

Manchester research agency teams up with local charity to get disadvantaged people back on track

Tuesday 6 March, 2018

Blueprint Partnership, the international marketing research agency specialising in the pharmaceutical industry, is teaming up with the Manchester charity Back on Track to help change the lives of some of most disadvantaged people in the city.

Blueprint Partnership, based near Manchester Airport, have operated in Manchester for over 10 years. Back on Track supports people who have experienced homelessness and other major problems, providing the training and work experience they need to find employment.

Blueprint has made an initial donation of £500 to the charity. This will be followed by a series of fundraising events organised by its staff. The company will then match fund the money raised up to a maximum of £3000 a year. Blueprint has also pledged to donate specialist staff time to help with a range of Back on Track initiatives including interview preparation, CV writing and job skills workshops.

Simon Hamlyn, from Blueprint Partnership, said, "Many of our staff live within the Manchester conurbation and are aware of the variety of issues facing disadvantaged adults. As a result, the team unanimously agreed to partner with Back on Track. Blueprint Partnership and Back on Track have many mutually compatible values and we all look forward to working together in enabling disadvantaged people to build meaningful and fulfilling lives."

Siobhan Pollitt, Chief Executive of Back on Track, said, "We're absolutely delighted to be joining forces with Blueprint Partnership for 2018. We have already been blown away by their generosity and their commitment to making a difference. We look forward to achieving great things together."

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