



Orange Bow

Impact Report 2019-2020





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Who we are:

Orange Bow's trustees are comprised of three BAME individuals who decided to start this company because we realised that we could use our own success to help others from similar backgrounds to secure employment. One of our trustees has had a background of supporting and mentoring young people from BAME backgrounds and has helped other acquaintances, who were experiencing difficulty, take the first steps into employment. Upon reflection on what they have done through helping others, we realised that there are tools and techniques which were key to gaining employment in specific sectors and interview preparation was crucial to success.

We felt that courses that existed were too structured and tested the market to see what people felt they

needed. Out of the 100 unemployed people we interviewed:

- 72% Said they would like help on Job searching skills.
- 70% Felt they did not have skills for the jobs they would like to apply for.
- 80% Said they would like to do a course that had aspects of entrepreneurship and life skills.

Regarding education:

- 85% Said that lack of digital knowledge was holding them back.
- 90% Felt that there was lack of career guidance at school.
- 78 % Said they would be interested in workshop that taught Soft skills, Digital marketing and Entrepreneurship.

We therefore set out to address this by using our skills in IT solutions to generate money which was re-invested in starting our training provision.

Since 2018, we have been carrying out revolutionary training methods all over London. We work closely with organisations which share our aims such as Rising Stars Support in Tooting, We Care in Croydon and independent colleges like the School of Computing & Business Studies in Lambeth.

Why we are fighting against youth unemployment?

Statistics released by the Office for National Statistics (ONS, 13 October 2020) show that unemployment in the UK has:

- Grown to 4.5% in the three months to August 2020.
- Of the 500,000 fall in the number of people employed, 60% are aged 16-24 years.
- There has also been a record number of 119,000 redundancies amongst those aged 18-24 years, thus impacting on mental health and life-chances opportunities.

According to research done by the Prince's Trust:

- More than one third of young people (38%) feel they will "never succeed in life".
- This increases to almost half of those surveyed from those coming from poorer backgrounds (48%).

These statistics are showing that young people bearing the brunt of unemployment which is proving to be a growing crisis, especially during the midst of the Covid-19 pandemic.



This is why we are fighting to bring about change in youth employment status.

Our purpose:



1. We are here to tackle the challenges and barriers faced that hinders young people from successfully entering employment.



2. We are here to encourage and empower young people to build and develop their confidence and resilience in their skills/abilities and career aspirations.



3. And we are here to listen and take young people seriously. We understand that the barriers UK youth face in employment is not just economical but can also be mental. We are working together with both professionals and young people alike to ensure improvement of mental wellbeing for young people in our local community that is receiving our training.

Supporting young people and BAME

We are open and inclusive to all young people regardless of ethnic background. We believe that everyone is deserving of a fair and equal chance of succeeding in the world of education and employment. However, we cannot ignore the stark disparity in BAME young people and the increasing levels of unemployment within this demographic.

We are located in Coldharbour Ward, the most deprived and densely populated in the borough of Lambeth, where:

- 66% of children and young people are from BAME backgrounds
- More than 22% are in receipt of free school meals.

Lambeth is a diverse borough with 150 languages spoken and 38% of the population born outside the UK, giving rise to both racial tensions and challenges with social integration. The challenges disproportionately affect children and young people as this is a Borough with higher percentages of under 30s than many other Boroughs.

Even before the Covid-19 crisis, unemployment rates shows a concerning gap between young BAME and their White counterparts. In 2018 for young white people, the unemployment rate was 11% and economic inactivity was at 35% – while for young BAME people the rates were 18% and over 50%, respectively.

- And this gap has not improved. According to ONS (10 November 2020), unemployment rates were the highest for people from a Black ethnic background (27%) and Bangladeshi or Pakistani background (26%) in July 2019-June 2020 compared to a rate of 10% for those from a White ethnic background.
- There has also been a record number of 119,00 redundancies amongst those aged 18-24 years. As in previous recessions, this situation is likely to be exacerbated for young people from BAME backgrounds, who were already experiencing inequalities.

Unemployment for young black men were more than three times the rate for white young men, at every qualification level. Moving on up initiative/Black Training and Enterprise Group research shows that young black men in London believe that racism and negative stereotyping are the main reasons for their high unemployment rate. They also believe that black male business role models in their communities are important and access to social and professional networks would improve their employment opportunities. This is born out by our own experience.

80% of our delegates are from BAME backgrounds, typically from lower income households including single parent upbringings. Additionally 45% have been diagnosed with learning disabilities such as ADHD and Dyslexia.

We recognise that these young people have been impacted disproportionately by the pandemic and are at a higher risk of long-term mental health issues such as depression and anxiety, due to factors such as unemployment, social inclusion and interruption to education.

