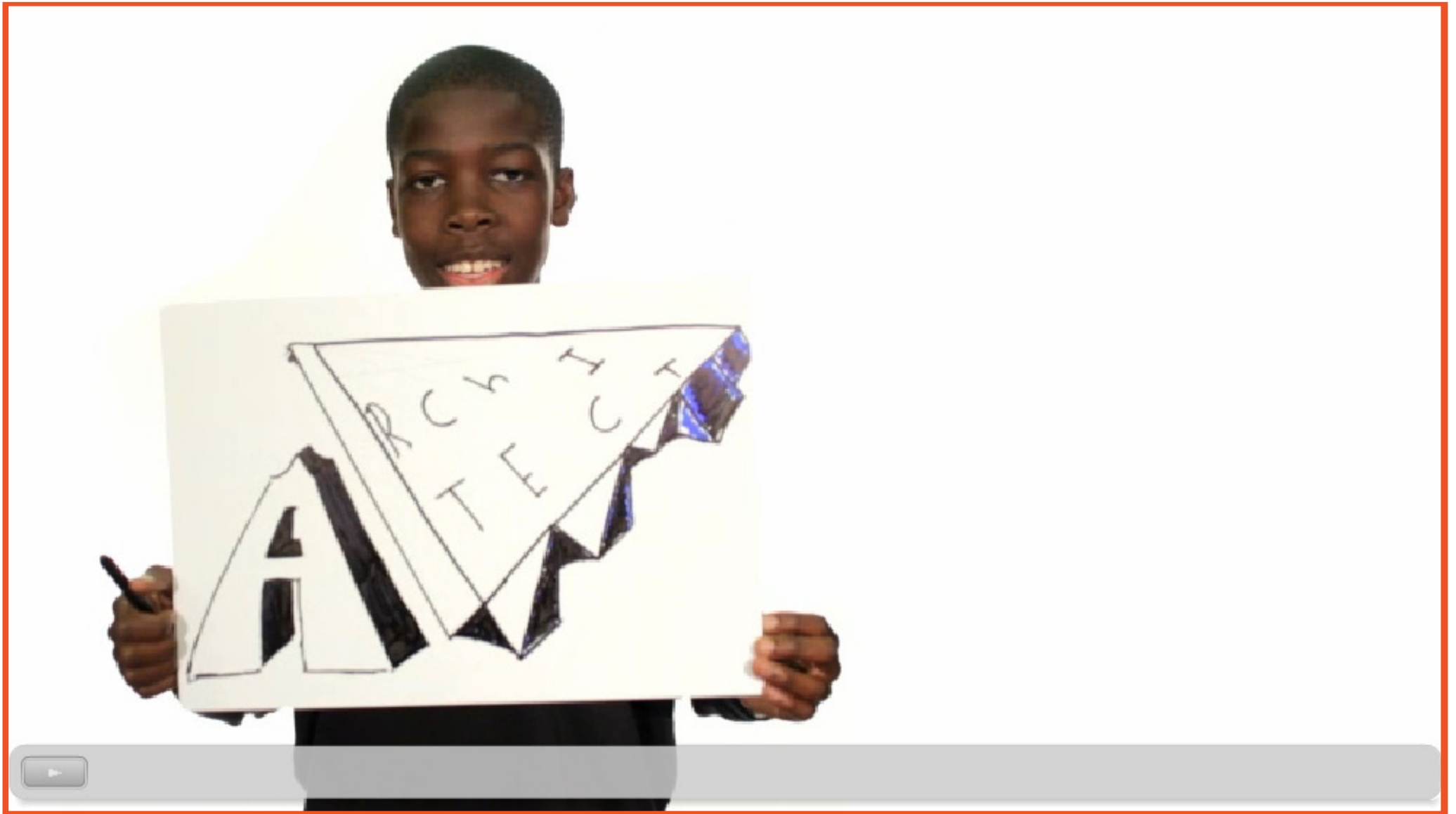




Kick start careers in West London



I want... "a good job" ... "work experience" ... "to be independent" ... "help with my cv"
... "interview practice" ... "to work hard" ... "to be successful" ... "a chance"



Foreward

I've seen first hand the difference that opportunities for young people to experience the workplace can make.

I also see every day the difficulties that getting a job can cause to young people, and the knock-on effects of youth unemployment on society as a whole.

I refuse to subscribe to negative stereotyping of young people. I believe in their potential and want to see opportunities to help them develop the skills they need for work, understand what employers are looking for and achieve the future they deserve.

