

Grant Ref Code and Name: 2017-11-R031 Quest (NI) Ltd	
<p>Grant Details: Total Grant: £70,606 Amount funded to date: £70,606 Amount remaining: £0 Start date: March 2018 End date: April 2021 Date of Report: 8 June 2021</p>	
<p>Grant Summary:</p> <p>Quest has grown from a small project running printing workshops for young offenders in HMP Hydebank (Belfast) to an independent social enterprise printing bespoke designs on items such as mugs and sportswear whilst offering training, work experience and employment support to prisoners.</p> <p>Restrictions on the use of IT equipment in the prison have limited productivity and sales which has stalled the growth of the organisation.</p> <p>Quest has therefore recently developed a printing workshop outside the prison where prisoners on release can continue to work and gain accredited training and work experience whilst delivering increased sales.</p> <p>Our funding will enable Quest to employ a Business Development Manager to commercialise the printing workshop and raise its income to contribute to the long term sustainability of the organisation.</p> <p>questni.co.uk/</p>	

1. Progress made towards the first expected key achievement?			
Young Offenders are better equipped with skills that enhance their employability.			
Measures for this achievement		Target date	Progress towards these measures
1a.	The number of young offenders who have completed a work experience as part	(16 per annum)	28 participants have completed work experience in the Mugshots Social Enterprise workshop during the grant period. MAY 2021

	of their training programme.		From 1/5/2018 to present, there have been 83 young offenders registered with our project. All participants receive a minimum of 2 sessions of work experience a week but from March 2020 to present, we have had restricted access to our participants due to Covid-19. We have only had 7 weeks of face to face work and so a total of 66 participants have had work experience hours on their CV.
1b.	The number of young offenders who have completed an employability skills training programme. (16 per annum awarded FSB Employability Skills Certificate)	(16 per annum)	28 participants have completed an employability skills training programme and been award an FSB Employability Skills Certificate. MAY 2021 From 1/5/2018 to present, there have been 83 young offenders registered with our project with had been enrolled on our employability qualification. 86% completed with the balance of 14% having left the project early. This will likely have been due to early release.
1c.	The number of young offenders who positively feed back in project evaluation that their employability is enhanced.	(16 per annum)	Focus groups and exit interviews demonstrate that all 28 participants felt they were better equipped for the world of work upon release as a result of the work experience and training received through Mugshots. MAY 2021 Of the 71 participants who completed our project, 100% fed back through feedback questionnaires that they feel their employability skills have enhanced and they are better equipped for work upon release.
1d	The number of young offenders who have completed a work experience as part of their training programme.	(16 per annum)	28 participants have completed work experience as part of their employability skills training programme. As per point 1a.
2. Progress made towards the second expected key achievement?			
A dedicated Business Development Manager will be employed to grow the business.			
Measures for this achievement		Target date	Progress towards these measures
2a.	Business Development Role successfully recruited for.	June 2018	Business Development Executive in employment and contributing positively to the growth of the Social Enterprise. MAY 2021 As this was funding was decreased year on year, the role moved from being full time in year 1 to an ever-decreasing amount of hours allocated that was

			<p>proportionate to the funding. There is still a dedicated part time member of staff whose focus was to grow the social enterprise, Mugshots, however the global pandemic that hit our business in March 2020, impacted us massively. Our business was decimated not only because of closures to unessential businesses but we were also at the mercy of the NI Prison Service. As our workshop is based inside Hydebank Wood College we have had to adhere to their restrictions and this has meant we have had no access from March 2020 – Sept 2020 and again from Nov 2020 – present (May 2021).</p> <p>We were able to relocate to our Carrickfergus head office address and this allowed us to fulfill some orders and other were outsourced.</p>
2b.			
3. Progress made towards the third expected key achievement?			
<p>Mugshots continues to generate income secured through business growth and development so that our aim of becoming self-sustaining, and not dependent on external funding, remains a realistic goal. This has been a particularly difficult year due to the upheaval and disruption to Mugshots' business caused by major refurbishments in the prison – this was experienced during Karen's visit. The loss of our workshop facility for a period of six months meant that our capacity was reduced, and once we were relocated, we also had a change in staff and IT issues for a number of weeks. However, we are happy to report that we still recorded a solid year.</p> <p>The following figures exclude the grant income from The Triangle Trust 1949 Fund.</p> <p>MAY 2021 No sooner had we settled into our new workshop and overcome the IT and staffing issues when Covid-19 hit us. We had approx. Sept 2019 – March 2020 when we had a full team & no IT issues and so business growth became a real focus again. In this period, our revenue was approx. £30k and this was generated from 155 orders. Average order value of £200.00</p>			
Measures for this achievement		Target date	Progress towards these measures
3a.	<p>Commercial B2B Trade accounts for 50% of income each year.</p> <p>Year 1:£33,156 Year 2:£51,000 Year 3:£57,000</p>	Each year	<p>Period April 2019 – March 2020 total income resulting from Commercial B2B Trade totaled £64,926.24. Equating to 81.9% of total Social Enterprise income.</p> <p>MAY 2021 – Total revenue £34,287. All revenue was via this route</p>
	<p>Export Trade accounts for 10% of income each year.</p> <p>Year 1: £6631 Year 2:£10,200 Year 3:£11,400</p>	Each year	<p>Period April 2019 – March 2020 total income resulting from Export Trade totaled £7302.34. Equating to 9.2% of total Social Enterprise income.</p>

