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SOUTH TYNESIDE CHARITY HELPING LOCAL YOUNG WOMEN SEE BRIGHTER FUTURES WITH NEWCASTLE BUILDING SOCIETY GRANT SUPPORT

A South Tyneside charity's drive to help local young women realise their potential and find their way into work has been boosted by a four-figure grant from Newcastle Building Society.

Bright Futures North East has set up an employability programme which aims to help young women aged from 15-25 development the skills, confidence and knowledge they need to find and keep a job.

Each participant follows a tailored support plan which takes their individual needs into account, builds their confidence, addresses any barriers to work they might be facing and helps them study for appropriate qualifications.

Support is available for as long as it's required, with specific resources made available to help school leavers and young mums.

Of the 23 young women that have so far taken part in the programme, 15 have found sustainable long-term employment, with a number of others going into education - and Bright Futures is now looking to get more local young women involved with the scheme.

The project is being supported with a £2,997 grant from the Newcastle Building Society Community Fund at the Community Foundation Tyne & Wear and Northumberland, which offers grants to charities and community groups located in or around the communities served by the Society's branch network.

Bright Futures North East aims to give young women up to the age of 25 a brighter future by helping them to tackle some of life's biggest challenges including substance misuse, domestic abuse, unemployment, poor health and wellbeing, sexual abuse and exploitation.

Working from two community hubs in South Shields, the charity works with over 5,000 young women each year, tackling their different needs through a range of a different support services, including one-to-one help, group sessions, community projects, training programmes and health and wellbeing clinics.

Dominique Hendry, project manager at Bright Futures, says: “Our programme is designed to offer tailored support to local young women in whatever ways they need and for as long as they need it in order to help them into sustainable, long-term employment.

“There are often wider issues within their lives that need to be recognised and addressed before they’re going to be in a position to look for and keep a job, and by taking a holistic approach to their individual situations, we’ve been able to find a lot of positive ways forward.

“We’re already past our initial target for this project and we’re really keen for more local young women to come forward to find out how we might be able to help them achieve their employment goals.

“Getting Newcastle Building Society’s backing has given us the confidence to plan for what we want to achieve over the longer term, while the credibility their involvement provides is helping to open other doors for us.”

Nicola Hands, Head of IT Delivery at Newcastle Building Society, and who recently visited the charity, adds: “It was wonderful to see how the team at Bright Futures are supporting woman from their local area. They are making significant impacts to the quality of these women’s lives, both in the short term and longer-term and I wish them every success in the future”

Since its launch in 2016, Newcastle Building Society’s Community Fund at the Community Foundation has also contributed over £2.3m in grants and partnerships to a wide variety of charities and projects across the region, including the Sir Bobby Robson Foundation and the Prince’s Trust.

The grants are so far estimated to have had a positive impact on more than 151,000 people.

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For further information on Newcastle Building Society, please contact:

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About Newcastle Building Society

Newcastle Building Society* is the biggest building society in the North East, with a network of 31 branches and assets of more than £5.3bn. We've been here for our members for over 160 years.

As a leading local employer, we're committed to growing our region's talent and being a great place to work where people can realise their potential. We hold Platinum IIP and won the Excellence and Positive Impact Award at the 2022 CIPD North East of England HR&D Awards. We were named Company of the Year in the Northumberland and Tyneside category of the North East Business Awards 2022.

We help people to own their home, to save and to plan their finances through our range of products and services. We believe in the role of the high street at the heart of our communities and are proactive in making financial information and financial advice accessible across our region.

Our Financial Advice is provided through our Newcastle Financial Advisers Limited division**.

We're dedicated to helping our North East communities make positive changes; since 2016 the financial support through grants and donations from the Newcastle Building Society Community Fund at the Community Foundation to benefit local causes has surpassed £2.3m

*Newcastle Building Society Principal Office: 1 Cobalt Park Way, Cobalt Business Park, NE28 9EJ. Newcastle Building Society is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority. Newcastle Building Society is entered in the Financial Services Register under number 156058. You can check this on the Financial Services Register or by contacting the Financial Conduct Authority on 0800 111 6768. Call 0845 734 4345 or visit us online at <https://www.newcastle.co.uk/>

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