ELEVATE

The Education Business Partnership

25 YEARS

TRANSFORMING LIVES AND CREATING GROWTH

2023 IMPACT REPORT

CONTENTS:

04 FOREWORDS:
A word from our CEO and the Chair of the Elevate EBP Board.

06 25 YEARS OF IMPACT:
Celebrating 25 years of our Education Business Partnership.

12 THIS YEAR AT A GLANCE:
Take a look at last year's stand out impact figures, social media highlights, and teacher quotes.

20 WORK EXPERIENCE THAT WORKS:
A word from our Head of Employability, impact figures, Social Return on Investment statistics, and some of the local businesses that help us make sure our **#WorkExperienceWorks**.

26 EMPLOYER ENCOUNTERS:
Read about our Practice Interview programme, Meet the Professionals events, Careers Fairs, and Elevate Enterprise activities.

34 INTRODUCING CAREERS IN PRIMARY:
A word from our Head of Careers Education and Children's University Manager, primary education impact figures, and a case study on our amazing **Imagine My Future** programme.

40 LEARNING FOR FUN WITH CHILDREN'S UNIVERSITY:
We manage Children's University for Liverpool, Sefton, Lancashire and Warrington. Take a look at our impact last year.

42 NEXT STEPS PROGRAMME:
The Next Steps programme is coming to a close, check out the impact created **so far**...

44 YOUR FUTURE PROGRAMME:
We've been working with Knowsley Council to reduce the number of young people not in education, employment, or training.

48 A TIMELINE OF OUR PROGRAMMES:
Take a look at how our programmes support young people at every age.

50 PARTNERS, FUNDERS, AND SPONSORS.

HAPPY 25TH BIRTHDAY TO US!

Welcome to our Impact Report 2023, where I am thrilled to highlight some of the programmes and activities we have provided over the past academic year. More importantly, I am delighted to celebrate our 25th year of supporting the young people in our City Region, raising aspirations, addressing skills gaps, and fostering economic growth.

During the last 25 years, I am particularly proud that our social value organisation has “ridden many storms” with perseverance, resilience, and determination to succeed and adapt: Brexit, COVID-19, the cost-of-living crisis, Work Related Learning becoming non-statutory, various Government and agenda changes - to name just a few! Our journey through these challenges has made us stronger and laid the firm foundations for our operations today.

We have achieved great things, with some fantastic case studies and brilliant outcomes for our local schools, colleges, training providers, funders, partners, local authorities, employers, and young people. The figures in this report not only shine a light on our work but more importantly, our impact on the young people who are at the heart of our mission to **Transform Lives and Create Growth**.

The Social Return on Investment statistics presented in this year’s impact report have once again evidenced the significant contribution Elevate Education Business Partnership makes to the lives of our citizens and the successful operation of our Liverpool City Region businesses.

I am in awe of the young people and employers that we work with every day and the impact our programmes have had by working together. By being determined and driven to make a difference in the lives of our young people, we have achieved some amazing outcomes.

I look forward to continuing to spread our impact further geographically, working with more partners, funders, employers, and more schools and colleges.

I want to thank all of our customers, teachers, schools, colleges, employers, funders, and partners for their part in making such an enormous difference in the lives of our region’s young people and making the work of Elevate EBP possible.

Finally, I must thank my amazing team, who are passionate and work tirelessly every day to deliver our mission. The difference we have made, as detailed in this report, is something to be immensely proud of across the last academic year, and the full 25 years of being your EBP.

We are a social value organisation, with a small team who have a massive impact! ***Together, we really are Transforming Lives and Creating Growth.***

Gill Ditchburn
Chief Executive Officer at Elevate EBP

A WORD FROM THE CHAIR OF OUR BOARD:

As Chair of the Elevate EBP Board, I am immensely proud of the number of young people we have reached, the partners and funders we have supported, and the impact we have made over the last 25 years. I am genuinely amazed by our Social Return on Investment and the difference we have made to our local communities and the Liverpool City Region as a whole.

My own company has partnered with the EBP for many years and our experience has helped revolutionise the way The Sovini Group works with our local young people and communities. I would urge local businesses, partners, and schools or colleges to join us in our journey to support every young person to reach their full potential, raise aspirations, and shine a light on the amazing opportunities locally.

Elevate EBP is a trusted social value organisation with a powerful team, who achieve brilliant results and are committed and passionate about making a difference. We really do Transform Lives and Create Growth and the evidence is included in the following pages of this report.

I have said it many times: ***if you didn’t have an EBP locally, you would invent one!*** I still stand by this moving into our next chapter.

Roy Williams
Chief Executive Officer at The Sovini Group
Chair of the Elevate EBP Board

25 YEARS OF IMPACT

This year marks a momentous occasion as we commemorate 25 years of our Education Business Partnership's incredible journey! We'd like to extend our heartfelt thanks to the countless supporters, partners, sponsors, funders, volunteers, team members, educators, schools, colleges, employers, professionals, and students over the years - all of whom have been such an integral part in shaping our narrative and being part of our story!

Our journey began in 1998 when three distinct entities came together to form the Sefton Education Business Partnership. Over the years, our EBP has evolved into a dynamic organisation, encompassing a wide-reaching presence across the entire Liverpool City Region. Today, as Elevate EBP, our collective stories, milestones, and impactful initiatives span far and wide. As we celebrate our 25th anniversary, we also look forward to continuing in our mission to **Transform Lives and Create Growth**.

It's difficult to accurately calculate the sheer amount of impact we've had over the last 25 years, but we wanted to try anyway! We've taken the numbers reached and Social Return on Investment calculations from last year's activities and multiplied them by 25 to estimate our impact over the last quarter-century...

AT LEAST...

£2.5 BILLION

SOCIAL RETURN ON INVESTMENT FOR THE LIVERPOOL CITY REGION OVER 25 YEARS

3 MILLION

HOURS OF WORK EXPERIENCE COMPLETED OVER 25 YEARS

817,550

CAREERS INTERACTIONS OVER 25 YEARS

A SMALL TEAM MAKING A BIG DIFFERENCE

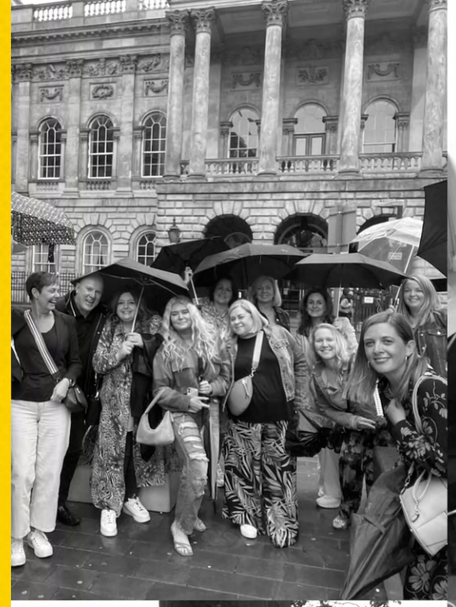
In our 25-year journey, we've been truly blessed to have had some exceptional team members who have made such a huge amount of impact across the Liverpool City Region. At the heart of our mission to **Transform Lives and Create Growth** is a small but dedicated group of individuals who tirelessly work to support the young people in our region and have been instrumental in shaping Elevate EBP's impact over the years.

