployed.

Table 5: Please provide comment on why you would/wouldn't recommend Take a Chance on Me to other organisations:

Would recommend to any business to help community
Potential employees can become valued members of company
Happy to support Trevor and anyone looking for a job who needs that chance
They have done great work in the local area and have benefitted many people
Provided what we asked for, and inexpensive
Trevor has a can-do attitude when it comes to helping and supporting those in need
So far the conversations we have had with Trevor have been positive
Candidates are fully prepared, which is a massive help when looking to recruit staff

6.3 Presenting the public voice

A powerful part of this evaluation has been the opportunity to hear and include the lived experiences of Take a Chance on Me service users. We received one experience through completion

of a survey, and a further three case studies presented second hand through the interview with Trevor.

Three interviews were conducted as part of this service evaluation. Interviews took place over MS Teams and with permission were recorded for transcription and analysis. Interviews lasted approximately 45 minutes and followed a semi-structured interview schedule, which can be found in Appendix 2 and 3.

One interview was conducted with a service user and job seeker of Take a Chance on Me (P1), who later also went on to volunteer for Trevor. A second interview took place with a colleague of Trevor and an associate of GYT CIC (P2), who has been providing support and mentorship for the development of Take a Chance on Me. In addition to these two interviews, we also received a survey response from another service user who returned to employment with the support of Take a Chance on Me (P3). Despite the survey not being designed with service users in mind, the responses from this individual provided a rich and raw insight from a service user perspective, and as such will also be included in our analysis.

Following analysis from P1, P2 and P3, and the identification of initial themes, an interview was arranged and took place with Trevor (P4) to build on the themes and gain his perspectives. Within this interview, Trevor provided 3 second-hand case studies to as examples of what the process can look like and the work carried out by Take a Chance on Me.

6.3.1 Lived Experience of participant 3 (P3)

"I was released from prison and was finding things really tough. I heard through my emergency accommodation about this organisation that helps people and got in touch."

I met with Trevor who showed me great compassion and seemed to understand my challenges but wasn't judgemental. I honestly couldn't believe what happened. We just chatted for about an hour and got to know each other."

"He told me how they could help me and unlike other organisations, actually did it. I left our first meeting with food, toiletries and some warm clothes. Trevor had said he would try to get me a job interview."

"The very next day he called me and said he had arranged an interview for the following day and that I needed to come in to get a suit. I went in and he sorted me a brand new suit, shirt, socks, tie and shoes. I have made some mistakes in my life and when I saw myself in the mirror, I have never worn a suit, I was emotional, but it felt great."

"Trevor talked about the job and kind of things they may ask me and I felt less worried. The next day I had my first interview in over 20 years. I got the job...this would not have happened without their support. They gave me a chance I never thought I would have."

6.3.2 Case studies shared during interview with Trevor Saunders

Case study 1

A young lady came to me, who was non-English and wasn't getting any job interviews. She came to me via referral from someone that I knew because she really, really wanted to work. She was sending lots of CVs but she didn't have a much of a track record in employment, so a CV piece of paper didn't look very good.

When I met her, she spoke perfect English with a slight London accent as well, which was surprising. I just sort of, not clicked with her, but I just thought, "what? How is someone like her not getting interviews?" So rather than go through CV's and things like that, I kind of knew that the challenges that she was facing needed a more direct approach. So I got to know her a little bit, found out what she wanted to do and explored her ambitions. Financially, she was OK, so she didn't need any support from food or clothing because she was living at home with her parents.

She just wanted to work but since coming to this country had been finding it really difficult. I pictured her as I thought to myself "if I went into a doctor's surgery, would I be happy to see her as a receptionist?" and the answer was yes. So I contacted local GP surgeries and said look, are you looking for any reception staff? Because I've got someone that I think would be suitable for an interview. They said, "well, actually, yes we are. Can you send a CV?"

I said "no, I'm not gonna send a CV because she never gets any interviews from sending the CV. She'll bring it with her to the interview." So literally I think it was the next day because this project is kind of you move quickly or you don't move at all and arranged an interview for her.

