



spark!

LONDON'S ORIGINAL
EDUCATION BUSINESS PARTNERSHIP

**SECONDARY SCHOOLS
SERVICES GUIDE 2014-15**

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



Contents

Introduction	5
Consultancy and CPD	9
Ideas and action planning	9
Masterclasses	10
Practitioners' Network	11
Work Experience and Internships	13
Work Placements	15
Industry Insight Days	18
Additional Services	20
Employability and Enterprise Skills	22
KICKSTART	24
Understanding the business environment	26
Skills, qualities and attitudes for work	27
Career planning and making applications	28
Performing effectively at interviews	29
Enterprise Challenges	30
Higher Education Fair & Apprenticeship Fairs	32
Career Days	33
Competitions	34
Eton Summer School	35
Sky Academy partnership	36
Bespoke Employer Engagement	38
Booking	40
Contract and Service Level Agreement (SLA)	40
Services Booking Form	41
Contacts	43



Students put challenging questions to local employers during a Speed Networking event at Chiswick Business Park

Introduction

Spark! is one of the UK's leading education-business connectors creating 5000+ opportunities every year for young people. We were established in 1980 and are a registered charity. GSK kindly host Spark! at their HQ in Brentford.

We can help:

- inspire your students on their life after school (click to play the video opposite);
- contribute to independent CEIAG; and
- ensure Ofsted and HSE compliance.

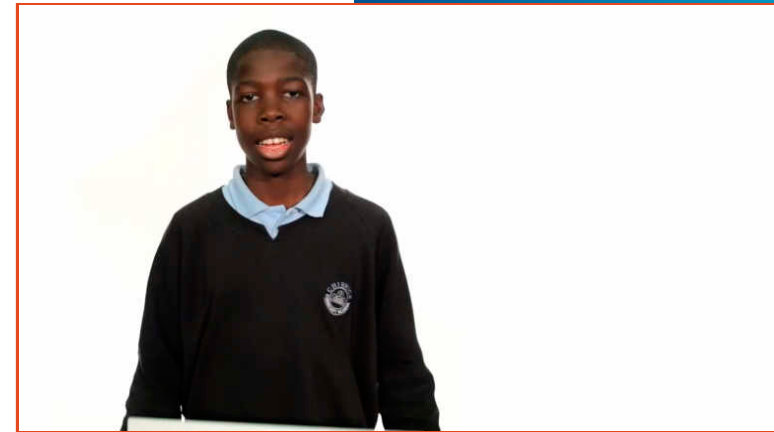
Our services are organised around three areas:

Work Experience & Internships Service – Our KS4/5 Work Based Learning (WBL) programme offers work placements, work shadowing and internships. Our focus is on safe placements with high quality content ensuring that you secure maximum impact from your investment.

Employability & Enterprise Skills Service – Offers creative and innovative activities that use the context of creative and inspiring Work Related Learning (WRL) experiences to introduce young people to learning about business and working practices. Through our pioneering KICKSTART programme we bring together WRL and WBL in an inspiring employability and enterprise skills programme that can be adapted to the needs of Level 1, 2 and 3 learners.

Consultancy and Continuing Professional Development (CPD) – Helping build your school's capacity and capabilities through strategic advice in employability skills development and education-business partnership, Masterclasses and our Practitioners' Network.

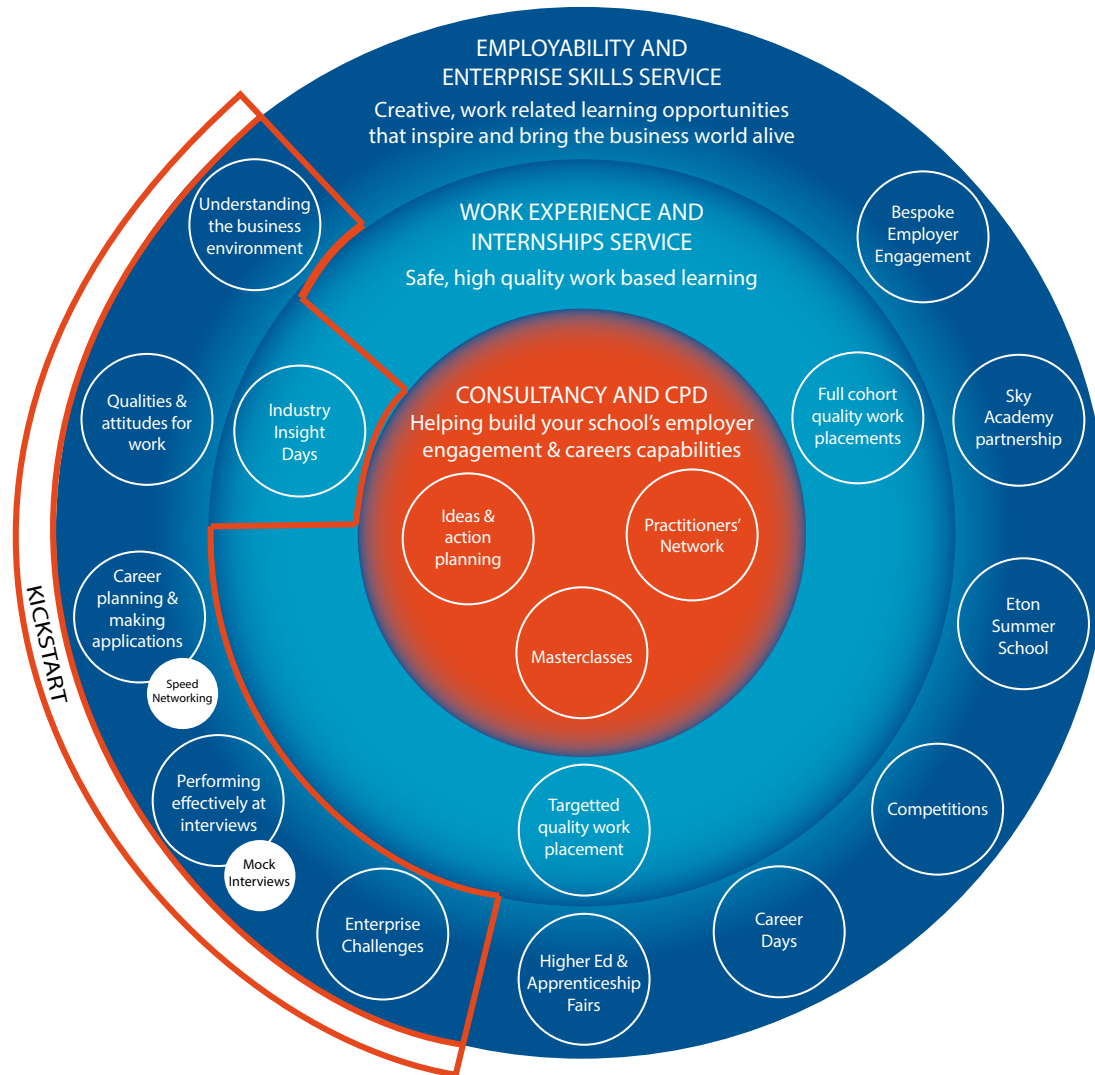
Spark! and our partner schools agree a bespoke programme each year. Read on for an initial introduction to each of these areas and then please get in touch to arrange a meeting.



