



the  
**school  
outreach**  
company

# REACH

magazine

A new biannual magazine from The School Outreach Company covering industry news, company updates and more.



SEPT 2022. #1

## A WORD FROM US...

The world of school outreach is a quickly evolving and hugely exciting place to operate. Over the last 12 months, our organisation has gone from strength to strength and we are now gearing up for an even busier year ahead. It is so rewarding to work with our clients, not only promoting their business and career opportunities but working with and supporting students and schools that so desperately need the support we provide. Over the last 12 months, we have successfully engaged over 3,000 secondary schools and colleges and nearly a third of our clients this year are extending the scope of delivery to include primary schools where we are building and delivering STEM based learning to over 1,000 primary schools around the UK.

Based on recent research published by Teach First, young people from disadvantaged backgrounds are still more than twice as likely as their wealthier peers NOT to be in work, five years after completing their final year school exams – Despite the impact we are making there is still so much more to do...

On behalf of our entire operation, we would like to thank our clients for their ongoing support, the thousands of schools and colleges and their respective staff that we work and engage with on a daily basis and ultimately the students that we support – thank you.

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**SAVE THE DATE**

**IMPACT OF  
SCHOOL  
OUTREACH  
WEBINAR**

05.10.22

## UPCOMING WEBINAR

Wednesday 5 October, 12pm-1pm

In partnership with The 5% Club



MARK CAMERON

CEO  
THE 5% CLUB



MATT HIGGINS

EMPLOYER BRAND &  
DEVELOPMENT MANAGER  
BARRATT DEVELOPMENTS PLC



AMY SUTCLIFFE

UTC PROJECTS  
COORDINATOR

## THE IMPACT OF SCHOOL OUTREACH:

### Driving inclusion in your attraction strategy

In this session we will be hearing from a leading early talent employer as well as an employment project coordinator from an educational trust to understand the impact of a positive school outreach programme

[REGISTER NOW](#)



There will also be an opportunity to put questions to the panel



## ANNOUNCEMENT NEW PARTNERSHIP



**As our organisation continues to grow and develop, we are hugely excited to announce our partnership with The 5% Club.**

The 5% Club is the UK's leading employer movement, championing organisations and their commitment to develop and invest in apprenticeship and graduate programmes. With a membership now numbering over 700 employers, this partnership represents a significant opportunity to further raise the profile of school outreach and the positive impact that it has.

The School Outreach Company's Chief Executive commented;

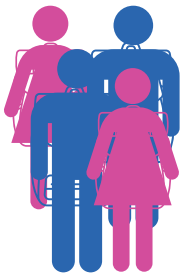
*"Our core mission is to drive greater diversity, social mobility and candidate equity. The opportunity to amplify this cause through The 5% Club and their member organisations is significant and we are looking forward to continuing and championing this cause together."*

[Read the press release HERE](#)

THE NEED TO PROVIDE EMPLOYABILITY SKILLS AND TRAINING HAS NEVER BEEN SO CRITICAL

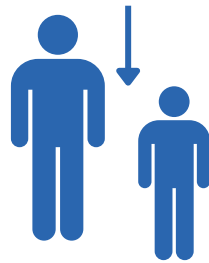


WHY IS SCHOOL OUTREACH SO IMPORTANT?



9.9%

ONLY 9.9% OF YOUNG PEOPLE FEEL CONFIDENT THAT THERE ARE CAREER OPPORTUNITIES WHERE THEY LIVE



1.4

ADVANTAGED STUDENTS ARE 1.4 TIMES MORE LIKELY TO THINK ABOUT HIGHER EDUCATION IN PRIMARY SCHOOL THAN THEIR DISADVANTAGED PEERS

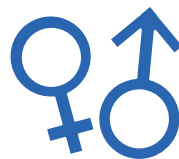


1 : 50

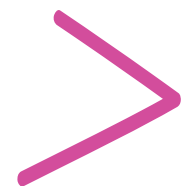
FOR EVERY ONE FEMALE APPRENTICE IN CONSTRUCTION THERE WERE 50 MALES. IN ENGINEERING ITS 1 IN 25 MALE APPRENTICES



29% OF YOUNG PEOPLE FEEL CONFIDENT THAT THEY HAVE THE KNOWLEDGE TO PREPARE FOR AND ATTEND AN ASSESSMENT CENTRE



GENDER, ELIGIBILITY FOR FREE SCHOOL MEALS AND ADDITIONAL NEEDS STILL IMPACTS WHICH CHOICES YOUNG PEOPLE HEAR ABOUT MOST FREQUENTLY



FEMALE APPRENTICES WORK IN FEWER SECTORS THAN THEIR MALE COUNTERPARTS

Information collated from:

ISE graduate and school leaver vacancy survey 2022, Youth Voice Census 2021, National statistics on apprenticeships and traineeships in England published by the Department for Education in January 2020 & The Open University Business Barometer 2021

THERE IS A MISMATCH BETWEEN THE SKILLS YOUNG PEOPLE ACQUIRE IN EDUCATION AND THOSE WHICH THE FUTURE ECONOMY WILL NEED



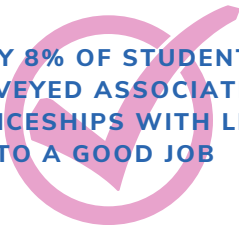
## WHY IS SCHOOL OUTREACH SO IMPORTANT?

