

TRANSFORMING LIVES CREATING GROWTH *together*

ELEVATE
The Education Business Partnership

**2024
IMPACT
REPORT**

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FOREWORD:

As we reflect on the past year, it is with great pride that I present our 2024 Impact Report. The past 12 months have been a period of review, meaningful transformation, and impactful action for our Education Business Partnership. Through the dedication and collaboration of our team, partners, and stakeholders, we have adapted our service offer and deepened our impact in ways that align with our core values.

This year has reinforced the importance of resilience, adaptability, and innovation in an ever-changing environment. We've navigated new challenges and seized opportunities to push the boundaries of what's possible. In doing so, we have strengthened our commitment to sustainability, community, stakeholder engagement, and delivering value to our customers.

In this year's Impact Report, we are thrilled to highlight many of the programmes and activities that we have provided over the last academic year to support young people across the Liverpool City Region, to raise aspirations, to address skills gaps, and to foster economic growth.

As a social value organisation, our success is not measured by financial performance, but by the positive change we generate across the communities we serve and influence, including local businesses and education or training institutions in our city region. From launching new initiatives to raising the aspirations of primary school children, preparing secondary school students for the world of work, and providing intensive support to help unemployed young people to progress - this year's report shines a light on our hard work, and more importantly, the collective impact we've made together on local young people, who are at the heart of our mission.

I want to thank all of our customers, teachers, schools, colleges, employers, funders, partners, and sponsors for their part in making such an enormous difference to the lives of young people across the Liverpool City Region, and making our work possible.

As we look ahead, our mission remains clear: **Transforming Lives and Creating Growth**. This report is a testament to the hard work, resilience, and tenacity of our entire organisation and a preview of the exciting path forward. Thank you for your continued trust and partnership as we embark on the next chapter of our journey.



Gill Ditchburn

Chief Executive Officer

Elevate Education Business Partnership



LAST YEAR AT A GLANCE!

Over the last academic year, we created meaningful connections between young people, educators, business professionals, and the world of work. This positive social impact has reached all corners of our community, from the primary school children we inspire, to the secondary students we guide, and the young adults we support as they take their next steps. We've also been there for established professionals, offering social value, CPD, and business training that helps everyone grow together.

We're incredibly proud of what we've achieved in 2023 and 2024. By working hand-in-hand with some amazing organisations and individuals we truly have **Transformed Lives and Created Growth** across the Liverpool City Region.

104,403
HOURS OF CAREERS INTERVENTIONS

2,094
EMPLOYERS WORKED WITH

50,188
STUDENT ENGAGEMENTS IN OUR PROGRAMMES

58,713
STUDENT INTERACTIONS WITH EMPLOYERS

FEELING THE LOVE THIS YEAR:

Our EBP really felt the love over the last year, with several awards, nominations, and the kindest feedback! Our CEO, Gill, was honoured with the **Business in the Community Pride of Sefton Award**, and we were proud to be named one of the **top 100 social enterprises in the UK** by NatWest Group and Pioneers Post in the 2024 **SE100**. The Sefton Children's University team also earned a spot as a finalist in the **Improving Education and Learning** category at the **LCR Culture and Creativity Awards**. As we head into the 2024/25 academic year, we're excited to be shortlisted for the **Community Impact** category of Liverpool Chamber's **Innovation in Business Awards!**



AGE 5 - 11

RAISING ASPIRATIONS YOUNG...

Our primary programmes and delivery have seen huge growth over the last year, with a strong focus on building real-world skills and raising aspirations for young learners. We're excited to see more employers getting involved, especially our headline Primary Sponsors, who have played a big part in making a real difference and inspiring our students.

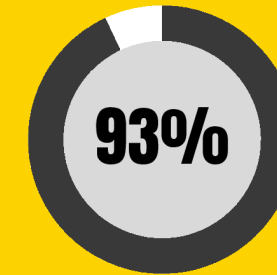
25,046
HOURS OF CAREERS, FINANCIAL LITERACY, AND SKILLS BUILDING

431
RAISED ASPIRATIONS WITH IMAGINE MY FUTURE

“Costain are extremely proud to have partnered with Elevate on the Imagine My Future programme for the second year running. It is so important that we ensure we are supporting future generations with understanding career opportunities available to them at such an important stage in their lives, whilst also helping them to develop the necessary skills and confidence to navigate the world of work. The Imagine My Future programme left such a great legacy with these children and provided a great opportunity to further fulfil our ambition to improve people's lives.” Adam Hughes, Costain.



