

SWEDA SUCCESS STORIES

April 2025 - June 2025

SKILLS WORK & ENTERPRISE
DEVELOPMENT AGENCY



CHARITY NO: 1158859

**“I’m proof that
with the right help,
things can change
and fast.**

**“I’ll always be
grateful for what
they’ve done for
me.”**



Employment

When I first came to SWEDA, I had been unemployed since October 2024—nearly six months without work. It was one of the hardest periods of my life.

I’d lost my job as a Washroom Technician, and although I had a solid work history in customer service and retail, I just couldn’t seem to move forward. My CV was outdated, my confidence was low, and I felt stuck. I didn’t know where to begin or how to get noticed by employers again.

Each week that passed felt more discouraging, and I was worried about what my future would look like.

SWEDA stepped in at exactly the right time. The first thing they did was help me create a brand-new CV.

They worked with me to highlight my experience at PHS Group and Savers, showing that I had solid customer service skills and a good work ethic. It was like they brought my professional story back to life.

I started attending SWEDA’s job club every week, where I got ongoing support and advice. That’s where I heard about an opportunity through Sandwell College—an accredited 8-day Customer Service course with a guaranteed interview at the end with Tesco. SWEDA encouraged me to go for it, and I’m glad they did.

After I completed the course, I was offered an interview. SWEDA didn’t leave me to figure it out alone—they helped me complete the online application, supported me through every step, and gave me one-to-one coaching for the interview. They gave me techniques to stay calm, present myself well, and really show what I had to offer.

Everything has changed. I now have a full-time job at Tesco, which I started in April 2025. After nearly half a year of unemployment, I’m back in work and earning a regular wage. I feel proud of myself again. I’m more confident, motivated, and I believe in my ability to move forward in life.

Employment - Continued

I've learned how to apply for jobs more effectively and how to present myself to employers—skills that will stay with me forever.

Getting this job has transformed my day-to-day life. I have financial stability again and a renewed sense of purpose.

I'm planning ahead now, thinking about how I can progress at Tesco and even move into a supervisory role in the future. I feel like I've got control over my future again. Before, I was just surviving—now I'm building something.

The support I received from SWEDA was outstanding. The staff really listened and treated me like a person, not just someone who was out of work.

That meant a lot to me. The way they work with other organisations like Sandwell College really opens up opportunities that people like me wouldn't know about otherwise.

Their support didn't just help me get a job. It helped me get my confidence, self-belief, and independence back. I'm proof that with the right help, things can change and fast. I'll always be grateful for what they've done for me.



“ I’m no longer afraid of change because I’ve learned how to adapt, and that’s something I’ll carry with me from now on.”

-Samantha Harrison

Employment

I had been working as a Warehouse Administrator for 21 years. It was all I’d known professionally, and I was comfortable and confident in my role. But in February 2025, I was made redundant, and everything changed.

It was a massive shock to the system. After so many years in the same job, I didn’t know where to turn or what to do next.

The job market had changed so much since I last applied for anything. I didn’t have a CV, didn’t know what employers were looking for, and had no idea how to approach interviews in today’s world.

I was also worried about how I would find work that fit around my family responsibilities. It felt like everything was up in the air, and I had lost a sense of purpose and direction.

SWEDA stepped in and gave me exactly the support I needed—practically and emotionally. First, they helped me build a professional CV from scratch, highlighting my two decades of experience and transferable skills.

That alone gave me a boost and made me feel employable again. Then we focused on preparing for interviews. SWEDA ran mock interview sessions with me, helping me to rebuild my confidence and learn how to respond to modern interview questions.

They gave me tips on how to showcase my strengths and how to manage nerves, which I found really helpful.

Importantly, they also listened to my concerns about balancing work and family life.

Together, we identified roles that matched my skills and could fit around my commitments at home. Their support was tailored to my situation, and that made all the difference.

Employment - Continued

Thanks to SWEDA, I'm back on my feet—and back in work. I started a new Warehouse Administrator role on 2nd April 2025, just two months after being made redundant.

I now feel much more confident navigating the job market. I know how to write a CV, prepare for interviews, and present myself professionally.

I've gone from being unsure and overwhelmed to being motivated and ready for the next chapter of my career.

Being employed again has made a huge difference to my life. I've regained structure, purpose, and financial stability.

I've also found a role that works around my family, which is something I was really worried about. I feel like I've got my identity back—not just as a mum or a wife, but as a professional with experience and value.

I'm no longer afraid of change because I've learned how to adapt, and that's something I'll carry with me from now on.

What stood out to me was how personal SWEDA's support was. They didn't just hand me a CV template or give me general advice—they took the time to understand my situation and tailored everything to me. That level of care and understanding made a huge impact.

If SWEDA has changed anything, I think it's that they've reinforced how important it is to meet people where they are. Every journey is different, and they helped me find the right one for me.

"I'll always be grateful for the support they gave when I needed it most."

“I’ve gone from thinking, “*I’m not ready*” to thinking, “*I can do this.*”

-NTRISHA ALLMARK



Employment

Before I came to SWEDA, I had been out of work for over 15 years. I’d spent that time raising my family and completely focused on my responsibilities at home.

While I’m proud of that, it meant I had lost touch with the world of work. I didn’t have a CV, didn’t know where to start looking for jobs, and had no idea what skills I could even offer an employer.

I’ll be honest, I wasn’t very motivated at first. The thought of going back into work after so long felt overwhelming.

