



Young
Westminster
Foundation



inspire!

MASTERING MY FUTURE

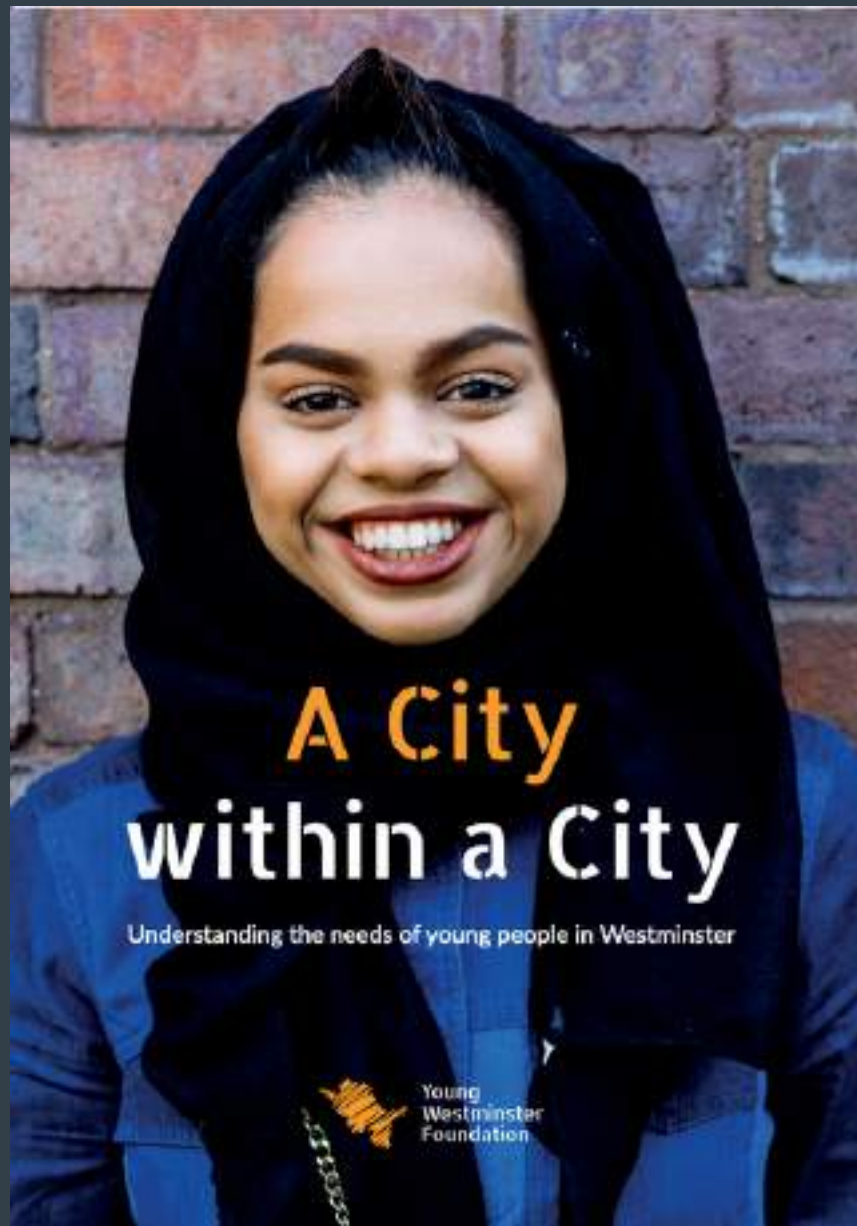
Case Study Report

August 2020 - August 2022





Background



23% of young people are anxious about their future.¹

Our 2017/18 needs analysis ***A City Within A City*** initially revealed to us that job prospects were a key concern for why young people felt worried about their future.

The report also showed the following findings:

- **49% of young people** were only 'slightly aware' of opportunities in Westminster, whilst many were 'not at all aware'.
- **20% of young people** said they do not get any careers advice.
- **60% of those who had received careers advice** told us they got it from school.

Our subsequent needs analysis ***Our City, Our Future*** (2020/21) reinforced the ongoing importance of creating opportunities around youth employability.

- **29% of young people** thought it would be 'very difficult' or 'somewhat difficult' to find out about education, employment or training opportunities.²

The Covid-19 pandemic also had a large impact on learning and access to apprenticeship schemes and work experience, further exacerbating feelings of pressures for young people in this area:

- **60% of young people** identified 'getting a job or having a successful career' as a main source of worry for them.³



LIFE PLANS

89% of young people rated the level of pressure they experience to achieve success as 'somewhat high' or 'very high'.