She was offered the job and was so emotional. She's now been working there for 5 years.

Case study 2

I had a homeless person literally living in a tent that came to us. I think we gave him the tent as well, so that's how we first got in touch. Great Yarmouth Council had referred someone to us for a tent and sleeping bag. I think he'd been kicked out of emergency accommodation.

So he was sort of lost, completely lost. I sat him down with a pot noodle, cup of tea, some clothes, socks, pants. At that stage when someone is in crisis we're just trying to help. Unusually, he seemed really nice, and that's not being sort of judgmental or anything because a lot of people that would come to us for tents would have addictions and they've been through some real trauma, which this chap had. But it was something not of his own doing and he really wanted to change his life. And he really wanted to work.

We got him back through providing him with food, emergency supplies and it felt like he was becoming a bit reliant on us. So, it was that stage where it's like "OK, we're not really here just to keep you living in within a couple of weeks". He had moved into Herring house or emergency accommodation. And we got him into a couple of our employment groups where I had someone from a hotel come in to talk about working in the hotel/leisure industry.

He seemed quite taken about it. He had a mixed work experience on building sites etcetera, but he said he liked the sound of working in the hotel/leisure industry and wanted to explore further so he could come out from his tent. He was now in accommodation, which meant we could get him an interview. The job was kind of what I called front of house, but also doing a bit of odd jobs, so the fit was kind of really good.

He got the interview and they offered him the job. He was over the moon! But then the emergency accommodation came back to us saying if he accepted the job, they would kick him out straight away. And that was so frustrating because this was a guy living in a tent. And he didn't want to go back to living in a tent.

I said "Look, just start the job. See if there's anything that the hotel can do in terms of accommodation", and the hotel said that there wasn't. And so he was in a situation where he takes the job and he goes back in the tent or he stays in the emergency accommodation on benefits with, you know, the people who live and lead chaotic lives. And this is happening a lot where the influence and the temptation of dropping into bad ways is there. He actually went back into a tent and took the job. He lasted about a week and then he disappeared. And that was that was terrible.

Case study 3

Quite recently an ex-offender came to me and literally had just been released from prison. This chap had got a girlfriend, so he had accommodation, lived in Norwich, came all the way from Norwich because he heard what I'd done for another one of the ex-offenders. We provided some funding to pay his bus fare from Norwich to Great Yarmouth.

We got to meet him, had a chat. He's super, super fit. He's an MMA fighter and when he came in, I was like, this isn't the normal sort. But I thought, you know, because you gotta be aware as well. I'm thinking you know, am I a dangerous situation here? So then you kind of go into real world mode and you just start talking about, you know, where you've come from or what football team do you like and then start building up a rapport and relationship as much to protect yourself, but also to sort of see, well, is this genuine? And it was he came across 100% genuine. A really, really nice guy.

Because of his previous record, he just couldn't get an interview. He said he could go back into the construction industry. And he was passionate about following his MMA career. He said he didn't want to go back into scaffolding because he wanted to move away from that and he wanted to build a career.

So I'm like, OK, what would you want to do? And it was the classic answer which is, well, anything I'll do anything. And I'm like, OK, and I sort of just put it out, I said, well, would you work for McDonald's? And he said yes straight away. Because I've built a relationship with McDonald's fast food restaurant. They love what we do and I said, look, you've got a guy here that he lives in Norwich. He hasn't got a car. He hasn't got anything, basically. He wants to work, he genuinely wants to work.

We got him an interview and put him in one of our suits. The first time he'd ever worn a suit. And you know, this guy is 6 foot three. He asked me to take photos of him and sent them to his mum who had never seen him in a suit and it was it was just like one of those moments.

He was offered a job, which was amazing. Then after about a week, he was offered some shifts at one of the restaurants in Norwich. He got on really, really well. Exceptionally well. He was enjoying it. And then his life kind of changed. He was getting into MMA. He was living with his girlfriend. Yeah, and life was good. So he stayed with McDonald's about two to three months but he wasn't getting enough shifts. But his life he was like, look, I'm fine now. I wanna get on with my life and yeah, he went back into scaffolding. And I was delighted with that cause a career at somewhere like McDonald's is a career, and it's a genuinely good job. And you can genuinely move your way up.