I didn’t think I had anything to offer, and I doubted whether anyone would even consider hiring me. I felt stuck, unsure of myself, and didn’t know where to begin.

SWEDA welcomed me with open arms. From the very first conversation, I felt supported and encouraged, not judged.

They helped me put together a brand-new CV that showed I did have valuable skills even if I hadn’t been in paid work for years. Just that process gave me a real boost in confidence.

I took part in several workshops that helped me build my confidence and job skills step by step. I attended a CV workshop, an interview preparation workshop, a transferable skills session, and a job search workshop.

Each one helped me to realise how much I could actually bring to a workplace.

They helped me see that raising a family for over 15 years had given me plenty of skills organisation, patience, time management, and reliability.

By the end of the workshops, I felt like a different person.

Employment - Continued

Now, I'm enthusiastic about finding work. I know what kind of job I want—I'm really focused on securing a part-time cleaning role that fits around my family life.

The difference in my attitude is huge. Before, I was unsure and hesitant. Now, I'm motivated, confident, and actively job hunting.

I've gone from thinking, "I'm not ready" to thinking, "I can do this."

The support from SWEDA has changed how I see myself. I no longer feel invisible or left behind. I know that I have something to offer, and I've got the tools to go out and get it.

I've built new routines, learned how to search and apply for jobs properly, and feel much more in control of my future.

I've even started talking to others about getting back into work, encouraging them the way SWEDA encouraged me.

SWEDA helped me realise that it's never too late to start again. They've been patient, understanding, and have worked with me at my pace.

I think my journey shows how important it is to take the time to build someone's confidence before expecting them to jump into work.

If SWEDA has changed anything, it's the reminder that long-term unemployment doesn't mean unemployable—it just means the right support is needed. I'm living proof that with encouragement, the right workshops, and a bit of belief, people like me can get back on track.



“I constantly recommend people to come to SWEDA for IT help. Fantastic people skills by all the staff at SWEDA.”

**Learn
My Way**

Digital Skills Support

Before I came to SWEDA, I had never used a computer in my life. During a difficult employment tribunal, I needed to send important documents to my solicitor but had no idea how to do it. The stress of the situation was overwhelming, and my lack of digital knowledge only made it worse. That's when I reached out to SWEDA for help—and that decision changed everything.

From the very beginning, Craig and the team at SWEDA offered a warm welcome and unwavering support. Craig personally assisted me in uploading crucial documents for my case, which was a huge relief and the starting point of positive change in my life.

Thanks to his encouragement, I began learning how to use a computer something I never imagined I could do. With each visit, Craig's patient guidance helped build my confidence. Eventually, I took the leap and bought my own laptop something that felt monumental.

Now, I attend SWEDA regularly, continuing to grow my skills and even pursuing a lifelong dream of writing a book. None of this would have been possible without the incredible help and belief I received at SWEDA.

My life has transformed in ways I never thought possible. I'm no longer intimidated by technology; instead, I embrace it with confidence, knowing that I can always turn to Craig for guidance if I get stuck. I genuinely look forward to my sessions at SWEDA, which have become a highlight of my routine.

One of my proudest achievements is beginning to write my first book—something I've always dreamed of but never dared to start due to my lack of understanding. Now, I'm proud of how far I've come and excited to finally bring a lifelong ambition to life.

I've just completed my first course on Artificial Intelligence (AI), and I've already embarked on my second one, again with Craig's support and encouragement by my side.

Digital Skills Support - Continued

Looking ahead I will continue increasing my knowledge of computers every session I attend. I always recommend SWEDA to other people who need IT help.

The staff here are fantastic—kind, patient, and incredibly skilled.

I'm grateful for everything they've done for me.

"I have enjoyed coming to SWEDA and availing of Craig's expertise on using computers. I am currently writing my first book with the help of Craig.

I know I have a lot to learn, but I am confident that with the help of SWEDA, I am actually writing this book instead of just dreaming about it. I constantly recommend people to come to SWEDA for IT help.

Fantastic people skills by all the staff at SWEDA."



“I am really grateful to SWEDA for their support and the opportunity I have had to make a better life for myself and my children”



Business

I initially met Claire when she was doing one of the self-employment surgeries at West Bromwich Job Centre.

As I am a mother of two young children, without a supportive network, looking for work was proving very difficult as my hours needed to fit around taking the children to and from school, and be available to care for them during the school holidays.

Through speaking with my work coach at the job centre we decided that one way I could overcome my issues with childcare, would be to set up my own business.

I have always had a passion for hair extensions, which I have had fitted myself, so my work coach advised of a course I could go on and the job centre would pay for the course and provide some equipment to enable me to start the business.

To allow me to partake on this course they would need a Business Plan producing. Due to my dyslexia this is something I advised I would struggle with, and this is when an appointment was made to see Claire.

After visiting Claire at West Bromwich Job Centre and discussing the issues I have with writing, Claire made an appointment to visit her at SWEDA to go through the business plan.

Prior to the appointment at SWEDA Claire emailed across a copy of a Business Plan template and asked me to fill in as much as I could.

When I reviewed the questions, I really did not understand what they were asking so attended the appointment without even starting it.

Claire was supportive and printed out a copy of the Business Plan and went through all the questions, advising what they were asking and the information I needed to provide.

When everything was clear in my mind, I took the blank Business Plan home and began writing my ideas out and returned it to SWEDA for Claire to review before our next meeting.

