



PROJECT HELPS YOUNG PEOPLE IN BIRMINGHAM DEVELOP THE SKILLS AND CONFIDENCE THEY NEED FOR THE FUTURE

Young people in school and community settings in Birmingham are developing the skills to manage every day challenges thanks to a joint initiative between Chrysalis-Club 2000, a Birmingham based member of the national awards network and national life skills programme *Life Routes*.

Life Routes is managed by the National Children's Bureau (NCB), and funded by Nokia as part of a global initiative between Nokia and the International Youth Foundation. It aims to support professionals in providing young people with the opportunity to develop life skills, including communicating with people, taking responsibility for their actions, making decisions, managing emotions and working with others.

The *Life Routes* programme works in schools and communities throughout England to help young people develop the skills and confidence they need to achieve the five outcomes for children laid out in the government's Every Child Matters strategy: being healthy, staying safe, enjoying and achieving, making a positive contribution and achieving economic well-being.

The Birmingham initiative covers projects including, Birmingham Behaviour Support Service, Goldenhillock School and the Box, a voluntary project for disaffected young people. Young people are being given the opportunity for personal development, career preparation and community involvement, as well as working towards a national youth award accredited through ASDAN, recognised by colleges, training providers and employers.

"We really enjoy doing the challenges because we choose what we do," said Shannon, a young woman in the group. "We learn a lot and get something out of it. This has given me an opportunity to get somewhere and feel more confident".

The experience was similar in other projects across the city. "It is great to see their confidence grow in a supportive environment where they can be creative and given responsibility," said Sarah Beck at James Brindley School.

“All young people need to learn skills to help them negotiate and manage everyday challenges”, commented Sophie Wood, Project Manager at NCB. “Life Routes provides young people with the opportunity to develop the skills and confidence to make informed choices in all areas of their lives”.

“By encouraging young people to develop life skills, we help them to resist negative influences and have the confidence to make informed choices. These skills have a major influence on their long-term outcomes,” said Mark Squires, Head of Communications at Nokia UK. “In the high pressure world we live in, we sometimes overlook the need for young people to be given the self-confidence and life skills to face the day-to-day physical and emotional pressures that are a normal part of growing up. *Life Routes* is about helping them to maximise their potential and connect in richer ways with others.”

For more information about this release or to arrange an interview with someone from the *Life Routes* project based in Birmingham please contact:

Funda Cizgenakad, GBC (Nokia PR) 020 8322 1922 or email nokiacorp@gbc.co.uk

Notes for editors:

- 1) Life Routes is a project to promote the learning of life skills in schools and community settings. The project is managed by the National Children's Bureau and funded by Nokia.
- 2) Life Routes aims to help young people achieve the five national outcomes outlined in the government's Every Child Matters strategy. These are to: be healthy, stay safe, enjoy and achieve, make a positive contribution, achieve economic well-being.
- 3) Nokia funds Life Routes in the UK as part of the global Make A Connection programme. The programme aims to help young people learn and apply personal, social and academic skills to real life through practice in working with others, making decisions, exercising good judgement, solving problems and setting and achieving goals.
- 4) NCB promotes the voices, interests and well-being of all children and young people across every aspect of their lives. As an umbrella body for the children's sector in England and Northern Ireland, we provide essential information on policy, research and best practice for our members and other partners. For more information visit www.ncb.org.uk or contact NCB's media office on 020 7843 6044/6045/6079 or email media@ncb.org.uk
- 5) Nokia is a Gold member of NCB's Corporate Partner Programme. For more information about how NCB works in partnership with the business community email corporatepartner@ncb.org.uk