



Connecting employers with young people in Salford.







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Introduction

Many employers across Salford already work closely with schools and colleges to provide brilliant opportunities for young people. With demand for employer involvement growing, this guide is here to help employers of all sizes—whether public, private, or voluntary—to make the most of their time and resources, and do more to help young people in Salford succeed.

Supporting young people to develop their talents, reach their potential, and leave education ready for the world of work benefits both educators and employers. By getting involved, you'll play a vital role in shaping Salford's future workforce.

As the world of work continues to evolve, strong partnerships between employers and education are more important than ever. These collaborations bring clear benefits on both sides and have a wider impact on society. With so many career routes to navigate, we want employers to help students and teachers understand what the local labour market looks like, and which skills are most in demand.



**BY GETTING INVOLVED,
YOU'LL PLAY A VITAL ROLE IN
SHAPING SALFORD'S FUTURE
WORKFORCE.**

Helping Salford to become a child friendly city

Salford is working to become a recognised Child Friendly City—a place where the rights and voices of children and young people are respected and upheld. Becoming child friendly means making sure young people feel safe, heard, supported and able to thrive. Achieving this takes partnership—and local employers have a key part to play.

Connecting with schools

Face-to-face connections are often the best way to build strong partnerships. That's why we're open to inviting employers to attend our termly careers leader networking meetings. These events give you a chance to meet the people leading careers provision in Salford schools and talk about how you could work together. Please email skillsandwork@salford.gov.uk to express your interest in joining these meetings.



**FACE-TO-FACE
CONNECTIONS ARE OFTEN
THE BEST WAY TO BUILD
STRONG PARTNERSHIPS.**

Why support schools and colleges?

Research undertaken by the charity Education and Employers found that students who have four or more meaningful encounters with the world of work are 86% less likely to become Not in Education, Employment or Training (NEET) and go on to earn, on average, 18% more than their peers.

The benefits for your organisation include:

- » spotting emerging talent and fresh ideas early
- » building a strong and diverse future talent pipeline (this could be through apprenticeships)
- » delivering on your Corporate Social Responsibility (CSR)
- » supporting staff development through volunteering
- » improving employee engagement and brand awareness
- » strengthening your community links
- » help shape the next generation of workers
- » geographical considerations—improve your local relevance

There are many ways to work with schools and colleges—whether you're looking to give back locally or align your involvement with business goals like talent development or social mobility. You can support one-off activities or build a longer-term partnership. Before making contact with a school, it's worth considering:

- » what you can offer and when
- » whether you want to work with a specific age group or school type
- » how it fits with your recruitment and workforce plans
- » what kind of impact you want to make



**YOU CAN SUPPORT ONE-OFF
ACTIVITIES OR BUILD A LONGER-
TERM PARTNERSHIP.**

The education landscape

In 2017, [the Government launched a careers strategy](#) aimed at giving all young people access to quality careers advice and experiences. This is supported by the Gatsby Benchmarks, a framework to help schools and colleges deliver effective careers programmes. The post-16 education system in Salford is also changing, giving us new chances to shape technical education in line with employer needs.



Many children in Salford grow up in poverty. Education and employment are key to breaking this cycle. Employers play a vital role in helping young people become work-ready.

THE GATSBY BENCHMARKS:


- » a stable careers programme
- » learning from career and labour market information
- » addressing the needs of each pupil
- » linking curriculum learning to careers
- » encounters with employers and employees
- » experiences of workplaces
- » encounters with further and higher education
- » personal guidance



Skills for employment

Young people need more than good qualifications—they need transferable skills that will help them thrive in the workplace and in life. Employers consistently tell us that these are the areas where school and college leavers need more support:

- » communication
- » teamwork and leadership
- » problem-solving
- » self-management
- » confidence and self-belief



EMPLOYERS ARE IN A GREAT POSITION TO SUPPORT SKILL DEVELOPMENT BY GIVING YOUNG PEOPLE THE CHANCE TO PRACTISE AND APPLY THESE SKILLS IN REAL-WORLD SETTINGS.



