

In the future, where will you find the skills your business needs?



skillstree

Preparing young people for working life





“Allens Garage in Tadley treated me like an adult. They made sure I understood everything and that I was working in a safe environment. They advised me on what courses to do. They made me feel like a mechanic.”

Student



Preparing young people for working life

Introducing Skillstree - a new initiative to raise the skills and aspirations of tomorrow's workforce

Every year, millions of young people take their first steps into the world of work. Unfortunately, many are ill equipped and under prepared for the journey they are about to take.

Some lack that all-important 'can-do' attitude. A few struggle to get their point across. Others find it difficult to work as part of a team.

The fact is, the lack of employability skills in young people is an increasing concern for business owners.

Skillstree is here to make a difference. We want to turn those important first steps at work into a positive experience by ensuring that young people are 'work ready' and empowered to be the best they can be.





Empowering the future workforce of Basingstoke and Deane

Though lack of employability skills is a national problem, the focus of Skillstree is solely on Basingstoke and Deane.

We know there is an important job to do here. At the Basingstoke Consortium we've focused on this issue for 25 years and the area has benefited in many ways.

Thanks to this work, we've built strong partnerships with local schools and colleges. The introduction of Skillstree will cement these partnerships and ensure that young people have the best chance possible to engage with the world outside the classroom.

Equally important, we want to empower local businesses and decision makers. We think it is vital their needs and requirements are better met in the future.

Skillstree bridges the skills gap

We make sure young people are aware of what's out there and the choices they have. We get them excited and motivated about working life. We open their eyes to different opportunities, help them make decisions, and turn them into the kind of people employers want to employ.

This happens in a number of ways. For example, we arrange 'taster' visits to different businesses or organise workshops - including sector-specific days for areas such as financial services, engineering, retail, health, IT, law and science.

We invite inspirational people to pass on their passion and describe their achievements. Apprentices come along to talk about the problems they faced when starting out, and we also offer invaluable one-to-one business mentoring.

We provide young people with work experience so they get a true picture of the workplace. We arrange networking opportunities and we give Basingstoke schools the chance to compete in our Skillstree business challenge.



Put it all together and you have a programme that encourages and motivates young people to start thinking about their future and the opportunities ahead - and a programme that supports the future of local businesses.

Bringing real benefit to your business

Today's young people are your future workforce. Skillstree will help you raise the standard of your most important business resource.

And that's not all. By taking part, you can raise the profile of your organisation and show your commitment to the local community.

You will also gain valuable employee development opportunities, build stronger teamwork, enhance communication, and improve project management skills.

Yes, Skillstree is about building the future for young people, but make no mistake - it's a great way to enhance your business skills as well.

Play your part in Skillstree

Skillstree is an important new initiative for Basingstoke and Deane and right now we need as many companies involved as possible - both large and small.

To suit the size of your business we've created a choice of four ways in which you can participate - as the Platinum sponsor, or as a Gold, Silver or Bronze sponsor.

We've kept costs down to a minimum. In fact sponsorship starts from just £1,000 per annum and opens the door for 20 young people to gain valuable experience of the world of work.

Of course, if you can't sponsor us, you can still contribute. We're always looking for local businesses willing to give young people the chance to experience the workplace.

Simply call Skillstree on tel: 01256 840710 and help plant the seeds for success.

Sponsorship packages

1

Platinum
package
only!

PLATINUM SPONSOR

£8,000 per annum

Platinum sponsorship entitles you to a seat on the **Skillstree Employers' Forum**: giving your business the chance to shape the Skillstree programme, learn more about education and share workforce development ideas.

It puts your business at the heart of the annual **Skillstree Challenge**: a unique opportunity to market test business ideas with the next generation of employees and service users.

You'll be a key sponsor of the **annual Skillstree Awards**: a public event to raise the profile of student talent and the businesses that support the Skillstree campaign.

Your business will be linked to the **Skillstree Enterprise Conference**: an opportunity to meet your future employees.

You'll sponsor 50 young people through **work experience** in the town: raising their aspirations and awareness of the local economy.

You'll sponsor up to 80 young people to take part in **business workshops**: raising the profile of your industry and employment opportunities.

You'll have staff development opportunities: your team can take part in business workshops which will enhance and test communication, team work and project management skills.



“Having worked on many educational projects I have become acutely aware that schools and colleges are desperate for contact with people within industry to give their students an insight into ‘what it is really like’. Wates has always been involved over the years in encouraging people into the industry at all levels - apprentices, trainees, graduates - and this is a level in which the Basingstoke region can actively participate.”

Construction Manager, Wates

5

Gold
packages
available

GOLD SPONSOR

£5,000 per annum

Gold sponsorship entitles you to a seat on the **Skillstree Employers' Forum**: giving your business the chance to shape the Skillstree programme, learn more about education and share workforce development ideas.

You'll sponsor a specific category at the **annual Skillstree Awards**: a public event to raise the profile of student talent and the businesses that support the Skillstree campaign.

Your business will be linked to the **Skillstree Enterprise Conference**: an opportunity to meet your future employees.

You'll sponsor 40 young people through **work experience** in the town: raising their aspirations and awareness of the local economy.

3

Silver
packages
available

SILVER SPONSOR

£3,000 per annum

Silver sponsorship entitles you to a seat on the **Skillstree Employers' Forum**: giving your business the chance to shape the Skillstree programme, learn more about education and share workforce development ideas.

Your business will be linked to the **Skillstree Enterprise Conference**: an opportunity to meet your future employees.

You'll sponsor 60 young people through a mix of **work experience** and **business workshops** in the town: raising their aspirations and awareness of the local economy.

Unlimited
bronze
packages

BRONZE SPONSOR

£1,000 per annum

You'll sponsor 20 young people through work experience in the town: raising their aspirations and awareness of the local economy.

Basingstoke Consortium

PROMOTING PARTNERSHIP BETWEEN EDUCATION & BUSINESS

25
YEARS
1986-2011

About Basingstoke Consortium

The Basingstoke Consortium has worked with local schools, colleges and businesses since 1986. We give young people an introduction to the world of work, motivate them, inform them, raise self-confidence and develop their skills for adult life.

Businesses also benefit. We raise their profile, provide valuable staff development opportunities and help them influence employees of the future.

Last year businesses in and around Basingstoke donated 25,000 hours to our projects.

Basingstoke Consortium Limited

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