Young Westminster Foundation

#OurCityOurFuture

NEET (Not in Education, Employment or Training)

There are long-term challenges for young people who are either classified as or at risk of becoming NEET.

- NEET young people are **2.8 times more likely** than non-NEET peers to be unemployed or economically inactive in 10 years time.⁴
- The number of NEET 16 to 24 year-olds who have a mental health problem grew from **11.7% in 2012** to **23.9% in 2018**.⁵

The impact of the Covid-19 pandemic saw that the number of young people who are unemployed in Westminster **more than tripled**, from **450 young people** in December 2019 to **1,560 young people** in December 2020.⁶





What did we do?

MASTERING MY FUTURE

At the end of 2018, we convened a Westminster roundtable with young people, youth organisations, businesses and schools to map current provision, identify gaps and co-design a pilot employability programme.

2-3 Degrees were commissioned to first deliver a 6-month pilot of **Mastering My Future** in 2019, to test these new ideas in the borough.

The programme was subsequently launched in a 12-month format to further expand the pilot, funded by **The Mercers' Company** and working with delivery partners, **Westminster Befriend a Family** and **Inspire! EPB** to offer free workshops, virtual work experience and mentoring for 14 to 25 year-olds.

Through sustained engagement, key outcomes are:

- Raising young people's awareness of employability opportunities
- Supporting skills around confidence, self-esteem and communication
- Providing hands-on experience with employers for a range of careers

Mastering My Future brings together three key partners, who are all YWF Members working in Westminster:



2-3 Degrees equip young people with the personal development skills needed to fulfil their potential, through talks, workshops and programmes.

They are the **programme lead** for Mastering My Future and deliver the **workshops and ad hoc events**.



Westminster Befriend A Family support local families, leading with a Mentor Programme where trained volunteers visit families at home.

Participants of Mastering My Future were given access to **one-to-one mentoring** as part of their personal development.



Inspire! works in partnership with businesses, education providers and the community to open doors for young people in the world of work.

They facilitated **work experience placements** with businesses for young people taking part in the programme.



Arrivals & Destinations

The Mastering My Future programme supports and equips young people for the transition into the world of work through workshops, career advice, placements and support into further training and education, which can result in meaningful employment.

Young people are referred to the programme via schools, youth organisations in the YWF network and Westminster City Council services such as the Early Help team and the Intergrated Gangs & Exploitation Unit (IGXU).

With an intensive raft of support through workshop facilitators, mentors, career coaches and work experience, young participants are guided to transition towards positive destination pathways.

600+

YOUNG PEOPLE SUPPORTED BY
MASTERING MY FUTURE



Since 2018, **Mastering My Future** has delivered the following opportunities for young people in Westminster:

