THE POPPY FACTORY

Leanne Goessen
LAFN PM
East of England Employment Consultant

Our vision

Purposeful, healthy lives after Service.

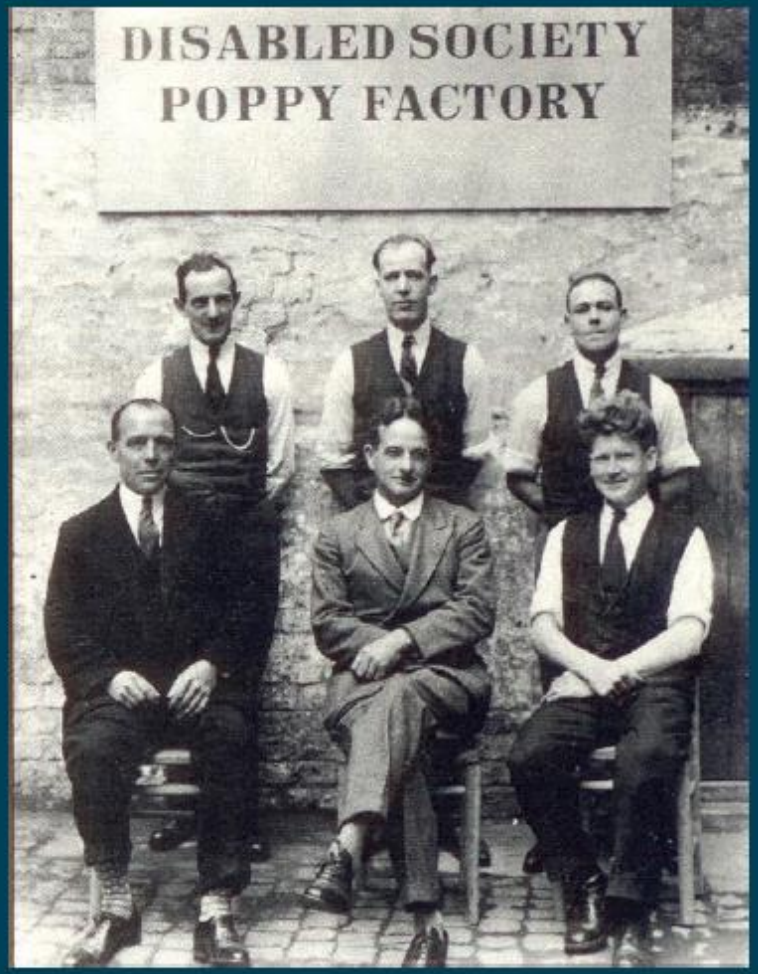
Our mission

The Poppy Factory's mission is to support members of the Armed Forces community on their journey into employment, helping them overcome any barriers and transform their lives.

Over 100 years of employment support

Returning from the First World War, Major George Howson wanted to address the lack of job opportunities for the many injured veterans who had been affected by the conflict.

He created The Poppy Factory to provide a supportive work environment for those with mental and physical conditions, pioneering the employment support that our charity now offers in communities across the UK.



Our visitor centre in 2023-24

3,600 visitors

117 group visits

40 discovery sessions

Where we work

Our **Veterans Employment Service** team are based regionally, offering one to one support for veterans with health conditions in England and Wales.

Our **Families Employment Service** specialists also work nationally, providing remote support to family members wherever they are, including in Scotland.

Our **Navigator Service** helps veterans build confidence and independence by taking part in meaningful activities. Navigator operates in Cheshire & Merseyside, the West Midlands, South Wales, London and the south coast.

Our award-winning partnership with the NHS, with employment consultants embedded within local health services, continues to deliver positive outcomes for ex-Forces patients.

