



AGORIAD
LEADER



For this issue we have invited Keith Simmonds Social Change Partnership Coordinator (North Wales) of Social Firms Wales Ltd to contribute our leader article.

The Importance of Social Enterprise in building opportunities for all

A Social Enterprise is a business with a primarily social purpose whose surpluses are principally reinvested for that purpose in the business or in the community, rather than being driven by the

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Helping people with disadvantages to achieve independence through employment
Rhoi help llaw i bobl dan anfantaais ddod yn annibynnol drwy weithio

GET DISABLED PEOPLE INTO WORK
PREVENT 'ANOTHER GENERATION' LOST ON BENEFITS - RADAR

Action must be taken to ensure disabled people get into - and stay in - work, in order to avoid another generation of disabled people being 'lost' on benefits and so excluded from many aspects of society, according to disabled participants in a new report from campaigning network RADAR.



As a result, 'Supporting Sustainable Careers' recommends that disabled people be 'mainstreamed' into work, through an offer of support to all disabled people to get into open employment. This would lead to more sustainable employment and careers for disabled people rather than simply placing people into any job available.

The CEO of RADAR, Liz Sayce, believes it is time for the views of disabled people to be taken seriously when it comes to getting people of Incapacity Benefit or the new Employment Support Allowance.

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The Importance of Social Enterprise in building opportunities for all

need to maximise profit for shareholders and owners. As with all businesses they compete to deliver goods and services. The difference is that the social purpose is at the heart of what they do.

The way in which a Social Enterprise reinvests its surplus is not always obvious. Many Social Enterprises reinvest in subtle ways including:

- Employing people who are less attractive to other employees - people with disabilities, ex-offenders
- Operating in places which are unattractive to other businesses - social housing estates, rural areas with low density of population
- Operating in activities which have lower profit margins than would be acceptable in the private sector
- Operating in activities for ideological reasons - recycling, renewable energy

Social Enterprises operate in almost every industry. That said they do it differently from typical businesses because they are driven by a social and/or environmental mission. They are focused on the community they serve. It is this that enables Social Enterprise to build opportunities for all.

Social Firms Wales is the Welsh arm of Social Firms UK the National Support Agency for Social Firm development. A Social Firm is a business committed to creating employment and training opportunities for people who are furthest from the labour market. It is one form of Social Enterprise, and subscribes to the three values of Enterprise, Employment and Empowerment.

As Social Change Partnership Coordinator I have been working with the organisation in North Wales for over 2 years. Having helped establish networks across each Local Authority and across North Wales to help support the development and formation of Social Firms in Wales. I am currently working with Local Authorities looking at the possibility of moving some public services towards independent operation thereby creating employment opportunities and also with Social Entrepreneurs and Enterprises helping develop their ideas into sustainable Social Firms.

The people I work with are committed to creating real paid employment for people who are disadvantaged in the labour market whilst ensuring their businesses are sustainable and structured in a way that they are not for private profit. A key relationship we have established is with Arthur Beechey CEO of Agoriad Cyf. Together we have been looking at ways of achieving sustainability for the Social Enterprises that Agoriad has innovatively initiated and successfully established.

Agoriad are committed to helping people with disabilities to achieve greater independence and to realise their potential as valued members of their communities. It is encouraging to see the results of its work representing the creation of such opportunities in North Wales.

If you are interested in finding out more about Social Firms Wales please visit our website www.socialfirmswales.co.uk

OVER 238 PEOPLE INTO WORK THROUGH THE PATHWAYS TO WORK PROVISION

Agoriad has been very successful in getting clients on health-related benefits into work through the Pathways programme.

We have the opportunity to engage with them on a regular basis and help them appreciate the importance of presentation and help complete CVs, write introductory letters and complete job applications. We also have confidence-building courses (Directions) and management consultants available to them, which gives them the motivation and ability to cope with any difficulties within the working environment, by providing this additional specialist support.

