

Journalism graduate awarded £10k grant to get young parents writing

A Staffordshire University graduate has received £10,000 of Big Lottery funding to inspire young parents to be the next generation of journalists.

BA (Hons) Journalism graduate Kimberly Bond set up [Visit from the Stork CIC](#), a social enterprise for parents and parents-to-be under 25, after enrolling on the University's Speed Plus course, which provides training, mentoring and advice for graduates and alumni looking to start a new business.

Kimberly is using the grant to launch the 'Stork Academy', which will offer a 12 week course for parents who are interested in learning media and journalism skills. The course will teach young parents research, interviewing, social media and blogging skills, and they will have their work published on the Visit from the Stork website and in the quarterly magazine, providing information and advice for other young parents.

Kimberly said: "Being awarded the grant is a fantastic step forward. The new volunteers will be trained in media skills to enable them to provide engaging content and quality information and advice for our readers.

"More importantly, it will also equip the parents with the confidence and skills to go on to college, university, work or do an apprenticeship. Being a volunteer with us will give them valuable work experience and they will be able to see the difference they are making to other parents' lives."

The Stork Academy will be split between Stoke-on-Trent and Salford in Greater Manchester, and will see 10 new volunteers trained in each location.

"The business wouldn't be what it is today if it wasn't for the Speed Plus course." said Kimberly.

"I didn't know much about how to run a business when I started out but I was taught the networking and marketing skills to get my idea off the ground."

Kimberly was named Journalist of the Year when she graduated in 2013 and says the studying journalism at the University was a great grounding for what she is doing now.

"The course at Staffs gives you lots of hands on experience in journalism and that really helped when I started the magazine. I'm still in touch with my lecturers and they've offered so much support and advice for this project."

Recruiting for the first phase of the course, being held in Brindley Building on the Leek Road campus of Staffordshire University from the 7th July, has now begun. The second half of the project will start in Salford at the end of September.

Applicants will be asked to complete an application form and attend an informal interview before being accepted on to the course.

Anyone interested in applying or having more information should contact Kimberly via the [Visit from the Stork Facebook page](#) or email visitfromthestork@gmail.com

Amy Platts

Multimedia Press Officer

t:01782 292702

m:07799 341911

e:amy.platts@staffs.ac.uk

Staffordshire University is developing to meet the needs of modern day learners and current and emerging industries. Vocationally inspired, the University offers courses across a wide range of subject areas. The Research Excellence Framework (REF) 2014 determined that 78 per cent of the University's research is world leading or of international importance.