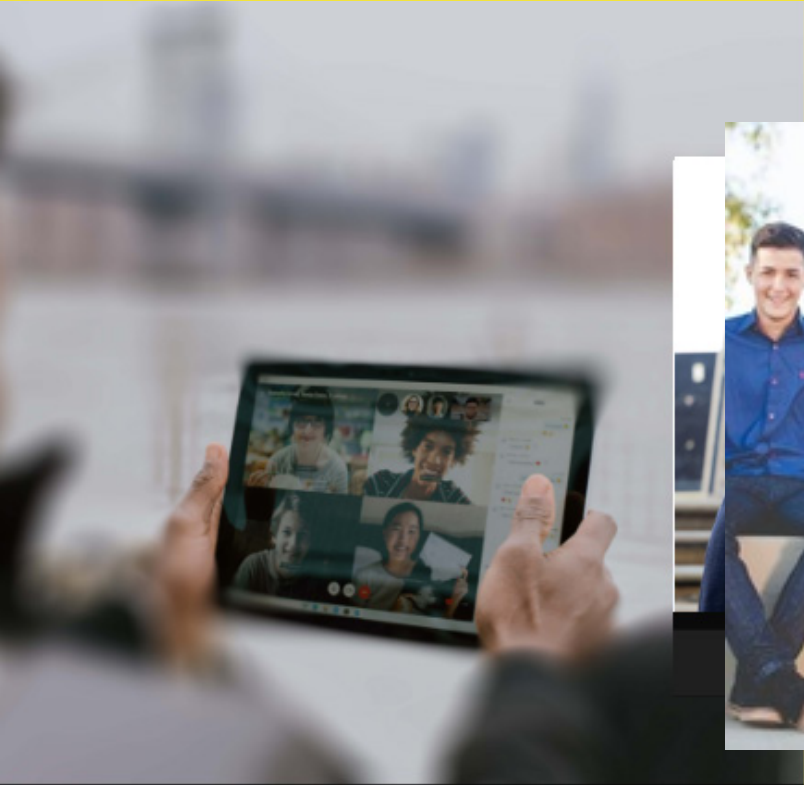


Project Rebuild Annual Report

2024 - 2025



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EXECUTIVE SUMMARY

Project Rebuild is an early intervention programme for vulnerable young people aged 16–24, funded in partnership with the Mayor of London. Its aim is to transition young people from NEET to EET, reduce risk factors and improve employability and wellbeing outcomes.

Of 24 learners enrolled: **4 into employment, 1 into self-employment, 5 into further education.** 56% reported increased confidence, 63% improved mental health, and 58% said their life aspirations became clearer.

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SECTION 1

The Project

Project Structure & Partnerships — “Abdullahi, Project Rebuild Candidate”

PROJECT OVERVIEW

THE PROJECT

Project Rebuild is an early intervention community programme for vulnerable young people aged 16–24, delivered online in partnership with the Mayor of London. Its overall objective is to transition young people from NEET (Not in Education, Employment or Training) to EET (Education, Employment or Training), reduce risk factors, provide protective factors, and reduce the risk of anti-social behaviour and criminality. The project strives to improve outcomes related to emotional well-being, engagement with education, skills acquisition, employment opportunities and business start-up.

BENEFICIARIES

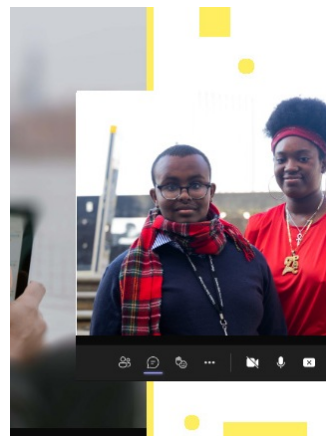
Direct beneficiaries were those identified as vulnerable, including young people from BAME backgrounds. Participants were identified through liaising with Croydon/Brent Children Services, CAYSH, Croydon Job Centre Plus, Legacy Youth Club, and through direct outreach and an online marketing campaign targeting NEET young people in Croydon.

Participants were aged 16–24 and unemployed or faced multiple barriers including: low self-esteem, limited motivation, mental health issues, lack of career direction, limited business knowledge and restricted access to professional networks. Beneficiaries also included their families, education establishments, employers, children's services, the economy, and the wider community.