That is why I support Spark's mission and Octink has worked with the charity for more than six years. Its activities give young people the best possible preparation to the transition from the world of education to the world of work. They boost aspirations, open up opportunities which young people would never have discovered otherwise, and provide a context for the work they do every day in the classroom.

As an employer, I also find it invaluable to understand my future workforce, to know where they are coming from and see their hard work and desire for a fulfilling and rewarding career. It gives me faith in the future of our community. If we just give them the opportunities, these young people will help businesses across London, and in Hounslow where Spark! was founded, compete and grow. Properly supported, they will form the heart of a motivated workforce which will attract new employers to the capital.

Thank you for taking the time to read this introduction to Spark! I am sure it will show you just what an important job Spark! do and I very much hope it will spur you to action. I urge you to support this appeal, and show your support to young people throughout London.

Will Tyler
Chair, Spark! and Chief Executive, Octink



The need

At Spark!, we understand that the purpose of education isn't just to prepare young people for work. However, we also know that it is vital that young people are able to make informed decisions about their future careers, and have the skills and experience sought by employers.

The combination of a tough economic climate and a globalized market-place is making it increasingly tough for young people to find employment. We find that, all too often, young people lack aspiration, and do not always grasp the value of their school work or how it can help them get into a good job, and build a rewarding career.

Giving these young people first-hand experience of the workplace can help them understand what they could achieve. For them, such an encounter can be the inspiration for a change in attitude and application, giving them the focus they need to succeed.

For others, ambition and drive are not an issue. All they need is someone to open the door and give them the chance to show what they can do. For these young people, the opportunity to spend time in the work place, or push themselves through challenging activities which will build their skills and demonstrate their abilities to future employers, can make the difference, and allow them to fulfil their potential.



“Spark! are one of the excellent charities developing our young people...I want as many businesses and organisations as possible to get on board.”

Boris Johnson, Mayor of London

At the same time, employers in Hounslow, and elsewhere, tell us that too many young people do not have the skills and attitudes they are looking for. Low levels of interpersonal skills, team working, problem solving and other basic work skills means that recruiting the best employees often means looking outside the borough, or even outside the country.

For the city to develop, it needs to develop a workforce capable of competing in an increasingly global marketplace. That means we need to ensure our young people are ready, motivated and capable of taking up the jobs our employers provide, and entrepreneurial enough to create their own.

About Spark!

Spark! is a registered charity, working with over 5,000 young people a year, giving them opportunities to spend time with employers and discover the needs and challenges of the workplace. It's not just about work experience; it's about changing lives.

We are a pioneer in the field, an award winning leader and a role model – setting the standards for all to follow. We have been operating from Hounslow, West London since 1980, when we were founded by a group of local industrialists and senior educationalists. Their ambition was to prepare young people for working life and enhance their employability through practical, accredited and inspiring work-related experiences.

That aim still drives everything we do. We understand that engaging young people with the workplace significantly increases their chances of securing permanent roles. We know, however, that schools don't always have the time or expertise provide these opportunities for their pupils without distracting from their core education remit.

That is where we come in. Where we excel is in opening up opportunities that will engage, that will inspire and enlighten. By giving young people real focus and direction, we can help them forge a secure and positive future.



“In Spark! we are lucky to be able to call on such quality.”

Tony Ryan, Headteacher, Chiswick School

Our team's experience, knowledge of the community and our connections with businesses is second to none. We have over 700 partners, ranging from employers like Sky and GSK, to local community groups and schools. That means we are able to offer more opportunities for young people to encounter the business world, than any individual school, or other organisation, could ever do.

Our leadership

Hon. President

Garth Buckle MBE

Trustees

Will Tyler, Chairman of Spark! and Chief Executive of OctInk

David Brockie, Senior Education Advisor, London Borough of Hounslow

Deborah Guinea, Project Resource Analyst - Global Capital Projects, GSK

Mike Pears, Hounslow resident and Department for Education

Marjorie Semple, Principal of West Thames College

Kate Vintiner, Former General Manager and Head of Fundraising at The Place2Be

All trustees volunteer for Spark! in a personal capacity.

