

CHICHESTER

BE THE CHANGE

West Sussex Growers Association employs 10,000 FTE and contributes £1billion to the UK economy. In order to sustain this local industry, engaging with local people and the next generation regarding work and career opportunities will be crucial. This is exactly how Be the Change helps businesses like West Sussex Growers' Association achieve with our ready made solution.

Be the Change was created in 2015 in response to 5 years' worth of feedback from employers about the gaps they were experiencing in their talent pipelines. Research shows that as well as online support, young people want face-to-face advice and guidance from businesses when they are starting to think about their future career. In the last 5 years we have work with 2,444 students, 500 business guides from 137 businesses and 100 schools.

CLICK HERE TO WATCH THE 2019 VIDEO



HOW IT WORKS

Supported by the Be the Change team, business representatives from organisations across the local area are invited to be involved in the programme as business guides and positive role models – they work closely with the students, sharing their experiences and stories of their career journey's, as well as encouraging the students and listening to their day to day struggles.

Meeting on up to 6 separate occasions during the academic year (including three large scale conferences, 1:1 sessions and workplace visits), the programme helps students to understand what positive changes they need to make in order to realise their aspirations, and what qualities are required to be successful in business and the workplace.

IMPACT

We measure the impact each Be the Change programme has had on both students and business guides who participated. Below are our findings from the 2019 Chichester programme.

85%

of students agreed or strongly agreed that they felt positive about their future careers (up from 54% prior at the start of the programme)

92%

of students agreed or strongly agreed that they felt inspired to change to be successful (up from 65% prior to the launch)

79%

of Business Guides agree or strongly agree that Be the Change could encourage participants to consider their organisation as a potential future employer

95%

of Business Guides agreed or strongly agreed that they felt more positive about their organisation as a result of volunteering



SPONSORS



Paul Scrivens, Commercial Director from the LoveLocalJobs Foundation C.I.C, will be joining us as guest speaker at the WSGA Exec Meeting on 9th September. Having already spoken to several members there is an appetite to create a collaborative WSGA Partnership for the programme. Paul will be on hand to explain further and answer your questions.