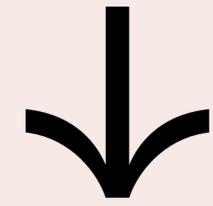




**RIO**

Real Ideas  
Organisation

**Teamwork  
makes the  
dream work** →



# Getting started with Real Ideas

For 18-25 year olds, simply getting started on the road to finding a dream job, or even simply getting a job, can be the hardest part of all. Especially the way things are at the moment.

Constant rejection, and endlessly hearing 'no, no, no' is hard for anyone to take. And for 18-25 year olds, who haven't had a job before, it can feel like the entire, huge, complicated world is against them in every way.



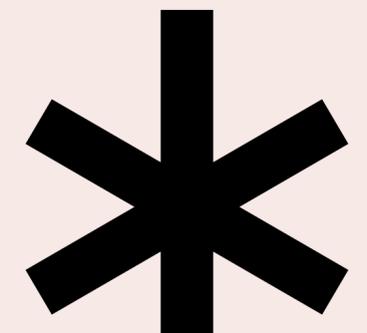


# Real Ideas and our dedicated difference

This is when we step up to help. We are Real Ideas and we see the world differently. Our constant team mission is to work together to create a fairer world by solving problems and creating opportunities – and this is exactly what we do, day-in-day-out, for young people under 25.

We don't come from a typical 'employment support' place. Our origins lie within Creative Partnerships – an Arts Council and UK Government link-up that brought all manner of inspirational artistic practitioners together in classrooms across the country, delivering stunning results.

When that programme finished, our Real Ideas founders 'pivoted', keeping our brilliant team together and in 2007 created a new social enterprise in the south west. This move meant that as Real Ideas, we could collectively extend our work out of the school system, immediately extending our reach, our vision, our delivery methods and our mission to create opportunities and positive change with individuals, and, in turn, across communities.





**Logic will get  
you from A to B.  
Imagination  
will take you  
everywhere.**

**— Albert Einstein**

Today, as Real Ideas we continue to be an extended team of ‘informed agitators’; people with a relentless fascination with the world and with how people ‘tick.’ At Real Ideas we look beyond the filters and we never simply accept any status quo. That’s why we are so brilliant with young people, especially those who find themselves in dark, or difficult, places.

And often it’s as much about our Real Ideas attitude as it is about the processes that sit behind the work. Our way of unlocking personalities, and therefore future work options, is broad, varied, challenging – and most definitely different. We matchmake young people with businesses, peers, inspiring leaders, and early start-ups to create exciting, connected and dynamic conversations that not only open doors, they might just create them!



# Marcus: coaching brilliance in others



→ The Real Ideas guys helped me identify healthy ways to self-assess myself, what I wanted to do and how I could do it – but in a positive way which makes much more sense and opens doors for me, rather than closing them.

Meet Marcus. Marcus is an awesome freelance sports coach in Cornwall.

From May until September, Marcus dedicates himself to his job as an AIGL (Activities Instructor/Group Leader) with PGL. PGL is the brilliant company that creates life enriching school trips and adventure holidays for memories that last a lifetime, and Marcus spends four/five months of the year taking others on hikes, climbs, bike-rides, surfing and canoeing, amongst a raft of other activities. And he loves it!

Then the summer holidays come to an end and Marcus returns to his home town of St Dennis in Cornwall. He used to have a mega confidence dive. Not anymore.

Throughout the winter months, Marcus is a freelance sports coach and available for last minute call-ups for local football teams, Brownie groups, school groups or foreign language student programmes. Marcus will step in to provide whatever coaching they need on that particular day. And he is utterly brilliant at it!

So why did he need to go on Game Changer? Marcus received an Asperger's spectrum diagnosis and, until he went on the programme with Real Ideas, he thought this was a massive issue, that it would curtail his ambitions and be a barrier to his success.

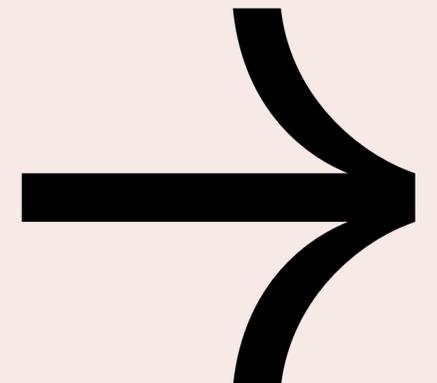
The diagnosis kept kicking his confidence in the guts, especially when his summer job came to an end.

Marcus says "Game Changer flicked a switch in my brain and made me see that I have a tendency to over-analyse and over-criticise myself, a large part of which is down to being somewhere on the spectrum. This is why my confidence would plummet, especially having had my diagnosis. The Real Ideas guys helped me identify healthy ways to self-assess myself, what I wanted to do and how I could do it – but in a positive way which makes much more sense and opens doors for me, rather than closing them. We also brainstormed alternatives for how I could hold onto, and achieve, my ambitions – in a slightly different way to how I initially saw it. And thanks to that, I've made it happen."