The Pathways programme also links into other provisions such as Work Preparation and Skill Build which gives the client the flexibility to choose the right path for them to obtain their goal of employment. Since 2008 Agoriad has moved over 238 clients into jobs through the Pathways programme through our ability to empower these people with the skills and advice that is so helpful to succeed in the workplace.

GET DISABLED PEOPLE INTO WORK PREVENT 'ANOTHER GENERATION' LOST ON BENEFITS - RADAR

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At Agoriad we are keen to talk to local businesses and share our experiences of placing disabled people in to the workplace. Agoriad has been successfully helping disadvantaged people and local businesses to bring about a better understanding and the needs and support services necessary for over 15 years. Call us on 01248 361 392 for an informal discussion.

“Part of the problem is low expectations within our society about what disabled people can do – this results in people not getting the qualifications they need, working far below their capabilities and in many cases not working at all,” she said.

“In past recessions, disabled people have ended up living on benefits for decades,” she pointed out. “As public sector jobs are cut we need to stop that happening again - by using scarce resources efficiently on the type of employment support we know works.

“That means offering all disabled people the chance of a regular job as jobs come back on stream, help to get the skills the economy needs and pay that is at least the minimum wage,” she said. “This could be the basis of the Coalition Government’s new Work Programme. Without providing support to mainstream disabled people into open employment, this government will fail to cut the benefits bill.”

The new report is supported by Remploy, whose Chief Executive Tim Matthews added: “The report makes clear that most disabled people can work in open employment provided they have the right kind of pre-employment support and continued support when they are in a job. It is important that those furthest from the labour market receive this support to enable them to play a full role in society.”

Are you finding difficulty in getting employment opportunities, or are you an employer looking to fill a position or willing to offer a work placement opportunity?
Please call us to arrange for one of our Employment Officers to contact you.

 **01248 361392**

AGORIAD OPENS NEW OFFICE IN HOLYHEAD

The Mayor Cllr J V Owen and M.P Mr Albert Owen officially opened the new office for Agoriad at Holyhead Town Hall on the 25th of August. Both the Mayor and M.P said they were "delighted to see an organisation like Agoriad opening an office in Holyhead. The type of services it provides is vital for the less fortunate in the community and these services help get disadvantaged people into the workplace, as it has proved over many years".

Right: The Mayor and Albert Owen MP at the official opening of the new office.



HELPING YOU BACK INTO EMPLOYMENT THROUGH THE FLEXIBLE NEW DEAL PROGRAMME

Agoriad now offers through Serco the delivery of services within the Flexible New Deal programme in Anglesey and South Gwynedd (Serco is the lead provider for the delivery of Flexible New Deal in North Wales).

It is a mandatory programme for unemployed people who are claiming Jobseeker's Allowance with Stages 1, 2 and 3 delivered by Jobcentre Plus from the date a job seeker makes the first claim for job seekers allowance for a period of twelve months.

After twelve months of unemployment jobseekers are referred to Serco for stage 4 of Flexible New Deal. Stage 4 comprises of 3 steps; steps 1 and 2 are delivered by other providers in Anglesey and South Gwynedd. Jobseekers are on step 1 for 20 weeks and on step 2 for 12 weeks.

On completion of step 2 the jobseekers are referred to Agoriad for step 3 of the programme for a period of 20 weeks. Throughout the 20 weeks, jobseekers are seen three times every two weeks and are provided with intensive job seeking advice and support by Agoriad's Employment and Training Officers to help them back to employment.

We are delighted to say that the prestigious Rhug Estate is offering the pure natural mineral water from Dŵr Cerist Cyf, our Social Enterprise business. The water is presented as "own label" for Rhug presenting the brand of the Estate through its bottled water sales. This is a new service offered by Dŵr Cerist; we can design and supply your individualised labels with our water, a great branding opportunity for retail outlets. You can find out more information from Sioned@agoriad.org.uk

PURE NATURAL MINERAL WATER FROM SNOWDONIA FOR RHUG ESTATE

The Rhug Estate covers 12,500 acres extending from Gwyddelwern in the north, Carrog to the east, Cynwyd to the south and Maerdy to the west. The 2,500 acre organic farm is the geographical core of the estate along with Rûg Mansion the main residence.



