



The Program



Inyoni Bay

Vision

Identify, educate, and mentor adults on the Autism spectrum in order to empower them to achieve their full professional potential, thus enabling them to lead a fulfilled, integrated and financially independent life.

Mission

Maximize the talents of potential artists on the autism spectrum with customized instruction and hands-on experience to prepare them for gainful work in digital arts, explainer video production and animation.

Inyoni Bay (Inyoni Bay CIC) is a Community Interest Company (CIC), school and working studio that will prepare young adults on the autism spectrum for careers in digital animation, graphic design and motion graphics. Inyoni Bay seeks to proactively identify, train, mentor, nurture and “graduate” individuals with the skills that will enable them to lead a fulfilled and financially independent life with the self-respect earned through employment.

Inyoni Bay intends to provide the skills and access to a market place where the graduates can learn how to produce visual digital content as well as a place where they can sell that content. The aim is to contribute to the awareness and help to combat the precarious financial and mental position adults find themselves in, where the unemployment rate for adults on the spectrum is over 85%. We will provide customized instruction in visual effects, digital animation and work readiness to prepare this underserved population for lifelong careers. Our full-time, two-year vocational program offers a crucial bridge between high school and meaningful employment by building on the strengths of these individuals.

The reality

Work provides a key to a satisfying and productive life. It not only brings in income, but it also makes us part of a community and it gives us dignity, self-respect and the respect of others. Studies estimate that 85% of adults with autism are unemployed; most require taxpayer funding to survive but receive enough money to cover at best basic living expenses, much less to pay for quality of life experiences or to acquire the skills to gain employment. In addition, 83% of adults with autism have fewer than 2 social contacts per week outside their homes. They lead lives of quiet, unnoticed isolation with the highest incidents of mental health issues as a result.

Previous vocational models based upon menial labour have led to the current appalling situation facing young adults with autism when they age out of their school systems, as well as older adults with autism--80% reporting no friends or social relationships outside their homes and 90% unemployment/underemployment with necessary subsistence based upon on government benefits.

Inyoni Bay vocational Course

It is essential that more vocational programs be created that enable people with autism to obtain and retain employment. It is estimated that less than 4% of adults on the spectrum have long-term full time employment. To counter this disastrous situation the focus needs to shift from the social, behavioral and learning deficiencies of these individuals to their strengths, talents and interests.

When given the right kinds of opportunities and instruction which is designed to nurture their gifts and talents, people with autism often exceed the expectations of educators and other professionals. When individuals with autism are working in an area where they are competent and comfortable, where minor accommodations have been implemented they have been proven to be highly productive employees. They follow the rules, they are focused, and they rarely miss work. By tapping into this wealth of ability and creativity, we can turn unfulfilling, unproductive and isolated lives into meaningful, productive ones that make an important contribution to our society.

The Inyoni Bay Program will be unique because not only does it **not** play to the stereotype that people with autism are not bright but it is vocational and targeted on the individuals' talents and interests. In addition we will partner with CandyClic Ltd which will provide an income earning platform for graduates of Inyoni Bay to display and earn royalties from videos they have produced.

The Inyoni Bay program will be made up of two distinct but requisite strands:

Technical Curriculum: Its content is entirely dependent on technological trends in the digital animation, motion graphics and Content videos. The program begins with basic computer skills and software necessary for visual effects and animation, with individual exercises and a personal project which reinforces the skills students have learned in their classes. During the first year, participants are introduced to principles of design and animation, as well.

In the second year, the technical curriculum progresses to more complex software programs and advanced levels of performance, with personal and group projects, in which students apply the

information and skills they have learned. When available, all participants will have the opportunity to generalize and enhance their skills by working on contract work sent to us in addition to the content videos we will produce on an ongoing basis for the CandyClic platform.

We also envisage they will obtain Adobe software certification, the standard of competency in this field, this communicates to employers that the employee is completely capable of integrating visual effects seamlessly into an animation, website, advertisement, educational animation etc. However, this is not currently a requisite, they will acquire the skills to produce become skilled and employable.

Work readiness: The second aspect of the course, which will run concurrently with the technical is to provide the skills and expectations required of individuals in the workplace. It encompasses basic Work Ethic and expectations of employees in the workplace, progressing to Workplace Social and Organizational Skills. Learning is reinforced with expectations within the classroom and working environment in order to learn and practice the skills many times until they become habits that they can then carry forward into the workplace.