THE REPORT

This evaluation report covers Project Rebuild's 2024–2025 delivery period. Data was gathered from participants referred onto and onboarded to the project, compiled internally by HCC staff and the Project Manager.

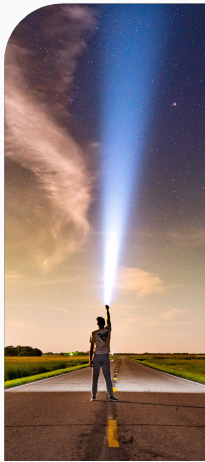
The estimated rate of homelessness amongst young people in the UK has risen by 40.6% since 2016/17, with over 35,000 young people approaching their local authority for help – demonstrating the urgent need for services that build confidence, skills and pathways to employment and training.



PROJECT STRUCTURE & THE LEARNING MODEL

Project Rebuild is built around four key components designed to prepare young people, support their emotional needs, build confidence and resilience, and equip them to transition into or sustain education and employment. Components were developed following consultation and service user involvement. HCC worked with the Social Research Unit (SRU) to develop a Logic Model underpinning delivery.

FIGURE 1 – THE LEARNING JOURNEY



MIND OVER MATTER – MENTORING & LIFE COACHING

An online programme of mentoring and life coaching by a qualified confidence and mindset coach with 10+ years' experience. Weekly sessions helped participants discover what they want to achieve and how to accomplish it. Fully online delivery maximised accessibility for hard-to-reach young people.

TOPICS INCLUDED

- ✓ Goal setting & visualisation
- ✓ Confidence building & self-affirmation
- ✓ Progress wheel & reflective practice
- ✓ Employability & entrepreneurship
- ✓ Steps of action
- ✓ Mind & focus strategies

Methods: Group discussion, individual & group presentation, research and homework.

COHORT CHALLENGES, POSITIVES & PARTNERSHIPS

KEY CHALLENGES

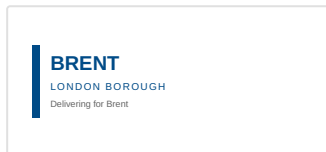
As delivery took place during a period of significant national disruption, onboarding was impacted. HCC relied on an online strategy to reach its target audience and build relationships with social services and key organisations. Many young people wanted to enrol but the evidence-gathering process proved a barrier. Four young people disengaged; in each case this was linked to the volume of documentation required — a factor outside the project's direct control.

POSITIVES

Young people provided continuous feedback and gratitude, recorded via post-questionnaires, feedback forms and case studies. Key benefits included: the ability to create an impactful CV, interview techniques leading to employment, increased motivation, and a clearer career path. The group environment created a sense of community and mutual accountability.

PROJECT PARTNERS

HCC partnered with BANG Edutainment (25+ years of evidenced-based delivery), CAYSH, Youth Care Ltd, CDI, Legacy Youth Club, Job Centre Plus, Croydon & Brent Children Services, and Young Brent Foundation. These partnerships enabled referrals and holistic development support.



SECTION 2

Monitoring & Evaluation

Pre and post questionnaires were conducted establishing learners' skills gaps on entry and new skills gained on completion. All figures present verified, corrected data for cohort one (n=24).

