



**LONDON'S ORIGINAL  
EDUCATION BUSINESS PARTNERSHIP**

# Business Services Briefing

2012/13

## Changing lives with Spark...

### OUR VISION

*“A society in which people are work ready, mobile and equipped to make a significant difference to the economy and their lives.”*

**Spark! acts as a vital and efficient driver for employment, forming strong, supportive and valued relationships that have a positive impact on all our stakeholders; students, educators, businesses, statutory bodies and funders alike.**

Spark! will work with you to open up excellent opportunities that inspire and enlighten, helping to forge secure futures for young people by giving them real focus and direction, engaging them in the workplace and significantly increasing their chances of permanent roles.

We are unique. Established in 1980 we are a pioneer in the field, an award winning leader and a role model – setting the standards for all to follow. The level of service we offer and the quality of our team, with their experience, knowledge, connections and initiatives change lives.

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### Employability Hub

A nationally recognised leader in education business partnership, in 2011 Spark! were invited by the Institute for Education Business Excellence (IEBE) to establish one of their first Employability Hubs. Our Employability Hub services will help you ensure that all activities are of high quality so that young people can experience the realities of work and develop the employability skills vital to their own future, and to the economy as a whole.



### Ideas and action planning workshop

A simple and straight forward process to ensure that schools and businesses have a clear plan for developing young people's employability skills in your local area – and that you are building the most effective business partnerships with the support of Spark.

### Masterclasses

Spark! offer IEBE Masterclasses in a training workshop format. They are aimed at anybody wishing to develop their knowledge, skills and understanding in the professional practice of improving young people's employability. We have worked with leading experts to develop 10 unique facilitated learning sessions, based around the five key characteristics of an effective professional practitioner. In Hounslow we are delivering the full programme on a cycle, concentrating on term time delivery. Workshops include: Government policy, Curriculum developments, Qualification developments, Labour market intelligence and Safeguarding young people.



### Education Ready™ quality mark

Education Ready™ is the standard against which to assess and recognise the quality of businesses' involvement in developing young people's employability. It identifies the core attributes that businesses need in order to offer effective support to young people, and help them prepare for a productive and fulfilling adult life. Contact a member of the Spark! to find out more...

## Opportunities for collaboration

This briefing does not describe all Spark! activities. Projects inevitably arise during the year as Spark! responds to new funding opportunities or new ideas from local businesses and schools. Businesses will be further briefed about these activities as they arise.

**Partnership Forum** - We look forward to welcoming our partner businesses to the Annual Summer Celebration in July, this year held jointly with Hounslow Chamber of Commerce. Our winter gathering is The Spark! Partnership Challenge celebration event in November.

**Programme Sponsorship** – Right the way across our programmes there are opportunities for your company to sponsor bespoke programmes targeting specific needs. For further information contact a member of the Spark! staff team.

**Advisory board** – This quarterly forum provides strategic advice and insight to Spark’s senior staff and board. If you would like to be considered for membership of the charity’s Advisory board, please contact the Director or Chairman.

## OUR MISSION

*“We will work with education and business to prepare people for working life and enhance their employability through practical, accredited and inspiring work-related experiences.”*

## The WEX Factor

**THE WEX FACTOR** is a boot camp that supports young people’s transition from school into the world of work. It is tailored to schools’ specific needs. After successful pilots in schools across London Borough of Hounslow in 2011/12 Spark! is making **THE WEX FACTOR** available to schools and training providers through direct delivery or under license.

**THE WEX FACTOR** offers companies opportunities to both get involved in one off workshops, for example Speed Networking or CV advice sessions, as well engage more deeply and integrate **THE WEX FACTOR** within their management development programme. In 2012/13 we will work with companies to support employee volunteers that will join **THE WEX FACTOR** delivery team for at least a year. Your staff will secure the Award in Preparing to Teach in the Lifelong Learning Sector (PTLLS) qualification, so they can lead delivery of **THE WEX FACTOR** with a group of young people.

*In 2012/13 THE WEX FACTOR is a London Leaders project, an initiative of the London Sustainable Development Commission.*

“The WEX Factor is a superb preparation for the workplace.”  
*Employer observer of programme*

**LONDON LEADERS**

## Brokerage

For businesses looking to connect with schools – or training providers looking to connect with young people and businesses – we offer an unrivalled network of relationships in Hounslow and West London built up over thirty years. Speak to the charity’s Director or Operations Manager if you would like to explore opportunities for collaboration, including commissioning marketing and new lead generation from Spark.

## Apprenticeships and wider volunteering opportunities

Detailed on two separate leaflets, Spark! has a small scale Apprenticeship training programme in Business Administration for SME junior/entry level staff, as well as dozens of volunteering opportunities throughout the year from hosting work experience students to Industry Challenges.

**Further information**

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Spark! is the trading name of Hounslow Education Business Charity

[www.sparklondon.org](http://www.sparklondon.org)



TURNING WORK  
EXPERIENCE  
**INTO WORK  
INSPIRATION**  
A Business in the Community campaign

Working in partnership with  
 **London Borough  
of Hounslow**