

CARAT



in association with

**GET IN
GO FAR**
WORK EXPERIENCE

Trinity Mirror plc



feature**link**

Background

76% of employers say lack of work experience is the reason for not employing an 18-24 year old but only 46% actually offer work experience*

So on the face of it is difficult for young people leaving education: You can't get a job without any experience, and you can't get experience without a job! What young people need is a break

Young people on benefits are say that the chance to try out a career is valuable too... and employers recognise the transferable skills that young people can evidence on their CV as a result... time management, reliability, team work, communication skills, customer service etc.

The Brief

Can a Local Newsbrand lead, inspire and mobilise local business owners (large and small) to provide work experience opportunities and truly Get In and Go Far?

6 week test in Teesside to run July 2016
– Sept 2016

Trinity Mirror plc

feature**link**

LOCAL
MEDIA
WORKS

Local Media Works Featurelink division with Carat and The Teesside Gazette created a unique proposition for DWP Get In Go Far.

So what did we do?



featurelink created a commercial partnership across print, digital, social and editorial platforms in Teesside to get businesses big or small enthused about work experience and let youngsters know not to give up and apply for work experience placements.

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So what else did we do?

A campaign for the future of Teesside

The future prosperity of the Teesside economy – and the families which rely on it – is inextricably linked to it having the right skills to fulfil businesses' needs.

There are a number of ways in which this can be achieved, but key among them is experience of the working environment and a keen awareness of what career path to follow and what a young person can expect when moving into the workplace.

The Gazette is campaigning to make Teesside a more prosperous place. Invest in Teesside encourages companies and organisations to put their faith in our region, whether it is through inward investment or improving current services.

Part of the campaign is investing in the workforce of the future and encouraging more firms to consider offering work experience is key to this. Giving a young person the right experience which is relevant to their abilities and ambition is hugely beneficial to all and can only benefit the region as a whole.



Steve Grant, managing director of the TTE Technical Training Group. Below from left, Paul Booth, Colin Fyfe and Gareth Thomas

Business leaders back our focus on work experience



The Gazette – and the Invest in Teesside campaign – is joining forces with a major Government initiative to launch the Work Experience Challenge and give more chances to the next generation of workers.

Get In Go Far is a cross-Government campaign to inspire young people to take up work experience, traineeship and apprenticeship opportunities, and to increase the supply of those opportunities from employers. The campaign is being led by the Department for Business (BIS), Department for Work and Pensions (DWP) and the Skills Funding Agency. As part of the campaign, CWP is running a work-experience focused phase of the campaign in Darlington and Teesside during August.

Over the next six weeks, The Gazette will be profiling businesses which recognise the importance of work experience and have signed up to support the campaign.

We would encourage all other businesses to follow suit and young people to make the very most of a work experience opportunity. The stories we publish over the coming weeks demonstrate the real and lasting difference this can make.

BUSINESS leaders have backed a new Gazette campaign to turn the spotlight on work experience as a vital part of the career plan for Teesside's next generation of workers.

Steve Grant, managing director of Middleborough-based technical training organisation, TTE, called on businesses to support work experience schemes, saying they give students a vital first taste of the world of work and can set them on the path to successful career choices.

"Often school students don't get to see what happens behind the front gates of employers on Teesside and work experience is a perfect opportunity to help open their eyes to the wide range of skilled and exciting career opportunities available," said Steve.

"Work experience is one of the only ways the UK education system can help young people start the journey from classroom to workplace.

"While countries such as Germany place vocational learning at the heart of education, our students don't con-



stantly get the chance to gain some other skills that they will need in employment.

Paul Booth, chairman of Tees Valley Combined Authority, said: "Soft skills are just as important as the technical and academic skills, especially considering the interconnected nature of many jobs, dealing with colleagues or customers on a daily basis.

"The roles of many jobs have transformed dramatically during the last 30-50 years and technology has really changed the landscape, but those skills required to function in a workplace are just as important today."

Colin Fyfe, chief executive of Darlington Building Society agrees. "Soft skills are an

and, and these softer skills can be developed through work experience."

Hartlepool-based Heather O'Donoghue, managing director of chartered accountants and business advisers Wilsons Clark Whitehill, said her company backed The Gazette's campaign, saying: "In a very competitive careers environment, it is important to place yourself ahead of the competition, and acquiring skills through work experience is a fantastic way of doing this."

