



# Information for Schools



## Career Champions

Spearheaded by the Mansfield Learning Partnership the award winning Career Champions Programme gives businesses the opportunity to engage with young people and increase their employability skills.

Businesses who take the pledge to become Career Champions will also get publicity to promote their work with young people to the local business community and beyond!

“ Being a Career Champion has certainly helped with our business. As a small company it's hard to invest in the big schemes that our competitors do. Career Champions help us to help young people, and have the evidence of social responsibility we need when we tender for work.  
Malcolm Hall - Managing Director, Hall-Fast Ltd

## Why Career Champions?

Businesses in Mansfield and Ashfield want to support young people, but many businesses don't know where to start.

The right person to contact in a school can be hard to find, and businesses don't always have the resources to offer work experience. Additional concerns raised by businesses include worries about insurance, who is responsible for what and how to go about giving students something that is really useful.

In addition, local research shows that students want careers related advice and guidance from employers, and national surveys show that more than 50% of young people would like to have a career in business.

Schools and students want to work with local businesses, but it's often difficult for them to know how to engage with the needs of businesses, and something is needed to bridge the gap.



[facebook.com/mansfieldlearningpartnership](https://facebook.com/mansfieldlearningpartnership)  
[@mlpcareers](https://twitter.com/mlpcareers)  
[youtube.com/MLPmansfield](https://youtube.com/MLPmansfield)

## The Solution

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The Mansfield Learning Partnership has been working with local businesses for a number of years to give young people the opportunity to improve their skills and raise aspirations. Working with A-Star Media Ltd, The Chad and Mansfield 2020 the MLP has created 'Career Champions'.

By becoming a Career Champion a business will be taking a pledge to commit to undertaking at least one activity each academic year which will support the employability skills of students within the Mansfield Learning Partnership. Activities include:

- Providing a work experience placement
- Leading a student Master Class
- Mentoring students
- Sponsoring an event
- Giving a motivational speech
- Sponsoring a student to attend a Mansfield 2020 Breakfast Meeting
- Providing career based top tips for the Mansfield Learning Partnership website

Businesses who sign up to the Career Champions Pledge will be part of the Career Champions Hall of fame for that academic year, benefitting from publicity along with an accreditation to support corporate social responsibility policies.

It's good that businesses help young people, because it's hard to meet with business people if they aren't in your family, or friends with your mum and dad! I think Career Champions is really great, I had no idea how many businesses were around until I went to a Mansfield 2020 Breakfast.  
Jason Brown - 6th Form Student

Businesses who take the pledge will have the opportunity to use the Career Champion logo for that year on their corporate materials, along with a Career Champions certificate.

This is a great scheme for our students, they come back from Master Classes really enthusiastic and full of ideas. The events that businesses take part in with students offer them brilliant opportunities and help with skills like confidence and communication that will help them through life.  
Dawn Chivers - Assistant Head Teacher

## What's in it for Career Champions?

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There are numerous benefits to businesses, schools and young people thanks to Career Champions, and the key benefits are outlined below:

### Businesses

- Raising profile of your business
- Evidence of Corporate Social Responsibility
- Support from Mansfield Learning Partnership
- Opportunity to spot local talent

### Schools

- Engaging with business community
- Opportunity for students to develop skills

### Young People

- Engaging with potential employers
- Developing confidence and employability skills
- Chance to be motivated and inspired.



## Master Classes

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Local business experts have given students across Mansfield inspiration and motivation in Master Classes across Mansfield Learning Partnership Schools.

From marketing and journalism, through to finding a career, students have benefitted from advice and tips from people with real life experience.

Pictured below is Caroline Cox, Operations Manager for Mansfield 2020, gave two master classes to Brunts students on 'How to Identify Opportunities and Market It!'

She said, 'Delivering the Master Classes was very rewarding, one young person emailed me to say how beneficial it was. I don't know if I inspired them but they certainly inspired me!'

## Sponsor a Student

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Over 50 young people have been sponsored by Career Champions to attend Mansfield 2020 Breakfast Meetings this term, helping them to meet potential employers and boost their confidence through networking.

Attending the breakfasts introduces post 16 students from Brunts, Garibaldi College, Manor and Queen Elizabeth's Schools to the wide range of local employers in Mansfield.

Berni Dickinson, Director of the Mansfield Learning Partnership, pictured below with students at a breakfast meeting said, 'By coming to Mansfield 2020 students get a real look at local businesses and are engaging with them, showcasing their talent and encouraging businesses to think locally when they recruit.'





## Success to Date

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Since the launch of the Career Champions almost 50 businesses from Mansfield and beyond have taken the pledge to support the scheme. Current Career Champions, and the activities they have undertaken to support young people locally, are outlined in the table on the following page.

In addition the Career Champions Board (pictured above) have been celebrated for their work in creating the programme, winning 'Team of the Year' at the 2013 Chad Business Awards.

The innovation behind the Career Champions concept has also received praise from the CBI, local authorities and lobbying groups as an example of what can be achieved on a local level to improve collaborative working between schools and employers.

The real success will become evident in the future as the hundreds of young people who are able to access the scheme enter into the local economy.

## Next Steps

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The future success of Career Champions is key to sustaining the positive impact of the scheme for

youngsters entering education locally. As a result the Career Champions Board now aim to engage local businesses to sign up to the Career Champions pledge, and schools to recognise the excellent work of the programme and support the scheme.

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Businesses understand the pressures that schools are under. The thing that unites us is the desire to help local young people and give them the best chance for their future, and I believe Career Champions is the way to do that. Best of all, it's easy to get involved.

Katrina Atherton - Career Champion Board Member

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To get more information on Career Champions visit the Mansfield Learning Partnership website [www.mansfieldlearningpartnership.co.uk](http://www.mansfieldlearningpartnership.co.uk) or e-mail [admin@mansfieldlearningpartnership.co.uk](mailto:admin@mansfieldlearningpartnership.co.uk)