

Welcome to this edition of the national European Social Fund Newsletter.



ESF award winners attend NIACE royal reception

HRH The Princess Royal hosted a NIACE event at Buckingham Palace on Wednesday 5 March 2014, recognising and introducing previous Adult Learners' Week Award winners as ambassadors for adult learning to a number of organisations from across a range of sectors, including the BBC, City Lit, the Department of Health, the Edge Foundation, McDonald's, PricewaterhouseCoopers and NOCN. Frank Harris, ESF Outstanding Learner of the Year 2009, and Penny Keeling, ESF Outstanding Learner of the Year 2013 were amongst the learners that were recognised.

Adult Learners' Week is supported by ESF and the Department for Business, Innovation and Skills.

[>>ESF award winners attend NIACE royal reception](#)

Cornish project shines at European Conference

Representatives from Cornwall College have been to Brussels to address a major ESF conference about the success of local aspirational project Young Mums Will Achieve. The conference, titled 'Strengthening employment and social cohesion', focused on how the Commission has aimed to simplify the use of the ESF, and to help smaller organisations gain access to funding. The project, co-financed by the Skills Funding Agency, offers guidance and help to teenage mums aged between 14 and 19 years old, in order to boost their self-esteem, develop Maths and English skills and ultimately encourage them to progress onto further education or employment.

[>>Cornish project shines at European Conference](#)



Coventry partnership helps ex-offenders into work

A partnership between Coventry City Council, Coventry Probation Trust and employment and training provider Pertemps People Development Group (PPDG) has seen 35 ex-offenders transform their lives for the better by securing jobs at local companies. The New Leaf project, co-financed by the National Offenders Management Service, has been providing forklift truck training at

local centres throughout the West Midlands. The 3-year project started in January 2012 and will run until December 2014.

[>>Coventry partnership helps ex-offenders into work](#)



New marketing methods for traditional family car business

A graduate has created a marketing department for a well known, 80 year old car dealership from scratch with support from ESF (European Social Fund) Convergence investment. Suzanne Johnson was employed by Hawkins Motors in Cornwall under Unlocking Potential (UP) in 2013. Her

challenging remit was to develop a marketing plan, the company database, a website and social media plus press release and advertising strategies for the company. She has now been taken on as a permanent employee, with a further employee being taken on who she can train to help her with her expanding marketing workload.

[>>New marketing methods for traditional family car business](#)

Helpful Links

[England ESF programme national website](#)

[@DWPESFEngland on Twitter](#)

[Skills Funding Agency Co-financing Organisation \(CFO\)](#)

[Ministry of Justice \(National Offender Management Service CFO\)](#)

[Department for Work and Pensions CFO](#)

[Greater London Authority - European Programmes Management Unit - ESF pages](#)

[Inspiring Work: Cornwall and the South West](#)

[TAEN \(The Age and Employment Network\)](#)

[Europa \(European Commission website\) ESF pages](#)

[The National Council for Voluntary Organisations - NCVO](#)

[Gibraltar ESF secretariat website pages](#)

Get in touch

We want to hear about your ESF news and success stories, and welcome your ideas for features on our website – [just contact us](#)