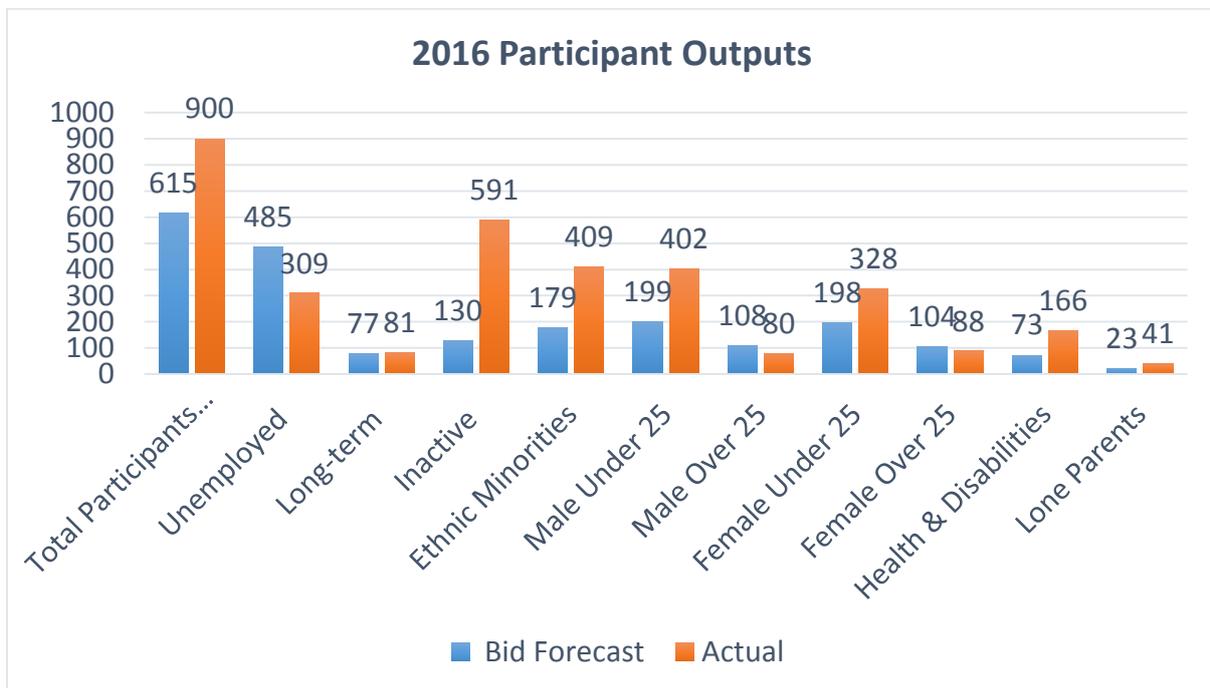
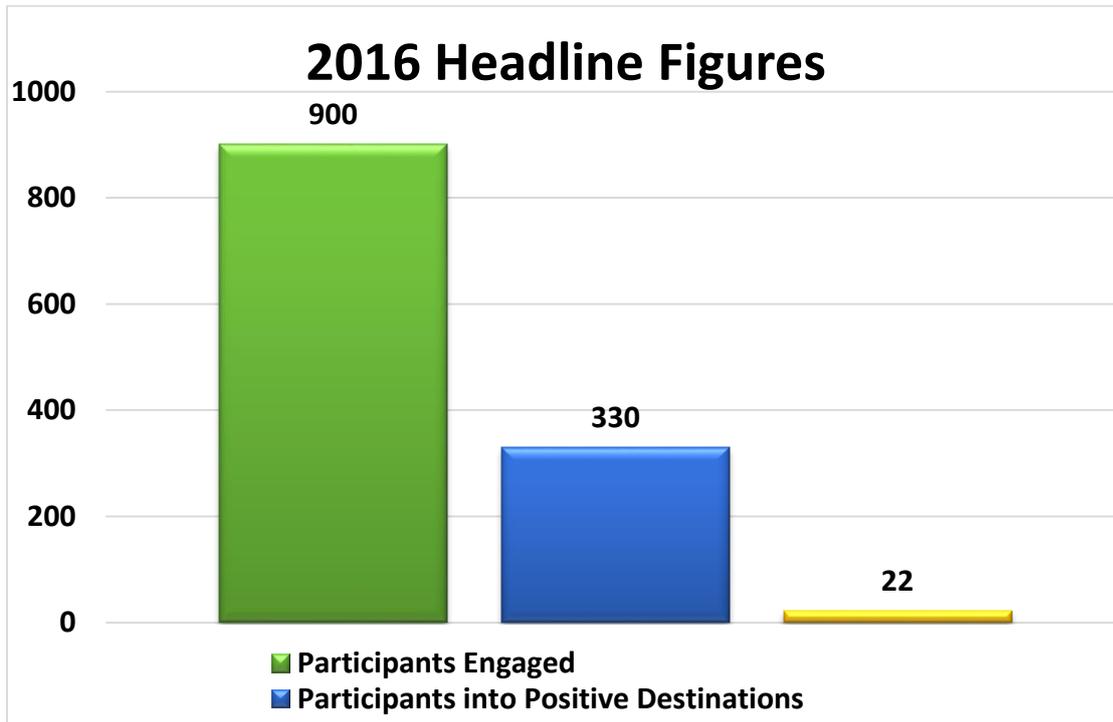


