



4 March 2013

The Hebe Foundation/The Cicely Northcote Trust

Junior Apprentice Grant Report

The Hebe Foundation was very grateful to receive a Grant Award from The Cicely Northcote Trust for the sum of £9880 towards our Junior Apprentice youth project (Lambeth & Southwark) in 2012.

The Junior Apprentice focuses on Business & Leadership skills. We set out to help young people achieve these skills through our exciting and challenging project: Based on the hit television show The Apprentice, is a Business & Leadership project to find the best Junior Apprentice in London. For 3 weeks across London boroughs young people battled it out over a series of team challenges (incl Product Branding, Social Action, Running a Market Stall & Create a Business Enterprise) that developed, taught, inspired each individual bringing out the talents each one had in a fun, safe way. After the initial 3 weeks, there were on-going workshops, mentoring, IAG (Information, Advice & Guidance) and work experience opportunities throughout the year.

Stats

- 47 young people aged 13-19yrs took part in the Junior Apprentice in Lambeth & Southwark.
- We placed 5 young people on week long work experience in various companies
- We provided 3 references for our users, which culminated in 3 jobs secured
- We worked with 13 partners on this project including: Nursing Homes, Investment Banks, Local Churches & Brixton Market
- We worked with 13 volunteers on this project in Lambeth & Southwark
- We trained 3 'Trainee Youth Workers' aged 17 to 19yrs
- All young people received an AQA accreditation
- Our young people consisted of:
 - 95% Young People of BME heritage
 - 23% Young People with Learning Difficulties
 - 66% Young People from Single Parent & Low Income Households
 - 13% Young People are NEET

How did the project go?

Overall the project went really well from the planning stage to evaluation. Once we thankfully secured funding from Cicely Northcote, we were in the most stable place we have ever being at the beginning of a project within our existence as an organisation. Without the usual financial worry we find ourselves in, we were able to focus fully and more in depth on the planning of the project. Training and risk assessments etc. were completed well in advance. The applications and interviews for the young people went well and the usual excitement began to build, along with a waiting list to get onto the project. During this period there was a problem with Lambeth Youth Services, of who had a set number of young people who they were referring to us; their systems messed up so we ended up with double the quota of young people registered for the project from their end. They also publicised wrong information regarding start times. Other than that the project got off to a good start.

As this was the year of the 2012 London Olympics, which took place at the same time as our project, there was concern as to the impact it would have on us in regards to getting around London, safety concerns, young people not taking part in the project etc. However all these concerns were unfounded, There was no problem at all with the impact of the Olympics. If anything, it enhanced and inspired the young people to do more! We made the decision early in planning to incorporate the theme of the Olympics into our project.

The young people thrived over the initial weeks of the project. They fully immersed themselves into the art of selling, creating, branding, developing, and all the other aspects of business. We saw natural leaders rise up and encouraged others to take lead under our guidance and teaching. Professionals took time out of their busy schedules to talk with the young people and all our partners went beyond our expectations to deliver what we asked of them and provide the young people with amazing practical, professional and skills building experiences. The range of young people who took part in the Junior Apprentice was broad. We worked with young people who had confidence & communication issues, those with learning difficulties from dyslexia to Asperger's Syndrome, young people from different Faiths, and those who had being in gangs or anti-social behaviour. We were able to bring this variety of young people together and help them learn new skills, and develop their understanding and respect of themselves and others around them. It was amazing to see the individual and corporate growth of the young people during this project. We have had excellent feedback from our partners as to the behaviour, enthusiasm and understanding of our young people. We have also had wonderful feedback from Parents, Young People, Volunteers and Businesses.

