Skills Builder Progressing in essential skills

SMBP are proudly rated Impact Level 4 by SkillsBuilder

HEFE

SOCIAL MOBILITY BUSINESS PARTNERSHIP

2022 IMPACT REPORT





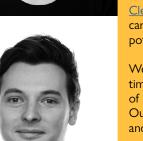












An Introduction from our Board of Trustees

Each year, SMBP works with over five hundred 16-18 year old students from low-income backgrounds across all four nations of the United Kingdom. We enable access to work insight with multiple employers, resilience training and lifetime career mentoring. The model has been developed to encourage collaboration not competition between organisations across the world of business, professional sport and the wider third sector; this is achieved through providing the operational backbone for joint delivery of work experience and ongoing career support. Our unique corporate funding model means we do not pose a threat to other charities funding sources hence we regularly partner (at no cost) with third sector organisations focussed on social mobility including IntoUniversity & the Sutton Trust.

Students attend a Work Insight and Skills week as part of a SMBP facilitated cluster. They spend a day at four different organisations engaging in business simulation activities and skills workshops underpinned by an employability competency framework rated at the highest impact level by the Skills Builder Partnership; their fifth day is spent at a professional sports club (including Manchester United, Ulster Rugby and Arsenal) where students learn about the psychology of resilience and goal achievement models, supported by our sport and business psychology partner <u>Cleartrack Performance</u>. The SMBP alumni (2,000 plus and growing) are then provided with lifetime access to the SMBP App which includes a career mentoring portal and rolling job opportunity notifications from the 161 businesses which make up the SMBP. Hence businesses can reach potential future employees from across the UK (not just where their offices are based) meaning they fish in a talent pool not a puddle.

We pride ourselves on our lean approach to delivery; SMBP only employs three full time staff members and one part time, who in turn recruit businesses, identify and onboard students, book and fund student travel, oversee training of SMBP career mentors, and coordinate the 700 plus volunteers within the participating businesses. Our mission statement is to keep the bar of entry to provision of work experience limited to the cost of lunch and a day of content. We do the rest.

The SMBP model has achieved growth in geographic reach, business partners and student placements year on year since its launch. Our key focus in 2023 will be to continue to expand our presence outside of London and the South East through the creation of new clusters in North Wales and the South West.

> On Behalf of the Board of Trustees. Andrew Garard, Chair











A Message from the Team

Wow, what a year 2022 was! We returned to delivering our summer Programmes in person, increased regional reach with the launch of the Cardiff Cluster in partnership with the Welsh Government and Audit Wales, and continued our growth in both student attendees and business partners bringing on board F1, Cabinet Office, Bupa, and Marsh McLennan to name a few.

This year also saw the launch of our Ambassador Network. A group of Alumni students who have embarked on a developmental programme to allow them to confidently be the spokesperson for SMBP in their school. You can read more about this in the report.

The SMBP Programmes are a true collaboration, which could not be delivered without the support of all our business partners and volunteers. A huge thank you to everyone who has supported us to date.