Advisory Group

Victoria Eadie, Education Improvement Partnership (EIP) Representative and Head of Feltham Community School

Hanif Khan, SME Representative and Video Shoot Productions

Gemma McNeilis, Communications & CSR Manager, Chiswick Park Enjoy-Work

Tony Ryan, Head of Chiswick School

Sundeep Sangha, Economic Development Manager, Heathrow Airport Limited

Vinay Tanna, Partner, Garner Hancock LLP

Senior staff

Andrew Dakers, Director - Brings over twenty years of business, private and charity sector leadership experience to Spark! Andrew is a communications and corporate responsibility specialist: he has led Business in the Community's public affairs function and is course leader in business ethics and sustainability for the University of Bradford's MBA.

Ruby Mir, Head of School Services - With over a decade working in education business partnership behind her, Ruby started her working life as an Apprentice, and then delivered London Borough of Richmond's Work Experience service. From delivering work experience to managing enterprise and employability events, Ruby brings a tremendous passion for inspiring young people and quality to leading our service delivery team.

Rachel McAdam, Fundraising Manager - Worked in international sales in the private sector for more than 10 years before a career break. An active member of her children's school PTA, Rachel believes deeply in Spark's mission and has seen firsthand the benefit for young people. Rachel is always keen to talk to new businesses about potential collaborations and get your support in resourcing Spark! events and activities.

Our approach

We understand that the needs of each community, business, school and young person are different. That means we do not take a one-size fits all approach. Instead we offer a range of opportunities and work with individual businesses and schools to come up with tailored programmes. As well as more conventional programmes below, Spark! will take on the adventurous: managing the start-up of a [new social enterprise](#) or the production of a [broadcast quality film](#).

Consultancy

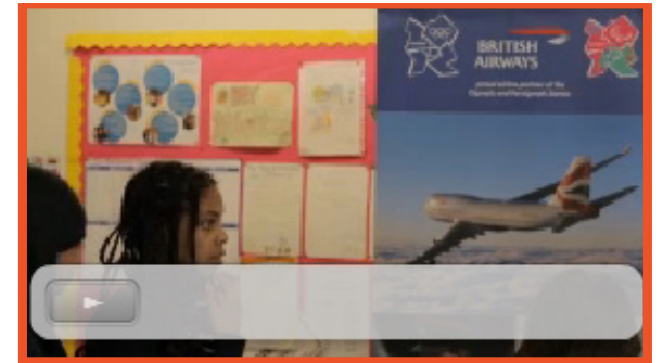
We want to ensure our school and business partners have the right overarching framework to maximise the impact of their collaboration. With our business partners we reference a model that considers eight success criteria including:

- Activities reflect employment realities and help prepare young people for working life
- Involvement is based upon a clear sense of the benefits to the business and its employees
- Clear objectives and targets, supported by an appropriate budget and driven by a senior manager
- Quality-assured activities that follow statutory requirements for health and safety, and safeguarding
- Employees are properly equipped and trained, providing support when necessary and reviewing their involvement as part of continuing professional development

We explore the company's baseline position against these criteria and develop a strategy and action plan aligned to material issues for your business.

KICKSTART

This pioneering Key Stage 4 programme takes place over about four days, either in school or at a host employer's workplace. Workshops focus on employability and enterprise skills, culminating in an Industry Insight Day. Content has been developed with the support of Penna and delivery takes place with a range of employer partners cutting across key sectors.



Enterprise and Employability Events

Our work-related learning programme involves a wide range of enterprise and employability events, from the Spark! Science Day (see video opposite) to Higher Education & Apprenticeship Fairs.

The full programme includes:

- One Day Enterprise Challenges, such as those hosted by BP and the Army
- Competitions: the Mosaic Enterprise Challenge, Reservoir to Tap and the Young Filmmakers Competition
- Sector-based tasters, an example being Kempton Park Maths Day
- Careers & Personal Development, including the Eton Summer School, Careers Days and Higher Education & Careers Fairs



Work Placements & Internships

Work placements give young people the most immersive experience of the workplace. Placements for GCSE aged students usually last for one week. Those for A-Level or BTEC students - or learners on traineeships - are more commonly for two weeks or an extended format. These are tailored to the interests and ambitions of the individual student.

On our Industry Insight Days young people, typically studying for their GCSEs, will spend a whole day with an employer, working through a series of structured activities to learn about how their business works and what is required to work there. Our programme includes placements for young people with special needs, and those at risk of dropping out of mainstream education.



Case studies

These three compelling case studies will give you a flavour of the extraordinary difference that Spark's interventions make in the lives of young people.

Case study #1: Securing work experience for young people with special educational needs

Spark! organised a one day work experience placement at Pets at Home for David*, a Year 11 special educational needs student.

