

# Update from CfLP

- Bright Stars 2021 - How cluster members can help nurture children's entrepreneurial spirit across West Cumbria
- ProjX 2020 - share learning and opportunities for other partners to engage in future ProjX
- Dream Placement 2021 new blended approach to delivery – employer pledge to young people
- Update on PBP virtual volunteering - how we can support your business to develop links with local primary schools



# What is Bright Stars all about?

Bright Stars is a fully project managed scheme organised by Centre for Leadership Performance & delivered in partnership with local businesses  
It introduces Cumbrian primary school children to:

**leadership, entrepreneurship and the world of business**

whilst raising money for charity, winning funds for their school  
and having fun along the way.

It's also a great way for local businesses to forge ongoing links with their local communities, nurturing and developing the entrepreneurs of the future



## Impact ....2020

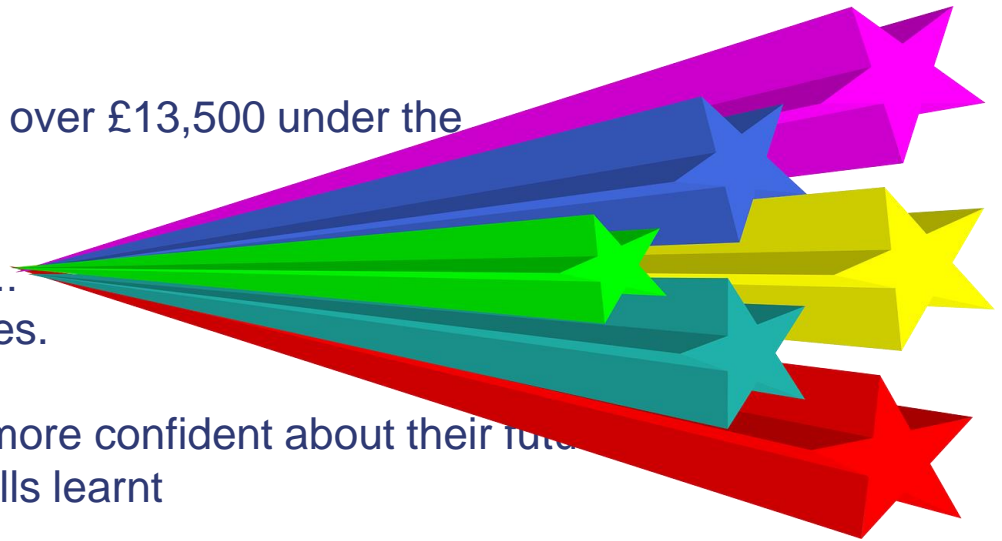
We linked 18 primary schools across Cumbria to 18 local businesses

From start up funding of £900

The school children have generated over £13,500 under the guidance of their business mentors!

Half went to support their schools.....  
and half went to their chosen charities.

Many children now feel braver and more confident about their future  
and continue to use and build on skills learnt



What can we do together in 2021?



## Bright Stars 2021: Adapting our delivery

Bright Stars 2021 may need to become a more virtual experience, but it is essential to continue the competition as a recent report looking at the impacts of COVID-19 on families in West Cumbria found that:

West Cumbria communities .....‘left behind’. This impacts on the aspirations of children and young people as they have limited opportunities for new, enriching and stimulating experiences<sup>1</sup>.

‘missing opportunities ...have been expressed by both children and young people .....to enrichment activities<sup>1</sup>’

In addition, 31% of parents who completed the PBP Home Learning Survey said they wanted more mini enterprise activities to help engage their children during these difficult

References<sup>times</sup><sup>2</sup>.

<sup>1</sup>Child Poverty: The impact of COVID-19 on families in West Cumbria: <https://www.uclan.ac.uk/research/explore/groups/assets/wccpf-child-poverty-and-covid19.pdf>

<sup>2</sup>: PBP Home Learning survey report and raw data: <https://primarybusinesspartnership.org.uk/home-learning-survey-report/>

# Projx – Adapting delivery

- Projx year 10 work awareness was adapted to reflect current working and delivered through MS teams and Zoom. It offered a two-week interactive programme focusing on a multidisciplinary project working with a range of diverse businesses across West Cumbria both large and small/micro.
- Students worked on an exciting project brief which would be meaningful to them, a town regeneration project, with full support from the Centre for leadership performance's experienced team alongside ProjX business partners. Student 'employees' were split into teams to work together on this business project.
- The programme provided students with an opportunity to develop and hone a range of key skills and explore different interests as it provides exposure to a range of businesses including SME's and micro businesses.
- Students develop a number of transferable skills, including communication, problem solving, leadership & teamwork as well as the use of online platforms which have become more relevant to the modern way of working and experience of the different skills and behaviours needed to succeed in delivering successful projects within the nuclear supply chain and beyond
- The programme raises awareness of how collaboration is needed on any project whilst showcasing the different range of roles needed for example HR, health and safety, project management, marketing and communications.