Yeah, I just think it. He he'd come from a really traumatic experience. He was lost. You know, genuinely seeing someone like him emotional was quite upsetting. And then he showed himself out. He's got into a work routine and he's decided well, actually that's what I wanted to do. And he's moved on. So yeah, that happens.

7.0 ANALYSIS OF DATA

7.1 Themes identified from qualitative data

Four main themes were identified from the qualitative data:

- Positive and confident relationships
- Fostering support and development
- Widening the net
- Empowering change

7.1.1 Positive and confident relationships

P3 described the foundations of Take a Chance on Me as all about relationship building, and how this is really fundamental to achieving its aims. Trevor shares his personal background to help build a rapport and form relationships with businesses and service users:

So, umm, it's important to at the start of the relationship to show my background where I came from that I was homeless and had no money and I was lost but I wanted and I wanted to do it. So you, you're helping me and this is what I do."

(P4 quotation)

Trevor feels that this puts him in a unique position to build relationships and support others. P2 also acknowledged Trevor's personal experience and how this has shaped Take a Chance on Me as a service:

"But I think what? What? I'm really proud of what Trevor is doing. It's particularly Trevor's typical history. The rest of us are just kind of on the periphery of all the hard work he does is that he's giving people an opportunity and, you know, not, you know, to to look good."

(P2 quotation)

For participant 01 (P1) Take a Chance on Me provided an opportunity to gain useful contacts and networking opportunities as part of her job seeking journey. Having been previously made redundant from a managerial position in a bank after a lengthy period of employment, she accessed Take a Chance on Me for improved visibility in the job seeking world.

P1 told me how she felt that seeking a job for any person requires confidence and self-belief, regardless of background or prior experience and how this is an important part of the service offered to individuals through Take a Chance on Me:

"And I actually think just some of the things I hope he will achieve is because a lot of it is around confidence for any person looking for a job. It's around getting that confidence over to an interviewer. If he could raise awareness around some self-belief I think that would be really useful as well."

(P1 quotation)

An interesting discussion point within the interview encompassed the role of the volunteer and the value of voluntary work in developing work readiness and confidence building with speaking to and engaging with others:

"But I tell you now that if these individuals that go for the jobs, if they do a little bit of volunteering, it does change your mindset. So you know, that's what I would aim for."

"So I've done a bit of voluntary work. It's getting you back ready for work. Somebody said that to me a couple of days ago and I thought, yeah, you lose all that confidence. You need to be able to walk into a room, engage with people you don't know, and you know, see what you can get out of that scenario."

(P1 quotation)

P4 emphasised the importance for people looking for work to be able to break the cycle of what they're used to, and how volunteering provides an ideal platform to do this:

"Volunteering is a great way to start building confidence and engaging with the different cohort of people that you're used to. It is breaking that cycle. A lot [of people] are in that same cycle as people day in, day out. So when they come in somewhere like this? Yeah, to volunteer. And then you start meeting a wide range of people and experiences, and you start, you know, we're all about talking to people and having a bit of banter and getting people's confidence up and going from there."

(P4 quotation)

7.1.2 Fostering support and development

P1 highlighted the fantastic job Trevor Saunders is doing to bring the community together and his ambition to meet the goals set by Take a Chance on Me. However she also acknowledged that Take a Chance on me requires a wider support infrastructure and willingness to accept help from others:

"I mean, when I went on the opening day for his shop, the amazing thing about Trevor is he is a great talker. So what I mean by that is, you know, he knows he's got a goal and he knows what he wants to achieve. He brings people to the table, doesn't he."

"So we turned up on the Christmas Stocking day, and everything was done. We only just turned up to help deliver and I just said to him, why did you not just come give me a shout? You know, I'm not working. Just come and give me a shout and I could've done things a lot earlier."

