



MEDWAY TOGETHER

FINAL REPORT

By Medway Diversity Forum &
Brighter Futures Social Investment CIC

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Monika

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1.0 EXECUTIVE SUMMARY

Medway Diversity Forum (MDF), as part of the “**Medway Together**” consortium, used Community Renewal Funding (CRF) from central government (via Medway Council, CYMCA and University of Greenwich), to deliver an **Employer-led, Employability** programme for young people, from hard-to-reach communities and British Ethnic Minority backgrounds. This programme, called “Creating Life Chances” (CLC) was delivered by one of our members, Brighter Futures Social Investment CIC (BFSI).

32 young people signed up for the programmes: one for catering & hospitality industry, and the other for the Care industry.

- 11 young people started the programme and 7 completed them.
- **FOUR of those seven young people, were offered jobs**, by catering & hospitality employers.

We approached **68 employers** (see lists in Annex 1 and Annex 4) and engaged in detail with 11 of them. Some provided insights into useful content from an employer’s perspective, for our 3-day training course syllabus. These requirements, focused mainly on soft skills in the workplace, such as: communications, customer service, problem solving, working in teams, self-confidence and using initiative.

We worked closely with Job Centre Plus who provided us with most of our young people.. We also had young people referrals from Medway Council Care Leavers and Forward 2 Employment.

The training programme was very interactive and catered for different learning styles. The young people worked in small groups, did numerical exercises, fun exercises to learn industry jargon, and role play to resolve customer complaints.

The 3-day course was delivered from 3 different employers’ premises: Spice Fusion, restaurant Rainham, Beefeater Rainham, Holiday Inn Rochester. We only had 1 student who started the Care programme, so we had to cancel it, but 3 employer venues had been arranged for that programme too.

5 catering and hospitality employers also hosted seven young people for up to a week of work experience and provided them with reference letters to confirm that they had worked diligently.

Every young person who completed the course, then had up to three job interviews each, with the five catering & hospitality employers.

This resulted in three of our young people getting jobs.. Subsequently, another young person (recently arrived from Ukraine) had a job interview and due to her confidence from our training, successfully also secured employment. See the testimonial from Monika (staff at Victory Academy school), in Section 13.

The programme culminated with a Celebration event at the Holiday Inn, where each young person was presented with a Certificate from MDF, Amazon vouchers (bonus prize) and reference letters or letters of employment from the employers. Medway Council and funders were also invited and several directors of Medway Diversity Forum (MDF) also attended.

Several important lessons have been learnt and improvements identified (see Section 11), including:

- Need to understand better the motivations of employers, to get more engagement. Most of them engaged because they wanted to help young people in the local community.
- Young people need a lot of vigilance to keep them motivated and focused on securing a job.
- We need longer to build trust and relationships with referral organisations (and employers).
- There is scope to offer an “after-care” service to young people who did not get job offers,

MDF are looking for further funding to roll-out more CLC programmes in the future.

2.0 Medway Diversity Forum / Brighter Futures

2.1 Medway Diversity Forum (MDF)

The Forum was founded in 2001 (originally Medway Ethnic Minority Forum), with the following objective:

“To promote social inclusion for public benefit, by working with people in Medway and the surrounding areas, who are socially excluded on the grounds of being members of minority ethnic communities, relieving the needs of such people and assisting them to integrate into society, in particular by: Providing support to ethnic minority community and voluntary groups, to reduce the barriers that these communities face, and promoting increased access to opportunities available to them from local authorities and service providers.”

MDF's core activities are:

- We assist ethnic minorities to integrate into society
- We reduce the barriers and provide support to all ethnic minorities and voluntary groups
- We promote increased access to opportunities available from local authorities

Over the years we have delivered several projects funded by Medway Council, the CCG, National Lottery, Kent Community Foundation, Public Health England and many other core funders.

The impact of our projects have been significant, including:

- Improving health and wellbeing
- Reducing Social Isolation amongst the elderly
- Improving digital connectivity within many ethnic minority communities
- Increasing youth employability and employer engagement.

2.2 Brighter Futures Social Investment CIC

We were set up in 2019, just before the pandemic, and we believe that

Disadvantaged young people deserve the chance of a better future.

Our Mission is to develop and deliver programmes that will enable young people (16–25) to: LIVE – LEARN – EARN – THRIVE and give back. Our main programme is Creating Life Chances (CLC), which is described in the next section. It is an employer-led, employability programme for young people

The four Directors of Brighter Futures Social Investment CIC have all worked with disadvantaged young people, and people from hard-to-reach backgrounds, including British Ethnic Minority communities.

Our unique focus is on delivering employer-led, employability programmes, that deliver better quality young people to sympathetic employers, willing to give them a chance in life.

3.0 Creating Life Chances (CLC)

3.1 Overview of Creating Life Chances (CLC)

Creating Life Chances (CLC) is an employer-led, employability programme for young people. This means we engage with employers FIRST, understand some of their issues and challenges when employing young people, and co-develop a training curriculum with them. For Medway Together we devised a 3-day curriculum, covering: some of the essential soft skills that employers look for in staff, such as communications, customer service, self-confidence, working in a team.

The CLC programme also provided young people with up to 5 days of work experience, guaranteed job interviews, and a reference letter or an employment letter.

