

## **MEDIA RELEASE**

### **Star panel helps South East young people Reach for Gold**

**10 December 2009**

Renowned businesswoman Nicola Horlick will be joined by Paralympic champion Danny Crates to help decide on the most innovative community business idea from South East schools and youth groups on 15 December at St. George's House, Windsor Castle.

The event is the final of Reaching for Gold, a competition supported by the South East England Development Agency (SEEDA) and key partners. The judging panel also includes Royal Borough of Windsor and Maidenhead Chief Executive Ian Trenholm and SEEDA Director for Culture and Communities Keren Jones.

Reaching for Gold challenges South East young people aged 14-19 to develop ideas that will make a difference to their local communities on the themes of Youth, Community or Disability. All projects must include some international collaboration.

Nine finalist groups have been intensively mentored by managers from one of nine major global companies and by community leaders, helping them prepare for a 'Dragon's Den' style final in front of the judging panel. The winning group will receive a trophy and £5,000 to help them develop their project. The nine finalists were shortlisted from over 60 entries.

The competition is part of a unique collaboration between SEEDA and nine corporate business partners and voluntary and community sector organisations - known as the South East Corporate Cabinet - which works to support the future of the South East's economy.

Keren Jones, SEEDA Director for Culture and Communities, who also will be judging the entries, said: "I am delighted to be joined by such an esteemed panel of talented judges who all have a real enthusiasm for children and are all leaders in their field. Of course the real stars of Reaching for Gold are the young people who will present their projects to our panel. Of course we are also very grateful to the major companies and organisations that we are collaborating with on this groundbreaking project."

Reaching for Gold is supported by BT, CISCO, Honda UK, Huawei Technologies, Intel Corporation, Legal and General, PricewaterhouseCoopers, Sony, and Toshiba Information Systems. Groundwork, The Prince's Trust and AbilityNet are partners from the voluntary and community sector.

**...ENDS...**

#### **Notes to editors:**

The final **Reaching for Gold** presentation and awards ceremony will take place on **Tuesday 15 December 2009** at St George's House, **Windsor Castle** from **5 to 7pm**.

Reaching for Gold is a new competition designed and supported by the South East [Corporate Cabinet](#) to encourage innovation and creativity in young people – essential skills for the industries that will lead Britain out of recession. The competition was open to school and college students, and members of voluntary and community groups across the South East.

#### **More/**

The nine teams who made it through the first round receive intensive support from assigned business and community mentors. They are also awarded some of the latest in technology to help them, including a laptop, a mobile notes e-pen, a digital camera and a camcorder.

**Nicola Horlick** is a senior fund manager and the CEO of Bramdean Asset Management LLP. Nicola has worked in the fund management industry for over twenty-five years and has participated in the growth of some of the UK's premier asset management businesses, including Mercury Asset Management (now BlackRock), Morgan Grenfell Asset Management (now Aberdeen Asset Management) and Société Generale Asset Management (UK).

Nicola commits as much time as she can to educational and health initiatives. In 1996, Nicola took time out to write her autobiographical account of her daughter's traumatic treatment for leukaemia with the proceeds going to Great Ormond Street Hospital. She is also a Non Executive Director of the Basingstoke + North Hampshire Foundation Trust Hospital.

**Danny Crates** recently retired from his career in international athletics competition which included: 2004 Paralympic Champion, European Champion, World Cup winner and world record holder. He is now a platform motivational speaker.

After losing his right arm in an accident in 1994, Danny, a keen rugby player, began playing as an arm amputee before turning to athletics.

Danny made his international debut in the T46 400m arm amputee class, in the 1998 World Championships, reaching the 400m final and winning a silver medal in the 4 x 400m relay event in a new European record time. In the Paralympic Games Sydney 2000, he gained the bronze medal position in the 400m. Danny also won the 2001 European 400m title. Danny had been given the honour of carrying the GB flag at the Beijing Paralympics Games Opening Ceremony but was unable to compete due to an injury sustained the day before his race.