(P1 quotation)

P2 acknowledges Trevor's genuine passion and drive to help people, but also the need to be realistic about the workload and outcomes to be achieved. He had concerns about Trevor's wellbeing and workload, emphasising the need for an infrastructure that isn't reliant on one individual:

"I'm advising him the best I possibly can to try and harness this energy, which isn't boundless, but it's far too much, which I tell him every day, so it's not a problem. But his mission in life is to help people. And I think what I've what I've said to him is that you could help some of the people all of the time, but you can't. All of the people, all the time."

(P2 quotation)

The recent opening of a new central premises brings a great opportunity for increased visibility, but P2 also discussed how caution should also be applied when considering the business elements of Take a Chance on Me:

"If you're not careful, the event, especially when you got retail premises, the events of the day, you know Trevor could be doing the funding application or planning to do some work for take a chance on me and someone comes to the shop door to have a look round and maybe buy a book of whatever they want to buy. You're immediately distracted, so one of the things we're looking at now is to make sure that Trevor creates an environment where he can do the projects."

(P2 quotation)

Trevor acknowledged the impact of the retail work upon his capacity to have visibility within the local community to continue to build Take a Chance on Me as a brand:

"the challenge has been umm, it's just me and you know we we need. I need to be out there now going into KFC, going into the troll cart [Wetherspoons] and saying that, oh, I wanna help. Once I have that conversation people love it and and they're like, yeah, we wanna help our local community."

(P4 quotation)

To counteract this challenge, P2 shared his ideas about the valuable role volunteers could play in supporting Trevor to run the retail premises:

"He's in the shop every day of the week now, which means that he gets dragged into things relating to the shop because you know, if if the doorbell rings there isn't doorbell, but if the door opens, then whatever he's doing goes to one side. So we need to support him in the shop with a whole host of, you know, retail volunteers, people from the football club particularly will help him."

(P2 quotation)

However, despite recent efforts and the link in with GYT CIC volunteers are not coming forward:

"the big thing I've joined up with GI quite yeah time football OC because the the promise of volunteers 300 registered player that will help all volunteer hasn't happened as yet. So so we we. The you know I'm. Yeah, I'm. I'm doing everything and. I can't do anything. So so we need more capacity."

(P4 quotation)

"So what we need to do is we need to prioritise Trevor's time and attention, and I know that certainly in the next couple of months take a chance on me is right at the top of the priority list where it should be."

(P2 quotation)

7.1.3 Widening the net

P1 had specific requirements for the type of job she was looking for. She felt passionate about working for the NHS and saw an opportunity for Take a Chance on Me to reach out to a wider

audience, both in terms of the individuals seeking jobs and the employers approached to engage with Take a Chance on Me:

"At the moment it's a very bespoke market that he's targeting. And he could make that bigger."

(P1 quotation)

P2 has been offering support to Trevor related to the business and organisation aspects of Take a Chance on Me to help raise awareness and gain credibility and traction for their service:

"So what we're trying to do particularly with take a chance on me is he's not getting much traction or support from local authorities from an application predominantly Yarmouth based project status. On its own, it's not getting the credibility. The group of people you want to influence and impact are the people, our business, people locally and they all have one thing in common which is, which is Trevor's, you know, he wants to help people."

(P2 quotation)

Following on from this, P2 talked about forging relationships with statutory agencies to add endorsement and build credibility for Take a Chance on Me:

"So I I do think there is a there is a big opportunity, but it's a group of people that that need our support. So you've actually got to do a step further to engage with them, but if you add an endorsement, for example, if the job centre said you really ought to talk to the nice people at take a chance on me, they might be able to help you with interviews or they might be able to help you with something else."

(P2 quotation)

Trevor also recognised the need to link up with statutory agencies, but explained that there have been difficulties with this. The job centre have referred people to Trevor for food supplies and equipment, but not for jobs:

"The core help, the real support that I need is from places like the jobs centre and DWP. There's never been, and when I say help from DWP I mean signposting to us for jobs and they haven't. I've not had one. Last week I had one person referred from the Job Centre for dog food. So, and that's that's that's the challenge."

(P4 quotation)

Participant 002 considered some practical interventions to help take a step further and reach out to the community alongside collaborating with statutory services:

"But yeah, certainly something like a physical presence in the shop, a pop-up banner that could also go to libraries, you know, or or or or in or in the town hall or, you know, where people have to go and claim the benefits aren't wherever it may well be looking for work."