In the meantime, Claire had liaised with my work coach regarding what they needed to enable me to access the course and one of the key things Claire discovered was that the Business Plan needed to be typed.

Business - Continued

When we had our next one to one Claire went through the areas she thought I could improve on to make the Business Plan stand out. I made notes of these to make the changes after our meeting.

She also told me what she had been advised by the job centre and asked if I needed support in accessing a computer.

I advised that I did, and Claire introduced me to Craig in the IT Suite. From there Craig explained what support he could offer and although I am proficient in Word, tended to struggle with Excel. It was good to know that the opportunity for me to access a certification in Excel, if I needed in the future.

For the moment, to enable me to send my Business Plan to my work coach, Craig booked me an appointment in the IT Suite to get this completed.

I was really impressed with the service received from SWEDA, and it has provided me with the support needed to get on the training course, via the job centre, to become qualified to fit hair extensions.

I am feeling optimistic that my application to attend the training course will be accepted and the opportunity to start my own hair extension business will soon become a reality.

Working with SWEDA has meant that I hopefully will have the opportunity to start a business, which I can work around me and my children's childcare needs. This means I can start earning a good income and making a better life for my family.



“The content was extremely informative & went beyond my expectations”

- Client A

Business

Various – Tender Writing Workshop

The clients who attended the Tender Writing Workshop were at various stages of their business journeys, but all came with one objective....how to write a successful tender. There were varying degrees of skill and knowledge in the room, ranging from those who wanted to gain knowledge for prospective future tenders, those who were on the cusp of writing their first tender and those who have written an unsuccessful tender and wanted tips on how to make their next bid successful.

As we had so much interest from clients who wanted to know more about writing a successful tender we approached Andrea Childs, Managing Director of Klick Business Solutions Ltd, to deliver these workshops.

Following discussions between Andrea and ourselves, as to what our clients were looking for, where people were on their business journey and what Andrea believed would benefit those who attended. Andrea created a proposal of delivery, of which we all agreed would be extremely beneficial.

Once the proposal had been agreed, we agreed dates which worked for both parties and then began promotion of the workshop.

When we advertised the workshops, they were really well received and we had a great attendance over 20 clients.

The workshop was really well received by the clients. It was clear to see the enthusiasm and thirst for knowledge that the attendees had, most notably the fact that both workshops overran due to the number of questions being asked.

Many of our attendees left the session were keen to research and apply for tenders as soon as the session finished.

Almost everyone who attended left feeling more confident about writing a tender. Being able to write a successful tender means that our clients are able to grow their business, and long-standing working relationship with bodies such as Council.

“This was brilliant, I really enjoyed this workshop.”

Business - Continued

By securing a contract through writing a successful tender means that they will have secured a regular income and look to increase their business profile and profitability.

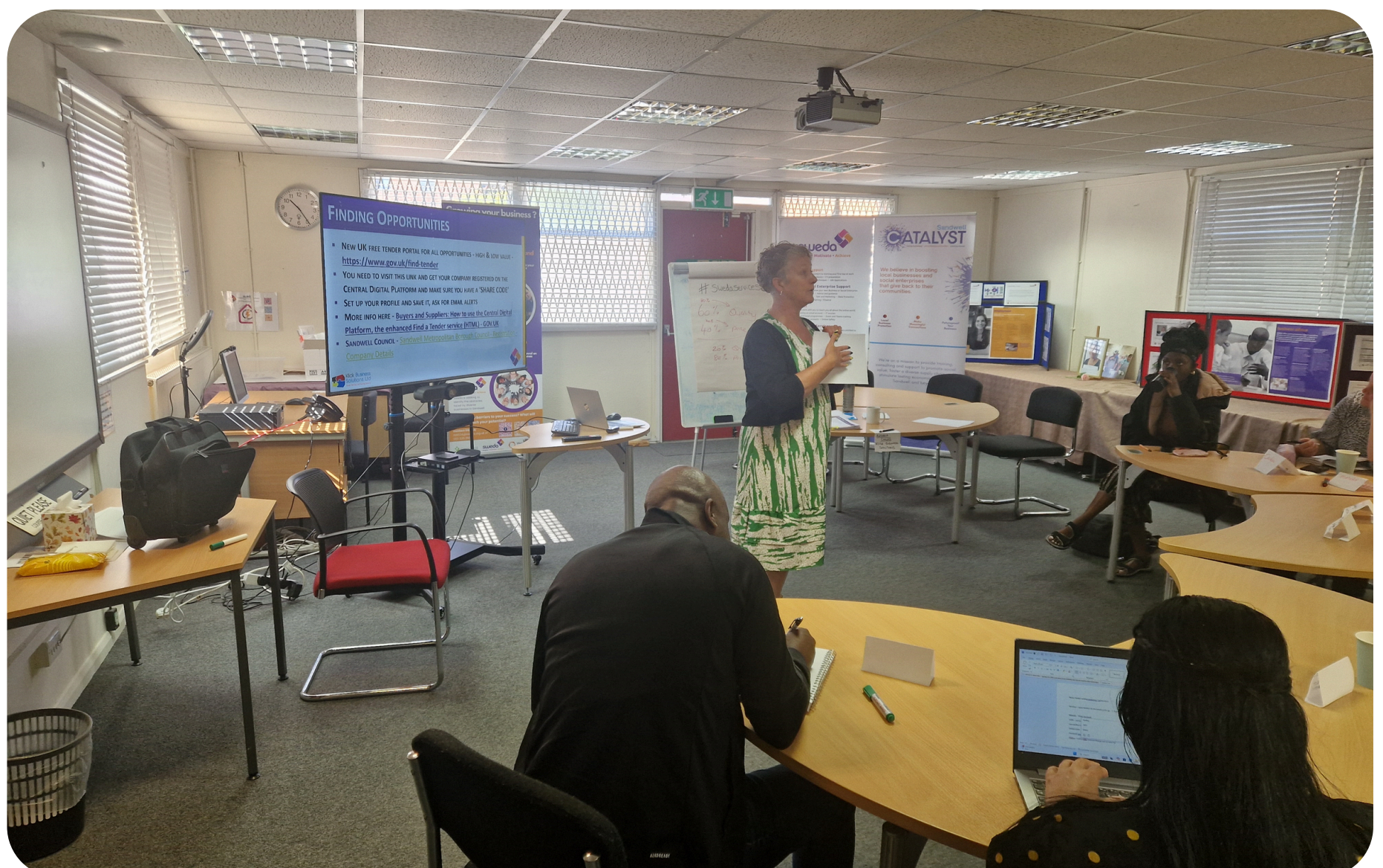
From the feedback received at the workshop there were so many positive comments including “The content was extremely informative & went beyond my expectations” “This was brilliant. I really enjoyed this workshop. The trainer is amazing, very personable and knowledgeable” and “Andrea is very knowledgeable & experienced and was able to share her knowledge in an understandable way.”