His teacher told Spark: "It was very successful - every task David was given he tried his absolute best at. Through the day, David:

- worked in the dog grooming parlour for an hour and gave a dog a bath, dry and brush;
- independently fed and helped bathe a bearded dragon;
- helped unload a pet delivery - counting small animals and checking none had been hurt in transit;
- checked the temperatures and changed water for snakes; and
- helped on the till.

"He interacted so well with colleagues, despite obvious nerves and he was incredibly gentle with the animals. The manager was so impressed she gave David a gift of some luxury food for his cats. He was chuffed."



"Thank you Spark! for helping David have such a wonderful experience. We should all be very proud!"

Case study #2: “People like us don’t get jobs”

Teaching young people to recognise their skills and talent Spark! ran a ‘Careers Day’ at a local Community College, during which we ran a session on ‘CV Skills’.

Harpreet* said he didn’t need to write a CV because his father had said “people like us don’t get jobs”. After much resistance, he made a start on his CV, but couldn’t think of any positive skills.

After some discussion about his life outside school, we found out that he regularly manages his basketball team – quite a skill to include on a CV! He now has the beginnings of a CV, and has learnt how to think about himself in a more positive light.

** Names changed for privacy reasons*



Case study #3: Making social mobility a reality

Tina Kumar attended the 10 day residential Eton College Summer School while at Rivers Academy. Spark! supports students in the application process, organises a pre-visit to Eton for students and their families, and monitors Hounslow students' progress whilst on the programme.

“As no-one in my family had ever been to University, it was a great opportunity for me to find out more about what it would be like, and to develop the skills I would need to get a place.

“The experience at Eton was amazing, something I would never have experienced without Spark! I learnt a huge amount and decided that I wanted to study Politics, Philosophy and Economics (PPE). I know that getting there will not be easy, but thanks to my involvement with Spark, which has included work experience as well as the Summer School, I feel confident that I can do it.”

“I feel really fortunate to have been supported by Spark! Without them, I don't know if I would have to confidence to apply.”



Business benefits

We want to help young people, but we also want to help your business. Working with Spark! you can efficiently and effectively tap into our 30 year knowledge of the local community and schools.

Spark! will work with you to open up exciting opportunities that inspire and enlighten young people opening their minds to the possibilities the business world presents.

These opportunities can realise the following business benefits:

- Motivate and develop your staff – develop skills in communication, coaching and leadership. Energise individual volunteers and whole teams, from all levels of your business.
- Deliver your Corporate Responsibility and Sustainability programme goals.
- Target your future workforce by promoting your business and sector – open young people’s eyes to the opportunities on their doorstep and help develop their employability skills.
- Participate in collaboration and networking opportunities with other businesses.
- Develop greater understanding of the local community and marketplace – and build a positive local profile.
- Increase diversity in your future workforce through working with a one or more schools.
- Hear a youth perspective – employers regularly tell us the feedback of young people brings fresh insight and innovative ideas.

“70% of employees are more committed to their employer if they know it’s involved with the community.”

MORI poll for Business in the Community

Spark! can support your work with young people that have particular support needs, a single class or a whole year group.

Working with a larger group ensures that every student, no matter what their background, benefits from the events we run, and experiences the same opportunities as their peers.

Collaborate with us

There is a range of ways in which our business partners can work with Spark:

- **Consultancy** - Our new practice gives your business access to our 34 years of expertise in education-business partnership - as well as our associates who, like us, work with companies including the FTSE100 and international NGOs.
- **Membership** - Four tiers of membership offer a range of bespoke packages that ensure members have absolute clarity around the opportunities and services we will support your staff through the year.
- **Sponsorship** - Our annual awards, now in their 28th year, are a popular platform for partner businesses to support our work.
- **Donations** - Some of our partners prefer to support Spark! through fundraising and payroll giving.

“Everyone who attended [Spark! events] had a really positive experience and has recommended it to others.”

Catherine Smith, HR Advisor, Allianz

Consultancy

Our recently launched consultancy practice is led by Spark's Director Andrew Dakers. Andrew combines cutting edge academic and practical insights in corporate responsibility (CR) and community engagement practices. In 2013 we published research on [Project Search at GSK](#) and a short study on how [teaching excellence can be developed through involvement in work-related learning](#).

We can provide light touch or deeper support in developing the thinking that underpins partner companies' CR and sustainability programmes, particularly in education.

