

THE INTO EMPLOYMENT PROGRAMME

Into Employment is a 12-month programme provided by the School of Rock and Media in partnership with Bradford Council.

The programme is for young adults aged between 16-25 with a disability.

The programme provides training, skills, qualifications and work experience to lead to permanent paid employment.

Students have access to a monthly bursary to support them during their education.



Why we're here...

Bradford has one of the youngest populations in the UK and young adults, specifically those with disabilities, are massively underrepresented in the workforce.

There is a belief at the moment that people, especially young adults, with disabilities should be fine doing volunteer work for free, even when 'able-bodied' people get paid for the same or a similar role. We intend to change that belief.



The programme focuses on strengths and building the confidence of our students to enable them to do what they do best every day.

"The work placements are such an important idea to get behind.

Enabling people to access the workforce who may struggle to do so otherwise will pay dividends in the long term for the young person on placement as well as the workplace itself. Matthew was fantastic and we were able to offer them paid employment because of the experience. He is now not only a valuable member of the team but an inspiration to the young people in our setting."

*Jaime Darby, Deputy
Headteacher*



What we do...

We work with teams across Bradford Council and local businesses across the District to provide work placement opportunities for our students. We encourage placements to support our students in feeling part of a team as they have told us they want to contribute and feel like they belong.

Our students are given choices based on their strengths and their interests we want people to be able to do what they do best, every day. Flexibility is really important for our programme and we give students the chance to try a range of placements if they choose to do so.



We work closely with our students and placement staff and hold regular placement reviews to ensure that our students are progressing towards becoming employment-ready.

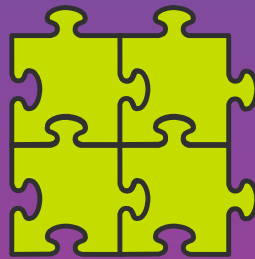
"It has been a joy to see #afsa's confidence increase during her time on Into Employment and she took every experience offered with determination and a willingness to learn. We were able to carve a role for #afsa that focuses on her doing what she does best every-day and we now have a fantastic employee who adds so much value to our team"

Jo Binns, Into employment Lead, SORM

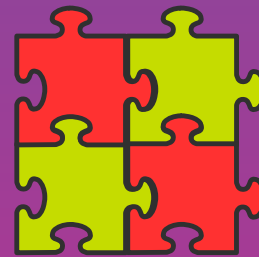
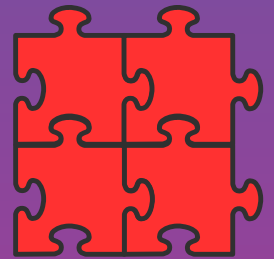
Job Carving..?

We encourage a job carving approach to employment. Job-carving is where you take elements from multiple job profiles and tailor them to create a job role focused on the skills and strengths of an individual to create a role for them.

Job 1



Job 2



The ideal job for you

The end goal of the work-placement is to apply for a position within the team – so there is a long term commitment.

We aim to change the perception that adults with learning disabilities are often expected to be okay with volunteering in a role their able-bodied peers are paid to do.

"It's really important that the workplace represents the wider community. In Bradford, we have a very young population. It's nice to see different people from different backgrounds in a team. It's also nice to see a person develop their skills in the workplace. Seeing where Caitlin was to where she is now and it's only been a few months, her confidence has improved – I think that's one of the main reasons it's nice to have a project like this."

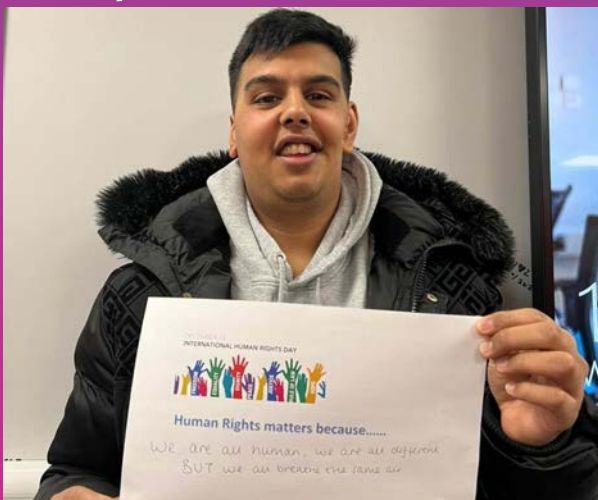
*Charlotte Goss, Team Manager,
Preparation for Adulthood,
Bradford Council*



Strength to Strength

Person-centred and strengths-based practice is at the heart of the Into Employment Programme. We work with our students to focus on their strengths and aspirations and support them in finding a work placement that utilises their strengths.