Our partners include



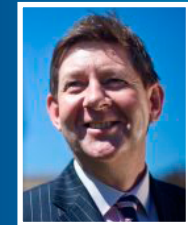
OUR VISION
"A society in which people are work ready, mobile and equipped to make a significant difference to the economy and their lives."



Quality assured by



www.sparklondon.org



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

Tony Ryan, Head
teacher, Chiswick
School

Our commitment to schools

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 – a pioneer in the field, an award winning leader – 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 innovative programmes change lives.

Ofsted Thematic Survey of Careers Guidance

Developing an integrated programme with Spark! will help your school ensure it as adopting best practice in meeting the changing needs around Careers Education Information Advice & Guidance (CEIAG), and deliver on the themes within the Ofsted Thematic Survey of Careers Guidance. The four themes are:

- 1 Careers Guidance strategy** - Ensuring students are well supported in making decisions about their career pathways.
- 2 Raising awareness of options and career pathways** - Exposing young people to the wide range of career options and pathways through employer involvement, including involving an employer representative on the school governing body.
- 3 Promoting opportunities through the full range of providers** - Supporting young people and their parents/carers to consider the wide range of progression routes available through: further education colleges and independent learning providers.
- 4 Tracking, destinations and impact** - Monitoring and evaluating the effectiveness of careers work in guiding students to make appropriate choices.

English Baccalaureate and other curriculum links

All Spark's programmes can increase the motivation of students across all English Baccalaureate subject areas, and also support your school's CEIAG and PSHE programmes.

Our Schools Services Guide 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. Schools will be further briefed about these activities and opportunities as they arise.

We look forward to welcoming all our partner schools to the Summer Celebration in June, as well as the Spark! Partnership Awards in November.

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.”



S.
uilt
ds
ning
Ham
ton

Young people get to talk to employers at a Higher Education and Apprenticeship Fair - and experience the services of a hair stylist!

VISITOR

PS hm

Consultancy and CPD

A nationally recognised leader in education business partnership, in 2011 Spark! began to extend our services to include consultancy and CPD. This now sits at the heart of our service offer, working with your school to develop your capacity and capabilities in employability, including CEIAG and education business partnership. We want to ensure that you get the best value from your work with Spark! and other service providers.

Activities which offer realistic opportunities for young people to identify their individual abilities will ensure that, in future, businesses are able to draw upon a pool of informed and skilled people who have benefitted from well thought-out education business activities at key stages in their educational development. Our Consultancy & CPD 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

A simple and straight forward process to ensure that you have a clear plan for developing your students' employability skills throughout their time at your school – and that you are building the most effective business partnerships with the support of Spark!

Step 1: Half day workshop – Review your current programme and needs, look at examples of best practice and excellence elsewhere, generate new ideas and develop an action plan against The drb Group's BusinessReady™ framework. Where appropriate we bring in Business in the Community, the UK's leading corporate responsibility charity and developer of the Business Class model for deepening business partnerships with schools to provide additional perspective. A BITC consultant will specifically lead on presenting examples of best practice at the workshop from across London and the UK.

Step 2: Consolidating and writing up Employability Strategy – Over the following two weeks Spark! will write up the workshop outputs drafting and Employability Strategy for your school, looking out over up to 3 years, and establishing performance metrics. The draft will then be sent to your school for further refinement.

Step 3: Review and finalise – Spark! will come back into your school to review and finalise the strategy and discuss any immediate actions arising. The strategy should put your school on an immediate pathway to securing a minimum pass at The drb Group's Business Ready™ quality mark assessment.

Fees: £1250 for Spark! and BITC workshop facilitation and consultancy. Workshops can either be delivered on your school campus or off-site at GSK House, 980 Great West Road, Brentford TW8 9GS.

Masterclasses

Spark! offer 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.

To support both individual accreditation and the organisational standards, we have worked with leading experts to develop nine unique facilitated learning sessions, based around the five key characteristics of an effective professional practitioner. We are delivering the full programme on a cycle, concentrating on term time delivery.

Keeping relevant and applying Labour Market Intelligence

Masterclass 1: Labour market intelligence

Staying informed about policy and legislation

Masterclass 2: Government policy

Masterclass 3: Curriculum and qualification developments

Maximising impact, self-development and evaluating your success

Masterclass 4: Maximising impact

Masterclass 5: Self-development

Masterclass 6: Review & evaluation

Being responsible in safeguarding young people

Masterclass 7: Safeguarding young people on Work Related Learning and Work Based Learning

Connecting through networking and relationships

Masterclass 8: Communication & networking

Masterclass 9: Developing relationships

Fees: Each 2-3 hour Masterclass is charged at £100 per participant.

Learners can either participate online or attend in person at GSK House, 980 Great West Road, Brentford TW8 9GS. The masterclasses end with a drinks reception and networking.

Practitioners' Network

Spark's Practitioners' Network meets on a termly basis. It is made up of a diverse mix of staff from partner schools and provides a space in which colleagues can share insights and develop their skills. Partner employers present their schools offer at most meetings, which are typically hosted at GSK House. The network is facilitated by a teacher.

The purpose of the network is to support the development of high quality WRL/WBL delivery across Spark's subscriber schools and colleges.

