



*Inspire.
Develop.
Empower.*

AIM GROUP | 2019

HELP INSPIRE, DEVELOP AND EMPOWER THE NEXT GENERATION



TRANSFORMING LIVES

I started the AIM Group in 2014 with the hope of transforming the lives of young people across the UK. Initially I was a one-man-band visiting schools to make students aware of the different apprenticeship opportunities available to them, but since then have broadly expanded our approach and now work alongside a growing team who are equally dedicated to providing equal employment opportunities to young people across the UK.

The AIM Group covers three branches; AIM Apprenticeships, AIM Qualifications and the AIM Group Foundation which launched in 2018. Through each branch of our organisation we can offer an unrivalled and bespoke service for businesses which are looking to expand their current team and reach out to the wider community to find their future employees, and meet their CSR objectives. We are always looking for reputable companies to help us make a real difference to the lives of young people and look forward to working alongside you and your team.

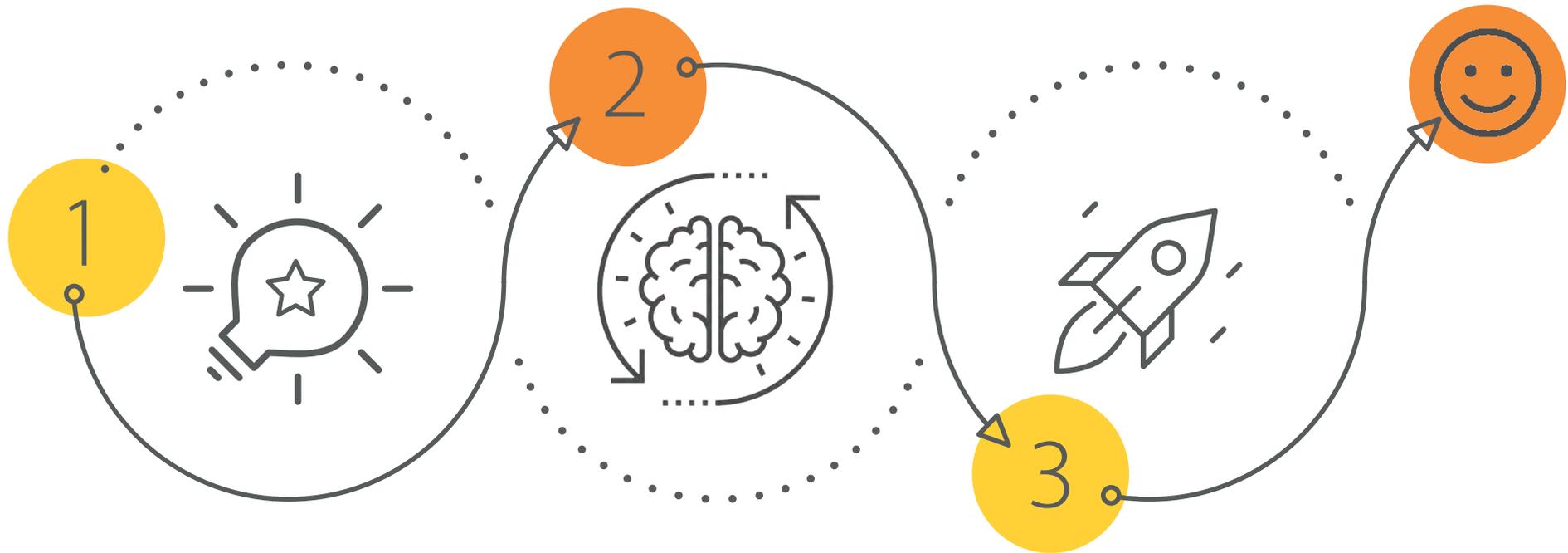
~ Lewis Mazdon | CEO

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Easily navigate your way around by clicking on the page you're most interested in viewing, or take your time browsing through all of the different services we have to offer - whether you have three minutes to quickly skim through, or 30 minutes to spend this is the ultimate guide on who we are, what we do and how working together can benefit your business.

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OUR THREE-PRONG APPROACH



INSPIRE

Our team go out into local communities across England and use effective marketing strategies to ensure we reach out to, and inspire people from all walks of life. We educate people about all of the diverse employment opportunities available to them, and specialise in providing young people with information about alternative post 16 routes to university.