Marcus is now part of an ongoing advocacy team alongside Game Changer with the WorkAble campaign. He works with the Real Ideas team to help us help employers see how processes like interviews can really freak young people out, especially those with Asperger's. And, alongside Real Ideas, Marcus is helping build a new understanding and new opportunities, for the matchmaking of young people and employers across Cornwall and beyond.

# Our Teamwork Toolbox

Our Real Ideas 'toolbox' is stuffed with bespoke options. It contains everything needed to carefully consider each and every young person, work with them so we can understand them, and so they can understand themselves. We come together with them to help break down any barriers or misunderstandings they have, and to build key coping skills and emotional resilience. And then we support them through a rebuild, with a stronger, more defined, self-aware, and world-ready internal structure.



# Constant, creative collaboration

Our Real Ideas 'Navigators' look well beyond the 'normal' set of job options and we dedicate ourselves to untapping determination, energy and passion, alongside skills and talents in our young people. Our collective contact book is endless and we open up a varied range of work experiences in diverse areas - music, the arts, food, gardening, digital, care, events and festivals, in business, in the voluntary sector and in social enterprise. Nothing is ever off the table of possibility.

We also love working with others, so we are continual partners and 'working buddies' with a whole host of organisations and companies. Bringing in collaborators, or joining forces with like-minded professionals and delivery bodies, helps keep all of our ideas, and opportunities, fresh, sparking and building. And it's this collaborative force that allows us all to 'power-up' our collective resources, experience and our objectives so that we can all deliver even more invaluable help, and options, for the young people in our midst.





Together with these partners, our Navigators build young people up in all the key ways that they need. Our young people tell us we're often the first people to ever really try to see them for who they are; we work with them to really try and make their dreams a possibility.

As a result, we also see where they need bespoke help and support. And we matchmake this with our partners, and our insights into the young person's brilliance, their ideas, and their potential to make things happen - for themselves and for others in the world.



# Cameron: builder of his own destiny



Cameron Waller is reflecting on his first month ever in a full-time job working with the team at M&S in Truro. He's really enjoying working with his colleagues who are 'a really funny bunch' and he's fully focussed on 'just doing it and just going for it as well as taking everything onboard as an experience.'

As well as making the most of the routine of day-to-day work, and getting used to the new responsibilities and requirements, Cameron is reassured that he still has a brilliant support mentor in Emma, the Real Ideas Game Changer Navigator who has worked with him over the last two years to help prepare him for his first full-time role in the world of work.

A year ago, however, Cameron would never have envisaged himself in this situation. He says, "I'm dyslexic and wasn't that great in school where I was always being told off! After school, there was no obvious route and I was in and out of the Job Centre and did some courses. But they were boring and some of them messed with my mind. Mostly I was just sitting there, getting all this information but I wasn't really learning anything or doing anything."

Then Cameron tried Game Changer and met Emma, his Navigator. Together they worked out that he was keen to try working outdoors and Emma set up a work experience placement at the Eden Project. Cameron was anxious about meeting new people, and about messing up this opportunity, but, despite his initial reservations, he followed Emma's advice and went for it.

→ Through the Eden Project work with Game Changer, I felt like I gained myself, I was getting help to improve myself. And I also learned ways to deal with my anxiety, and to be able to talk to people, which I wouldn't have done before because I was really shy and into myself.

Cameron says, "Oh - it was amazing. I met such an incredible bunch of people and we all got along. We built so much stuff: a path, two greenhouses, and a roundhouse. And all of it was just amazing. You don't get told off if you do something wrong. They just show you how to do things right and that feels really good."

Cameron continues, "Through the Eden Project work with Game Changer, I felt like I gained myself, I was getting help to improve myself. And I also learned ways to deal with my anxiety, and to be able to talk to people, which I wouldn't have done before because I was really shy and into myself."

Cameron had never had any experience of going into any work and Game Changer helped him build his CV and understand how to 'be' in work. He also learned some new coping strategies alongside the fact that he needed to stop being so tough on himself. These are new mind and skillsets that he's using every day in his new job which he's really enjoying and is helping him re-imagine his future ambitions.



# Delivering results that matter

Over the last 4 years we have worked with more than 1,500 young people to help them find better futures, and this number grows year on year.

The figures tell an important story, because behind every single number is a young person that we've supported who is now flying, or can at least see clearer skies ahead!

We continually outperform our contract targets, striving to deliver more than we have promised. On one current contract our target for supporting young people into work, education or training is 55%. In 2020, despite a global pandemic and economic uncertainty, we supported 64% of young people on this programme to progress positively.