Objectives

- To develop professional relationships between colleagues from different schools which facilitates on-going peer support (i.e. outside the formal meeting structure);
- To support subject leads in keeping up to date with emerging policy and consider with their subject colleagues the implications for strategy and practice;
- To facilitate sharing and development of good practice related to subject teaching, learning and assessment;
- To provide a mechanism for efficient and effective consultation and information flow between subject leads and the wider EIP.
- To help shape, deliver and monitor Spark's Work Related Learning (WRL) and Work Based Learning (WBL) programme for local secondary schools/ college

Fees: Staff from subscriber schools can attend free of charge. Non-subscribers can attend for £75 per meeting or £200 per annum.





Students take part in an Enterprise Challenge with a partner employer.

Work Experience and Internships

All our Work Experience and Internship programmes and progression routes are tailored to the needs of individual students and schools. The Spark! Work Experience and Internships Service is made up of three streams. The services which have been rigorously tested against a City & Guilds framework, as well as the 'Gold' Fair Train work experience quality mark:

- Work Placements
- Industry Insight Days
- Additional services

Your core subscription

This service is purchased by schools under a rolling Service Level Agreement with Spark! and invoiced annually. You can use your core service subscription across a bespoke mix of services set out below. All schools subscribed to the service will receive:

- services up to the value of your subscription – activities may be selected from the standard menu or developed to meet the bespoke needs of your school
- development with school staff of an annual Work Experience & Internships Service programme at the start of the year and review and evaluation at year-end
- opportunity to enter The Spark! Partnership Awards which recognises, rewards and supports the work experience & internship activities in which schools engage
- option of purchasing additional support from the Work Experience & Internships service team

“Work Experience is defined as placements in which pupils undertake a job or a range of tasks/duties as would regular employees, but with an emphasis on the learning aspect of the experience and the development needs of the individual.”

Work Experience:
A Guide for
Secondary Schools,
DfE



KS4/5 Work Based Learning

Placements - Spark! believes quality KS4 and KS5 work experience, shadowing, sector specific placements and internships are vital both to young people's employment prospects as they seek to enter the work force in a competitive climate, as well as providing a differentiating factor as they progress through further and higher education.

In 2014 we upgraded our placements management system to Salesforce CRM and undertook a full review of our work placement business processes. We are also piloting tools including [StudentStudio](#) to provide students and employers with web-based support during the placement.

In numbers...

54,000+ placements brokered by Spark! in the past 14 years

9,800+ placement opportunities identified

9,500+ organisations involved

160+ placement descriptions for young people

Industry Insight Days – Industry Insight Days are either targeted at groups of students or an entire year group. Students leave the school, typically for a whole day, visiting local employer(s) and take part in activities at the employer's site that introduce them to the 'world of work'. This can be ideal for KS4 students' first introduction to professional work environments before doing a full work placement in KS5.

Work Placements

Background

Spark! offers a range of work experience services for schools based on a core KS4/5 programme and a number of additional service options which have developed in the last thirteen years in response to school needs. The KS4/5 programme aims to provide at least a one week work experience placement for all KS4/5 students. Standard Placements are suitable for student that are Work Ready and without known risk factors. At KS5 more sector specific placements may offer most benefit to learners.

Schools can opt for:

- a) **Placements for an entire KS4 or KS5 year group.** We would typically expect this to be a balance of 65% Spark! found placements to 35% student found placements. Spark! undertaking Health and Safety/suitability checks on all placements; and/or
- b) **Placements for targeted groups of students.** Our assumption is that typically 25% of a school's students' work experience and placement needs will be met through specialised placements. These include pre-NEET young people, or those undertaking vocational programmes such as Traineeships or BTECs with specific learning outcomes required from the placement.

Spark's annual delivery cycle ensures a quality service for our clients:



The benefits of our quality driven approach

- Employer contact database developed over 30 years with 9800+ placement opportunities
- Supported pre-placement student preparation in school
- Placement checks and re-checks meet all the current guidelines of the DfE and HSE
- Quality of placement content is constantly improved through careful development of placement descriptions with employers
- Time-consuming paperwork is kept to a minimum

Learning outcomes

There are four key outcomes for learners completing a Work PLacement:

- 1 Prepare for his/her work experience
- 2 Plan a journey to work
- 3 Follow requirements during the work experience
- 4 Complete a work experience review

Year Groups	Key stage 4 or 5
Student Numbers	Targeted groups or an entire year group
Time Required	Typically one week +
Fee	Typically £60 per learner for a one or two week placement; £99 per learner for a specialised placement; and £198 for supported mini-internships.

Frequently asked questions

What length of placement is most appropriate?

One week placements are often ideally suited at KS4 when your priority is giving students an introduction to the workplace and a business environment. Schools extending placements to two weeks are often seeking deeper, more immersive experiences for students. These can be most valuable at KS5. For this same reason – as well as the time it may take employers to induct students to specialist work environments – some employers will only offer two week placements.

When should we schedule our work placement programme?

Helping the Spark! team spread partner schools' one or two weeks of placements throughout the year ensures:

- Better quality placements for your students
- Less pressure on employers supporting Spark!
- Lower cost service delivery, as Spark! does not have to increase our staffing levels to manage a peak summer season

Some schools find sending a Y10 group out on placements early in the Autumn term allows other students more chance to settle with staff able to concentrate resources on their needs. Other schools have discovered the Spring term can provide an ideal time to combine the delivery of KICKSTART for a week in school, followed by a one week placement or Industry Insight Day.

What do specialised, supported and extra supported placements provide?

Specialised Placements are available for students that are Work Ready, without known risk factors and motivated to complete specific curriculum-linked tasks in the workplace.

Supported Placement are available for students that are not yet Work Ready (i.e. three or more factors such as: More than one exclusion from secondary school; statement of Special Educational Need; known history of medical problem that would impact on work performance; known history of theft; known history of violence to staff or another Student; unauthorised absence from school of more than 20% over the past year; and/or unauthorised non-completion of a Standard Placement).

Extra Supported Placement are for students with any one of the following risk factors must be placed on an 'Extra Supported Placement': Two missed initial meetings with Spark! staff; unauthorised non-completion of a Supported Placement; or assessed by Spark! staff, at interview or whilst in Placement, to be not Work Ready.

What is an extended placement/ internship? Are they available to our students?

