



YOUNG BRISTOL KICK-STARTS NEW PROJECT WITH SUPPORT FROM WARBURTONS

[Date TBC]: Local charity Young Bristol has received a grant of over £8,000 from Warburtons, the UK's largest bakery brand, to kick-start a new initiative supporting disadvantaged young people in the area. The new project, Ready, Set, Active, aims to raise the aspirations of teenagers struggling to succeed in mainstream education through an exciting outdoor activity programme.

Starting in September, the charity will work with three schools in Bristol to re-engage young people and build their aspirations for a successful future. The project will involve a series of outdoor activities specifically designed to improve health, social skills, self-esteem and behaviour among some of the city's most underprivileged youngsters.

Funding will go towards supporting three eight-week programmes in separate schools for Year 9 and 10 students. A range of activities such as high ropes, bush craft, archery, abseiling have been designed specifically to demonstrate the value of team work and the potential rewards of active participation in education and the local community.

To encourage students to think past school towards a potential career, participants will also be given the opportunity to become an accredited programme instructor within the local community, through an official AQA certification in the activities they will be taking part in.

Brett Warburton, CEO of Warburtons said:

"As a family business, we're always looking for ways to support our local communities and encourage young people to strive to reach their full potential, so we're really excited about this project. Young Bristol's initiative will be so valuable in helping disadvantaged teenagers improve their self-esteem and confidence, ultimately making them see they have a bright future ahead of them. We're really looking forward to seeing how the project progresses and what a difference it makes to young people in and around Bristol."

Lee Williams CEO of Young Bristol said:

"We are really grateful to Warburtons not just for their financial support, but also their commitment to this new and exciting programme aimed at raising young people's aspirations. By taking the time to get to know the young people, understanding the personal challenges and barriers they face, we aim to keep them in mainstream education and get them "Ready, Set and Active" to achieve in life.

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About Warburtons

Warburtons is the Britain's largest bakery brand and was established in a grocery shop in Bolton in 1876 by Thomas and Ellen Warburton. Today the business is actively run by the fifth generation of the Warburton family – Brett, Jonathan and Ross.

Through its Community Investment Programme, Families Matter, Warburtons delivers support to communities close to their operations. In 2015/2016 the Families Matter Programme supported 573,777 people and 2,575 organisations through a range of initiatives including the School Visitor Programme and charitable work.

In September 2016 Warburtons was recognised for its Families Matter Strategy and declared winner of the 'Community Partner' Award at the Food and Drink Federation Awards.

About Young Bristol

Young Bristol was formed in 1928 and celebrates its 90th Anniversary in 2018. We are one of Bristol's leading youth charities that works to offer a choice of opportunities and experiences for all young people. By working in partnership with a wide range of community-based youth centres, and directly with young people through our varied programmes, we respond creatively to their needs and help them realise their capabilities. We believe every young person has the right to be the best they can be.