In Medway, two industries with high numbers of vacancies are

- (a) catering and hospitality and
- (b) the care industry

So, we decided to run the Medway Together programme for these two sectors.

Benefits for young people



3.2 Key outcomes and outputs for Medway Together

The key objective of the Community Renewal Fund (CRF) was “to nurture innovative thinking and offer flexibility”, by projects aligning with one, or more, of the following investment priorities:

1. Investment in skills
2. Investment for local business
3. Investment in communities and place
4. Supporting people into employment

Creating Life Chances programme, delivers outputs and outcomes across (1) and (4) above.

We were required to engage with

- 20 young people (16–24) from mainstream and ethnic minority backgrounds. We achieved 32.
- 25 employers from catering & hospitality and Care industry. We achieved 70.
- 4 young people found jobs.

4.0 Employer engagement – Catering & Hospitality

4.1 Methodology

Board members of Medway Diversity Forum (MDF), provided access to the owners of two Indian restaurants, both in Rainham. We also received feedback and guidance from a hotel Operations Manager.

We then approached nearly 50 other restaurants, hotels and venues in Medway (See list in **Annex 1**), to see if they would like access to motivated young people who could fill their vacancies. We designed a flyer for employers (see **Annex 2**), which we sent out to them.

The “hook” for the catering flyer came from one of the employers we spoke to. Other employers helped us refine the messaging to increase the impact.

The following employers agreed to take part in the full CLC programme:

- | | | |
|------------------------|--------------------|--------------------|
| • Spice Fusion | Rainham | Indian restaurant |
| • Sundar Rachana | Rainham | Indian restaurant |
| • Manor Farm Beefeater | Rainham | Restaurant chain |
| • Holiday Inn | Rochester | Hotel chain |
| • Juice Executive | Lordswood, Chatham | Juice manufacturer |

We had also designed a short on-line survey questionnaire for catering employers (see **Annex 8**), to ascertain their main business issues now, and their experiences employing young people.

4.2 Employers’ challenges – business

Catering & hospitality employers identified several challenges that they were facing:

1. During the pandemic many of their furloughed staff found alternative employment. Many ended up as Uber drivers, or working for Amazon, where they were earning similar money, without working anti-social hours in a restaurant. When the lock-down was lifted, many of these people did not return to their catering and hospitality jobs, creating significant vacancies, and in some cases leading to reduced opening hours and loss of income.
2. Restaurants had to pivot and develop a home delivery side to their business. They needed staff with different skills, such as telephone answering skills, taking orders accurately over the phone, order packers for take-away, delivery drivers with transport, etc.
3. Some employers found staff had moved abroad or gone back to their home countries.
4. One employer told us their chef had been offered a job at just £0.50 an hour more, and he had moved nearly 100 miles to take up that job. This was in a restaurant where accommodation was provided above the workplace, so was not a barrier to mobility.

4.0 Employer engagement – Catering & Hospitality

4.3 Employers' challenges – young people

With respect to employing young people, common challenges mentioned by employers, included:

1. Young people were often unreliable, with poor time-keeping, with little understanding of the impact that their actions have on businesses, when they do not turn up on time.
2. They often had poor customer service skills and lacked confidence to use their initiative to deal with customer issues.
3. They were not great at communicating, and often found it difficult to work as part of a team. They did not realise that they could make a positive contribution to team performance.
4. Most importantly, employers are looking for young people with positive and pleasant attitudes and an engaging approach to customers. These are not taught in schools!

Nevertheless, employers also had good experience of young people, and they did not expect them to have a high level of catering or hospitality skills, since these could be taught on the job. One employer did suggest, that if they had some "basic" knife skills that would make them more employable.

Since this pilot was focused on soft skills, this is perhaps something that we can consider if we are delivering a longer training programme in the future.

4.4 Other insights

Rajeev, owner of Spice Fusion, provided extensive feedback on the content of the training programme. The first of the three days was held at his restaurant, and he was able to contribute his real-life experience throughout the day.

Saif, the owner of Sundar Rachana, is also vice chair of the Kent Bangladeshi Restaurants Association, and he confirmed that most of his members, across the County, were facing similar issues with staff shortages.

Both Rajeev and Saif have realised that they need to be grounded in the local community to thrive, and they were both keen to help young people. They are both very active on social media and local community events.

Lukasz, General Manager (GM) at Holiday Inn Rochester, has had a good experience of employing young people through the Kickstart scheme, and one young person from the scheme had performed extremely well and had since been promoted.

Daniel, the GM at Manor Farm Beefeater employs a young person with learning disability, who has blended in very well with his team. He was happy to give other young people with disabilities a chance.

5.0 Employer engagement – Care Industry

5.1 Methodology

We approached the National Care Association (NCA). Nadra Ahmed, their CEO was very supportive and promoted our programme to their members, which resulted in some initial interest from a Care Home.

We also approached a Care Commissioner in Medway Council, Liam Bonthron, who runs network meetings for his Care providers. We presented at one of his meetings.

We designed a flyer for Care employers (see [Annex 3](#)), which we sent out to 20 local employers (see list in [Annex 4](#))

We also attended a Jobs Fair at Gillingham Football Club (GFC), which was dominated by Care employers many of the visitors were young people interested in a job in the Care industry. We engaged with five employers and six young people.