2 Clarkson

Barry Matthews Founder

Jessica Clarkson Programme Director

RTAL

J. Ennett.

Tabithe Carrington Tabitha Carrington

大成DENTONS

SQUIRE

PATTON BOGGS

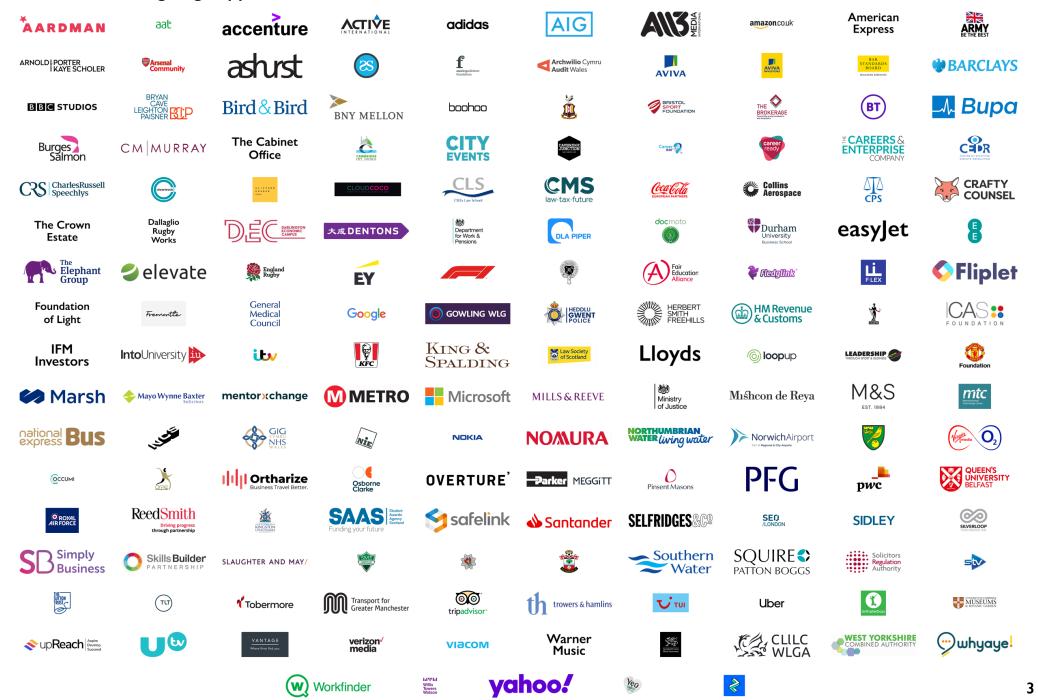
Rose Firth Head of Operations

lade Emmett Senior Operations Executive

Student Sourcing Manager



Thank you to our participating and student sourcing partners for their ongoing support

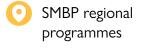


2022 Programme Locations

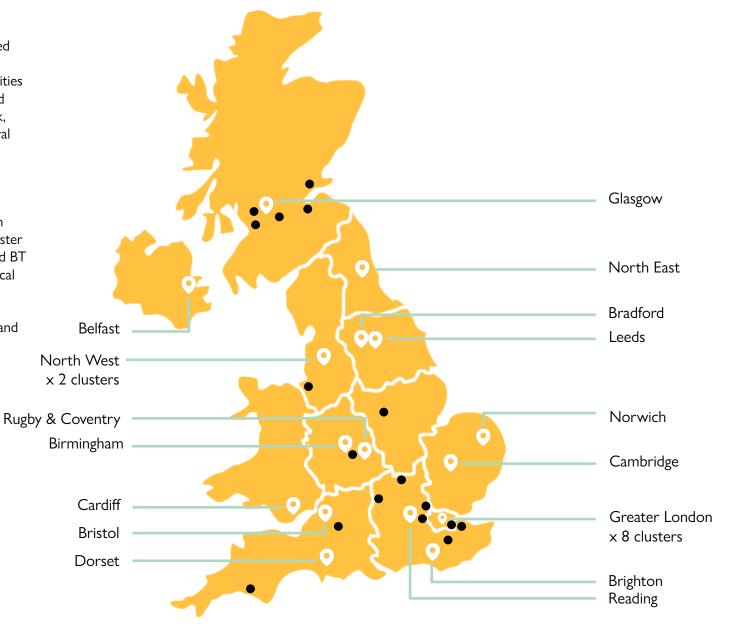
In 2022 SMBP and its partners delivered over 500 weeks of student placements across England, Northern Ireland, Scotland and Wales. We delivered Programmes in 17 towns and cities with local employers, for students living in those towns and cities and the surrounding areas. In addition, we delivered our National Online week in the Easter term break, providing the opportunity for students in more rural areas of the UK to take part in our Programmes.

We were thrilled to launch our Cardiff cluster in partnership with Audit Wales and the Welsh Government. The full details of this can be found in our Case Study. We also reintroduced a Belfast cluster with the support of EY, Herbert Smith Freehills and BT following the pausing of work experience by the local authority during the pandemic.

We look forward to expanding into North Wales and the South West in 2023. Watch this space!