"With a little break of two years when I tried my hand in another part of the country, I have worked at Elevate EBP since 1999. I was delighted to be welcomed back to the fold when I returned. Liverpool is and always will be my hometown and I can honestly say, hand on heart, Elevate is a huge part of being home. Making a difference is something we all strive to do, and I believe passionately that the EBP does that so well."
Christine Smith, Employer Engagement Lead

"I have had the pleasure and privilege to have worked at the EBP since its inception. The team both current and throughout the years have been a joy to work with and some I have made lifelong friends of. Over the past 25 years we have created life changing programmes for the young people of our city whilst battling the odd storm, but here we are going from strength to strength!"
Joanne Huddart, Head of Employability

"I began working for Elevate in 2004, and never for one minute imagined I would still be here 19 years later! Working on probably every project at some point in that time, Elevate and the work we do as an EBP has become my passion and drive and I couldn't be prouder of everything that we've achieved and the thousands of people we help each year.

A particular passion of mine is the work we do with primaries, from the well-established Children's University to the great careers and aspiration programmes we deliver. I really believe that starting young is vital. I'm so excited for what the future holds for Elevate Education Business Partnership!"
Laura Grigsby, Head of Careers Education, Children's University Manager



HIGHLIGHTS FROM THE PAST 25 YEARS:

1999

- **Gill Ditchburn**, now our Chief Executive Officer, joined the EBP team.

2000

- Sefton EBP started providing a range of careers, enterprise, and skills development programmes to **primary school students**.
- We also operated the **Recognition of Quality Award for Merseyside** with partners, assessing and awarding employers and educational institutions with a quality mark for education business link activities.

2003

- **Gill Ditchburn** was appointed as our CEO.

2013

- Sefton EBP started supporting the Warrington Wolves Charitable Foundation with the delivery of **Warrington Children's University**.

2014

- The EBP began delivering **Talent Match**.
- We also started managing **Lancashire Children's University**.

2016

- The EBP was integral in establishing the Liverpool City Region Enterprise Advisor Network with The Careers and Enterprise Company and the Local Enterprise Partnership and we have worked with the LCR Careers Hub since.

2020

- Elevate EBP began managing **Liverpool Children's University**.
- In response to the COVID-19 pandemic, we had to modify numerous programmes to be conducted virtually where required.

2022

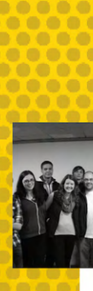
- We reinvented our **primary** careers offer to create the **"Imagine My Future" primary careers programme** and the "**Money Marvels" financial literacy programme**.

2021

- Elevate EBP's contract with Talent Match came to an end.
- We began working with Knowsley Council on our **Knowsley NEET (Not in Education, Employment, or Training) "Your Future" programme**.
- We also began the delivery of the **Next Steps programme** in targeted schools across the city region, with The Careers and Enterprise Company and Liverpool City Region's Careers Hub

1998

- Sefton Education Business Partnership was created by merging Sefton Compact, the Training and Vocational Initiative (TVEI), and the LEA Education Industry Liaison Office.
- **Joanne Huddart**, our Head of Employability, transitioned to Sefton EBP from her previous position at Sefton Compact.
- We began providing **Work Experience**, **Practice Interviews**, **Employer Encounters**, and Mentoring programmes alongside a variety of European Social Fund projects.
- We also took charge of overseeing the **Compact / Complete secondary school leavers' graduations** hosted at Liverpool Cathedral.



2004

- **Laura Grigsby**, our Head of Careers Education and Children's University Manager joined the team at Sefton EBP.

2012

- Delivery of the Compact / Complete graduations came to an end.
- We began delivering the **National Citizen Service's (NCS) "End to End" programme**.

2011

- Sefton EBP began managing and delivering **Sefton Children's University**.
- *Work Related Learning in Secondary School was made **non**-statutory.*

2018

- Sefton EBP underwent a rebranding to become **Elevate Education Business Partnership (Elevate EBP)**, reflecting our expansion delivering beyond Sefton to encompass the entire Liverpool City Region.

THIS YEAR AT A GLANCE

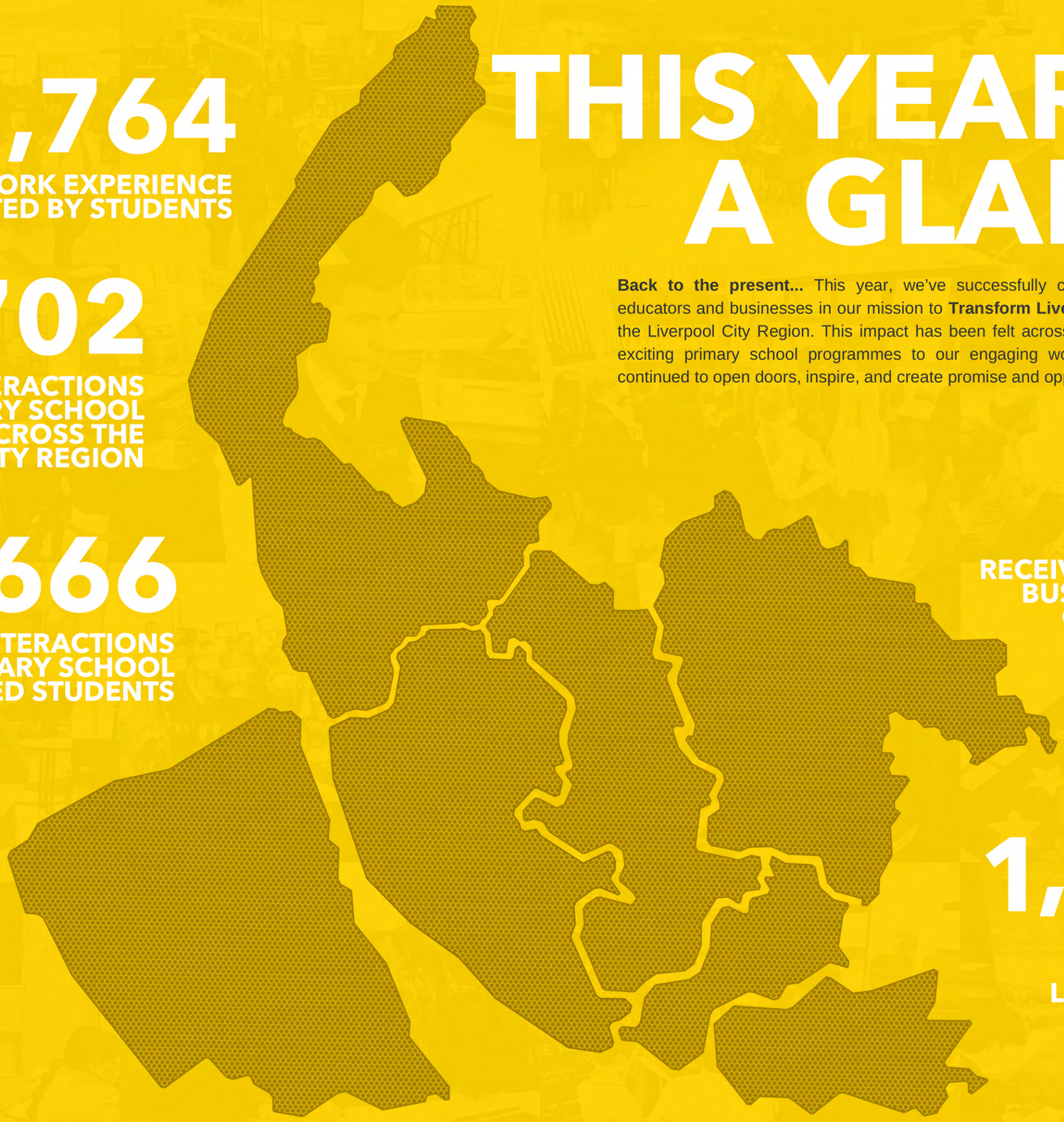
Back to the present... This year, we've successfully connected young people with educators and businesses in our mission to **Transform Lives and Create Growth** across the Liverpool City Region. This impact has been felt across all of our activities, from the exciting primary school programmes to our engaging work with young adults: we've continued to open doors, inspire, and create promise and opportunity for **all**...