(P2 quotation)

7.1.4 Empowering change

Following the interview with Trevor, an additional theme was identified, which seemed to run throughout the interview and therefore has been included in the analysis. This theme encompassed empowering change amongst the local unemployed community and businesses alike.

“The point of it is this. Everyone out there kind of wants to make things better. And it's just been that conduit for people to come to you and go actually. You know, I don't want people staying on food parcels and that for the next 20 years I wanna change them.”

(P4 quotation)

In order to do this, people need to have confidence and feel inspired to want to work:

“The challenge, well there's lots of challenges. You've got to build their confidence up and yeah, you've got to inspire them to see employment and paid work as a viable way forward.”

(P4 quotation)

Trevor would like to run more group sessions for the purpose of inspiring people to want to work and to showcase different career pathways:

“So that's where the group sessions in here. Yeah, where we want people in to get inspirational business leaders, employers to go right, this is how I started. This is where I went and this is the career path and you can make a good living at it. rather than like the Food bank is open up the road on the Tuesday. The one down there on Thursday and if I go around 5 food banks so I can get a load of food and sit at home and do nothing and that's that's what I'm saying.”

(P4 quotation)

8.0 DISCUSSION

The objective of this project was to evaluate the effectiveness of Take a Chance on me and understand experiences from the perspectives of people using the service and those supporting it. Direct impact on participants was strong and life changing in terms of readiness for joining or returning to employment. A strong sense of value in helping support the local community was a key driver for people's engagement in the service. Interestingly, responses demonstrated a mutual benefit with supporting the local community; businesses appreciated the opportunity to give something to their local area, whilst also recognizing the support that Take a Chance on Me offers to those accessing it.

8.1 Positive and confident relationships

Respondents felt very positive about recommending Take a Chance on Me to other local businesses, commenting on the 'can do' attitude of Trevor, delivering to expectations and the preparedness of candidates for positions. Trevor's positive attitude and work ethos was also echoed within the interview data, showing his commitment to the outcomes of Take a Chance on Me and ability to build positive relationships with the local community. The relationships that have been forged places

Take a Chance on Me in an ideal position to build credibility and gain traction with supporting more candidates into employment. The results show that awareness of Take a Chance on Me is building, and to progress further steps need to be taken to bridge the gap between awareness and engagement, as well as credibility of the service in the local area.

Having the opportunity to develop confidence was highlighted as an important pre-requisite for returning to employment and having self-belief in the interview process. Volunteering was identified as invaluable to service users to build confidence with talking to others and breaking the cycle of their current everyday life. Volunteering is strongly associated with better health, lower mortality, better functioning, life satisfaction and decreased depression (Jenkinson et al, 2013). Furthermore, volunteering connects people with communities, promotes wellbeing and allows individuals to develop a range of skills and experiences which are both personally enriching and professionally rewarding (Hogg and Smith, 2021).

The potential benefits of volunteering upon employment opportunities and widening social circles links in well to the aims of Take a Chance on Me for the local community, however this does not come without it's challenges. Although volunteering can grow skills, confidence and employability attributes, those who have the most to gain are often the least likely to engage (Hogg and Smith, 2021). The challenge will be to empower those looking for employment through Take a Chance on Me to recognize the potential for volunteering to serve as a catalyst for further employment opportunities.

8.2 Fostering support and development

For Take a Chance on Me to continue to grow and meet the needs of the local community, support is needed both for the day to day running of the service and the wider business agenda. From a practical perspective, volunteering roles for Take a Chance on Me could be expanded further to support Trevor with the running of the shop premises and also providing opportunities for job seekers to gain confidence and experience prior to entering paid employment. Participation in volunteering is strongly associated with better health, lower mortality, better functioning, life satisfaction and decreased depression (Jenkinson et al, 2013).