Most familiar to local schools are standard 'block' (i.e. continuous daily) placements of one or two weeks. Extended Placements or Internships taking place one or more days per week over an extended period, typically 1-6 months.

Industry Insight Days

Background

An increasingly popular alternative to week long work placements, particularly at KS4, Industry Insight Days are either targeted at groups of students or an entire year group. Students leave the school, typically for a whole day, visiting local employer(s) and take part in activities at the employer's site that introduce them to the 'world of work'. Students have the opportunity to speak directly with employers about a range of careers within their business and start to build an understanding about entry requirements to future employment in the sector. Industry Insight Days which involve deploying a whole year group may take place over two days, splitting the year group in two halves.

Business ambassadors help capture the imagination of young people, inspiring and engaging them in day to day business life. Participating companies include Premier Inn, Octink, IBM and many more. We also have a number of Industry Insight Days for smaller groups of learners:

- **Finance Conference** – A range of workshops, led by industry professionals and host by a partner company, focus on a variety of business and finance themes.
- **Maths Day at Kempton Park** – The annual event enriches the National Curriculum with hands-on learning at Kempton Park race course. It introduces new audiences to horseracing, the maths involved in the industry and associated career opportunities.
- **Science Day** – Science Ambassadors from industry speak and run a diverse range of workshop activities encompassing all the sciences.

Learning outcomes

After participating in an Industry Insight Day the learner will be able to:

- 1 Understand different job roles within a vocational area
- 2 Use relevant skills, knowledge and personal qualities in a vocational context
- 3 Understand the health and safety requirements relevant to the vocational context

Employability skills

- | | |
|---------------------------------|----------------------------|
| ● Self-management | ● Communication & literacy |
| ● Team working | ● Use of numbers |
| ● Problem solving | ● Use of computers |
| ● Business & customer awareness | ● Attitude |

Year Groups	Key stage 4 or 5
Student Numbers	Targeted groups or an entire year group
Time Required	Half day or full day
Fee	£33 per learner

Additional Services

In addition to the core programme, a number of other services have been developed in recent years in response to School needs, local and national priorities, for example 'World of Work Induction Days' and 'Work Experience Preparation Days'. These are effectively compressed versions the KICKSTART programme.

Scope programme needs	- Work Experience co-ordinator training - Co-ordinator H&S awareness sessions	£100 £100
Set placement preferences	- Printing of student/ parent letters	£2.50/learner
Pre-placement preparation	- Additional Work Experience Assembly - All Expressions Theatre in Education - Parents information evening - KICKSTART one day accredited workshops	£125 £500-1000 £175 £50/learner
Placement support	- StudioStudio (online placement support and activities for student and employer) - Work placement diary	£5/learner £3/learner if printed/ Template FOC
Celebration	- Award Certificates for student attendance with a completed Employer report - In-school celebration event - Daytime or Evening	£1/learner £250-550 depending on requirements
Programme report	- Brief or detailed programme analysis	£125 / £250

Other work placement and employability skills support required by schools, but not listed here, can be agreed with Spark! service leads.



VISITOR
VISITOR
STUDENT
SUPPLY
PARENT
CONTRIB
OTHER

The Mayor of Hounslow visits students on a Spark! Science Day.

Employability and Enterprise Skills

The Employability & Enterprise Skills Service (Business Links) is available to all partner schools. Schools can select activities from our diverse menu. Activities can be delivered on your school site or, for collaborative events where more than one school is participating, at a shared school or business venue.

New activities are introduced to the menu throughout the year, as new opportunities emerge - sometimes these will be available for all schools but sometimes only for a few. When this happens colleagues in schools will be informed and consulted to ensure that we deliver the best fit for your school and your educational priorities in the year ahead.

Benefits

The direct experience of the world of work by young people is at the heart of the work of the Enterprise & Employability Team. The team works to:

- Direct experience of the world of work to develop young people's workplace knowledge, skills and understanding - click to play the video opposite of a Spark! Science Day.
- Introduce your school to a growing number of companies and community organisations that will actively support initiatives to raise aspirations, motivation & achievements of young people.
- Invitation to enter the annual Spark! Partnership Awards which recognises, rewards and supports the business link activities in which schools engage.

Your core subscription

Schools that subscribe to a package of services at the start of the year secure a 25% discount over those that commission services on an ad hoc basis. Many of our services are supported by external funding sources making a subscription extremely cost effective for schools:

- 7 'credits' of individual school entitlement – activities may be selected from the standard menu or developed to meet the bespoke needs of your school
- development with school staff of an annual programme followed by review and evaluation at year-end
- priority access to curriculum activities and projects which the team develops during the course of the year



“Creative and innovative enterprise activities that use the context of work related experiences to inspire and bring the world of work alive.”



Service Menu

These services can be commissioned by schools as required, but should be planned well in advance with Spark! to ensure quality delivery. Many activities are well established events developed by Employability & Enterprise Skills Team, schools and community partners over many years. Read on to find out more about:

- **KICKSTART** – a full range of employability skills workshops at Levels 1, 2 or 3, including **Speed Networking** and **Mock Interviews**.
- **Enterprise Challenges** – explore and solve a specific enterprise or sector-based problem introduced and assessed by industry professionals.
- **Higher Education & Apprenticeship Fairs** and **Careers Days** – will help your students plan their careers and develop their employability skills. Our **partnership with Eton College** helps inspire and develop high flying students so they can secure places in the UK's top universities.
- **Competitions** – BP Challenge, Young Film-makers, Mosaic Enterprise Challenge and Thames Water Reservoir to Tap all help make the connection to the world of work through a challenging competition process that excites young people's imaginations.
- **Sky Academy partnership** – a range of opportunities offered nationally and some exclusively through Spark.
- **Bespoke Employer Engagement** – our team can apply decades of experience and mobilise national experts to develop unique solutions for your school and students.

KICKSTART



KICKSTART is a new Employability Skills and Enterprise programme, developed with the support of leading HR consultancy Penna. It lasts five days – consecutive or spread across a school year – and concludes with an ‘Industry Insight Day’ at partner businesses.

Working with local businesses, students: choose a particular pathway (e.g. GSK for STEM subjects, or Sky for media); develop their employability skills in the context of that specific industry; and work on an Enterprise Challenge, such as designing an accessory for a Brompton Bike.

