



# Empowering long-term unemployed people in Norfolk



# Who we are

**Rippleacts is a Norwich-based social enterprise empowering long-term unemployed people to make a positive change to their lives.**

Many long-term unemployed people struggle with poor wellbeing, low self-confidence, a negative self-image, fears, and lack of clarity about their personal path. Only between 2019 and 2022, the number of people in Norfolk who were economically inactive due to long-term sickness has increased by 25%, with a large and increasing share of those mentioning poor mental health as the reason.

Rippleacts provides a holistic offer to address the challenges described above and help long-term unemployed in Norfolk to re-connect to their strengths and return to work step-by-step.

We do this with a combination of cognitive-behavioural coaching, project work, accompanied work experience and peer-mentoring. As part of this journey, we support local charities with small hands-on projects, helping our clients unlock their skills for the benefit of their local community.

**In doing so, we create a chain of far-reaching positive ripple effects.**



# What we do



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## Cognitive-behavioural coaching

In group coaching sessions, we work together with our participants to tackle fears and inhibitions, build a positive self-image, improve mental wellbeing and develop new visions on their life. Our sessions are designed in a light, friendly and interactive way and include contents such as:

- Creative vision development
- Basic concepts of psychology and neuroscience
- Self-coaching and peer-coaching tools
- Mindfulness and breathing techniques
- Active listening
- Embodiment practice with Qi Gong
- Goal-setting and action planning
- Additional individualised 1:1 support

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## Charitable project work

Through the joint implementation of a time-bound practical project for a local non-profit organisation, our participants refresh their existing skills, learn new ones, create positive impact for others, build confidence and develop resilience to challenges in a safe setting.

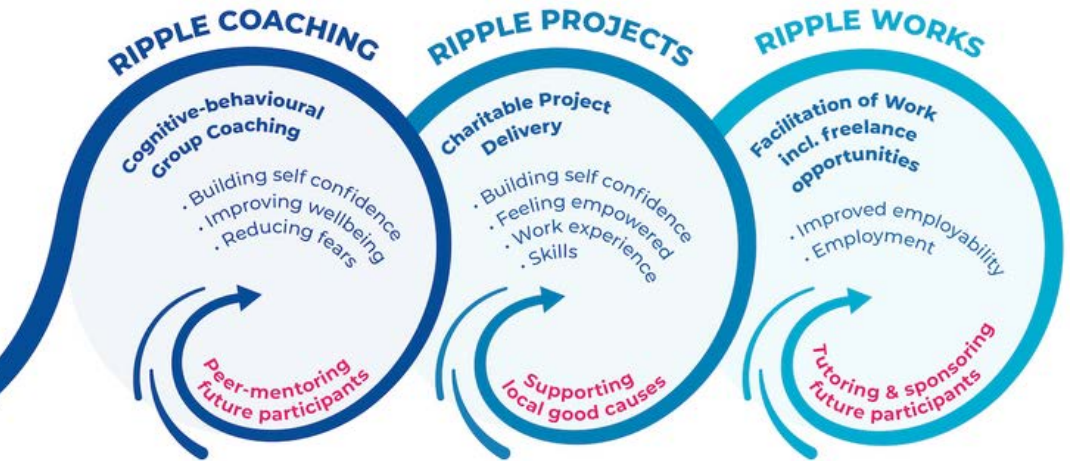
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## Work experience

Supported by coaching and mentoring, our participants take the next steps in becoming ready for work. We help them access work experience placements, freelance opportunities, and accessible employment.

# Our Theory of Change



**“I have been given access to things about myself that I didn’t know existed, that I rather like”**



# Our impact



At Rippleacts, we are passionate about making a social impact, and specialised in measuring it. We believe this matters, to be transparent and accountable to our participants and collaborators, and keep learning what works well and how we can improve as we go.

We conduct surveys, interviews and reflective focus group discussions with our participants to understand what change they experienced, and if/how it was related to our work.

We use academically validated scales to measure psychological variables.

## Our impact so far:



**94%**

of participants reported that taking part in the coaching had **made a positive change to their lives**

**78%**

showed an **improvement in self-confidence**

At the end of the course,

**70%**

started either **actively** applying for jobs, volunteering, or taking up training or education

**Less than 1%**

of our participants dropped out prematurely

**67%**

showed a **reduction in fear of failure**

# A Ripple project

## The challenge:

Conversion of a storage room into a training venue for Norwich-based charity Fresh Start, free of charge to support their work re-integrating ex-offenders into work and society.

### The time frame:

Weekly sessions over 2 months

### The team:

Four Rippleacts participants

### Guidance and supervision:

247 Residential Property Maintenance Services

## The work:

Over eight weeks, our participants laid new flooring, redecorated the walls including feature design in brand colours, plastered the ceiling, and purchased and assembled new furniture, a projector screen, lighting and plants. Aside from the “hands-on” maintenance tasks, participants also contributed to project planning, budgeting, purchasing goods, as well as photo documentation and reporting.

## The results:

A stylish, appealing, fully equipped training room, delivered timely and with 100% attendance. Improved self-confidence and wellbeing of the team.



**“My outlook is a lot more positive than it has been in a long time”**





**“It was an amazing course,  
and everyone was a joy to  
work with.”**

I learnt a lot of things  
which I am grateful for the  
opportunity given. My  
outlook is a lot more  
positive than it has been  
in a long time due in large  
part to all recent activities  
and the great help  
from Rippleacts!”

**-Participant**

**“From the moment they  
started these guys were  
absolutely fantastic to  
work with.”**

They were always  
respectful and very  
flexible; and they came  
up with a design that  
perfectly met our needs.  
The finished product  
was even better than  
we had imagined!”

**-Client**





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