Many say they could not have gained the knowledge without SWEDA’s help, with one client saying “Today’s workshop was very informative and provided me with knowledge that I wouldn’t have been able to acquire otherwise.”



TENDER WRITING

Workshop



“Having someone on my side has been a significant relief, and I now feel more confident about navigating future challenges.”

Welfare Support

I live in Cradley Heath, Sandwell, in supported housing association accommodation. Due to my long-term mental health condition paranoid schizophrenia.

I am under section 117 of the Mental Health Act and receive the disability element of Universal Credit, along with the higher rates of both Personal Independence Payment components.

Managing online services is a challenge for me, which has impacted my access to benefits.

From January to March 2024, my Universal Credit was stopped without proper explanation, causing financial hardship, including arrears on service charges.

I was unaware of any request for additional information from Universal Credit, leading to the termination of my payments.

Despite efforts from my support workers to request a backdate, these attempts were refused due to the time lapse in appealing the decision. Without proper guidance, I struggled to address this issue.

In search of assistance, I attended a local advice drop-in session at Community Links in Cradley Heath, where I met Simon Hackett from the Cost Of Living Team (COLT).

Simon listened to my concerns and provided valuable support in navigating my benefit situation.

Simon reviewed my Universal Credit journal and directly contacted Universal Credit to clarify the reason for my payment stoppage.

It was confirmed that my claim had been closed due to missing required information, though I had never knowingly received such a request.

Universal Credit reinstated my payments in March 2024, but they refused to backdate the lost benefits.



Welfare Support - Cont

Recognizing the difficulties I faced especially without a permanent social worker or reliable support Simon made a referral to Sandwell Council's Welfare Rights Team to explore whether I had grounds to appeal the decision.

While success was not guaranteed, I felt reassured that someone was advocating for me and seeking solutions. I am currently awaiting contact from the Welfare Rights Team to determine my options for appeal.

Although I feel disappointed by the lack of support from my social workers, I am grateful for the assistance provided by Simon Hackett and the COLT team.

Their intervention has given me a renewed sense of hope, and I will continue working with Simon to address other financial matters.

Having someone on my side has been a significant relief, and I now feel more confident about navigating future challenges.



**“ Thank you
Simon for all
your support
and hard work
helping me”**

Welfare Support

Due to personal reasons related to my mental health and anxiety, I prefer not to share my personal details, but I am happy to provide an overview of the invaluable support I received from SWEDA.

I have been managing long-term health conditions, including bipolar disorder, a hernia, and arteritis in my feet. At the time of seeking help from SWEDA, I was receiving Income-related Employment and Support Allowance (ESA) and Personal Independence Payment (PIP) at the higher daily care rate, both designed to support individuals with disabilities or limited work capacity.

My visit to SWEDA was prompted by a migration letter requiring me to transition to Universal Credit (UC), as ESA was being phased out. Given the urgency of the deadline, I needed assistance with making the claim to avoid losing out financially.

At my first appointment, Simon at SWEDA carefully assessed my situation, asking whether anyone was claiming Carers Allowance or living with me.

Upon reviewing my ESA breakdown, he identified that I was missing the Severe Disability Premium (SDP) a weekly entitlement of £81.50 for individuals meeting certain conditions.

Based on my circumstances, Simon believed I should have been receiving SDP since 2021, when I first claimed PIP.

With my consent, Simon contacted the ESA helpline, which confirmed that SDP was not included in my assessment.

A telephone application was immediately initiated so I could be considered for backdated payments.
Navigating Universal Credit Transition

Welfare Support - Continued

Since my ESA claim was under review, we needed to ensure that my Universal Credit entitlement included transitional protection for SDP.

Simon reached out to Citizens Advice Help to Claim, who confirmed my eligibility and arranged a discussion with a Universal Credit staff member. They reassured me that my SDP entitlement would be included in the transition, ensuring a higher UC rate.