Students will participate in four employability skills workshops (details overleaf):

- Understanding the business environment, drawing on local Labour Market Intelligence
- Skills, qualities and attitudes for work
- Career planning and making applications, including Speed Networking and CV writing
- Performing effectively at interviews, including Mock interviews with industry volunteers

The programme is facilitated by Spark! and delivered by your teachers using our classroom resources. This supports teachers’ Continuing Professional Development, enthusiasm and readiness to engage with the world of work. Optionally students completing 100 Guided Learning Hours (an extension of the core programme) can secure a Level 1 or 2 certificate from City & Guilds.

Click to play the video opposite and find out why we are so excited about KICKSTART.



In 2012/13 KICKSTART was recognised as a London Leaders project, an initiative of the London Sustainable Development Commission.



Budgeting for KICKSTART

Subscriber schools signing up to deliver the full KICKSTART programme - with your teaching staff trained to facilitate - should budget as follows:

- Resource licensing, teacher training and securing 8 industry buddies - 1.5 credit (£787)
- Mock interviews - 2 credits (£1050)
- Speed networking - 1.5 credits (£787)
- Industry Insight Day - £33 per learner

The cost of KICKSTART development and delivery is part funded by London Borough of Hounslow and Heathrow Community Fund.

Optional
Accreditation:
City & Guilds
Employability
and Personal
Development
Unit 519

Understanding the business environment

Background

Developing a good understanding of the business environment will ultimately make our young people smarter, more resilient workers - and also help ensure they find the niche in the workplace that best suits their interests and talents. This KICKSTART workshop starts by exploring the different types of business, supported by local, regional and national case studies. We then look at the key functions (or departments) of a businesses, small or large: one of the world's most exciting Research & Development departments at Google, as well as how Toyota has pioneered 'Just-in-time' manufacturing. The workshop then spotlights the best insights presently available to us on trends in the job market. This knowledge will hopefully help inform your students' education and career decisions with the best insights available into where demand for labour is shrinking, stable or growing. Finally, we explore the concept of market forces and how this can impact on which areas of the economy are most active.

Learning outcomes

There are four learning outcomes to the workshop. They will be able to:

- 1 Understand different types of business
- 2 Understand how businesses function
- 3 Understand changing patterns of employment
- 4 Understand how business activity is affected by market forces

Employability skills

- | | |
|----------------------------------------------------------------|-----------------------------------------------------------|
| <input checked="" type="radio"/> Self-management | <input checked="" type="radio"/> Communication & literacy |
| <input checked="" type="radio"/> Team working | <input type="radio"/> Use of numbers |
| <input type="radio"/> Problem solving | <input checked="" type="radio"/> Use of computers |
| <input checked="" type="radio"/> Business & customer awareness | <input checked="" type="radio"/> Attitude |

Year Groups	Levels 1, 2 or 3 (KS4/5)
Student Numbers	Targeted groups or an entire year group
Accreditation Level	1, 2 or 3 (optional)
Time Required	Typically half a day, with learner prep and follow-up required for accreditation
Fee	See pg 25 - Schools trained and licensed to deliver as part of KICKSTART



Optional Accreditation: City & Guilds Employability and Personal Development Unit 502

Skills, qualities and attitudes for work

Background

This workshop is supported by our business volunteers and introduces students to essential employability skills. Students will come away from the workshop with practical insights into the behaviours they need to adopt for success in the workplace. Sessions involve exploring big questions such as:

- What does an employer look for in their staff?
- Why do I need to be able to communicate well?
- How can I organise myself to be productive?

Learning outcomes

There are three learning outcomes. At the end of the workshop the learner will be able to:

- 1 Demonstrate a range of positive qualities, attitudes and behaviours for learning and work
- 2 Understand why effective communication is important
- 3 Work effectively

Employability skills

- | | |
|----------------------------------------------------------------|-----------------------------------------------------------|
| <input checked="" type="radio"/> Self-management | <input checked="" type="radio"/> Communication & literacy |
| <input checked="" type="radio"/> Team working | <input type="radio"/> Use of numbers |
| <input type="radio"/> Problem solving | <input type="radio"/> Use of computers |
| <input checked="" type="radio"/> Business & customer awareness | <input checked="" type="radio"/> Attitude |

Year Groups	Levels 1, 2 or 3 (KS4/5)
Student Numbers	Targeted groups or an entire year group
Accreditation Level	1, 2 or 3 (optional)
Time Required	Typically half a day, with learner prep and follow-up required for accreditation
Fee	See pg 25 - Schools trained and licensed to deliver as part of KICKSTART



Optional Accreditation: City & Guilds Employability and Personal Development Unit 503

Career planning and making applications

Background

An action packed workshop supports students in visioning a variety of future education and career pathways. The activities are both self-directed, as well as workshop facilitator and peer supported. Through these activities students will:

- Familiarise themselves with key online career related resources.
- Use decision making tools and online resources to reflect on decisions around future options and career pathways.
- Map their skills and qualities against the pathway.
- Explore the application processes required for courses or jobs, as appropriate.

Learning outcomes

There are four learning outcomes. On completion learners will be able to:

- 1 Choose a suitable career pathway
- 2 Select a suitable job, training programme or course
- 3 Communicate own skills, qualities and experience in relation to the chosen career pathway
- 4 Understand the application process

Employability skills

<input checked="" type="radio"/> Self-management	<input checked="" type="radio"/> Communication & literacy
<input type="radio"/> Team working	<input type="radio"/> Use of numbers
<input type="radio"/> Problem solving	<input checked="" type="radio"/> Use of computers
<input checked="" type="radio"/> Business & customer awareness	<input checked="" type="radio"/> Attitude

Year Groups	Levels 1, 2 or 3 (KS4/5)
Student Numbers	Targeted groups or an entire year group
Accreditation Level	1, 2 or 3 (optional)
Time Required	Typically half a day, with learner prep and follow-up required for accreditation
Fee	See pg 25 - Schools trained and licensed to deliver as part of KICKSTART

Speed Networking
Young people meet experienced professionals through quick fire 'Speed Networking' event.