Strategic roles for employers

Become a school or college governor

Being a school or college governor is a strategic leadership role that offers a unique opportunity to make a significant impact on children's education and the local community. Governors play a crucial role in setting the school's vision, ethos, and strategic direction, ensuring that every child receives the best possible education. This role involves high-level decision-making, strategic planning, financial oversight, and data analysis, making it an excellent opportunity for professional development. Contact governor.services@salford.gov.uk to find out more.

Become an Enterprise Adviser

Enterprise Advisers work directly with a school or college to develop their employer engagement strategy and improve careers provision—particularly benchmarks 4, 5, and 6. You'll help schools increase the number of meaningful interactions students have with employers and the world of work. Time commitment needed is around eight hours a month. Support and training is provided. For more information contact michaela.andrew@greatermanchester-ca.gov.uk.



**IT'S A UNIQUE OPPORTUNITY TO
MAKE A SIGNIFICANT IMPACT ON
CHILDREN'S EDUCATION**

Practical ways to get involved

Experiences of the workplace

Whether it's a one-day visit or a longer placement, showing students your workplace gives them insight into real jobs and working life. These opportunities can be shaped around your organisation and the students' needs. Schools will work with employers to ensure the relevant safeguarding and risk assessments are in place. Employers are not required to complete a DBS check, as pupils will always be supervised.

Employer encounters

From giving an inspirational talk in assembly to delivering a hands-on workshop, these activities bring your world into the classroom. You can approach a school or college with your own idea or respond to one of theirs.

Part time roles

Many young people are eager to gain workplace experience, and part-time roles alongside school or college can be highly beneficial in preparing them for life after education. However, these opportunities can be hard to secure due to a lack of available positions from businesses. Did you know that young people can work voluntarily or be paid from the age of 13? [Salford City Council provides clear guidelines on the types of work permitted for young people aged 16 and under](#) (who are of compulsory school age)



Please consider how you can offer part-time roles for a young people in Salford. The skills and work team can help advertise any opportunities you have via our schools and colleges.

Curriculum connections

Bring subjects to life by helping teachers show how classroom learning links to careers. You could:

- » design real-life challenges linked to your work, in a college setting these projects are called live briefs. A live brief is an opportunity for you to present students with a real-world task and for them to come up with a fresh and creative solution, ideas or product that can benefit your organisation.
- » co-deliver lessons or run career-themed sessions
- » provide CPD for teachers
- » extracurricular activities
- » Get involved in after-school clubs, lunch sessions or enrichment programmes. These informal settings are a great way to connect with students.



GET INVOLVED IN AFTER-SCHOOL CLUBS, LUNCH SESSIONS OR ENRICHMENT PROGRAMMES.

Mentoring

Support a young person to raise their aspirations and build confidence. Mentoring usually requires a regular commitment over an academic year and includes safeguarding training.

Targeted support

If your organisation wants to support specific groups—such as care leavers, students with Special Educational Needs or Disabilities (SEND), or those at risk of becoming NEET—schools and colleges can help you identify where you can make the biggest impact.

Salford has some young people who are within an alternative provision setting accessing vocational programmes whilst developing their skills and confidence. These settings usually have very flexible timetables and can accommodate employer support easily.

Employers could host a [supported internship](#) (a college programme, but already delivered within the workplace at a host employer).

Supported interns have special educational needs and, as part of the programme, rotate across three work experience placements. The placements are supported by a job coach who can support the young person directly on the job to learn and become confident. This is a great way to get to know a young person and assess their skills and abilities.



