



Acknowledging Youths CIC  
part of AY Group

**TESCO**  
Every little helps

# TIME FOR CHANGE



## PRESS RELEASE

In October, AY Group will start a new long-term project, "Time For Change". This project will introduce mentoring to our already successful programme of activities. We will use this approach as an effective method for driving learning and development so that each disadvantaged individual, whom we work with, receives the appropriate learning and motivation to address their specific individual needs. Those needs being related to their social isolation and its causes.

What this means is that the individuals may receive through our regular programme of training and development the ability to address their skill needs, but with an additional focus on development through mentoring. This will enable them to address issues to do with attitude and long term habitual behaviour which often holds them back in the processes when seeking and applying for employment opportunities, regardless of the formal training they have received in classroom.

The mentoring process will ultimately allow individuals to recognise their personal issues and plan individually to succeed with the support of a trained mentor.

Our main target audience will be the H&F White City/Old Oak community as this is an area where young people are out of work and struggle career wise. Since HS2 will create a huge number of job opportunities, we want to ensure we help the young people of this community be fully prepared to grasp these opportunities by joining our mentoring scheme.

### How this will work is:

- Beneficiaries will participate in a programme commencing with an individual engagement and assessment of their skill, experience, motivation and personal circumstances.
- Each beneficiary will work with a mentor to develop a personalised action plan with clearly defined goals
- Mentors will be trained in a process that ensures standards are progressed.
- Mentors will give personal one-to-one support
- All mentors will be managed to ensure standards are upheld and common issues are collated and addressed
- Mentors will open discussions in confidence, and will focus on individual development needs and opportunities, support people in their CV and interview preparation and work through feedback that individuals have received.
- Mentors in the processes will aim to motivate beneficiaries to take responsibility for their own and continued improvement and development.
- All mentors and mentees will be matched according to needs outlined above but also taking in to account cultural needs that support the process.

Beneficiaries will then be matched to local employment opportunities via the Acknowledging Youths CIC. The Acknowledging Youths CIC service will follow up or target personal successes so that the beneficiaries have the best opportunities based on skills and knowledge, but also on motivation and success. The programme will be open to all regardless of cultural, religious background as well as age, gender and race.

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