



Eastbourne is doing something no other town has done.

This is your invitation to be part of it.

Eastbourne's business community is coming together to change how a town enables its young adults aged 18 to 30. Any young person in the town, whatever their start or their circumstances, can have a trained coach in their corner - at no cost to them, to their families, or to the taxpayer - and we hope most of them will.

For the employers, it is a workforce development tool - the most effective piece of it any of them buys this year. And it does two jobs at once: while they invest in developing their own people, those same people coach the town's young adults. Which is the part worth being clear about - OKO is not only for the young people who have been hit hardest. It is a place we hope any young adult in the town signs up to: a free coach who gives them the confidence, clarity and direction to take their next step, whether that is education, a first job, or a promotion.

STANDING BEHIND IT

Josh Babarinde MP

Member of Parliament for Eastbourne

Eastbourne Chamber of Commerce

Christina Ewbank, convening the town's business community

Bournefree

Media partner for the campaign

We brought the town's institutions together, and each has given its backing. **The coalition is growing** - and this is what this document is asking you to join.

The goal

A town where any 18-to-30-year-old can turn to an expert coach - and where we hope most of them do. The coalition is open and growing - the town's businesses coming together to do something remarkable, and every employer that joins widens the door to more of Eastbourne's young people.

WHAT WE'RE ASKING

Your whole eligible team

Everyone in your business aged 26 or over can coach; younger staff join as coachees. Productivity is unlocked through the network effect of collective participation.

WHAT IT COSTS

£99 per person / yr
+ £1,000

Two lines on an invoice: a £99 annual licence per person, and a single £1,000 platform fee per company. No implementation cost, no integration, no consultants.

WHAT YOU GET

Four returns

Leadership practised on real people rather than taught in a classroom. Workforce personality data. A hiring pool your own employees have vetted. And a story about your role in this town that you could not buy.

THIS IS NOT A PILOT

Sage PLC • BBC • Grey, part of WPP

Over five years and thousands of hours of coaching delivered - including a continuous deployment at Sage across the UK, US and India for more than two years. Eastbourne is not the experiment.

"If businesses see it as doing the right thing, they're not even seeing half of it."

James Hallatt - former SVP, GSK & OKO board advisor

THE LOCAL NUMBERS

ONS UK Business Counts 2024 • ONS population estimates • OKO analysis

~350

Eastbourne employers with ten or more employees

12,000+

people employed across those businesses

~10,000

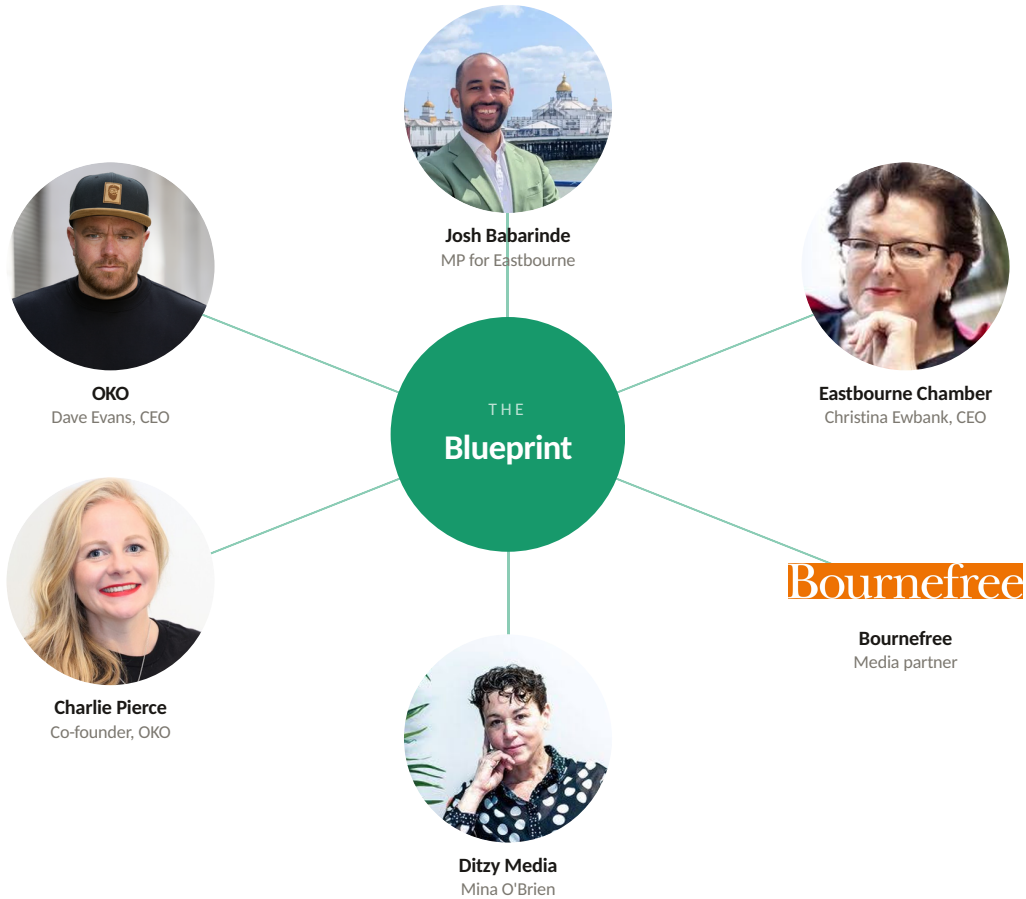
young adults aged 18-30 in the town, ~27,000 across the wider catchment

1 in 10

of them with a coach in their corner, when the town hits 1,000

The founding coalition that launched The Blueprint - and the town is following

THE FOUNDING COALITION



CULTURAL REACH • DIVERSE AUDIENCES & DEMOGRAPHICS



Frank Turner



Toddla T



Elles Bailey



Jess Greenfield

NOW

The coalition builds it

Eastbourne's founding employers are live on OKO.

