



Transforming
a generation

The Argus 3rd of January 2011

Project vows to create 45 jobs

A YOUTH project has promised to create 45 jobs.

Transforming a Generation (Tag) is to launch a scheme in Brighton for those classified as not being in education, training or employment.

Staff are pledging to help young people break through their personal barriers and kick-start careers in the health and fitness industry.

The project will launch at the Phoenix Community Centre in Brighton on January 10.

It is one of more than 40 Tag centres set up across the country.

Young people will be offered help to secure a Level 2 Health and Fitness Instructor qualification and then given a four month paid work placement.

They will also be provided with a dedicated mentor who will help them achieve their goals.

It will run three rounds of the programme, with each creating 15 jobs.

Fred Turok, Tag chairman and founder of LA Fitness, said: "As a nation, we are failing our young people because we're trying to solve profound and debilitating contemporary social and economic issues with an outdated and broken model.

"What Tag has done is taken a government funded initiative and worked with potential employers to develop a training model which meets their need to recruit staff with technical as well as vital people skills."