



Cool Choices

A ground-breaking and innovative
collaborative approach to
employability

Lynsey Arthurs

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START360™



Change
Starts
Here

Start360 - Who we are?

- One of Northern Ireland's leading providers of support services
- 113 staff
- Provide 26 services
- 9 office bases

What we do

Start360 breaks the destructive cycle of ‘the forgotten and often ignored’ by holding firm to our core vision and delivering all our services using a **youth work** approach. We commit to these three strategic priorities.

- **Delivering excellent services**
- **Informing, influencing and leading change**
- **Maintaining high quality governance**

What we deliver

<u>Health</u>	<u>Employability</u>	<u>Justice</u>
AD:EPT	Cool Choices	ADJUST
AD:EPT2 Connections Northern Connections Southern	Employability Scheme	EDGES
DAISY East	GRIT-REY	Mentoring & Advocacy Service
DAISY North	National Children's Service	Landing Pilot
DAISY West	SOE	
Impact on Alcohol Service	Youth Work Training Pilot	
Lads2Dads	16+ Transition Service	
N-Gage One Stop Shop		
Protect Life		
Targeted Lifeskills - North		
Targeted Lifeskills – South		
Voices (Hidden Harm) - North		
Voices (Hidden Harm) – West		

Employability

Start360 focuses on 5 key areas to ensure success for our clients

1. Meaningful Engagement
2. Ownership
3. Understanding the Family Environment
4. Development of New Skills
5. Social Mix

Coolchoices



START360

Cool Choices Model

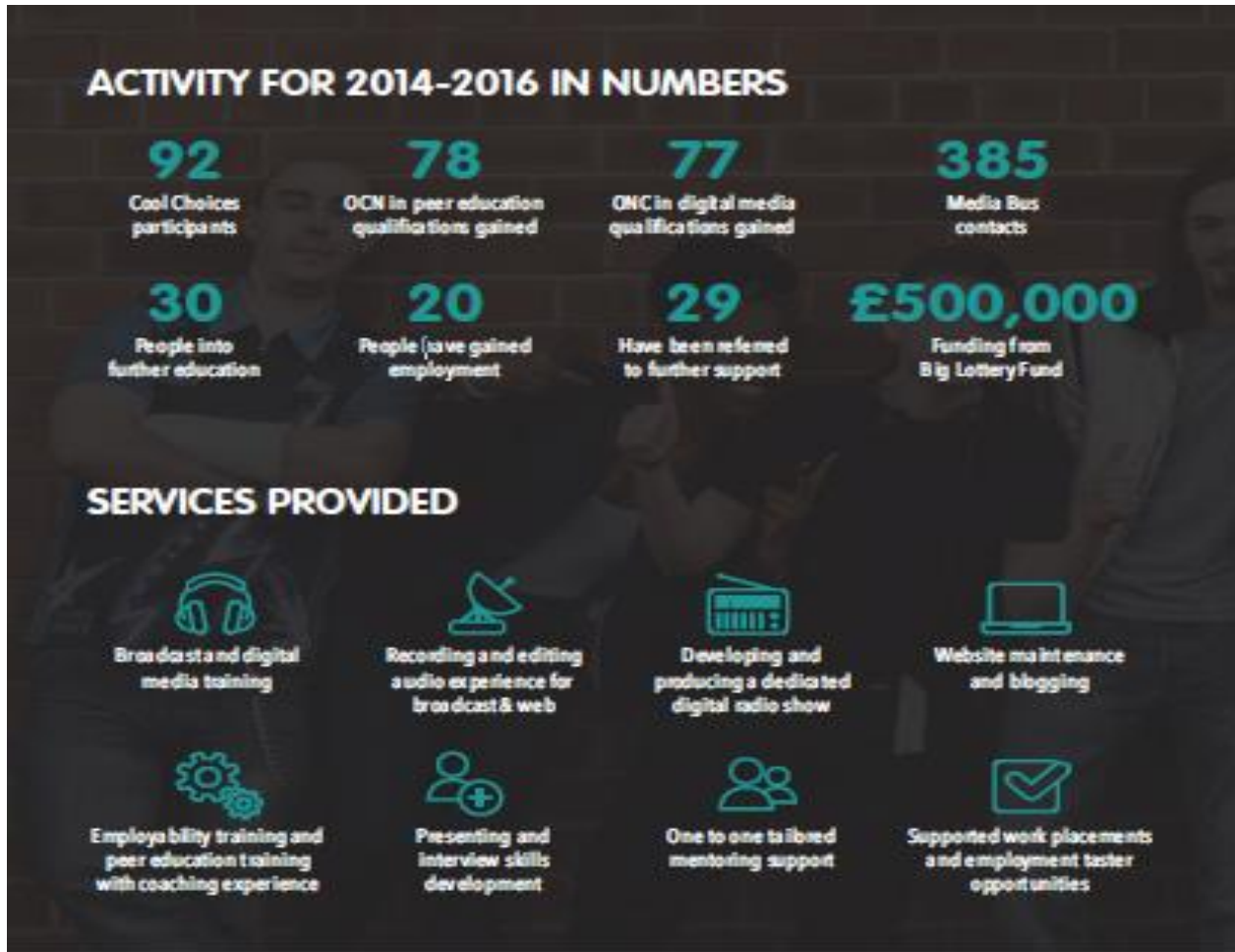
- 2 year pilot project
- Working in partnership with Cool FM
- Targets NEET young people ages 16-24
- 15-week intensive programme
- Employability training and essential skills support



Challenges

- Recruitment
- Securing relevant and quality placements
- Managing client's expectations
- Private/Voluntary Sector Partnership
- Different Cultures and Ethos
- Financial Management

Outcomes



Outcomes

SOCIAL IMPACT

Start360 and Cool FM commissioned Gauge NI to carry out a Social Return on Investment (SROI) assessment of the Cool Choices programme. The SROI model uses monetary value to represent the social costs and benefits of the programme and the evaluation found that for every £1 invested in services in 2015-2016, approximately £24 of social and economic value will be returned. The SROI analysis was based on one year's data as per SROI standards.



The most significant outcomes relate to the service users and include:

- Increased skills and qualifications in digital media and peer education
- Increased employment
- Increased involvement in further education
- Increased levels of confidence and self-esteem
- Reduced social isolation & improved relationships
- Improved levels of mental health and resilience
- Improved communication and coping
- Decreased reduction in use of alcohol and drugs

Outcomes

Most significant outcomes:

- **Increased Skills and Qualifications in Digital Media and Peer Education**
- **Increased Employment**
- **Increased Involvement in Further Education**
- **Increased Levels of Confidence and Self Esteem**
- **Reduced Social Isolation**
- **Improved Mental Health**
- **Improved Communication Skills**
- **Decreased Reduction in use of Alcohol and/or Drugs**

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