The following employers agreed to take part:

- | | | |
|-------------------------------|------------|--------------------------------|
| • Medway Community Healthcare | Gillingham | Community health |
| • Scott Care | Rochester | Domiciliary care |
| • TPA Supported Living | Rainham | Supported living accommodation |

The following employers were interested, but declined to take part:

- | | | |
|-----------------------------|------------|---|
| • Star Lodge Care Home | NCA Member | Lacked resources for work placement |
| • Town & Country Healthcare | GFC | Young people would need to have DBS checks done |
| • Agincare | GFC | Only interested in interviewing candidates. |

5.2 Employers' challenges

Care sector employers identified the following main challenges:

1. Some members of staff had found other jobs whilst they had been furloughed, but during the pandemic the challenge was more to do with delivering a personal service, remotely, and making sure adequate PPE, hand gels, etc were available.
2. The Government's mandatory requirement for Care employees to be vaccinated, created even more vacancies, as some staff refused to be vaccinated.
3. Staff absenteeism increased significantly during the pandemic, due to needing to self-isolate. After being in contact with someone with COVID-19.
4. Difficult to retain staff, including young people, due to low wages. Staff must therefore really want to work in the sector for job satisfaction and non-monetary reasons.
5. Young people need quite a bit of training before they can work with clients, due to legislation and regulatory requirements, etc. in the care industry.
6. However, young people who have already had some contact with Care industry, through a relative or friend, often make better employees and go on to create worthwhile careers for themselves.

6.0 Young people engagement

6.1 Methodology

We engaged with several partners to get access to young people:

Organisation	Main contact	How they helped...
Job Centre, Chatham	Becky Waller	Provided us access to her Work Coaches and space in Chatham to meet and sign-up young people.
Medway Council	Melanie Phelps	Educations & Skills. Has access to all the schools in Medway. Promoted our programme to their students.
Medway Council	Mikaela Desforges	Care Leavers. Arranged for us to present to young people.
Medway Council	Astid Pearce/ Tarnya Cregeen	Be Yourself. Part of Medway Youth Services. Arranged for us to present to young people.
Forward to Employment	Tina Pincott	Found young people that they mentor, to attend our course, e.g. Megan CB.
Victory Academy	Monika Oravcova	Arranged for us to speak to a class of young people in Year 11.

We made initial presentations to the organisation, and then some of them arranged for us to directly present to their young people and explore if catering & hospitality sector or the care industry was of some interest to them.

We designed flyers to encourage young people to sign up:

Catering and hospitality – See **Annex 5**
Care industry – see **Annex 6**

We also had a stall at the Job Fair in Gillingham Football Club.

There was excellent foot-fall, and we signed up 6 young people, and we also spoke to 5 Care employers who had stalls there.

We helped young people who were interested, to fill in an online application form, which also included some of the on-boarding questions required by Medway Council.

Our joining form can be seen at https://it.ly/CLC_Join



6.0 Young people engagement

6.2 Outcomes

We had initial interest from young people as follows:

- 22 young people for the catering & hospitality programme
- 10 young people for the Care programme

Number of young people who started the Programme:

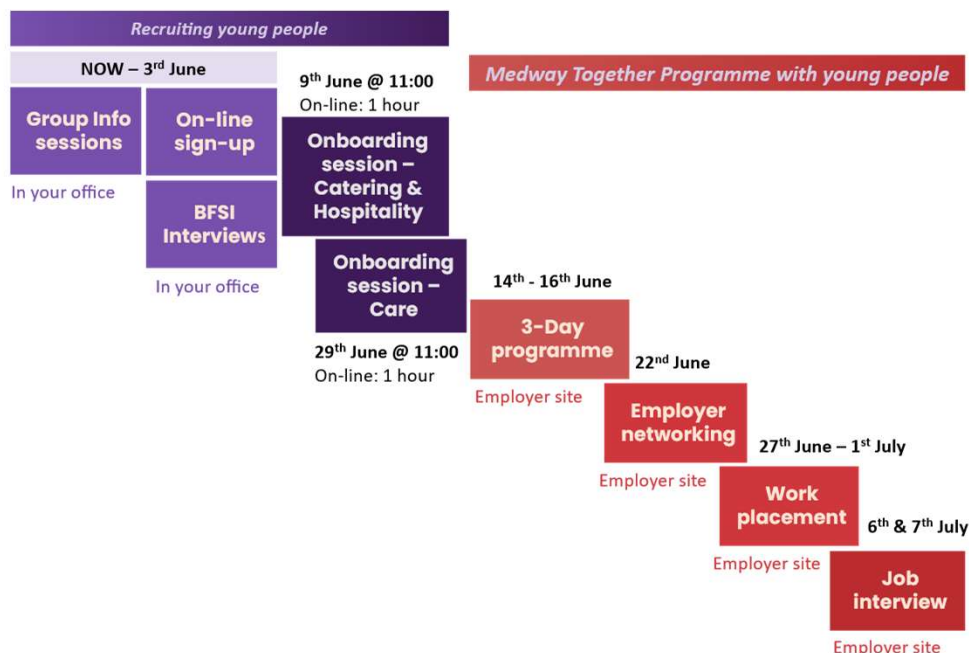
- 11 students for Catering & Hospitality. 7 completed – 1 we excluded for extremely poor attitude. She also had other personal issues going on. Another was more interested in the music industry and two others switched to Hair & Beauty.
- 1 student for Care. So, we had to cancel the Care programme, but we spent some 1 to 1 time with her going through the training course; arranged work experience for her and job interviews. However, she decided before starting her work experience that she would like a career in Foster Care or childcare, which none of our employers could provide.