In addition to work experience schemes run directly by schools there are organisations spread across Teesside that bring education and business closer together to provide opportunities for young people.

Among them is the National Careers Service in the North-east, where partnership manager Carly Hinds said: "Work experience and in particular the development of soft skills such as communicating effectively, interacting with others, team working and self-motivation, are the foundations upon which a successful career can be built."

To sign up for the challenge, go to www.gazetteonline.co.uk/experience or support us on Twitter with the hashtag #GetInGoFar

We got business leaders in the region to back the campaign



Invest in Teesside

Placements that change lives

STAFF at The Stottie Company know that a work experience placement can change your life.

Sharon Olivero-Chapman, right, managing director of the Stockton coffee house and restaurant chain, is a firm believer in providing opportunities for local young people, and four of her staff in particular are very pleased about it.

"We currently employ 10 people across our two sites and four of them first came to us on work experience," she said.

"We've been able to give opportunities to young people that other employers wouldn't through work experience, and have been very pleasantly surprised with their quality and commitment.

"One young lad, Paul, came in to us looking for work to change his life around.

"We weren't sure to begin with if I'm totally honest, but we gave him a four-week placement and he rewarded us with his reliability, dedication and hard work.

"When a vacancy came up we took him on. I'm very pleased to say he is now on an apprenticeship working alongside our head chef."

Paul Caldwell said: "When Sharon gave me the opportunity to prove myself on a work experience placement I was made up.

"I worked hard to show them I could do the job and now I have my first real job!"

Work experience



doesn't have to be about finding a temporary job, as Sharon explains, it can be the first step on a longer journey to a job, a traineeship or an apprenticeship for some.

"Even for those who decide this type of work isn't

for them, or we don't have a vacancy, they will still have benefited from the skills they've learned with us to add on their CVs."

A survey in 2014 showed that approximately 76% of employers say a lack of work experience is the reason they don't employ 18-24 year olds, and Sharon would like to see more local businesses offering placements.

"I'd certainly recommend it to any other employers," she added.

"It's lovely to see young people come in and grow with us, building their confidence with our customers and developing a range of customer service, team, time-management and life skills."

Work experience placements can be up to four weeks, and give young

people the opportunity to get involved in a business, get evidence to put on their CV and get on the path to finding the right career for them.

The Gazette is campaigning locally in association with the national Get In Go Far campaign, which encourages employers to offer more work experience placements to young people aged 18 to 24, as well as apprenticeships and traineeships.

Through Invest in Teesside, the paper is challenging local employers to get on board this summer as local youngsters leave education and make their way in the world of work.

■ To support the Work Experience Challenge, go to www.gazettelive.co.uk/experience



■ The Stottie Company MD Sharon Olivero-Chapman with former work experience recruit Paul Caldwell

We got youngsters work experience and into work

Business News / Work Experience Challenge



Business News / Work Experience Challenge

Developing the next generation of talent is vital to Teesside

A TEESSIDE college has lent its backing to The Gazette's campaign to create more job opportunities for local people.

Our Invest in Teesside initiative encourages companies and organisations to put their faith in the region through inward investment or improvements to current services and, as part of this campaign, we joined forces with the Government to inspire young people to take up work experience, traineeship and apprenticeship opportunities.

Redcar & Cleveland College, which sources work placements for students as part of its overall learning provision, has now lent its support to the Work Experience Challenge, recognising how vital it is to the future prosperity of Teesside.

Principal John Chance said: "I applaud the Gazette for promoting this campaign and highlighting issues of genuine importance to the Teesside business community.

"Developing the next generation of talent is vital for the fortunes of our economy and we need more businesses - large and small - to give young people the chance to gain real-life experience of the workplace so that they're better prepared when they get their first job."

"At Redcar & Cleveland College, we work with a growing network of local firms to create work experience opportunities for young people. It's not enough now for these people just to have nationally-recognised qualifications; employers also want them to have relevant, meaningful experience of the workplace.

"Education providers and employers both have a major role to play in ensuring that this happens."

