Deutsche Bank’s ‘Born to Be’ prepares young people for tomorrow’s job market

Many of today’s teenagers will enter a very different job market to their parents. By developing relevant skills, aspirations and providing access to opportunities, Deutsche Bank’s ‘Born to Be’ programme aims to prepare them for this future. The creative industries support a wide range of careers connected to the business of making and selling. They prove that vocational skills can provide a livelihood. Deutsche Bank’s Design Ventura project with the Design Museum in London gives students in Years 9, 10 and 11 a taste of what it’s like to see the world of banking first-hand on visits to Deutsche Bank offices.

Creating pathways

Elsewhere, the bank’s partnership with charity Brokerage Citylink is raising awareness of career opportunities in the City for young people from neighbouring communities. The bank is also working with The Sutton Trust to increase access to the banking industry for young people from low- and middle-income homes.

Candidates from these backgrounds find it difficult to enter the industry regardless of their talent. Research published in 2016 by the Social Mobility Commission found that young people from less affluent homes are often locked out of banking jobs due to negative perceptions of their dress, accent and behaviour. The Pathways to Banking programme has been created to open doors for them. Run in conjunction with The London School of Economics and Political Science and Warwick University, it will support 300 students from state schools in London and the Midlands to pursue degree courses that can lead to jobs in banking.

Deutsche Bank employees will give talks in schools and students will be able to see the world of banking first-hand on visits to Deutsche Bank offices.

Sharing ideas: the Design Ventura project gives students the opportunity to gain skills relevant to many different careers

Photograph: Miles Willis

UK

Together

Local community groups are improving social inclusion and wellbeing with help from Deutsche Bank

The Deutsche Bank Small Grants Fund and Older People’s Fund provides grants of up to GBP 5,000 to small charities, voluntary and community groups in London and Birmingham involved in improving social inclusion and wellbeing. Information on eligibility and how to apply for a grant can be found at londoncf.org.uk

The Fund has been operating since 2005. In 2016, grants were awarded to 14 organisations from 170 applications to fund administrator the London Community Foundation. These are some of the projects that received funding in 2016:

Insight Society, Birmingham

Digital skills and internet access can reduce social isolation for the visually impaired. Insight Society provides smartphone training to people of Kashmiri extraction, a community susceptible to congenital eye problems. This helps to overcome language and confidence barriers and reduces their vulnerability.

SECTA, Birmingham

SECTA uses creative arts to help alleviate social isolation and improve health and wellbeing for older people. Taking part in arts activities encourages participants to build relationships and develop new interests.

SocietyLinks, London

Located in one of most deprived boroughs of London, the Fisher Foods Cooperative enables people on low incomes to buy healthy food at affordable prices and access health advice and services at the same time.

Third Age Project, London

Nationally, there is an emerging health crisis linked to the UK’s ageing population, with older men particularly vulnerable. The men’s shed project is focused on isolated men over the age of 50. In addition to engaging participants in weekly physical exercises, they can learn basic digital skills to help them express their views and ideas.

Trinity African Methodist Episcopal Zion Church, London

The church trains young volunteers aged 13–17 to teach IT skills to older members of the congregation, who often feel left behind in an increasingly digital world. The project also creates opportunities for intergenerational interaction and develops employable skills for all involved.

Summer 2017
Hatch encourages local entrepreneurs to build opportunity and create jobs in deprived communities, improving diversity and inclusion in the construction industry. Danna Walker, founder and director of Built By Us, says, "I enjoy helping Danna and working together has taught me a lot." Ignacio del Castillo, Global Transaction Banking, Deutsche Bank.

"Business should be about more than the bottom line. I want to have impact too." - Danna Walker, Built By Us

Charities of the Year 2016-17
1. Autistica wants to transform the face of autism in the UK through improved diagnosis and early intervention, to ensure brighter futures for children and families affected by it. autistica.org.uk/db
2. Hope and Homes works to strengthen families, provide family-based care for children unable to live at home and develop institution-free childcare systems for future generations. hopeandhomes.org

In 2016, UK employees volunteered more – and gave more too.

Cohort: Social entrepreneurs supported by this partnership in 2016

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