On that same contract, our results for young people who need support for longer (up to 2 years) are exactly the same as those who need only a small amount of help; everyone's journey really is unique, and we're proud to support each and every one of them.

# 1,500

young people helped in the last 4 years

# 64%

of young people on the programme in 2020 progressed positively



# Elle: designer of her future success

Elle Heard is all set to sell her beautiful artwork including cards, prints and other items on Etsy, under her working name: Eleanor Louise Ashton. Elle's talent lies in her taking inspiration from her travels and her home in Cornwall, introducing a dreamy colour palette and initially sketching her ideas on an iPad Procreate, before transferring these to print to create her collection of stationery and artworks for sale.

But Elle's business almost didn't happen. When she finished her degree in Textile Design at Bath Spa University, instead of feeling on a high, and ready to tackle the world, Elle suddenly felt lost, directionless, with no idea of what to do next. This affected her confidence; she had a vision, but she felt like this was unattainable without any experience and limited knowledge of how to go about it.

Luckily, Elle discovered Game Changer with Real Ideas, and her Navigator connected with Rose Barnecut, a Creative Sector partner that Real Ideas regularly works with. Rose helped Elle set up a work placement with Dena O'Brien of Kiwi Print, an experienced,

commercial printmaker based in Camborne. This creative and industrial immersion process, alongside other successful entrepreneurs, and the personal mentoring from Dena, helped Elle define her own ambitions, personal style and her future direction for her own work.

Through the Game Changer process, her Real Ideas Navigator also helped Elle identify the equipment and resources that she needed, as well as working together through the Etsy process and framework so she was ready to go for it.

Elle says, "Although University gave me the opportunity to learn and develop many new skills, the support I have received after graduation from Game Changer has been invaluable. My experience of working with my mentor, Dena, and the Game Changer team has been absolutely crucial in helping me to market myself as a designer and to create a collection of prints and cards. It's scary, but it's so exciting, and I would never have got to this point without this brilliant support which all came at just the right time. I am now ready to develop my product range and promote it more widely."



→ It's scary, but it's so exciting, and I would never have got to this point without this brilliant support which all came at just the right time. I am now ready to develop my product range and promote it more widely.





# Guinevere: planting and growing her own future



You find out by trial and error how to get up the right jobs, and then work towards the top jobs. It gives me inspiration to think that I can be following in their footsteps, starting in small garden jobs, but with the right attitude and ambition, I can become just like them.

Meet Guinevere Horroks. Guinevere is currently loving her voluntary role at Cornwall's Eden Project. And she is on a mission to learn as much as she possibly can about plants and all aspects of gardening with the aim of finding a future job in the gardening world.

She's recently started a Bronze Arts Award in Garden Design and is finding continual inspiration from her learnings about professional gardeners such as George Fergusson Wilson, who founded the Wisley Gardens and built a horticulture school, with the idea of 'making difficult plants grow successfully.'

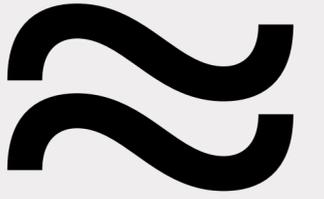
A year ago Guinevere studied in Healthcare at college but knew that a job in that area wasn't going to make her happy. So, she started applying for other jobs. In fact, she applied for 259 jobs. And she didn't get any of them. And that was tough. Really tough!

Guinevere says, "I was applying for retail jobs, factory jobs, care work – but I didn't really want to do those roles. I thought I had to keep trying. Initially, I was interested in Art so when I discovered Game Changer, my Real Ideas Navigator took me to some art galleries to see how that works behind the scenes. But that wasn't quite right and what was brilliant

was that my Navigator didn't give up on me like other people have done in the past. They brought me to the Eden Project and when I started working outside in the gardens, which was something I had never done before, it made me really happy."

Guinevere continues, "Now, with their support, I'm studying famous gardeners for my Arts Award in Garden Design and you learn that it's not complete success all the way through. You go through trial and error in a garden, just as you do in a career. You find out by trial and error how to get up the right jobs, and then work towards the top jobs. It gives me inspiration to think that I can be following in their footsteps, starting in small garden jobs, but with the right attitude and ambition, I can become just like them."

Guinevere has already realised the pleasure that her garden design and tending work can bring, creating a new garden at home for her disabled mother. "Just being able to put what I know into place in our own little garden is making me, and my mum, so happy," she says. "It's wonderful to have this happening in my life and I'm enjoying everything that's coming with all the learning."



# Like what you see?



It's this style, and this different approach, that causes funders and programme managers to talk about the Real Ideas 'fairy dust.' But the magic isn't a secret. It's a way of working with young people that all of us at Real Ideas would love to spread further across the country. And we are prepared, poised and ready to activate our transformative work right across the UK, whenever we can be of help.

Think we could help young people where you are? Get in touch, we'd love to talk.

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