

Breaking into the City: Website with big aims

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A new website for a City based charity helps young people from disadvantaged areas get sought after City jobs.

City based charity, The Brokerage has recently launched their new website (<http://www.thebrokerage.org.uk>) which fulfils the charity's long term aims of helping young people from neighbouring disadvantaged areas get work placements, part time and full time jobs in City based firms.

The website targets both employers and those looking for work, including information for schools, recruiters and youth groups. The charity offers a huge range of recruitment opportunities, traineeships, information on workshops, volunteering opportunities, a careers program and helps City based firms satisfy a healthy CSR policy.

Until recently, administration and paperwork would often get in the way of day-to-day tasks. The website aims to cut down the Brokerage's in house work allowing staff to focus on helping their key target market.

For example, students can now apply directly online to the Brokerage's CBT programme, freeing up over 6 months administration work that would otherwise have to be done - saving thousands of pounds of invested and donated money.

"Charities need to embrace the web as a serious investment - one that can give fantastic returns and streamline current operations." says Iain Scott, Managing Director of the digital agency, Base Creative, who were behind the project. "From our perspective, there was a dual aim. The focus was on operations and marketing. With so many young people using the web to access everything from friends to Christmas presents, it will seem like a natural step to look for locally based work."

"Disadvantaged young people and the City can be at opposite ends of a socio-economic spectrum. Bringing together, what is essentially two groups of people living and working on each other's doorsteps, can be an enormous challenge. The Internet is their common ground so investing in this as a communication tool is vital." says Caroline Reeson, CEO at the Brokerage.

The project was undertaken as part of Base Creative's Work With Us project, where, each year, they look to work with a charity of voluntary organisation on a pro bono basis.

"We were delighted when we heard we had been chosen for this project as having a web site that effectively engages our very diverse target audience - City companies and inner city schools and young people - is essential if we are to continue to develop our services. We could not have done this without this support and are excited about the new opportunities the website will provide for us." adds Mrs. Reeson.

The website was launched on the 4th December 2008 and can be accessed at <http://www.thebrokerage.org.uk>

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