

# Sales Improvement Services Wycombe Youth Action Case Study

## Wycombe Youth Action

Wycombe Youth Action (WYA), a charitable organisation established since 1982, supports young people in their transition into adulthood, by developing confidence, raising aspirations and improving employability skills. Their primary impact is the reduction of levels of social exclusion and breaking down barriers to success.

Based in High Wycombe, Buckinghamshire the organisation supports the young within an area where challenges are represented as:

- Over 1 in 4 children are living in poverty in areas of High Wycombe
- 21% of people in Wycombe do not have any qualifications.
- There are currently over 300 young people who are not in education, employment or training (NEET).
- 13% of young people live with low income families who claim out of work benefits.
- 28% of 18-24 year olds claiming Jobseekers Allowance have done so for over 6 months.

Young people who are not in education, employment or training are three times more likely to suffer from depression, and five times more likely to have a criminal record, than their peers. (Against the Odds, Re-engaging young people in employment, education or training, July 2010).



## Mission:

Is to empower a diverse range of young people to build hopes and aspirations.

By providing a unique range of services to reduce social exclusion by supporting youth volunteering and educational, social, employment and personal development needs.

## The Approach:

Wycombe Youth Action is proud to deliver quality services which promote independence and empowerment of young people.

Alongside this direct support, Wycombe Youth Action involves young people in a range of projects to help their personal development in areas such as reliability, commitment, teamwork, communication skills, and self-esteem.

For example we encourage young people to volunteer in the community.

We celebrate and facilitate creativity, learning and skill development. The methods we use to achieve this include innovative projects such as Blink FM, street dance, urban art, volunteering and more.



Wycombe Youth Action provides a safe environment and reduces the number of groups of young people in the town centre

They are open and honest, and continually seek ways to improve what they do and how they do it.

Supporting the users of the service, mentors are used to help work with and inspire youngsters in areas such as Dance, Urban Art, Drama, Bike Repair etc.

## Wycombe Youth Action approached Sales Improvement Services looking for help with mentoring.

Our senior coaching advisor Tim Anderson worked with the charity in spring 2015, supporting seven members of the team with mentoring skills training which was specifically adapted to meet the needs of those taking part. This gave the team members a greater framework in which to continue their own mentoring with young people using the services of Wycombe Youth Action.

## Comments from the team:

### Jen Lambert, General Manager

The mentoring provided by Tim was fantastic. He was able to adapt the course to facilitate our needs, and provide guidance on all areas in question. It was clear that Tim had both a great understanding and real passion for mentoring. Following the training, we were able to implement new procedures, allowing us to give more structure to our mentoring and support both the team and young people in achieving their goals.

### Lindsay Horler, Project Officer

I found the structured elements to mentoring training the most useful to learn about – in particular, the different models you can use. I feel that this training gave me more ideas and versatility towards mentoring, which will be utilised within my upcoming peer-mentoring project.

### Haseeb Nawaz, Project Officer

I found the mentoring training useful as it gave me a greater understanding of how to adapt my behaviours as the mentor when dealing with the different behaviours of my mentees – for example, the different techniques to use when dealing with someone who is withdrawn in comparison to someone with a lot of energy. The training help me understand how these different techniques could impact on someone engagement, and gave me greater level self-awareness when mentoring.