Not only would volunteering bring potential benefits to volunteers, supporting them with their employability and overall health and wellbeing but it would also support the day to day running of Take a Chance on Me, providing a mutually beneficial opportunity. Freeing up Trevor's capacity from the shop floor to dedicate more time to the profile and visibility of Take a Chance on Me would aid the process of bridging the gap between awareness and engagement in the local community.

8.3 Widening the net

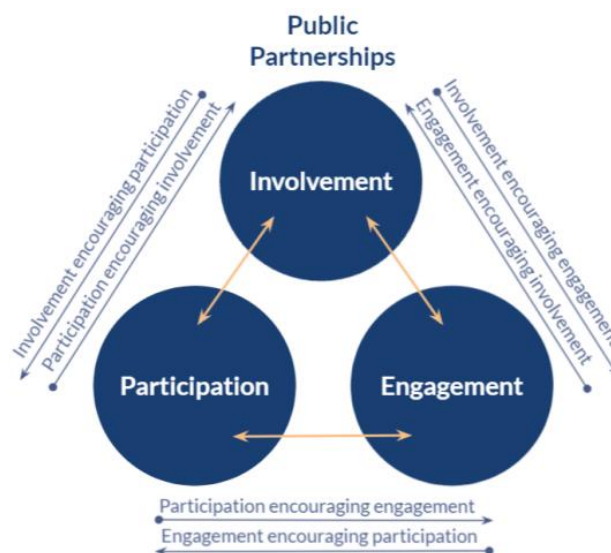
The main focus of Take a Chance on Me is to support those furthest from employment back into work. However, the aim is to also support those looking to change their employment, which is important when considering the impact of the quality of work upon health alongside the unemployment aspects (Marmot et al, 2020). Coastal communities have a greater dependency on the public sector for employment (CMO, 2021) and engaging with the public sector as stakeholders

may be beneficial in facilitating employment for both the unemployed community and those looking for a change in career.

Endorsement with other statutory organisations such as the Job Centre may forge new pathways for Take a Chance on Me to support individuals within the local community whilst providing the credibility and recognition it deserves. The recent opening of the shop in the town centre and the alignment to GYT CIC are positive steps to increase the visibility of Take a Chance on Me with great opportunity for growth and development.

Building on the recent changes for Take a Chance on Me, it may also be timely to consider ways to continue to raise awareness and engage with local businesses and potential service users. This could be looked at in the context of a 'public partnership' between the social enterprise and local community through involvement, engagement and participation. As illustrated in Figure 4, these areas are all connected, impacting on one another for a sustained model.

Figure 4: Public Partnerships



(Imison et al, 2022)

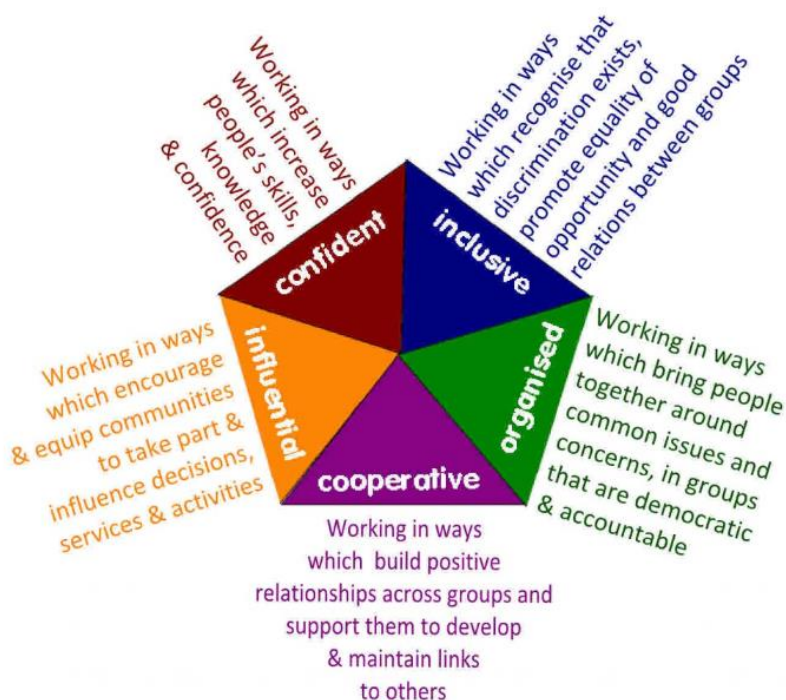
Increasing visibility of Take a Chance on Me through advertising (such as pop-up banners, leaflets and drop in sessions) in local public spaces to reach people and groups according to their needs and ensuring equity in access to services may assist in further engagement and building sustainable relationships with the community (Beresford, 2013).

