

BCJ's total economic impact was over

# £3.92m

which means for every

# £1

BCJ was able to generate over

# £20

of added economic value.

## Impact

BCJ has used Social Accounting to demonstrate the social, economic and environmental impacts of its services. This involved calculating the Social Return on Investment (SROI) for the economic impacts BCJ has.

The calculations were independently verified by a Social Audit Panel.

The economic impacts included:

- Enabling individuals to gain employment
- Providing volunteering opportunities
- Supporting clients to gain new qualifications
- Developing clients' soft skills
- Supporting young people to return to education.

BCJ works alongside other key partners in the area such as the West Midlands Police, Jobcentre Plus, Birmingham City Council and Lloyds TSB to ensure programmes are delivered effectively and are sustainable.



BCJ won the Prize for Successful Community Engagement for strong successful engagement with hard to reach and isolated members of the community. The RegenWM Prizes celebrate the success of regeneration projects across the West Midlands.

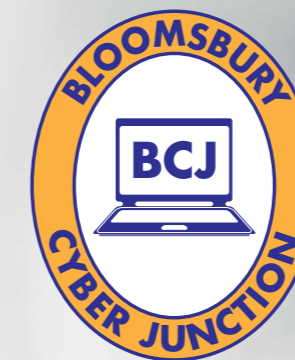
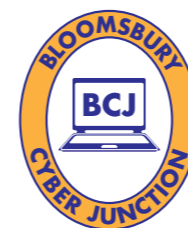


BCJ received an award from Enterprising Communities in the Employment and Skills category for the contribution made to the development of skills in the local community, and the support we provide to individuals to obtain employment.

Ceciel Harris, Chief Executive and Mark Ensor, Volunteer and former training client, were also successful in receiving awards. Ceciel received his award for the work he has undertaken in the local community to regenerate the area, and Mark received an award for overcoming personal barriers in order to learn new IT skills.

### Contact Details:

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Progression through  
engagement and  
empowerment

# About

Bloomsbury Cyber Junction (BCJ) successfully engage with hard to reach and often isolated audiences in the West Midlands to build a more cohesive community, reduce inequalities and improve quality of life, by enabling individuals to progress, develop new skills, gain qualifications and ultimately employment.

BCJ does this through three core areas:

- Education and training
- Advice and guidance
- Youth provision and activities.

With a history of over eight years, BCJ has been helping local residents in one of Birmingham's most deprived areas to realise their potential. BCJ is a charitable organisation that works for and with the local community ensuring they are given a fair and equal chance at gaining qualifications, employment and opportunities for personal development.



# Education & Training

Courses and training programmes are run at Bloomsbury Cyber Junction by fully qualified staff. Additional time and support, as well as internet and computer facilities, are all provided by BCJ to ensure the individual leaves fully qualified and confident.

Learners' qualifications are awarded by OCR.

- Pre-CLAIT, CLAIT and CLAIT Plus computer courses
- Literacy and Numeracy Support
- Workshops on using the internet and accessing online services
- Workshops on sending emails, using Word and Spreadsheets.



# Advice & Guidance

BCJ provides matrix accredited information, advice and guidance so that individuals can overcome a range of barriers, have an awareness of their options and are empowered to make decisions so they can fulfil their potential. This support is delivered at the centre and at a range of outreach locations.

- Employment Support Services
- Help with job search skills, interview techniques and CV preparation
- Completing application forms and writing letters
- Benefit and Housing advice
- One-to-one mentoring support
- Development of personal skills:
  - Self confidence
  - Motivation
  - Aspirations, self esteem, team-working skills, problem-solving skills.

# The Centre

Based in the heart of Nechells, the cyber junction acts as the hub providing activities spanning from accredited computer courses, to educational programmes as well as one to one mentoring. The centre is used by local residents on a daily basis and operates an open door policy. Facilities at the centre include:

- Computer and internet access
- Information, advice and guidance
- Employment support services.

# Youth Activities & Provision

To combat anti-social behaviour and give the young people in the area opportunities that may not have been otherwise available to them for personal development, BCJ provide:

- Educational trips
- Residential learning opportunities
- Team-building activities
- Support for isolated and excluded young people
- Youth club
- Internet and computer access
- Workshops in web site design, art and graphic design
- Volunteering and peer mentoring opportunities.