Due to mental health considerations, I opted for a telephone application for Universal Credit rather than an online process, allowing me to manage communications through calls and texts.

Weeks later, I received a call confirming my Severe Disability Premium was backdated to 2021, amounting to £13,636.70. Without SWEDA's intervention, I would not have known about this entitlement and could have missed out.

My support worker and Simon continue to assist me in ensuring that my Universal Credit payments are accurate and that I receive all the benefits I am entitled too.

“Before moving a client to Universal Credit, it is crucial to conduct a full benefits check to maximize their income. I'm pleased we could secure this financial support.”



“With the right support and determination, a happy ending is possible even from the darkest beginnings.”

Health & Wellbeing

This case study highlights the remarkable journey of a young man, “Mr. Singh,” who found himself alone and homeless in a foreign country at a tender age. After 19 years of separation, he was successfully reunited with his family in his home country.

He had been living on the streets in the UK for as long as he could remember, and life had not been kind to him. He had no English language, no work, no legal status, no identity, no family, no friends, and no home to call his own. Every day was a struggle to find food and shelter, and he often went to sleep hungry and cold under the bridge.

He was just 19 years old when he left his family in search of a better life. He faced numerous challenges, including poverty, exploitation, and homelessness.

Despite his resilience, he struggled to find stability and a sense of belonging.

SWEDA took Mr. Singh under their wing.

He was registered under WDH (Wider Determinants of Health) Sandwell project. The project leader Rashpal worked closely with government agencies, social workers, and law enforcement to:

1. Verify Mr. Singh’s identity: Through meticulous investigation and documentation, the NGO confirmed his identity.
2. Establish communication with family: The NGO successfully contacted his family, who had been searching for him for years.
3. Arrange for safe repatriation: The NGO coordinated with the authorities to ensure Mr. Singh's safe return to his home country.

After 19 years of separation, he was finally reunited with his family. The emotional reunion was a testament to the power of hope and perseverance.

Health & Wellbeing - Cont

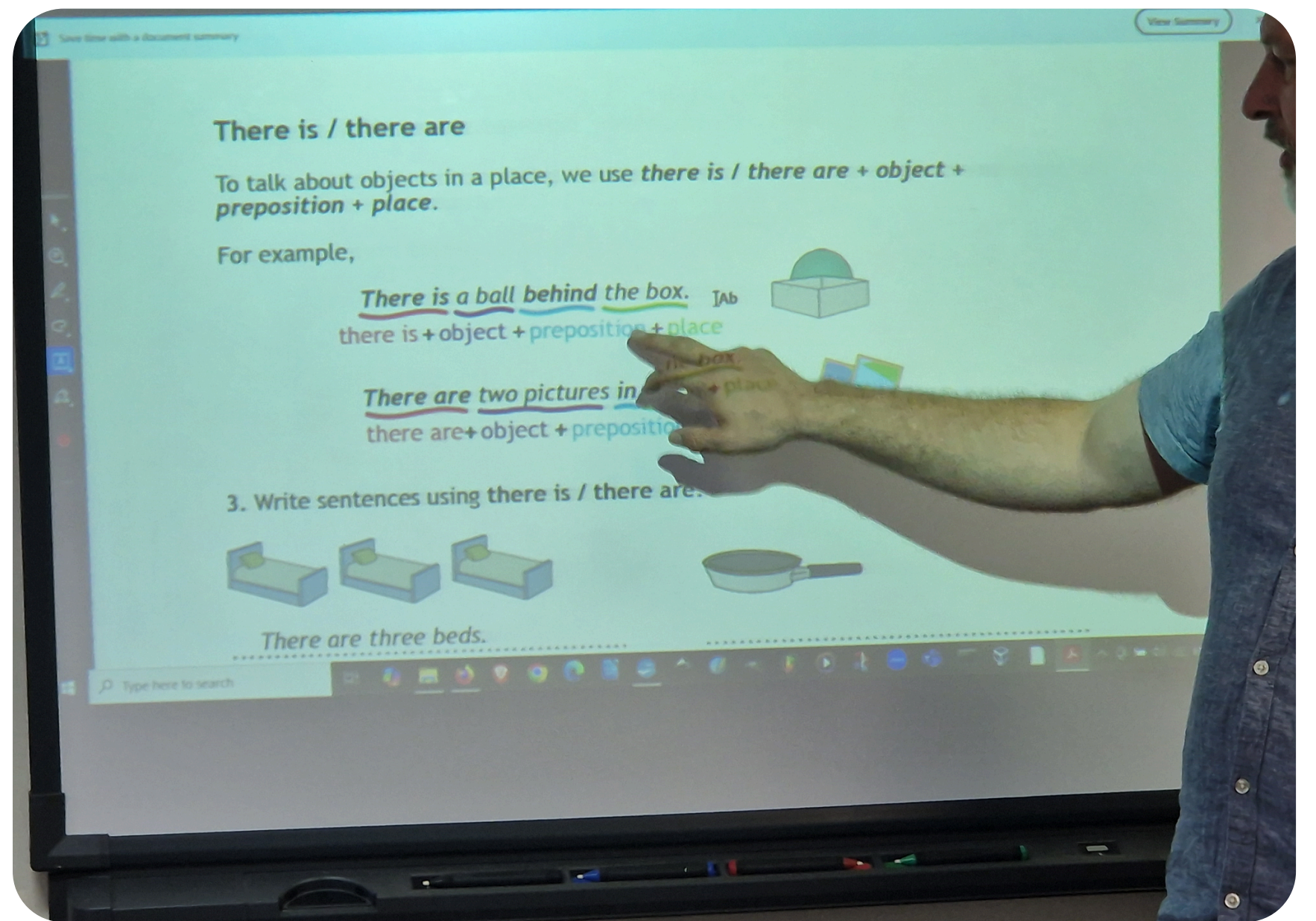
His family was overjoyed to be reunited with their long-lost son, and Mr. Singh was grateful to be back with his loved ones.