8.4 Empowering change

The theme of 'Empowering Change' was later identified following final data collection and resonated with service users, local businesses and Trevor. The pre-identified themes also fed into the notion of empowering change such as building confidence and finding ways to inspire people back into employment. Community empowerment is not just about the communities, but also ensuring the organisational structures and processes are empowering. The 5 Community Empowerment

Dimensions bring together all the elements previously highlighted as important factors for Take a Chance on Me (figure 5).

Figure 5: The 5 Community Empowerment Dimensions



(Changes Foundation, 2024)

9.0 RECOMMENDATIONS

Table 6: Recommendations for Take a Chance on Me

Theme	Recommendation	How it could look
Positive and confident relationships	To build confidence and self-belief amongst people looking for jobs	Workshops 1:1 support/mentoring Encouraging voluntary work
	Informing statutory agencies about what Take a Chance on Me offers and what others could contribute	Visibility at local events Companies providing support, time, funding, business guidance and record keeping
	Promote benefits of volunteering roles	Conversations with service users Opportunities to volunteer within the venue 1:1/Group support and awareness for benefits of

		volunteering to lead on to potential employment opportunities
Fostering support and development	Set realistic goals for Take a Chance on Me based on resources available	Developing and maintaining up to date records to facilitate planning and goal setting
	Seek volunteers to support the day to day running of the retail premises	Conversations with GYT CIC Local advertisements for volunteers Advocates to share their experiences of volunteering at local events and on the retail premises to encourage uptake to volunteering roles
	Strategies to free up capacity for Trevor	Liaise with GYT CIC for guidance and business planning Promotion of volunteering roles Liaise with local organisations and businesses for support to share information about Take a Chance on Me and assist with raising awareness
Widening the net	Continue to build Take a Chance on Me as a brand	Liaising with statutory agencies for local endorsement, such as the Job Centre
	Appeal to local businesses with a smooth recruitment process	Showcase successes of Take a Chance on Me recruitment Collate data to help demonstrate impact
	Increasing visibility of Take a Chance on Me in public places	Pop up banners at community events, in GP practices, libraries etc Create a calendar of events to showcase and promote Take a Chance on Me

10.0 STRENGTHS AND LIMITATIONS

The evaluation was carried out according to the allocated time frame and proposed GANTT timeline. Successful evaluation of Take a Chance on Me centred on multi-faceted engagement with local business stakeholders, service users and individuals delivering the service within the complexities of a local community as well as the skills and strengths provided through the project team within NMAHP-RES.

Although we were able to engage with individuals within each group to find out about their experiences, some of the data was limited. Our aim had been to gain insight into multiple service

users and local business perspectives, however difficulties in reaching service user groups was evident. Challenges such as means of contact for individuals and their whereabouts limited the experiences we were able to contribute to the evaluation. We therefore adopted the approach of interviewing Trevor himself, which in hindsight may have been useful to have accommodated in the original evaluation plan. Making this revision to the original plan provided us with a multitude of rich, experiential data, which we might not have otherwise attained.

Their remains gaps in our understanding about the experiences of public sector stakeholders such as the Job Centre, who unfortunately didn't respond to our attempts to engage with them for feedback. Through the recommendations suggested in this report, it may be possible to build links and gain insight into how to further support job seekers in collaboration with the Job Centre.

Quantitative data analysis was also limited due to unavailability of detailed records. This had an influence on carrying out descriptive analysis into how many businesses and service users in total have been involved in Take a Chance on Me, the outcomes of referral for job interviews and tracking the successes of employment for service users, all of which would have contributed to demonstrating the impact Take a Chance has had at an individual and community level.