Ambition Coventry is a Youth Employment Initiative funded through the European Social Fund.

- **Contract Value - £8,298,013**
- **Target for Participant Engagement – 2,311**
- **17 Delivery Partners active at the moment.**

Performance:





Delivery

Six Ambition Coaches provide personalised support to unemployed young people in Coventry. Each coach offers support and encouragement, directing referrals into the full range of 'Ambition' barrier breaking services, education, training and employability support. Below are some examples of how Ambition Coaches can provide additional support to young people where they are struggling with aspects of their journey to getting a job. Each Coach works closely with delivery partners to fill any gaps in provision and ensure young people get the support they need at the point when they need it.

Lucas

*Lucas was referred to Jo by Coventry Social Services, when his social worker felt he needed a fresh approach and more intensive 1:1 coaching and support around education and training.

Lucas had dropped out of school in year 11 and only achieved entry level grades. He had no interest in receiving support from the school careers advisors or attending any college open days. Lucas agreed to meet with Jo, so they met on an informal basis at a café close to his home, with his mum in attendance. The Social Worker was present for the introduction but felt her presence could change Lucas' engagement, so left once he was happy.



By providing Lucas the opportunity to have an informal chat, he felt comfortable to discuss his engagement issues and felt that he could be open to provide Jo with a list of his personal interests that he would like to pursue. Lucas and Jo began to explore many different career paths and searched for work related apprenticeships.

Jo and Lucas created an up-to-date CV and began to apply for various apprenticeships and attended open days to find out if the courses were what he wanted to do before applying.

Lucas was offered a 2 week traineeship at a Nationwide Crash Repair Centre and has now been accepted onto apprenticeship, he is also training in college one day a week in Wolverhampton to support his training.

Jo keeps in close contact with Lucas to ensure he has all the support he needs and checks to see if he has any work related problems he feels he can discuss with discreetly. Lucas hopes to complete his apprenticeship and will look for work in a similar industry, in the knowledge that he will have a wealth of experience to update on his CV.

Alice

*Alice came to the Job Shop to look for support finding work. She applied for a number of jobs with support from her Ambition Coach, Pooja. She managed to secure a job with Aldi with the opportunity of progressing onto their Graduate scheme. However, she had some problems with her ID and evidence of Right to Work in the UK. She was eligible but needed a Biometric Residence Permit (BRP) to prove it otherwise Aldi would not be able to continue with the job offer.

Pooja was able to liaise with the Refugee Centre to find the right information on what action needed to be taken. The Job Shop was able to use the Barrier Breaking fund to help support Alice and fund her BRP card as it was a barrier for her to get into work.

As soon as she received the permit Aldi were be able to complete the recruitment process and offer Alice a full time job.

Danni

*Danni was referred to Steve by her Job Centre Work Coach at Cofa Court Jobcentre. This was during one of the Ambition Coach weekly drop in sessions. Steve registered Danni for Ambition Coventry's support and arranged to meet her next at the Job Shop as she had never been there. At the second meeting Steve completed an initial action plan with Danni. Danni identified that although she had

recently completed a Business Admin degree, she had little working experience and wanted to improve her job application skills as was struggling to gain interviews.

Danni was interested in three different opportunities

- 1.) Getting support from a Job Coach through The Job Shop
- 2.) CWT's Graduate Job Skills Programme
- 3.) The Highlife Centre's Work Experience programme.

Steve made an appointment for the following week and introduced Danni to her Job Coach Debbie. He then arranged for her to meet with CWT and The Highlife Centre to discuss their programmes.

Danni completed her appointment with Debbie and gained support with her applications. She also began gaining working experience in administration through Highlife Centre, which she says is increasing her confidence and skills.

Steve helped Danni to explain what she wanted from CWT so she was given support with identifying the course she wanted to do. Danni liked the programme CWT have to offer and is currently completing two sessions that have helped her to improve her interview and job application skills. Danni began employment October 2016 and is delighted by this.

*Names changed to protect confidentiality

<http://www.coventry.gov.uk/ambition>

<https://www.facebook.com/ambitioncov>