Mr. Singh's successful repatriation and reunion with his family demonstrates the importance of collaborative efforts between NGOs, government agencies, and social workers.

The NGO continued to provide support to him and his family, including:

1. Counseling and therapy: To help Mr. Singh cope with the trauma he experienced.
2. Education and vocational training: To equip him with skills for a brighter future.
3. Family support: To ensure a smooth transition and provide ongoing

**ESOL classes
empower non-English
speakers by
enhancing
communication skills,
boosting confidence,
encouraging cultural
integration, and
opening up
opportunities for
education,
employment, and
social connections.**



Celebrating the achievement of passing the ESOL (English for Speakers of Other Languages) course is a momentous occasion that deserves recognition. It's more than just a certification; it's a testament to the dedication, hard work, and perseverance of individuals who are committed to enhancing their language skills and broadening their horizons.

This achievement opens doors to new opportunities, whether in further education, career advancement, or personal growth.

Celebrating these achievements not only marks a significant milestone but also inspires continued dedication to education and personal development.



ESOL- Certification Awards

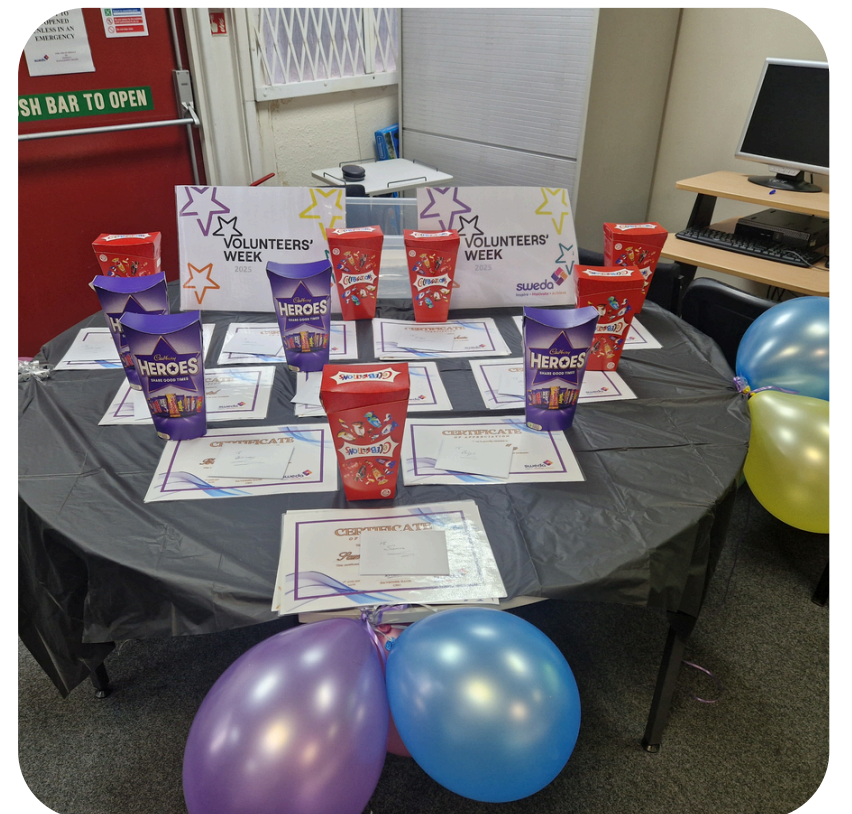


VOLUNTEERS' WEEK

During Volunteers Week, we take a moment to celebrate and express our heartfelt gratitude to the incredible volunteers at SWEDA.

Their dedication and compassion play an essential role in supporting our team and enhancing the services we provide.

Here's to our volunteers—a vital part of SWEDA's success and a testament to the power of community and collaboration.



THE BIG LUNCH *Event*

“This workshop was a great starting point for my health journey – I’m excited to continue learning.” – Usha

Health & Wellbeing

A vibrant and heartwarming Big Lunch event was held at Hilltop Library on 5th June 2025, celebrating Volunteers’ Week.

Organised by SWEDA and led by Rashpal Kaur Singh (Our Community Engagement Officer), the event brought together 56 adults from diverse backgrounds for a healthy nutritious lunch with cultural connections and included wellness learning.

Despite heavy rain cancelling the planned outdoor picnic, guests enjoyed healthy food indoors, participated in a cooking workshop led by a professional nutritionist, and engaged with the Healthy Sandwell team.

The event promoted inclusion, wellbeing, and long-term engagement through local services such as Route2Wellbeing, and Healthwatch Sandwell and Lets Go Sandwell.

The event successfully tackled isolation, built cross-cultural friendships, and promoted healthy living for 56 participants from a wide range of ethnic backgrounds.

Key impacts included:

Healthy Living: A professional nutritionist led a hands-on cooking demonstration, with attendees preparing and enjoying low-calorie, nutritious meals.