24

LEARNERS
ENROLLED

80%

OVERALL TARGET
REACHED

10

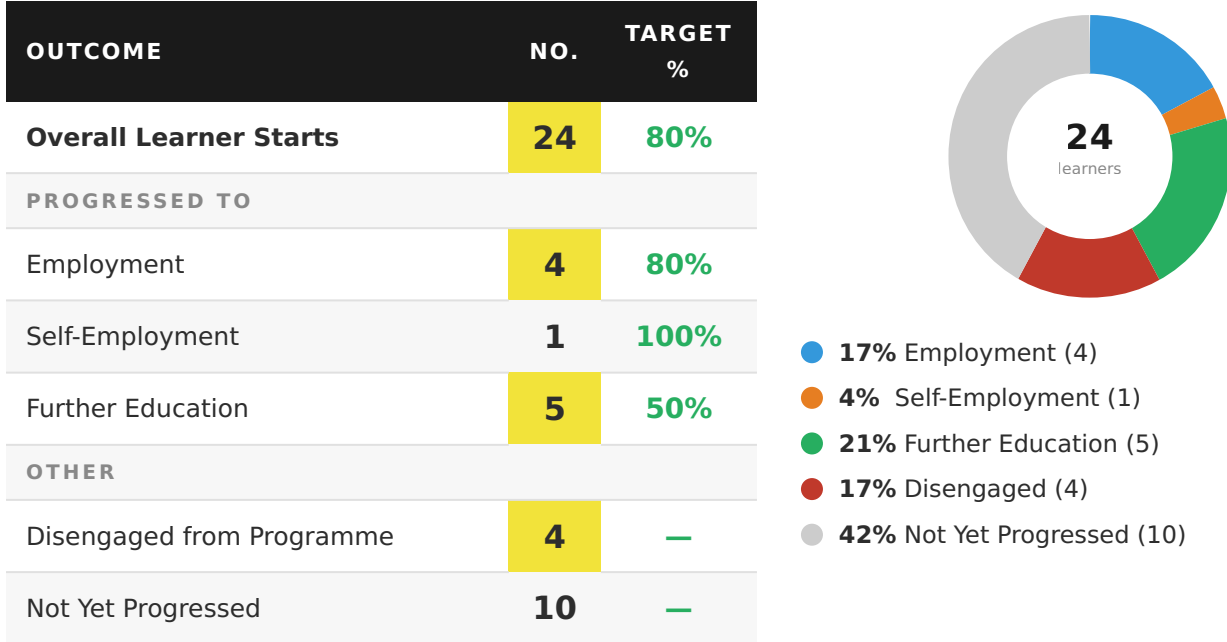
PROGRESSED
TO EET

63%

MENTAL HEALTH
IMPROVED

LEARNER OUTCOMES

FIGURE 2 – OVERALL LEARNER PROGRESSION (TOTAL ENROLLED: 24)



Target %: employment target=5 · self-employment=1 · further education=10 · overall=30

Of 24 learners, 4 progressed into employment and 1 into self-employment. Of the 5 in employment, 4 were female. Males from BAME communities found it harder to enter the labour market, possibly attributable to stereotyping and racial profiling. Five progressed into further education; 4 disengaged, in all cases due to not wishing to comply with required paperwork — a factor outside the project's control.

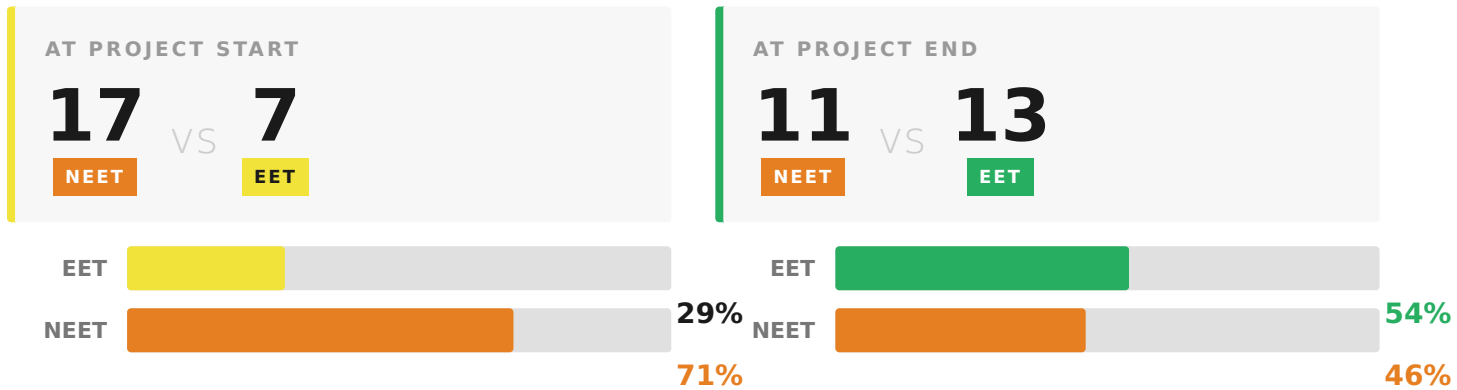
"Among people aged 16-24, unemployment rates were highest for those from a Black (36%) or Bangladeshi or Pakistani (22%) ethnic background, compared to 13% for those from a White ethnic background."

Source: House of Commons Research Briefing SN06385

NEET / EET STATUS AT START & END

Of 24 young people enrolled, 17 started as NEET and 7 were EET. EET learners already in college encouraged NEET learners by modelling what was achievable. By the end of the programme, 13 were EET — a net shift of 6 additional young people out of NEET status.

