



Solving the Employment Puzzle
Social Return On Investment Report
2014/15

"It is not the strongest of the species that survives, nor the most intelligent. It is the one that is the most adaptable to change"

The Founder presents report for the years 2012/15

SROI Report 2012/15 – October 2015

The principle activity of Apprentice Supermarket is the provision of teaching the theory of business & enterprise to get young people and adults into work or further education and reduce their reliance on benefits.

Based in Northampton, we expertly deliver training, workplace learning and bespoke training in a variety of areas, including programmes in...

- Enterprise
- Pre-employability
- Logistics
- Health & Social Care
- Contact Centre Operation

In 2014/15 Apprentice Supermarket continued to delight our supporters by delivering innovation and showing that our alternative way of doing things really works.

In addition more emphasis was placed on working with 'harder to reach' individuals, those that are so far dis-engaged from society they are often overlooked for work or support. This included working with East Northants Community Services on their 'Unlocking Your Potential' programme aimed at supporting individuals who were homeless, had substance abuse issues and mental health issues. Apprentice Supermarket also supported 11 ex-offenders on licence in an attempt to re-motivate them and open up opportunities for work.

In 2014 Apprentice Supermarket also agreed to work in partnership with specialist recruitment company Bis-Henderson During the partnership with Bis I secured them an apprenticeship contract of £1.9m and associated staff to deliver.

New strategic partnerships have been formed with Enable, NITAL, East Northants Community Services, LSC Contract Services, Impact Futures, Probation Service and 2B Recruitment.

We continued to develop our SFEDI Centre securing direct claims status in 2014 and **being nominated in the SFEDI & IOEE Celebrating Enterprise 2015 Awards.**

I am also delighted to say that the results of our continuing SROI shows we deliver a Social Return On Investment (SROI) of £3.54 for every £1 of investment or funding. We are continuing to develop our social impacting projects and aim to deliver even greater SROI in the coming years.

Since 2011 Andrew Kunman has invested £100,000 of his own money because ***'it was important to get it right from the start'***

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SROI Executive Summary

Stakeholder	Definition	Amount Saved
Local Economic Regeneration	Money generated for the local economy (via volunteering & work experience)	£80,263
Prison	Savings to the Ministry of Justice (based on reducing re-offending rate of 46% of cohort)	£169,316
Homeless	Savings to the state by supporting the homeless and those at risk of being homeless	£66,250
Health	Saving for UK tax payer (as a result of improved motivation, outlook and health)	£18,039
DWP	Savings to state by creating permanent jobs (£8,160 per head according to Tax/Benefit model First order fiscal benefit of obtaining work)	£399,840

Social Return on Investment Report 2015

	Total Investment <small>Includes funding claimed</small>	£207,325
	Total SROI	£733,708
	SROI = £3.54 return per £1 invested/funded	

Goals & Values

Our Goal – *“the aim of Apprentice Supermarket is to develop the self-belief, life skills, business skills and employability of unemployed young people and adults”*

Our Values – *keep it simple, respect the individual, treat every pound as your own, and make a positive difference to our community.*

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- **Keep it simple**
 - Apprentice Supermarket provides an intensive programme where individuals will learn everything they need to know about a real working environment. From what is an entrepreneur, understanding customer needs, your impact on the business, customer service skills, to interview techniques, CV structuring advice and confidence building.

- **Respect for the individual**
 - Apprentice Supermarket has a high retention rate for its course candidates, volunteers and staff (95% retention rate). We have comprehensive HR policies and procedures plus a student code of conduct clearly detailing what is expected. We take equality and diversity seriously and will not stand for any incidents of bullying, harassment or discrimination. We have recently undertaken training under the Government's new 'Prevent' agenda.

- **Treat every pound as your own**
 - Apprentice Supermarket continues to generate a small profit utilising funding to deliver effective programmes helping people improve their opportunities, motivation and outlook in life. We invest in candidate support by providing lunch, transport and loaning IT equipment, we keep overheads to a minimum utilising community group facilities ensuring any room hire fees go back into the community projects.

- **Make a positive difference to our community**
 - We want to be at the very heart of the communities in which we work. Our approach has been to ensure we are a consistently considerate neighbour and to demonstrate our support for local communities by offering advice, support and practical help wherever possible.
 - We currently work in partnership with East Northants Community Services supporting their projects through delivery of enterprise and employability courses, supporting their CAP Job Club delivery and encouraging course candidate to offer their time as volunteers. In addition to Job Centre Plus (JCP)
 - Over the past few years we have worked with Connexions, Catch 22, Enable, Futures, Hope Centre, College of North West London, Papworth Trust, and Ingeus.

