



supporting Norfolk

Project Evolve

Supporting individuals, SMEs and organisations in Norfolk out of the recession.



for Individuals
for Businesses



About us - Project Evolve Supporting Norfolk

In brief

A programme to support individuals and SMEs in Norfolk through the recession and to help them into a stronger position as the economy recovers. This support will:

- Aid individuals in identifying and developing relevant skills and career opportunities
- Increase the prospects of a more rapid return to work
- Prevent further redundancies and business closures through improved performance
- Helping SMEs to be more innovative, efficient and successful in the future economy

Target groups

Project Evolve is specifically designed for:

- unemployed / underemployed recent graduates
- middle managers / professionals who have been made redundant
- middle managers / professionals who are at risk of redundancy
- SMEs and specifically the owners / directors / senior managers
- third sector organisations

These groups are targeted as there is limited or no specific provision currently available to them. Non-SMEs may be able to access parts of the programme for a small fee

Benefits










Benefits to individuals include:

- Increased skills particularly those skills considered important in the future economy
- Increased employability with new skills, new experience, and C.V. enhancement
- The opportunity to review their career and develop new opportunities

Benefits to SMEs and organisations include:

- Increased business performance
- Development of new opportunities, including increased knowledge of being successful in the low-carbon economy
- Capacity building - fully utilising the skills of the current workforce

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Evolve Partners





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■ Personal Careers Assessments and Group Training

Professionally trained Careers Advisers will be providing diagnostic assessments, small group coaching and personal development programmes. These will assist individuals and employers to identify their needs and improve professional and personal effectiveness.

Who is it for?

- Unemployed and under-employed recent graduates
- Middle managers / professionals who have been made redundant
- Middle managers / professionals who are at risk of redundancy
- SMEs, specifically owners / directors / senior managers looking to increase performance.

What are the benefits?

The aims of the scheme are to:

- Increase skills particularly those skills considered important in the future economy.
- Increase employability with new skills, new experience, and C.V. enhancement
- Provide the opportunity for individuals to review their career and develop new opportunities.
- Increase business performance for SME's
- SME Capacity building, fully utilising the skills of the current workforce

Costs: Evolve's Diagnostic Assessments and Group Training are free of charge to participants through the financial support from the Higher Education Funding Council for England Economic Challenge Investment Fund and local authorities in Norfolk.

The Evolve Programme of Activities:

For individuals:

Individual skills diagnostic programmes to enable individuals to identify and highlight the skills they have and identify skills development needs

Individual and group coaching and skills workshops, including: Individual career guidance, job search skills and CV feedback.

The opportunity to attend skills development courses in five key streams: carbon management; leadership & management; entrepreneurship, creativity & innovation service and customer orientation; advanced IT.

For graduates, the opportunity to gain significant work experience as an intern

For businesses:

Business owners / directors to benefit from one-to-one business coaching to solve specific problems

To participate in skills/knowledge development programmes

To benefit from additional resource through hosting an intern

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■ Graduate Internship Programme

The University of East Anglia (UEA) will be supporting an internship programme that offers paid 10-12 week internships. Internships are a proven way for businesses and third sector organisations to inject fresh talent into the workplace to address strategic business issues and kick start graduate careers.

Who is it for?

The Graduate Internship Programme is designed to match up recent graduates with graduate level vacancies or strategic projects identified by business/ third sector organisations.

What are the benefits?

For individuals:

- To enable maximum development opportunity for graduates
- An enriched employment experience
- A greater potential for future employment

For businesses:

- Skilled resource to enable businesses to get a new or outstanding initiative off the ground
- Help and support through our matching service
- Address specific business or technical projects through the recruitment of bright, intelligent and talented individuals

Programme Activities:

Programme Activities will vary between placements depending on the companies' requirements, but are likely to include the opportunity for individuals and businesses to:

investigate new services

deliver real working projects

research and develop new products

launch e-commerce websites

build bespoke software

streamline processes

deliver benefits throughout local organisations

Costs: This is a cost effective way of securing new talent with subsidies available for Small and Medium sized enterprises based in Norfolk. Funding has been provided through the Higher Education Funding Council for England and local authorities in Norfolk. Interns will receive weekly payment during the programme.

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■ Graduate Mentoring Opportunities in the Creative Industries

Norwich University College of the Arts (NUCA) will be offering 50 mentoring partnerships between a graduate mentor and mentee, within the Creative Industries, in blocks of up to six months over an 18 month period.

Who is it for?

Mentees must have graduated within the last two years and will include former postgraduate and undergraduate students.

Mentors must have graduated at least two years before becoming eligible to be a mentor although with young courses (e.g. Games Art and Design) with only one or two years available graduates, one year since graduation will be accepted if the graduate is working in a relevant position within the Creative Industries.

What are the benefits?