Reasons given for dropping out:

- More interested in another industry. They included: construction, music, hair & beauty, animal care.
- Found another job they were more interested in.
- Not sure if catering and hospitality was right for them after all.

6.3 Programme delivery – catering & hospitality

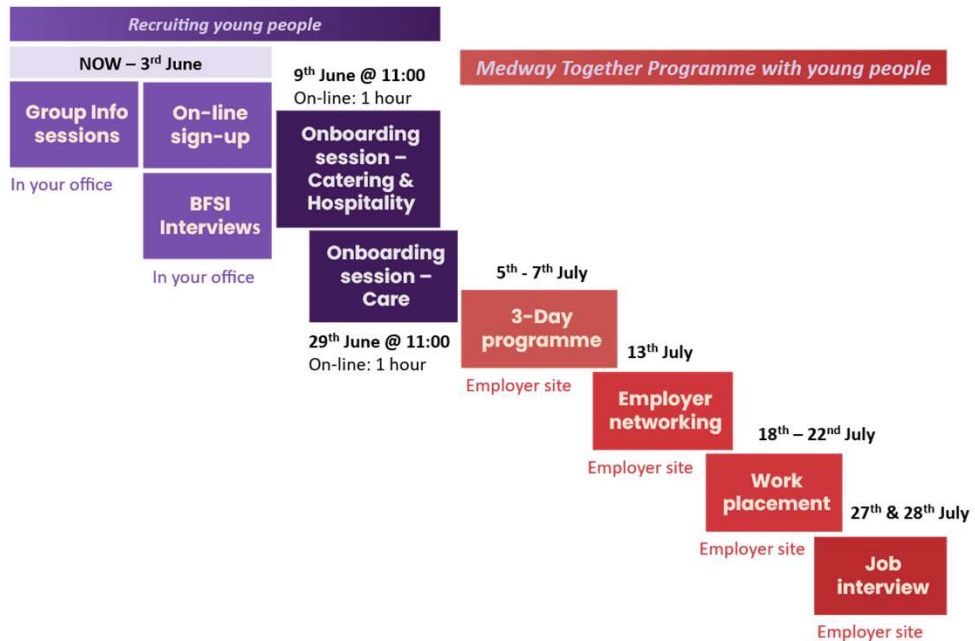
The Programme delivery time-table was as follows



6.0 Young people engagement

6.3 Programme delivery – care industry

The Programme delivery time-table for the care industry programme was as follows:



6.4 Programme details

Some of the key points to removing barriers were:

- We arranged day passes on Arriva buses for young people, if that would help them to attend the course, the work experience and also their job interviews.
- The catering employers provided us with lunch (naturally enough!) when we held the programme at their premises.
- We spent a lot of time scheduling job interviews, to make sure that they were convenient for both the employers and young people. Quite a few had to be re-scheduled because of holidays, ill health (including Covid) and a minor car accident!
- We decided, as an additional activity, to present young people with their completion certificates at a “Celebration event” at Holiday Inn Rochester. Employers were invited to present the young people with job reference letters or employment letters.

7.0 Training Program

7.1 Development

From the feedback received from employers, we drafted a 3-day curriculum as follows:

Day 1	<ul style="list-style-type: none">* Getting to know each other* Exciting jobs in the industry	<ul style="list-style-type: none">* Knowing your strengths* Understand the industry
Day 2	<ul style="list-style-type: none">* Customer Service / Care* Communications skills	<ul style="list-style-type: none">* Industry language* How to get on in the industry
Day 3	<ul style="list-style-type: none">* Promoting yourself* CV and Job Applications	<ul style="list-style-type: none">* Interview questions* Being a stand-out employee

Employers then provided their feedback on the draft curriculum, from which we prepared the final version.

Each student received a note-book to make notes throughout the programme. They also each received a ring-binder with course notes, handouts, exercises with model answers, puzzles, etc.

The content was very interactive, and the young people did many exercise in small groups. There was also some opportunities for role playing (eg, customer service scenarios).

There were also several videos, followed by class discussion. The young people had the chance to talk in public, and by the third day, their confidence had noticeably increased!

7.2 Delivery

Day 1 was mainly delivered by Deb Sen, assisted by Garnet Johnson and Ellie Baldwin. The venue was Spice Fusion restaurant in Rainham.

Day 2 was mainly delivered by Garnet. Venue: Manor Farm Beefeater, Rainham.

On Day 3, the session on CV and Job Applications was delivered by CXK. Venue was Holiday Inn Rochester.

The programme was delivered between 10:00 and 2:30 pm each day, with a break for lunch (provided by our host). This allowed time for anyone with childcare responsibilities, to drop off and pick up children from school. This was the advice we received from Becky Waller at Job Centre Plus.

We also had three employer venues lined up for the Care Programme (Medway Community Healthcare, Scott Care and Nucleus Centre).

7.0 Training program

7.3 Delivery venues

Day 1 – Spice Fusion, Rainham



Day 2 – Beefeater, Rainham



Day 2 – Lunch leftovers!