33%

OF YOUNG PEOPLE THINK THEY UNDERSTAND THE SKILLS EMPLOYERS ARE LOOKING FOR



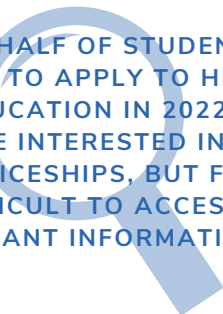
ONLY 8% OF STUDENTS SURVEYED ASSOCIATED APPRENTICESHIPS WITH LEADING TO A GOOD JOB



CAREERS ACTIVITIES HAVE DECREASED IN SCHOOLS IN 2021 AND ONLY 28.5% OF THOSE RECEIVING IT WOULD RATE IT AS EXCELLENT OR GOOD



OVER HALF OF STUDENTS LOOKING TO APPLY TO HIGHER EDUCATION IN 2022 ARE INTERESTED IN APPRENTICESHIPS, BUT FIND IT DIFFICULT TO ACCESS RELEVANT INFORMATION



56% OF BUSINESSES BELIEVE THAT APPRENTICESHIPS AND WORK-BASED LEARNING ARE CRITICAL TO THEIR LONG-TERM SUCCESS

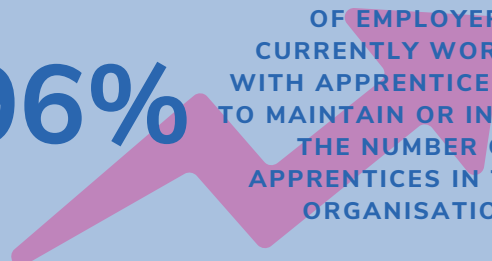


63%

OF ORGANISATIONS ARE STRUGGLING WITH RECRUITMENT AS CANDIDATES LACK SPECIALIST SKILLS AND RELEVANT EXPERIENCE

96%

OF EMPLOYERS CURRENTLY WORKING WITH APPRENTICES PLAN TO MAINTAIN OR INCREASE THE NUMBER OF APPRENTICES IN THEIR ORGANISATION



**Information collated from:**

ISE graduate and school leaver vacancy survey 2022, Youth Voice Census 2021, National statistics on apprenticeships and traineeships in England published by the Department for Education in January 2020 & The Open University Business Barometer 2021





### Experience

We have a network of 350 school liaison officers with experience spanning decades



### Reach

We have mapped over 4,500 schools and colleges throughout the UK



### Bespoke Service

With our knowledge and access to schools, we can build a plan to your exact requirements

## ABOUT US

### We are the UK's leading provider of school outreach services.

The School Outreach Company is the result of several leading organisations joining forces and was built with the simple aim of transforming the way school outreach is delivered.

With a broad portfolio of services coupled with experience spanning back decades, we are now the market leaders both in terms of our reach but also in the variety and array of services we provide.

We align hiring organisations, schools and students for mutual benefit, making immediate and positive effects for local communities and the people within them.

#### Our Vision

To transform the methods and effectiveness of school outreach programmes that not only create heightened visibility but equip and prepare candidates with the necessary skills and awareness to transition into employment.

#### Our Mission

To maximise the exposure and visibility of job opportunities for all school students across the UK, acting as a conduit between employers and potential employees and in so doing, develop fully inclusive and diverse talent pipelines.