Finally, classes in Employment Skills and Workplace social skills. This section of the program will be provided by AS Mentoring, one of the United Kingdom's premier social enterprises for the provision of employment mentoring. AS Mentoring will be contracted to provide a four part service, and all instruction and 1-1 support will be provided on site;

1. Initial program candidate assessment of social skills and work skills
2. Ongoing advice to Inyoni Bay in making the studio environment as accommodating to the individual participants as possible
3. An ongoing program to assist the participants to acquire further work skills
4. A policy/procedures guide and instructional sessions for our neuro typical staff.

Each participant will be provided with a Employment Consultant who will provide each participant with ongoing support and guidance in the workplace so that they can develop skills and strategies to enable them to work as effectively as possible. The typical areas included are:

- Understanding the expectations of their role
- Communication skills: communicating with staff, managing different methods of communication, assertiveness, and social communication
- Self-confidence
- Building and maintaining professional relationships
- Managing and reducing stress and anxiety
- Organisation, prioritisation & time management skills
- Meetings skills and strategies
- Forming an understanding of Reasonable Adjustments and making the workplace more accessible
- Advocacy
- Mediating between you and your employer

Experiential activities such as role-playing, informational interviewing and job shadowing are helpful in providing our participants with firsthand knowledge and practice.

Targeted Outcomes

Our intention is to produce one of three outcomes for each participant after the two year program:

1. Remaining with Inyoni Bay as a in-house creator and/or mentor to incoming students in a part or full time role
2. Gaining a permanent “in-house” position with a for profit creative agency. Each studio we place a creator in will have been approached and assessed as sufficiently progressively minded and will be required to put in place the necessary accommodations.
3. Work as a freelance creator with support from Inyoni Bay; setup, contracts, support services, billing etc. As a freelance creator they will earn a living from royalties of pre-created videos or income from bespoke commissions. All graduates will be able to permanently call upon Inyoni Bay resources to assist them with planning, designing, administering a creative account.

We feel this dual approach with our unique proposition for allowing participants to earn a living from Content videos will prepare them for rewarding, gainful employment, leading to a better quality of life.

Funding

The funding of Inyoni Bay will be based upon a variety of streams. Participants in the vocational course will be required to fund a portion of their program. In order to allow students from all socio-economic groups an equal opportunity to take part there will be an element of means charging. However participants will earn income on any and all client projects in which they are involved, it is envisaged that by the second year of their program their income will increase to a substantially higher sum than the fees paid.

Our four year goal is to be fully self-funded through client productions. Until that time our funding will be made up of a mix of:

- a) Founders capital injection & ongoing sweat equity
- b) Grants from government, private funding groups, the Lottery etc
- c) Donations: direct via the site
- d) Crowdfunding platforms
- e) Fees paid by the families (means tested)
- f) Council educational funding
- g) Income from explainer video clients
- h) Income from licence fees from Content videos on CandyClic
- i) Sponsorship from synergistic corporate partners

Future

The vision is to bring the first studio to a position of stability and profitability. These profits as per the legally binding rules for C.I.C. organisations will be directed to the establishment of a network of studios around the country and beyond. (But one step at a time).

Corporate Structure

Inyoni Bay will exist in the form of a Community Interest Company

What is a **Community Interest Company (CIC)**?

A community interest company (**CIC**) is a type of company introduced by the United Kingdom government in 2005 under the Companies (Audit, Investigations and Community Enterprise) Act 2004, designed for social enterprises that want to use their profits and assets for the *public good*.

Company Law requirements

A CIC must also comply with the requirements of company law in general, and accordingly must file annual accounts and returns at Companies House in addition to its responsibilities to the Regulator. Accordingly, a CIC must be registered both with Companies House and the CIC Regulator.

Statutory Clauses

The CIC structure has statutory clauses that cannot be removed by directors:

- Asset Lock: assets must be used for the “purpose”.
- Dividends payments (if any) are capped by statute.
- Assets can only be transferred to another asset-locked body.

Transparency

- An annual report is placed on the public record for public scrutiny;
 - The activities of the CIC, & the benefit provided to the community
 - The remuneration paid to the directors
 - The assets transferred other than full consideration
 - Dividends paid
 - Performance related interest paid
 - The steps taken to consult stakeholders and the outcome

Please feel free to contact us should you wish for more information about Inyoni Bay, its mission or members.

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