Day 3 – Holiday Inn Rochester



8.0 Work placements

8.1 Methodology

We tried to match young people's interests or capabilities to employers needs where possible. For example:

1. Charles O. expressed keen interest in working in the kitchen at Manor Farm Beefeater, during the training day that we held there.
2. Zoe W. wanted to work in the events side of hospitality, which Holiday Inn would normally be able to offer (but during Covid, Holiday Inn Rochester let their meeting rooms in a long-term contract to the Dept. of Justice).
3. Victor K. previously had experience of working in a warehouse, and Juice Executive were looking for this.
4. Jane K. was keen to work at Spice Fusion restaurant, after the first day's training there. She got on very well with the owner Rajeev.
5. Megan CB wants to work in the kitchen. Due to facial impairment in a fire when she was very young, she is more confident behind the scenes. So, she also did her work experience with Holiday Inn Rochester.
6. Lalan H. already had experience of working in a bar and restaurant environment, so whilst she did her work experience in Holiday Inn Rochester, she thrived at her interview with Manor Farm Beefeater.

8.2 Outcomes

Participant	Result
Charles O.	Reference Letter from Manor Farm Beefeater.
Jane K.	Job Offer Letter from Spice Fusion, Rainham
Lalan H.	Job Offer Letter from Manor Farm Beefeater
Megan CB.	Reference letter from Holiday Inn Rochester
Sofia Z.	Reference letter from Holiday Inn Rochester. Subsequently interviewed and received Job Offer from Bridgewood Manor hotel, Rochester.
Victor K.	Reference letter from Juice Executive
Zoe W.	Job Offer Letter from Holiday Inn Rochester

9.0 Job interviews

9.1 Methodology

We arranged the following schedule of job interviews::

Participant	Spice Fusion	Sundar Rachana	Beef-eater	Juice Exec	Holiday Inn
Charles O.			✓	✓	
Jane K.	✓	✓			
Lalan H.	✓		✓		✓
Megan CB.				✓	✓
Sofia Z.	✓				✓
Victor K.		✓			
Zoe W.			✓		✓

Interviews not conducted are in RED. Job offers in Green

Before each interview, we reminded the young people to:

1. Take their CV to the interview,
2. Do their research into the company to get an understanding of their Values, Ethos, etc.
3. See what jobs they were currently advertising (Lukasz at Holiday Inn was particularly keen on this. He advertises on Indeed).
4. Have an "intelligent" list of questions to ask the Employer.

Sofia has recently arrived from Ukraine, where most of her family is still living, and being regularly bombed. Her town was bombed the day before her interviews, and she was clearly not in any fit state to attend them. Garnet is mentoring her to see if there is any further support. We were recently informed by her school, Victory Academy, that they helped her through a job interview at Bridgewood Manor, and thanks to the confidence and knowledge Sofia gained from her programme, she performed well and has been offered a job!

We are expecting that when Holiday Inn has a vacancy in their kitchen, they will ask Megan to come for an interview. We have asked Megan to keep an eye out on Indeed.co.uk to see if the job has been advertised.

We are waiting for feedback from Sundar Rachana on the interview by Victor.

We understand that Charles is possibly interested in a career in construction.

10.0 Celebration event

9.1 Format

We arranged the Celebration event to:

1. Present the young people who completed the course with
 - a. Their completion certificate jointly from MDF and Brighter Futures Social Investment CIC
 - b. Bonus Amazon vouchers for £25
 - c. Reference letter or Letter of Employment from their employers
 - d. Inform them of access to further, on-going online learning
2. Thank our Employers. They also received a bursary of £250 per young person.
3. Thank all the partners who referred young people, or employers, to us.



11.0 Lessons learnt

11.1 Employer engagement

What worked well

- Face to face approach with hotels and restaurants worked better.
- The ones that engaged are community oriented and sympathetic to employing young people.
- Met several Care employers at the Jobs Fair in Gillingham FC.
- Some care employers already have a 4-day training programme to assess young people's suitability for their industry.

What could be improved

- Need to find more effective messages to engage with employers, and quickly build their trust. Despite the programme paying employers a bursary, there was still reluctance to engage, even though they have staff shortages.
- We need to find out why this is, and we propose going back to those employers with a Summary of this report.

11.2 Young people engagement

What worked well

- Excellent referrals and support from JCP, Medway Council Care Leavers and Be Yourself, Victory Academy school.
- Many other organisations were also interested including Mid Kent College, Turning Point, Caring Hands, Carers First.
- Young people were very keen on catering & hospitality. Less so on Care.

What could be improved

- Need to provide more guidance to referral organisations on identifying suitable young people.
- Need to keep in more regular contact.
- Prioritise organisations who have a remit to help their beneficiaries find employment.
- Better use of social media. Use an expert young person to help.

11.3 Training programme

What worked well

- Excellent input from employers on elements that would benefit their businesses
- Excellent engagement by young people in the various types of activities. We felt it helped their learning.

What could be improved

- Perhaps more direct involvement by employers in the delivery (?) or other speakers from the industry.

11.0 Lessons learnt

11.4 Work placements

What worked well

- Young people turned up on time and worked enthusiastically.
- Some employers were extremely helpful in providing varied work experience.
- Employers were happy to provide Reference Letters to all our young people.

What could be improved

- Possibly better guidance to employers on what to do for the work experience. This could have improved the experience for some of the young people and their employers.