 Home regions of the students who participated in the National Online Week



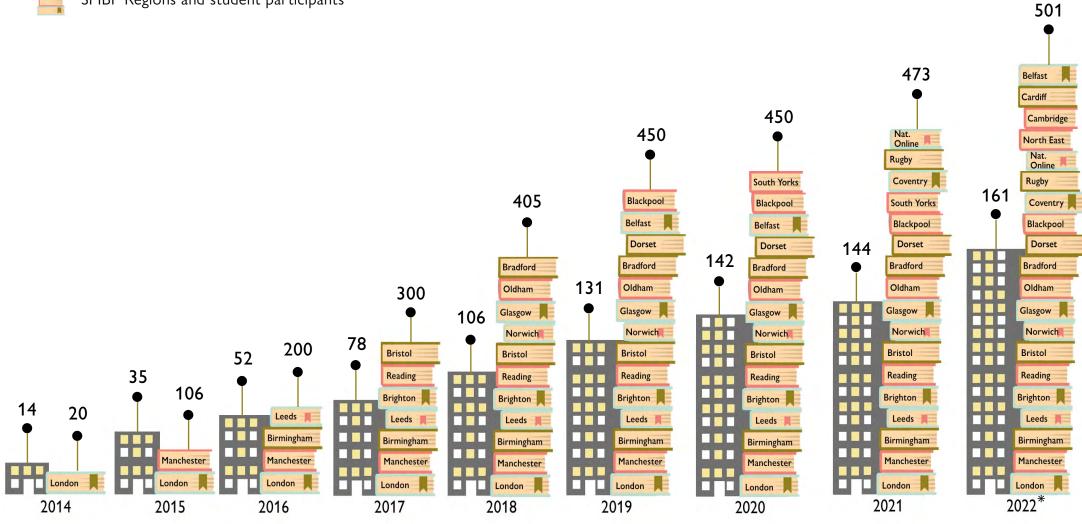
Our Growth History

Key

Participating organisations

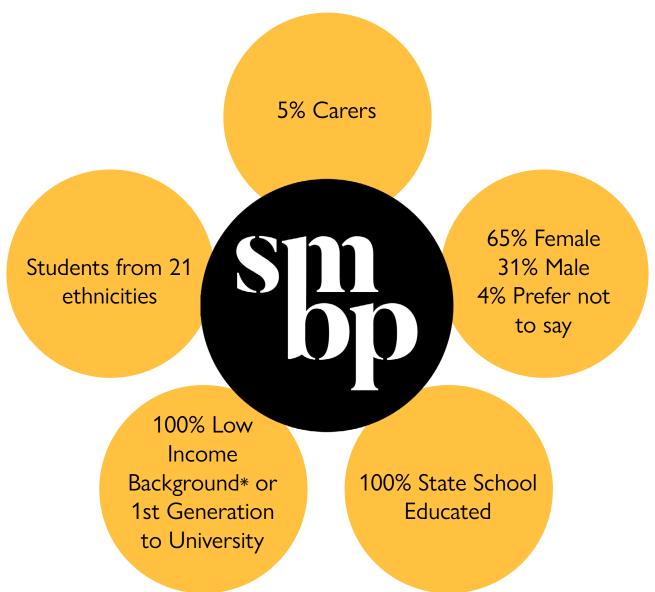


SMBP Regions and student participants



* Including the newly launched Ambassador Programme

2022 Student Participant Breakdown



* Have been eligible for free school meals, or live in a postcode with a Quintile 1 POLAR rating, or live in a postcode which has a Cat. 4 or 5 ACORN rating, or gross household income 6 is equal to or less than the average household expenditure for that area.

Programme Delivery

Student Feedback

At the end of each SMBP Programme, students are invited to provide feedback by completing a post programme survey measuring their overall experience. After 2022's feedback, we saw that students confirmed the following:



of students said they would recommend the SMBP Programme to other students



86%

of students rated their SMBP week good or very good



of students said they have a better or firm idea what they would like to do for a job/ career in the future

Programme Delivery Student Feedback

When thinking about what you have gained as a result of the SMBP week please rate the following statements:

I am aware of how a business operates & what they are looking for in employees



95% of students agree

I have come away with relevant experience that I can include in my CV and talk about in interviews