# Projx – The Impact

## For the Students

- **Gain a greater understanding of the range of disciplines and job roles in a workplace, mimicking as far as possible a multi-disciplinary and multi-partner work project.**
- **Gain experience of project management and business functions through real work scenarios.**
- **Further develop skills in problem solving, collaboration, innovation as well as leadership, team work, communication and planning.**
- **Be involved in planning, designing, implementing, presenting and reviewing their project, exposing them to a range of situations, skills and job roles**

# Projx – The Impact

## What our Students have said:

- Working with different companies and meeting new people
- Having all the companies give us feedback was really good
- Great opportunity to meet and work with new people from outside of school,
- Independent project so the students aren't completely controlled by guidelines that teachers have set
- Absolutely great opportunity to meet new people and businesses
- Learning about different jobs and principles
- It helped gain skills and made you more aware of the opportunities
- It is useful for developing your skills such as communication, team work, positive attitude and many more
- lots of help understanding the world of work, beneficial in every way, boosting confidence, boosting knowledge of the workplace and online platforms.

# Projx – The Impact

## Feedback from our Partners:

- Highlights included watching the presentations, working with the young people and helping them develop their ideas, introducing a new way of teaching, being able to work with so many students in one go.

The majority of the responses either agreed or strongly disagreed with the below statements:

- The use of MS-Teams really supported the online programme
- Zoom was a good application to use for the online sessions
- The CfLP staff provided comprehensive safeguarding advice for virtual and online delivery
- CfLP provided excellent communication throughout the programme
- The CfLP team provided good project management though out
- The Projx programme made it easier for our organisation/business to offer these sorts of opportunities to young people
- The Projx programme provided good OR & marketing opportunities
- The student ideas and input will be used to help inform and shape our business activity and plans

All partners who answered the survey agreed that the programme had made a positive difference to their own networking, sense of giving something back, wellbeing and motivations and skills development.



# Dream Placement – Adapting delivery

- The Centre for Leadership Performance, its partners and collaborators recognise that it is now more challenging than ever for students to gain real-world work experience of leadership and the workplace and connect with businesses dialogue.
- It is vital that we engage with and listen to young people who may be unsure about their future opportunities and nurture and ignite their aspirations
- Taking learning from Projx, we are working hard to ensure that by combining real hands on experience and virtual opportunities we can deliver a safe and meaningful Dream Placement 2021.
- Our timeline from September 2020 through to March 2021 remains the same. But there will be significant differences in how we promote Dream Placement, select candidates and how cflp support partners in designing their placements

# Dream Placement – Impact

## Impact on the students

Student evaluations throughout the DP 2020 programme showed the positive impact on the students including:

- There understanding of the career opportunities available to me
- There career choice and knowing how to get there
- Increased confidence when talking to people they don't know
- Increased confidence talking in front of groups of people
- Increased confidence in a leadership role
- Making informed choices about there future
- Being given opportunities to share there wider opinions and views

# Reinvesting .....Cumbria Future Leaders Forum

- Cumbria Future Leader's (CFLF) is an active network for 16-25 year old's and brings together young people who have been involved in the Dream Placement scheme (1700) together with other young people, youth groups and young professionals to grow their own network of support and CPD
- CFL will work collaboratively to broker opportunities and connections between young people, employers and their communities, and co-ordinate existing activity and promote the great work that already exists within
- CFL provides a mechanism by which the youth various boards, groups and networks can interact and coordinate and strengthen the diversity of voice in Cumbria across all sorts of topics.
- Ideas will be driven by them allowing them to set their own priorities and agenda

# PBP – Update

- Now working with 80 schools – focus is on infant
- Looking at building the skills framework into the work we do with schools
- Working with businesses to help support their design and delivery of virtual workshops – looking for ideas we can support you with
- Will be holding CPD sessions with teachers and employers
- Training will be offered and dates will be out soon for anyone wanting to deliver in schools but wanting to gain top tips
- Career cards and career videos are needed and will be used to adapt delivery to virtual in September
- Showcasing different sectors – currently Hospitality and tourism
- Will soon be able to share impact report

# Ways to can get involved

- Could you or your organisation put together a short business quiz
- Could you make a short 5 minute video about your career journey
- Could your teams sign up to our volunteer database and support YP
- Could you offer a Dream Placement to a young person next year
- Could you sponsor a local primary school with Bright Stars
- Would you like to develop your apprentices and graduates , why not get them to support some of this work and get them to join up to Cumbria Future Leaders network
- If you would like any opportunities promoted to young people aged 16 plus please get in touch
- If you would like to support Projx or share learning on virtual work experience we would love to hear from you
- If you would like to support to enhance your work experience programmes we would love to help
- We run mentoring programmes to support those who work directly with apprentices and graduates