The aims of the scheme are to:

- To help recent graduates to prepare to enter into their chosen career or practice and to help them to develop their employability/self employment skills
- To support mentees in their applications for further study and preparation of their professional portfolio
- To aid the personal development of mentors as well as mentees

Costs: Evolve's Mentoring Partnership Programme is free of charge to qualifying participants due to financial support from the Higher Education Funding Council for England Economic Challenge Investment Fund and local authorities in Norfolk.

Programme activities:

The nature of the scheme is to provide professional one to one mentoring to prepare a new or recent graduate for entering their chosen career field after graduation and will cover:

Confidence building

Improving communication skills for mentor and mentee

Feedback on Creative CVs and professional portfolios

Interview techniques

Supporting mentees with applications for jobs, continuing their education and funding initiatives

Offering support and guidance to mentees who want to start up in business

Offering support, guidance and feedback to mentees on exhibiting their art work in a professional gallery

Making contacts within the creative industries

To promote collaboration between graduates from NUCA

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■ Short Course: Entrepreneurship, Creativity & Innovation Skills

Develop business critical skills through a programme of short courses in Entrepreneurship, Creativity and Innovation. This will be delivered through Norwich Business School at UEA and City College Norwich.

Who is it for?

The Entrepreneurship, Creativity & Innovation Stream
Evolve's Short Courses Programme

They participants' owners/

Creativity Innovation skills. The Entrepreneurship,

recession.

What are the benefits?

Through Evolve

Developing skills, cal, problem-solving,

A ic, entrepreneurship, development, self-employment

managers,

entrepreneurs, owner-services,

Developing business,

enterprise,

ns.

Programme Activities:

The Entrepreneurship, Creativity Innovation Stream:
Environmental

Leadership

diversity-based

Strategies

For programme, location, dates, Evolve (below). Please Evolve Short Course Evolve activities.

Costs: Attending Evolve

Higher Education Fundi Council
England Economic Challenge Investment Fund
Norfolk.

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Short Course: Advanced IT Skills

Develop business critical skills through a programme of short courses in Advanced IT Skills. This will be delivered through Norwich Business School at UEA and City College Norwich.

Who is it for?

IT Skills for Business

IT

T

ITP

IT

What are the benefits?

Through Evolve

Developing create,

Developing

supply-chain productivity; ERP

Analysing business' organisation's
Successfully

Programme Activities:

The Advanced IT Skills Stream. Includes:

Network Security
Advanced Development

For programme, courses, location, dates, Evolve Evolve (below). Please Evolve Short Course

Evolve activities.

Costs: Attending Evolve

Higher Education Funding Council
England Economic Challenge Investment Fund
Norfolk.

Contact us at:



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■ Short Course: Service and Customer Orientation Skills

Develop business critical skills through a programme of short courses in Service and Customer Orientation. This will be delivered through Norwich Business School at UEA and City College Norwich.

Who is it for?

The Service and Customer Orientation Stream on Evolve's Short Courses Programme has been designed to develop identified skills needs for individuals and local businesses and organisations. They will add to participants' knowledge and experience portfolio and help owners/ senior managers of local businesses and organisations to further enhance their leadership skills. This short course stream will be particularly valuable to those seeking to trade out of the recession and want to extract maximum value from existing and future customer relationships.

What are the benefits?

Through Evolve short courses participants will increase employability and career development options through gaining new knowledge and increased business skills including:

- Greater understanding of the value of customer service
- Learning how to use the consultative sales approach
- Building up credibility and "likeability" from clients
- Enhancing questioning and listening skills
- Using body language and non-verbal communication to advantage and building rapport
- Understanding the motivations of clients and customers
- Learning techniques of how to get to that "YES"
- Learning how to overcome objections and excuses

- Learning how to make a positive first impression
- Building trust with clients
- Learning effective after-sales techniques

Programme Activities:

The following courses will be offered initially on the Service and Customer Orientation Stream:

Customer oriented management skills

Customer oriented selling skills – business to consumer sales

Skills for solution selling approaches – business to business sales

Trading out of recession – developing new international markets

Social marketing and change in communities of practice

Brand Leadership

For detailed information on each short course programme, including location, dates, and availability, please refer to the Evolve website (below). Please also visit the Evolve website for details on other Short Course streams and Evolve activities.

Costs: Attending Evolve short courses is free of charge to qualifying participants due to financial support from the Higher Education Funding Council for England Economic Challenge Investment Fund and local authorities in Norfolk.

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■ Short Course: Leadership Management Skills

Develop business critical skills through a programme of short courses in Leadership Management. This will be delivered through Norwich Business School at UEA and City College Norwich.

Who is it for?

The Leadership Management Stream on Evolve's Short Courses Programme has been designed to develop identified skills needs for individuals and local businesses and organisations. They will enable participants to add to their knowledge and experience portfolio and for owners/ senior managers of local businesses and organisations to further enhance their leadership skills. This short course stream will be of particular value to those who want to develop leadership skills and to become more effective leaders.