Tackling Isolation: Participants from different communities came together to eat, dance, share stories, and form new social bonds.

Improved Wellbeing: Attendees left feeling more connected and empowered to make healthier choices in everyday life.

THE BIG LUNCH *Event*



“I loved the hands-on activities and recipe demonstrations.”
– Kamaljit



“I feel empowered to make healthy changes in my diet and lifestyle.”



BUSINESS

EVENTS

Based on the valuable feedback from our clients, we have successfully developed and delivered a series of workshops designed to enhance and expand their business acumen.

Our tailored programs focus on equipping participants with the essential skills and knowledge necessary to navigate the complexities of today's dynamic business environment.

By addressing specific areas of interest and concern highlighted by our clients, we ensure that each workshop is not only relevant and engaging but also directly contributes to their professional growth and the overall success of their organisations.



SWEDA Services
215 followers
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Attention business owners in Sandwell!
Are you facing barriers to growth?
SWEDA is working to identify and remove obstacles holding back businesses—helping you access funding, expert guidance, and proven programmes. Let's unlock your potential.
Email: sweda@sweda.org.uk | Call: 0121 525 2558
Funded by the UK Government | In partnership with Sandwell Council & West Midlands Combined Authority
[#BusinessSupport](#) [#InclusiveGrowth](#) [#WestMidlands](#) [#Entrepreneurship](#) [#SWEDA](#) #

Funded by UK Government

Business Growth West Midlands

Struggling to grow your business?
Something holding you back?



SWEDA (Skills Work & Enterprise Development Agency) is seeking to identify the obstacles faced by diverse businesses in Sandwell.

We're here to help!




Need funding?
We'll help you unlock finance and smooth the barriers.

Want real support?
Work with your dedicated Business Advisor.

Looking to grow fast?
We'll plug you into proven business programmes.

Let's unlock your potential.
What's stopping you from thriving?
Let's fix that.

contact SWEDA:
sweda@sweda.org.uk or
0121 525 2558



SWEDA Services
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🔥 Are you a business based in Sandwell?
🔥 Are you over 12 months old?
🔥 Ready to raise funding or secure a loan?
Let's make sure you're fully prepared. Getting funding isn't easy whether it's a Start Up Loan or investment to scale, many businesses get turned down for the same reasons:
Unclear business plans
Weak financials
Confusing messaging
But here's the good news: these are all things you can fix. Join us for a hands-on 2-day Investment Readiness Workshop, delivered by Oxford Innovation & Advice in partnership with SWEDA
📅 25th & 26th June 2025
We'll work with you to:
✅ Build a funder-ready business plan
✅ Create clear, confident financial forecasts
✅ Refine your pitch and funding ask
✅ Understand what lenders and investors are really looking for. This workshop is practical, supportive, and focused on helping you move forward with clarity and confidence. 🌟
Perfect if you're:
Applying for your first Start Up Loan
Planning to raise investment
Or just want to get your business funding-ready for 2025
Let's help you make funding feel less overwhelming and a lot more achievable.
To register either
📞 0121 525 2558
📧 sweda@sweda.org.uk
or visit the Eventbrite link below:

<https://lnkd.in/gxGijGwJ>


Funded by UK Government





BGM Investment Readiness Programmes
2-day workshop in partnership with SWEDA
Wednesday - Thursday, June 25 - 26, 10:00 - 15:00





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esterday we had the pleasure of welcoming Martin Goncalves from Martin Gee Video to discuss how to Turn [#Instagram](#) into a Lead Machine for your Business.



The feedback from this session was fantastic and included comments such "Extremely informative & helpful" and "I found the workshop very knowledgeable and inspiring"

We have further sessions coming up, including [#Facebook](#), [#X](#), [#LinkedIn](#) and [#TikTok](#).

If you'd like to be part of these [#workshops](#) or find out more about the [#business](#) support we offer at SWEDA then contact us via

📞 0121 525 2558, or
📧 sweda@sweda.org.uk

[#SWEDAServices](#) [#businesssupport](#) [#Sandwell](#)





SWEDA Services
215 followers
3w • 🌐


As it's [#smallcharityweek](#) we should shout about the work we do and how we've helped support the people of [#Sandwell](#) and beyond.more

Did you know?

SWEDA Business Advisors have supported 68 pre start clients & 51 established businesses, also securing our clients grants of £106,000



with SWEDA Services



SWEDA Services
215 followers
1mo • 🌐

Want to use Instagram to get more clients or bookings?

🔥 Based in Sandwell?
🔥 A new or established business?
🔥 Tired of posting but getting nothing back?

Join our in-person Instagram for Business Workshop — hosted by Martin Goncalves, Digital Marketing Expert & Founder of Martin Gee Video, in partnership with SWEDA.

📅 Date: 18th June 2025
📍 In-person in at SWEDA

We'll show you simple but powerful ways to:

- ✅ Make your Instagram profile clear and professional
- ✅ Film and post content using just your phone
- ✅ Use Stories and Reels to build trust
- ✅ Turn views into real leads
- ✅ Run low-cost ads that actually work

No tech skills needed.
No confusing jargon.
Just real strategies anyone can use — even if you've never made a video before.

