



CASE STUDY

Media City UK, Salford

Customer Service Manager: Rachel Williams Managing Agent: Peel

Sometimes help, support and understanding are just what's needed to let a young person really succeed.

When she began the Supported Internship programme, Stefania was extremely shy, uncomfortable with making choices and had no confidence in herself or her abilities.

Her reticence almost kept her from taking part in the programme, but encouragement from her tutors at The Manchester College and Pure's Kate Duffy led Stefania to agree to a work placement in catering at Salford University.

Having worked in a catering environment before, Stefania felt that it would be the safe option. Despite her initial anxiety about the placement, to everyone's surprise, she began to shine.

The environment seemed to lift her as she settled into her role with the Compass Group. Andrea, her manager, began adding to the daily tasks and noticed a difference in the way in which Stefania conducted herself. She showed initiative and made choices. In stark contrast to her first few days in the placement she came out of her shell.

Weeks later, as her time at Salford University came to an end, Stefania had not only picked up workplace skills, but also an invaluable boost to her confidence.

For her second placement, it was time for something new. Because working for Westgrove Group - who hold the cleaning contract for Media City - was going to be so far outside Stefania's comfort zone, Pure's dedicated Employment Officers worked with Westgrove Group's Account Manager, Sami Alfarhan, to identify a suitable buddy for her to work alongside.

In January 2017, Stefania began her placement alongside Mags and the pair hit it off straight away.

Mags' impact on Stefania's progress can't be underestimated. The support she gave was invaluable, not just on how to best perform the daily tasks, but in introducing Stefania to her Westgrove colleagues from day one, letting her know that she was part of a real team.

Stefania picked up the duties quickly, realising that she could transfer some of the skills picked up at her first placement to her new role. With the confidence instilled by her success at the University and her camaraderie with Mags, Stefania flourished.

Mags even told Sami that if she had her own cleaning company she'd most definitely hire the young woman!

The potential of paid employment saw Stefania relocated to another of Media City's buildings, and while this was once again outside of her comfort zone, she was supported by Pure Employment and Westgrove. She gave it her all and demonstrated her skills and confidence in a placement review.

Stefania completed an interview and actually worked the full hours of the job, 4pm - 6pm, Monday - Friday to give her a fuller picture of what the role would entail.

The support was gradually reduced throughout the placement and everyone was happy to see that Stefania continued to shine and even moreso when she was offered a paid contract in May 2017.



Land & Property



“It's inspiring how Stefania has developed, both in her confidence and the skills she's gained. She's a part of the Westgrove team now, and it's fantastic to see her stand on her own feet and become an independent young woman!”