**SUPPORT A YOUNG PERSON TO
RAISE THEIR ASPIRATIONS**

Activities linking to Gatsby Benchmarks

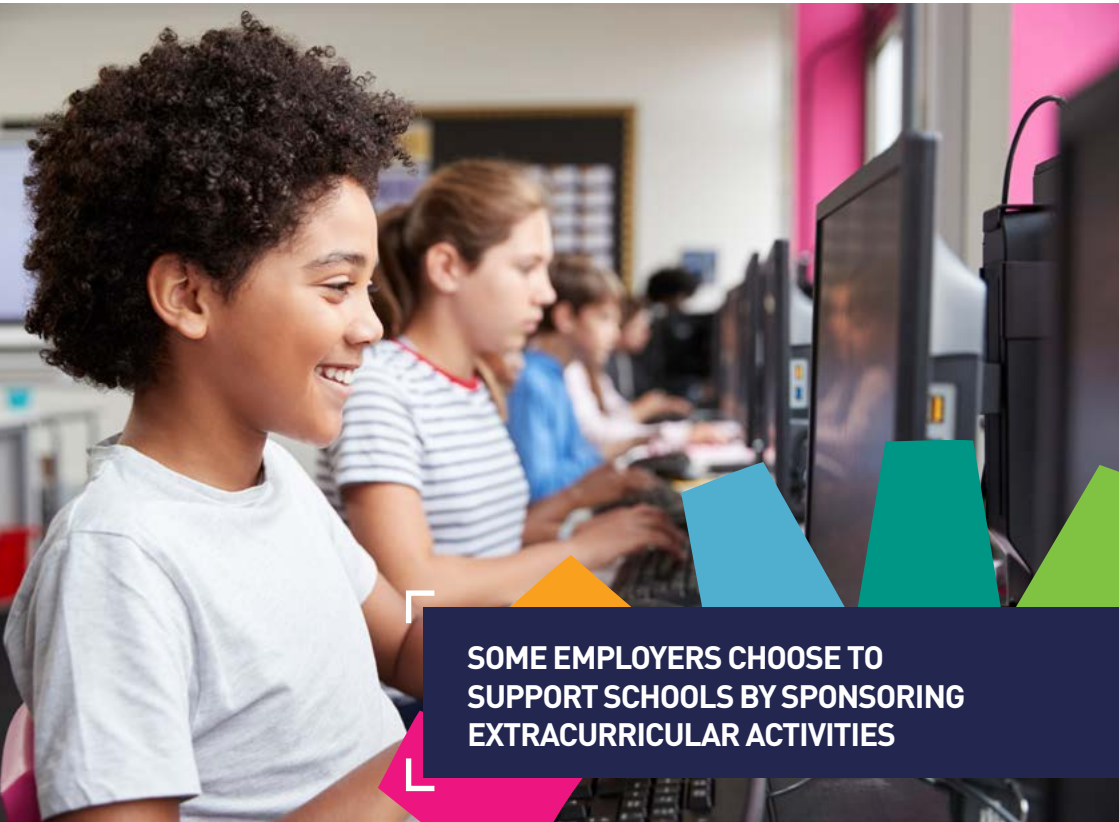
Activity	Linked curriculum learning to careers (Benchmark 4)	Employer encounters (Benchmark 5)	Experiences of the workplace (Benchmark 6)
Mock interviews	-	X	-
Business lunches	-	X	-
CV workshops	-	X	-
Careers talks	-	X	-
Careers fairs	-	X	-
Job-shadowing	-	-	X
Work experience	-	-	X
Workplace visits	X	X	X
Mentoring	-	X	-
Work-related projects	X	X	-
T-level industry placement	-	-	X
Enterprise competitions and awards	X	-	-
Assemblies and inspirational talks	X	X	-
Skills for employment	X	-	X
Become an ambassador	X	-	X
Teacher CPD	X	-	-

Funding and sponsorship

Some employers choose to support schools and colleges financially—by sponsoring extracurricular activities, funding equipment or bursaries, or backing specific projects. It's a great way to demonstrate CSR and have a lasting impact.

Ideas include:

- » funding breakfast clubs or holiday programmes
- » sponsoring awards or enterprise competitions
- » supporting school improvement projects
- » donating IT or creative resources



**SOME EMPLOYERS CHOOSE TO
SUPPORT SCHOOLS BY SPONSORING
EXTRACURRICULAR ACTIVITIES**

Making contact

Reach out directly to a school or college

Visit their website to find the Careers Lead's contact details (a requirement for all secondary schools), or call and ask to speak to the Careers Lead. Don't be discouraged if you don't hear back right away — follow up and try different methods. Copy the Headteacher in. Schools and colleges will welcome genuine, sustained support from employers and are always seeking meaningful experiences for their pupils.