	<p>Online Trade accounts for 30% of income each year.</p> <p>Year 1: £19,893 Year 2:£30,600 Year 3:£34,200</p>	<p>Each year</p>	<p>Period April 2019 – March 2020 total income resulting from Online Trade totaled £2552.26. Equating to 3.2% of total Social Enterprise income.</p>
	<p>Direct to Customer Trade accounts for 10% of income each year.</p> <p>Year 1: £6631 Year 2:£10,200 Year 3:£11,400</p>	<p>Each year</p>	<p>Period April 2019 – March 2020 total income resulting from Direct to Customer Trade totaled £4414.99. Equating to 5.7% of total Social Enterprise income.</p>

4. Optional – please detail progress towards the additional expected achievements you told us about.

Additional achievements expected during the funding period:

- To reduce Quest’s reoffending level further by establishing partnerships with relevant organisations in education, training and employment.
- To extend the reach of our work to support young offenders not only when they are inside Hydebank Prison but also immediately once they are released from custody.
- To extend the bursary support available to include emergency housing support, training course fees, personal finance grants, business start grants and other individually assessed support.

Progress towards these:

During this period, we have been able to secure an agreement with the Northern Ireland Housing Executive which will bolster our bursary support by £20,000 in 2020. This will be used exclusively to provide grant support to young people from the most socially deprived areas of Northern Ireland, wishing to start a small business upon release. During this reporting period we have been able to create partnerships with more than 30 businesses, organisations and key influencers to help provide immediate onward referral to education, training or employment upon release. During this reporting period we have been able to create a ‘seeing is believing’ programme for senior company officials to come in and see the work we do at first hand, meet the young men we work with and receive some branded merchandise to illustrate the quality of the work we do. During this period, we have introduced a programme of intensive 1-1 support for the most disengaged prisoners. This has required a significant effort from staff but it is proving a great success. During this period both Mugshots and then the prison generally were subject to an intensive (21 day) ETI inspection. The results of the inspections were beyond anything we could have hoped for and cited Mugshots as one of the best projects they had reviewed.

May 2021

- To reduce Quest’s reoffending level further by establishing partnerships with relevant organisations in education, training and employment.

Of our 83 participants, 72% were immediately placed into further education, training, or employment. 28% were in education/training or employment 6 months + exit of our project

and 69% we were unable to contact. This simply means the contact details we had for some were unreachable.

From April 2019 we have made a more conscious effort to have several ways to communicate with the participants that have exited our programme so we can have a more accurate representation of any reoffending levels.

- To extend the reach of our work to support young offenders not only when they are inside Hydebank Prison but also immediately once they are released from custody.

We have continued to build on the number of businesses, organisations and key influencers that we work with that offer onward referrals for education, training and employment. We are delighted to report on the placement of several young offenders into full time paid employment.

We have partnered with Business in the Community to introduce Ban the Box NI which asks employers to look at their recruitment process and remove the box on application forms that asks for any criminal convictions at first stage process as this is discriminatory towards ex-offenders. To support the introduction of this campaign in NI we will hold more Seeing is Believing events as soon as restrictions allow and this will create opportunity for us to have more relationships with key contacts for onward referrals post release in the future.

Further to the ETI report mentioned in the previous reporting period, we have been highlighted in an inspection from ETI in early 2021. This inspection was focused around CSU (Care and Separation Unit) and the facilities offered to students when they are moved to this unit. We continued to work and support our participants when moved here. Not only to ensure their learning journey continued but to ensure their mental health was maintained and their focus on a positive rehabilitation journey was supported.

- To extend the bursary support available to include emergency housing support, training course fees, personal finance grants, business start grants and other individually assessed support.

