



**spear**  
bethnal  
green

Creating talented futures

**NEW  
STREET**  
CONSULTING  
GROUP

  
a resurgo  
partner



## About the Spear Programme

We believe young people are a source of untapped talent and ability. Resurgo's main initiative, the **Spear Programme**, uses executive coaching techniques to get young people from disadvantaged backgrounds ready for work. The programme focuses primarily on the attitudinal and behavioural patterns that are holding them back, while equipping them with the hard skills they need to find a job.



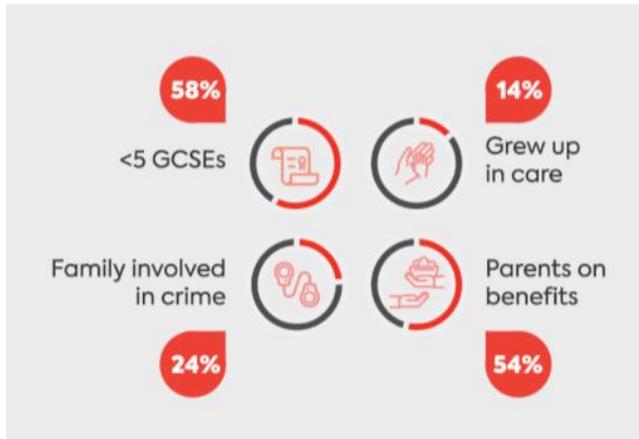
10 Spear Centres



Launched in 2003



+5,500 young people



**89%**

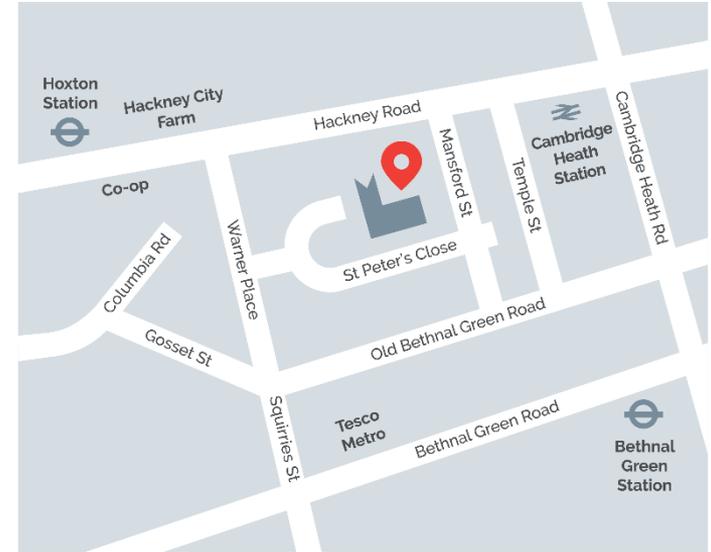
Of the young people on the Spear programme face at least one barrier to employment.

65% have at least three barriers and 54% did not achieve English and Maths GCSEs at school

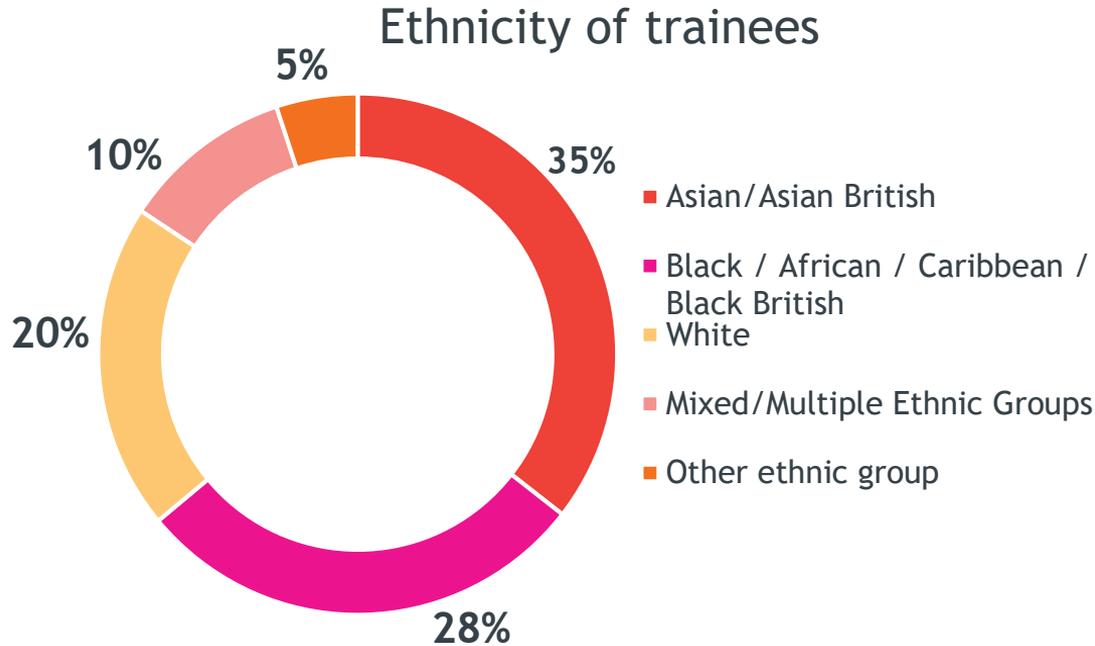
# Bethnal Green

Spear Bethnal Green works in some of the most deprived areas of the UK, and our centre experiences more demand than we can provide.

