

THE NEW **DESTINATION** FOR IMPROVING YOUTH ENGAGEMENT AND MAXIMISING THE POTENTIAL OF YOUNG PEOPLE

PRESENTATION DECK

DESTINATION is the first multi-platform youth brand with the dual purpose of maximising the potential of teens & young adults, and improving the youth engagement capacity of organisations.

DESTINATION creates a unique user experience for young people and adapts content based on the stage they are at on their life journey.

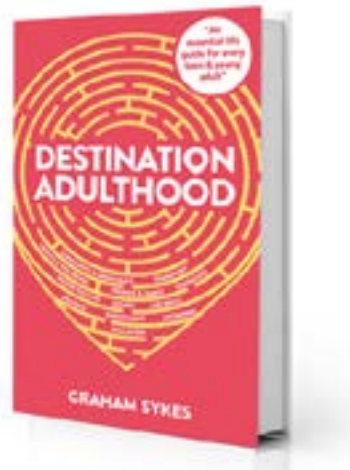
Through a combination of algorithms & expertise, **DESTINATION** allows organisations to fully understand the needs of its customers and positively influence their journey by providing specific, relevant & beneficial content when & how users require it.

We are now looking for organisations who would like to partner with us in an initial pilot stage.

A MULTI-PLATFORM BRAND

DESTINATION

The DESTINATION brand will exist across a number of platforms and communication channels:



BOOK
(Published September 2019)



INTERACTIVE ONLINE
PLATFORM
Destination.org.uk

Integrated client-specific
platform with youth-related
content



SOCIAL MEDIA



STUDENT TALKS
& EDUCATIONAL
RESOURCES

WHAT CAN DESTINATION DO FOR THE PROBLEMS FACING BRANDS & ORGANISATIONS?

There are a number of consistent issues facing brands and organisations when engaging young people:

Not enough young people using its services

Increasing the number of young people engaging or building a customer-base from scratch is difficult. This is because of the challenging expectations of young people (personalised & relevant products), coupled with ineffective traditional communication methods, resulting in low levels of take up.

No record of the young people using its services

Some 'youth organisations' do not deal directly with young people. They use an 'indirect sales' model to sell to youth-facing organisations who engage directly with the target audience on their behalf. This disconnection means that whilst large numbers of young people may use their products or services, the host organisation has no direct interaction with the target audience and no mechanism with which to do so.

No understanding of the young people using its services



Some organisations only have a transactional relationship with young people. Whilst teens and young adults might purchase products and services directly and/or engage across social media, the host organisation only gathers minimal information and has no structure or expertise to maximise these relationships.

DESTINATION can help brands and organisations to:

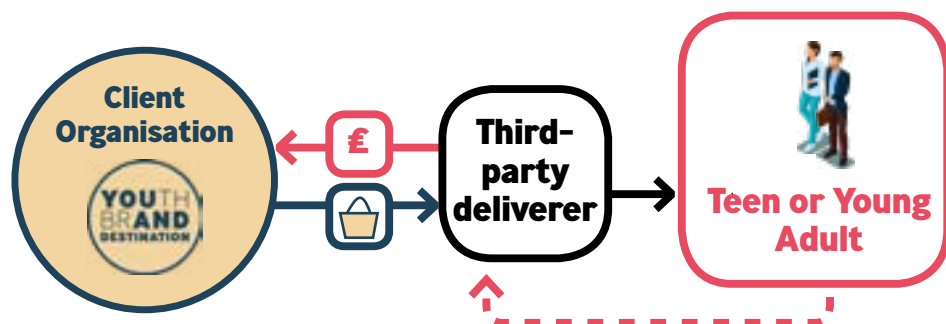
- understand and meet the specific and unique needs of users
- deliver tailored and personalised products
- communicate & engage directly with users
- maximise and generate additional revenue from users
- increase the number of users and customers
- put young people at the heart of operations
- enhance future recruitment strategies
- demonstrate the contribution made to maximising the potential of young people

DESTINATION for brands and organisations with a Third-party/Influencer Sales Model

Are you locked out of a relationship with your target audience because your product is delivered by third-parties? DESTINATION creates a direct route to young people and enables you to build an engaged community with detailed customer profiles.

