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**BUSINESS ENGAGEMENT: HOW
WE GET THEM AND WHAT WE
DO WITH THEM**

#SBM15

BUSINESS ENGAGEMENT

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What does this mean?

What is a business?

- any organisation that has a shared ambition to support young people

What is engagement?

- a commitment to achieve a shared goal that improves the lives of young people

Some Statistics - Can Schools Do Everything?

- Being poor often leads to a lifetime of poverty
- 6 out of 10 disadvantaged children do not achieve a basic set of gcse qualifications
- The NE has amongst the lowest levels of progression and highest rates of youth unemployment and NEETS
- Half of lifetime mental illnesses start by age 14
- Suicide is one of the three most common causes of death in youth and is rising significantly
- More than a third of UK children are overweight or obese
- Anti-social behaviour affects more than 5% of children
- Average student debt is £44,035 with 73% of students expected to be unable to pay off this debt
- 80% of teachers feel stressed, anxious or depressed at work

Schools need help to support students.

Will anyone be interested?

- CBI -
 - raise ambition, raise achievement and improve performance
- NELEP -
 - increase the skills of school leavers in the NE
- NECC -
 - deliver higher quality careers guidance for students and a better prepared future workforce for employers
- Raising Aspirations -
 - working together to help young people make informed decisions about higher education
- DfE - St. Marylebone CofE School, Ofsted case study -
 - if we aren't preparing young people for the world outside school, we are failing them

Many organisations are waiting for you to ask!

Can I convince you?

- Aspiration & motivation - access to inspirational situations and people
- CEAIG - real life experiences of work
- Skills & knowledge - projects and training
- Funding & resources - money and sharing
- Reputation - corporate social responsibility
- Community - supports schools & businesses
- Wellbeing - that fuzzy feeling phenomenon

Partnership works better than going it alone.

What can I do?

- Strategy and outcomes
- Plan and prioritise
- Involve whole school
- Involve other schools
- Involve NE Networks
- School contracts
- Staff and governor contacts
- Parents

Be resilient and persuasive.

Long Term Commitment

- **Year 1, Engage** - investigate and develop understanding of business engagement and the opportunities to develop it
- **Year 2, Learn** - deepen knowledge and understanding and develop specific activities
- **Year 3, Embed** - identify successful programmes and embed them within the organisation culture
- **Year 4, Lead** - share a business engagement programme with other schools to become a regional source of expertise and cpd provision.

Gain support through communication and planning.

Career Benchmarks Pilot

- National pilot in the NELEP area
- Funded by NELEP and Gatsby Charitable Foundation
- Schools NE, NECC, Raising Aspirations all heavily involved
- Aims to build capacity to develop sustainable careers programmes for every school and every student
- In excess of £500k of funding
- If successful the DfE are interested in rolling out nationally

Success through engaging networks and partners with a common goal.

Who will help?

- Schools NE - www.schoolsnortheast.com
- NECC - <https://www.necc.co.uk/events/131/linking-business-with-education>
- CBI - <http://www.cbi.org.uk/business-issues/education-and-skills/business-engagement-with-schools/engagement-with-schools/>
- NELEP - <http://nelep.co.uk/skills/employment-skills-board/>
- Universities - <http://www.raisingaspirations.org.uk/>
- FSB - <http://www.fsb.org.uk/>
- VONNE - <http://vonne.org.uk/>
- Employers
- Industry specific organisations
- Charities
- Local authorities

How do I get started?

That's up to you.....

Take the first step, make it public, then the rest will follow!

Tell the person next to you one thing you will do tomorrow.
Share contact details and agree to tell each other at 5pm
tomorrow if you did it.