

## **Law Firm Pinsent Masons Runner-up for Achievement Award**

Commercial law firm Pinsent Masons has been named as runner-up for an award for achievement by employment charity Tomorrow's People.

A representative of Pinsent Masons attended the annual Awards for Achievement ceremony at Plaisterers' Hall on Tuesday evening. The Awards pay tribute to those who have overcome significant barriers in their quest to find employment. Pinsent Masons were named runner-up in the category 'Corporate Partner Of The year'.

Pinsent Masons has been involved with Tomorrow's People for over 12 years, in particular with the Tomorrow's People Gateway project in Southwark, and has taken part in many fundraising initiatives during this time. Pinsent Masons' corporate social responsibility programme 'Starfish', is run firm-wide and is broken down regionally, meaning that the firm's involvement with Tomorrow's People is particular to its two London offices.

The partnership has now been re-invigorated through the Pinsent Masons community investment programme 'Inspiring Young Lives', tailored especially towards helping young people and with an emphasis on education.

The initiative focuses on the Tomorrow's People 'Working It Out' project in Southwark, a 16 week programme designed to help young people with complex and multiple barriers develop the skills, confidence and motivation they need to move forward with their lives.

Pinsent Masons provides Tomorrow's People with support in the two key areas of training (help with CV writing, interview techniques, etc) and mentoring – both of specific value to the challenge that the Working It Out team choose.

Pinsent Masons have also developed a training course designed to show the young people they are working with, what it is like to work for a large company. They have tailored the course according to feedback they have received from the Tomorrow's People operation at Gateway and according to what jobs the young people on the programme would be looking for. They will provide interview training sessions and mock interviews in a joint venture with the Almeida Theatre due to start in mid October.

Pinsent Masons is very enthusiastic about the project, and delighted with the interest shown by staff – 30 of whom are now involved at the Southwark-based project.

Alison Moore, Head of Project at Gateway, says, "It's been really valuable to know we have an organisation like Pinsent Masons on our side. Having an

inside look into a professional company is a priceless opportunity for our young people because it opens their eyes. Something these young people lack are individuals who can share success with them in a digestible way – inviting them in to tell them about their world of work and show them how to make a good impression is just right. We want to say a big thank you.”

Tomorrow’s People is a national charity, with a 23-year track record of success in helping people out of long-term unemployment, welfare dependency, and into jobs and self-sufficiency.

Since 1984, the charity has helped change the lives of more than 400,000 people across the UK who had been resigned to long-term, even life-long, unemployment.

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