

## Powerful Partnerships (PP)

### Delivering EUK Youth Transformation Hubs

#### Part 2: The What and How

EUK has an ambitious strategic plan to create 25 new hubs in selected large towns and cities across the country by 2025. These EUK Youth Transformation Hubs will be power houses for developing high quality employability skills provisions in schools, colleges and universities across their localities.

#### Our Approach

Hubs will deliver our full suite of programmes across the EUK prospectus. All programmes will fall into two distinct strands:

##### Pre-18

The programmes will equip young people in education settings with skills and knowledge needed to thrive in the workplace, make informed and strategic decisions in choosing subject options (GCSE/A Level/BTEC) and think ambitiously about their career paths.

We will offer the complete breadth of our employability skills programmes for delivery in schools, colleges and other relevant settings including Journey to Success (secondary and post-16), Aspirational Futures (primary), Teen Entrepreneur, Personal Development Days and more.

##### Post-18

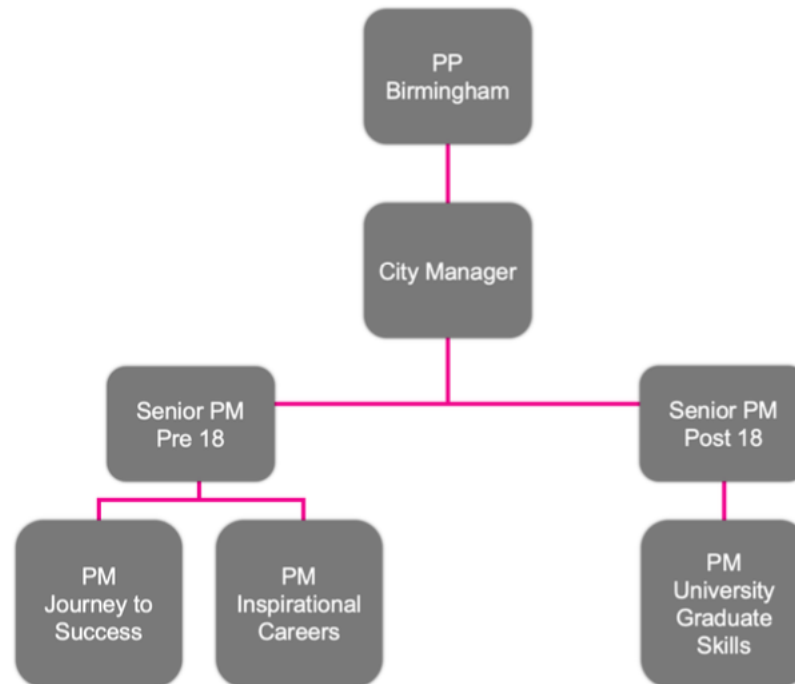
The programmes will equip young people in Universities & FE Providers with the skills, attributes and competencies needed to thrive in the workplace, being successful, productive and creative members of their organisation.

Each Hub will be led by a City Manager that will be 'plugged-in' to local economic development agencies including LEPs (Local Enterprise Partnerships), Combined Authorities and Chambers of Commerce. City Managers will have overall responsibility for the delivery of programmes and liaison with settings across their areas. A structure of Project Managers (PM) as outlined below will oversee delivery on a school level across programmes in each city.

EUK will build strong relationships with these key organisations to help inform our strategy when rolling-out new programmes into carefully selected areas, ensuring we are responding to local need, industrial strategy and issues highlighted by employers and education settings.

Furthermore, we will link to local political and civic leaders to build our profile as changemakers in the Skills Agenda space within each region. This includes collaborating with research bodies such as universities and think tanks, Metro Mayors and their policy teams (where applicable) and third sector advocates like Lieutenants.

## Exemplar Structure



## Funding Routes

The funding streams for Powerful Partnerships will be divided into three separate routes for each city. Each route has been designed to give the charity the best chance of financial success when launching a new Hub, by opening up multiple funding opportunities. In short these consist of:

- Sponsor-led route – EUK will collaborate with strategic partners to identify and build relationships with targeted businesses. Employers who agree to become powerful partnerships strategic partners for their city, will be asked to either contribute monetary resource, or offer in kind support, or provide a mix of both. Our aim is to secure three employers for every six schools/colleges we recruit, raising in order of £15,000 per partner, per city. Employer/School partnership groups will form meaningful collaborations and impact/outcomes will be driven and set by the partners
- Commercial-led route – EUK will select schools in city areas that meet our pre-determined criteria and offer chargeable programmes that meet local need and national careers standards. This will include our full breadth of commercial programmes including Journey To Success, Aspirational Futures and Personal Development Days. Where possible, EUK will seek to build relationships with Multi-Academy Trusts and School Federations, to secure Trust/Federation-wide funding deals to cover a group of schools
- Skills funding-led route – Where we can link into Combined Authorities, we can explore design and delivery of bespoke employment skills interventions to help reduce youth

unemployment, through funds including The UK Skills Prosperity Fund and UK-wide funding bodies such as the National Lottery Community Fund.

The determining strategy to decide which route we use to initiate is based on a combination of factors including, but not limited to:

- Strength of employer partnerships in each city – for the West Midlands, EUK already has established and developing partnerships which we can use to build our support (both financially and otherwise). However, when moving into new regions this may take slightly longer and will need persistent nurturing to develop
- Capacity to build school partnerships – as a new provider moving into a city, we will be strategic about how we approach schools to deliver our commercial programmes including an assessment of local competitors

Initially, it will be a combination of the above strategies as we find our feet and explore what works when breaking into new localities. Our aim is that over time, we can develop our ‘what works’ approach where we have distilled and mastered our strategies enough, to be able to develop Hubs at pace and with efficiency.

## **LOCAL PARTNERSHIPS FOR NATIONAL SUCCESS**