Ian Trenholm is Chief Executive of the Royal Borough of Windsor and Maidenhead. The former Inspector with the Royal Hong Kong Police and Surrey Police was Buckinghamshire County Council's Strategic Director before being appointed to his current position.

**Keren Jones** is the Director for Culture, Communities and Consumers at SEEDA. Prior to SEEDA, she worked for Groundwork in the South East. She is a chartered Landscape Architect and has a PhD in Young People's Participation in Urban and Landscape Design.

#### **The finalists of Reaching for Gold are:**

City College Brighton & Hove	Develop a 12 week construction course to provide a team of young people who are Not in Education, Employment or Training (NEET), with the skills to work with young people locally to deliver a building project in The Gambia.	Brighton
Hayesbrook School	Develop a training programme and on line functionality to bring new young people into volunteering and match volunteers to opportunities.	Tonbridge
Miltoncross School	Design, manufacture and investigate viability of installing small generators in water pipes to supplement electrical energy in the community.	Milton
Young Pioneers	Roll out and internationalise a social leadership programme for young people, giving young people leadership skills and the opportunity to undertake a six month community challenge.	Battle
Aik Saath	Develop a mobile and environmentally friendly Cycling Cinema using mobile cycles to power films in community locations, encouraging people from every background to participate.	Slough

Brockenhurst College	Develop a bicycle refurbishment programme in the UK, including the training of young unemployed people as bicycle technicians, to donate bikes to partner organisations and set up a maintenance facility in Rwanda.	Brockenhurst
Medway Hindu Youth Group	Design and deliver a training programme to improve awareness of learning disabilities in the community and take up of intervention services.	Chatham
Tomlinscote School & Sixth Form College	Develop a multi-functioning online magazine to provide a voice for those with learning difficulties. Develop a training pack that could be marketed and rolled out to other schools and groups.	Camberley
Arbour Vale School	Design and develop an interactive board game to enable children with learning disabilities to learn about finances and commerce, The game would support pupils to learn aspects of running a small business before putting them into practice.	Slough

SEEDA has provided funding and leadership for the project on condition it was matched by contributions from Corporate Cabinet Members. This has been achieved, with 9 leading Corporates supporting the competition through providing cash and in kind support - these are BT, CISCO, Honda UK, Huawei Technologies, Intel Corporation, Legal and General, PricewaterhouseCoopers, Sony, and Toshiba Information Systems. Groundwork, The Prince's Trust and AbilityNet are key delivery partners from the voluntary and community sector, and facilitate the mentoring process between the finalist groups and the corporate mentors. Details of finalists can be found in the attached press release.

**SEEDA, the South East England Development Agency**, is the Government-funded agency responsible for the sustainable economic development of the South East of England – the driving force of the UK's economy. Through supporting businesses, encouraging innovation, developing skills and engaging with public and private partners, we aim to create a successful, sustainable future for the region.

**The South East Corporate Cabinet** is a groundbreaking approach to collaborative working between corporate companies, SEEDA, and voluntary and community organisations. Reaching for Gold is the first time such a diverse range of partners have collaborated in the South East to give young people, many from disadvantaged backgrounds, the opportunity to develop skills and connect with corporate organisations.

**SEEDA's support helped deliver the following** over the period 2005-2008:

- 17,500 jobs created or safeguarded
- 32,500 people helped to get work
- 10,000 businesses created or attracted to region
- 137,500 businesses assisted
- £638m investment, 45% levered from private sector
- 200ha Brownfield land remediated
- 148,500 people assisted in skills development

For more information about Reaching for Gold visit [www.reachingforgold.org.uk](http://www.reachingforgold.org.uk) or email: [kerenjones@seeda.co.uk](mailto:kerenjones@seeda.co.uk)

For media enquiries, please contact: Scott Swinton (Media Relations Manager): 01483 501 362; [scottswinton@seeda.co.uk](mailto:scottswinton@seeda.co.uk)