FIGURE 2.1 – NEET / EET COMPARISON (N=24)



+6

Net movement from NEET to EET

6 additional young people moved into education, employment or training — a 35% reduction in NEET status across the cohort.

Over 30 young people expressed interest in onboarding but some found the compliance paperwork too daunting and were put off enrolling — an area identified for improvement in future cohorts through streamlined digital onboarding.

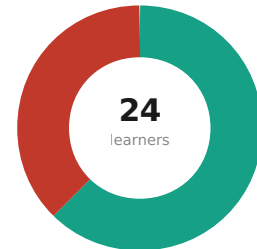
CLIENT GROUP BREAKDOWN

FIGURE 2.3 – TOTAL CLIENT GROUP BREAKDOWN (N=24)

CATEGORY	NO.	VS TARGET
ECONOMIC STATUS		
Economically Inactive	11	73%
Unemployed	13	87%
PARTICIPANT CHARACTERISTICS		
Have Disabilities	4	200%
Have Learning Support Needs	5	167%
From an Ethnic Minority	19	95%
Are Female	13	—
Are Lone Parents	1	100%
Are Homeless	2	100%
Are Migrants & Refugees	2	100%
Are Carers	0	—
Are Ex-offenders	1	—

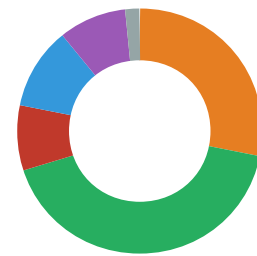
200%/167% = target exceeded (targets were 2 and 3 respectively).

ECONOMIC STATUS



- 54% Unemployed (13)
- 46% Econ. Inactive (11)

CHARACTERISTICS MIX

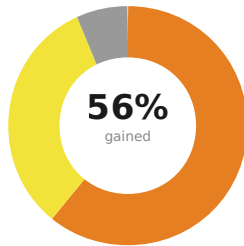


- Female (13)
- Ethnic Minority (19)
- Disabilities (4)
- Learning Support (5)
- Homeless / Migrant (4)
- Ex-offender (1)

HEALTH & WELLBEING OUTCOMES

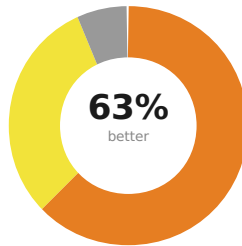
Figures 3–3.2 illustrate how learners felt following completion. Beyond employment and education gains, there was a marked increase in emotional well-being. The Confidence & Mindset coach helped learners set individual goals, celebrate wins and build accountability.

"I AM CONFIDENT IN MY SKILLS"



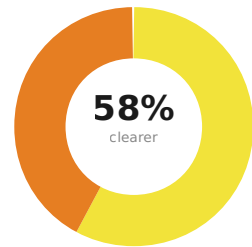
- 56% Gained skills
- 32% Same as start
- 12% Disagree

"MENTAL HEALTH SINCE COURSE?"



- 63% Feels better
- 30% Same as start
- 7% Feels worse

"MY HOPES AND DREAMS..."



- 58% Clear & achievable
- 42% Same as start

56%

of learners said they increased in confidence in their skills and what they have to offer the world, up from the start of the programme.

63%

reported their mental health felt better. Project Rebuild provided a safe, family-like group environment to express feelings and find solutions.

58%

said their career and life aspirations became clearer and more achievable. The Wheel of Life exercise helped identify areas for personal improvement.

One learner was referred to CAHMS and Social Services due to feelings that could have led to self-harm — demonstrating the project's ability to identify and respond to serious wellbeing needs.

LESSONS LEARNT

- 1 Simplified enrolment increases conversion.** Shorter online onboarding forms led to a better conversion rate. While mandatory funder compliance documentation cannot be removed, streamlining the initial contact point significantly reduced pre-enrolment dropout.
- 2 Camera autonomy builds psychological safety.** Learners felt less exposed and more confident when they could choose whether to turn their camera on or off — a small but impactful change to engagement and trust.
- 3 Session recordings extend impact beyond the session.** Workbooks and recorded sessions gave learners a permanent bank of information they could revisit at their own pace, reinforcing learning and building independent study habits.
- 4 Mixed NEET/EET cohorts enhance peer learning.** EET learners served as visible proof of what was achievable. NEET learners responded by developing their own aspirations, and shared problem-solving benefited the entire cohort.
- 5 Virtual community supports mental health.** Meeting as a group online helped learners gather their thoughts and express feelings openly — a positive mechanism to manage stress and isolation during difficult periods.
- 6 Accountability and celebrating wins drives self-worth.** Weekly check-ins and acknowledging achievements — no matter how small — proved critical to building a genuine sense of accomplishment and personal agency.
- 7 Signposting to specialist services matters.** The project successfully referred learners to CAHMS, Social Services, Off the Record and MIND — demonstrating the value of embedded referral pathways alongside core programme delivery.



