



# EMPLOYMENT BOOT CAMP



**WE SAID WE WOULD SUPPORT  
1000 CUSTOMERS INTO SUSTAINED  
EMPLOYMENT IN 3 YEARS.  
SO FAR WE HAVE SUPPORTED 850\***

**\*As of June 2014**

**In 2012, Family Mosaic launched 'Health, Wealth and Wellbeing,' a manifesto for change through housing. Central to this statement of purpose was a commitment to support 1000 customers into sustainable and secure employment in three years (April 2012 - 2015). As of June 2014 we have supported 850 customers into employment and are on track to exceed our initial expectations. This report focusses on a course we designed to support our harder to engage customers on this journey- Employment Boot Camp.**

### **WHAT IS THE EMPLOYMENT BOOT CAMP?**

Employment Boot Camp (EBC) is an intensive pre-employment course delivered over twelve days for the medium to long-term unemployed. We categorise this as anyone unemployed for six months or longer. The objective is to put participants on the first steps towards a healthier and happier life, and ultimately a lasting career. EBC offers a personal approach that supports individual development, whilst challenging the attitudes and behaviours that often form barriers to gaining employment.

**OUR GOAL IS TO LOOK FOR  
NEW APPROACHES TO CAPTURE  
PEOPLE'S IMAGINATIONS, ENERGY  
AND INSPIRE THEM ON THEIR  
JOURNEY TOWARDS A MORE  
SUCCESSFUL LIFESTYLE AND  
CAREER**



## HOW DOES IT WORK?

For two days a week over a period of six weeks, participants take part in a diverse curriculum designed to promote personal and social development. Course content is delivered through incremental bite sized practical learning sessions gradually imparting knowledge and confidence to participants. The pace is fast and the learning environment changes from the classroom to outdoor sessions each day.

Participants go through a detailed screening process to assess their suitability for the course and we only accept people who demonstrate a clear commitment to change.

The EBC model features individual coaching and group sessions. We feel it is important to spend time working on individual needs, but also for participants to learn from and interact with each other in group sessions. This prepares them for future working environments, strengthens inter-personal skills and builds peer networks.

## WHY DID WE DO IT?

Our ambition to support 1000 people into jobs required us to rethink our entire employment support service. In going back to the drawing board, we identified a gap in our services for the medium to long-term unemployed.

We recognise that the longer a person is out of work, the harder it is for them to secure employment. It can be a negative spiral that can lead to isolation and depression. The majority of those we support display a marked lack of motivation, confidence and self-esteem and are unaware, or unwilling to engage with mainstream services.

We felt a new approach was needed to break this cycle, one that would re-engage and inspire people to make positive life changes. We decided to create our own bespoke pre-employment training course designed to kick-start motivation, rebuild confidence and give participants the tools and skills needed to find work.

We believe that people in meaningful work lead happier and healthier lives. This is good for society but also for us as a landlord.

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# CUSTOMERS COMPLETING THE COURSE AT FOUR BOOT CAMPS



## WHY IS IT CALLED THE EMPLOYMENT BOOT CAMP?

We wanted a name which would immediately communicate that this is not a course where you can simply turn-up and passively listen to CV tips. This is a course where participants actively engage and challenge their own ideas and behavioural patterns. The name makes clear that the course involves hard work, which will be rewarded. We think this openness from the start has helped participants stay the duration.

## WHAT DO PEOPLE LEARN?

Over the course of six weeks participants work their way through five key modules:

### INTERVIEW & INTERPERSONAL SKILLS

Customers learn essential techniques including how to successfully write a CV, search for jobs and complete application forms. They learn interview skills and are taught the importance of non-verbal communication and how to communicate confidently.

### SELF CONFIDENCE

Participants examine how they see themselves, how they are seen by others and are taught techniques to create and maintain self confidence and belief.

### FITNESS, HEALTH & VITALITY

The trainers gradually introduce exercise as a regular part of an individual's daily routine and shows participants how it can lead to increased energy levels and improved wellbeing.

### NUTRITION AND WELLBEING

An expert nutritionist teaches participants how to eat healthily on a budget and how to create healthy eating plans to suit their lifestyle and personal exercise goals.