121,764
HOURS OF WORK EXPERIENCE COMPLETED BY STUDENTS

32,702
CAREERS INTERACTIONS WITH SECODARY SCHOOL STUDENTS ACROSS THE LIVERPOOL CITY REGION

15,666
CAREERS INTERACTIONS WITH PRIMARY SCHOOL AGED STUDENTS

36
YOUNG PEOPLE IN KNOWSLEY PLACED INTO EMPLOYMENT, EDUCATION OR TRAINING



261
YOUNG PEOPLE RECEIVED ACCREDITED BUSINESS TRAINING QUALIFICATIONS

OVER 1,500
BUSINESSES ACROSS THE LIVERPOOL CITY REGION HAVE SUPPORTED US THIS YEAR

SOCIAL SHOUT OUTS!

The social media buzz is growing, and we couldn't be more thrilled! The enthusiasm shared by the schools, colleges, businesses, and professionals in our network has been a constant source of inspiration for us this year. Take a look at some of our favourite posts...

Holy Spirit Catholic Academy, Bootle
@SpiritPrimary

Our Y5 & Y6 children took part in a Careers Carousel through @ElevateEBP and our partner business @sovinigroup They spoke with website designers, @AlderHey @Tesco and other employers and were engaged, curious and inspired for the future! @StJosephCMAT #TheHolySpiritWay

8:18 am · 20 May 2023 · **633** Views

1 Repost **1** Quote **9** Likes

Dixons Broadgreen Academy
@dixons_ba

Our STEM day for Year 8 yesterday included the arrival of a meteorite on the school grounds that had quite an impact on all students! Sessions on robotics, first aid and a planetarium were just some of the experiences on offer and we'll share more images over the coming days.

7:14 am · 13 Jul 2023 · **1,425** Views

1 Repost **10** Likes

EFT GROUP LTD
@EFTGroupLtd

It was great to be invited to talk at a recent 'Meet the Professionals' event at @SacredHrtCrosby , giving students an insight into what we do at EFT. Thank you @ElevateEBP for letting us be part of it! #nextgenerationengineers #firesafetysystems #apprenticeships #careers

2:00 pm · 30 May 2023 · **201** Views

3 Reposts **4** Likes

St Elizabeth's - Year 6 Class
@stelizcp6

Congratulations and well to all our graduates from Childrens University who celebrated their achievements at Edge Hill University. Thank you to all the parents and staff who joined us for this special occasion. The children did us proud ⭐ @stelizcps @ElevateEBP

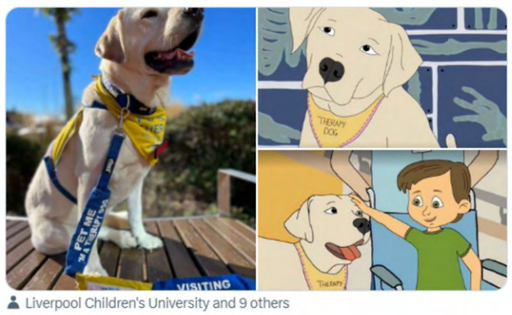
8:27 am · 15 Jun 2023 · **1,209** Views

3 Reposts **2** Quotes **11** Likes

Alder Hey Academy
@AlderHeyAcademy

What a day! Streaming to 61 Primary School classes... that's over 1500 children involved!!

Talking jobs in the NHS and showcasing our wonderful Holly the Therapy Dog animation, it is always great to work with the Children's University across the LCR and surrounds 😍



Liverpool Children's University and 9 others

10:01 am · 31 Mar 2023 · **391** Views

3 Reposts **4** Likes

Maricourt Catholic High School
@MaricourtCHS

Thank you to Tina at @elevateebp and to all of the employers who supported day 1 of our Year 11 mock interviews. Well done to our Year 11 students who were confident and presented themselves well 👏🎯

6:36 pm · 18 Oct 2022

2 Quotes **4** Likes

Year 6 English Martyrs
@Y6EngMartyrs

Learning about the importance of budgeting today as part of the Imagine My Future project delivered by @ElevateEBP.

1:51 pm · 26 May 2023 · **448** Views

1 Repost **1** Quote **2** Likes

Notre Dame Catholic College
@NDEvertonValley

We hope our Year 11 students have a fantastic week on their #workexperience placements.

Thank you to our education business partner @ElevateEBP who supported us by completing all the required H&S checks & providing placements for students where required. #OpeningDoors

10:35 am · 12 Dec 2022 from Liverpool, England

3 Reposts **2** Quotes **13** Likes

Carol-Anne Murphy
@CarolAnneMurph1

Enjoying interviewing students @MaricourtCHS with @ElevateEBP

1:24 pm · 18 Oct 2022

1 Repost **4** Likes

Maricourt Catholic High School
@MaricourtCHS

Year 10 attended a work experience assembly by Christine from @ElevateEBP. Former student Isabella, delivered advice about the importance of attending extra curricular activities. A big thank you to our guest speakers for inspiring our students 👏 🎯

9:35 pm · 21 Sep 2022

2 Reposts **5** Likes

The Sovini Group
@sovinigroup

We're celebrating @CareersWeek and will be putting the spotlight on our greatest asset – our people.

We will be showcasing the career highlights of colleagues and our work with @ElevateEBP, through which we are creating opportunities for the workforce of the future.

#NCW2023

4:10 pm · 6 Mar 2023 · **337** Views

3 Reposts **7** Likes

Sarah W
@SJWitan

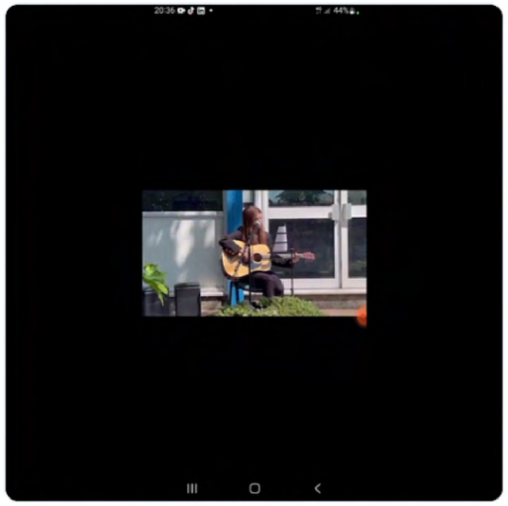
Organising work experience for my year group was a daunting task even with the support of the amazing @ElevateEBP but the feedback I have had from employers this week has made it all worthwhile. #proudteacher

8:56 pm · 16 Dec 2022 · **283** Views

1 Repost **3** Likes

Sean's Place
@SeansPlace2

This week we have had the very lovely Immie on work experience with us. At just 15 years old she is a fantastic musician and had asked if she asked could create a song for Sean's Place. Today she performed this stunning song at our BBQ in front of our members. Just amazing👏



8:49 pm · 8 Jun 2023 from Liverpool, England · **11.3K** Views

8 Reposts **4** Quotes **33** Likes **1** Bookmark

Miss Beeston
@MissJBeestonEHU

I have loved the opportunity to volunteer with @SeftonCU ! The staff are amazing and the children absolutely glow with excitement with the amazing graduations you organise for them! Thank you

6:54 pm · 16 Jun 2023 from North West, England · **235** Views

1 Repost **3** Likes

Liverpool Chamber
@LpoolChamber

Yesterday we hosted our first School Business Network of 2023 at the fantastic Spine building, huge thanks to @RCPspaces for providing us with the perfect space!

