



**spark!**  
KICK  
STARTING  
CAREERS

**Trustee Recruitment Pack**  
April 2021

## **Our Vision**

A society in which all young people are ready, equipped, motivated, and able to enter the world of work.

## **Our Mission**

To ensure all young people, particularly those who will most benefit, have access to meaningful employer engagement, work readiness skills development, and employment opportunities, enabling them to transition into sustained work and rewarding careers.

## **Our Values**

### **Empowerment**

We believe in empowering young people, ourselves, and others, to be self-determining in achieving personal and professional goals.

### **Collaboration**

We believe that a collaborative approach is the most productive and effective way to work, and actively seek to be inclusive and partner with others in achieving our vision and mission.

### **Reliability**

We strive to always be reliable, dependable, and trustworthy in our dealings and interactions with partners and beneficiaries.

### **Quality**

We have a continuous commitment to the highest of quality, actively aiming to constantly improve what we do and how we do it.

### **Learning**

We are a learning organisation, always seeking to listen, reflect, develop, adapt, and improve.

## Welcome to Spark!



Thank you for your interest in the role of Trustee on the Spark! Board.

At Spark! we believe it is possible for every young person to be ready and equipped to enter the world of work. We work in partnership with schools and colleges, and alongside a large and diverse range of employers and funders, enhancing young people's employability skills, knowledge, and experience, so that they are better prepared for and able to effectively transition into the workplace, finding and keeping a job.

We do this by enabling and supporting long-term relationships between local businesses and education:

- creating **high quality work experience** placements.
- brokering inspiring **careers mentoring relationships**.
- delivering a range of **employer engagement and employability skills development** opportunities.

We are a motivated and passionate team, led by the desire to positively impact on the employment prospects and life chances of young people.

2020/21 was a difficult year for charities, and Spark! was no exception. We worked hard to adapt our services to a virtual environment to ensure that young people could still have meaningful employer engagement and a diverse careers education provision in their schools, but it does not compare to real life experiences, and unfortunately thousands of young people across the country have missed out on these vital opportunities.

With youth unemployment rapidly rising, and 16- to 24-year-olds accounting for 63% of the total fall in employment since the start of the pandemic, there has never been a more important time for our work, and we are more determined than ever to reach our target young people and to have a deeper impact.

With our Chief Executive, Matt Lent, taking up his post in August 2020, and a new ambitious 4-year strategy in place, we are now looking confidently towards the future.

A key element of our future success will be in having an engaged and committed Board, and we particularly welcome applications from people with relevant lived experience and those that reflect the diverse communities we serve.

Yours sincerely



Will Tyler  
Chair, Spark!



## Our history

In 1980, a group of businesspeople and the London Borough of Hounslow's Education Department together created the Industry Education Working Group (IEWG). In 1989 the IEWG became the Hounslow Education Business Partnership (HEBP).

HEBP, and the IEWG before it, forged close links with contacts in schools across Hounslow; ensuring that as many students as possible were engaged with a diverse range of career services.

The staff of HEBP would later be based at the local authority (the London Borough of Hounslow) with direct input from schools, companies, the Careers Service and other West London training organisations. Until 2011, every Local Authority had its own Education Business Partnership (UK-government-sponsored bodies) but in 2011 the Department for Education abolished funding for EBPs.

On October 29th 2010, we obtained charitable status and began trading as "Hounslow Education Business Charity". In early November 2011 the staff and assets of Hounslow Education Business Partnership (HEBP) were formally transferred to the Hounslow Education Business Charity, and in July 2012 we rebranded as Spark!

The educational landscape has changed significantly during the last 40 years, but our work continues - we bring together businesses and schools to help young people prepare for the working world and are passionate about bridging that gap.

Since 2010, we have been able to work outside Hounslow, and are now working across London and beyond.

Our office is generously hosted by GSK House in Brentford.

*"I had struggled with finding my voice when it came to my career, as I lacked confidence. It was through the mentoring sessions that I gained the knowledge that I needed, and this boosted my confidence massively"*



Some of our employer partners



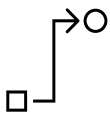
## Our 4-year strategic priorities

### INCREASE REACH



We will actively seek to increase the numbers of communities, young people, and businesses with which we work, and to build a 'place-based approach' in identified regions of need which are currently under-serviced.

### IMPACT



In all that we do we aim to have as high an impact as possible on beneficiaries. We will continuously and rigorously assess and measure the value of our work and our delivery, with the objective of constant improvement in service of our targeted young people and partners.