CONCLUSION

Project Rebuild's overall objective is to transition NEET young people to EET, reduce risk factors, provide protective factors, and reduce the risk of anti-social behaviour and criminality. Cohort one has demonstrated that these objectives are achievable — and that there is clear scope to expand the project's reach to support a greater number of vulnerable young people.

The project succeeded in improving outcomes across all target areas: emotional well-being, engagement with education, skills acquisition, employment opportunities and business start-up. It has also provided measurable evidence that young people possess the skillsets to contribute meaningfully to the employment sector and their wider communities.

42%

REDUCTION IN
NEET STATUS

10

YOUNG PEOPLE
INTO EET

56%

INCREASED
CONFIDENCE

One learner registered her own organic hair care business and secured a university placement to advance her knowledge — a direct demonstration of the project's transformative potential. This outcome illustrates what is achievable when young people are given the right support, accountability and belief in themselves.

"Project Rebuild has demonstrated scope to expand its reach and support a greater number of vulnerable young people that need help and guidance to achieve their goals — whether in securing employment, work placement or access to higher education."



Case Study

Faith Agba Butler — Project Rebuild Candidate, 2024–2025

HOW DID FAITH LEARN ABOUT THE PROJECT?

Through young advisors.

QUALIFICATIONS PRIOR TO JOINING

10 GCSEs (A–C): English Literature (6), English Language (6), Maths (4), Combined Science (5-5), Spanish (4), Geography (5). Plus 2 A Levels.

BARRIERS PRIOR TO STARTING

Confidence and motivation to persevere with her goals.

GOALS WHEN ENGAGING WITH THE PROJECT

To organise myself better, improve time management, develop planning skills, access networking opportunities, and explore business start-up or further education.

WHAT DID FAITH ACHIEVE?

Business start-up, further education and a placement at university.

ACTIVITIES UNDERTAKEN

Weekly sessions on 'wins', accountability and goal-setting. Each week explored a different topic helping Faith clarify goals and set concrete actions.

SKILLS GAINED

"Self-reflection, goal setting, planning and celebrating success. This programme helped me look at things differently and keep a positive mindset. I always feel good after the session."



OUTCOMES SINCE LEAVING

Learnt to be more confident, registered her business *Essence by Faith*, and made new friends.

ACHIEVED ORIGINAL GOAL?

Yes — registered new business, applied for further education and secured a placement.

BIGGEST BENEFIT

"Meeting the coaches and growing my belief to achieve what I set out to accomplish."

ADDITIONAL BENEFITS

"Yes — my confidence has grown. I have recommended the project to others. The support I received was life changing."

FURTHER TRAINING?

Yes.

Consent confirmed. Faith Agba Butler has given permission for her experience and photographic material to be used as a case study to promote the Project Rebuild Programme.

Name: Faith Agba Butler **Date:** 01/08/2025

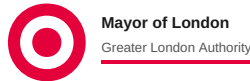
PROJECT REBUILD – INSTITUTIONAL FUNDERS

Project Rebuild has been made possible through the generous support and investment of the following institutional funders. Horizon Community Care CIC gratefully acknowledges their commitment to tackling youth unemployment, homelessness and social disadvantage across London.



CITY BRIDGE TRUST

Charitable grants supporting Greater London communities



MAYOR OF LONDON

Greater London Authority – Loved & Wanted Fund



EUROPEAN SOCIAL FUND

EU investment in skills, employment & social inclusion



LONDON LEARNING CONSORTIUM

Raising skills and aspirations across London



PHOENIX FUND

Community investment & enterprise support



VIOLA SUSTAINABILITY TRUST

Environmental & social sustainability grants

Horizon Community Care CIC thanks all its funders, partners and collaborators for their vital contribution to improving the life chances of vulnerable young people across London. Without their support, Project Rebuild would not be possible.



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