



spark!
KICK
STARTING
CAREERS

**School/College
membership
consultancy**

What we think the benefits of a membership model are?



Spark! previously had a membership model, when it was an Education Business Partnership, and for the past 2 years have been delivering the Career Cluster with 15 schools and colleges in Hounslow, alongside the council and dozens of local employers.

We have learnt that working long-term with communities of schools and employers in this way, enables us to:

1. Plan and schedule career and employability events in schools and colleges for the year ahead
2. Better understanding of the school/college and community's service gaps and needs
3. Able to adapt and respond appropriately to the needs of the community
4. Centralise and pool resources, including developing regional specific resource, e.g. Labour Market Information
5. Partner other local stakeholders, e.g. councils, industry networks, charities, and training providers
6. Share knowledge, experiences and tools, with and between local schools and colleges
7. Prioritise services where they are most needed (i.e. target groups of young people at risk of becoming NEET)
8. Build and sustain relevant networks and relationships with local employers and their staff
9. Facilitate communal events, e.g. careers fairs, Continual Professional Development, industry insight days
10. Engage networks of employers to broker long-term relationships with schools and colleges

What we're proposing

An annual membership model, whereby schools and colleges can join Spark!, and gain access to a variety of services, resources and support, including significant discounts, and first refusal on a range of fully funded opportunities.

What membership would include	Level 1* (£2500 p.a.)	Level 2* (£3000p.a.)	Level 3* (£3500 p.a.)
An annual needs analysis meeting and report			
Support with career guidance strategy and activity planning for the year ahead			
Credit to spend on Spark! employer engagement activities, for a targeted cohort of high-risk students, e.g. on-site events, work experience, and career mentoring. <i>See indicative costs on next page</i>	 £2650 credit to spend	 £3300 credit to spend	 £4000 credit to spend
Brokered relationships with local employers, and their employees, within target sectors, to support diverse and ongoing employer engagement activities.	 1 employer partner	 2 employer partners	 3 employer partners
First refusal for fully-funded Spark! led opportunities, including career mentoring, industry insight visits, work experience, and employability workshops.	-	-	
A <u>membership welcome pack</u> , including a careers poster pack and resources	-		
Licences for our online career and <u>employability skills platform</u>	 1 licence	 5 licences	 10 licences
An end of year activity and Gatsby Benchmark report	-		
Additional cost for use of Spark!'s platform for managing career activities events, Work Experience placements, and volunteers in schools and colleges.	A further £500 per annum		

*Where possible funding will be sought to subsidise membership fees.

Member credit allocation costs

Members would be allocated a generous credit to spend on Spark! services. (This would vary depending on the membership level). These costs are indicative and will vary dependent upon the exact requirements of the school/college, and the needs of the students.

Work readiness and employer engagement activities			
Young people	Up to 2 hrs	Half-day	Full-day
Up to 20 yp	£350-500	£650	£950
21-30 yp	£550-700	£850	£1,200
31-60 yp	£750-900	£1,000	£1,500
61-90 yp	£950-1100	£1,300	£1,900

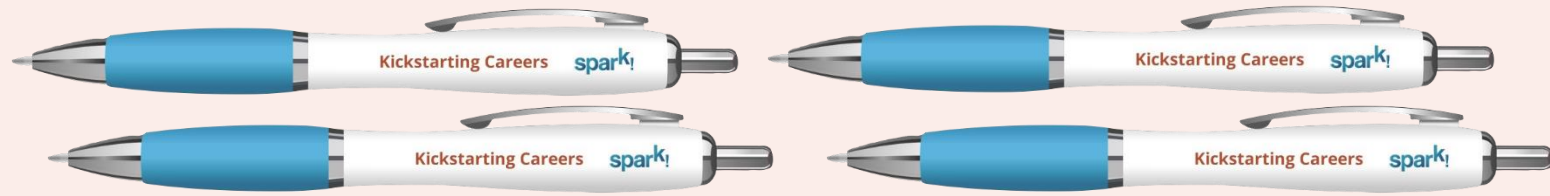
High quality work experience placements			
Placement	Low risk (i.e. no site visit required)	Mid risk (i.e. remote assessment)	High risk (i.e. site visit required)
Student own find	£35 pp	£60 pp	£90 pp
General placement	£75 pp	£95 pp	£115 pp
Sector specific	£100 pp	£120 pp	£140 pp
SEND placement	£110 pp	£130 pp	£150 pp