91% of students agree

I have learnt about practical things I can do to help me reach my career goals The experience will strengthen my personal statement for applications, e.g. to University



89% of students agree



91% of students agree

When thinking about what you have gained as a result of SMBP, how do you now rate yourself against the following:

Your understanding of the different career opportunities available to you within the organisations which hosted sessions



97% rated their understanding good or very good Your understanding of the qualifications and skills needed to get a career in Law



91% rated their understanding good or very good Your understanding of the qualifications and skills needed to get a career in Finance



65% rated their understanding good or very good Your motivation to achieve your career goals



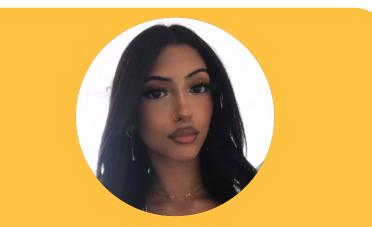
98% rated their improvement good or very good

Post Programme Competency Survey

Student Improvement

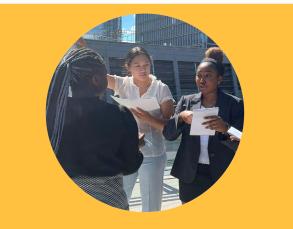
This year, we worked with Skills Builder to introduce a Pre and Post skills questionnaire which allowed students to benchmark their ability in our key competencies before and after the programme. The students were given a series of statements and asked how often they did each. Each answer is attributed a numerical score with the lowest frequency earning 1 point and the highest earning 4. This allows us to understand how much students are developing their competencies across the SMBP week. The results were as follows:





"My experience with SMBP is something in which I am so grateful for. The chance to work with companies like Provident, HMRC, Santander, & PwC enabled me to improve my confidence through group tasks, presenting in front of people, and the chance to debate. I have used these skills in presenting debates for my college courses, and also university interviews. In my personal statement for universities, I talked about my experience in SMBP, and the amazing opportunity of being an Ambassador. Following this, I received interviews for all of my desired five choices! SMBP has broadened my horizon for future aspirations in business, but also marketing opportunities and how I can interlink business with nursing, through professionalism."

Zaiba, Bradford Cluster



"During my week, we visited various businesses giving talks including Northumbrian Water and Accenture. I found the Accenture session quite eye-opening as it made me realise that a career in IT is something that I might consider in the future. SMBP's mentoring platform was really helpful when finalising my personal statement as I was able to ask for advice from business professionals. Most importantly, the opportunities that SMBP recommend via email have had the biggest impact on me. I was able to apply for a bursary scheme, which I would have never been aware of if I didn't get that email. Following my application, I have been successful, and this will definitely impact me as it will make University-related costs less over-bearing."

Tonaya, North East Cluster



"Each day I was granted the opportunity to learn some fundamental transferable skills as well as some valuable comprehension of individual businesses. The practical challenges that we had to overcome on a daily basis exceeded every expectation I may have initially had. This great exposure ensured that I was considering some areas of Legal Practise that I may not have even known existed, let alone considered progressing into. I am extremely fortunate and thankful to have been able to listen to so many inspirational career progression stories. It really reiterated the importance of schemes such as the ones provided by SMBP as many of the highly successful people that I had chance to meet came from numerous backgrounds."

Alexandra, London Cluster 5



"I took part in the SMBP programme to see what happens in a law firm and to get a taste of what the work involves on a personal level. The week was very positive overall, all of the locations were great and the days were informative. It was also great to network with people since it isn't an opportunity I get often. Before the work week I had no clue what I was going to go on and do after school but the people I spoke to during the week convinced me to consider studying law and potentially coming back for work experience. Because of this I am applying to study law at university next year with the intent of eventually working my way into a professional rugby club's legal team."

William, Glasgow Cluster



"Originally, I decided to apply to SMBP because I was turned away from another opportunity and I was unsure of my career & academic choices. I knew I wanted to go to university and I saw how SMBP helped people like me. From visiting Osborne Clarke, Burges Salmon, TLT, I have more clarity in what I want to do in my career. SMBP has helped me with my confidence

in negotiations, debating, presentation skills, and interviews. I've also been successful in becomming an SMBP Ambassador. It has also given me confidence in knowing there is a place in magic circle law firms for people who come from a background like mine. Law is a constantly changing concept of humanity, and it should be representative of the society we live in."