The remainder of the estate has about 170 tenancies including: let farms, let cottages, commercial premises and storage, traditional sporting including shooting and fishing, modern sports such as rally car driving, gorge walking, mountain biking, canoeing and public events.

The mountain is a Site of Special Scientific Interest (SSSI) and subject to a five-year environmental management plan with the Countryside Council for Wales (CCW). The lowland is managed under the Tir Gofal (Care of the land) scheme on a ten-year management agreement

Rhug Estate came into the Wynn family by way of marriage in the 1700s. The main family home and estate was at Glynllifon, near Caernarfon in North Wales and extended from Colwyn Bay in the north down to Bardsey Island, on the western tip of the Llŷn Peninsular. This also included land on the Isle of Anglesey. Eventually the Rhug and Glynllifon Estates joined up but as a series of death duties took their toll; large areas of the Estates had to be sold off.

The Wynn family can be traced back to the 11th century and has always been resident in Wales. The Baronage was bestowed upon the family in 1760, for the defence of the western entrance to the Menai Straits against a possible French attack. At that time Belan Fort was constructed and a private army of 450 men was formed which, in 1845, was disbanded and became the Northern division of the Welsh Fusiliers. Glynllifon remained the family home until

1948 when the house was sold and Rhug became the main residence.

Lord Newborough (7th Baron) actively farmed Rhug Farm on his return from the war and although it was then only a relatively small acreage, it formed part of a much larger tenanted estate. The estate and farm suffered from neglect and under-investment and through sheer hard work and determination he devoted his life to building up the farming enterprise and securing the Estate that exists today. On his death in the autumn of 1998 his son Robert Wynn, now the present Lord Newborough (8th Baron), inherited the farm and estate and decided to create one of the largest organic properties in Wales.

The Farm achieved its organic certification in the autumn of 2000, heralding a fresh and innovative approach to farming and the estate in general for the new millennium.

"Rhug Farm Shop offers a wide range of tasty products many local or organic all specifically chosen to bring you the finest range of quality produce we can. We are constantly looking for new and exciting flavours, tastes and delicious food experiences to make your visit to us different each time you pop in. The Rhug takeaway is the perfect place to pick up a tasty bite to take away, a cup of excellent ground coffee or a more substantial meal. Over 90% of the food we sell including the burgers, hotpots, casseroles, soups & sandwiches we produce from scratch ourselves so it really is from field to plate with the minimum of food miles and definitely no pre-packed microwave ready foods!"



Our exciting new **Bistro style menu** is available on Friday and Saturday evenings from 6.30pm - 9.00pm and Sunday Lunchtime from 12 noon - 3pm



Come and enjoy a great Sunday lunch or evening meal.

Booking advisable!

RESERVATIONS

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or email:

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HIGHLY SKILLED, QUALIFIED & EXTREMELY EMPLOYABLE

As an employer, you may not realise that people with some autism spectrum disorders (ASDs), such as Asperger syndrome, can be highly skilled and qualified, and may be extremely employable.

Many people with an ASD - particularly those with Asperger syndrome - have a variety of sometimes exceptional skills that enable them to thrive in roles ranging from sales assistant to computer programmer and journalist to statistician, to name a few. However, they are often disadvantaged when it comes to getting and keeping a job because of difficulties with social skills and a lack of understanding about the condition among the public.