Optional
Accreditation:
City & Guilds
Employability
and Personal
Development
Unit 521

Performing effectively at interviews

Background

This workshop gives students the opportunity to find out what the expectations of employers are in an interview scenario and participate in a 'Mock Interview' with a business volunteer. Students will then receive feedback on their performance, constructive advice on areas to develop in the future and the chance to reflect on the experience. (A lighter touch 'Mock Interview Day' that has less impact on the school day is also available: students are only pulled out of their standard timetable for the mock interview, with preparation activities undertaken independently beforehand.) For students at KS5 Mock Interviews can be ideal preparation for the University interviews and the day can be adapted with this in mind.

Learning outcomes

There are five learning outcomes. On completing the workshop the learner will be able to:

- 1 Understand the interview process
- 2 Prepare for an interview
- 3 Participate in an interview
- 4 Make an informed decision
- 5 Reflect on own performance

Employability skills

- | | |
|----------------------------------------------------------------|-----------------------------------------------------------|
| <input checked="" type="radio"/> Self-management | <input checked="" type="radio"/> Communication & literacy |
| <input type="radio"/> Team working | <input type="radio"/> Use of numbers |
| <input type="radio"/> Problem solving | <input checked="" type="radio"/> Use of computers |
| <input checked="" type="radio"/> Business & customer awareness | <input checked="" type="radio"/> Attitude |

Year Groups	Key stage 4 or 5
Student Numbers	Targeted groups or an entire year group
Accreditation Level	1, 2 or 3 (optional)
Time Required	Typically half a day, with learner prep and follow-up required for accreditation
Fee	See pg 25 - Schools trained and licensed to deliver as part of KICKSTART

Mock Interviews

Students participate in an interview with a business volunteer and discover what the expectations of employers are in an interview scenario. Students then receive feedback on their performance and constructive advice on areas to develop in the future. This activity can also support your school's CEIAG programme.

Optional
Accreditation:
City & Guilds
Employability
and Personal
Development
Unit 512

Enterprise Challenges

Background

As the UK economy strives to find its future place in the European and global economy it is vital to our future competitiveness and quality of life that we develop the skills and attributes of future entrepreneurs, industry leaders and innovators. London Borough of Hounslow where Spark! is based is home to numerous companies for whom continuous innovation is key to their long term success, including: IBM, Brompton and Sky.

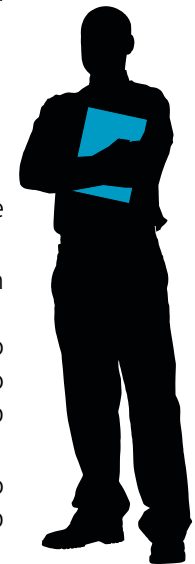
Enterprise Challenges present students with opportunities to develop their enterprise, entrepreneurship and innovation skills. Using a real or simulated business problem scenario, students learn to generate and develop ideas through discussion and are given a precise brief to test their ability to be creative and solve problems in an innovative way. Students work in small teams to plan, create, design and present a product or service.

Spark! can facilitate fun and energising Enterprise Challenges that last a day, two days (KICKSTART Track 2) or extend over several months for a whole year cohort, class or group. Bespoke programmes can also be designed with a focus on social enterprise and corporate responsibility. Through these activities students will:

- Investigate real world, local case studies that inspire them to take risks and find new ways of creating value.
- Discover tools for driving creativity and innovation – ‘ideation’.
- Apply these techniques to identifying and creating real life business opportunities.
- Develop their communications skills, presenting their solutions back to a panel of business mentors.

The theme of the specific Enterprise Challenge can be tailored to the needs of the individual school. Some of the Enterprise Challenges on offer include:

- **BP Challenge** – An annual event, the day consists of a challenge based on some of the engineering and design problems faced by the oil and gas industry.
- **Mosaic Enterprise Challenge** – Delivered in partnership with Business in the Community from January to March each year the challenge can engage an entire year group for six hours of learning with business mentors. A two stage challenge, it first focuses on business ethics and then students compete in an online business simulation. Top teams may secure a place in the London region and/or national finals.
- **Rollercoaster Challenge**, delivered in partnership with Thorpe Park – Students work in teams of four or five to design and construct a rollercoaster model. This can be delivered with targeted groups or ideally a whole year group supported by industry volunteers.



Employability skills

- Self-management
- Team working
- Problem solving
- Business & customer awareness
- Communication & literacy
- Use of numbers
- Use of computers
- Attitude

Year Groups	Key stage 3, 4 and 5
Student Numbers	Targeted groups or an entire year group
Time Required	One day to several months
Fee	Typically 3 Credits (£1575) for subscribers

Higher Education Fair & Apprenticeship Fairs

Background

Higher Education & Apprenticeship Fairs are one of the best ways to explore future opportunities. The fairs are an excellent opportunity for students to meet potential employers face-to-face and ask questions to gain familiarity and confidence. Students and teachers can take advantage of these fairs to be better informed about the job market; it also provides students a great way to find out more about employment sectors that interest them and to talk in depth with graduate recruiters from a range of organisations. Business ambassadors help capture the imagination of young people, inspiring and engaging them to investigate a range of options.

The following employers and sectors have been involved in Careers Fairs: Armed forces and emergency services, The College of Law, Banking and finance, IT and Information Services, British Airways, BT, Sky and many more...

Through this activity students will:

- Develop self confidence.
- Relate learning to employment.
- Understand the qualities and skills employers require.
- Make informed career and employment choices.

Employability skills

- | | |
|----------------------------------------------------------------|-----------------------------------------------------------|
| <input checked="" type="radio"/> Self-management | <input checked="" type="radio"/> Communication & literacy |
| <input type="radio"/> Team working | <input type="radio"/> Use of numbers |
| <input type="radio"/> Problem solving | <input type="radio"/> Use of computers |
| <input checked="" type="radio"/> Business & customer awareness | <input checked="" type="radio"/> Attitude |

Year Groups	Key stage 4 and 5
Student Numbers	Typically one to four year groups
Time Required	Typically one day
Fee	Typically 3 Credits (£1575) for subscribers

Career Days

Background

The Spark! team organise a Career Day each year for a number of our partner schools. In this popular format we run a series of parallel workshops throughout the day on your school campus giving students the opportunity to find out what might be involved in working in a particular sector. These can include fields such as engineering, hospitality and catering or health and social care. Often this is combined with a Speed Networking event.