Key:  Revenue and/or youth outputs
 Delivery of products/services

Before DESTINATION



With DESTINATION



DESTINATION for brands and organisations with a Transactional Sales Model

Do you sell to teens & young adults but have no information beyond an email address or name? DESTINATION will energise your database demonstrate the qualities of the product beyond its initial utility.

Before DESTINATION



With DESTINATION



MEETING THE DEMANDS OF YOUNG PEOPLE

Personalised Services

Young people do not want a generic 'youth' product. 70% of young people want a more personalised experience with their products and services. This cannot be achieved without having direct access to a core customer base of 'young customers' and understanding their needs and requirements.

Relevant Products

By understanding these needs, organisations can address them and develop products and services that satisfy this demand. Young customers will then see the benefit of utilising an organisations 'bespoke' services and this will build trust, loyalty and recommendations. This will then ultimately result in increased outputs, sales and demonstrable engagement.

DESTINATION provides beneficial information to young people in order for them to maximise their potential as an adult. By using a combination of self-diagnosis, survey evaluation, and aggregated user data, we have built a powerful algorithm that can define the point users are currently at in their life journey and display relevant targeted information (general and client-specific) that advances their personal development.

DESTINATION provides information that will support teens and young adults to maximise their potential as an adult. This information is split into the 12 LifeLocations® (Education, Employment, Money, Where they live, etc) that are critical in a young person's life journey. By using unique organisation-specific login codes and user generated accounts, we can identify the areas in their life where they feel they need help and supply generic & organisation-relevant content in order support them on their journey.

DESTINATION will track the development of young people as they increase their knowledge and advance along their journey and encourage them to keep returning in order to 'level up'. The site will also utilise 'AI' to identify trends that might lead to negative destinations such as long-term unemployment, obesity or poor mental health. By understanding the factors that contribute to this, we can develop digital interventions which can prevent or reduce the numbers following these negative routes.

DESTINATION will primarily be available to organisations who can demonstrate they offer beneficial products & services to young people or have relevant social objectives. All data will be managed appropriately and harvested ethically.

DESTINATION

Enabling you to reach your **DESTINATION** in life



[Home](#) [Reset](#) [LifeLocations](#) [Buy the Book](#)



Apprenticeship or University?

Maximising your life as an adult means ensuring you reach a destination that allows you to live your very best life possible.

On your journey to reach your ideal life **DESTINATION** you will need to visit a number of **LifeLocations**® and shape them in order to create a unique life map for you.

If you have a clear idea of your **DESTINATION** you will find lots of useful information to ensure that you can reach it.

If you don't know what your **DESTINATION** is don't worry. This is place to be inspired to start thinking about potential options and how you can go out and get it.

If you think your **DESTINATION** is out of reach, we can help you to reset elements of your life and point out how you can get your journey back on track.

DON'T MISS OUT ON A PERSONALISED EXPERIENCE

**Create your personalised
Destination experience**

Sign up for our weekly updates and be the first to know about useful information to help you reach your destination.



"Are you looking for a career in health?"



REGISTER FOR UPDATES & INFORMATION

Keep up to date with developments in Career in Health

First Name Last Name

Email

Re-enter email

Gender

Date of Birth

Post three digits of your postcode

REGISTER NOW

In order for us to personalise the information we supply you please sign up using the Register form. We are committed to protecting your data and we will never share your personal data with any third parties. Please see our [privacy policy](#) for full details.

Careers in Health

Careers in Health has been set up to provide aspiring medical professionals with the information and resources needed to pursue a career in health.

By signing up to the site we will ensure that you are the first to know about any opportunities or changes to the way that you will need to qualify.

This is a very exciting time in the medical profession and over the coming years we will be seeing a variety of new career pathways developed (eg Degree Apprenticeships as well as established medical degrees) which will make the sector significantly more accessible to people from all backgrounds and walks of life.

What is a career in health like?



What pathways are available?



OUR OBJECTIVES AS A SOCIAL ENTERPRISE

We have been providing teens & young adults with unique beneficial opportunities for almost ten years.