DEVELOP

We work with schools, businesses, trusted training providers and pre-employability organisations to provide training at range of levels. From pre-employability and vocational courses to apprenticeships and skills workshops our ambition is to develop as many people as possible.

EMPOWER

Our aim is that once someone has been through their development process with us they will be empowered to start, or grow in their career - or simply have the knowledge they require in order to make an informed decision about the best career route for them.

OUR REACH

2018/19 Academic Year

- 1500 School Visits
- 1000 Schools Engaged via digital platforms
- East Anglia, Essex, London and Thames Valley.
- 3 School Engagement Officers

2019/20 Academic Year

- 2500 School Visits
- 3000 Schools Engaged via digital platforms
- East Anglia, Essex, London, Thames Valley, Bristol and West Midlands
- 5 School Engagement Officers



OUR PLEDGES

3,000
SCHOOLS

WE PLEDGE TO SUPPORT 1K PEOPLE FROM A SOCIAL MOBILITY BACKGROUND WITH TRAVEL SUPPLEMENTS FOR INTERVIEWS

→ 1,000
TRAVEL
SUBSIDIES



1,250
NEET
INDIVIDUALS

→ WE PLEDGE TO PROVIDE 1,250 NEET INDIVIDUALS WITH ACCESS TO TECHNOLOGY TO ENHANCE EMPLOYABILITY

↓ WE PLEDGE TO BE WORKING WITH 3,000 SCHOOLS BY THE YEAR 2020



WE PLEDGE TO RAISE THE AWARENESS OF APPRENTICESHIPS TO 325,000 STUDENTS BY 2020.

← 325k
STUDENTS



OUR PLEDGES
for the 2019/2020
Academic Year



162,500
APPRENTICESHIP
SKILLS

→ WE PLEDGE TO PROVIDE 162K STUDENTS WITH APPRENTICESHIP EMPLOYABILITY SKILLS

SCHOOL ENGAGEMENT & APPRENTICESHIPS

In 2018/2019 academic year our School Engagement Team presented to **195,000** young people, across 1,500 schools. This year we are pledging to present to **325,000** young people across England! These presentations are delivered to whole year groups of approximately 130 students each.

Additionally, our School Engagement Team hold CV and Interview Writing Workshops, as well as parents group sessions in order to fully educate teachers, students and parents so that each child can choose the best post 16 route for them.

YOUR SPONSORSHIP:

Presentation to be specific to each region. | Key focus on your industry opportunities, with a case study showcased at each presentation. | Data captured at the end of each presentation. | Ability to find students of varied ability and demographics. Teaching students key employability skills. | Educating parents about different apprenticeship opportunities.

INSPIRING: THROUGH
OUR INFORMATIVE
PRESENTATIONS



DEVELOPING: STUDENTS
WITH OUR CV, INTERVIEW &
SOFT SKILLS WORKSHOPS



EMPOWERING: THROUGH
PLACING STUDENTS INTO
LOCAL JOB OPPORTUNITIES
WITH YOUR BUSINESS



COMMUNITY & CSR PROJECTS

As a forward thinking charity we feel that our core mission aligns with many of our cross sector partners business and CSR objectives. These include the recruitment of apprentices, community and social engagement, employee engagement, staff development, Well-being and supporting social mobility.

A PARTNERSHIP WITH AIM CAN:

- Empower Talent
- Drive local social mobility
- Create valuable volunteering and development opportunities for your staff
- Provide a pathway into employment through your business
- Provide high quality employees and increased retention rates
- Engage with a diverse group of talented beneficiaries



CASE STUDIES:

SSP UK & SSP Foundation | Social Mobility Project | Throughout 2019

- 1000 people who match a set criteria are being offered travel subsidies for interviews at SSP UK Sites.
- At least 500 people will have access to a computer to apply for a job with SSP UK.
- 1000 people will be placed into hospitality jobs at major rail stations and airports across England with opportunities for further education and progression - 80% of these learners will be NEET* candidates. (*Not in Employment Education or Training)

Prudential | Diversity & Inclusion Project | 2018

- More BAME and female applicants applied to work for Prudential than ever before, with three applicants being placed into apprenticeships.
- Working with a vast network of schools in the Prudential area to find the best candidates available matching Prudential's criteria.
- The success of the project in 2018 has ensured that Prudential is partnering up with us on a larger project in 2019.

We've worked with lots of reputable businesses, big and small on bespoke projects throughout the UK - please ask us if you'd like to know more about previous projects...