230
STUDENTS LEARNT ABOUT FINANCIAL LITERACY WITH MONEY MARVELS



- 93% of students now know more about money and how it works!
- 90% of students can now explain the difference between needs and wants.
- 93% of students now feel better at taking care of their money.

OVER 17,000
CHILDREN ATTENDED OUR VIRTUAL MASTERCLASSES

930
MINI MEDICS COMPLETED FIRST AID TRAINING

 Our Lady Queen Of Peace Primar, @OLQPLitherland

Year 6 had a fantastic afternoon at the careers carousel. We found out so much about different careers and enjoyed chatting to different professionals. A big thank you to the @ElevateEBP team and all the different companies who attended! pic.x.com/ncgzxhdhpqj



 GPSYear6 @GPSYear

Well done to our class of Mini Medics @greenparkschool #gpspshe Thank you! pic.x.com/acsh0aooam



2023/24 PRIMARY SPONSORS



LEARNING FOR FUN!

Elevate EBP had another incredible year managing Children's University across Sefton, Liverpool, Lancashire and Warrington. We're incredibly proud of our students' love of learning beyond the classroom and their ability to embrace enrichment!

18,713
STUDENTS ENROLLED
ONTO THE PROGRAMME

406,031
HOURS OF
EXTRACURRICULAR
LEARNING RECORDED

THANK YOU VOLUNTEERS!

A huge thank you to our incredible community of local **Learning Destinations** for all that you do to provide fun, extracurricular learning activities for our students!



77%
STUDENT ENGAGEMENT RATE
ACROSS SCHOOLS!

2,475
CHILDREN'S
UNIVERSITY STUDENTS
GRADUATED IN 2024



FROM THE MANAGER:

We are thrilled to have had yet another successful year with Children's University. The engagement across our schools in enrichment activities is at an all-time high, with our graduations being the heart-warming, inspirational events that they always are. Sefton Children's University was recognised for its work when we were announced as a finalist for the LCR Culture and Creativity Awards in the Improving Education and Learning category. The team are excited to keep building on the success of last year and will continue to work hard to support our amazing schools, children and families. Thank you to all of our schools and Learning Destinations for your continued support.

Laura Grigsby
Head of Careers Education
Children's University Manager



AGE 11 - 18

FACE TO FACE CAREERS EDUCATION

Over the last academic year, the EBP has facilitated numerous educational interactions between secondary school students, employers, educators, and training providers. With a focus on preparing students for the workplace and essential careers knowledge and skills, it's been incredibly rewarding to see these young people grow in confidence and gain valuable insights into opportunities after secondary school.

OVER 34,000
EMPLOYER ENCOUNTERS
FACILITATED BY ELEVATE EBP

£8,025,696*
WORTH OF
SOCIAL IMPACT
FROM PRACTICE
INTERVIEWS!

We'd like to say a huge thank you to all the professionals that supported our secondary events in 2023 and 2024!

**A single mock interview generates an average Social Return on Investment (SROI) of £9,289. This SROI figure is specific to mock interviews facilitated by Elevate Education Business Partnership only.*

 **Maricourt Catholic High School**
@MaricourtCHS

A fantastic 2 days of Y11 Employer Mock Interviews. Y11 you were amazing 😊. Great feedback from employers. Thank you to Tina at @ElevateEBP & all involved 🙌 thank you to Mrs Wood for the constant Careers opportunities 🎯
pic.x.com/giezhcgyec



4,347
STUDENTS TOOK PART IN
MEET THE PROFESSIONALS

3,970
YOUNG PEOPLE
ATTENDED A CAREERS FAIR

864
PRACTICE INTERVIEWS
FACILITATED BY US

 **The Salesian Academy of St. John**
@SalesianAcademy

★ What a fantastic way to embrace St John Bosco's spirit on his feast day - we're proud to guide our young people towards purposeful careers. 🌈

We found out about the #skills required by employers, post-16 routes and local markets.

@ElevateEBP

#CareerExploration #SJBfamily
pic.x.com/ueqzapn4n3



PATHWAYS TO EMPLOYMENT:

In March, we joined forces with Hugh Baird College to support the Local Skills Improvement Plan (LSIP) through the **Pathways to Employment** initiative. The LSIP, launched in June 2023, aims to bridge the gap between the city region's workforce capabilities and its growth sector industries. Elevate EBP hosted 10 events where over **75 professionals** from leading local employers engaged with students to share valuable insights, career opportunities, and the essential skills required to thrive in our local priority job sectors!



