



Media Pack 2011



Who we are

The Big Academy is a non-profit organisation designed to get all young people '*Inspired to achieve*'. It is a groundbreaking provider of support and services to young people about to enter the labour market for the first time.

Created by partners, the ZootAlore! Group, Clarity Education and Vocational Care Solutions, the Big Academy is a new venture that aims to reshape the nation's approach to youth employment by creating opportunities for all young people regardless of their social or academic background.

With a focus on work experience, the Big Academy supports young people in getting prepared for and finding work. It also enables businesses to post vacancies and communicate with their future workforce.

- **ZootAlore! Group**

The ZootAlore! Group is a rapidly growing network of companies with a main focus on improving the life chances of the young. It is based in Barnsley, South Yorkshire.

For more information, visit the ZootAlore! Group website for a downloadable media pack.

zootalore.com

- **Clarity Education**

Clarity Education (UK) Ltd delivers a wide variety of qualifications across all industry sectors, for 16-18 year olds and people aged 19 and over.

The ethos of the company has always been 'to put the learner at the centre of all they do.'

clarityeducation.co.uk



The problem

Youth unemployment is at an all time high as tens of thousands of young people - including school leavers and graduates - struggle to find work.

Huge numbers of young people are disillusioned and unmotivated to achieve success and are in real danger of becoming lost in the 'system'.

Schools and employers are doing their best but are struggling to work with each other to get the next generation of school leavers work ready.

Young people deserve better. And we are ready to help.

Our solution

The Big Academy wants to get all young people *'Inspired to Achieve'*

We aim to reshape the nations approach to youth employment by creating opportunities for all young people regardless of their social or academic background.

The Big Academy will help young people to prepare for work, find work and have some fun along the way.

Work ready and inspired to achieve.



The Big Academy Board and Trustees

Adrian Oldfield, Founder and Chairman



Adrian is the founder and chairman for The Big Academy and the ZootAlore! Group.

With over 20 years experience in recruitment, marketing, hospitality, retail and finance, Adrian's passion is to create employment opportunities, particularly for those from challenged and deprived backgrounds. He is also focused on improving work experience in schools and further education.

“There are many challenges facing employers wishing to engage young people and provide them with employment, but the biggest obstacle is lack of good quality work experience.”

“The ZootAlore! Group is proud to be part of The Big Academy, looking forward to improving the life chances of young people through work experience that actually works!”

Andrew Orme, Commercial Director



Andrew is Adrian's right hand man at the Zootalore! Group. With experience in digital media and work-based learning, Andrew oversees the sales team providing them with leadership, guidance and support.

Originally from Bradford, Andrew is a passionate Liverpool fan and also a proud Dad.

“Our young people are being let down with poor careers advice, ad hoc work experience and ineffective introductions to career opportunities and the world of work.”

“The Big Academy will be fresh and supportive, providing high quality, relevant and accredited work experience which will prepare young people and introduce them to the right opportunities at every stage as they make the transition to the world of work.”



Darren Doody, Operations Director



Darren is the managing director of Clarity Education Ltd and has over 10 years experience in the industry. At the age of 30 he was managing programmes for 3000 students and his greatest satisfaction is seeing learners progress.

He owns a house in Southern Spain and likes to relax by playing the popular online game, Call of Duty.

“By engaging with employers nationally, the Big Academy hopes to place a greater number of 16 – 18 year olds with employers who provide apprenticeships.”



Get in touch

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