Mr Chance said the creation of extra job opportunities through



John Chance, principal of Redcar & Cleveland College

Helping to build confidence of young people

By MIKE HUGHES
mike.hughes@teessidegazette.com

"My approach has always been to give people an opportunity to get experience in the workplace," says Scott McCabe of MKM Builders in Redcar.

Since August 2015, MKM Builders has provided around 20 work experience placements.

Most of these have been over a four-week period, and the ultimate aim for Scott is to build confidence, prepare people for a possible job at MKM when a vacancy arises, or to help them find a job elsewhere following their placement.

Scott's 22 years of experience of recruiting has taught him the importance of providing young people with the chance to experience the workplace.

"When the recruits are with us we try and give them a good, varied experience in all areas," Scott says.

"This approach gives them the time to understand different parts of the business, each of which is crucial to its day to day running."

"From yard duties to stock control, customer care to transport and deliveries, experience in different parts of a business teaches the person on work experience the responsibilities which are central to any working environment.

"Seeing and working in different areas demonstrates how the business works as a whole, and also gives the individual a

chance to see for themselves what it is that they enjoy about going to work."

Scott is also a mentor to those new to the workplace, spending time with them and talking through things like CV writing and interview techniques.

He recognises the value that time within a business can have to a young person regardless of whether or not they go on to become an MKM member of staff if a suitable vacancy arises.

"The importance that a young person has some work experience before entering the workplace has never been higher," he said.

The Gazette is campaigning locally in association with the national Get In Go Far campaign, which encourages employers to offer more work experience placements to young people aged 18 to 24, as well as apprenticeships and traineeships.

Through Invest in Teesside, the paper is challenging local employers to get on board this summer as local youngsters leave education and make their way in the world of work.

Gazette Editor Chris Styles said: "It's great to see that companies in the local area, such as MKM, have been so willing to provide work experience opportunities which our young people need. It has been important to

The Gazette's campaign with the DWP that Teesside firms have responded in such a well-structured and supportive manner."



"The importance that a young person has some work experience before entering the workplace has never been higher."

Scott McCabe of MKM Builders

Applauding companies for involvement in campaign

TEESSIDE companies are continuing to invest in Teesside by backing our Work Experience Challenge - and we applaud their involvement.

This week, MKM Builders tell us: "Seeing and working in different areas demonstrates how the business works as a whole, and also gives the individual a chance to see for themselves what it is that they enjoy about going to work."

And Redcar & Cleveland College adds: "We need more businesses - large and small - to give young people the chance to gain real-life experience of the workplace so that they're better prepared when they get their first job."

The Gazette is as committed as any other business and our organisations to prioritise the Invest in Teesside campaign is a call to action to promote existing business - and a rallying call for inward investment.

We want to tell the story of the potential of our business sectors. We will look at people, skills



apprenticeships and training. And we are interested in all sectors - from transport to tourism, culture to commerce. We will consistently make the case for companies and organisations to prioritise the region when making decisions about investment. We will encourage businesses and organisations which are already based here to invest in their workforce to grow locally. This applies to all sectors, from

manufacturing and digital development, to the health and education services which are valued so much by families. We will also make the case about the attraction of Teesside to companies which are planning to launch or relocate. And we will campaign for the politicians we elect to support growth in our region to enable us to play our part in creating a dynamic, varied and growing national economy.

Youngsters bring new ideas to The Barking Lot

"Offering work experience has helped us with new business ideas and opened our eyes to the needs and hidden talents of young people in our area," says Stacy Nicholson, manager of The Barking Lot dog day care and grooming centre in Stockton.

"It's important that everyone is offered equal opportunities, she adds, "and we have taken on local young people from many different backgrounds."

The importance of work experience to some young people isn't lost on Stacey and it's their first taste of what a work place can be like. I also think the way we work here shows them that there are alternatives to the typical 9-5 office job and that working doesn't have to be a means to an end. It's a very busy and exciting environment to work in and all the different doggy characters really keep us on our toes!"

Having opened in January 2015, Barking Lot is still a fairly new business but is already the largest dog day care and grooming centre in the area.

Stacey adds: "Last time we recruited, we employed a young person who'd completed work experience with us a few weeks earlier and they now work here most days as part of our busy team."

"I'm always open to getting new insights to improve the business and have found I get a lot of new ideas and suggestions from the young

"I'd definitely urge any other employers thinking about offering work experience to give it a go."