The aim is for students and employers to have more in-depth discussions about a range of careers and gain up-to-date information about entry requirements to gain future employment. Links with industry motivate young people and shape their employability.

Employability skills

- | | |
|-----------------------------------------------------|-----------------------------------------------------------|
| <input checked="" type="radio"/> Self-management | <input checked="" type="radio"/> Communication & literacy |
| <input checked="" type="radio"/> Team working | <input type="radio"/> Use of numbers |
| <input type="radio"/> Problem solving | <input type="radio"/> Use of computers |
| <input type="radio"/> Business & customer awareness | <input checked="" type="radio"/> Attitude |

Year Groups	Key stage 4 and 5
Student Numbers	Typically one year group
Time Required	Typically one day
Fee	Typically 3 credits (£1575) for subscribers



Competitions

Background

Over the past three decades Spark! has directly delivered - or through a partnership approach - a range of competition's meeting the needs of different sectors. In 2014/15 we are promoting:

- **Hounslow FutureChef** – A national competition, it is designed and delivered by our partners Springboard to encourage young people to develop culinary skills and an interest in food. It also provides teachers and young people with a fantastic insight into what it is like to be a chef and the related career opportunities that are available. We can provide hospitality industry input to an in-school competition, as well as facilitating the Hounslow Borough inter-school final.
- **Mosaic Enterprise Challenge** – Detailed on page 29 Mosaic combines a competition and enterprise challenge approach.
- **Thames Water Reservoir to Tap** – Students design, build and commission a water supply network simulating the challenges of real life engineering. At the end of a year of in-school competitions, Spark! and Thames Water facilitate a final at the London Museum of Water & Steam.
- **Young Filmmakers Competition** – Supported by London Borough of Hounslow and Sky this unique competition provides a group of aspiring young film-makers with the opportunity to write, cast and create a short film. Now entering its third year you can find out more at www.sparklondon.org/filmmakers

Employability skills

- | | |
|---------------------------------|----------------------------|
| ● Self-management | ● Communication & literacy |
| ● Team working | ● Use of numbers |
| ● Problem solving | ● Use of computers |
| ● Business & customer awareness | ● Attitude |

Year Groups	Key stages 3, 4 and 5
Student Numbers	Small groups or whole year group
Time Required	One day - several months
Fee	Varies



Eton Summer School

Background

The Eton Summer School is a ten day residential course for pupils at the end of their first year in Sixth Form. Applicants should have the intention of going to a British University and be of the calibre of those applying for admission to Oxford or Cambridge.

Uniquely, Spark! run a preparation visit in partnership with Eton College for students and their parents to familiarise themselves with the Eton campus. We work carefully with Eton College to ensure that as many exemplary Hounslow students as possible get onto the programme each year.

Who should apply?

The key requirements for the course are that students should be high achievers, of the first generation of their family to go to University and be aspiring for admission to British universities of the calibre of Oxford or Cambridge.

The aim of the course is to provide an intensive and exciting programme to enrich the students' intellectual development and to give them the opportunity to exchange ideas with those with similar interests from other schools, including Eton College. The course supplements the normal school curriculum and attempts to avoid topics covered during the A-level teaching course.

Employability skills

- Self-management
- Team working
- Problem solving
- Business & customer awareness
- Communication & literacy
- Use of numbers
- Use of computers
- Attitude



Year Groups	Key stage 5
Student Numbers	Selected students who meet criteria
Time Required	10 days
Fee	1 Credit (£525) per student place for subscribers - competitive selection

“The Eton College Universities Summer School has developed an excellent working relationship with Hounslow schools (which) have provided outstanding students for this highly selective and academically intense course.”

Andy Halksworth,
Director, Eton
College Universities
Summer School

Sky Academy partnership

Background

The largest employer in London Borough of Hounslow, Sky has an amazing offer right on the doorstep of West London schools. With our Hounslow roots, Spark! has a longstanding partnership with the [Sky Academy](#) Team. We continue to share expertise and insights and help the Sky Academy maintain the right offer for schools and young people.

Through Sky activities students will:

- Learn and practice key life skills including: creativity, communication, problem solving, self-management and team work.
- Meet positive role models from the business world.
- Gain knowledge of the range of career options available.
- Make informed career and employment choices.

The Sky Academy provides young people with opportunities throughout the year:

- **Sky Skills Studios** – Launched in September 2012, this is a unique learning experience that takes schools behind the scenes at Sky. Students work with amazing technology, including broadcast quality cameras, green screens and touch screen edit tables to make their very own television report on subjects they are studying at school.
- **Sky Sports Living for Sport** – a secondary schools initiative that uses sport stars and sport skills to boost confidence, change behaviours, increase attainment and improve life skills.
- **Sky Rainforest Rescue Schools Challenge** – an interactive online programme that enables you and your students to help protect the rainforest.

Hounslow opportunities

- **Young Film-makers Competition** – Now in its third year, after completing the Sky Skills Studios experience, Hounslow students can enter a competition to write and produce a short film - find out more at www.sparklondon.org/filmmakers
- **Sky Futures** – work taster sessions hosted by Sky's Entertainment, Broadcast Operations, Sky News and Creative teams.
- **Sky Fast Forward** – 11 month paid work placements for sixth form leavers.
- **Sky Community Games** – multi-sport competitions supported by Sky volunteers and local sports clubs.
- **Bespoke events** – Sky volunteers are keen to work with young people on bespoke projects funded by Sky. These focus around three areas: Arts, Sports and the Environment.



Employability skills

- Self-management
- Team working
- Problem solving
- Business & customer awareness
- Communication & literacy
- Use of numbers
- Use of computers
- Attitude

Year Groups	Varies
Student Numbers	Typically between 10 – 30 students
Time Required	Varies
Fee	Dependent on request

Bespoke Employer Engagement

Background

Spark! routinely supported the development of bespoke links between schools and local employers. We can help employers and schools establish deep and potentially longstanding partnerships with each other to support teachers, young people and the local economy.