Our objective is for our delegates to be able to gain and sustain paid employment.

Teaching and training young people for employment opportunities

Since beginning trading in 2018 our income has continued to grow, whilst allowing us to invest time and money into our training provision for young people. We have secured additional income from training, both through delivering apprenticeships and offering training direct to businesses who want to upskill their workforce.

With the onset of the pandemic and new remote working regimes Digital skills have become critically important to a much wider audience spanning all business sectors. We are therefore confident that our offer, given sufficient flexibility from us to deliver in different locations and at times that accommodate their needs will continue to be attractive and generate income. With expertise at director level in Social Media, Events Management and Project Management and backgrounds in the corporate world we are able to relate to our clients needs and respond accordingly. Our offer is one of local expertise which brings unique social value through the re-investment of income in training young people.

We work closely with local businesses and recruiters around London to listen to their needs in terms of training existing staff and also filling their vacancies so we continue to build a pipeline of opportunities for our delegates.

We then begin identifying candidates from our referral partners, including Jobcentre Plus, and offer training tailored to the vacancy (including accredited L1 and L2 courses) and work experience placements to prepare them for the role.

Our Impact

We have worked in the heart of Brixton for the last 2 years and have supported over 200 young people (80% BAME) to move into paid work or further education.

Our Employability programme aims to train young people, equipping them with the necessary knowledge and skills essential in gaining employment. Our training incorporates accredited courses including:

- Employability
- Digital Promotions L2
- Customer Service L1
- Occupational Studies

In the last 12 months we supported 122 who achieved the following:

- 99 received a recognised formal qualification
- 70 attended interviews
- 62 were in paid employment 3 months after graduating
- 35 progressed into further education

Nelson's Story

Nelson is a young man that was referred to us by Active Living Support. He dropped out of college and did not know what do next. With no tangible work experience and qualifications, he felt he didn't have many options, but fortunately he enrolled on our Business Essential course and we arranged work experience at Money Business TV. Nelson is now in active employment. He is enjoying 30 hours a week role within the world of marketing and advertising at MBTV. *"I felt lost before being introduced to Orange Bow" said Nelson.* He was also enrolled on an IT user skills apprenticeship and he is looking at the option of studying a business degree part time while still working at MBTV.

What will happen next.....

We also run IT User Skills Apprenticeships which in total we have delivered 40 apprenticeships, for 20 students each year which include:

- Competence Based Element - Reflects the skills and knowledge needed to do the job effectively.
- Technical Element - Theory element related to knowledge of the competence section.
- Functional Skills - Literacy and Numeracy training.
- Employer Rights and Responsibilities - Knowledge of essential workplace rights and responsibilities. Designed for those who work with and have experience in everyday IT this course develops a broader range of skills, in greater depth, that will produce a more rounded IT specialist within the workplace, which would lead to more efficiency and production through the use and understanding of IT and IT systems.

On average we help 6/7 delegates a month into paid employment with employers in retail, logistics and hospitality through this route with support from our recruitment partners.

And an additional 15 per month graduate from our workshops into funded diplomas, traineeships and apprenticeships with Boldly Equipt.

Orange Bow Counselling Project

We interviewed 140 young people and found:

- 80% Said they would like to know the role they are training for.
- 75% Felt anxious because they didn't know how to behave in a work environment.
- 70% Wanted advice on roles that suited them.
- 75% May suffer from depression or anxiety.

This project is in response to an increased demand from BAME young people attending our programmes for support with their wellbeing. By providing in-house counselling services, we expect it will strengthen mental health and resilience alongside our programmes dedicated to preparing them for work.

Training has steadily increased from 51 in year one to 122 in year two.

Over the next 12 months we anticipate reaching 150 young people, supporting 70% into employment or training/education. We aim to do this by creating and implementing new strategies and projects to help support us achieve this goal.

Still Rising in Lambeth/'Make it Make Sense' (MIMS) Project

In response to Covid-19 and the slight challenges we have faced with finding work experience for our delegates this year, we are planning to do whatever we can do to offer practical work-based experience at our premises for the foreseeable future alongside continuing to help our delegates find practical work experience with local businesses and recruiters.

One of our developments involve young people creating podcasts which will open an additional income stream through advertising. We will be working with Janine Kempadoo (commissioning executive at Radio 1xtra) to design a specialised traineeship for young people who will use the equipment to produce a podcast. Our traineeship will be called 'Make It Make Sense' (MIMS), it has been designed with industry professionals to create work experience which will put our candidates in a stronger position to compete for roles in media. We will teach digital skills, entrepreneurship and employability skills over 4 weeks of classroom training and 4 weeks of work experience. MIMS will give us the opportunity to offer 12 young people work experience every month.