11.5 Job interviews

What worked well

- 4 out of 7 young people received job offers!
- Others were provided with detailed feedback, and Reference Letters.
- Generally young people performed well and had prepared well for their interviews.
- Young people said they were more confident with doing interviews.

What could be improved

- Scheduling the interviews was very time consuming. Maybe using some software such as doodle.com would have made this more efficient.

11.6 Other thoughts...

What worked well

- There appears to be demand for an employer-led, employability programme.
- Meeting employers at their work premises, made it easier for the young people to attend their interviews, and they were also more confident.

What could be improved

- The young people who did not get job offers, were mainly due to some learning disability. We currently have no support that we can offer them. There should be some allowance for post-programme support and/or sign-posting to some of our referral organisations.

12.0 Conclusions

12.1 Employers

1. We found it easier to engage with catering & hospitality companies, face to face, than with Care companies. Employers who were more community oriented engaged better, since they also wanted to help local young people.
2. But many other employers did not engage, despite numerous approaches. The messaging needs to have more impact.
3. Employer associations and business groups may be another way to get access to local businesses. We did try the National Care Association (NCA) who are based in Rochester, with some success.
4. But we needed more time to get the “7 points of contact” before someone new engages.
5. We therefore needed a series of messages and hooks in a campaign, to get a better sign-up rate.
6. Perhaps also attending more employer networking meetings, face to face would have helped. We addressed the Care Homes group organised by Medway Council, via zoom.
7. There was a perception from some employers, mainly Care, that the programme would require a lot of resources, eg for the work placement. Perhaps we should have made it clearer that need not be the case.
8. We got good co-operation from some of our employers. As well as Medway Council and NCA, we believe MHS Homes also sent our young people’s flyer to their tenants.

12.2 Young people

1. We gained access to most of our young people via Job Centre Plus, Jobs Fair at Gillingham FC, Medway Council departments such as Care Leavers, Be Yourself, etc.
2. We delivered presentations to quite a few young people groups, including Victory Academy.
3. We did not get a response from any other schools, so we would need to be more proactive, working with Medway Council Education and Skills, and find more creative ways of encouraging schools.
4. Due to end of year exams, we were not able to fully capitalise on our engagement with schools. We probably would have had more impact if we had gone into schools in May, for a July programme delivery.
5. We did not approach any social clubs or other places where young people go, outside of school hours.
6. It would be good to follow up with both young people and employers, 3 months later, to see how things have progressed with their employment or job search. We have received ad hoc feedback from Rajeev, that Jane is settling in very well and learning a lot.
7. **It would also be helpful to provide better “after-care” service to those young people who were not successful in securing a job.**
8. **There is also scope to provide a wider portfolio on additional eLearning courses (free) to help young people’s continuous professional development.**

12.0 Conclusions

12.3 Referral organisations

1. We developed excellent working relationships with Job Centre Plus, Chatham, and the team of work coaches there.
2. We also worked closely with Forward to Employment, Medway Council Care Leavers, Education and Skills, Care Commissioning
3. We spoke to many other potential referral agencies, but these conversations did not progress far, due to insufficient time. Organisations in this category included: Porchlight, Shaw Trust, Turning Point, Carers First, Caring Hands,
4. Essentially if they have a strong remit to help their young clients find employment, then there are good prospects of referrals.
5. Many of the members of Medway Diversity Forum know catering and care establishments, and with more time we could have followed these up better.
6. Be Yourself, part of Medway Council, intimated that they might have some funding to adapt the Creating Life Chances programme for the Construction sector.
7. Other possible referrers we did not consult might have been – Youth probation, youth homeless charities, larger charities e.g. dealing with substance misuse, etc.

12.4 Other comments

1. We had stopped recruiting for the Catering & hospitality, once we had reached 22 names. We had turned some people down. Given that only 11 turned up, we feel that we could have kept the list open for longer, maybe up to 30 names.
2. We needed to use a social media expert to reach out to young people much earlier. We had help during the delivery of the programme, from Ellie Baldwin. She could quite easily have provided more social media exposure.
3. One of the reasons for the program's success can also be attributed to the effort put into building a fruitful **relationships between the voluntary and the private sector**, and the latter appreciating the opportunity to engage with diverse groups of young people and contributing to society in general.
4. Since there appears to be good demand for the CLC programme approach, we need to build relationships with other funders of this type of programme, including the National Lottery.
5. The programme would have benefited from a dedicated admin member of staff, to assist with some of the administrative tasks, scheduling tasks, and greater interaction with partners and young people.

13.0 Testimonials

13.1 Employers

"Jane is working out really well for us and is picking things up well"

Rajeev – Spice Fusion

"I have offered {Megan} that she can email me if she is applying for jobs so I can help her with covering letters etc to help see if she can get her foot more in the door!"

Alex – Juice Executive

13.2 Young people

"Thanks to Deb and Garnet for helping me take part and gave me an opportunity to find a job I am happy with "

Jane

"Definitely an opportunity to take to help you make progress.

I had applied to over 50 jobs with no success. Now I have two job offers"

Zoe

"Being very new to this country the programme helped to raise my confidence. Garnet was very supportive. Thanks to this programme, I got a job at Bridgwood Manor. Thank you!"