- Tower Hamlets has the highest rate of Child Poverty in Great Britain
- Youth unemployment is higher than the national average at 25%
- 41% of young people leave school without 5 GCSE's



# Spear Bethnal Green

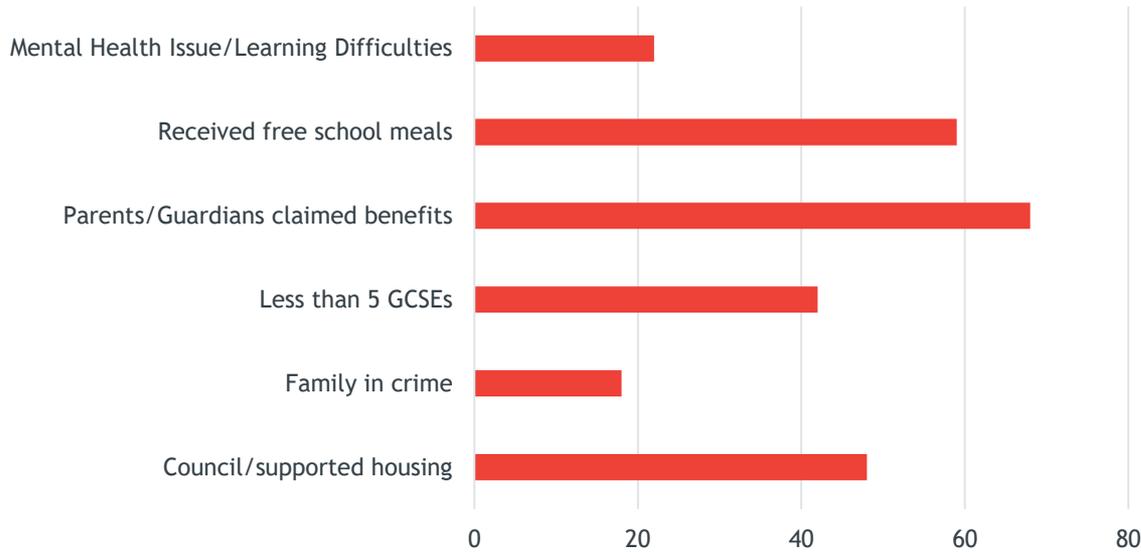


In 2019, Spear Bethnal Green worked with 95 trainees with a completion rate of 80%!



# Bethnal Green Indicators of Disadvantage

## Challenges faced by Spear Bethnal Green trainees



As part of Resurgo's impact reporting process, Spear Centres use 10 indicators of disadvantage (IODs) to define their target population. This definition requires Spear trainees to have at least one IOD if they are to be counted as target population and we require our centres enrol an average of 85% target population for each cohort. This criterion ensures we are reaching young people with the greatest needs. In the case of Bethnal Green, 95% of the trainees were counted as target population having at least one IOD and 62% had three or more.

# What the Spear Programme does

Helped by our expert coaches, the Spear programme is a year long and includes a six-week foundation course:

- intensive coaching sessions that empower the young person to shift their mindset, change behaviours and take responsibility for their actions
- help to build confidence and knowledge around the world of work
- CV, cover letter and interview help
- networking opportunities with business professionals
- assistance in finding employment opportunities, qualifications and apprenticeships that are aligned with the young person's skill-set and interests
- on-going support to help the young person pursue opportunities, sustain them and thrive



71%+ achieve a work readiness score of 6.5/10\*

*\*These work readiness predictors have been recognised as a reliable predictor of employment outcomes.*



75% of young people who complete Spear Foundation are still in work or education one year later

## Catherine's story

Catherine joined the Spear Programme in May 2016.

From a young age, Catherine often “felt like an outsider” and began “having disturbing thoughts and feeling really, really bad”. Catherine had negative and suicidal thoughts into adulthood and it stopped her from having the courage to apply for jobs and interact with people.

During the programme we saw her confidence grow and give her the courage to speak up, answer questions and talk to people. With support from Spear, Catherine's passion and skill for baking cakes led her to secure a job at a cake shop.

*“In the future I would like to start my own cake business. If I hadn't gone to Spear I'd probably still be depressed and anxious. I'd still be signed on at the job centre and would have felt like I hadn't achieved anything”*



Catherine  
Cake Decorator  
The Egg-Free Cake Box

[Click here](#) to watch Catherine's story



## What makes the Spear Programme distinctive

*“There are many charities that help with practical job search skills...but helping young people change their attitude and mindset is much trickier. Our hunch was that [the Spear programme’s tough love approach - addressing attitudes like ‘the victim mentality’ and ‘entitlement’ - could create meaningful and lasting change. So that young people don’t just get jobs, but stay in those jobs.”- Chiku Bernardi, Investment Director, Impetus*

- Our cohorts are intentionally small in size (average 13) which mean we can invest in building trusting relationships and strong accountability between coaches and young people
- We focus on attitudinal and behavioral issues which are a barrier to long-term success.
- Our young people are supported by external volunteers which allow them to build their confidence and get real practice such as mock interviews
- At the end of the six weeks, we host a Spear Celebration where the young people are celebrated for their successes - boosting their confidence as they enter into the world of work, training or further education.



# Supporting Spear through Employment Opportunities

## Why recruit a Spear candidate?

- **Motivated and work ready**  
Our candidates are ready to invest in your company for the long-run
- **Prepared and supported**  
We spend six weeks preparing our candidates to develop the skills and attitudes necessary to thrive in the workplace. Our team of coaches support the young person for a whole year to ensure the placement is a success
- **Talented and committed**  
75% of the young people who complete the Spear programme are in work and are still there a year later

*“Spear graduates have brought a huge amount to our business - 10% of our workforce now are Spear graduates. They’re quick learners, they’re keen and they inspire the rest of our staff by their enthusiasm. I’d really encourage any business to consider hiring Spear graduates.”*

- John Spiers, CEO, EQ Investors

**EQ Investors now employ seven young people from the Spear Programme.**