What are the benefits?

Through Evolve short courses participants will increase employability and career development options through gaining new knowledge and increased business skills including:

- Improving and using communication skills confidently and assertively
- Coaching staff and volunteers more effectively to improve performance
- Leading a team using a variety of management styles
- Identifying and acting effectively within areas of authority, responsibility and accountability
- Leading and motivating a team towards organisational success
- Effectively communicating a business strategy

- Analysing the appropriateness of organisational culture and suggest changes according to the competitive environment
- Managing and engineering rapid change throughout an organisation

Programme Activities:

The following courses will be offered initially on the Leadership Management Stream:

The Leadership Forum

Management of Change

Inter-organisational leadership

The Winning Edge

Mentoring and Coaching Skills

Leadership Skills in the Private Health Sector

Leadership skills with emphasis on the third sector

For detailed information on each short course programme, including location, dates, and availability, please refer to the Evolve website (below). Please also visit the Evolve website for details on other Short Course streams and Evolve activities.

Costs: Attending Evolve short courses is free of charge to qualifying participants due to financial support from the Higher Education Funding Council for England Economic Challenge Investment Fund and local authorities in Norfolk.

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■ Short Course: Carbon Management Skills

Develop business critical skills through a programme of short courses to exploit the opportunities of the low carbon economy. These will be delivered through UEA's Low Carbon Innovation Centre.

Who is it for?

The Carbon Management Stream on Evolve's Short Courses Programme has been designed to introduce carbon knowledge into local businesses and organisations. They will enable participants to return to their businesses with knowledge about how to capitalise on the low-carbon economy. Courses are open to representatives from businesses as well as individuals looking to move into this new area.

What are the benefits?

Participant benefits will include:

- An understanding of the need to reduce energy use
- An understanding of the major technologies associated with low carbon initiatives
- An understanding of potential career paths within the industry and training opportunities within the region
- Skills in carbon footprinting
- Knowledge of using carbon footprints to develop carbon reduction plans
- An understanding of the carbon management process
- A basic understanding of intelligent systems for building energy/carbon management.

Programme Activities:

The following courses will be offered initially on the Carbon Management Stream:

Low Carbon Development

Carbon Management

Carbon Trading and Finance

Carbon Footprinting

Behaviour Change in the Low Carbon Future

Low Carbon Energy

For detailed information on each short course programme please refer to the Evolve website (below).

Costs: Attending Evolve short courses is free of charge to qualifying participants through the financial support from the Higher Education Funding Council for England Economic Challenge Investment Fund and local authorities in Norfolk.

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■ The Carbon Change Agent Programme

Specialist staff from the UEA's Low Carbon Innovation Centre (LCIC) will be delivering a training programme to develop Carbon Change Agents in businesses across Norfolk.

Who is it for?

For middle to top management individuals who will become carbon change champions within their organisations (ESRC/UEA research shows this to be a necessary step to achieve meaningful change). This will provide their businesses with the opportunity to profit from the low-carbon economy.

What are the benefits?

The Carbon Change Agent Programme will train managers to work with their current employer to become carbon champions. This will involve a combination of teaching and hands on tasks, with feedback and support as delegates build up their skills.

Programme Activities:

The Carbon Change Agent Programme will be structured into five components:

1. Pre Course Preparation

Delegates must come prepared with an organisation for which they can act as the Carbon Change Agent. The delegate will have reasonable access to information such as energy usage, utility bills etc. and they will be able to discuss it with other delegates and tutors as part of the course.

2. Introductory Training Course

Specialist staff from LCIC will give delegates an overview of climate change and the associated issues,

the impacts on business and a toolkit to help them to calculate the carbon footprint of their organisation.

3. Independent Assignment

Delegates will be asked to calculate the Scope 1 carbon emissions for their chosen organisations and consider the options for carbon reduction, which will form the basis of an action plan.

4. Seminar Session

Each delegate will give a 10 minute presentation on their work, outlining how they calculated the carbon emissions of their organisation. They will then give a brief overview of the action plan they are proposing.

5. Follow-on Monitoring and Feedback - "Carbon Champions Showcase"

This element of the programme will ensure that Carbon Change Agents continue to develop their skills, facilitate improvements within their organisations and maintain momentum. Delegates will showcase and receive recognition for the on-going work they are doing.

Costs: The Carbon Change Agent Programme is free to qualifying participants due to funding from the Higher Education Funding Council for England Economic Challenge Development Fund and local authorities in Norfolk.

Contact us at:

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Contact us

For further information, please contact the Evolve Project Team:

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Visit our website at: www.evolvernorfolk.co.uk

Register your interest as business: <http://www.uea.ac.uk/nbs/evolve/business>

Register your interest as individual: <http://www.uea.ac.uk/nbs/evolve/individual>

