

we do

look at what



FutureProofCIC
Better Business, Stronger Communities

Changing the conversation Challenging preconceptions on Whitehawk



Whitehawk, Brighton, is categorised as an 'area of deprivation'. It has one of the highest proportions of youth unemployment in the country. Funded by Awards for All we worked with local experts and community groups based in Whitehawk to understand more about what the term 'deprivation' means and whether it can be truly applied across the estate.

The need

Whitehawk sits in an area of affluence and yet has one of the highest rates of youth unemployment in the country. We know that around Whitehawk there are more jobs than there are people actually living there – so why can't the unemployed of Whitehawk get those jobs. Our aim was to understand these employment barriers and find ways to cross them.

Our role

Through our position as a Community Interest Company we created the path necessary to gain funding from Awards for All. By reaching out to Whitehawk's community groups and by employing local experts in the field of economy, community engagement and narration we developed a report that aims to challenge the preconception that 'deprivation' means no prospect. Our report is based on statistics and dialogue and argues that Whitehawk is a stable community. It has a low crime rate, a large proportion of owner occupiers, many of the residents are unpaid carers – this is a community that could be viewed as a resource, a resource that can play its part in creating a strong and vibrant economy for Brighton.

The output

By engaging with the businesses operating around Whitehawk we want to use corporate social responsibility to start a new conversation. We want to challenge those organisations choosing not to employ Whitehawk residents to live up to their corporate ideals. But we won't be doing it alone, we will be working with training providers and support groups to ensure that those people who want a job can have access to jobs and the support that they need to get one and keep it.



LOTTERY FUNDED

In top
5% 
of UK's most
deprived area



2,500
owner
occupiers

1,500 
business
in the area



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