

About Key Contact from Organisation	
1.	Name
	Debbie McCartney, Nicola Caldwell
2.	Employer / Organisation
	Grafix Design Studio & Print Shop / CVOEA (Council of Voluntary Organisations East Ayrshire)
3.	Position
	Debbie is a Project Worker & Nicola is Deputy Chief Executive of CVOEA
4.	E-Mail at Work
	Debbie.McCartney@cvoea.co.uk ; Nicola.caldwell@cvoea.co.uk ;
5.	Address at Work
	11-15 Old Irvine Road Kilmarnock
6.	Telephone Number at Work
	07429 214013
7.	Role in the Project
	Nicola oversees all CVO social enterprises, and Debbie works within Grafix day-to-day and supports trainees.
An Introduction to the Project	
8.	Which partner organisations are involved in delivering the project (local authorities, organisations, community groups, etc.)?
	Other CVO social enterprises, Open Doors Community Hub and WG13, Community Justice advisory groups – referrals for service users; Employability Services – Achieving Work Schemes – receive referrals for service users; work with local social workers and Education Institutions in monitoring referrals.
9.	Does the project have specific aims and/or objectives?
	The primary aim is to provide work opportunities and employability skills to tackle poverty in East Ayrshire – getting people into jobs, assisting them to become financially stable, and/or getting them into further education. Overall, the project also aims to support people onto their next step, which may be employment, further education or further training.
10.	Does the project have a title?

	Grafix Design Studio & Print Shop
11.	When did it start?
	2020
12.	Has it finished? Is it on-going? Does it have an end date?
	On-going no end date, aim is to keep on developing the social enterprise and reinvesting into the community.
13.	Which groups of people, if any, are targeted by the service provided?
	Those with barriers to employment and/ or furthest from the labour market, including those facing mental health challenges.
14.	How many people have been served by the project?
	Variable. For example, in 2023/24: Employability courses have two cohorts of 12 each year with all trainees given the option to experience Grafix whether for their full placement, workshops only, or a mixture of the different social enterprises. In addition, Grafix has had one employee through the Long-term Unemployed scheme, one through the Young Persons Guarantee and one modern apprentice.
15.	Where is it delivered?
	Kilmarnock (East Ayrshire)
The Initial Idea	
16.	Are you able to talk about the initial idea to introduce the project?
	Yes.
17.	Who had the initial idea?
	CVOEA management and staff.
18.	How did the idea for the project come about?
	CVOEA already had a successful social enterprise (WG13) and were looking for more ways to create and offer opportunities to the community. A visit to a social enterprise marketplace led to the idea for a gift shop stocking other social enterprise products. This was developed when it was decided that Grafix could design and make their own products, creating opportunities for those that are looking for something 'creative' and/or non-customer facing (which is what WG13 provided with its café and shop).
19.	Were any published reports / papers / research evidence or practice shape the initial thinking?
	Went to a social enterprise marketplace which inspired the idea to make a difference in the community

20.	Who was involved in developing the initial idea of the project?	
	CVOEA management and John McMillan (first Project Worker for Grafix Design Studio & Print Shop). Existing trainees and staff were consulted for ideas.	
21.	Were those with lived experience of poverty involved in developing the initial idea of the project?	
	No.	
22.	What funding was used, if any, to support the development of the initial idea of the project?	
	Self-funded through social enterprise partners like WG13 and through profit made from products	
23.	What resources were needed when developing the initial idea of the project?	
	Facilities	Local Community Hub Building
	Equipment	Furniture, printers, computers, and software design programmes.
	Local Knowledge	Referrals for service users who would benefit in the local area.
	Food and Drink	N/A
24.	What, if any, barriers did you have to overcome when developing the initial idea of the project?	
	N/A	
25.	What, if anything, was helpful when developing the initial idea of the project?	
	Having local knowledge, having other enterprises running for funding, having people with lived experiences involved.	
26.	Was a feasibility study conducted?	
	No.	
27.	What was the timeline between the initial idea and the start of the project?	
	About a year.	
28.	Who made the decision to introduce the project?	
	Debbie McCartney and Nicola Caldwell.	
Pilot Project		
29.	Was there a pilot project?	