### INNOVATE AND LEARN



As a learning organisation we will continue to test and iterate new and impactful approaches, sharing learning, and further developing models that are the most viable. We will maximise our long-standing and embedded relationships in the London Borough of Hounslow, acting as a beacon of innovation and excellence; from where we can learn, replicate, and scale initiatives and programmes, wherever need is identified.

### IMPROVE



We understand that however well we are performing as a team and an organisation, we can always make incremental improvements to systems, processes, and our delivery. We are therefore committed to quality assurance and to continuously striving to be the best at what we do, ensuring effective and efficient systems to allow us to function to an exemplary standard.

### INFLUENCE



As part of a community of providers we appreciate that Spark! can offer significant value to young people by understanding what works, sharing our learnings, and supporting others to excel, in order that we might influence systemic changes to achieve our wider vision.



## Our success in numbers

**30,000**

Number of young people on our employability programmes since 2010

**1,500**

Number of young people into local work experience placements in 2019

**233**

Young women on Pupil Premium matched with a career mentor

**2,000**

Number of volunteers we worked with in 2019

**98**

Schools and colleges we supported in 2019

**700**

Av. number of businesses we work with each year

**89**

% of young people who would recommend a Spark! work experience placement

**88**

% of young people stating they feel more prepared for the world of work

**98**

% of young people who would recommend Spark! career mentoring

*"It was a lovely, wonderful, and amazing place to have work experience. The Manager and employees were very kind and respectful. Thank you Spark! for offering me work experience!"*



## Role description

Spark! is looking for up to three Trustees to join its Board. We are seeking applications from individuals who represent a range of backgrounds, and especially those with an interest in the state education sector, employability, and careers.

Having recently undergone a Trustee skills audit we are particularly interested to receive applications from those who have experience in income generation, policy, marketing and communications, or digital, but do not let these specialisms put you off applying!

We are also keen for our Board to reflect the communities we serve, and very much welcome applications from those with relevant lived experience, and candidates from black and minority ethnic communities. We are also keen to appoint a second Young Trustee, and welcome applications from under 25s.

<b>Role</b>	Trustee
<b>Salary</b>	Unremunerated (reasonable travel expenses paid)
<b>Location</b>	Currently Board meetings are held virtually, or in our West London office.
<b>Time commitment</b>	Minimum commitment of four Board meetings per year, plus strategy days, but we are keen to attract new Trustees who are able to give more time outside of Board meeting.
<b>Term</b>	Three years in the first instance, with the possibility of further terms

### Essential criteria

- A commitment to realising Spark!'s mission
- Experience of operating at Board or Committee level, either executive or non-executive
- Experience of effective, fair and impartial decision-making
- Experience of strategic development and implementation
- A willingness to devote the necessary time and effort to the duties of effective trusteeship
- Some knowledge and understanding of state schools and colleges

### Desirable criteria

- Experience of the charity sector
- Experience of the education sector
- Experience of income generation, policy, marketing and communication, or digital

### Responsibilities

- To ensure Spark! complies with its governing document, charitable objectives, and all other relevant legislation and regulations
- To ensure Spark! delivers its public benefit, as defined in its governing document
- To ensure Spark! remains financially stable, and manages its assets effectively in pursuance of its objectives
- To be familiar with Spark!'s policies, ensuring they are implemented and regularly reviewed
- To safeguard and promote Spark!'s reputation, brand and values
- To attend and fully participate in Board meetings and away days
- To fulfil all legal requirements of the role of charitable trustee



## How to Apply

Please apply by submitting a CV and covering letter, of no more than 2 sides of A4, explaining your motivation for applying and how you fulfil the role specification. Send it to [mattlent@sparkcharity.org.uk](mailto:mattlent@sparkcharity.org.uk).

### Application deadline

9am, Monday 17<sup>th</sup> May 2021.

### Interviews

Information sessions and an opportunity to meet with Spark! staff will be held for shortlisted candidates between the 24<sup>th</sup> and 27<sup>th</sup> May 2021.

**Interviews will take place on the week of the 31<sup>st</sup> May 2021.**

### Any questions?

Our CEO, Matt Lent, would be happy to respond to any questions you might have about Spark!  
Please contact him by email in the first instance, [mattlent@sparkcharity.org.uk](mailto:mattlent@sparkcharity.org.uk).



*“The sessions have been amazing and made me smile and helped me to write out my plans for the future. I learned that goals can be small or big, or short term or long term, and I found out some of my strengths and weaknesses and ways to grow and learn from them.”*



# spark!

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CAREERS**

[www.sparkcharity.org.uk](http://www.sparkcharity.org.uk) / [info@sparkcharity.org.uk](mailto:info@sparkcharity.org.uk)

Spark! is the trading name of Hounslow Education Business Charity, a registered UK charity, number 1138697