### MONEY MANAGEMENT

Participants are given expert advice on money and debt management. This includes a session on budgeting and understanding welfare reform changes.

**After the Employment Boot Camp all participants are assigned an Employment Coach and can continue receiving personalised support from money and debt advisers as well as fitness and life coaches working with us on the course.**

## WHAT HAS THE EMPLOYMENT BOOT CAMP ACHIEVED SO FAR?

From October 2012 – February 2014 we held seven Employment Boot Camps, with 138 participants between the age of 16 and 57 completing the course (on average only one participant left before course completion).

Those completing EBC progress at a quicker rate towards training and employment than those receiving other support, either delivered by ourselves or by mainstream providers. Overall 85% remain actively engaged in a positive activity such as education or training after the course finishes with 45% of all delegates securing employment within six months.

In our experience younger customers tend to secure employment faster than older customers we are engaged with. This was also the case with EBC so we introduced a Youth Employment Boot Camp (YEBC) for 16-24 year olds incorporating different teaching styles more suited to a younger audience. Participants wanted quick results so YEBC runs consecutively for 10 days with more focus given to inter personal skills and preparing for a first job interview.

We believe this higher number progressing at a quicker rate is due to the increased energy and motivation of the young people to get into employment, combined with our employment team's capacity to link them with relevant apprenticeships and employment opportunities.

When looking at the age profile of participants securing employment, 34% of over 25's secure employment within six months whilst 58% of delegates under 25 secure employment within three months. As expected, the number of participants progressing into work increases as more time elapses.

When we examine the salary levels of those gaining employment (excluding apprentices) the average salary is around £18,000. This compares favourably against the minimum wage (£10,740) and the London living wage (£16,450) demonstrating the impact the course has on securing high quality jobs.

**45% GET A JOB**



**FURTHER 40%  
ENROL IN TRAINING**



**85% POSITIVE  
ENGAGEMENT**

## **PARTNERSHIPS**

We continually look for partnerships that will add value to the EBC model. A recent example is the introduction of dress for success workshops in conjunction with Save the Children's Mary's Living and Giving shops.

Mary's Living & Giving Shops sell high quality fashion donated by the local community in a stylish boutique setting. Every item sold through the shops is used to fund the vital work of Save the Children.

On day one of the Boot Camp style advisors introduce the concept of the shops and take body measurements from delegates. Towards the end of the programme, before mock interviews begin, delegates are invited to a Mary's Living and Giving shop for a personal style makeover.

Each delegate receives an interview outfit they feel confident in and enjoy a makeover experience. Family Mosaic have always funded interview clothing, however we are now able to combine this with supporting an initiative that benefits the wider community and raises funds for Save the Children.



# THE COSTS

**COSTS FOR THE SEVEN BOOT CAMPS DELIVERED BETWEEN OCTOBER 2012 AND FEBRUARY 2014 EQUATES TO AROUND £1000 PER PERSON FOR THE WHOLE COURSE OR £83 PER PERSON, PER DAY**



## REASONS FOR EBC SUCCESS

### **Unique experience**

Feedback tells us that integrating health and exercise into an employment programme is a major factor in the EBC success as it kept the content varied and people engaged. Many EBC graduates report that they still meet up to do exercise and socialise which we feel has reduced depression, isolation and increased motivation.

The ideal group size is 15-20 participants. A group of this size benefits from group interaction and learning, and can actively participate and receive individual attention from trainers.

### **Understanding the needs of the audience**

Younger participants display different learning needs so we developed a 'Youth Employment Boot Camp' for under 24's. The course has been so successful we will pilot courses targeting care and support customers, the over 50's and parents with young children.

The majority of people we support have not had a job interview in years if ever, so we hold mock interviews as close to real life as possible. Each participant is required to travel to an unfamiliar setting and take part in group exercises similar to those used by large companies as well as sit a formal interview. Participants are filmed throughout the day, individually analysed on their performance and given feedback.

We have removed financial barriers to course participation by providing a healthy lunch, subsidising childcare and travel expenses.