We've helped aspiring young business people by supporting business plans, mentoring and added them to our supplier roster, we've provided long-term periods of paid work experience and we have always had a commitment to employing young people and supporting them to become creative professionals. This is in addition to the benefits that we have facilitated through working with organisations such as Sports Leaders UK, The FA, Canal & River Trust, Solicitors Regulation Authority, Key Cities, Childrens Society, Centrepont, Swim England and many more.

We have also raised over £1000 for Breast Cancer UK and Young Minds.

We will be delivering the DESTINATION online platform through our social enterprise Fourteen19Social CIC and we are hoping to deliver the following targets by August 2020.

- 3000 young people engaged through the platform
- 500 new pieces of youth-approved content on the platform
- 24 young people benefiting from employment-related opportunities

But we can't do this without the support of youth-focused brands and organisations.

WAYS YOUR BRAND OR ORGANISATION CAN PARTNER WITH DESTINATION

We are looking for partners who have a demonstrable commitment to improving the lives of teens and young adults (either through their products & services or their social objectives) to work with us in order to maximise the success of this venture. You can do this in the following ways:

1. Run a heavily-subsidised pilot project

We want to stress-test and fully understand the potential of the DESTINATION platform

We can create a complete youth-facing platform that is fully integrated into DESTINATION which will enable you to interact with clients through existing or specially created client content including films, surveys, competition and articles. All activity will meet your brand guidelines and we will provide monthly detailed insight reports on sign-up and usage.

2. Run a heavily-subsidised 'bespoke' pilot project

We don't feel that we are yet aware of 100% of the potential of DESTINATION. If you have a specific issue or requirement in your business around youth engagement we'd love to see how DESTINATION might be able to solve it

3. Provide each of your cohort with a discounted copy of the DESTINATION ADULthood book.

Written by Fourteen19® Head of Agency, Graham Sykes, it draws on over 25 years experience of youth engagement and thousands of conversations with teens and young adults around the country. The 230pg book provides help and guidance on setting and reaching your ideal life destination. The book can be significantly discounted and/or client branded for bulk purchases.

4. Fund an employment or into-school project

We are very open minded about potential projects that will allow us to increase the number of teens and young adults that we are able to help. If you have a specific cohort you have an interest in benefiting we would be very interested in exploring how DESTINATION could facilitate it. This could be through providing employment opportunities or going to into-schools to give talks or run specific sessions.

5. Speaker opportunities, consultancy appointments, advisory commissions, bespoke research & insight, campaign creation.

As experts within the youth engagement sector we are available to consider a variety of projects both connected and unconnected to the DESTINATION platform.

OUR CREDIBILITY AS YOUTH ENGAGEMENT EXPERTS

As the project lead and director of Fourteen19[®] Social CIC, Graham Sykes has over 25 years marketing experience working across numerous youth sectors including education, employment, apprenticeships, volunteering, housing, money management, and skills development.

In 2010 he set up Fourteen19[®] and over the last ten years he has built a youth engagement agency that has:

- Delivered campaigns that have engaged over 1m young people
- Conducted research with over 10,000 people aged between 14 and 25
- Provided employment opportunities to twelve young people under 30
- Given contracts to multiple youth businesses and suppliers (in many cases their first commission)

In addition:

- He has recently written a book 'DESTINATION ADULTHOOD' (230 pages, 48,000 words) a self-help guide for teens and young adults to help reach their life destination to be published in September 2019
- Worked with a number of leading organisations to improve how they understand and engage with young people
- Delivered the Key Cities Changing the Future: Youth Insight Report for the event held in July 2018
- Part of an independent Government commission on Youth Employment and Enterprise

THE NEXT STEPS

You can start a conversation in the following ways - please choose the best option for you:

Why not arrange a 15-30 minute informal conversation?

You can do this by calling 01422 250070 or emailing hq@destination.org.uk

Alternatively you could start a short text chat via the following ways:

Whatsapp - Use the number 07890 483966

Twitter - Use @Destination__HQ

LinkedIn - Use www.linkedin.com/in/graham-sykes-97583425/





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