Perfect if you're:

- 🔥 A coach, creative, or local business
- 🔥 Wanting to grow but not sure where to start
- 🔥 Ready to use Instagram to get actual results (not just likes)

To register either :
📞 0121 525 2558 or
📧 sweda@sweda.org.uk

Let's make content feel easy — and finally work for your business 🍌

Please join us for an engaging and informative morning with

Martin Goncalves
Digital Marketing Expert & Founder of Martin Gee Video

Turn Instagram Into a Lead Machine For Your Business?

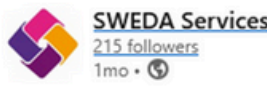
 Wednesday 18th June 2025
10:00am – 12.30pm
SWEDA Church Street, West Bromwich B70 8RP





SOCIALMedia

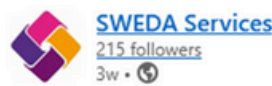
Over the past three months, our social media presence has been bustling with activity. Here's what SWEDA has been involved in during this time.



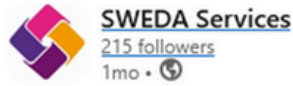
Community Engagement at Hill Top Library
Rashpal Kaur Singh our Community Development Officer from SWEDA was delighted to welcome Mr. Shokat Lal, Chief Executive at Sandwell Council, Councillor Kulwant Singh Uppal, and Mr. Santokh Singh, Neighbourhood Manager, for a special meet-and-greet with our Health and Wellbeing Group at Hill Top Library. The event was a great success, with 75 residents in attendance. Community members had the opportunity to raise their queries, which were addressed thoughtfully and thoroughly by our guests. It was a fantastic gathering that fostered open dialogue and community spirit. We truly appreciated the valuable time and insights shared by our distinguished visitors. Thank you to everyone who participated and helped make this event so memorable



By Davinder Kaur • 6/25/2025



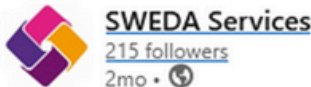
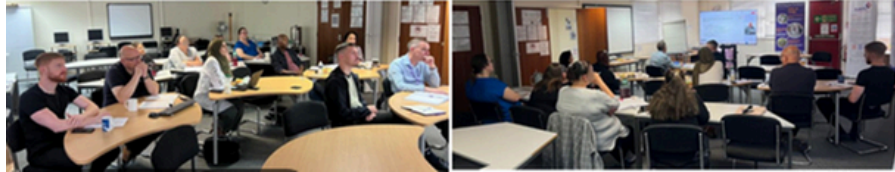
As it's [#smallcharityweek](#) we should shout about the work we do and how we've helped support the people of [#Sandwell](#) and beyond. ...more



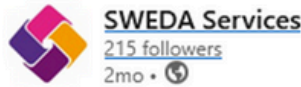
All the SWEDA team and board members enjoyed a really informative and well delivered session this afternoon on delivering and recording our [#impact](#).

At SWEDA we feel it's really important to ensure we are measuring the impact we deliver to our clients and this [#webinar](#) from NCP really helped us to make sure we do that, so a massive thanks to John Williams for delivering this.

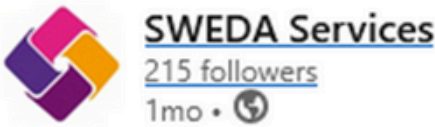
[#SWEDAServices](#) [#TeamTraining](#) [#SocialImpact](#) [#Measuring](#) [Impact](#) [#RecordingImpact](#) [#TheoryofChange](#)



Simon who is also part of Sandwell Consortium's Cost Of Living Team (COLT) met with local Councillor for Cradley Heath and Old Hill and Cabinet Member for Housing and Sustainable Development Vicki Smith at the amazing Community Link centre in Cradley Heath. Councillor Smith does a regular surgery there. Simon was talking to Councillor Smith about the work that he does at the centre helping local residents cope with the cost of living crisis.



SWEDA was pleased to celebrate with Councillor Syeda Khatun recently the completion of her year being Mayor of Sandwell. Councillor Khatun has done an amazing job and has raised over £40,000 for her two charities Let's Talk Hope and Acorns Children's Hospice - the highest amount ever raised by a Sandwell Mayor! We look forward to working with you in your new job share role as Cabinet Member for Education, Business and Skills.



This week is Volunteers Week so today we had a celebration involving pizza and chocolates to thank all of our volunteers at SWEDA who do such an incredible job week in and week out. Without their support we would not be able to do all the work we do to help residents in Sandwell. Thank you so much ❤️

[#swedaservices](#)
[#VolunteersWeek](#)



TESTIMONIALS

"The content was extremely informative & went beyond my expectations"

"Thank you For sharing your Wisdom and Experience."

-Dr Shergill

"Excellent really good workshop"

"Excellent course"

"This was brilliant. I really enjoyed this workshop. The trainer is amazing, very personable and knowledgeable"

"The advisor was very friendly and informative, answered all questions perfectly."

"Always welcoming and friendly and very helpful"

" My Advisor was so helpful and supportive getting me back into work, I am happier and more fulfilled in my life now"

**"Thank you from the bottom of my heart for all the support you've given me over the years".
"Thanks alot"**

-Lydia

"I appreciate your patience and encouragement"

-Ranjit Baddan

APPRECIATION

We at SWEDA extend our deepest gratitude to all our funders for their unwavering dedication and support.

Your funding contributions are the backbone of our organization, enabling us to maintain and elevate the quality of services we provide.

Without your support, achieving the level of excellence we strive for would simply not be possible.

Your commitment not only empowers us but also makes a significant difference in the lives of our clients.

Thank you for being an integral part of our mission.