AGE 15 - 18

WORK EXPERIENCE FOR ALL!

Last academic year, our work experience continued to make a meaningful impact across the Liverpool City Region. It was a pivotal year for us as we began developing and testing our new work experience platform, **EleWex**, whilst staying committed to offering safe, high-quality placements. We believe good work experience should be available to everyone and our team works hard to provide quality placements to all.

69,160
HOURS OF WORK EXPERIENCE COMPLETED BY STUDENTS

2,230
STUDENTS PLACED ON WORK EXPERIENCE

26
EXTENDED WORK EXPERIENCE PLACEMENTS

23
SCHOOLS WORKED WITH US TO DELIVER WORK EXPERIENCE

“We’ve worked with Elevate for two years now hosting students on work experience from schools across Merseyside. The students have been so helpful, polite and interested in the work we do. They have shown great communication and leadership skills and should be proud of themselves. As a small local business, we feel offering a work experience placement is a small part of paying back into the community that supports us. It’s a great opportunity and I would recommend it to other businesses who are wondering whether they can help. Elevate have always been great with communication and support.”

Jenny, Moo Music

£68,570,270* WORTH OF SOCIAL IMPACT!

A huge thank you to our incredible network of businesses and organisations that opened their doors to a work experience student in the 2023/24 academic year, our social impact wouldn't be possible without you all!

**A single work experience placement generates an average Social Return on Investment (SROI) of £30,749. This SROI figure is specific to placements facilitated by Elevate Education Business Partnership only.*



EFT GROUP LTD
@EFTGroupLtd

Meet Colwyn, who is with us for a week's work experience from Newfield HS. He is working with Owen and Harry, swapping over a temporary smoke alarm. So great to see the next generation experiencing our industry. #nextgen #workplacement #lifesafetysystems #electricalengineering pic.x.com/kqngkyesz5



1,476
BUSINESSES PROVIDED PLACEMENTS!

