

**PRESS RELEASE**

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## **BEXHILL ACADEMY STUDENTS 'BE THE CHANGE' WITH HASTINGS DIRECT FOR A FOURTH YEAR**



Hastings Direct ('Hastings') in partnership with LoveLocalJobs.com, launched the fourth Be the Change programme with Bexhill Academy last week.

90 year nine students (13/14 years old) from the local secondary school came together at the Hastings Centre to join representatives from Hastings Direct and LoveLocalJobs.com, to be part of thought provoking and at times emotional discussions on overcoming obstacles to positively shape and mould the students' future. Be the Change also aims to raise the aspirations of 13/14 year olds and looks to help them remove barriers that may make them disengaged with life both in and outside of school.

Bringing their own experiences to the day by providing support and offering personal anecdotes to the students, 40 business volunteers from Hastings Direct began their journey as Be the Change Business Guides. Over the next five months, the business volunteers will meet the students to encourage their further understanding on developing life skills to take forward into work life and will give anecdotal advice and guidance on the skills and attributes that may be desirable in the working world.

Hastings Direct is the only corporate organisation sponsoring a full bespoke Be the Change programme in the UK.

Jay Wootten, Events and Community Relations Manager, Hastings Direct said; "We are incredibly proud to be part of the inspirational Be the Change programme for a fourth year. It

was humbling to see so many students from Bexhill Academy stand in front of their peers at the launch event and step out of their comfort zone to examine the choices they are making and the choices that they have.”

Ed Brazier, Pastoral Manager at Bexhill Academy said: ““Seeing the students ‘realise’ the impact they have on others and make the first steps in taking more control of their lives and the way they change is really inspirational.”

Speaking directly to the students throughout the launch day, Graham Moore, Co-Founder of Be the Change reflected; “It was an honour to launch our fourth Be the Change programme to the students of Bexhill Academy. They approached the day with respect and trust and were engaged from the first minute. They took the time to stop and reflect on their lives and futures and genuinely seized the opportunity to consider what they can do to improve their own life chances. Their maturity makes them a credit to their school and community. The business volunteers from Hastings Direct once again further enriched the experience of the students with their enthusiasm and genuine desire to support them.”

Christina Fishlock, Event Manager at LoveLocalJobs.com said; “It was incredible to see the impact of Be the Change on this year’s Year 9 students at Bexhill Academy. Looking around the room towards the end of the day, there was not one student who wasn’t engaged, contemplating their future and considering the fact that they themselves have the power to make positive changes in order to be successful. We are over the moon to be working with our partner Hastings Direct to deliver such a powerful initiative in Bexhill.”

**ENDS**

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### **About Hastings Direct**

Hastings Direct is a fast growing, agile, data and digitally focused general insurance provider to the UK market, with over 2.7 million live customer policies and employing over 3,400 colleagues at sites in Bexhill, Leicester and London and through homeworking. Hastings Direct has built its business by providing refreshingly straightforward customer service and products and offer car, bike, van and home insurance directly to the public.

Hastings Direct is a trading name of Hastings Insurance Services Limited, the UK trading subsidiary of Hastings Group Holdings plc, which also trades via “People’s Choice” and “insurePink”. For more information about Hastings Direct and Hastings Group please visit: <https://www.hastingsdirect.com/> <https://www.hastingsplc.com/>

### **About LoveLocalJobs.com & *Be the Change***

LoveLocalJobs.com has an award winning family of regional job boards in Sussex and Surrey. It works proactively to link businesses, universities, colleges and schools, public sector, charities and community groups and other organisations to create and promote local employment opportunities in the South East, whilst also providing much needed careers, information, advice and guidance to local businesses and job-seekers alike.

In 2015 LoveLocalJobs.com launched inspirational initiative *Be the Change* with the expertise of Graham Moore of humanutopia. ***Be the Change*** is an inspirational initiative for young people who may be disengaged with their education or lack confidence in their own abilities. The programme focuses on **happiness, confidence, hope, relationships** and **employability** and, through a series of conferences, workshops, 1:1 sessions and workplace visits, encourages students to identify their personal barriers to success, before helping them find ways of overcoming them.

Working in partnership with businesses, *Be the Change* helps open young people’s eyes to the world of work and the wealth of possibilities and career opportunities in their hometown and beyond. *Be the Change* provides the perfect opportunity for businesses to engage with their future workforce, building awareness of their employer brand amongst young people in their local area and providing an innovative way of providing fulfilling and meaningful personal development opportunities for their employees.

For more information, email [BetheChange@LoveLocalJobs.com](mailto:BetheChange@LoveLocalJobs.com) or visit <http://promotions.lovelocaljobs.com/bethechange/>