Spark! also draws on the expertise and capacity of associates as required including: [Value CSR](#) who specialise in developing strategies rooted in understanding what is material to a business; and [Green Banana Marketing](#) whose strengths lie in environmental sustainability particularly, as well as stakeholder engagement.

Working with our partners, our strengths lie in:

- Ensuring that your education and community engagement strategy is aligned to what is material to your business;
- An intimate knowledge of West London's economy and our membership of local education and business groups;
- Environmental sustainability and education; and
- 34 years experience of practical delivery of work related learning and work based learning.

"Spark! are professional and high-impact; always going beyond the call of duty to assure the quality of what they deliver."

Kim O'Reilly, Head of Operations, BITC's Mosaic

Commissioners
include



Department
for Education



London Borough
of Hounslow

KICK STARTING CAREERS

Membership

As no two businesses are the same, we offer four tiers of bespoke membership packages, dependent on your needs. The level at which you join will shape the benefits and opportunities that are available to your company. Within each tier, companies select the opportunities that are appropriate for their strategic objectives up to the value of their annual contribution.

All Spark! members have an Account Manager that develops an understanding of your strategic objectives. Defined targets for involvement with an agreed number of schools and pupils is set out in a Memorandum of Understanding revised each year.

YELLOW MEMBERSHIP £1,000

Joining on our entry level annual package is a great way to help us continue the vital work we do in local schools. You will receive invites to participate in all of our volunteering opportunities and events, and a link to your business on our website.

BLUE MEMBERSHIP £3,000

Blue membership includes the benefits of Yellow membership and can also include:

- A KICKSTART pathway focused on your business.
- Support with Apprenticeship recruitment and training provider selection.
- Annual report covering volunteer numbers, schools and students reached.

PURPLE MEMBERSHIP £5,000

This level of membership includes the benefits of Blue and Yellow membership above, plus we will:

- Help you advertise the benefits of volunteering within your business, for example, running a stall at your staff canteen.
- Support the delivery of any existing education-business programmes you are operating.

GOLD MEMBERSHIP £10,000

Our Gold membership offers your business all of the benefits of the packages above, plus bespoke activities in our partner schools. For example, we will:

- Coordinate your volunteer programme or help develop and manage your work experience programme.
- Work with you to create bespoke activities around your industry.

Please talk to Rachel McAdam for more information about Spark! membership.

Members



Sponsorship

Sponsoring our events is an effective way of supporting our work and associating your company with the positive impact of some of our highest profile activities.

Examples of sponsorship opportunities include:

Partnership Awards

We hold our annual '[Partnership Awards](#)' event in November, with ten awards celebrating the full range of our work, from 'Volunteer of the Year' to 'Work Experience Business of the Year'. Now in their 28th year, the awards event attracts more than 200 attendees from across West London, representing schools, businesses and local government, as well as our local MPs.

If you would be interested in a company-sponsored award, please talk to us.

If you are interested in teaming up with us on our events programme, or would like to discuss other creative ways of sponsorship please contact Rachel McAdam.

Careers Days

We organise and facilitate up to 10 Careers Days in Hounslow Secondary schools every year. We can brand these events for your business.

Recent Annual Awards sponsors include



Heathrow
Making every journey better



Penna

Donations

If you do not need the benefits of Spark! membership, but would still like to support our work then donations are an approach that work for some of our partner companies.

Options include:

Charity of the Year – Name Spark! as your company's 'Charity of the Year' and work with us to inspire your staff to raise money for Spark! in a variety of inspiring ways throughout the year.

Payroll Giving – This is a simple, tax efficient scheme which enables employees to quickly and easily give money to Spark! as a UK registered charity by having a deduction taken direct from their gross pay. There is no tax for Spark! to claim back, as no tax was deducted.

Direct Donation – This could be a one-off amount, or a monthly donation. Some companies also have sister foundations to which they have introduced us.

**Recent donors
include**

Heathrow Community Fund
Part of BAA Communities Trust



 **THAMES
VALLEY
HOUSING**

KICK STARTING CAREERS

Contacts

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E-mail: rachel.mcadam@sparklondon.org

www.sparklondon.org



Formerly Hounslow Education Business Partnership, Spark! was founded in 1980 and has been working with young people, schools and businesses creating new opportunities and igniting careers for over thirty years.

c/o GSK House, Rm D2-48, 980 Great West Road, Brentford, TW8 9AN

Company Number: 7409565 | Charity number: 1138697

UK Register of Learning Providers: 10033962

Spark! is the trading name of Hounslow Education Business Charity