NEXT

The town joins

More of Eastbourne's businesses come live on OKO.

THEN

The whole town

Every employer that joins reaches more of Eastbourne's young adults.

When we grow each other, Eastbourne thrives.



This is a workforce development purchase. The town benefit is the by-product.

The £99 licence is a quarter of one percent of the cost of employing someone on £40,000.

If the programme makes that person even **one percent** more effective, it has paid for itself four times over. The arithmetic is identical whether you employ forty people or four thousand.

WHAT IT COSTS

	PLATFORM FEE		LICENCE		
	£1,000	+	£99		
	Per company, per year. One charge, whatever your headcount.		Per person, per year. Minimum ten seats.		
IF YOU PUT THIS MANY PEOPLE ON	10	40	100	250	500
Licences at £99	£990	£3,960	£9,900	£24,750	£49,500
Platform fee	£1,000	£1,000	£1,000	£1,000	£1,000
Total for the year	£1,990	£4,960	£10,900	£25,750	£50,500

No implementation cost, no integration and no consultants at any size.

THE ARGUMENT THAT MATTERS

Every company develops its top five percent. This is the first time that standard has been available to all of them.

The leadership programme, the high-potential cohort, the executive coach - all of it goes to the small group already marked out. Everyone else gets a passive e-learning licence and no practice at all. **Capability that only five percent of your people have is not a culture. It is an exception.** A workforce in which every employee has practised non-directive listening, structured questioning and reframing, to the same standard and on a real person with real stakes, is a materially different organisation from one in which a select few attended a course. Consistency at that standard, across everyone, is the asset. It has simply never been accessible before.

82%

of UK managers have had no formal management training. They were promoted for being good at their job.

CIPD, 2025

23% / 18%

higher profitability and productivity in the most engaged workforces than the least - engagement being what OKO builds at scale.

Gallup Q12 meta-analysis

88%

average productivity increase from training combined with coaching - against 22% from training alone.

Olivero, Bane & Kopelman

A HIRING POOL YOUR OWN EMPLOYEES HAVE VETTED

Over six sessions your people work closely with capable young adults from this town. By the end they know how those individuals think, how they handle a setback, and whether they would be any good in your business. Agency fees on entry-level roles typically run at 15-20% of first-year salary: **£4,000-£6,000 on a single hire**. One hire from a pool your own staff have already assessed covers the annual cost of a forty-person deployment outright, and it is a de-risked hire rather than merely a cheaper one.

WHAT DEVELOPMENT COSTS YOU TODAY

Executive coaching £1,000-£5,000 C-suite only	Coaching qualification £3,000-£8,000 A handful, over 9-12 months	E-learning £100-£250 Everyone, but entirely passive	OKO £99 Everyone, practised on a real person
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For finance: organisation-wide OCEAN personality data arrives as a by-product of deployment, typically £100-£150 per head if procured on its own. The £99 also touches outcomes currently funded across five budget lines: L&D, wellbeing, ESG, brand and CSR.



The burden on you is close to zero. This matters more than the price.

- **One email** deploys it to your whole workforce, with a secure self-signup link.
- **Twenty-minute setup.** No integration, no consultants, no ongoing management.
- **Ninety minutes a month** per participating employee. That is the whole commitment.
- **Every session is fully guided in-app** - context, agenda, talk tracks. No coaching experience needed and none assumed.
- **Anyone aged 26 or over can coach.** No selection, no qualification. Younger staff join as coachees, so the whole company takes part.
- **Safeguarding sits entirely with OKO.** The young adults are our users, not yours. The legal, compliance and duty-of-care burden that would normally land on your HR and Legal teams does not arise.
- **Nothing sits unused.** If a pair falls behind, the platform nudges them back on track - and flags it to the employee's line manager if they don't respond.

THE SIX-STEP JOURNEY

01 Self Awareness	02 Superpowers	03 Uncovering Barriers	04 Communication	05 Attitude & Responsibility	06 Problem Solving & Resilience
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Built on the GROW model, OCEAN psychometrics and CBT techniques. Pairs are matched on personality data, which removes the primary cause of coaching failure before the first session. The programme closes with the employee writing a graduation letter - an evidenced endorsement that lives permanently on the young adult's profile.

WHAT IT LOOKS LIKE FROM THE INSIDE

"Where else can you get the skills, practical experience, and a safe, structured environment for £99 a head?"

Jacqui Coombs - former Chief of Staff, Sage Digital, Sage PLC

"The experience was amazing for my own development. It helped me listen better and ask better questions - skills I use every single day. It directly contributed to me getting a promotion."

Monica - OKO Coach

"I was confused and not particularly optimistic, even though I had every reason to be. OKO changed my attitude to the workplace and how I see myself."

Anna - OKO Graduate

WHY THIS MATTERS BEYOND THE TOWN

Eastbourne is the pilot. The country is the point.

Over a million young people in Britain are out of work and education, and no town had shown that its own employers could answer that themselves. Eastbourne now is. As it proves out, this stops being a local scheme and becomes a template any town in Britain can run - and the businesses in it are the ones the rest of the country will be looking at.

Twenty minutes is enough to decide whether this is for you.

Join the Eastbourne businesses already in it, bringing the town together to help our young adults achieve their goals and ambitions.

Dave Evans, CEO • de@weareoko.com • weareoko.com