Sofia

"Thank you for the opportunity and much appreciated"

Victor

13.3 Referrers

"The programme gave Sofia so much confidence. I took her for her interview at Bridgwood Manor and was thrilled when she was offered a job. A large part of this was due to the MDF programme"

Monika – Victory Academy school

Annex 1 Employers contacted – catering & hospitality

Company Name	Sector	Location
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Aaron P Stones	Night Club	Rochester
Brettingtons	Restaurant	
Chartwell	Caterer	Rochester
Cheeky Clucker	Restaurant	
Chuck & Bland Burgers	Resturant	
Cucina IFG	School	Rochester
Frankie & Bennys	Restaurant	Rochester
George Vaults	Resturant	Rochester
Great Danes Hotel	Hotel	Maidstone
Greene King	Pub	Gillingham
Olivers Restaurant	Restaurant	
Prince of Wales	Pub Resturant	
Selale Restaurant	Restaurant	
The boathouse	Restaurant	
The Butchers Block	Pub	Medway
The Goldon Lion	Pub Resturant	Rochester
The Kings Arm	Pub Resturant	Medway
The Quills	Restaurant	Medway
The Robin Hood	Restaurant	
The Running Horse	Restaurant	Maidstone
The Ship Tavern	Pub Resturant	
The Tudor Rose	Pub Resturant	Medway
The Wagon at Hale	Restaurant	
The White Hart	Pub Resturant	Medway
Holiday Inn	Hotel	Rochester
Popadom	Pub Resturant	
Rico Sabor	Restaurant	Rochester

Company Name	Sector	Location
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Rowland Bistro	Pub Resturant	Gillingham
Shozna	Restaurant	Rochester
Spice Fusion	Restaurant	Rainham
Sultan	Restaurant	
Sundar Rachana	Restaurant	Rainham
The Chinese Room Botanicalas	Resturant	
Wetherspoons	Restaurant	Rainham
Baba Sheesh	Restaurant	
Beefeater Manor Farm	Restaurant	Rainham
Bollywood Indian Eatery	Restaurant	
Bridgewood Manor Hotel	Hotel	Rochester
Cafe Nucleus	Restaurant	Chatham
Confucius	Restaurant	Medway
Ela Kendro	Restaurant	
Gillingham FC	Sports	Gillingham
Gurkhas Brothers	Restaurant	
Mamma Mia	Pub Resturant	
Naz Rasoi	Restaurant	
St George Hotel	Hotel	Chatham
The See Hoo	Restaurant	Hoo
The Windmill	Restaurant	Hoo
Thai Four Truro	Restaurant	

Annex 2 Employer flyer – Catering & Hospitality



MEDWAY DIVERSITY FORUM
Creating Life Chances

Are you looking to invest in motivated team members?

In the current climate, are you facing problems due to staff shortages:

- Turning customers away?
- Making less profits?
- Your reputation is being affected?

If you are looking for motivated young people to join your team, find out how we can help you...

Creating Life Chances equips young people with the basic skills needed to work in the catering industry – through working with employers

Contact Medway Diversity Forum to find out more on M: 07875 503708
Or email us at: office@memf.co.uk

UK Government
This project is funded by the UK Government through the UK Community Renewal Fund.



MEDWAY DIVERSITY FORUM
Creating Life Chances

What can you expect from this programme?

- This programme is led by employers...
- We want to know what skills and attributes you value in the young people that you recruit.
- We can provide some of this training to motivated young people who are looking to build a career in catering and hospitality.
- With your input and guidance, we can help these young people find rewarding careers – and this will help you too, when you have staff shortages!

Creating Life Chances equips young people with the basic skills needed to work in the catering industry – through working with employers

If you are looking for motivated young people to join your team, find out how we can help you...

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Annex 3 Employer flyer – Care Industry



Are you looking to invest in motivated team members?

In the current climate, are you facing problems due to staff shortages:

- Turning customers away?
- Making less profits?
- Your reputation is being affected?

If you are looking for motivated young people to join your team, find out how we can help you...

Creating Life Chances equips young people with the basic skills needed to work in the care industry – by working with employers

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What can you expect from this programme?

- This programme is led by employers...
- We want to know what skills and attributes you value in the young people that you recruit.
- We can provide some of this training to motivated young people who are looking to build a career in the care industry.
- With your input and guidance, we can help these young people find rewarding careers – and this will help you too, when you have staff shortages!

Creating Life Chances equips young people with the basic skills needed to work in the care industry – by working with employers

If you are looking for motivated young people to join your team, find out how we can help you...

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Annex 4 Employers contacted – Care industry

Company Name	Sector	Location
Care Company	Care	
Wisdom Hospice		
Winchester Care Home		Wouldham
Charing Healthcare		
National Care Association		
Rapport care medway		
TPA Supported Living	Care Agency	Gillingham
Star Lodge Care Home	Care Home	Gillingham
Agincare	Care Agency	
The Education People	Support worker	
Forward to Employment	Job Coach	?
Scott Care	Care Agency	
Acorn Group	Care Agency	
Accessible Services	Care Agency	
Avenues	Care Agency	
Grupo Bimbo	Food producer	Maidstone
People PLUS	Employability	Maidstone
Town and County Healthcare	Care	
MCH	Care	Gillingham
Barchester Homes	Car Homes	Medway

Annex 5 Young people flyer – Catering & Hospitality



How would you like an amazing career in catering and hospitality?

Are you:

- 16-25 years old
- Looking for a rewarding job?
- Want to earn decent money?