AGE 16 +

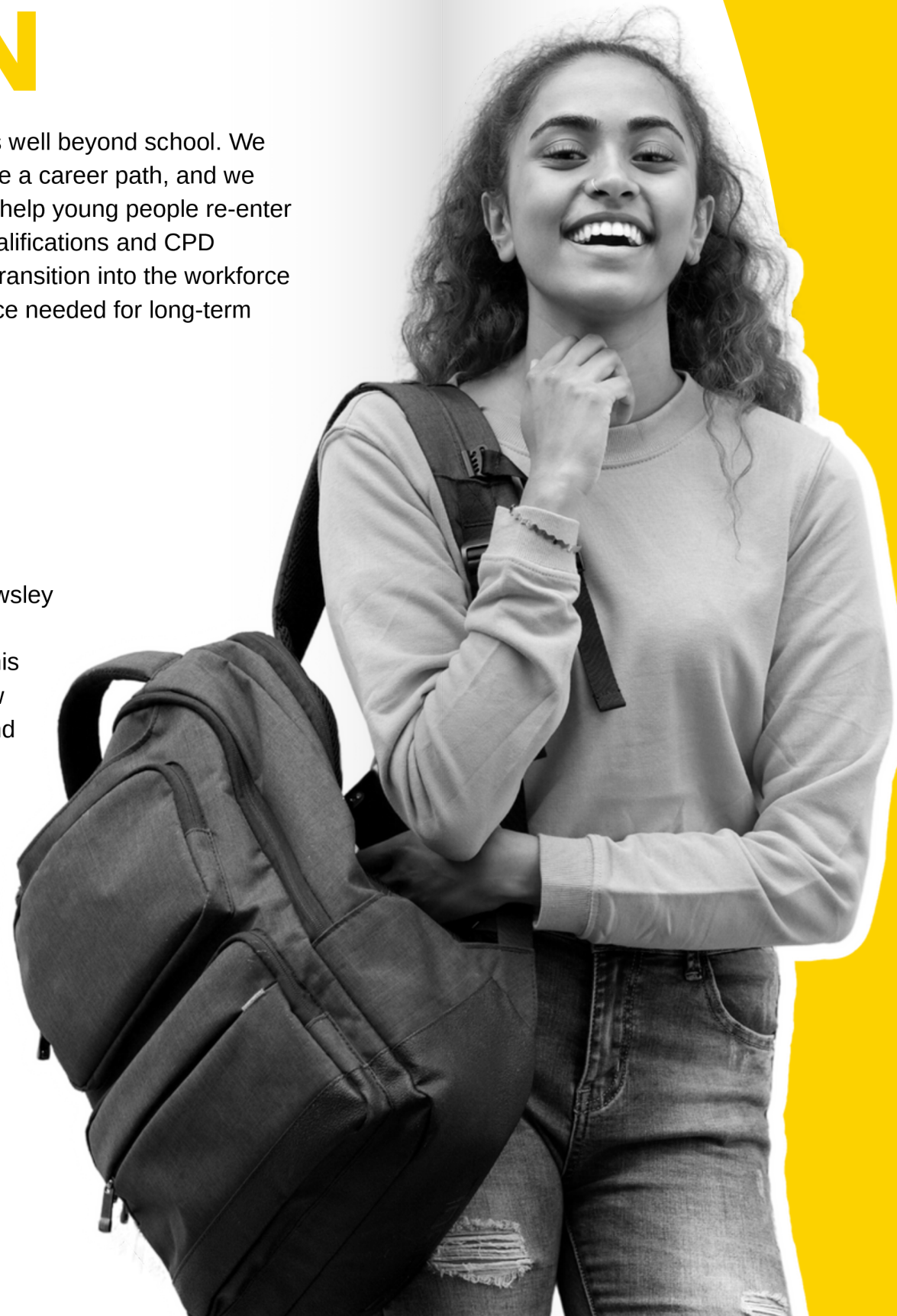
LIFE AFTER SECONDARY EDUCATION

Our commitment to offering careers support locally extends well beyond school. We recognise the challenges that can occur when trying to pave a career path, and we offer a range of support - from comprehensive guidance to help young people re-enter education, employment, or training, to business training qualifications and CPD opportunities. Our support continues as our young people transition into the workforce and beyond, ensuring they have the resources and guidance needed for long-term success.

YOUR FUTURES PROGRAMME:

In 2023/24, we continued to work in collaboration with Knowsley Council to reduce the number of NEET (Not in Education, Employment or Training) young people in their borough. This included guiding them through the application and interview process, working on confidence and self-esteem issues, and supporting their mental health and well-being.

95%
**OF PARTICIPANTS
HAVE PROGRESSED
INTO EDUCATION,
EMPLOYMENT OR
TRAINING!**



CAREERS IN FURTHER AND HIGHER EDUCATION:

We often work with local further and higher education institutions to support their students, whether this be through work experience, practice interviews, or employer encounters!

**OVER 800
HIGHER AND FURTHER EDUCATION
STUDENTS ATTENDED OUR
EMPLOYER TALKS**

CONTINUING PROFESSIONAL DEVELOPMENT:

Elevate EBP continues to support established professionals and their employers in achieving their CPD goals. To our network of over 2,000 organisations, we're often the go-to for social value, with a range of corporate volunteering opportunities. Our business training courses, including First Aid and Health and Safety, support professionals from various fields.

**160
PROFESSIONALS RECEIVED
ACCREDITED BUSINESS TRAINING
QUALIFICATIONS WITH US**

PARTNERS, FUNDERS, AND SPONSORS

MAKING A DIFFERENCE TOGETHER!

All of us at Elevate Education Business Partnership would like to say a huge thank you to the following Partners, Funders, and Sponsors for their support in 2023 and 2024.



The Sovini Group*; **Merseyrail***; **A&O Shearman***; Costain; Peel Ports Group; Alder Hey Academy; Merseyside Police; Sandway Homes; The MSE Charity; The Medicash Foundation; Children's University; The Duke of Edinburgh Award; Department for Education; Department for Culture Media & Sport; The National Lottery Heritage Fund; The National Lottery Community Fund; Hugh Baird College; The Association of Liverpool City Region Colleges; Liverpool City Region Combined Authority; Metro Mayor Liverpool City Region; Liverpool City Region Careers Hub; The Careers & Enterprise Company; Association of Education Business Professionals; Prince's Trust; J.P.Morgan; Sefton CVS; Knowsley Council; Sefton Council; Merseyside Youth Association; Edge Hill University; University of Liverpool; University of Central Lancashire; University of Chester; Warrington Wolves Charitable Foundation.
*Elevate EBP Corporate Partner.

