



# Helping young people

**...into work.**

# WHAT WE DO

Countec is a non-profit company on a mission to get young people ready for work.

We link schools with employers to provide stepping stones for their employability journey:

- careers awareness
- employability skills training
- work experience.

We are local, impartial and expert at helping employers, in all sectors and of all sizes, to make valuable contributions to education.

We help large employers to meet their corporate social responsibility goals.

We enjoy our work, working to AEBE quality standards, and want you to enjoy working with us.



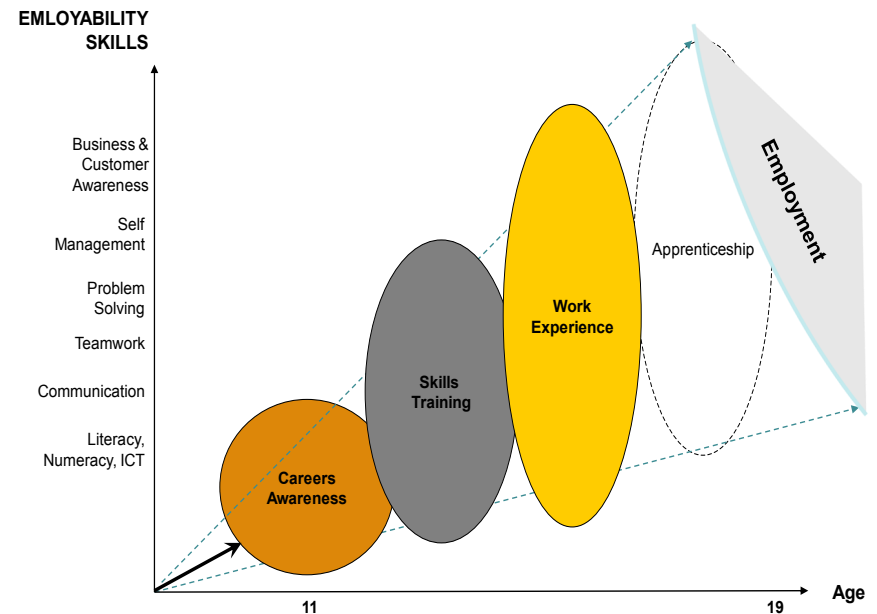
*“What’s great about working with Countec is the energising effect it has on our staff” -*  
 - Walter Tyrer, HR Manager, John Lewis Partnership

*“Lovely students...count me in for next time, Countec!”*  
 - Helen Spary, Above & Beyond Events.



# EMPLOYABILITY JOURNEY

Employers need skilled workers and most say today’s teenagers lack the employability skills they need. Countec wants all young people in Milton Keynes to have a positive first experience of work and to carry that experience into their working lives. We provide ‘stepping stones’ on their employability journey.



# WHAT WE DO

This prospectus outlines the key roles we want employers to play:

- **Guest**—1-2 hours in a school
- **Ambassador**—2-5 hours in a school
- **Host**—1-2 weeks in your workplace.
- **Sponsor**—be an Investor In Education.

The following pages show how you can help.



# CAREER AWARENESS GUEST

## Primary WorkOut!

After a brief introductory assembly, employer guests rotate around class groups of pupils aged 9-11 who ask questions about their work experiences.

**1-2 hours in a primary school**



## Career WorkOut!

A fast-paced and engaging Q&A session, in the style of speed-dating, where student groups of 2-4 rotate around a circle of guests who are asked questions about their work experiences.

**1-2 hours in a secondary school**



## Career Taster

A group of students visits an employer's premises to find out more about what the business does and what it's like to work in that workplace, e.g. 'Equal Choices'.

**1-2 days on an employer's premises**



*"I love what I do for a career and to be able to talk about it in the 'WorkOut!' session was just a bonus"*

- Emi-Lu Daley, Director, Frantic-UK Dance Company .



# SKILLS AMBASSADOR

## Employability Olympics

Teams compete in a series of 10-minute employability skills challenges judged by employers.

**2 hours in a secondary school**



## Launch A European Tour

Teams compete to market, promote and finance a pop group tour of Europe and pitch to a panel of local business volunteer judges.

**5 hours in a secondary school**



## Spaced Out!

Teams compete to complete the brief to launch an imaginary rocket ship, demonstrating a range of enterprise capabilities to 'win the contract'.

**5 hours in a secondary school**



*"I learned a lot from the students and the event helped me reflect on what I've done and where I am now"*

Irene Beck, Foreign & Commonwealth Office Services.



# WORK PREPARATION **AMBASSADOR**

## Get That Job!

Highly interactive workshop using enterprising activities to develop understanding of 'STAIRS', the steps to work, in supported X-Factor style competition::

- Skills employers seek
- Types of work available
- Applications & short-listing
- Interviews
- Risk Assessment
- Success record.

**5 hours**

## Assemblies

Share a story from your early experiences of work or current experiences of managing young people at work. A series of four assemblies focuses on preparing for Work Experience: Application, Interview, Health & Safety and Celebration of Success.

**20 minutes**

*"Activities like this generate so much enthusiasm and creativity and are vital in preparing young people for work"*

- Eric Coveney, Beardow Adams.



# WORK EXPERIENCE **HOST**

## Standard Placements

Full time one-week or two-week placement 'as an employee' in a local company selected from Countec's online database of Milton Keynes employers. The learning aim is to develop and demonstrate generic employability skills in a real work environment.

**Mon-Fri for one or two weeks**

## Specialised Placements

Part-time placement over one half-term or more for young people studying in a specialist curriculum programme, e.g. A-level or BTEC, with a focus on achieving work-related learning outcomes specified by the syllabus.

**1-2 days per week for one half term**

## Supported Placements

Supported part-time placements over one half-term or more for school-disengaged or special educational need students requiring additional support from employer host and Countec staff.

**1-2 days per week for one half term**

## Health & Safety

All employers and work placements are vetted and risk assessed by IOSH-qualified staff.



# INVESTORS IN EDUCATION

Your company contributes up to **£1,000** to be an 'Investor In Education' (IIE) over one school year to:

- 1. Develop young people** for their economic well-being and future responsible citizenship.
- 2. Develop your staff** through our activities with young people:
  - Career Guests—1-2 hours
  - Skills Ambassadors—up to 5 hours
  - Work Experience Hosts—1-2 weeks.
- 3. Raise your profile** and demonstrate Corporate Social Responsibility:
  - Sponsor your own IIE award and present at our annual ceremony in CMK.
  - Your logo on our letter-head, home-page and half-term e-newsletters to employers and schools
  - 'Inside Business' feature about your company's contribution to education.
- 4. Recruitment**
  - Meet your employees and customers of the future.



Investors In Education in 2010:



For up to **£5,000**, **Programme Sponsors** receive all the benefits of Investors in Education (*on facing page*), as well as exclusive branding of student log books and media presentation opportunities.

Current Programme Sponsors

## Work Experience

Log books for 3,000 students, signed by employers, teachers and parents.



## Equal Choices

Student groups visit premises of large employers for work tasting and Careers Awareness raising.



## Primary WorkOut!

Log books for 1,200 students..



## Did you know?

Milton Keynes is recognised as one of the UK's most enterprising towns.

The proportion of young people in Milton Keynes is among the highest of any European town.

Milton Keynes has an economic vision of itself as a free-standing international city.

## You can help

Contribute to our important mission by taking part in one of our programmes of activity with young people.

## For more info

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