	No.	
The On-going Development of the Project		
30.	Has the project changed through time?	
	Yes.	
31.	In what ways has it changed?	
	Scale	Higher demand, more service users requiring bigger premises (and additional staff).
	Location	Still remains in Kilmarnock but aims to provide workshops in areas with high levels of poverty in East Ayrshire but outside Kilmarnock.
	Population	Referrals from a wide range of partner organisations.
	The Offer	Provide work experience – build on social skills, employability skills, and day-to-day skills. Expanding the service offering.
32.	What were the reason for these changes?	
	To offer more opportunities to vulnerable groups in society.	
Accessing the Service and Engaging with Service Users		
33.	Is there a referral process?	
	Yes.	
34.	How does the referral process work?	
	Self-referrals, education, social work, the social justice system, employability agencies, Community Connectors.	
35.	How are potential clients made aware of the project?	
	Through their agency or involved institution. Website contact information. The organisation makes direct contact, social media, newsletters from Grafix and CVOEA, and networking events.	
36.	How is contact maintained with service users? Do service users have a preferred method of contact?	
	Regular contact in person, phone calls (telephone a friend service), through agencies and involved institutions. Facebook.	
Working With People with Lived Experience of Poverty		
37.	Are those with lived experience of poverty involved in <u>delivering</u> the project?	

	Yes.
38.	Please describe how people with lived experience of poverty are involved in <u>delivering</u> the project.
	People who have started as trainees or through various schemes such as LTU or YPG have moved into permanent positions and then supported new trainees.
39.	Are people with lived experience of poverty involved in <u>managing</u> the project, <u>supervision</u> within the project, or project <u>governance</u>?
	No.
40.	Are people with lived experience of poverty involved <u>in any other aspect</u> of the project?
	No.
Leadership, Governance and Partnership Working	
41.	Who is responsible for managing the project?
	CVOEA senior management.
42.	Is this the only responsibility of the person managing the project?
	No, they manage and oversee the other CVOEA social enterprises and the Third Sector Interface for East Ayrshire.
43.	Is there a Project Steering or Advisory Group or Organising Committee?
	Yes. Involved is the Third Sector Interface for East Ayrshire and CVOEA Board of Directors.
44.	If there is no Steering Group, what governance arrangements are in place to review strategy and performance?
	N/A
Staffing	
45.	Are there any paid staff?
	Yes – there are two full-time paid project workers at Grafix Design Studio & Print Shop. Wage incentives for people who join through employability schemes such as LTU, TPG & Modern Apprenticeships.
46.	Are volunteers involved in delivering the project?
	Yes, volunteering opportunities are offered in the print shop. Volunteers can be involved in design and printing.

47.	Was additional staff or volunteer training required to deliver your project?	
	Yes, job coach training, first aid, first aid for mental health.	
Links to Wider Policies, Strategies and Statutory Requirements		
48.	Is the project part of a wider anti-poverty strategy?	
	No.	
49.	Is the project part of any other strategy?	
	Yes - Third Sector interface for East Ayrshire – support all local charities. Third-party reporting Centre for Police Scotland.	
50.	Is the project delivering a service that is a statutory commitment?	
	No.	
Funding		
51.	Who funds the project?	
	Grafix Design Studio & Print Shop_(self-funded) and other CVOEA social enterprises.	
52.	How is the project funded?	
	Self-funded through income generation from Grafix Design Studio & Print Shop_ and other CVOEA social enterprises.	
53.	What is the budget for the project / how much does it cost to deliver?	
	Fixed cost for staff. Other costs are variable and depend on demand, such as stock and bills reflecting equipment usage.	
Resources		
54.	What resources do you need to deliver your project?	
	Facilities	Local Community Hub Building.
	Equipment	Printers, computers, raw materials to produce products, e.g. cushions, bottles, etc.
	Local Knowledge	Referrals from partner agencies and institutions on people the organisation could help.
	Food and Drink	N/A
55.	For each of the in-kind resources listed above, who provides it?	
	Facilities	Open Doors Community Hub (CVOEA).