As this was our 5th year of running the project, we tend not to have too many problems, as with experience we have learned to create strategies and iron out any issues before they come to pass. One problem we did have was with the parent requirements for this project. There is a 'smart' dress code on the project, which we ask the young people to adhere to, unless stated otherwise. One parent in the attempt for her son to be well presented took her rent money and brought him a suit and shoes. Other parents failed to send their young people with money for lunch or travel. This was made clear to us and we had to deal with the situation of parents not being able to provide the basic requirements for the young people on the project and how we go about addressing this,

especially as the majority of young people come from low income households and we had not budgeted to cover such costs.

Quotes

“...Winning the junior apprentice 2012 didn’t feel like winning really. It felt like achieving and take one big step in life. Normally as a kid growing up in south London it is hard. Not a lot of opportunities are presented to us, if we want them we will have to go out there into the big working world and find it ourselves. However the Junior Apprentice allowed me to not only teach myself very important life skills but also prepare me on how to grasp every opportunity that comes my way. The reason I felt like an achiever more than a winner is because literally everyone who took part had the same chance of winning as I did. As the completion went on and friends were eliminated, I started to grow support from my peers. This made me realise that I am not just running for myself but also to not let team mates down, I did not just want to win this competition for myself, but also to give the youth of London a new name. I want to prove that we don’t just sit around and watch the world be run by others, I wanted to get the message across that we are the future, that we were born into this damaged economic world, and since we are the future, we have to take on the responsibility of changing it for the better.” Malachi Hamden

“It felt good to be a leader, managing the task and being in control of the team as well as understanding team member’s views. The programme helped me to be more organised and time management more effectively.” Ruth Smith

Outcomes Achieved

Through the grant, we managed to hit the following outcomes as set out by us in our application form:

- Provided summer & term time activities for/engaging with 48+ young people in Lambeth & Southwark annually.
- A growth in self-confidence as the participants realise their abilities in safe but unfamiliar situations.
- Helped define career paths, realisation of talents & gifting’s.
- Devise with youth individual employment, educational, career, achievement plans.
- The acquisition of new & improvement of existing lifelong transferable skills (both social & practical).
- NVQ Accreditation
- Worked in partnership with a minimum of 10 local community groups & businesses across London.
- Provided over 50 practical sessions throughout the year inclusive of transferable leadership, team building, communication skills and Mentorship & support.

- Created 3 opportunities for young people to adopt positions of leadership within the organisation
- Volunteers, Young Persons Representatives.
- Aided to reduce anti-social behaviour among young people during the holiday period
- Creation of core values/principles for each individual
- Establishment of lasting friendships between individuals
- Greater community cohesion. Helping to bridge the 'young/old' divide
- Creation of long lasting partnerships

Impact of grant on The Junior Apprentice/Hebe Foundation

Without the grant from The Cicely Northcote Trust, we would not have been able to run the Junior Apprentice in Lambeth/Southwark. The grant enabled us to have a dedicated team of Youth Workers who were focussed on supporting a group of young people in their growth for a whole year. Project costs were covered and we were able to run the project to its full capacity and focus fully on the substance of the project. We also would have not been able to expand the project so that it did run for a whole year without the grant. This enabled us to provide on-going mentoring, workshops, IAG (Information, Advice & Guidance), thus creating sustainable learning for the young people and really been able to invest time into their lives, forging strong relationships. We really feel that 2012 took this project up a gear, and our level of deliverance has improved.

The support from Cicely Northcote has been unparalleled. We have never had a funding body support us to this extent. From our application to completion Cicely Northcote has taken a genuine interest in the project and supported us at every event throughout the year. It was wonderful to have a funder that you know believes in the work you are doing and really champions it. We thank you so much.

Future

The Junior Apprentice will run again in 2013 and we are looking to expand into more boroughs across London. We truly believe this project gives valuable learning for our young people and a foundation to achieve all that they can.

The grant from award from Cicely Northcote Trust is the largest we have had in a single donation. This has now put us in a much better standing for receiving funding from organisations, as our income bracket has increased. This tells funders that we are able to manage larger sums of funding, and also deliver on our promises.

Amie Buhari
 Founder & Project Manager