We tailor support to suit our individual students and support the transition into placements with accompanied visits, regular reviews and learning support the workplace and in the classroom.



Our whole ethos is centred around our students – hearing their voices; and supporting them to achieve their hopes, dreams and aspirations.

"I saw that the people we support were not given the chance to work within the Local Authority, the numbers were zero. We know how important it is for the people we support to have their wants, dreams and aspirations heard, and a choice of paid employment. The first class had 6 young people – 3 are now employed by the Local Authority and the other 3 students have progressed to higher education. All students passed their qualifications which was great. I personally believe that the Into Employment Programme is the right person-centred approach to support our student's bright future"

Tony Saunders, Director, School of Rock and Media

All work and no play

"The social aspect of SORM is as, if not more, important than the education side of SORM. Even though the education side is what they take an active interest in the social side gives them the skills that they will be able to use every-day whether at a job interview in a workplace or making friends they will be able to, thanks to the time they've spent at SORM."

James Hudson, Music Production Tutor, SORM

The Into Employment course isn't just about learning core skills and helping a young person achieve their academic or employment goals. It's also here to support and develop social skills.

We support our students in this way by encouraging them to socialise and interact with students from the other courses that SORM runs and facilitates.



In the Education hub, there is a Cinema/Video games room where students can relax to watch a movie or build some team spirit by racing around a track on Grand Turismo or scoring a hatrick on FiFa while on the PlayStation



makes for poor learning

On top of the opportunity to travel to events and open days to network for SORM and the Into Employment programme. There are also more fun-oriented days out available.



The 2022/23 Cohort went on several day trips to places like the National Media Museum and Blackpool. The trip to Blackpool was especially important as it was the first time a member of the class had ever been on a beach



"The social aspect of SORM helps some of the more hard-to-reach individuals with or without learning difficulties grow socially within a realistic environment. An environment within which other people are also learning what words and actions are appropriate in those situations. A lot of people know how to talk about what they need and what they want, but also need to grow and develop how to communicate those needs with respect towards others around them. And it's great to see this happen in the students I see every day."

Patrick O'Neill
Education Coordinator
SORM

Let the students for

"I love seeing our students open up, develop and flourish after coming to our safe, accepting and supportive environment. We help people do what they do best every day and the impact on their wellbeing is massive. We listen to them, involve them and help them remove any barriers in their way – and their progress is amazing to see."

*Jo Binns, Into Employment Lead,
School of Rock and Media*

"Into Employment Programme is a life-changing programme and place to be. Whilst here I've overcome so many of my fears and doubts and finally found somewhere I fit in. I'm 26 this year and this is the first year I've felt normal."

*Matty, Into Employment Programme
student*

"Everyone is given a
chance"

"No judging, no bullying.
I feel happier. I can be me. I
fit in."

"I would be scared to
apply for a job or go for
an interview. This way
I can show what I can
do in a place I feel
comfortable"



Speak themselves

"The Into Employment Programme is a better place to learn because you get to learn new things which you have never been taught before."

S.Rashad, Into employment student

SORM is the best place to attend because that's where people learn how to coordinate and stay on task

Joseph, Into Employment Student

"Just want to say a massive thank you for everything you have done for me. I am going to make you proud in the future. Thank you for helping me become more confident"

"I can be myself for the first time in my life"

"When I started the Into Employment Programme I was nervous but as time came on I felt better. Now I am enjoying it, it's such a relaxed and friendly place and I'm the boss of the group!"

Hafsa, Into Employment Programme student

Contact us to learn more

Jo Binns - Jo.sormstudios@gmail.com

PFA Team - Pfa@Bradford.go.uk

Visit us at - sormlearninghub.com

"Into Employment is a wonderful programme that offers young people aged up to 25 an opportunity to experience work, gain skills, learn on the job and showcase their amazing talents to potential employers. The service goes from strength to strength because it is built on the unique contribution that every intern brings with them and because of the value base and dedication of all those involved."

Rob Mitchell, Principal Social Worker, Bradford Council