50+

WORKSHOPS
& EVENTS



20

MENTORING PARTNERSHIPS



21

WORK EXPERIENCE PLACEMENTS



37

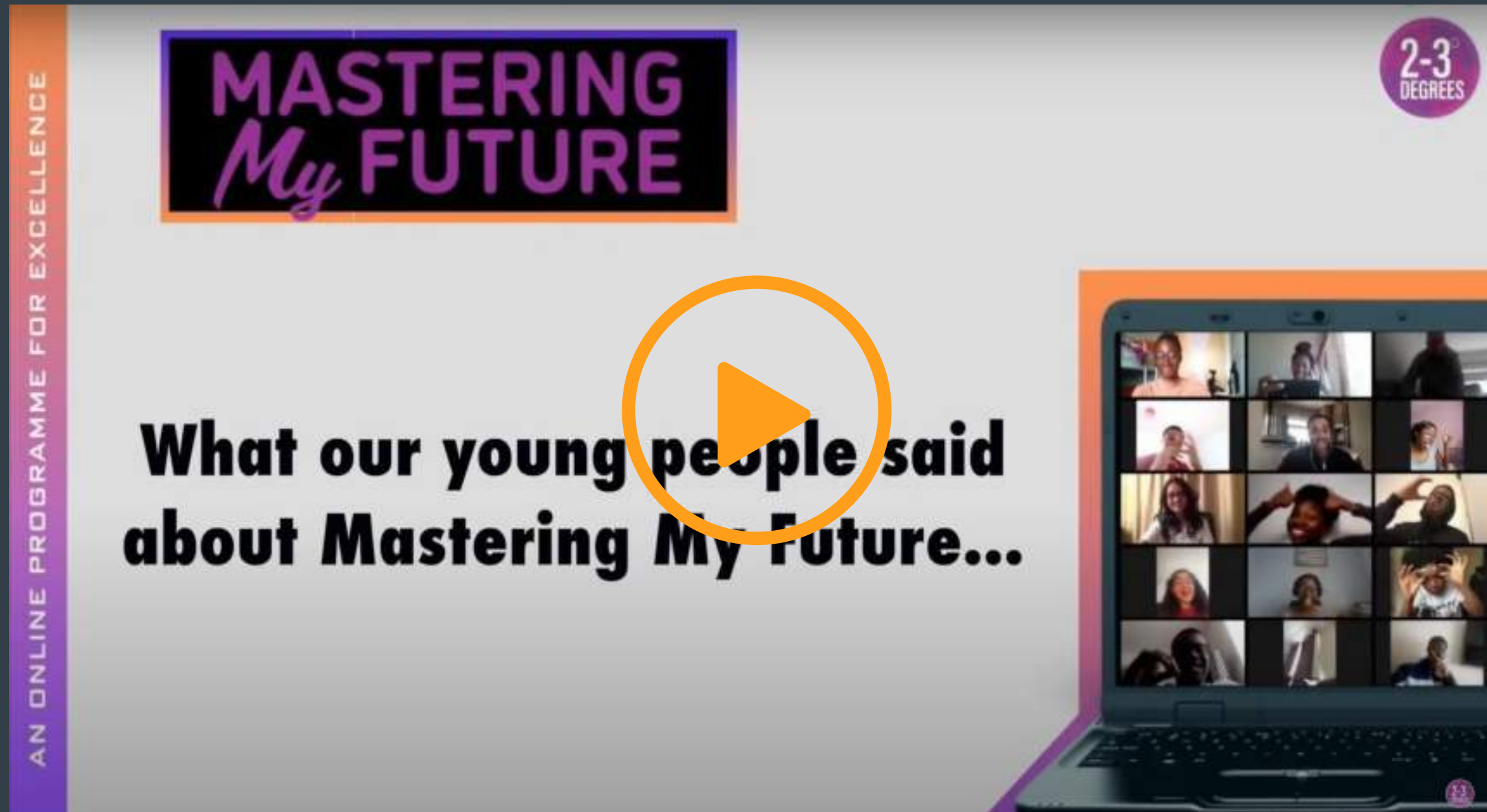
WESTMINSTER EMPLOYERS
ENGAGED





The Impact

Participant Case Studies: Workshops & Events



Watch this video to hear from participants who have taken part in Mastering My Future workshops and ad hoc events.

Participant Case Study: Mentoring

Merin, aged 17

"I found about the mentoring programme through the Mastering My Future workshop. I was feeling very lost at the time in terms of thinking about my future and university.

I felt overwhelmed by the idea and I didn't have anybody to talk about it outside of my family and friendship group. Teachers are so busy at my school and I didn't feel like I could take up their time with the amount of the questions I had, so I wanted to get a mentor.

Our sessions were so relaxed. My mentor cleared up so many questions I had and gave me so much advice about my future, university and film and camera because that's what I want to go into."

"My mentor cleared up so many questions I had and gave me so much advice about my future."





"She's working as a videographer which was perfect because she has been there and done that. She asked if I would like to work with her. I had a week shadowing her, setting up cameras, doing podcasts, subtitling and getting load of hands on experience and seeing how the workplace functions.

I didn't know what to expect from mentoring at first and it was way more amazing than I expected. I was heard and I was matched with someone who would be perfect for what I was looking for."

Merin's Mastering My Future Journey:



Participant Case Study: Mentoring

Zoya, aged 17

"I joined Westminster Befriend A Family as a mentee in December 2020 after hearing about it during the Mastering My Future programme.

My mentor was a great a match for me. We worked together for about six months and I was incredibly excited to meet someone new. Having a mentor gave me the structure I needed during the second lockdown when I felt fed-up and bored. I felt that meeting my mentor every Sunday was what I needed during a difficult period.

Once we get to know each other, after a couple of sessions, we decided to set goals and these were around my school work and mental wellbeing. With my mentor we would think about what I need to do to get closer to my goal, how to break big tasks into implementable stages. She kept checking up on me and showed me how to adapt my goals and change it if and as needed."