PRE-EMPLOYABILITY & VOCATIONAL COURSES

Our Pre-Employability and Vocational Courses are fully funded and vetted Level 2 courses that are nationally recognised qualifications. They provide NEET organisations and employers with 'stepping stones' to enable candidates to secure a job role, or to extend their work-based skill-set and grow in their career. We often run pre-employability and VRQ courses as part of our bespoke CSR projects with businesses.

PRE-EMPLOYABILITY COURSES:

We work with NEET partnerships and organisations to run Pre-Employability courses throughout England. There are six in total and all are run by trusted training providers in local areas to ensure accessibility for all who qualify.

- Fully Funded
- Include: Warehousing, Security (SIA), Construction (CSCS), Health & Social Care, Call Centre and Customer Service.
- Certificates provided.
- Our team vet each potential employee by profiling and interviewing them.
- Provides a pathway for employment into your business and drives local social mobility
- Opportunity to recruit within a diverse group of beneficiaries.

VOCATIONAL COURSES/VRQS:

We work with businesses throughout England to provide staff with fully funded courses which give staff the opportunity to progress and provide better processes overall in the working environment. There are 32 in total and all are run by trusted training providers in local areas to ensure accessibility for all who qualify.

- Fully Funded
- Includes 32 courses for the following industries: Health & Social Care, Teaching & Education, General Office based qualifications, Retail and much more...
- Create valuable development opportunities for staff.
- Provide a pathway into employment through your business.
- Train high quality employees and increase retention rates.

MAIN CONTACTS

AIM GROUP

Lewis Mazdon
CEO

AIM APPRENTICESHIPS/ QUALIFICATIONS

AIM GROUP FOUNDATION

Pre-Employability Team

Carol Harrichand
Pre-Employability Team Leader

Fiona Haygreen
Pre-Employability Co-Ordinator

Agnes Simons
Pre-Employability Co-Ordinator

VRQ Team

Liam Duly
VRQ Team Leader

Matt Davies
Qualifications Executive

Kate Wivells
Qualifications Executive

Zach Wilson
Qualifications Executive

Derek Ferris
Qualifications Executive

Keren Hollier
VRQ Administration Assistant

School Engagement Team

Leah Cave
Head of School Engagement

Lily Sinclair
School Engagement Co-Ordinator

Recruitment Team

Tania Smith
Recruitment Resourcer

Lindsey Skidmore
Recruitment Resourcer

Jack O'Shea
Recruitment Resourcer

Marketing & Admin. Team

Esme Hollier
Marketing Executive

Mpoli Sakala
Marketing & Admin. Executive

Marianne Trayler
Administration Apprentice

TESTIMONIALS & OTHER GOOD THINGS

"As the Careers Coordinator at Helena Romanes School, I have been very confident and happy to engage the services of AIM Apprenticeships for a couple of years now, and our engagement with the company has increased over this time. They have delivered assemblies to Years 10 -13, and also Workshops on CV's and Interview Skills to our Year 12 and 13 students. Leah has proved to have an excellent rapport with the students, especially evident in the sessions with the Sixth Form."

Pamela Abbott | The Helena Romanes School and Sixth Form Centre

9875 THE NUMBER OF PEOPLE ESSEX COUNTY COUNCIL SUPPORTS WITH THEIR FUNDING FOR OUR EMPLOYMENT SCHEMES



THE NUMBER OF SCHOOLS INSPIRING **200** THE FUTURE SUPPORTS WITH FUNDING FOR OUR SCHOOL ENGAGERS

 **1000**
THE NUMBER OF NEET PEOPLE AIM GROUP IS INTERVIEWING FOR JOBS WITH SSP UK IN 2019!

"The relationship between QA and AIM Apprenticeships has been beneficial and has become an essential method to finding the ideal apprentice. I would recommend AIM Apprenticeships services who look to obtain a similar procedure."

Raymond Walford | QA Apprenticeships



"I was so excited, it was a once in a lifetime opportunity, I really appreciated all the training I got from the team to help me build my expertise and I am excited to see how far I can go in the industry."

Lynsey | Hospitality Apprentice

MARKETING OPPORTUNITIES

We can create bespoke digital and offline marketing materials to connect and engage with the next generation:

Flyers | Posters | Video Production | Surveys and Data Collection
Engaging Social Media Campaigns | Email Newsletters

AIM GROUP Inspire. Develop. Empower.

OVER 200 SUMMER JOBS AVAILABLE!