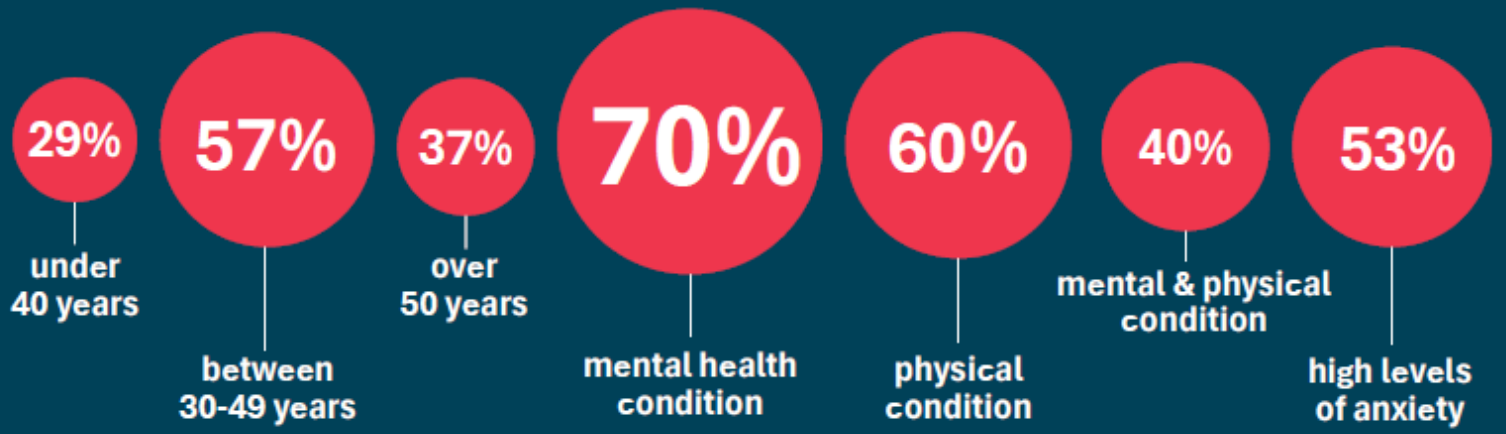
THE BIG PICTURE:

1,124 Veterans and family members supported overall in 2023-24

[No Title]

VETERANS EMPLOYMENT SERVICE

Who came to us for support?



Demand for our service continues to grow

1 in 3

Referred by the NHS

Financial stability, community & purpose

319 Jobs started – 6% yearly increase

121 Training courses started

8 Supported in education

31 Started volunteering roles

23 Undertook work placements / trials

Health, wellbeing & confidence

65% Improved job skills or experience

52% Improved stability

60% Improved aspiration & motivation

59% Improved health and wellbeing

5.05

Average life satisfaction (ONS index) Low compared to 7.45 nationally

FAMILIES EMPLOYMENT SERVICE

Who came to us for support?

56 New service users

- **63%** spouses
- **19%** children
- **17%** ex-partners
- **33%** have dependent children
- **46%** under 40
- **57%** between 30-49
- **27%** over 50

1 in 5

Unemployed for over 1 year

1 in 2

Referred by The Ripple Pond

Our established partner

Financial stability, community & purpose

46 Jobs started or retained

4 Started volunteering roles

Health, wellbeing & confidence

90% Improved in two or more goals

60% Improved job skills or experience

65% Improved stability

40% Improved aspiration and motivation

75% Improved in health and wellbeing

5.95

Average life satisfaction (ONS index) Low compared to 7.45 nationally

NAVIGATOR SERVICE

Who came to us for support?

45 New service users

40% over 50 years

85% mental health condition

53% physical condition

41% mental & physical condition

67% high levels of anxiety

1 in 2

Referred by the NHS

Including our partners:
NHS Veterans Wales
& Wirral Partnership
Foundation Trust

Financial stability, community & purpose

[No Title]

73% Achieved their primary goals

19% Transferred to employment service

9% Have found work with our support

56% Improved their housing situation

72% Improved friendships and community

Health, wellbeing & confidence

88% Improved trust and hope

88% Improved identity & self-esteem

92% Improved use of time

92% Improvement in managing mental health

3.82

Average life satisfaction (ONS index)
Low compared to 7.45 nationally

Why volunteer to career?

Qualifications

New career pathway

Try before you buy

Transferrable skills

Confidence

Sense of purpose

What can the Armed Forces Community do for you?

What is it that you can provide for them?

London Armed Forces Network

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THE POPPY FACTORY

Veteran Service

Professional and Self referrals

Families Service

Professional and Self referrals

Navigator Service

Professional referrals only