Careers fairs and networking events		
Young people	General	Sector specific
Up to 30 yp	£700	£900
Up to 60 yp	£900	£1,100
Up to 120 yp	£1,350	£1,650
Up to 240 yp	£1,800	£2,300

Other employer engagement services	
Career mentoring	£330 per student (min 10)
Mock interviews	£25 per student (min 20)
Industry insight visits	£40 per student (min 10)
Employers in the curriculum	£55 per volunteer (min 5)
3-day career kickstart programme	£100 per student (email us)

Member credit can be topped up to secure further support and services. Services would also remain available to non-members.

Example members pack



Online Careers Platform



Our platform is a powerful, interactive and intuitive career tool. It is designed to support individuals in effectively transitioning their career, covering all aspects of job search and other career paths, such as self-employment and contracting, as well as personal branding.

Covering a multitude of areas, including helping individuals build their career and supporting them to better understand their strengths, development areas and career preferences, as well as boosting confidence, knowledge and skills, and enabling individuals to make the right decisions about their careers and next move.

Key features



24/7 access



Wide range of media, inc. videos, podcasts, CV tools & interview practice



Over 500 e-learning courses and webinars



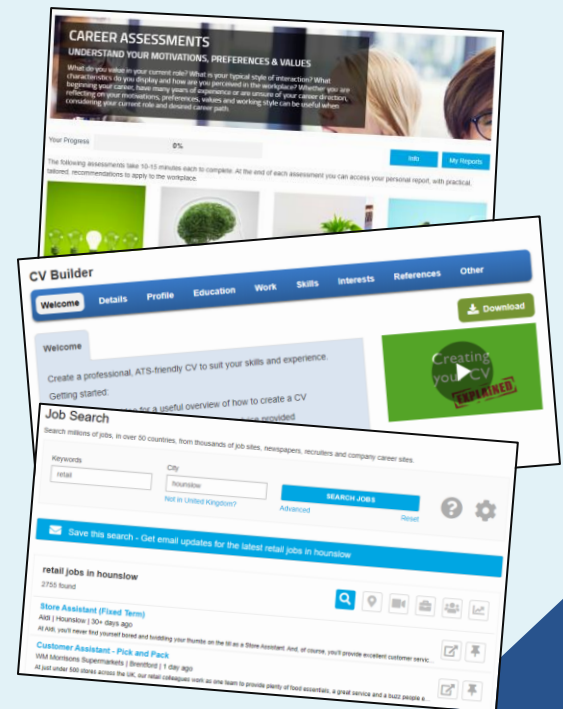
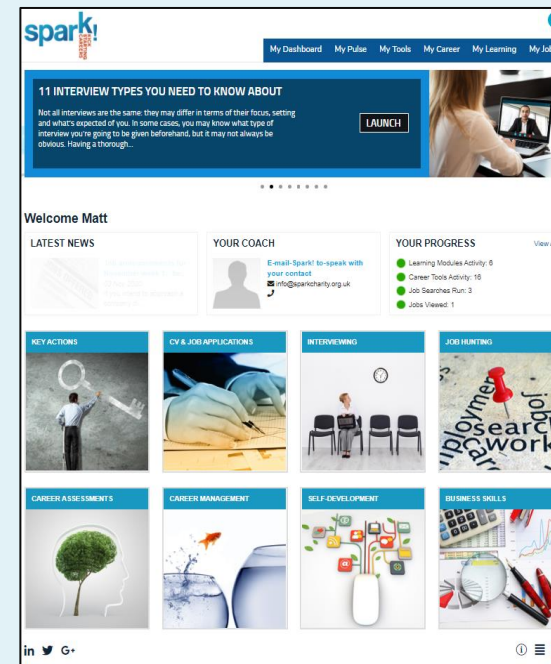
Job market information and access



Mobile application



Large database to support job search and interview preparation



Thoughts, questions, reflections

Spark! are grateful for any input and feedback you can offer on the proposed membership model.

Please complete [this short feedback form](#), and feel free to e-mail mattlent@sparkcharity.org.uk, with any further thoughts or questions.

spark!
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Thank you