As our social enterprise has been hit hard due to Covid-19, our bursary funds were limited but we are delighted to report that despite this, we still approved support to a number of participants over the past 14 months. This includes; CSR cards for work, driving lessons to assist with employment, transport for employment, work tools, driving licenses etc...

5. If you specified in your Expected Key Achievements document that there would be additional income generated as a result of the grant please include the final income figures (including all income sources e.g. trading, contract grants etc.)

	Start date of year	Total additional income		
		Expected at start of grant	Reforecast	Received to date
Year 1 2018	April	£66,312	£66,312	£44,111
Year 2 2019	April	£44,111	£90,000	£79,195
Year 3 2020	April	£79,195	£100,000	£34,287
Year 4 (if required)				

Please explain how these figures relate to the budget submitted for the grant and any assumptions made.

This is a result of our Business Development Executive prioritising B2B sales during a period of significant disruption. This strategy has been extraordinarily successful with B2B sales of £65,000.

MAY 2021 – as already detailed throughout the report, Covid-19 decimated our business but as the funding decreased for this role, so did the hours spent per week on business development.

6. Has any aspect of the grant delivery not progressed as expected and have any subsequent changes been made?

In all aspects of the grant delivery Mugshots is performing strongly.

The only aspects that have not progressed as expected relate to online sales achieved.

During the last reporting period Mugshots underwent a complete website overhaul. This redesign means the website now includes a sophisticated online store with a built-in, bespoke personalisation tool, as well as intuitive tier pricing and a comprehensive product catalogue. We have not maximised the potential of the web sales due to being at capacity with B2B sales, however we will prioritise an online sales strategy this year.

With reference to export sales numbers, we have had additional UK orders this year. Various universities and online requests have allowed us export outside N Ireland. We also provided a range of items to an RBS Social & Community Capital event held in London in November 2019.

MAY 2021

Although we have an updated website, we have found that the majority of the sales came in by direct email. Most of our business was generated by word of mouth and social media marketing and although directed to our website, many people preferred to speak to our business development member of staff. This was because the work we produce can be very bespoke. There is a need to discuss product, print requirements and design elements with each order.

Without revisiting what has already been noted, Covid-19 had serious implications on our progress and so we almost are 12 months behind or initial projection plans. We need to recover then rebuild our business as we exit the restrictions imposed on businesses and work with NI Prison Service to resume occupancy in our workshop.

7. Has the grant achieved the expected results overall or did anything need to change?

The expected results remain the same:

- Mugshots has, and will continue to provide, a tailored training provision that equips young offenders with the requisite employability skills and attitudes to compete more effectively for employment post release.
- Mugshots has developed partnerships with various community support professionals to aid in the effectiveness of a participant's journey post release. Having a soft introduction made to a contact that is accessible post release makes it much easier for the work we start to continue upon release.
- We have engaged with several employers and sports clubs who are willing to enhance some of our learning. For example, employers will conduct an Interview

Skills day, allowing real-life scenarios to be recreated and promoting additional skills and experience ahead of attending interviews post-release.

- Our training resources have grown in strength and depth and thus continue to reinforce the training delivered during a participant's time in Mugshots. These resources are available post-release and act as an aid memoir to reinforce the learning completed in Mugshots.
- The Business Development Executive is in place and will continue to work towards the sales targets set during the grant application process.
- Mugshots will continue to work towards achieving all targets, as agreed during the grant application process, with an extra emphasis apportioned to developing online sales in the coming year.

MAY 2021

- Further to the above, we have also introduced additional qualifications that our participants can achieve whilst working with Quest. We have an opportunity to engage the most marginalised young people in our society, those who have given up on education many years ago; 95% of our participants have left school with no educational attainment, and so if they are re-engaged with learning, we want to keep encouraging that journey and recognise their commitment by offering further qualifications.

9. Is there anything you have not included elsewhere in the report that you feel we should know? E.g. you might have some wider reflections about the impact of the grant overall both within your organisation and beyond.

This year, we have continued to cement our footprint in Hydebank. We now have access to the internal PRISM system which allows us to record notes on an inmate's journey and provide a full picture to other departments on an individual's achievements.

We met with the new Justice Minister for NI who has agreed, once normal business resumes, to visit and support the growth of Mugshots.

We have been asked to feature as an exemplary case study as our impacts on individuals are noted as life-changing. Recent participant feedback also concluded that 80% of participants felt more positive about their future.

"This will help get me a job and put me on a straight path!"

"My OCN and new skills will help me in the future get a job"

"This keeps me busy and the tutor keeps me on my feet"

MAY 2021

Please see attached our statistics from 2018 as well as our Covid performance.



QUEST COVID REPOSE 2020/21



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QUEST PERFORMANCE 2018-21



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