Stacey is very keen to ensure her work experience candidates don't just make the tea and offers the following advice to other employers: "Make sure you provide opportunities for young people to find and use their full potential - use it to bring out the best in people. You'll never know if you have found your next talented and hardworking staff member if they aren't given the chance to show you what they can do."



Barking Lot at Ross Road, Stockton

We would like to thank...

...Linthorpe Tea Rooms in Teesside for supporting local young people by providing work experience placements

- We would also like to thank:
- The George Pub & Grill Cleveland
 - Ironstone Mining Museum
 - The Co-Op Guisborough

www.gazettelive.co.uk/experience
To support the work experience challenge and receive more information
#GetInGoFar



We would like to thank...

...the Stottie Company for supporting local young people by providing work experience placements



We also want to thank

- Steph's Party Pantry (Cooks Local)
- Shades Dining
- Canal & River Trust



GET IN GO FAR
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We would like to thank...

...Sherwoods car dealerships in Teesside for supporting local young people by providing work experience placements

We also want to thank

- Pet Mania
- British Heart Foundation
- UCare Services



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#GetInGoFar

We thanked businesses

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Business News

Edwin Milligan, strategic partnership manager for the National Careers Service in our region, tells The Gazette about the Supporting Inspiration scheme which helps prisoners gain work experience and skills before leaving Teesside prisons



I THINK it's fair to say that most people know something of the benefits of work experience for young people. It provides them with an insight into the world of work, an understanding of the industry sector, an opportunity to gain important employability skills and can provide inspiration and motivation for their career choices. These same principles apply to prisoners.

Around half of all crime is committed by people who have already been through the criminal justice system. Addressing this could save the UK taxpayer more than £5bn every year, reduce crime rates and free up much-needed time for the police and other associated services.

Whilst the solution to this is complex and there is no fool-proof system guaranteed to stop reoffending, there are

Port is playing its part in turning tide for young

CEO David Robinson tells Mike Hughes about the key role work experience plays at PD Ports – and how the High Tide Foundation is helping thousands of Teesside youngsters



David Robinson, PD Ports chief executive

IN so many ways, the Tees is symbolic of the trade that built our reputation and is the thread that winds its way through every sector and every area of Teesside.

PD Ports, which has already signed up to support The Gazette's Work Experience Challenge, sits at its side

available on Teesside," said David. "Now the flagship programme is work experience, which has grown and grown because it simply offers two weeks' experience to 75 young people who can start building their CVs and move into further education or an apprenticeship. It has been scaling up over the years and is now quite a logistics operation getting 150 weeks of work experience together for 16-18 year-olds over July and August.

Detail and scale like this would not be possible without the support of those 70 companies, and David is full of praise for the support High Tide gets.

A lot of them are POP related companies, like Subic, MPI Offshore and Casper Shipping, but we also have a lot of spin-offs as well, which means we have enough to be



Julie Bare with Craig Morse at Linthorpe Tea Rooms

Unlocking potential of young workers

OFFERING work experience to young people is a great way to unlock their true potential and develop management skills, says Julie Bare, owner of Linthorpe Tea Rooms in Middlesbrough.

Julie has been using work experience in her tea room for some time now. By mentoring and getting to know her work experience staff, Julie says she is able to develop a good picture of their attitude and skills.

At the same time she found it provides valuable help and support that will prepare them for their future careers.

"Catering is not always an easy role, it can be quite scary, especially if you've never worked with customers before. You have to remember to smile all the time and be polite and greet everyone in the same way," Julie says.

"If a young person isn't very confident with customers at the beginning of their placement they start in the kitchen. I gradually mentor them to increase their confidence, so they can take on more customer-facing roles."

Craig Morse, aged 20 has just started his work experience at Linthorpe Tea Rooms.

"It's like to be a chef so I'm overwhelmed that Julie is letting me take part in work experience here. I hope it leads on to other opportunities. It's been fantastic meeting new people and I've already got involved baking cakes and quiches."

Julie finds it rewarding to see the positive impact work experience has on young people's attitudes and general manner, and how they increase in confidence during the placement. She also finds that offering work experience helps her identify the skills she's looking for when recruiting future staff.

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And we are interested in all sectors – from transport to tourism, culture to commerce.