"Having a mentor essentially helped me to reconsider what I would like to do with my future."





"When our mentoring sessions were coming to an end my mentor helped me to find a work placement at a hospital. During my time at the hospital, while shadowing others, I had a real insight to what it means to be a doctor.

There is a lot of pressure on young people to decide what they want to be early in life. Doing the placement allowed me to reevaluate my options."

Zoya's Mastering My Future Journey:



Business Case Study: Great Portland Estates plc



Through Mastering My Future, Westminster-based property company **Great Portland Estates** ran **work experience** and **work-based projects** with their Building Management and Sustainability teams.

"Great Portland Estates plc were pleased to support students through the Mastering My Future programme - the level of student engagement and the quality of their presentations was very impressive.

"It was also a great opportunity for us, as a property owner, to hear directly from young people about what they would like to see in their communities."



Kathryn Barber, Sustainability Manager

Business Case Study: Derwent London

DERWENT LONDON

Through Mastering My Future, Westminster-based property investment and development company **Derwent London** ran **work place events** for young people in partnership with 2-3 Degrees.

"2-3 Degrees are always ambitious in what they want to organise for their young people and are always there to assess and guide us in our plans for the MMF programme in order to make it the best it can be. They are also really engaged during the MMF events making sure that their young people make the most of the events.

We are able to reach out and engage with a significant number of young people safe in the knowledge that 2-3 Degrees are there to support us and work with us to ensure we are creating events that young people want to be part of and that are relevant to them."

