

spark!
KICK
STARTING
CAREERS

Brent and Ealing Youth Employability Partnerships



JOHN LYON'S CHARITY



Who we are



Spark! is a charity working across west London, improving young people's employment prospects since 2010.

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

Our mission is 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.

We work in partnership with schools and colleges, and alongside a large and diverse range of employers, (including GSK, Dell, Lego, Paramount, Cisco, Accenture, and many others), 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:

- delivering a range of **employer engagement and employability skills development** opportunities
- creating **high quality work experience** placements and internships
- brokering and empowering inspiring **career mentoring relationships**
- providing access to an **online employability and careers portal**
- supporting **transitions into work**

You can read more about Spark! and our work at www.sparkcharity.org.uk.

Some of our recent employer partners



A summary of the Youth Employability Partnerships

With support from the [Charites Aid Foundation](#) and [John Lyons Trust](#), and in partnership with the London Boroughs of Brent and Ealing, we will work in partnership with up to **30 secondary schools and colleges**, alongside a large **network of local employers**, and community partners.

Our aim is to build a community of organisations, creating a collective and locally embedded approach, to **support Brent and Ealing young people** (aged 14 to 18), who have been **identified as being at risk of becoming 'Not in Employment, Education or Training'**.

We will work with our school and employer partners to broker long-term relationships, and mobilise these relationships to implement multiple and meaningful engagements between employers and young people, **ultimately supporting students to transition into employment.**

BENEFITS TO YOUNG PEOPLE AND SCHOOLS

1. Participating young people will:
 - Increase **confidence, motivation, and career aspirations**
 - Improve essential **employability skills**
 - Improve knowledge of and **access to employment pathways**
2. Participating young people will **transition into sustained employment** or further/higher education.
3. Participating schools/colleges will **establish long-term partnerships with local employers**, supporting an embedded and school-wide careers and employability curriculum.

BENEFITS TO EMPLOYERS

1. Build long-term, sustainable **partnerships with schools** and the local community.
2. Support **Corporate Social Responsibility** and community investment activities.
3. Increase **awareness of industry careers**, build **local talent pipelines** and **diversify** the future workforce.
4. Provide **rewarding volunteering opportunities** for employees.

Employer partner commitments

While there are **no cost to employers for participating in the YEP**, we do require a commitment to the programme, relationships, and the agreed partnership activities.

You and/or your colleagues will need to:

1. Take part in a kick-off and needs assessment meeting

As part of our place-based and collective approach, Spark! needs to understand what challenges you face when engaging and recruiting young people. We will also need to know what opportunities your organisation is able to offer schools and young people.

2. Meet with school partners

We will match employers with local schools, after which you will need to meet with your new partners, to discuss how you will work together, and to identify and plan partnership activities.

3. Attend and participate in agreed Youth Employability Partnership activities

You and/or colleagues will need to commit to the activities that are planned and scheduled with your school partners and the YEP.

4. Share knowledge and good practice

Periodically, we will bring together YEP partners, including employers and schools, to network, share good practice and to resolve common challenges.

5. Complete end-of-year feedback

For the partnership to flourish and be sustainable there needs to be mutual benefit. We will ask for your feedback to help us ensure the YEP is working for all.



Example engagement activities

Each community's **delivery plans and activities will vary** depending on the identified needs of the students, current service gaps, and the offers available from employer partners.

Below is a summary of the variety of possible activities you could support, which can be adapted as appropriate. (This is not an exhaustive list).

Activity type	Overview
Work experience placements	Young people are placed in either generic or sector specific placements, undertaking a range of tasks and duties, with an emphasis on the learning aspect of the experience and the development needs of the individual.
Employability skills workshops	Volunteering at one-off workshops, typically up to 2 hours, focussed on meeting specific identified needs for targeted young people, developing employability skills, raising aspirations and broadening career horizons.
Work readiness support	Support a comprehensive series of workshops focussed on building key employability skills, raising awareness of your sector, and opening up new employment pathways for young people.
Careers mentoring	Be matched with a young person for 1-to-1 mentoring, with training, guidance and support provided. This is ideal for students with low confidence, limited career aspirations, and/or a particular interest in a specific career option.
Careers fairs / speed networking	Bring your expertise and networks, for young people to meet face-to-face with a variety of local employers, and to hear a range of inspiring presentations. A great way to raise awareness of your organisation and your sector.
Industry insight visits	Host young people visiting your place of work, where they will meet employees across a range of departments, benefit from a tour, hear about the variety of pathways into work, and take-on a business challenge related to your sector.
Employers in the curriculum	Volunteer to contribute to the delivery of specific curriculum subjects, helping students to make links between their current learning and the world of work.
Business challenge / social enterprise activities	Support a small group of young people to create their own enterprise or to resolve a business challenge, addressing common issue affecting daily life in your organisation and sector.
Group careers advice	Offer information, advice and guidance to a small group of local young people interested in your sector and industry, including providing local Labour Market Information and exploring tangible pathways into work.

Next steps

In the first instance please e-mail Megan Wright, meganwright@sparkcharity.org.uk, to express your interest in joining the partnership.

We will then arrange a time to meet to discuss the opportunity in more detail, and to answer all your questions.

Assuming we all agree to go-ahead, we will schedule a kick-off meeting, and subsequently match you with at least one school in Ealing or Brent.

Thank you.





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