Daisy, Bristol Cluster



"SMBP offered me work insight at businesses I could never have dreamed of visiting, with all costs covered! This meant that I had the chance to experience the law industry without needing family connections. I visited Arsenal, ITV, Kingston Upon Thames Council, Google and King & Spalding. I got to learn about each business and take part in different tasks with other students, as well as office tours and Q&As that really helped me understand more about each company. I feel a lot more confident in networking and team working after taking part in the week. The experience and skills I have gained mean that my CV and future applications will stand out, and has already helped me to apply to widening education programmes and scholarships successfully."

Izi, London Cluster 7



"I took part in the SMBP week through the Access Ashurst programme. I wanted to apply because it felt like a once in a lifetime opportunity. The thought of going into huge businesses and learning about how they operate was something that initially got me interested. This experience was invaluable as an aspiring solicitor. Not only this, everywhere we went was so diverse which was lovely to see & the places we went to really made us feel involved. I particularly enjoyed the negotiation task at Amazon and the Dragons Den pitches at Uber. I've gained so many transferable skills from this experience. My weakness was communication but SMBP has enabled me to work on this and boost my confidence."

Nadeem, London Cluster 3



"The week was spent with a fantastic range of businesses that holistically developed my experience within various firms. The highlights of my week included learning about the nuances of practising law in-house vs in private practice with Aviva, learning about the 23 departments within the Ministry of Justice and their presentation about the Legal Aid Agency, as well as negotiating a mock deal between an agent and celebrity to create a new TV show with ITV. Thank you so much to SMBP for the fantastic week. A huge thank you to Clifford Chance as participating on the ACCESS programme enabled me to be on the SMBP week."

Ana, Leeds Cluster

Participating Business Partner Testimonials

"We are incredibly grateful to SMBP for allowing Bupa to be part of the amazing work you do. It was our first time hosting an Insights Day and we found the students to be bright, thoughtful and enthusiastic. Working with the SMBP team has been great – everything has been well organised and the communication seamless. We had an amazing response to the initiative from our Bupa volunteers – with over 20 people wanting to get involved, which is reflection of the important work that SMBP does. All of our volunteers really enjoyed their time both preparing for and helping out on the day – with a number of people saying it was the highlight of their year! We hope that this is the start of a long relationship with SMBP!"



🝌 Bupa

- Samantha Wharfe, Head of Legal, Bupa



trowers & hamlins

"Trowers & Hamlins LLP's Manchester office hosted our first SMBP Insight Day in July 2022. The students were engaged and interested in learning more about the legal profession and asked lots of questions on the day. They seemed to really enjoy the negotiation workshop and worked well in their groups to make the most of the session. We were grateful to have the opportunity to host the students and will certainly look to continue our partnership with SMBP going forward. The team at SMBP were great to work with and made planning our day as part of the students work experience week with the other business partners very easy."

- Aisling Chilton, Associate, Trowers & Hamlins LLP

Participating Business Partner Testimonials

"The adidas UK Legal team are really proud to support the Work Insight & Skills programme as part of SMBP each year since 2016. As a group we really believe in SMBP's mission and recognised that access to relevant professionals and inspirational workplaces for people who might otherwise not have such access can be a huge driver for social mobility. We enjoy playing our small part in hosting our annual cohort and testing ourselves against their keen questioning, high energy and quick wits!

Whilst over in adidas HQ in Germany, I attended some workshops provided by one of our panel firms. Following the workshops I was speaking with one of the presenters/facilitators from the firm and, as they were based in Manchester, I asked if they had visited the adidas UK office. They proudly told me that they had visited but not in their current role - they had in fact been there as a teenager as part of an initiative called SMBP and had attended the adidas office in Stockport as part of one of the commercial days from the Work Insight & Skills programme. It was great to hear her talk about SMBP and what she did on the day with us, and in particular that she was proud that she had attended as teenager and now here she was working in a law firm leading a workshop for us at our Global HQ.

