**Acknowledging Youths Group**

Acknowledging Youths Group is the parent organisation of three: Acknowledging Youths; AY Recruitment and Acknowledging You.

The parent organisation looks to provide a holistic “One stop Shop” for people, particularly **young people** to move in to employment. Danny Barnes, the CEO himself is a man on a mission. He’s overcome major obstacles in his life and wants to help others do so too. Over time the organisation has developed in to the three streams listed above with the principle of helping young people, and now older people too, who are struggling to gain employment. Danny’s passion is to raise the aspirations of people in inner London who are unemployed and do not expect to get work because they lack both skills and opportunities. He particularly wants to make a positive contribution to the lives of those young people, by increasing their self-esteem and confidence, giving them new skills and ultimately helping them become more employable.

Danny’s perspective is simple. He says, “Whenever I tell people my story, they’re inspired to change their lives. I’ve been in prison myself, I’ve been in gangs, I’ve been homeless. My sister died of leukaemia at 14, I grew up not knowing my mum. This is how I’m able to help young people now, because I know exactly what it’s all about, having lived it myself.”

He is also excited by the formation of the Young Hammersmith and Fulham Foundation and is looking forward to developments.

Having recently secured a preferred contractor role with the Hammersmith Job Centre Acknowledging Youths Group is now firmly based in the Borough.

**How do the three organisations work?**

**Acknowledging Youths -** A youth-led organisation catering for 16-24, focused on delivering high-quality Vocational Accredited courses. The training that we deliver is second to none, taking into consideration, the background of our clients, their preferred choice of occupational area, using SMART theory, ensuring that they are nurtured with customer care, passion, and helped to build their confidence level, thus increasing their motivation and ensuring that they complete the programme that they have chosen. In addition, AY also provide real life work experience with local employers so as to introduce them into ‘real work’ experience which includes discipline for time management, appropriate work attire, respect for others and working as a member of the team.

**AY Recruitment** - Whilst the clients are working towards their training, AY Recruitment starts matching individual clients with appropriate job descriptions which relates to their personal choices and experience. It is one of UK’s very few not-for-profit social enterprises dedicated to disadvantaged young people and adults giving them the opportunity to make real changes to their lives through education, training and then sourcing jobs.

**Acknowledging You -** Recognising that not only young people struggle, the focus area of this organisation is to work with 50 plus, hard to reach, long term unemployed individuals. AY will inform, advise and guide people back into employment and or self-employment, with opportunities to diversify through career change packages with special customised training and personal handholding to ensure a smooth transition into work.