

Cheetwood Centre

Press Release

23 February 2012

FAIRY JOBMOTHER GRANTS CHEETWOOD PEOPLE EMPLOYMENT WISHES

People looking for work on the Cheetwood estate are being granted 5 wishes by Channel 4's Fairy Jobmother Hayley Taylor.

Thanks to the Cheetwood Centre and Guinness Northern Counties Housing Association 10 unemployed local people have been selected to receive six days' of intensive support from the employment expert Hayley.

Hayley's five wishes will help people tap into hidden skills and build confidence, produce fantastic CVs, do well in interviews, write good application forms and enable them to find out where the jobs are.

Cheetwood Centre manager Sian Sweeney said: "During one of our Parents Voice meetings local people were saying that there were no jobs out there and they couldn't find work, I knew that there were lots of opportunities with new developments at the Fort and also in the city centre so I challenged them. I asked if they had seen the Fairy Job mother and they had! They all loved the way she worked with people and her no-nonsense approach. They then asked if we could get her to come to Cheetwood, so we did!"

Local people will also be getting the opportunity to work with self employment experts Avanta, who are offering support to local people who want to set up their own business.

One to one sessions and workshops will be held over eight weeks helping people to explore what it means to be self employed, do their own market research, develop a business plan, how to draw up a cash flow projection and to explore in-work benefits.

Ends

For press information call Group Communications Manager Emma Eaton on 0161 848 2424 or 07974 989 915 or email emma.eaton@thebiglifegroup.com

Notes to Editors

The Cheetwood Centres is part of Big Life Centres, a registered charity that manages 8 health and well-being centres and delivers a range of services to help people improve their health and wellbeing.

Big Life Centres is part of The Big Life group of social business and charities which provide support and opportunities for people to change their lives.
www.thebiglifegroup.com