A great example of things going full circle."

- Alex Herrity, Director - Legal Counsel, adidas



adidas

Student Sourcing Partner Testimonials

"Every aspect of the SMBP work experience programme was excellent, e.g. from the initial planning, companies, staff and activities involved to the whole student experience. This has been a really welcome opportunity for the N. Ireland students who were involved and who are now much more confident in their own abilities, have built personal and professional networks and have been introduced to a world of business that they knew nothing or very little about. I look forward to working with SMBP in the future."

- Tony Madden, Regional Manager Northern Ireland, Career Ready









"We have been delighted to continue to work with the SMBP to provide our students with an engaging, insightful and interactive summer placement. In 2022, our students had the opportunity to attend insight days with a number of high profile local employers, enabling them to gain transferrable skills, experience and increased confidence. The scheme provides students with an opportunity to broaden their horizons and to discover potential career opportunities in a range of sectors and professions. We are very grateful to the excellent team at SMBP for the work they put in to organise these events and look forward to encouraging our students to continue to apply in the future!"

- Catherine Bates, Teacher of History & Law, East Norfolk Sixth Form College

Student Sourcing Partner Testimonials

Each year, Oldham College collaborates with SMBP to provide our students amazing experiences that they would not otherwise be able to take advantage of. Our students have the chance to put into practise some of the knowledge, skills, and behaviours they need to be job-ready by meeting professionals and experiencing life in these multinational organisations. As a result, we see an increase in aspirations among our students, which often gives them the courage to apply for jobs they might not have previously considered.

Two of our students applied for degree apprenticeships at PwC last year after completing the SMBP week in the summer. Additionally, two students took on the role of SMBP ambassadors, which they never would have imagined doing before participating in the SMBP week.

At the College, we think that employer involvement is essential to our students' development, and it is incredible to see how our students have responded to the SMBP over the last few years. Given that the majority of our students come from disadvantaged circumstances, this kind of opportunity really does change our students' perceptions, broadens their perspectives on the working world, and raises their aspirations. I would 100% recommend getting involved with the Social Mobility Business Partnership.

- Lee Harland, Work Experience Team Leader, Oldham College



New Cluster Case Study Cardiff

We were thrilled to launch our first Cluster in Wales this year in partnership with Audit Wales. The Cluster was delivered in Cardiff and was our first Public Sector focused Work Insight and Skills week. Successful student applicants attended days delivered by Audit Wales, NHS Wales, Gwent Police, Welsh Government and the Resilience and Goal Planning Day, delivered by the SMBP team. Feedback from the students and partners was overwhelmingly positive. We look forward to delivering the Programme again in 2023!



I was delighted to be able to be cluster lead for the first SMBP cluster in Wales. The cluster had taken a long time to bring to fruition as COVID had impacted on the arrangements, so were delighted to be able to launch the event in July 2022. While we were told that student sourcing in the first year would always be difficult, we hadn't appreciated quite how difficult. We were initially disappointed to only have 7 students at the event. But we needn't have worried. What was a small number was more than made up in the student's commitment, energy, enthusiasm and willingness to throw themselves into every activity. There is no doubt that the students make the event and those we were lucky to welcome to the Cardiff cluster made the event a very special one.

I have worked with accountancy trainees and apprentices for over twenty years, but I was blown away with the enthusiasm and commitment the young people attending this programme had. They threw themselves wholeheartedly in to the programme and I can only thank them for making the event so successful. The programme is aimed at inspiring young people, but it was they who were inspiring those of us running the programme. I can honestly say it has been a privilege to be part of the programme and if what we saw over the course of the week is anything to go by, those young people have exceptional careers ahead of them.

- Ann-Marie Harkin, Executive Director - Audit Services, Audit Wales

18

With thanks to the following organisations for their contribution throughout the week...





Formula 1 Case Study London & Brighton



Formula 1 was thrilled to join SMBP as a partner in 2022, hosting two workshops as part of the Brighton and London summer clusters. The workshops gave students the chance to develop and apply some of the key skills that underpin the SMBP programme: critical thinking; problem solving, resilience, teamwork and communication.

