



WHAT DO WE DO?

Gold Seal Project is a social enterprise that specialises in alternative provision training solutions, directly addressing antisocial behavior, negative lifestyle choices and planning a purposeful career. We do this using music and enterprise as a simple, easily demonstrable vehicle, to engage, train, accredit and further support participants within.

WHY GO WITH US?

We differ from the usual trainers, specialising in powerful alternative provision solutions especially for low academic achievers, NEET and at risk/offender categories. Our model is simple, we use music, technology and business examples as a means to engage participants initially, creating an instant platform for all to be involved in something fun and creative. We then subtly build from this embedding powerful personal development that challenges anti-social behaviour, negative lifestyle choices and gang culture, reinforces powerful positive role models and creates direct networking opportunities and platforms from our networks of successful entrepreneurs at every stage of our delivery model.

DISSECTING ENTERPRISE IN A REVOLUTIONARY FORMAT

We shrewdly dissect the careers of other successful musicians and entrepreneurs as well as our very own journey as social entrepreneurs. These include many current artists and public figures that are influential in youth culture and society (Jay Z, 50 Cent, Richard Branson & Alan Sugar to name just a few). All material taught is easy to identify with, absorb and then transfer into ready to go practical business models and means to trade (eBay and other small scale start up business models and initiatives). These bite size business examples and topics enable us to effectively communicate with today's younger generations, but make it hands on, practical and potentially profitable using a training method that is engaging and relevant every step of the way.



OUR DELIVERY MODEL

Our delivery model enables all we engage to have the opportunity to self-reflect and explore/discover their true potential, whilst subtly identifying transferable skill sets, means to trade and also seek other employment opportunities.

All participants work on these key personal development areas:

Personal Growth & Development

Self Belief

Personal and Business Budgeting

Group & 1 to 1 Social Skills

Communication Techniques

Action Planning & Exploring Careers/Progression routes



WHO HAVE WE WORKED WITH & WHY?

Our portfolio/working partnerships to date includes Brent, Camden, Tower Hamlets, Islington, Hounslow, Southwark, Hammersmith & Fulham, Kensington & Chelsea, Westminster, Ealing, Hackney, Harrow and Croydon local authorities. Our training has been utilised at Youth Clubs, Community Organisations/Hubs, Academies & schools, PRU's, HMP/HMYOI sites, Youth Offending Teams, Professional Football Clubs (Fulham & Chelsea FC), Housing Associations (A2Dominion, Notting Hill,) as well as charities such as NACRO, Catch 22, SERCO, The Young Foundation, Look Ahead, Tomorrows People and St Mungos.

Our extended networks also include many more successful musicians, celebrities, brands, businesses, entrepreneurs and agents which we consult with to design any new brief.

For more information please check out our website in our case studies area (<http://www.goldsealproject.com/case-studies/>).

HERES WHAT OUR SERVICE PURCHASERS SAY ABOUT US:

"Gold Seal offer an exceptional ability to engage with young people who are lacking motivation and disengaged from their education. They use tangible examples, which the young people can relate to as a means of encouraging learning and personal development. I have been extremely impressed with their delivery style for enterprise training. They offer a service that is passionate, energetic and well-organised, taking time to tailor interventions according to the needs of the group"

Sean Porter, Progression Manager, Tower Hamlets Pupil Referral Unit, Tomorrows People



**THE
YOUNG
FOUNDATION**
THINKING
ACTION
CHANGE

"We collaborated with Gold Seal on an enterprise programme for young people at one of the UK's largest housing associations in 2013/2014 and without doubt I can say we couldn't have done the programme without their mentoring programme for the young entrepreneurs. The team connected with the young entrepreneurs, many of them with complex support needs and gave them the drive needed to succeed on this programme. We would highly recommend them to anyone looking for expert youth engagement, mentoring and start-up business advice."

Tony Colville, Partnerships Director, The Young Foundation

"We have worked with Gold Seal twice to date, once over the summer with summer arts and then again for a block period. They have successfully engaged some of our most difficult to reach young people, resulting in some excellent tangible results. Their approach to the young people is creative, clear and really patient. They work calmly with young people and are able to manage even the most difficult of dynamics creating a safe working environment. As a provider, they are really flexible in meeting the required demands of the YOT, and will work tirelessly to ensure work is meaningful for young people, but also meets the desired outcomes at a strategic level. Given their hard work and dedication, I have no qualms in recommending Gold Seal to any other professionals, hence why Harrow YOT are embarking on a longer term sustainable project with their services annually."

Aman Sekon-Gill, Service Manager, Harrow Youth Offending Team



"Gold Seal provided A2Dominion tenants on the Belnspired Enterprise Programme with tailored mentoring support to help them get their business off the ground. They brought a wealth of expertise to the project and guided young people through the numerous challenges they faced. Gold Seal's background and approach resonates with young people where they have the ability to build trust and bring the best out of them. A2Dominion tenants who they worked with achieved small but well-considered personal milestones towards their goals. Gold Seal are a truly excellent and professional organisation who we would recommend."

Dele Ryder - Partnership and Fundraising Manager, A2Dominion Housing Association

"Gold Seal has a brilliant way of engaging the most hard to reach young people in our service. They have been flexible to the service provided and young people's needs, which has enabled real progress to be made with some of our young people. The young people have nothing but positive feedback to give about the service and it goes way beyond music and enterprise training, having a key and significant impact on self-esteem and confidence building too."

Charlotte Matthews - Senior Practitioner, Camden Youth Offending Service



HERES WHAT OUR SERVICE USERS HAVE TO SAY ABOUT US:

"Gold Seal Project's support was really, really helpful for me. They taught me a lot of things in terms of business planning and setting up a new company. They were also very understanding of my support needs and the fact that I have a disability that limits my mobility. They have transformed me into a good businessperson and brain. With their help, support, time and dedication they put into working with me I would definitely tell everyone to use their service, as I would, again, anytime."

Harpreet Gill, CEO: Never Stay Down, Young Foundation/A2Dominion Participant

"I loved the different take on teaching. The trainer made us all feel equal and welcome, as well as our questions being answered and taken in, even if our answers are not what you wanted/expected" A2Dominion Be inspired participant: Twickenham.

"Joe and Gold Seal are an inspiration, he has been through so much, but look at him and the company today. I loved the way the points were explained and I clearly and thoroughly understood everything taught. Great sessions I just wish I had more!" A2Dominion Be inspired participant: Ashford

"I was going to quit my part time job tomorrow but now I've totally changed my mind and have a new fire and passion for running my own business again! Excellent highly recommend Gold Seal lessons to anyone" A2Dominion Be inspired participant: Brooklands College

"Loved the honesty, simplicity and realness on how to run a business and what to do to stay motivated and focused" A2Dominion Belnspired participant: Brooklands College

"Business in a language that I understand finally!" - Student: Camden Youth Offending Team

"I dont usually like most lessons at school but for once theres a subject I want to be in for and the teacher really understands where we come from and how business can be applied to help us change our lives. Really, really enjoyed this course." Tomorrows People: Tower Hamlets PRU student

"Gold Seal are a true inspiration to me. I learnt how to find my true strengths and potential and now I am on the way to starting my own company and career as a successful musician and studio owner. I stopped offending and built myself a future in the process too." Tomorrows People: Bethnal Green Academy student

"If Gold Seal wasn't here I'd probably be in jail right now. Joe was the best personal advisor I've ever had" Student: Ealing Youth Offending Team

"I really enjoyed the sessions, I met musicians and entrepreneurs that I needed to and I think we need more people like them in our community so everyone has a focus"

Student: Harrow youth offending team