We will consistently make the case for companies and organisations to prioritise the region when making decisions about investment.

We will encourage businesses and organisations which are already based here to invest in their workforce to grow locally. This applies to all sectors, from manufacturing and digital development, to the health and education services which

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ving national economy.

NEXT WEEK

“If we don't support our children we are going to be that much poorer”

Alasdair MacConachie, MD of Sherwoods car dealerships

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GET IN GO FAR WORK EXPERIENCE

INVEST IN TEESSIDE Work Experience Challenge

in association with GET IN GO FAR

Car dealers' support for work experie

SHERWOOD'S Car Dealership in Teesside has taken up the Invest in Teesside Work Experience Challenge.

The Gazette is campaigning locally in association with the national Get In Go Far campaign, which encourages employers to offer more work experience placements to young people aged 18 - 24, as well as apprenticeships and traineeships.

Through Invest in Teesside, the paper is challenging local employers to get on board this summer as local youngsters leave education and make their way in the world of work.

Sherwood's, a strong advocate of supporting youth locally, was one of the first businesses to sign up, and managing director Alasdair MacConachie is calling for other local Teesside employers to join in.

He said: "It's important local businesses get behind this scheme to help develop our future leaders. My company and our contractors have been supporting work experience for the last few years and I've seen some great young people here who really deserve a break. We give them the opportunity to learn and evidence foundation skills any employer will look for in the future during their time with us, and for our part we really enjoy having young people around."

A survey in 2014 showed that approximately 76% of employers say a lack of work experience is the reason they don't employ 18-24 year olds.

Work experience placements can be up to four weeks, and give young people the opportunity to get involved in a business, get evidence to put on their CV and get on the path to finding the right career for them.



Alasdair MacConachie, MD of Sherwoods car dealerships



Business



Business News



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'Manufacturing is not sitting in a gloomy factory making things'

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IN BRIEF

Pledge to protect savers from rate cuts

NATIONWIDE has moved to protect savers from ultra-low interest rates, saying it will maintain rates on savings accounts for regular customers. New chief executive Joe Garner said: "We will protect members who save regularly and who are building up a deposit to buy their first home - as a result, the Flexclusive Regular Saver at 5%, the FlexOne Regular Saver at 3.5% and the Help to Buy Isa at 2% are being maintained at their current rates." Mr Garner added that Nationwide will pass on the interest rate cut, from 0.5% to 0.25%, to borrowers "in full".

NIFCO MANAGER WANTS TO ATTRACT MORE YOUNG PEOPLE TO BUILD FOR THE FUTURE



Paul Chapman general manager for R&D for Nifco KATIE LUNN

Nifco's general manager for R&D and design, Paul Chapman, tells The Gazette how important it is to work closely with the community.

THE Nifco success story has been around since the 1960s, when the company was known as Elta Plastics. It has always been keenly aware of the importance of the local community and building for the future. "I am a parent and for some time a governor and it has always seemed that one of the biggest challenges for young people is to have any kind of feel for what careers are

like, apart from those they hear about if their parents work there," said Paul Chapman. "This is particularly so for manufacturing, which does not necessarily have an attractive image. It is important to let them know what it is like and that it is not sitting in a gloomy factory making things. There are a hugely diverse range of careers here, there are opportuni-

We are helping businesses think about and invest for the future



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The Teesside Gazette has supported the campaign further by taking someone on work experience

What are the numbers?

CARAT

44 businesses pledged their supported to the campaign.

4 million opportunities to be seen giving it both reach and frequency across Teesside.

Editorial related to the campaign generated **41,698 page views** each one generating **on average 1.96 minutes of engagement**. That's **1,362 hours worth of people reading content** related to the campaign.

11,621 emails sent with, 1,082 opens

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Feedback

CARAT

“Often school students don’t get to see what happens behind the front gates of employers on Teesside and work experience is a perfect opportunity to help open their eyes to the wide range of skilled and exciting career opportunities available.”

Steve Grant, Managing Director - TTE Technical Training Group

“Statistics prove that the more students interact with businesses the more likely they are to follow school with further education or into the workplace.”

Colin Fyfe, Chief Executive of Darlington Building Society

“Work experience and skills, such as communicating effectively, interacting with others, team working and self-motivation, are the foundations upon which a successful career can be built.”

