

# Project 62

## The impact of your support



Thank you for your generous donation to our Big Give Project 62 campaign. Thanks to your support, we have achieved positive impact for young people affected by the Covid-19 pandemic, despite a declining employment situation in the UK. Your generosity afforded us the flexibility we needed to adapt and respond to the changing situation, enabling us to best support the young people we work with and help them to secure sustainable employment. Thank you for making this possible.

### Responding to a growing need

The Covid-19 pandemic has had a significant detrimental effect on youth employment. One month after the UK went into lockdown, the number of 18–24-year-olds claiming unemployment related benefits increased by 59% compared with the previous month. Apprenticeships fell by 80% of pre-virus expectations. 16–24-year-olds were the age group most likely to lose their job, with the youth unemployment rate rising to 13.1%, compared with 4.1% for the whole UK.

Our work had never been more needed.

When the pandemic hit, 62 of our 2019 intake had not yet found a placement. The young people were facing disadvantage, whether persistent poverty, mental health issues or homelessness. Many of them were particularly vulnerable to the social effects of Covid-19.

We pride ourselves on being an employment charity that delivers on our commitment to finding young people meaningful careers. We were determined to find jobs for these young people, despite the pandemic. And so Project 62 was born.

Thanks to your contribution to our Big Give Project 62 campaign, we were able to provide 62 young people with the intensive, bespoke support they needed to secure and succeed in sustainable careers.

**LEADERSHIP**  
THROUGH SPORT & BUSINESS



Charity Registration Number: 1147616  
Company Number 08033634  
Registered Address: C/O Brabners, Horton House, Exchange  
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Leadership Through Sport and Business is a social mobility  
charity. We give young people who face disadvantage access to  
meaningful careers in major firms.



## Ensuring young people achieve their potential

We took a holistic approach to supporting our young people, ensuring we addressed all their needs. To achieve this, we have:

**Provided one-to-one pastoral care:** Our unique value comes from our bespoke support of young people, helping them overcome their individual personal and professional challenges to fulfil their potential. Due to the current circumstances, an individualised approach was needed more than ever. With our young people facing an uncertain delay in finding employment, the work of their dedicated Project Manager and Employment Manager has been vital. For many of the young people we work with, our support has been the only assistance they have received from outside of their homes during the pandemic.

**Developed virtual bootcamps:** To ensure we could continue to deliver vital skills development sessions, we worked hard to adapt our materials to be delivered remotely. Whilst this has not been without its challenges (such as the need to address digital poverty for our young people) the feedback and outcomes for our young people have been extremely positive. We are now looking at a hybrid model, combining virtual and face-to-face delivery when the pandemic restrictions are lifted, to maximise the success of both approaches and allow us to reach even more young people.

**Matched our young people with mentors:** We have paired our young people with corporate mentors to provide professional support. These mentors are volunteers from the professional sector who have been trained by LTSB to guide and advise the young people as they start their careers. The feedback about the mentors has been hugely positive.

**Organised Professional Development Opportunities:** To keep the young people ready for the workplace we have been running various professional development and networking events alongside corporate partners. This has included:

- A Virtual Skills Clinics – corporate volunteers gave their time to run specialised sessions for young people on skills including professional communication, interview skills, and goal setting.
- The Next Level Programme – a series of webinars, delivered with our high-profile corporate partners PwC, TP ICAP, ICE Futures, ABI and Salesforce focusing on different skills and personal development vital for the workplace. This included excel skills, verbal communication, trading tips, an introduction to insurance, and development of personal brand.
- A Month in the City – a month long series of webinars led by staff at Duff and Phelps showcasing the different roles available in business and finance and providing practical employability advice during the interactive sessions.

**Facilitated work-experience:** Lloyds Bank organised a week of work experience for some of our young people. They learnt a lot about the banking industry and had the opportunity to network with staff in the bank. Duff and Phelps organised four weeks of paid work experience. This led to an apprenticeship at Duff and Phelps for one of the participants. In a lovely full circle, the participant was one of the speakers in the A Month in the City webinar series mentioned above.

**Connected young people with opportunities:** Our Employment Team have been working hard to open up apprenticeship and employment opportunities for our young people and ensure that they are interview and job ready. We have supported the young people with networking and applications to ensure the best possible outcome for each young person.

# Layan's story

Layan\* grew up in difficult conditions, with experiences both in care and as a carer. A survivor of abuse within the care system, she began to self-harm; when she attempted to set fire to herself in a sheltered accommodation, she was charged with arson and sentenced to a detention centre. When we began working with Layan she had left care, but was looking after her sister and father, both of whom were terminally ill. She had dreams and ambitions but couldn't get considered for roles because she had no experience or qualifications. That was where LTSB could help.

We supported Layan through our bootcamp, equipping her with the skills and qualifications she would need to start her career. Meanwhile, her sister and father's conditions were worsening and it became clear Layan couldn't commit to a full-time role. Layan began a part-time role and began to build her future. But as with so many young people, coronavirus changed everything. Though it was a short-term contract, she had been assured that it was going to get extended – but when the pandemic hit, the firm started to downsize, and Layan found herself unemployed. LTSB was committed to supporting Layan into employment and so she joined our Project 62. We arranged an interview for Layan, but her anxiety affected her performance. She was capable of doing the job, it was getting the job that was the problem. So LTSB advocated for her and convinced one of our employers to hire Layan in a short term role to show what she could do.

Now, she's doing brilliantly. She's settled in quickly and built strong relationships in her team. The feedback has been uniformly excellent, and she has recently been offered a paid apprenticeship.

Layan is very grateful for the support of LTSB and our Employment Manager, "It was always clear LTSB wanted to support me, even when it was going to take longer. My mentor, Catherine, believes in me more than any human should! But it wasn't just her. LTSB gave me different advice from different sources, different types of support depending on what I needed."

\*Layan's name has been changed to protect her identity

# Changing lives, one young person at a time

Thanks to your support, Project 62 has been a success.



**62 young people have gained employability skills which will help them to secure and retain jobs**



**61 young people received support from a professional mentor**



**43 young people have secured sustainable employment in business, finance and digital sectors**



**10 young people are pursuing other opportunities including college, university, or starting their own businesses**

## Looking to the future

We continue to provide support to the 9 young people still looking for employment and the 43 young people who have recently embarked on their careers. If you would be interested in providing support with mentoring, practice interviews, guest speaker events, work-experience, or apprenticeships, please do get in touch.

With the majority of our Project 62 participants placed in employment, we have begun recruiting for our next intake of young people. We plan to support hundreds more disadvantaged young people into employment this year.

We thank you for your support. Whilst the pandemic has been difficult to navigate, it has opened up opportunities to support disadvantaged young people too. We hope to continue this partnership with you to transform the lives of hundreds of young people and their families.