CORPORATE PARTNER SPOTLIGHT

Over the last academic year, we had the privilege of working closely with three outstanding Corporate Partners: **The Sovini Group**, **Merseyrail**, and **A&O Shearman**. Their support has made a lasting impact on young people across the Liverpool City Region, aligning with our mission to **Transform Lives and Create Growth!** We couldn't have achieved such a significant social impact without them, and we are incredibly grateful to all of the employees from these organisations who have contributed to our success.

A&O SHEARMAN

London based **A&O Shearman** employees went above and beyond in supporting a number of our activities last year. They travelled to Liverpool to take part in key events, including an Employability Week at Hugh Baird University Centre and the Imagine My Future programme at Linacre Primary School, they also supported a Virtual Meet the Professionals event at City of Liverpool College!

96
YOUNG PEOPLE DIRECTLY INTERACTED WITH **A&O SHEARMAN**



“Working in partnership with Elevate EBP has opened so many doors for The Sovini Group. They have supported the Group in achieving and exceeding our CSR goals and have provided numerous opportunities for us to network with local schools, holding events such as apprenticeship showcase events, teacher and career open evenings, and Women Into Construction work placements. One of their unique selling points is the staff who go above and beyond to support ideas being put into action and this has allowed for excellent relationships to be built between both sides.”
Roy Williams, CEO The Sovini Group.

42
EVENTS AND PROGRAMMES DIRECTLY SUPPORTED BY **SOVINI**



2024/25

LOOKING TO THE FUTURE...

This year promises to be an exciting one for us at Elevate EBP, with our team already delivering impactful initiatives and new programmes across all age groups! We have a range of exciting projects in the pipeline, set to inspire and engage with even more young people and professionals...

NEXT STEPS PHASE TWO:



In 2021, Elevate EBP partnered with Liverpool City Region Careers Hub to deliver the Next Steps programme funded by The Careers & Enterprise Company. Designed to support disengaged working-class male students from 11 schools across the city region, the programme had staggering results, with **95%** of the students progressing into education, employment, or training following secondary school! We're proud to say that in 2024/25 we'll begin rolling out Phase Two of this programme, which will support both male and female students.

INTRODUCING CONNECT & THRIVE:



This year, we will begin delivering the Connect & Thrive programme, funded by The National Lottery Community Fund. Connect & Thrive will offer tailored support to people of all ages who are unemployed and not in education across the Liverpool City Region!

THE ETC PROGRAMME:

We're thrilled to unveil The Etc Programme, as part of the Enrichment Partnerships Pilot in collaboration with Children's University Trust, National Citizen Service, and The Duke of Edinburgh's Award. This initiative will explore enrichment at secondary school level, and how we can support and record this to benefit students.



WORK EXPERIENCE WITH THE ELEWEX PLATFORM:



At Elevate EBP, we're proud of our 26-year history in delivering **work experience that works**. This past year, we've been dedicated to developing and testing our new platform, **EleWex**, to enhance and streamline the process. Our commitment to making work experience equal, impactful and safe for all remains at the core of our efforts, ensuring that facilitation procedures are efficient without compromising on quality or Health and Safety!

TALKING EXTENDED PLACEMENTS:

During the 2023/24 academic year, our extended work experience offer saw significant growth. Unlike traditional block placements, extended work experience allows students to engage in placements for a day or two each week over a longer period. With the Labour Party's commitment to *"two weeks worth"* of work experience, we anticipate a surge in interest.

PRIMARY CAREERS TAKING OFF:

The focus on careers, enterprise, and enrichment at primary school level is thriving, with OFSTED positively highlighting these contributions in school reports. The integration of careers into the curriculum, first aid training for children, and Children's University are all making notable impact. We continue to stay ahead of the curve, consistently delivering innovative and effective programmes for primary schools.

CHILDREN'S UNIVERSITY TAKES WIRRAL AND BLACKPOOL:

Elevate EBP is excited to announce that we will now manage Children's University in Wirral and Blackpool! Already overseeing the programme in Sefton, Liverpool, Lancashire, and Warrington, we're excited to expand our reach and bring our social impact to these new areas!

WE'RE A TOP 100 SOCIAL ENTERPRISE!



This year, we received the amazing news that we've been named as one of the top 100 social enterprises in the UK by NatWest Group and Pioneer's Post in the SE100! Social value is at the heart of what we do and we couldn't be more proud of this news.

TRANSFORMING LIVES CREATING GROWTH

ELEVATE

The Education Business Partnership

**The Education Business Partnership
for the Liverpool City Region**

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www.elevate-ebp.co.uk



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Business Partnership



@ElevateTheEBP