A suggested email introduction could be as follows:

Dear [school/college/Career Lead name],

I'm reaching out as a local employer with the full support of Salford City Council to offer a free opportunity that supports your delivery of the Gatsby Benchmarks, particularly Benchmarks 5 and 6 (encounters with employers and experiences of workplaces).

This activity is completely free of charge and is part of Salford's wider effort to strengthen partnerships between schools/colleges and the world of work.

If you would like to have a discussion about which schools to make contact with, please email skillsandwork@salford.gov.uk

What to expect from schools and colleges:

Developing the relationship and planning activity

Once you've made initial contact with a school or college, it's time to begin planning your activity together. The steps below will help guide the process.

For in-school/college activities:

1. Meet the Career Lead and their SLT line manager

Outline which of the activities your organisation would be willing to offer, and which activities the school or college would like to take up.

2. Arrange planning sessions

Organise face-to-face planning meetings—ideally held at the school or college. This allows you to get a feel for the environment. If possible, ask staff to show you around so you can see where the activity will take place. During these sessions, discuss:

- resources needed
- room layout
- session timings
- any specific expectations

3. Ask for support

While you're an expert in your field, you may not have been in a classroom recently. Don't hesitate to ask school staff for tips on classroom management or strategies to engage students effectively.

4. Keep it simple

Ask teachers to explain any educational jargon. Make sure you understand what students are expected to learn. This helps you tailor your terminology, vocabulary, and key concepts to support links with other subjects they're studying.

5. Clarify names and introductions

Let the school or college know how you would like to be introduced. Also check how staff prefer to be addressed—some may go by formal titles, others by "Miss" or "Sir."

6. Define roles clearly

You should be reassured that you won't be left in sole charge of students. A member of school staff will be present and responsible for behaviour management. If possible, try to meet the students beforehand to build familiarity.

7. Create a project agreement

Agree in advance who is responsible for what, and by when. A written project agreement can help clarify expectations and ensure everything runs smoothly. Follow up with the school a few days or a week before the activity to confirm details or flag any changes on your side.

Use existing relationships

Your staff may already have links with schools and colleges—as parents, governors or alumni. These connections can be a great way to start a conversation.

Council contracts and social value

All contracts with Salford City Council include a social value requirement. Supporting schools and colleges is one way to fulfil this. You'll be asked to outline your contribution, and this will be monitored throughout the contract.



**IF YOUR ORGANISATION WANTS
TO SUPPORT SPECIFIC GROUPS,
SCHOOLS AND COLLEGES CAN
HELP YOU IDENTIFY WHERE YOU
CAN MAKE THE BIGGEST IMPACT.**

How you can support post-16 young people outside of education (NEET)

Unfortunately, some young people do not make a smooth transition from school or college into the workplace or further training. This affects their confidence and general life chances, and in Salford, this is a priority group we would welcome support from employers with. This may include similar activities to those in a school or college, such as:

- » **employer encounters** - these could be delivered in the community alongside partner organisations and services that are supporting these young people
- » **workplace experiences** - this could take place as a small group or for individual young people alongside partner organisations
- » **work experience** - this is a critical element for young people. Offering a few days, a week, or even over the course of a four to six weeks (one or two days per week) is highly valuable for young people.
- » **jobs** - do you have a role you are recruiting for now that could be suitable for a young person? This could fit into the work experience element. Could you offer a short work experience placement that is a work trial instead? Save on your recruitment costs and approach the Skills and Work team, who have a pool of job-seeking young people who could be referred to your offer.
Email skillsandwork@salford.gov.uk.

DO YOU HAVE A ROLE YOU ARE
RECRUITING FOR NOW THAT
COULD BE SUITABLE FOR A YOUNG
PERSON?



Salford City Council

For more guidance on any of the information found in this document, please email skillsandwork@salford.gov.uk.