Carly Hinds, Partnerships Manager - National Careers Service

“In a very competitive careers environment, it is important to place yourself ahead of the competition, and acquiring skills through work experience is a fantastic way of doing this.”

Heather O’Driscoll, Managing Director, Waltons Clark Whitehill

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What did people think on social media?



Comments and engagements were positive across the pieces with people vocalising support for the campaign, sharing their own stories about work experience from both the point of view of individuals and businesses. Businesses were genuinely proud to be seen to be involved.

A regularly expressed sentiment was how impressed people were with those undertaking work experience at their businesses

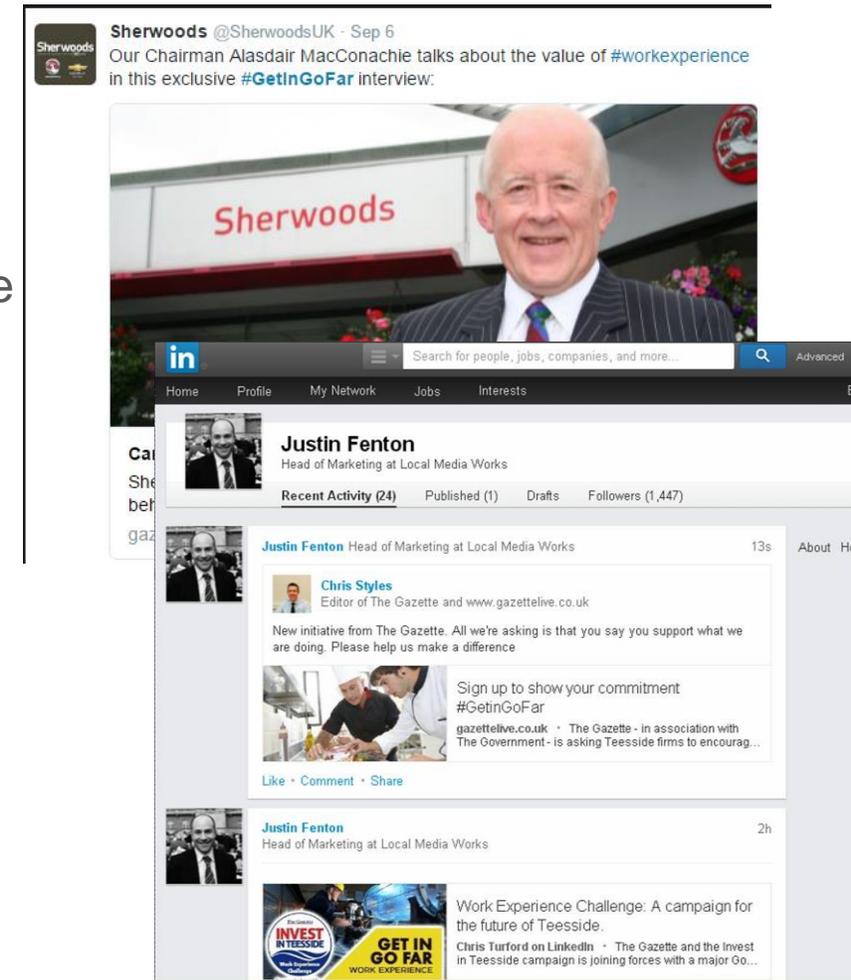
These real life examples hopefully goes someway to countering what could be perceived as a prevailing narrative around how unprepared for work the region's young people are.



Love this - [#GetInGoFar](#). Worth remembering as an employer that w.e. and apprenticeships can change a persons life.



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Department for Work and Pensions praises **CARAT** Gazette for work experience campaign

Sue Soroczan the DWP's District Manager for Durham and Tees Valley, praised the Gazette partnership:

"I'm delighted with the Gazette partnership which has been forged. Together, we've worked to demonstrate the importance of work experience, and show how local businesses can make a real difference to young people's future working lives.

"It's been fantastic to read all the great coverage in the last few weeks and see just how many local employers are keen to pledge further on-going support to the young people in Teesside.

"For young people, it's so important they are given the opportunity to experience life in the workplace; it provides them with vital skills, evidence for their CV and can help them better understand the career options open to them."

'A partnership has been forged - it's been fantastic to read all the great coverage'

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