The evaluation has been effective in drawing out the strengths of Take a Chance on Me and demonstrating the importance it serves to the local community. The qualitative data collected and analysed gave a true sense of the power of the voices presented, validating impact of the work being delivered by Trevor and the progress being made to build the reputation of Take a Chance on Me, which truly cannot be under-estimated.

11.0 CONCLUSIONS

Take a Chance on Me is achieving its goal of supporting people furthest from employment back into work, whether through formal jobs or voluntary roles. Four overarching themes were evident, with three as individual components; positive and confident relationships, fostering support and development and widening the net, with a fourth component of empowering change running throughout. Volunteering has been identified as a key factor in increasing confidence and preparedness for real-world interviews, alongside logistical and practical support for people accessing the service.

A figurehead of the community as a leader for this work has been essential for harbouring support and engagement, building trust and forming relationships with local businesses who are keen to help the community. The work has had a powerful impact on those who have used the service, whether as service users or those offering employment. These impacts have been positive from physical, emotional and psychological perspectives, recognising the need to have the right building blocks in place to work towards creating a healthy society and address health inequalities.

It is an exciting time for Take a Chance on Me with the recent alignment with GYT CIC. This has served as a catalyst to the growth of the service, whilst helping to address areas to consider to ensure local collaborations continue to strengthen and support a sustainable model of delivery for the future of Take a Chance on Me within the local community.



12.0 ACKNOWLEDGEMENTS

Service users and collaborators of Take a Chance on Me for their willingness to share their experiences

Local business contacts for their feedback and sharing of experiences through the MS Forms survey

Trevor Saunders of Take a Chance on Me for all his dedication to the project

The NICHE Anchor Institute, who have funded the Kintsugi project and our evaluation

Paul Morris, Chief Nurse and Jacky Copping, Deputy Chief Nurse for their support with the project

JPUH NMAHP Research and Evaluation Team for support and guidance

JPUH Information Governance Team for guidance



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APPENDICES

Appendix 1

Microsoft forms survey link:





Appendix 2

Take a chance on me stakeholder interview schedule

- 1) To start with, could you tell me a little bit about yourself?

Service

- 2) How did you first hear about Take a Chance on Me? How did you come into contact with Trevor?
- 3) Which aspects of the service have you been involved in?
- 4) What's your personal understanding of Take a Chance on Me?
- 5) Motivators - How did you feel about getting involved with Take a Chance on Me? What were you hoping it would achieve? – for yourself, for the community....
- 6) How has the service changed during your involvement?

Experience

- 7) What opportunities has take a chance on me brought to you/to the community?
- 8) What has your experience been with the employment process?
- 9) What is it about Take a Chance on Me specifically that makes you want to give your support? How is it unique?

Outcomes

- 10) Have the outcomes been as you anticipated?
- 11) Are there any other positive aspects you would like to discuss?
- 12) Are there any negative impacts you would like to share? Suggestions for improvements?
- 13) Is there anything else you would like to tell me before we finish the interview?



Appendix 3

Take a chance on me service user interview schedule

- 1) To start with, could you tell me a little bit about yourself?

Service

- 2) How did you first hear about Take a Chance on Me? How did you come into contact with Trevor?
- 3) How did you feel about getting involved with Take a Chance on Me? What were you hoping Take a Chance on Me would provide?
- 4) How would you describe yourself when you first got involved with Take a Chance on Me? What would you say your needs were?
- 5) How have things changed since you have been accessing Take a Chance on Me?
- 6) Were you receiving support from other services when you first came into contact with Take a Chance on Me?

Experience

- 7) How did you feel about the job opportunities offered to you?
- 8) What has your experience been with interviews and employment preparation through Take a Chance on Me?
- 9) Has Take a Chance on Me had any impact on accessing any other services?
- 10) Are there any other positive aspects you would like to discuss?
- 11) Are there any negative impacts aspects you would like to share?

Outcomes

- 12) How do you feel about your future employability?
- 13) Has being involved with Take a Chance on Me had any impact on your wellbeing?

- 14) Is there anything else you would like to tell me before we finish the interview?