Special thanks to speakers🗣️ @supply_well, @LSTMnews, @ElevateEBP, @GrowthPlatform_, @JacksonLeesLaw, @BigTrustCharity

1:12 pm · 23 Feb 2023 · **851** Views

3 Reposts **8** Likes

YES Energy Solutions
@YESEnergyS

We joined @ElevateEBP at @hughbaird College for their Meet the Professionals event 👷

It was fantastic to meet students and discuss future career prospects, talking through roles that exist at YES Energy Solutions and within the energy industry 💡

2:03 pm · 20 Mar 2023 · **285** Views

2 Reposts **5** Likes

Banks Road Primary
@BanksRoadSch

Congratulations to all our @Liverpool_CU graduates this morning! 🎓 We are so very proud of your achievements. You are all @BanksRoadSch superstars! #WeCanDoIt! #WeAreBanksRoad

Liverpool Children's University and 7 others

8:55 pm · 13 Jul 2023 · **932** Views

3 Reposts **15** Likes

StBenedictsL30Year3
@StBenedictYear3

Year 3 really enjoyed their zoom masterclass yesterday. Thank you @WWTMartinMere @SeftonCU

2:20 pm · 13 Jul 2023 · **366** Views

1 Repost **10** Likes

JOIN THE CONVERSATION:

@ElevateEBP

Elevate Education Business Partnership

@ElevateTheEBP

#ElevateImpact #Elevate25 #TransformingLivesCreatingGrowth

TEACHER APPROVED

Read our impact straight from the classroom experts themselves! Don't just take our word on it - here's what some of the teachers working with us across our programmes had to say...

"After many years of no work experience, we are looking forward to the 2023-24 cohort having their opportunity to experience the world of work! Working with Elevate this year has ensured the smooth planning and organisation of the work experience for this year's Year 10 students who all have benefitted in more ways than they could ever have imagined from this amazing opportunity."

Kelly McNally, Vice Principal at Litherland High School.
Talking about the Work Experience programme.

"Most of the trips to post 16 venues were of high interest to the students and helped to visually engage students and encourage them to consider their future career paths."

Teacher talking about the Next Steps programme.

"Elevate are very professional and well organised when they run events. They have great communication skills with the students as well as staff and coordinate inspirational events that really do raise aspirations of the students and support motivation and increase their confidence levels. Thank you!

Michelle Wood, Maricourt High School.
Talking about the Practice Interview programme.

"I can honestly say Angela was incredibly supportive in the run up to and during the week of work experience, finding replacement placements for pupils and chasing up last minute placements when forms came in late. The pupils found it an incredibly worthwhile and valuable experience."

Mrs Charnley, Assistant Headteacher at Saint Edmund Arrowsmith Catholic Academy. Talking about the Work Experience programme.

"This week in school, we were talking about the quality of this programme and the impact this has had on our children. We would love to continue to work with you and Sovini if this is running in future years."

Michelle Forrest, Headteacher at Holy Spirit Catholic Academy.
Talking about the Imagine My Future programme.

"The pupils really benefitted from this event. Every single one of our pupils was 'on a high' after the interviews. The employers chosen were all excellent and they really managed to give all of the pupils a great experience."

Iain Bellis, Crosby High School.
Talking about the Practice Interview programme.

"There were so many excellent elements of the programme but one which really engaged the children was the Careers Carousel. The opportunity for them to meet with 'real workers' from different sectors sparked their curiosity and made them think of themselves as future builders, doctors, web designers."

Michelle Forrest, Headteacher at Holy Spirit Catholic Academy.
Talking about the Imagine My Future programme.

WORK EXPERIENCE THAT WORKS!

Once again, our Work Experience programme has created a significant impact felt throughout the Liverpool City Region. All young people deserve the opportunity to experience a work placement during their compulsory Secondary education, and our collaborations with an expanding network of providers have played a crucial role in introducing local young people to the world of work this year.

With the evidence of a potential skills gap within the Liverpool City Region's growth sectors, it's all the more important that we're nurturing young people and I'm proud to say that Elevate EBP has supported a huge number of students this year with our Work Experience programme alone! Our offer of service means that every single young person, irrelevant of background, is guaranteed a placement without having to rely on a parent, guardian, or family friend and is offered the same opportunities as their peers.

It's also worth noting the growing prominence of Work Experience conversations in the media, various reports, and politics. Our Education Business Partnership has been facilitating Work Experience for an impressive 25 years now, and year after year, the impact and Social Return on Investment figures that we produce continue to demonstrate that our **#WorkExperienceWorks!**

Working with a growing number of placement providers has significantly helped us guide our City Region's young people. This year, students on the Work Experience programme have benefitted from increased confidence levels, effective communication skills, and the essential softer skills - such as resilience, teamwork, and leadership - required for a constantly changing landscape. The Work Experience team here at Elevate EBP have been integral in making **Transforming Lives and Creating Growth** a reality for so many businesses across the Liverpool City Region and I'm delighted to share some of our Work Experience highlights...

Joanne Huddart
Head of Employability

#WORKEXPERIENCEWORKS

121,764
HOURS OF WORK EXPERIENCE COMPLETED BY STUDENTS

39
STUDENTS COMPLETED EXTENDED PLACEMENTS

2,970
STUDENTS COMPLETED WORK EXPERIENCE

71,472
HOURS OF EMPLOYER TIME HAS BEEN VOLUNTEERED SUPPORTING OUR WORK EXPERIENCE PROGRAMME

SOCIAL RETURN ON INVESTMENT IN THE MILLIONS

Social Return on Investment (SROI) is a method of quantifying the social and economic value we are creating. By expressing this social impact as a monetary figure, we can show how every placement, every skill honed, and every connection made has contributed to our region.

A single Work Experience placement* generates an average SROI of **£30,749**. We've generated:

£91,324,530

SROI FOR OUR LIVERPOOL CITY REGION THIS YEAR!

**This data is specific to placements facilitated by Elevate Education Business Partnership*

DID YOU KNOW THAT ONE WORK EXPERIENCE PLACEMENT FACILIATED BY US COULD GENERATE THE FOLLOWING SOCIAL IMPACT:

£15,894

SROI when we empower a young person to feel more in control of their life.

£9,283

SROI when we boost a young person's confidence levels.

£9,219

SROI when we prevent a school exclusion.

£2,374

SROI when we provide a young person with the general employment training for a job.

£2,353

SROI when a young person secures an apprenticeship placement through the programme.