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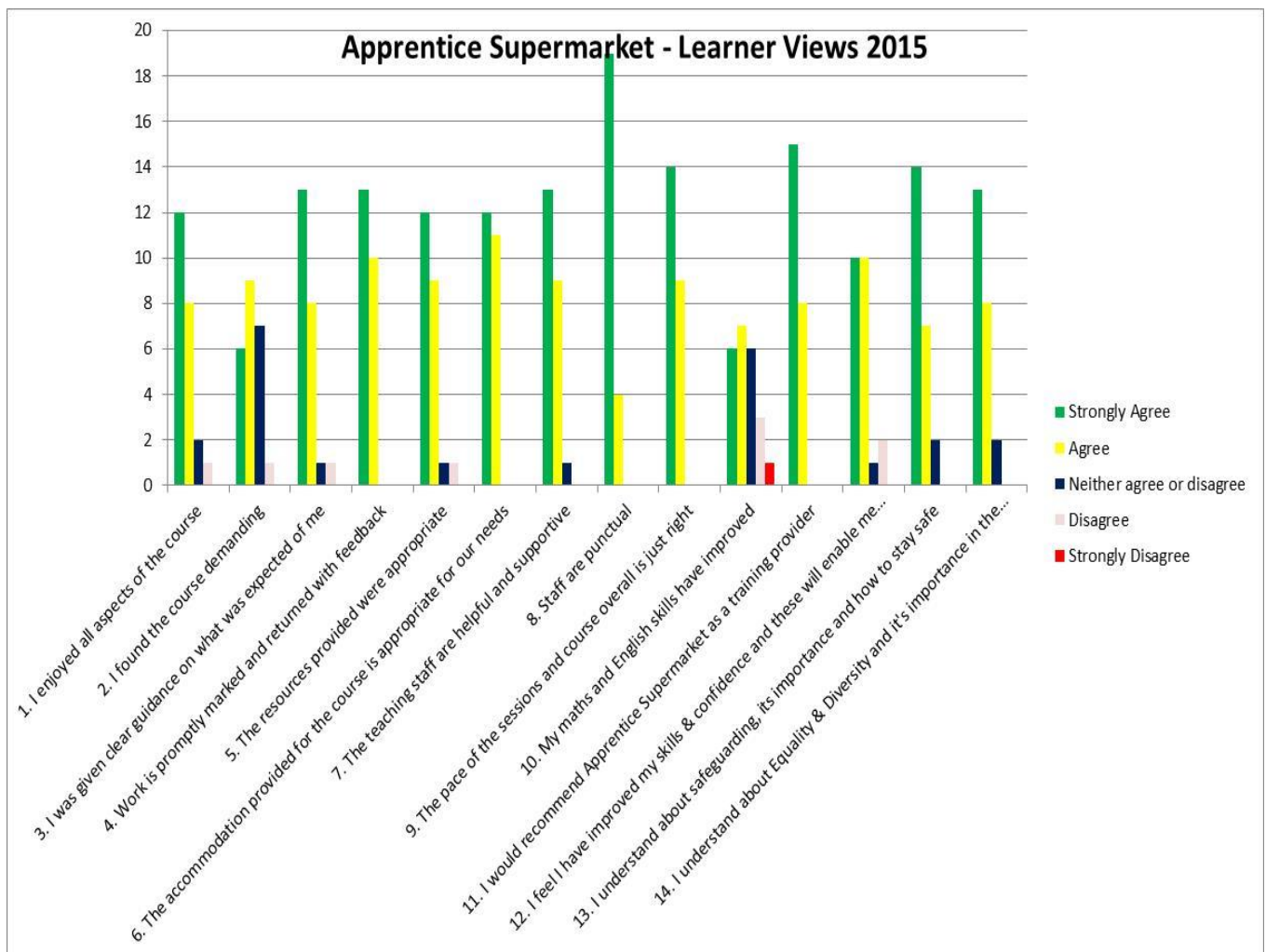
Headline Results

- Course attendees —221
- Course Retention rate—95%
- Qualification Achievement Rate —92%
- Total progressing to Work Experience | Volunteering | FE | Employment — 78%
- Employment outcomes 21%
- Signposted due to health and substance issues— 5%
- Secured SFEDI Accreditation – Direct Claim Status
- Secured over £2.5m of commercial business for logistics clients
- Generated £45,500 of commercial income since 2013
- Supported 10 members of staff through Apprenticeships – L2, L3 & PTLLS
- £110,000 of funding utilised

Programmes

- BootCamp for employers
- Pre-employability & Enterprise
- Community Programmes
- CAP Job Club trained coaches
- Programme for schools aimed at disengaged pupils or at risk of expulsion

Candidate Views



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Testimonials

In Chanelle's words -

*“Apprentice Supermarket
Never underestimates the
predictability of stupidity”.*

*“I really enjoy working for
Andrew & Jo at*

*Apprenticeship Supermarket. This is because I have built up my
confidence and myself worth. I now understand that I am a
commodity.”*



*“I went from having sub –par grades and being lazy, doing nothing
with my time to being almost a completely new person. I now
understand that what I once thought was my absolute limit, is not
even close to the minimum level I put out everyday.”*

*“I love apprenticeship supermarket! Before I didn't know what I
wanted to be or do, but now i Know exactly what I want to do and
where I want to be. It's helped me see what my own aspirations are!”*

*Apprentice supermarket has given me a great boost of confidence
that has helped me with almost every aspect of my life, both
personally and professionally.*

*Apprenticeship supermarket has given me the opportunity to find ou
my strength and create a plan for my future; it has allowed me to
search for my inner person. I feel like a “pearl in an oyster”. It has
allowed me to build and gain trust and confidence as I had been let
down so many times before by other organisations.*



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Evidence Base for SROI Report

SROI methodology is not an exact science and uses a wide range of methods to collate information. The following list is designed to share some of our best practice and explain our rationale behind our thinking, justification and assumptions.

- ◆ Prison Reform Trust – Prison the facts Summer 2014
 - Average cost of a prison place is £36,808
 - 46% of adults are reconvicted within one year of release
 - We assumed we reduced that to 23% of those we trained
- ◆ The Global Value Exchange – first order fiscal benefit from workless claimant entering work
- ◆ Prevention and Preventative Spending (Health England)
- ◆ Don't mind me: adult mental health problems (New Philanthropy Capital 2009)
- ◆ Cabinet Office – A social return on investment
- ◆ NEF – Investing for social value
- ◆ Consultancy with www.justassurance.org
- ◆ www.apprenticesupermarket.com
 - <http://apprenticesupermarket.com/courses.asp>
 - <http://apprenticesupermarket.com/casestudies.asp>



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