

Media release  
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## **INSPIRATIONAL NOTTINGHAM DUO LAND INNOVATIVE YOUNG PEOPLE OF THE YEAR AWARDS**

Two local teenagers have been named deserving winners of The Nottingham's Innovative Young People of 2021 competition.

Sixteen-year-old Sidra Husejnovic from Sneinton and Brandon Louth, who is 19 and lives in Eastwood, each received the honour and a £250 tech voucher after showing excellent entrepreneurial and community-minded spirit.

Innovative Young People sought to find young people who have demonstrated inspiring ways to further their education or boost career aspirations.

With the support of youth empowerment charity ThinkForward progression coach James Barnsley, Nottingham Academy sixth form student Sidra has risen from a Year 9 pupil lacking in confidence to someone who aims to become a commercial pilot. And her business ideas have certainly taken off!

James, who nominated Sidra for the award, said: "Sidra has been demonstrating her entrepreneurial skills since the age of 15 when she started buying cheap cars. Her dad, a former army mechanic, did the repairs and the vehicles were sold on at a profit.

"In 2021 Sidra moved into the pallet business, buying job lots of returns from retailers. She sorts through all the items and sets up a spreadsheet with the recommended retail price, the price she will sell the product for, and the profit she will make. The goods are mainly sold to neighbours or via Facebook.

"Sidra has put 75% of all her profits towards the cost of learning to fly and the rest towards building a deposit to buy a house with her parents. She has researched mortgage options and wants to let out the property to students. The profits will help support the cost of learning to fly.

"Last year Sidra started writing poetry and took part in a spoken word event where she performed poems based on her personal experiences. She enjoyed it and it has been good preparation for the world of work - giving her confidence and taking her out of her comfort zone."

Fellow award winner Brandon has become an inspiration to his peers, making real difference to young people across Nottingham through his work with The Wolfpack Project - leading to his nomination by the charity's Founder and CEO Damien Reynolds.

Brandon has dedicated over 100 hours of his own time to be an active and frequent volunteer for the charity that has a mission to reduce loneliness and isolation amongst young people in the city and to promote positive mental health.

Damien explained: "Since joining our Youth Advisory Board, Brandon has helped change the lives of many younger people through his volunteering and by initiating a wonderful pilot project.

“He has personally delivered assemblies to post-16 students at West Bridgford School, as well as showcasing The Wolfpack Project’s work via promotion on the school’s TVs and e-newsletters. His incredible efforts have reached over 100 students and the pilot has now been rolled out to other schools.

“As well as taking a leading role in chairing many Youth Advisory Board meetings, he has also researched and delivered reports on areas such as social media engagement, Seasonal Affective Disorder (SAD) and the Covid vaccination programme and the impact of that on younger people specifically.”

The Nottingham’s Head of People and Development, Anne Leivers, added: “We received really high calibre submissions, and although it was a challenge to narrow them down we are confident we’ve chosen extremely deserving winners.

“Sidra and Brandon are positive examples of how dedicated and inspirational young people can make a positive contribution to their communities and achieve success through innovation, entrepreneurial spirit and willingness to support others.

“Our aim is that by showcasing their stories, and providing helpful resources and information about different careers through our online [Career Academy](#), we can help and guide many others to achieve their ambitions too.”

**Photo caption:** Sidra Husejnovic won the 14-17 age category of The Nottingham’s Innovative Young People of 2021, and Brandon Louth (pictured with Damien Reynolds, Founder and CEO of The Wolfpack Project) landed the honours in the 18-21 age group.

**ENDS**

#### **Notes to editor**

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#### **About The Nottingham**

Founded in 1849, The Nottingham is a mutual building society owned by its members with a long and proud history of doing the right thing and helping communities prosper. Today, The Nottingham is a top ten building society operating online and via a network of 40-plus branches across nine UK counties. The society is well known for providing a safe and secure place for people’s savings and helping its members into their own homes. In addition to mortgage and saving products, it offers a variety of additional services through expert partners including mortgage advice provided by Mortgage Advice Bureau, estate agency and lettings provided by Belvoir Group and much more including funeral planning, financial advice, and home insurance. Its range of services, alongside its commitment to providing expert advice, support the society’s purpose to help its members save, plan for, and protect their financial futures. [www.thenottingham.com](http://www.thenottingham.com)