SMALL AND MEDIUM ENTERPRISES MAKING BIG SOCIAL IMPACT

We'd like to express our gratitude to all of the Small and Medium Enterprise (SME) placement providers who consistently support us by opening their doors to students. The remarkable achievements of our work experience programme would be beyond reach without some of these businesses. Whilst the following are **just a few** of the organisations that have contributed, we'd like to extend our heartfelt thanks to all **who have offered placements this year!**

A A MOLYNEUX BUILDERS
£645,729 SROI

ECCLESTON PARK NURSEY
£645,729 SROI

LIP COUTURE
£399,737 SROI

PEABERRY COFFEE HOUSE
£891,721 SROI

ALMA DE CUBA
£30,749 SROI

HAYES & FINCH
£768,725 SROI

LIVERPOOL SCHOOLS SPORTS PARTNERSHIP
£368,988 SROI

STEVEN GERRARD ACADEMY
£1,629,697 SROI

BUMBLES NURSERY
£491,984 SROI

KEY LIME COFFEE
£645,729 SROI

CHANTILLY BEATLES CAFÉ
£1,076,215 SROI

KIDS PLANET
£1,352,956 SROI

CHRIST CHURCH LIVERPOOL
£584,231 SROI

LEARN MUSIC
£461,235 SROI

HOSPITALITY AS A STEPPING STONE:

ACC LIVERPOOL
£1,168,462 SROI

As we reflect on the impact of our Work Experience placements, it's important to give a heartfelt shout-out to the vibrant hospitality sector within the Liverpool City Region. We'd especially like to give thanks to **ACC Liverpool** who have hugely supported the Work Experience programme throughout the year.

Hospitality isn't just a sector - it's a recurring chapter in the career journeys of countless individuals. From first jobs to invaluable experiences, a significant proportion of the professionals we work with often describe hospitality as a stepping stone that significantly contributed to their skill sets. A massive round of applause goes out to all the hospitality businesses that have provided our students with invaluable placements this year. In the face of challenges posed by the COVID-19 aftermath and the cost-of-living crisis, you've warmly welcomed a variety of Work Experience students. Thank you for your time, generosity, and resilience.

EMPLOYER ENCOUNTERS

Bringing young people face-to-face with the world beyond the classroom has been at the heart of Elevate EBP's mission to **Transform Lives and Create Growth** this year, and the impact of our Employer Encounter events has been huge!

Take a look at some of the impact of these events on the following pages...

> Maxwell Hodge SOLICITORS
>
> "We understand that the support that we, and other professionals, can give at these events in invaluable to students. Our colleagues always enjoy and gain a lot from attending Practice Interview and Meet the Professional Days."
>
> **Kristina Stoddern, Maxwell Hodge Solicitors**

PRACTICE INTERVIEWS

1,266

STUDENTS TOOK PART IN OUR PRACTICE INTERVIEWS THIS YEAR

Our Practice Interview programme is all about giving students a small taste of what their professional life after education could look like. As they say, practice makes perfect, and this programme aims to make the job application and interview process more familiar and less daunting. We'd like to say thanks to all of the professionals who supported the programme this year - generously sharing their expertise and offering kind words and feedback to increase the confidence of our young people.

This year we collaborated with Ark Consultancy to delve into the social impact of our Practice Interview programme. Astoundingly, they found that the Social Return on Investment (SROI) for an individual student participating in just one of Elevate EBP's Practice Interviews is **£9,289**!

THIS YEAR, WE GENERATED A SROI OF

£11,759,874

THROUGH OUR PRACTICE INTERVIEW PROGRAMME!

SAID BY THE STUDENTS:

- "Made me feel as comfortable as possible and gave me insight into what I could be expecting in the future, made me feel less anxious about the idea of an interview"
- "It made me feel more comfortable about talking to a potential employer, I was nervous at first"
- "It has given me a better insight as to what things they [employers] are looking for. It has also increased my confidence when in an interview setting"
- "The practice for an interview was very helpful and I now know how to act in a real interview"

Santander "I love to get involved with practice interviews as it is really important for younger people to prepare for the world of work"

Amy McHale, Santander

"I have been involved for a few years now and I find it so rewarding to mentor the future workforce and I learn from them too!"

Ged Jannsen

MEET THE PROFESSIONALS

Across our various programmes, Elevate EBP has delivered a huge number of impactful interactions between young people and local professionals this year. We've created opportunities for genuine conversations about careers, education, advice, and experiences across our region.

At the end of every Meet the Professionals event, we invite students to share one or two words capturing their experience, and we're consistently delighted and amused by their responses! This year, **Meeting the Professionals was...**

> MOTTRAM DECORATORS "I had his full attention, he was constantly asking questions. At one point, he even explained a situation to another student. He was really keen throughout the process so when he came back to my table at the end, I decided to give him an apprenticeship from September. He was very grateful."
>
> **Adam Comstive, Mottram Decorators**

8,810

MEET THE PROFESSIONALS INTERACTIONS TOOK PLACE THIS YEAR

CAREERS FAIRS

This year, we organised some amazing Careers Fair events, linking students with employers, higher education institutions, further education organisations, and training providers. We've worked hard with our network to ensure that young people are equipped with the knowledge and information they need as they stand on the threshold of post-16 decisions.

2,300

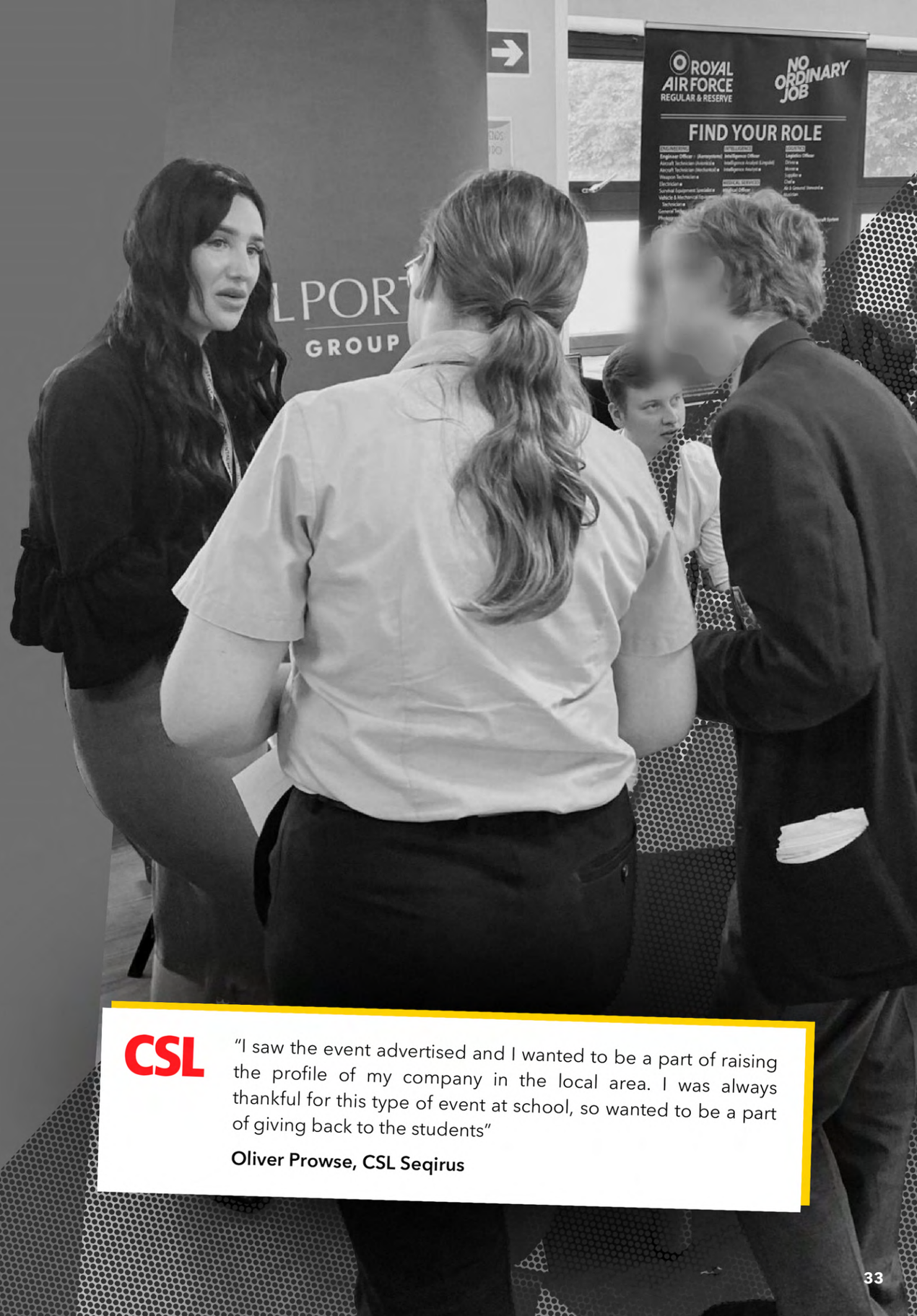
YOUNG PEOPLE ATTENDED ONE OF OUR CAREERS FAIRS