This will both generate income and create work experience to put our candidates in a strong position for roles in media, such as Assistant producer, Social Media executive, Researcher Audio Engineer and Video editor etc.

E-learning portal on our website

We are also planning to launch an online E-learning platform for our delegates so that our learning sessions/materials can be provided for more flexible learning remotely.

Support for young people in mental health and wellbeing

Our project is based within the borough of Lambeth where 66% of young people are from BAME backgrounds.

Again we understand that the young people of this demographic are the most vulnerable and are at a higher risk of long-term mental health issues such as depression and anxiety, due to factors such as unemployment, social inclusion and inability to work during pandemic.

In all of our courses there is an element of wellbeing support from our trained counsellors who empower our delegates with tools and approaches to sustain a healthy quality of life.

Neuro Linguistic Programming

The notion behind Neuro Linguistic Programming is that there is a connection between neurological processes (neuro-), language (linguistic) and behavioural patterns learned through experience (programming) and that these can be changed to achieve specific goals. The approach involves identifying strategies used by successful individuals and applying them to achieve personal goals.

At Orange Bow, we use the principles of Neuro Linguistic Programming in our course to address issues such as depression and anxiety which can be a barrier to progression.

We currently invite regular input from a therapist/counsellor, to increase self-awareness and mental resilience for our candidates and empower them with tools and approaches to sustain a healthy quality of life. We do this through offering 1-2-1 mentoring sessions and having our therapist help us deliver courses. We have secured these skills in-house and will build capacity as we expand into new locations. We regularly deliver in Lambeth and Croydon, and have delivered in other Boroughs using existing community resources.



Our Counselling Project

We are aiming to begin our counselling project by March 2021, with hopes that it will really boost the support we currently provide in-house at Orange Bow, which has been in increasing demand recently with the pandemic.

Counselling will be led by the young people who need it, supporting them to overcome their personal barriers to work and to address issues in whatever area of their lives they feel they need it most.

We expect to see the following changes to the lives of young people from BAME backgrounds:

- Better mental health and resilience to overcome problems.
- Improved confidence and life skills including communication, teamwork, problem-solving and leadership.
- Positive relationships with each other and adults/organisations through advice, mentoring and employment focused coaching
- Increased focus and appetite for lifelong learning that strengthens their ability to secure employment opportunities as they arise.

	£'000	%
Total Income	37,548.70	100
Reserves	2,225.80	100

How we spent our income this year

	£'000	%
Progression Support and Mentoring	8,200	23.2
Lecturing Cost	7,340	20.8
Hall Hire	7,200	20.4
Equipment Costs	5,614.90	15.9
Marketing and Website	3,200	9
Staff Training and Development	2,578	7.3
Office Overheads	1,190	3.4
Total Expenditure	35,322.90	100

Thank You



This year has been exciting with the progress we have made in our fight to address and improve youth employability in our community. And we are highly motivated to continue to grow and develop so that we can reach and help as many young people as we possibly can!

Although majority of this year has had its challenges with the Covid-19 pandemic, we have still managed to pull together to support young people during these crucial times. Our dedication to helping young people improve their employability prospects and mental well-being has seen 122 young people successfully enter employment or further education. And with the increasing demand of unemployed young people seeking support, we are hopeful that the numbers of successful candidates will rise.

We know that there is still a lot that needs to be done in order to really see a change in youth unemployment, especially in BAME communities and those with disabilities and/or mental health issues. Orange Bow doesn't only want to fight unemployment, but to also address the challenges that could lead to that outcome before young people find themselves in that position. More than ever, our services are needed and we will continue to identify gaps and issues that are being currently faced on forward in the future.

We will continue to invest in young people and are currently looking forward in the new opportunities, content and courses we are creating to fully engage and immerse young people in. We are also excited to start working and collaborating with funders and supporters moving forward in 2021. With their help and support, we will really be able to expose ourselves and outreach to even more young people than before. We will also be able to really develop our mentoring and counselling services to ensure that our candidates are empowered, motivated and supported as mental health plays a massive role in young people and the impact it has in their confidence to move into paid work or further education.

We are thankful for the local businesses/recruiters and partners who have been supporting Orange Bow so far in achieving our missions. We wouldn't have been able to reach the lengths that we have achieved so far without them.

Our vision can only be met by working together with everyone who also believes in and supports the work that we do, and of course young people themselves. We can't wait to continue our work in 2021 and to continue building and collaborating with even more businesses, young people and investors who will join us in our mission to tackle youth unemployment!

Contact/Find Us

If you are interested in helping us with our mission; whether you are a recruiter, a businesses/employer, School/ College/University, or looking for volunteering opportunities, we are more than happy to hear from you!



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