Following the BITC 'Business Class' model there are four key areas where you may want to explore working with us on bespoke interventions. Here we provide a few examples of possible partnership projects:

Leadership & Governance

- The Head of Regeneration at the business is a Community Governor at their partner school
- The business gave their partner school a place on their 3 day leadership course
- The business is supporting the school by hosting and organising an inset day
- The business helped the school with marketing and rebranding advice, following the renaming of the school
- Employees from the business are mentoring the School Leadership Team and Head Teacher

The Curriculum

- Media students completing a project on re-designing the business's apprenticeship leaflet.
- Boys Literacy Group: regular literacy mentoring to 6-10 boys from Year 10 from local male role models, including how they use literacy in the workplace
- Art project - create art for the business's offices, possibly 3D using recycled materials to reflect their business
- Maths fun day and an ongoing competition run during form time, with the fun day following the "Countdown" format
- Individual business people speaking to groups of students about a particular career path or their working lives
- Mentoring of students by businesses in Year 6, to help the transition to secondary school
- Employees from the business runs science workshops for the local school
- Employees from the business were involved with workshops with Year 9 groups on modern languages and the relevance of learning different languages to the world of work
- Bespoke coaching to support Careers Education Information Advice and Guidance (CEIAG)

Enterprise & Employability

- Girls & Boys Achievement Groups - mentors, role models, careers talks.
- Weekly sessions with business mentors talking to students about their targets
- World of Work visit by students of Environmental Studies/Geography/Business to learn about recycling at the business, including a presentation by the students to the business directors on the experience
- The business provided role models and mentors to “at risk” female students
- Employees from the business are mentoring 6th form law students
- Career drop in sessions, interviews and feedback sessions
- The business fund and support a wide ranging enterprise programme which includes, a student run social enterprise, environmental enterprise programme and enterprise days
- 100 teachers visited a number of local businesses on an inset day

Wider Issues

- Activities to tackle gender bias – using workplace examples. A business could run a session on ‘life choices – following the right path’ for a group of girls
- Gifted & Talented Day – competition using well known formats such as University Challenge
- The business helped with future planning work with the Primary feeder schools regarding the rebuild of the local secondary school. Pupils created time capsules and/or art work (including their hand prints), to be incorporated into the new build, so that they feel they have a presence there before they arrive.

Employability skills

- | | |
|----------------------------------------------------------------|-----------------------------------------------------------|
| <input checked="" type="radio"/> Self-management | <input checked="" type="radio"/> Communication & literacy |
| <input type="radio"/> Team working | <input type="radio"/> Use of numbers |
| <input type="radio"/> Problem solving | <input type="radio"/> Use of computers |
| <input checked="" type="radio"/> Business & customer awareness | <input checked="" type="radio"/> Attitude |

Year Groups	Varies
Student Numbers	Individual or groups or whole year group
Time Required	Flexible
Fee	Dependent on request



Booking

Contract and Service Level Agreement (SLA)

Partner schools subscribed to the core Work Experience and Enterprise & Employability Skills Services typically agree the service provision requirements for a full financial year (i.e. 1 April – 31 March or 1 September - 30 August) in the first quarter of the year with our schools service lead (Ruby Mir 020 8047 3350).

Core Service Subscription fees

The Work Experience & Internships Service is based on the service description and menu. The annual core service subscription fee is: Individual placement fee (starting at £60) x the number of pupils. Additional services will be invoiced separately. The detail of activity is agreed between the Spark! Service Lead and the nominated school link person.

The Employability & Enterprise Skills Service (Business Links) is based on the service description and menu. The annual core service subscription fee is £3312.60 plus £1.05 a pupil across the whole of the secondary based on the January 2014 count. Additional days of buyback are charged at £525 for 1 credit and £262.50 for 0.5 credits. The detailed programme of activity is agreed between the Spark! Service Lead and the nominated school link person. There is a 25% premium for non-subscriber schools.

Key terms and conditions of service

Spark! (Hounslow Education Business Charity) will invoice schools for services delivered in 2014/15 in April/ May 2014, for payment within 30 days, invoices for core subscription fees. Charges for additional services are invoiced separately.

Upon receipt of a booking form (overleaf), Spark! will contact you to discuss your specific requirements and confirm availability on the requested dates.

Schools looking to end a service subscription should notify Spark! by the end of November of the preceding year.

Once confirmed, events are subject to the following cancellation charges:

- less than four weeks notice – 50% of the full cost.
- less than two weeks notice – 100% of the full cost.

Detailed terms of service (covering issues such as Safeguarding and Data protection) are set out in our [revised full SLA](#).

Services Booking Form

School or College	Key contact	
-------------------	-------------	--

Consultancy and CPD

Ideas & action planning workshop – School contact	
Requirements	
Masterclasses/CPD – School contact	
Requirements	
Practitioners Network – School contact	
Requirements	

Work Experience & Internships Service

Description	
Activity contact	
Preferred date(s) and time(s) – if applicable	
Number of students	Year group
Any additional information	

Employability & Enterprise Skills Service

Activity name		
Preferred date(s) and time(s) – if applicable		
Number of students	Year group	
Any additional information		

Activity name		
Preferred date(s) and time(s) – if applicable		
Number of students	Year group	
Any additional information		

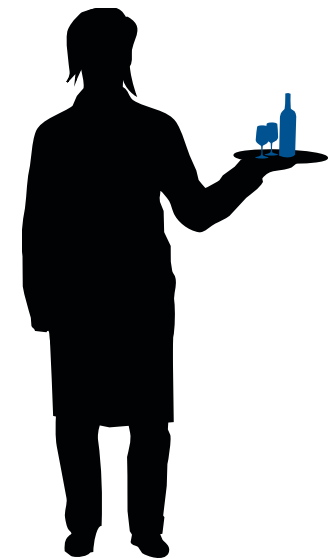
Dated	
Signed	
Print name	
Position	

Please return completed forms by post to: Spark! c/o GSK House, Rm D2-48, 980 Great West Road, Brentford, Middx TW8 9GS or by e-mail to: ruby.mir@sparklondon.org Any queries call telephon: 020 8047 3350

Contacts

For Consultancy and CPD queries please contact Andrew Dakers on 07788 116159 or andrew.dakers@sparklondon.org

For further details on all other Schools Services contact Ruby Mir on 020 8047 3350 or ruby.mir@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 9GS
T: 020 8047 3350**

Company Number: 7409565 | Charity number: 1138697
UK Register of Learning Providers: 10033962

Spark! is the trading name of Hounslow Education Business Charity