## OUR REACH

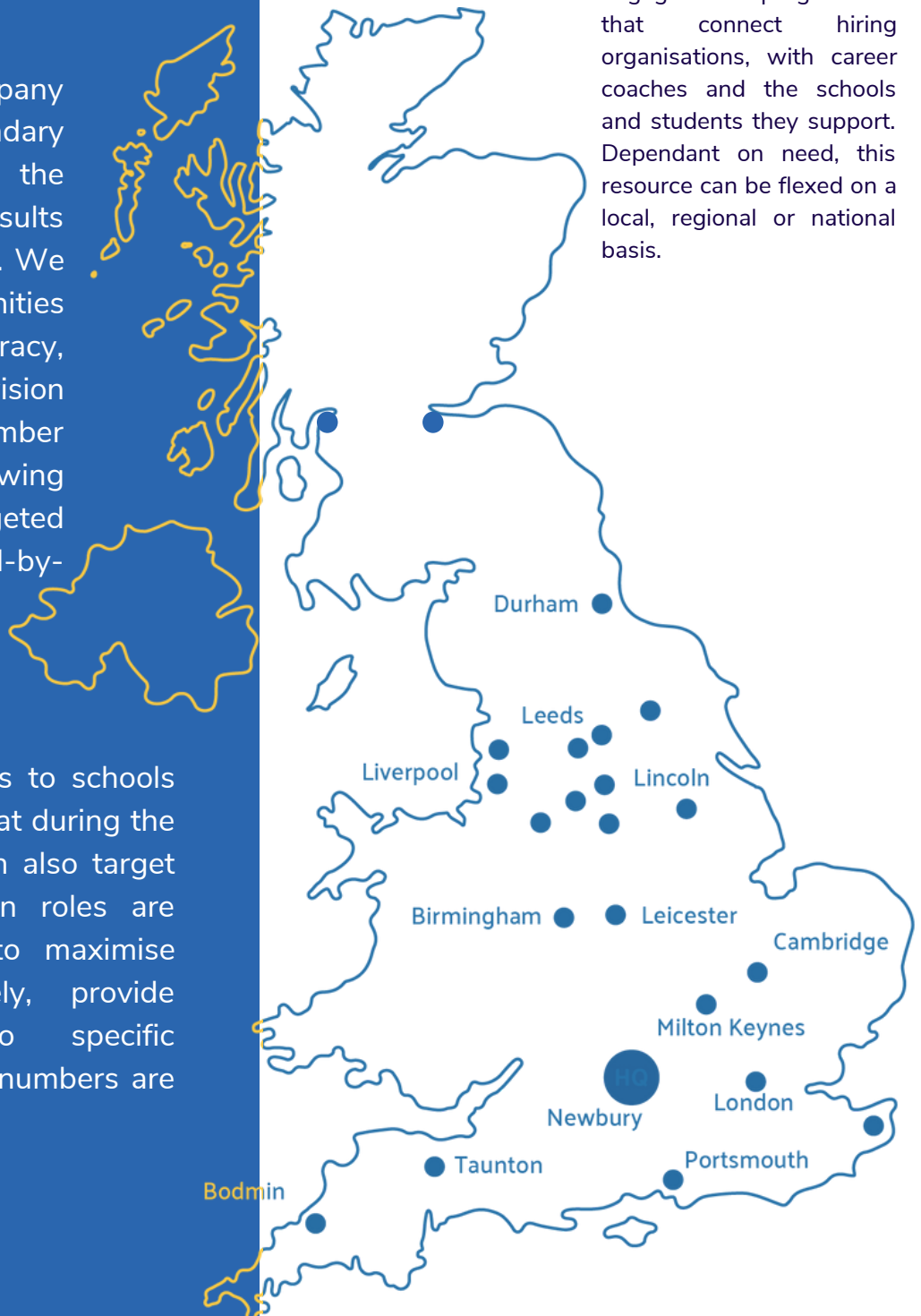
National campaigns delivered at a local level.

The School Outreach Company has mapped every secondary school and college across the UK and can filter the results across numerous data sets. We are able to target communities with pinpoint accuracy, adjusting the level of provision and support based on a number of specific variables, allowing our clients to provide targeted engagement on a school-by-school basis.

Our knowledge and access to schools and colleges also means that during the recruitment stages, we can also target specific geographies when roles are being released, helping to maximise exposure, or alternatively, provide additional outreach to specific communities if application numbers are low.

## NATIONAL NETWORK

We engage with schools, colleges and their communities in locations around the country through one centralised structure. We deliver outreach and engagement programmes that connect hiring organisations, with career coaches and the schools and students they support. Dependant on need, this resource can be flexed on a local, regional or national basis.



## CASE STUDIES

### NESTLÉ

A multi-channel programme was delivered to schools in defined locations across the UK. **98%** of these schools were successfully engaged in the programme- representing an audience of **126,000** yr 12 and 13 students. The project included an extended level of support for candidates from under-represented groups at key stages. **93%** of candidates selected indicated an increase in confidence as a result.



"We have experienced a huge increase in number, engagement, and diversity of applicant and can directly attribute this to our school outreach programme."

"I have applied for other apprenticeships and not had a call like this. Thank you so much!"  
STUDENT FEEDBACK



### BARRATT DEVELOPMENTS

In this campaign **99%** of the 1222 of all schools/colleges within the defined radius of selected Barratt Developments sites were successfully fully engaged in the programme. This enabled a student audience of c. **297,000** year 12 and 13 students to be engaged with.

"We have been overwhelmed with the positivity and feedback from the schools we have been engaging with. Thank you School Outreach Company."

### FIDELITY INTERNATIONAL

Within their Kingswood project alone, **97%** of schools/colleges were successfully engaged in the programme. This enabled a student audience of c. 71,500 year 12 and 13 students to be engaged with.



"The School Outreach Company have fast-tracked school and college relationships across all our UK recruiting hubs. They have significantly raised the profile of our brand attracting higher numbers and greater diversity in our applicants."

"Thank you for sharing information for our young people, apprenticeships are so important. So great!"  
SCHOOL FEEDBACK



### BELLWAY

In this campaign **99%** of the 557 of all schools/colleges within the defined radius of selected Bellway sites were successfully fully engaged in the programme. This enabled a student audience of c. **175,000** year 12 and 13 students to be engaged with.

"The School Outreach Company have mapped and successfully engaged with over 500 schools and colleges that align to our divisional businesses. We are already benefitting from the immediate impact of this and are now busy planning an extension of our outreach programmes."