People with an ASD typically experience problems with communication, social interaction and changes in routine, and may need some simple support within the workplace. Nevertheless, many do well in jobs that require these skills, including some in senior positions. As well as their individual strengths and talents, candidates with an ASD often demonstrate above-average skills in some or all of the following areas:

- *high levels of concentration*
- *reliability, conscientiousness and persistence*
- *accuracy, close attention to detail and the ability to identify errors*
- *technical ability, such as in IT*
- *detailed factual knowledge and an excellent memory*

This means that someone who has an ASD may well be better at a particular job than someone who does not. By gaining an understanding of this condition, you can open up new possibilities for your organisation, and for people with disabilities. Meanwhile, employing someone with an ASD demonstrates your commitment to equality and diversity and a positive attitude to disabled people. Having a diverse workforce brings benefits to staff and business alike, and managers and colleagues often describe working with someone with an ASD as an enriching experience that encourages them to think more carefully about how they communicate, organise and prioritise their work.

Source: *National Autistic Society*

IONA WYN JONES AND ELEN ROWLANDS SPEND THEIR FINAL YEAR PLACEMENT AT AGORIAD

“As occupational therapy (OT) students in our second and final year we must complete a 12 week evaluation placement, and over the summer we were lucky to be given the opportunity to carry out a Role Emerging Placement at Agoriad.

Iona was based in the Bangor office, and Elen was based in Pwllheli and Dolgellau. As a role emerging placement one of our aims was to develop the role of an occupational therapist within the Agoriad service. In order to do this we worked with clients from different employment programmes including Pathways, Work Step, and Work Preparation.



We have learnt that the majority of Agoriad customers could benefit from occupational therapy input to enhance their ability of gaining or returning to employment or voluntary work. The type of input we were able to offer was managing anxiety and negative thinking, confidence building, relaxation techniques, graded exposure work, and finding appropriate work placements that would support the individual in developing skills for future employment. We combined our occupational therapy skills, along with the knowledge and experience of Agoriad employment coaches to produce an effective service of increasing employment opportunities for people with a variety of health problems.

We both greatly enjoyed our time working with Agoriad, and appreciate all the support that we received throughout the 12 weeks. We have gained a new and exciting experience in the employment sector. Thank you to all the staff and clients who made this possible.”



There's so much to find out on our website
Check out all the courses and the ways we can help

HERE'S HOW TO MAKE
YOUR OWN DELICIOUS

Welsh Cakes

COURTESY OF
CAFFI COED-Y-BRENIN

225g/8oz self-raising flour, sieved

110g/4oz (preferably Welsh)
salted butter

1 egg

handful of sultanas

milk, if needed

85g/3oz caster sugar

extra butter, for greasing



Instructions:

Rub the fat into the sieved flour to make breadcrumbs. Add the sugar, dried fruit and then the egg. Mix to combine, and then form a ball of dough, using a splash of milk if needed.

Roll out the pastry until it is a 5mm/1/4in thick and cut into rounds with a 7.5-10cm/3-4in fluted cutter.

You now need a bakestone or a heavy iron griddle. Rub it with butter and wipe the excess away. Put it on to a direct heat and wait until it heats up, place the Welsh cakes on the griddle, turning once. They need about 2-3 minutes each side. Each side needs to be caramel brown before turning although some people I know like them almost burnt.

Remove from the pan and dust with caster sugar while still warm. Some people leave out the dried fruit, and split them when cool and sandwich them together with jam.

Preparation time: less than 30 mins

Cooking time: less than 10 mins

Makes approx. 20-25 cakes

Welsh cakes are traditional Welsh snacks. The cakes are also known as bakestones within Wales because they are traditionally cooked on a bakestone, a cast iron griddle about 1.5 cm or more thick which is placed on the fire or cooker; most people refer to them though as griddle scones.

They are made from flour, butter or lard, eggs, sugar, and sultanas. They are roughly circular, a couple of inches (4-6 cm) in diameter and about half an inch (1-1.5 cm) thick.

Welsh cakes are served hot or cold dusted with caster sugar. Unlike scones, they are not usually eaten with an accompaniment, though they are sometimes sold ready-split and spread with jam, and they are sometimes buttered. They are often eaten with a pot of tea.