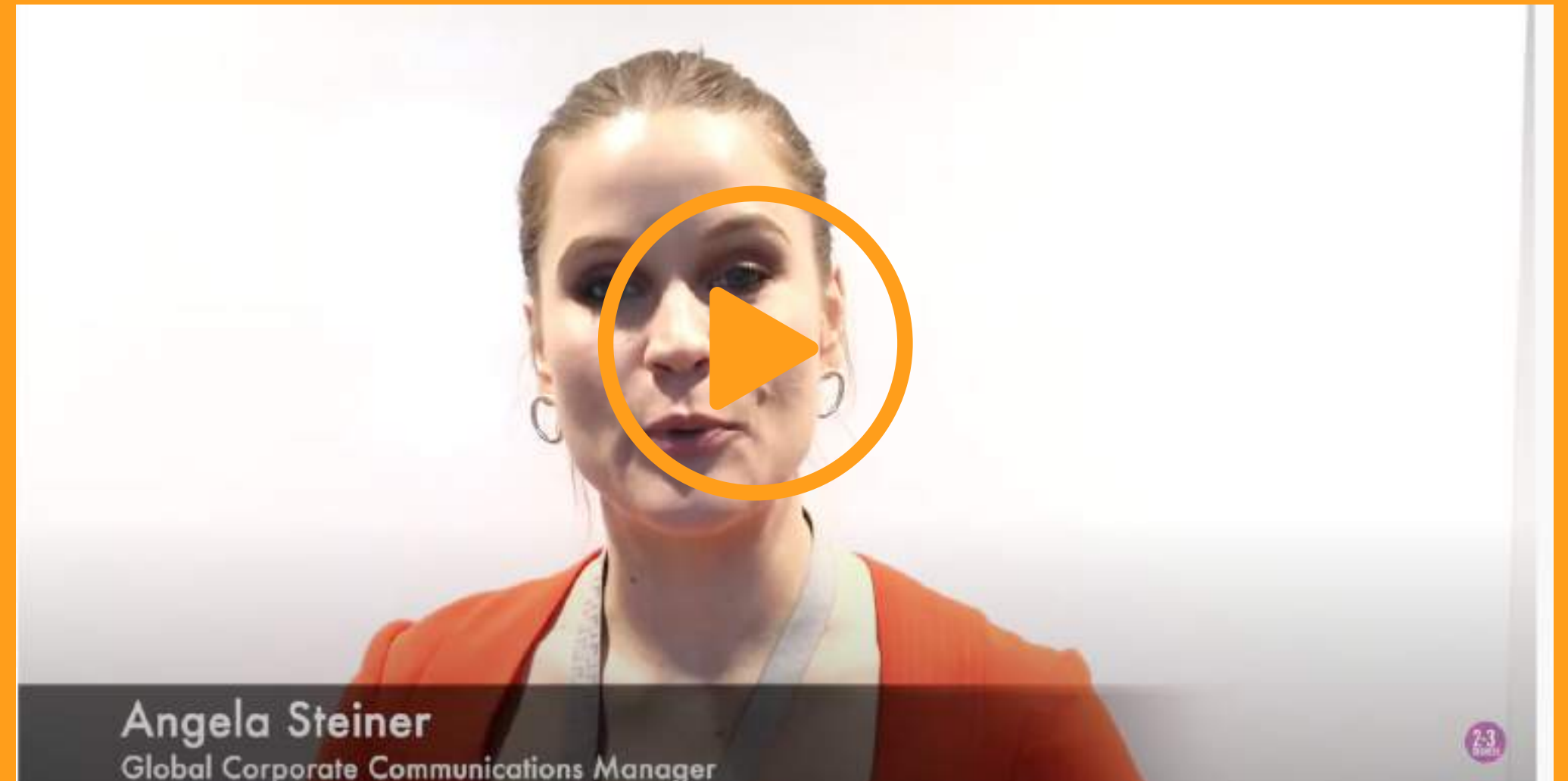


Helen Joscelyne, Sustainability Manager

Business Case Study: Addison Lee



Addison Lee supported Mastering My Future by partnering on a half-term project in Spring 2020. A cohort of young people gained insights from staff members spanning a range of roles in the company, and developed career skills through practical exercises.



Watch this video to hear testimonials from Addison Lee staff members and participants who joined the project.



Lessons Learned

Partnerships

The Mastering My Future programme is only made possible with the partnership of key organisations.

Working with **2-3 Degrees, Westminster Befriend A Family** and **Inspire!**, we are able to ensure that the offer for young people in Westminster is both extensive and specialised.

By engaging local employers and businesses, meaningful opportunities are created around the world of work with greater access and insight into different career paths.

Referrals

Working with youth organisations and strategic partners has helped to connect NEET young people or those at risk of becoming NEET with the programme.

Referrals on this local level mean we are able to work with those who may benefit most long-term from the opportunities.

Youth Led

The programme was created in response to a gap in provision, in response to the opinions of young people that were raised in our needs analysis *A City Within A City* and *Our City, Our Future*.

The workshop content has also been shaped in consultation with young people themselves, to ensure that their need is kept central to the project and a focus on the empowerment of young people is maintained.

The introduction of a Mastering My Future Young Ambassador programme will ensure the youth-led focus of the programme is at the fore as well as providing further development opportunities for the young people involved.

Adaptability

2-3 Degrees continued to deliver workshops for young people throughout the COVID-19 pandemic.

The capacity to move the training onto a virtual platform means that young people transitioning during secondary school education did not miss out on the benefits.

We have also been able to continue to deliver both the work experience element and the mentoring virtually. The success of this new deliver model allows us to take a blended approach to delivery going forward mixing face to face sessions with virtual delivery where it is more appropriate.

Case Study: The benefits of working in partnership



"Partnership working is a core strength of the programme, and as a result, young people benefit from **holistic support** for their personal and professional development.

Our partnership with **Young Westminster Foundation** has increased visibility of the programme in the borough as well as employer and business referrals. This has resulted in more invaluable work opportunities for young people and **additional funding opportunities** for delivery organisations".

Oyin Olaoshun, Programme Manager 2-3 Degrees



"As we've got better at working together, the experience of our participants has improved. One clear example of this is our collaboration to develop and launch the **Lord Mayor's Award for Enterprise**.

The event was a big success, a huge turnout, high energy, and a great opportunity **to celebrate achievements and inspire others** to take up more of the opportunities on offer. As a result, we saw increased sign-ups for both mentoring and work experience"

Catherine Mahony, CEO WBAF



Thank you

Businesses & Organisations

We are grateful to **The Mercers' Company** for their generous funding that has made Mastering My Future possible.

Thank you also to all businesses whose staff members have contributed to workshops and events including:

Addison Lee, Coca Cola, Channel 4, Vamp, Motivez, Nike, BBC Sound, Buzzfeed, Hartshorn - Hook Productions, My Runway Group, Wonder, HSBC, Converse, Tik Tok and WPA.

And to further employers who offered work experience placements including:

Vaccitech, Landsec, Wates, BNP Paribas, Coutts, The Cabinet Office, Avalon, Argent Talent, Great Portland Estate and David Miller Architects





Want to get involved?

If you or your business would be interested in supporting Mastering My Future, please email get in touch with **Helen Mann** at **helen@youngwestminster.com**.



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