

**COUNTRY**

**Ireland**

**Name of the initiative**

**Philly McMahon Kaizen Evolution**

**Background and rationale**

A community development approach in collaboration with a prominent (high achiever) local young person, private business, statutory and non statutory agencies in an employment programme, which is designed and implemented by all stakeholders. Its overall aim is to create training and educational opportunities to local unemployed youth aged 18 to 25, while also providing a 4 week work taster in a relevant employment sector. The programme represented a significant stepping stone in helping to achieve entry into the health and fitness sector, clients can progress to industry recognised level 5 and 6 NQF awards, on to third level education, and employment or self employment opportunities.

**Aims and objectives**

Philly McMahon's Kaizen Evolution is a FETAC level 4 Certificate in Health Related Fitness and Customer Care; that has a 4 week work taster in a relevant fitness facility. Participants will also participate in CV and Interview skills preparation and 30 hour Strength & Conditioning business related practical's delivered by Philly McMahon.

**Timeframe**

12 week class room and practical based training and 4 week work placement.

**Annual budget and sources of financing**

Ballymun Whitehall Area Partnership is a local development company that engages with statutory and non statutory agencies in the delivery of labour market training and work placements initiatives. Local Development Companies in Ireland are funded by The Local and Community Development Programme managed by Pobal on behalf of the Irish Department Environment, Community and Local Government. Cost of delivery of Philly Mc Mahon Kaizen Evolution was €13,000.00

**Human resources**

Enterprise Development Executive, local young person, steering committee, customer care teacher, health relate fitness teacher, communications skills teacher, sports psychology teacher, gym facilities managers, local education support organisations.

**Activities**

Activities of the programme included a competitive interview process and agreement of performance expectations through a social contract, health related fitness training, customer care, strength and conditioning training, sports psychology, study, cv writing and interview skills, mock interviews, local businesses as guest speakers, work placements and field trip in which students learned about the cultural significance of sport.

**Success factors**

Programme developed and championed by local young person and high achiever. Feedback from local employers and other stakeholders also helped in the design process. On implementation local employers participated though delivery of training or as guest speakers. Out of 20 marginalised youth, those most removed from the labour market or educational attainment, 13 successfully completed the programme.

**Achievements and Results**

Challenges were specific to each student and they overcame those challenges in their own way. Student Brian Murphy points out *"the course kept my mind focused on a positive thing, the structure I got from putting my head down on the course was unreal"*, and student Sinead Neary *"It was a pleasure getting to do the course with such a group of people"*. It is important to adopt positive choices when choosing a life and career paths, and not adopt the stigma of "not trying".

**Main partners**

Ballymun Whitehall Area Partnership partners with local youth, Department of Social Protection, City of Dublin Education and Training Board, Ballymun Job Centre, local businesses, local sports clubs, Dublin City Council, North Dublin Chamber of Commerce, Ballymun Job Centre, and Pobal.

**Website**

[www.ballymun.org](http://www.ballymun.org)

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