ENTERPRISE EVENTS

Learning through enjoyment runs throughout our enterprise activities and events. This year, we've delivered events such as branding workshops, our captivating 'Bubble and Fizz Bathbomb Challenge', the delectable 'Chocolate Challenge', and our exciting 'What's Your Emergency' days. We've nurtured vital skills through budding entrepreneurship and even a day with a staged meteorite landing in the school playground!

1,766

STUDENTS PARTICIPATED IN ELEVATE ENTERPRISE EVENTS



> CSL
>
> "I saw the event advertised and I wanted to be a part of raising the profile of my company in the local area. I was always thankful for this type of event at school, so wanted to be a part of giving back to the students"
>
> **Oliver Prowse, CSL Seqirus**

INTRODUCING CAREERS IN PRIMARY

“Raising aspirations must start young...”

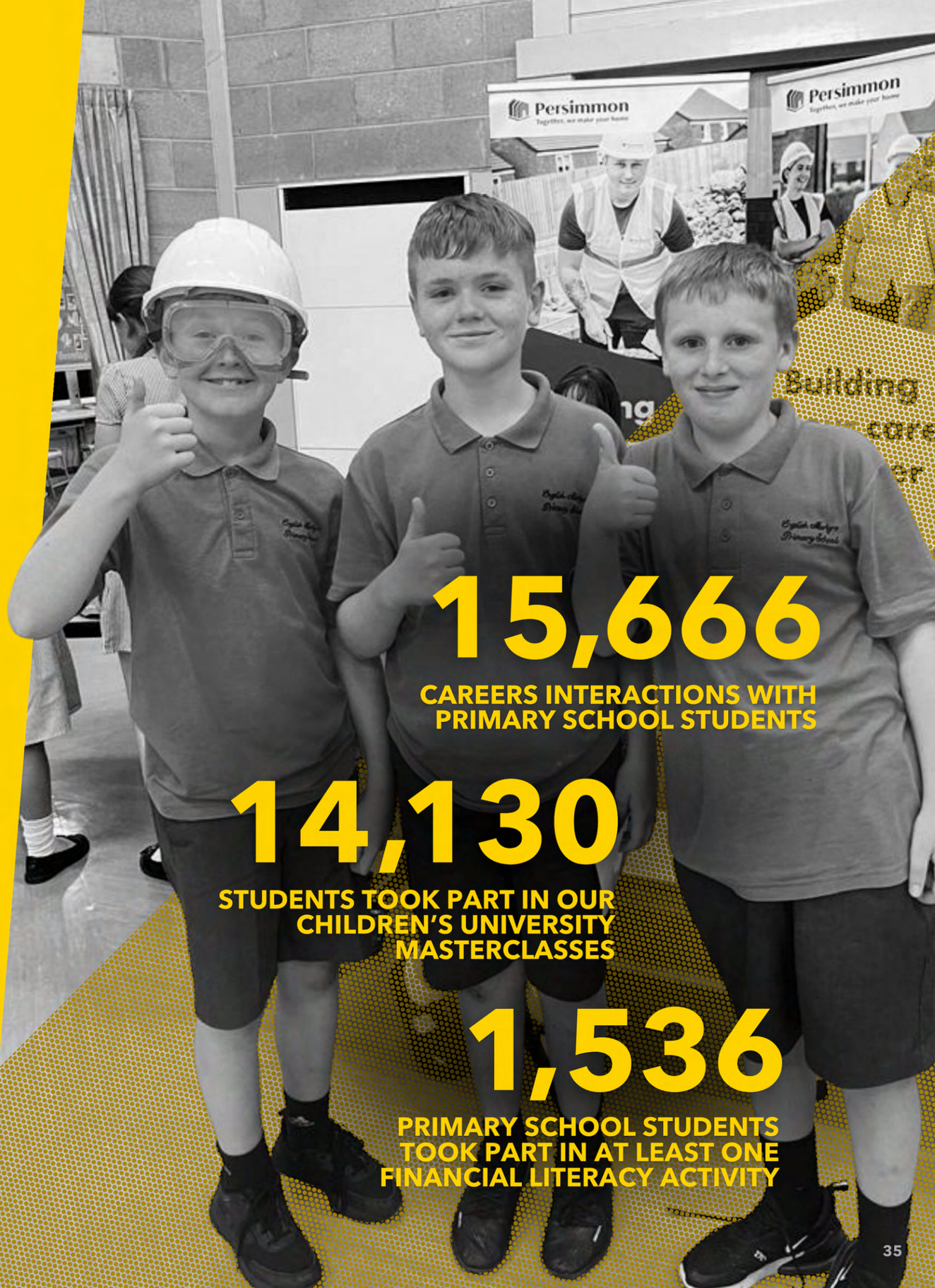
We are exceptionally proud of the developments we have made within primary careers and enterprise over the last 12 months. Supporting local primary schools with aspirational activities has always been part of our offer at Elevate EBP; from the **“Going for Gold”** programme that we ran twenty years ago, to our ever-evolving and successful **Children’s University** programme. We are committed to investing in our young people’s futures!

This year, we completely revamped our primary careers offer, introducing the **“Imagine My Future”** and **“Money Marvels”** programmes to Key Stage Two students. Fully backed and heavily supported by a variety of sponsor businesses, including Costain, Peel Ports Group, The Sovini Group, and Money Saving Expert Charity to name just a few. These two structured programmes of activity explore the gentle introduction of careers education, financial literacy, and real-world maths into primary schools. The response to these exciting pilot programmes has been phenomenal!