There were many excited faces greeting us at Reception as students were met with a life-size model F1 car as they hopped out of the lift. But there were just as many who weren't familiar with the sport of F1 – and the workshop was designed to be accessible to F1 fans and newcomers alike. The first hour of the day prompted students to answer the question: what makes a successful Grand Prix? The cohort split into groups, as they set about making a series of business strategy calls for their chosen bid location.

It was incredibly rewarding seeing each group come together for the final part of the day: pitching their bid location to our panel of judges. Before our very eyes, students seamlessly morphed into CFOs, General Counsels and Heads of Sustainability, delivering concise, engaging and persuasive pitches. We marvelled as one of our poker-faced teams expertly explained the feasibility of their chosen marketing strategy for a Moroccan Grand Prix – a camel racing support series.

We are so grateful to SMBP for providing us with the opportunity to host such a group of motivated, smart and ambitious students. Jess Clarkson and the wider SMBP team have been fantastic to work with from the moment we decided to join as a partner. Jess's words of wisdom on developing and delivering an engaging workshop were particularly invaluable. We're looking forward to deepening our partnership with SMBP in 2023 as Formula 1 becomes SMBP's latest Funding Partner.

- Alex Edminson, Senior Counsel, Formula 1

TOTA REPITS PAR

Ambassador Network

This year we launched our Ambassador Programme. Every student who completed a Work Insight & Skills Week with us in 2022 was invited to join this exciting year-long programme of professional development. We're delighted that 56 students applied for this voluntary role.

Our Ambassadors attend monthly meetings with their group of 3 - 5 fellow Ambassadors to build their presentation skills and public-speaking confidence. They are also invited to monthly Masterclasses on topics such as "Public Speaking Tips and Tricks" and "Developing Engaging Design Skills".

Student Ambassadors have a diverse role, which includes:

- Sharing the skills, knowledge and experiences that they gained on your Work Insight & Skills Week with other students at their school, clubs and social groups. This could be through assemblies, small presentations and/or any other means.
- Attending future SMBP Programmes and events across the country as a representative of SMBP, talking about their experience of the programme and building their professional network.
- Thinking creatively about how SMBP can inspire other young people.

We encourage our Ambassadors to be creative in how they spread the word about the SMBP Programme, whether that's setting up a film screening, speaking in assemblies, co-leading skills sessions or peer-networking events.

Our Ambassadors are all supported by a "Buddy". Buddies are members of our Alumni Advisory Committee who took part in the SMBP programme themselves a few years earlier. Buddies organise monthly catch-up calls with their group of 3 - 5 Ambassadors to help the them develop personal goals and to guide their development. Our Buddies are all fully DBS checked and have received SMBP Safeguarding Training. They are also invited to attend leadership training and additional opportunities to support them in their role.

We look forward to seeing the SMBP Ambassadors develop further into their roles in 2023, and are excited to offer this programme to future alumni in years to come.

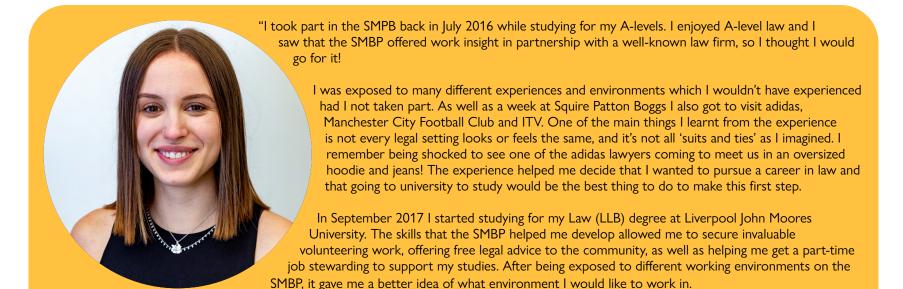


BECOME AN AMBASSADOR





SMBP Alumni Where Are They Now?



I graduated with first-class honours in my law degree in May 2020, which successfully allowed me to enrol on the Master of Law programme at the University of Manchester. Between starting my master's and finishing my undergrad I landed a job as a registrar at Trinity College London. Once again, the skills which SMBP helped develop allowed me to be successful in the interview for this role, showing how transferable some of the skills which I learnt are.