### **Pre Screen for suitability**

We believe our high retention rate is the result of the time invested before the course starts. At the sign up stage we screen all participants for suitability and discuss the nature of EBC and our expectations. Participants are then given a one on one briefing, health check and sign our 'Learner's Agreement' and 'Code of Conduct', which ensures that individual's aspirations are aligned to those of EBC.

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**DAYS A WEEK OVER A PERIOD OF SIX WEEKS, PARTICIPANTS TAKE PART IN A DIVERSE CURRICULUM AIMED AT TACKLING THE MAIN BARRIERS TO EMPLOYMENT**



## WHAT DID PARTICIPANTS HAVE TO SAY?

**“Taking part in the Boot Camp is the best decision I’ve ever made – no one has ever been able to motivate me in this way before.”**

**“Boot Camp has changed my life.** If I could go back and tell myself a year ago that I would now have a job, be exercising and enjoying life I would have never believed it.”

**“I was unemployed for years and no one was able to help me. I’d given up on myself and then Boot Camp saved me.** I’m working again, can pay my way and can hold my head up high.”

### SUSAN KARANJA, 22:

We read about youth unemployment everyday on the news, however, none of the statistics can paint an honest picture of what it means to be young, capable but unemployed.

I first found out about the Youth Employment Boot Camp after my Dad saw a leaflet pinned on our communal noticeboard. I was excited by the opportunity to spend time with a nutritionist and personal trainer and to get tailored guidance from professionals. Each day I saw tremendous progress with my fitness, eating habits and even inter-personal skills. It was quite an experience to spend all day with unfamiliar faces from all paths of life; it was unlike any environment I had been in before.

**The whole experience led me to really applaud the new role Family Mosaic is taking in these challenging times. It now offers more to residents than just housing.**

Family Mosaic is working to bring the best out of its tenants by building their confidence and empowering them to make life changing choices.

Through Family Mosaic I am now doing a work placement and am setting up my own video business. I feel much more positive about reaching my career goals.



**45%**

**OVER 25<sup>S</sup> ON THE BOOT CAMP INTO  
EMPLOYMENT WITHIN 6 MONTHS**

## WHAT NEXT?

We plan to invest further resources into delivering more specialist Boot Camps as part of our core employment support offer.

We will work in collaboration with other social landlords and employment agencies to share resources, and increase the number of people benefiting from the programme.

Feedback from Employment Boot Camp helps us continually improve the experience of our customers taking part, unlocking their potential to achieve their goals. We have developed additional courses to the Employment Boot Camp programme and are piloting:

### GET THAT PROMOTION

A follow up to our successful 'Get that Job' course targeting customers employed for nine months and over, who are ready to take the next step towards promotion. This is part of our second-tier employment strategy to help increase our customers' wealth and help them ultimately consider home ownership.

### BUSINESS BOOT CAMP

Aimed at individuals who have the desire and motivation to run their own small business. This course will equip customers with the knowledge and practical skills to start a business as well as provide access to affordable loans and commercial premises.

### FAMILY MOSAIC MOBILE CRÈCHE

This initiative will allow us to offer mobile crèche facilities at all our training venues, providing our growing bank of trained childminders with hands on paid experience.

**EBC IS NOW A NATIONAL  
AWARD WINNING  
PROGRAMME \* - OUR  
ULTIMATE GOAL IS TO  
SHARE OUR LEARNING AND  
INFORM BEST PRACTICE  
SO THAT GREATER  
NUMBERS CAN BENEFIT  
FROM THIS MODEL**

\* Awarded by NHF Community Impact Awards 2014

**FOR FURTHER INFORMATION ON THE  
FAMILY MOSAIC EMPLOYMENT**

**BOOT CAMPS CONTACT:**

**MUMTAZ SAMAD**

Head of Social & Financial Inclusion  
[mumtaz.samad@familymosaic.co.uk](mailto:mumtaz.samad@familymosaic.co.uk)

**MARC MOLLOY**

Employment and Skills Development Manager  
[marc.molloy@familymosaic.co.uk](mailto:marc.molloy@familymosaic.co.uk)