We also successfully ran **Children’s University** across Sefton, Liverpool, Lancashire, and Warrington - with another amazing graduation season fresh in our minds. We’ve seen great growth particularly in Liverpool this year, with our young people, parents, teachers, and volunteers really embracing a love of **#LearningForFun**.

I’m very proud to share these pages of Primary impact and celebrate another year of amazing learning! From all of us at Elevate EBP and Children’s University, I’d like to say a huge thank you to all the parents, guardians, teachers, school staff, sponsor businesses, and volunteers who successfully took part in learning activities, after-school clubs, and masterclasses this year! Well done!

Laura Grigsby
Head of Careers Education
Children’s University Manager



IMAGINE MY FUTURE

CASE STUDY: HOLY SPIRIT CATHOLIC ACADEMY

Our **Imagine My Future** programme has had a profound impact on the young minds at Holy Spirit Catholic Academy, in part thanks to the generous sponsorship by one of our Corporate Partners: **The Sovini Group**. This collaboration not only brought the programme to life, but also ignited the spark of curiosity and ambition in the hearts of their Key Stage Two students.

84% ENJOYED THE PROGRAMME

71% LEARNED A NEW SKILL

88% IMAGINED A FUTURE GOAL

CURIOUS TO KNOW ABOUT THE STUDENTS' PERSPECTIVES? WE ASKED THEM ABOUT THEIR MOST AND LEAST FAVOURITE PART OF THE PROGRAMME...

"My favourite part was looking at different kinds of businesses"

"Lots of companies came in and we learned about them and met new people"

"I enjoyed every second of the programme"

"I loved all the different activities"

"I enjoyed every one of them but I think my favourite was the last one as you got to draw and I love drawing"

"Thinking about my future self is exciting"

"My least favourite part was when it finished"

"My favourite part was the budgeting because it will be very useful for when you're older and I found it quite fun too"

"The Imagine My Future programme was well planned, well delivered, and had a real impact on our children's understanding of the world of work. Engaging children with their future at primary school is so important, especially in areas of high deprivation and with high levels of unemployment. There were so many excellent elements of the programme, but one which really engaged the children was the Careers Carousel. The opportunity for them to meet 'real workers' from different sectors sparked their curiosity and made them think of themselves as future builders, doctors, web designers, etc. We would definitely welcome the Elevate team back to Holy Spirit!"

Michelle Forrest, Headteacher at Holy Spirit Catholic Academy

PRIMARY SPONSORS

We've been thrilled at the growing interest in primary sponsorship this year! Elevate EBP's **Imagine My Future** careers programme and **Money Marvels** financial literacy programme offer a unique sponsorship model that includes partnering businesses with local primary schools. We'd like to say a huge thank you to our existing sponsors for their commitment and role in **raising aspirations young** this year.

"Costain are proud to have sponsored the Imagine My Future programme. The quality career-related learning provided exposure to ideas that pupils may not get elsewhere, supporting the children to understand how the skills and knowledge they gain in school will be relevant throughout their life.

Each week the programme introduced different sectors and skills to help broaden their knowledge of the careers that are available and needed today, along with the types of jobs that may be needed in the future. Costain highlighted how engineering careers have undergone changes since the industrial revolution within the practical application sessions which enabled dynamic thinking and teamwork for the children to apply learning in a role, similar to the workplace and becoming a practical achiever."

Helen Cady, Costain

"It has been a great few months working with Elevate EBP and English Martyrs Primary School on the Imagine My Future programme. This has been a brilliant opportunity to share more about Peel Ports and what we do, but also to understand more about tomorrow's workforce, and what their interests are. The engagement and enthusiasm from the students has been excellent, and we look forward to working with the EBP on similar projects in the near future."

Sofie Avington, Peel Ports Group

SOME OF OUR SPONSORS INCLUDE:

LEARNING FOR FUN WITH CHILDREN'S UNIVERSITY!

At Children's University, we are committed to nurturing young people beyond the classroom and it's with immense pride that we reflect on another amazing year of encouraging a **love of learning** that doesn't end at the sound of a 3pm school bell. Once again, we've watched students across Sefton, Liverpool, Lancashire, and Warrington embrace activities that help them develop not only academic skills, but things like teamwork, celebrating victories, and facing setbacks - skills that shape resilience and growth.

348,223

Hours of extra curricular learning has been completed by our students!

19,582

Students from 82 Primary schools took part in the programme this year!

2,541

Children's University students graduated from Year 2 and Year 6 across 25 ceremonies!

NEXT STEPS PROGRAMME

Over the past two years, we've worked with Liverpool City Region Combined Authority Careers Hub to deliver the **Next Steps** programme funded by The Careers & Enterprise Company. Designed to guide disengaged, male students at risk of becoming *NEET* (Not in Education, Employment, or Training) as they approach finishing school at age 16. Next Steps, which began in 2021, has been made up of resilience and employability activities; workplace, and further or higher education visits; employer encounters; careers fairs; exam support; and one-to-one mentoring sessions. This year, as we rounded off the programme, there was increased focus on further education, training, and employment. Next Steps has opened doors to a variety of possibilities for the young people who took part.

We worked with Ark Consultancy to fully understand the impact of this programme as it comes to a close. Their findings *so far* estimated that across the whole programme, we've achieved a huge amount of social impact!

"I'm so proud of how far these young men have come through the Next Steps programme. It's been heart-warming to watch them grow and become more determined to succeed. I'd like to say thanks to all of the organisations, professionals, and employers who have supported the programme over the last two years. Your help in empowering these students has been absolutely amazing. Being a part of their transition from secondary school has been a privilege. I'm excited to see all of the incredible things they'll go on to achieve!"

Claire Cahill, Progression Mentor

SO FAR, THE NEXT STEPS PROGRAMME HAS HAD A SOCIAL RETURN ON INVESTMENT OF

£1,281,746

401
NEXT STEPS CAREER INTERACTIONS THIS YEAR

135
STUDENTS TOOK PART IN THE PROGRAMME

46
EMPLOYERS SUPPORTED THE PROGRAMME THIS YEAR

YOUR FUTURE PROGRAMME

Reducing the number of *NEET* (Not in Education, Employment, or Training) young people is no small feat and this year we've taken significant strides in collaboration with Knowsley Council to combat this issue head-on. Our Employability Programme Lead, Sadie, has been at the forefront of this effort, dedicated to transforming the lives of the local NEET youth and helping them embark on their career paths. Sadie's commitment to these young people has created remarkable outcomes. She guides them through the application and interview process, builds their confidence and self-esteem, and supports their mental health and well-being. Her work goes above and beyond just vocational guidance; as you'll read throughout this section of the report.

"As a careers adviser working on the Knowsley NEET project, my work is one of both challenge and immense reward. Seeing the young people I support overcome personal barriers to move into something positive - be it education, employment, or training - really makes the job meaningful.

I tailor all my delivery and one-to-one sessions around the needs of each individual I work with and provide intense support around building confidence and overcoming anxiety as well as supporting them with mental health issues, including appropriate counselling referrals and supporting them during appointments. I help these young people with applications, CVs, and interview skills to put them in the best position to be successful.

The trusting relationships I'm constantly building with these young people are so essential and I'm so proud of everyone I have supported and worked with this year - I wish them all well in the future with their chosen careers.

I'd also like to give thanks to Payge from The Prince's Trust who has worked closely with me and offered bespoke training to meet some of the individual needs we're faced with. Their Explore Programme builds on a young person's confidence so that they are ready to progress into employment, education, or training on completion of the course!"