Come and find out about the choice of well-paid jobs in catering and hospitality

Creating Life Chances will give you the essential skills you need to impress your employer and get a well-paid job.

Text Medway Diversity Forum to find out more on M: 07875 503708
Or email us at: office@memf.co.uk

UK Government
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Who are these chefs?



This could be you...



What will you get from this programme?

- Ideas on how catering and hospitality can be an exciting career opportunity for YOU
- Appreciate the wide range of job possibilities in catering and hospitality
- Meet employers in their workplace
- Learn specific and practical skills that employers value
- Personal Certificate and a bonus for completing the programme
- Guaranteed job interview
- Work placement leading to possible employment

Creating Life Chances will give you the essential skills you need to impress your employer and get a well-paid job.

Come and find out about the choice of well-paid jobs in catering and hospitality

Text Medway Diversity Forum to find out more on M: 07875 503708
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Annex 6 Young people flyer – Care Industry



**MEDWAY
DIVERSITY
FORUM** **Creating Life Chances**

How would you like an amazing career in the care industry?

Are you:

- 16-25 years old
- Looking for a rewarding job?
- Want to earn decent money?

Come and find out about the choice of well-paid jobs in the care industry

Creating Life Chances will give you the essential skills you need to impress your employer and get a well-paid job.

Text Medway Diversity Forum to find out more on M: 07875 503708
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**MEDWAY
DIVERSITY
FORUM** **Creating Life Chances**

What will you get from this programme?

- Ideas on how the care industry can be an exciting career for YOU
- Appreciate the wide range of job possibilities in the care industry
- Meet employers in their workplace
- Learn specific and practical skills that employers value
- Personal Certificate and a bonus for completing the programme
- Guaranteed job interview
- Work placement leading to possible employment

Creating Life Chances will give you the essential skills you need to impress your employer and get a well-paid job.

Come and find out about the choice of well-paid jobs in the care industry

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UK Government
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Annex 7 Referral agencies contacted

We would like to thank the following organisations for working with us and supporting us:

Company Name	Sector	Name
Forward 2 Employment	General	Tina Pincott
Be Yourself / Medway Council	Employability	Astrid Pearce & Tarnya Cregeen
Care Leavers / Medway Council	Employability	Mikaela Desforges
Care Commissioning / Medway Council	Care	Liam Bonthron
National Care Association	Care	Nadra Ahmed
CYMCA	Charity – Faith	Jules Morgan-Bert
Porchlight	Charity – Homeless	Lucy Connor
Shaw Trust	Charity – Homeless	
Carers First	Care	Naresh Katnoria
Turning Point	Substance misuse	Aaron Cole
Victory Academy school	Education	Monika Oravcova
Kent Association for the Blind	Charity	Katherine Barr
Job Centre Plus, Chatham	Government	Becky Waller
University of Greenwich	Education	Andy Frost
CYMCA	Charity	Jules Morgan-Bert
Medway Council	Councillor	Cllr Vince Maple
Medway Diversity Forum	Director	Dai Liyanage

Annex 8 Employer questionnaire

Employer Questionnaire

– Version 4.1

2 April 2022

Medway Diversity Forum (MDF) is a member of the Medway Together consortium funded by Medway Council, to help local businesses and communities recover after the pandemic. Brighter Futures Social Investment CIC (BFSI) is a member of MDF, and we are jointly delivering this project.

It is an employer-led programme, to help young people make a career in the care sector or the catering and hospitality industry.

Your insights to the following questions, will enable us to train young people in areas that are of practical relevance to your business. If you have any question about this project, please contact us

info@brighterfutures-si.org.uk

T: 03333 217 888

ALL YOUR ANSWERS ARE IN STRICTEST CONFIDENCE

1. Briefly, how has Covid changed your business?
2. Did you have to furlough any of your staff?
3. Did those staff return to you after the pandemic, or has it created any staff shortages?
4. Do you employ young people (16-25) in your business? Typically in what roles?
5. What “practical” skills would you like young people have before they join you? (ie. to help them contribute to your business from Day 1)
6. Would you be open to a short phone call with us, to help us better understand your needs? YES / NO
If YES please provide the best number to contact you on.
7. Would you be prepared to give us your feedback on a 2-day pre-employment “curriculum” that we are putting together for the young people, to make sure that it includes things that will benefit you?
YES/NO. If YES – Please provide your email address so we can send the curriculum to you.
8. Would you consider offering a suitable young person, who we have trained, a work placement? YES / NO
9. If you like any of the young people, would you open to giving them a Job interview? YES / NO
10. We would like to organise some publicity around young people getting local jobs. Would you be happy to benefit from that?
11. Some of the other members of our consortium could offer a valuable service to you, for example:
 - a. Kent Association for the Blind are offering a FREE site survey to help with Sight Impaired people: customers or staff. Is this something that you would like to avail of?
 - b. Great Leaps offers wellbeing sessions for staff. Again would you like to know more about that?

Contact details

For further details on any aspect of this report or programme please contact:

Medway Diversity Forum

Rupa Sen 07875 503 708 office@memf.co.uk

Brighter Futures Social Investment CIC

Garnet Johnson 07710 519 859 garnetjohnson@brighterfutures-si.org.uk
Deb Sen 07791 956 640 deb.sen@brighterfutures-si.org.uk