

Appendix 1

Bromley Youth Employment Project (STAR Project) Case Study

Arron

Arron, 23, was offered a Sales Executive Internship with News Quest in September 2013, which was created with support from the STAR Project.

Arron had previously gained a Bachelor's degree in Mechanical Engineering at University in 2011. Since then he has assisted with the running of the family run public house business. Arron then had short term contract with a construction company restoring buildings. He had a two week voluntary placement at an architects and surveyors company and then lastly working in an office environment for another construction company.

When Arron engaged with the project, he had stated that he was interested in a career in sales. News Quest at Newshopper had sent me over a job description for a Sales Executive, this would include selling multimedia advertising and generating new business. Arron applied for the role with support from the project staff.

Arron was then shortlisted for an interview and was advised to prepare to speak for 5 minutes about something he loved such as a gadget, a place, a hobby or anything that interested him.

The interview was a success and News Quest wanted to complete a second interview. News Quest asked if Aaron could come into meet two of News Quest's Sales Managers. He was asked to give a short presentation to explain five good things about the News Shopper's website and newspapers, and how those good points could be of benefit to an advertiser.

He was offered the position later that day.

Arron said:

"The STAR Project is awesome, without it I would not have been able to get a job like this. I've tried hard on my own and it seemed impossible! It might sound corny but it has allowed me to progress into my dream job and for that I can never be more grateful.

"[The Project Coordinator] is quality, she saw exactly where I wanted to go and got me straight in, with tons of added support and has been there for me the entire way, she really is a diamond and for me is the star in the Star Project".

Suzanne Sharp, Group Sales Manager at the News Shopper, said:

"One month in, along with 2 other new recruits Arron has successfully completed his week-long sales induction course, part of Newsquest's Inspired Learning programme. His test result from this was 96% - an excellent start.

"He has enjoyed settling in to the team and is supporting them by sourcing leads on social media and developing a brand new project working with both the news and the sales teams, which will give him a live focus online and draw additional digital revenues to the business.

“He has been surprised at the variety of work he is engaging with. He has been out to “Vox Pop” the general public for a news item, and worked on the News Shopper stand at a B2B event in North Kent.

“At his month end review, Arron commented on the good support that he is receiving which he believes will help him to go far in this business.”

Arron’s work was recently published in the News Shopper:

Is a spitting fine justified? Spit it out...

Reporters **ARRON GUARD** and **ASHA PADHIAR** asked shoppers whether they agree with the zero tolerance approach to spitting.

YOBS who spit in public can now be hit with a criminal record. In a test case this week, Waltham Forest Council took two men to court who refused to pay the £60 on-the-spot fines they were handed after being caught spitting in public. Magistrates upheld the council's decision to fine them and prosecuted the pair under anti-litter legislation. They were each ordered to pay £360 in total, more than three times the original fine. The landmark case now means other councils can follow suit. Do you think magistrates were right to hand these two men a criminal record for spitting?

ADAM Cracknell, 25, of Oakworth Crescent in Petts Wood said: "It's not a nice thing to look at, I just don't see the necessity of it. I guess it's an image thing where people want to look hard. As far as I'm aware it spreads diseases and is not a particularly nice habit. I think the fine is a good deterrent but people will still do it."

NESS Deirdre, 40, of Standard Road in Downie said: "I remember learning in school that germs are spread that way so I agree with the fine and prosecution. You pay so much for parking fines why not spitting?"

DENIS Holton, 61, of Woodhurst Avenue in Petts Wood said: "It's disgusting and it's a good thing they're getting to them. I'm glad they're doing it."

GERALD Yeowell, 70, of Willesley Road, Sidcup, said: "It's a dirty habit but a fine is out of order. If you spit when you're ill it's like a bit of litter falling out of your pocket. Kids do it a lot but there's no need to fine. Maybe give them a warning and tell them not to do it again, a fine is a bit heavy duty. Why not get road sweepers in and give them a job or something? It's just a way of making money really."

JOHN King, 33, from Malden said: "It's not very nice, but there shouldn't be a fine. A fine is a bit much, I don't notice it much or see many people spitting really."

FRANCIS Gibbs, 36, from Streatham: "Spitting is disgusting. It spreads TB which we've eradicated in the UK and now it's coming back. It's just like when people pee in the street. Everyone who spits should be fined on the spot."

● What do you think? Give your opinion at newsshopper.co.uk/opinion

Arron will continue to be supported in his internship which has been created for six months. The College will continue to work with Arron to secure a sustainable job outcome for him.