



# YOUTH ENTERPRISE & EMPLOYMENT REHEARSAL (YEER) PROJECT

The Future Melting Pot (TFMP), Birmingham, UK

## What is YEER?

up the YEER pilot project to provide business support to black and minority ethnic individuals who were not in employment, education or training with the main aim of participants being able to set up their own enterprises.

The project included training, support and access to accredited advisors. The approach could be characterised as intensive, personalised support to stimulate entrepreneurialism.

## Modes of working

TFMP is a social enterprise set up after identifying a gap in the market for an organisation to support the aims and aspirations of disadvantaged young people in the West Midlands.

The philosophy of TFMP is to “enable and empower young people to achieve their potential through enterprise”.

Developing individual ideas and talents, to “open new gateways to disadvantaged groups who find it hard to engage meaningfully with traditional business networks”.

Underpinning their work is that services and opportunities should be those that young people have determined they want themselves, not just with them in mind.

## What is new?

The project’s approach was innovative in that it offered excluded young people an alternative to unemployment or ad hoc paid employment.

This differed from conventional employment support and the focus on “getting a job”.

It used innovative approaches to communication and retention using the preferred method of communication identified by participants, for example Facebook and other social media.

## What was the impact?

- Mentors were recruited specifically for the project so that they had existing networks .
- Partnership development was seen as a large part of the success of YEER.
- Could be adapted for different age and client groups .
- No reason to assume this could not be replicated.
- Did shift the focus away from getting people into work to supporting entrepreneurial activities,.
- Supported particular group considered difficult to engage with..

For more information see: [www.thefuturemeltingpot.co.uk](http://www.thefuturemeltingpot.co.uk)



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