Sadie Ody
Employability Programme Lead

SO FAR, WE'VE WORKED WITH 55 YOUNG PEOPLE LIVING IN KNOWSLEY:

36 OUT OF THESE 55 HAVE ALREADY PROGRESSED INTO EDUCATION, EMPLOYMENT, OR TRAINING!

***Map of the Liverpool City Region with Knowsley highlighted in yellow.**

"Working with Elevate EBP has been brilliant - their staff go above and beyond what would be our normal process for engaging with our young people. We are seeing a steady reduction in Knowsley of the proportion of young people being out of education, employment, or training as a result of the work that they are doing with the hardest to reach young people. Elevate EBP are managing to engage young people who have not engaged previously despite numerous attempts and much work being done. They are truly transforming the lives of some of our Knowsley young people."

Paula Murphy, Tracking and Engagement, Education Improvement and Inclusion at Knowsley Council

YOUR FUTURE YOUNG VOICES

Let's turn the spotlight to the true impact of this programme, worded by the very individuals it has touched. Their stories, experiences, and insights speak louder than any numbers we could calculate:

Billy:

"At the start of the year I refused to get a job. I had decided I wanted to stay in bed all day every day, which of course is very unrealistic. Then I was told I had a meeting with Sadie on a random Monday. I didn't hesitate to go off in a rant to my mum about the news and tried shutting the situation down completely, including the day I reluctantly met Sadie. Her cheery personality soon brought me out of my shell. I stayed stubborn, but Sadie slowly took down every shield I held up, until there was nothing left for me to hide behind. It has been much appreciated as she finally got through to me and I ended up getting a job which surprisingly I am still in today. I have gained so much confidence with Sadie and now I see a path and a future I want to take, knowing there are plenty more if another falls through. Sadie's work is amazing, and anyone is lucky to have her support. Her sessions were fun and managed to keep me interested. My parents and I owe her a massive thank you."

Michele (Alicia's Mum):

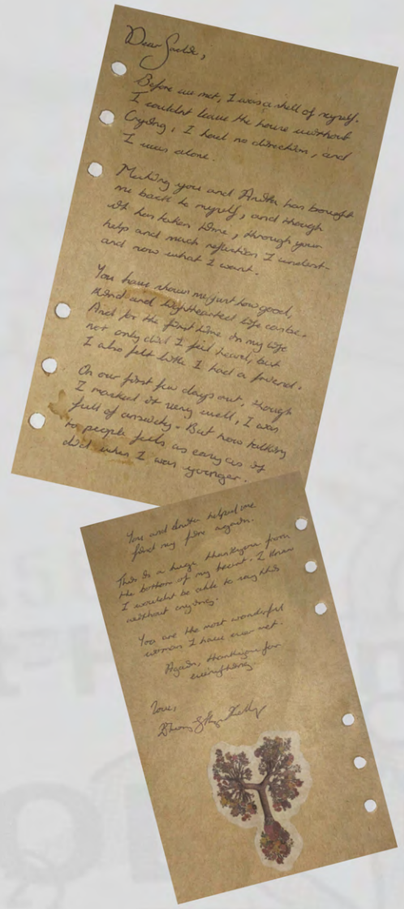
"Elevate has been invaluable to my daughter, Alicia. Sadie, her career advisor with Elevate, has helped Alicia with her courses, she's gone above and beyond in helping Alicia. Sadie is more like a family friend as we know we can pop in anytime for advice on Alicia's career moving forward for her future, which is lovely."

A letter from Ebony:

Dear Sadie,

Before we met, I was a shell of myself. I couldn't leave the house without crying, I had no direction, and I was alone. Meeting you and Anita has brought me back to myself, and though it has taken time, through your help and much reflection I understand and now know what I want. You have shown me just how good, kind, and light hearted life can be. And for the first time in my life not only did I feel heard, but I also felt like I had a friend. On our first few days out, though I masked it very well, I was full of anxiety. But now, talking to people feels as easy as it did when I was younger. You and Anita helped my find my fire again. This is a huge thank you from the bottom of my heart. I know I wouldn't be able to say this without crying. You are the most wonderful woman I have ever met. Again, thank you for everything.

Love,
Ebony



Mia:

"Working with Sadie built my confidence insanely. I went from someone who struggled to leave the house to someone going out every week. Sadie really came through and helped me when I needed it, I can say in full confidence that I would not have been able to make it into college without her support. Working with her was an absolutely amazing experience, you can tell she cares and puts so much effort into the work she does with young people to get them where they need to be."

Daniel:

"My experience working with Sadie has been amazing, she gave me the guidance I needed to get back into education and helped me find a course that was right for me. Before Sadie, I had been out of education for two years, not sure where to go in life, but she showed me the next steps that I needed to take and I'm now on a course that I love doing and not only has she helped me education wise, but with my mental health too. I was struggling badly with my mental health and still do, but Sadie is helping me find support for that and checks up on me daily to see how I am. She has helped me and guided me."

A TIMELINE OF OUR PROGRAMMES

Our programmes can begin supporting young people at the age of five, we then continue providing activities and support throughout a young person's school journey, and into adulthood once they've left school.

OUR PRIMARY ACTIVITIES:

Age 5
Enrolment into Children's University at the start of Reception

Age 7
First Children's University Graduation at the end of Year 2

Age 8 - 11
Gentle introduction to careers education with Imagine My Future.

Age 8 - 11
Gentle Introduction to budgeting and finance with Money Marvels.

Age 11
Final CU Graduation at the end of Year 6, and High School transition activities.

OUR SECONDARY ACTIVITIES:

Age 12 - 14
Early enterprise activities and employer encounter events.

Age 14
Beginning to consider their ambitions, interests and life after education.

Age 15
First Work Experience placement completed.

Age 15 - 16
Practice Interview opportunities and Careers Fair events.

Age 15 - 16
Extended Work Experience placements for specific students.

OUR POST-16 ACTIVITIES:

Age 16 - 17
Transition to further education or training.

Age 17 - 18
Second Work Experience placement completed in Sixth Form.

Age 16 - 18
College Practice Interview, Employer Encounter, and Careers Fair events.

Age 18+
We can continue to provide opportunity to those who are not in education, employment or training (NEET), and also support professionals and organisations to meet their CSR goals and training requirements.

PARTNERS, FUNDERS AND SPONSORS

CORPORATE PARTNERS:

The Sovini Group

Merseyrail

the door creative.

ALLEN & OVERY

COSTAIN

PEEL PORTS GROUP

the MSE charity

Alder Hey Academy
LEARN / SHARE / EXCEL

MERSEYSIDE POLICE

Sandway HOMES

Education Endowment Foundation

children's UNIVERSITY

LIVERPOOL CITY REGION
COMBINED AUTHORITY

METRO MAYOR
LIVERPOOL CITY REGION

Liverpool City Region
CAREERS HUB

THE CAREERS & ENTERPRISE COMPANY

Knowsley Council

Sefton Council

MERSEYSIDE YOUTH ASSOCIATION

Talent Match Plus
This project is part-funded by the European Social Fund and the Youth Employment Initiative

Prince's Trust

WARRINGTON WOLVES
THE WIRE
Charitable Foundation

UNIVERSITY OF LIVERPOOL

Edge Hill University

University of Central Lancashire
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