BAR, WAITING, KITCHEN & FOOD RETAIL POSITIONS AVAILABLE IN MAJOR TRAIN STATIONS & AIRPORTS

A major player in the travel hospitality industry are looking for 200 students for summer jobs in kitchens/bar/waiting and even food retail positions. This is a great chance to fully train in hospitality services with a reputable company whilst earning some money this summer!

200 JOBS AVAILABLE

WORK IN A MAJOR TRAIN STATION OR AIRPORT!

COMPETITIVE PAY £££

JOIN OVER 1.75 MILLION PEOPLE EMPLOYED IN HOSPITALITY IN THE UK

If this sounds like you, don't miss out - be one of the first to sign-up for these roles, ready for summer... We have positions to fill throughout **May, June, July and August** with the season ending in September!

CONTACT LEAH: 01245 392075 | leahcave@aimapprenticeships.co.uk

ARE YOU:

- Willing to learn & go the extra mile?
- Flexible and sociable?
- Aged 17+?
- Enthusiastic & energetic?
- Able to work well under pressure?

YOUR CAREER STARTS HERE WITH SSP Food Travel Experts

450+ apprenticeships available

1m+ apprenticeships available

30+ locations across the globe

450+ apprenticeships available

1m+ apprenticeships available

What are you waiting for?

SSP Food Travel Experts are looking for hardworking, friendly people like you to join their team and be one of their customer service stars in the hospitality industry and you can gain a customer service qualification while you learn!

START YOUR SSP ADVENTURE

Call Billie Carol | 01145 382875

AIM

Instagram profile for aimapprenticeships. Bio: Aim Apprenticeships. Fulfill your potential. Start your search with us! Apprenticeship advice & support to 400,000 young learners. DOWNLOAD OUR APP! @aimapprenticeships

583 posts, 3,500 followers, 1,688 following

Locations: Exeter Land..., Manchester, School Vis..., Head Office!

Grid of images including: "IT'S THE WILL, NOT THE SKILL!", "NEW JOBS COMING SOON", and various workplace scenes.

AIM EDUCATION Inspire. Develop. Empower.

CHILDREN & YOUNG PEOPLE'S MENTAL HEALTH

Mental health problems affect around 1 in 10 children and young people. These issues include depression, anxiety and conduct disorder and can often be a direct response to occurrences in their lives. Emotional wellbeing is just as important as a child's mental health; therefore it is important for those working with children and young people to have a good understanding of the concepts, risk factors and impact of mental health.

Benefits

- Achieve a nationally recognised Level 2 qualification.
- Evidence your competency to employers.
- Further your personal and professional development.
- Gain an understanding of risk factors which may affect the mental wellbeing of children and young people.
- Learn at a time that suits you without the need to attend college.

Course Units

- Unit 1 - Understand Children and Young People's Mental Health in Context
- Unit 2 - Understand Factors which may Affect Children and Young People's Mental Health
- Unit 3 - Understand Children and Young People's Mental Health Concerns
- Unit 4 - Understand the Impact of Children and Young People's Mental Health Concerns
- Unit 5 - Understand how to Support Children and Young People with Mental Health Concerns

Eligibility Checks

- Are you aged 19+?
- Have you been an EU resident for 3+ years?
- Do you have 8 people to place on the course? (if relevant)

Fully Funded Course

Get in touch to find out more and start upskilling your team for FREE today:
Liam Duly, VRQ Team Leader | liamduly@aimapprenticeships.co.uk
01245 392075 | 07525 846868

IN SUMMARY

Through our extensive network of schools and NEET organisations we support young people of all abilities and social backgrounds.

By promoting equality, diversity and inclusion as one of our core values, we are passionate about driving social mobility. We do this by making sure everyone, regardless of background or location has an equal opportunity to career prospects, has a fair chance of reaching their potential and is armed with the tools to succeed. By having a hands on approach within local communities, we are able to offer a wide range of post 16 routes with clear progression paths from a range of employers and organisations that we work with. Implementing this agenda has allowed us to increase access to opportunities for young people, regardless of their circumstances.

HOW WE CAN WORK TOGETHER:

- CSR Projects through our Foundation
 - School Engagement
- Workforce Development
 - Bespoke Marketing
 - Vacancy Advertisement
- Online Candidate Generation

Get in touch to start inspiring, developing and empowering the next generation:

enquiries@aimgroupfoundation.co.uk

01245 392075



AIM Apprenticeships



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