After this role, I then started my Master of Law at UoM, where I met DWF and the team which I am now part of after they did a guest lecture and offered some work experience. At the end of my work experience, I was given positive feedback about the way I worked and the ideas that I came up with, so much that a few weeks later they offered me a job! Since October 2021, I have been an Innovation Manager within the Innovation and Ventures team at DWF. In December 2022 I got the amazing opportunity to deliver a workshop at adidas headquarters in Germany. The experience is something that I will never forget, and I find it crazy that at one point I was an A-level student visiting adidas during my Work Insight week, and now I have delivered a workshop to a big part of their legal team.

Thank you SMBP for the experience you gave me so early on and for helping me take a step forward in starting my legal career!

- Katy Sidebotham, Class of 2016

SMBP Alumni Where Are They Now?



"When I was growing up in rural Wales, I was told at the age of 13 that I was too poor to go to university having been brought up in a single parent household. I was told to think of something else. How did I react? I got a job in a Chinese takeaway and in a cafe when I was 13 to save money to go to university.

I looked for every opportunity to learn more about university and attended a range of summer programmes such as the UNIQ summer school at the University of Oxford, the Seren Network's Jesus College Oxford programme, and The Sutton Trust US Programme.

I started thinking about future careers and participated in the Social Mobility Business Partnership and the Social Mobility Foundation schemes.

Participating in the summer schools and professional programes helped me to realise that people from single parent households can attend university, have the confidence to apply to university, & to believe in myself.

I'm so grateful to the social mobility programmes. These programmes gave me the confidence and the belief that I could go to university. They gave me the confidence to apply to study at Sciences Po. Studying at Sciences Po changed my life. Not only am I the first member of my family to have a bachelor's degree - I'll also be the first member to hold a master's degree.

Miracles do happen. You just need to believe in yourself."

- Elin Roberts, Class of 2018

SMBP Alumni Where Are They Now?

Law

"My time participating in the SMBP programme was an enriching and eye-opening experience. Up until that point I hadn't truly considered the kind of work that goes on in and around law firms and other organisations. It was an experience I will forever be thankful for being able to attend and would recommend it to any other young aspiring lawyer or businessperson. Not only did the week I attended give me insight into the legal and business world, but it also opened and started my networking journey into the legal field, which I have learned is a vital part of this career field.

In the beginning it is hard to find to your feet in the professional world, particularly from my background, but his opportunity helped me get my foot in the door and begin my networking journey with other businesses and aspiring lawyers. It was a great opportunity to work with a vast amount of people, all from different backgrounds and to be able to pick the brains of people who have years of experience developing and using key skills and business practices. The project was also very humbling and motivating. It's easy to be told you cannot do something coming from the world I live in, and it's even easier to believe that, however, during the process we got the chance to speak with lots of people within the

businesses and realised many were from different backgrounds, people who also had been told they wouldn't achieve their dreams because of their culture and upbringing. Yet, here they were in front of a group of students showing us no matter where you're from, you can make it if you put in the hard work and follow your heart. This inspired the fight within me to pursue my goals and dreams.

The programme also helped to develop key skills around team working, critical thinking, deeper analysis of facts and most importantly, it helped to build and work on my confidence talking in front of people. These skills were mostly pre-existing however during the process they were refined and developed. My time involved with the SMBP programme also polished my people and professional skills.

I will always be extremely grateful for the opportunity and have learnt and experienced things I will carry with me through life, no matter what career path I wish to go down. I am currently working in children's legal services and use the skills I developed on a daily basis."

- Hannah Butterworth, Class of 2021

A message from the SMBP Patrons...

A huge thank you to everyone involved, bring on 2023!



Martin Lewis OBE Money Saving Expert



Helen Mahy CBE Non-Exec Director, SSE plc and Equality & Human Rights Commissioner



Baroness Prashar of Runnymede CBE House of Lords



Mark Soden Managing Director, Cleartrack Performance



Copyright © 2023 – Social Mobility Business Partnership is a registered trademark belonging to Social Mobility Business Partnership (Charity 1174309).