	Equipment	Self-funded.
	Local Knowledge	Social work, education, social justice system, employment agencies.
	Food and Drink	N/A
56.	Did you have to buy or develop new IT systems, software (databases, apps) or technology to deliver your project?	
	Yes – computers, laptops, and design programs are used.	
Formal Monitoring and Evaluation		
57.	What information, if any, do you collect about your project?	
	Number of users	Yes, there can be up to 20 users at a time
	Profile of users	Yes, those with barriers to employment (unemployed, low-skilled, additional support needs, mental health, with experience of social justice system).
	Experience of users	Yes, in poverty, lack confidence, lack qualifications, have additional support needs, have been through the social justice system, mental health issues.
58.	How often is data collected? Who collects the data?	
	An internal report is collected annually and included in the community planning report and CVOEA annual report.	
59.	Do you have baseline data on what things were like before the start of the project or before users started the project?	
	No.	
60.	Do you produce an annual report?	
	Yes – this is included in the East Ayrshire community planning and CVOEA annual report.	
61.	In what ways, if at all, do you use the data that you collect to adapt the service that you provide?	
	How to build upon services, and branch out to other high poverty areas, to see what the service users found more beneficial to continue that offer.	
62.	Have you employed an external organisation to formally evaluate your project?	
	No.	
63.	Do you intend to employ an external organisation to evaluate the service that you provide in the future?	

	No.
Impact	
64.	<p>What difference has the project made?</p> <p>The project has provided more opportunities and positive destination journeys to vulnerable groups in the East Ayrshire community – building on employment and social skills.</p> <p>Some trainees have continued their journey within the organisation, either staying at Grafix or moving into other areas within CVO East Ayrshire. They have been taken on as part of modern apprenticeships or been provided paid employment opportunities.</p> <p>For trainees that have moved on outside of the organisation, they have supported them in finding the next step on their journey, including volunteering roles within local organisations and next level employability courses with the local area, as well as paid employment opportunities.</p>
65.	<p>How do you know this?</p> <p>Feedback from partner agencies/services and service users responding. Also, from service users' carers, social workers, families, etc, on how the experience has helped/ changed that person.</p>
66.	<p>To what extent have the aims of the project been achieved?</p> <p>Achieved, as evidenced by positive employment outcomes, and/or progressing to further education or training.</p>
67.	<p>How, if at all, has the demand for the service changed since it started?</p> <p>There has been a higher demand for the service due to increased poverty in East Ayrshire over the last few years.</p>
68.	<p>If yes, has the project had the capacity to meet these changing conditions and demand?</p> <p>It aims to further increase capacity by employing more staff, enabling it to serve other areas.</p>
69.	<p>Has the project had any unexpected or unintended outcomes?</p> <p>Larger orders, busier orders, people approach the organisation as they want the trainees to be involved and gain experience.</p>
70.	<p>In your opinion, is the project having an impact on tackling poverty? If so, please describe in what ways.</p> <p>Allowing people a pathway into work or further education to help their situations.</p>
Learning from Experience	

71.	What is working well?	
	<ul style="list-style-type: none"> • Having local knowledge. • Ways of working with people with lived experience, being sensitive to poverty trauma, having empathy, engaging with the community. • Ways of working, being flexible to providing services and meeting needs, adaptable and open to changes, and allowing for things to naturally evolve. 	
72.	What, if anything, is working less well?	
	N/A	
73.	What are the key learning points that you would like to share with other practitioners? For example, is there anything that you would do differently?	
	Listen to what people want – be people-driven, and have patience as things take time to be successful.	
74.	What plans do you have to develop or expand the project in the future?	
	Employ more staff, go online and develop a national customer base; continue to grow and provide outreach work in other areas, for example, workshops in community hubs outwith Kilmarnock.	
75.	How easily do you think your project could be replicated in another setting?	
	Yes, it can be replicated – if the right partnerships are involved and if the right people are involved, patience is needed.	
Social Media		
76.	Please enter social media contact details and weblinks to supporting documents or resources below:	
	Web Pages	www.shopsocialcvoea.com ; www.cvoea.co.uk
	Facebook	Grafix Design Studio & Print Shop Kilmarnock Facebook
	Instagram	
	Twitter	
	Tik-Tok	
GDPR Consent (Add yes or no in the box)		
I give my permission to be named in the tackling poverty locally directory and associated public outputs.		YES
I give permission for our organisation to be named in the tackling poverty locally directory and associated public outputs.		YES



**Tackling Poverty Locally Online Directory
Proforma for Researchers to Complete**



I give permission for me to be contacted by directory users.	YES
I am willing to be contacted if more details are required	YES
Request to review (Add yes or no in the box)	
Did the interviewee request to review a draft before it is sent to referees for review?	YES
Did the interviewee request to review the final version – after referee review – before it is uploaded to the Directory	YES