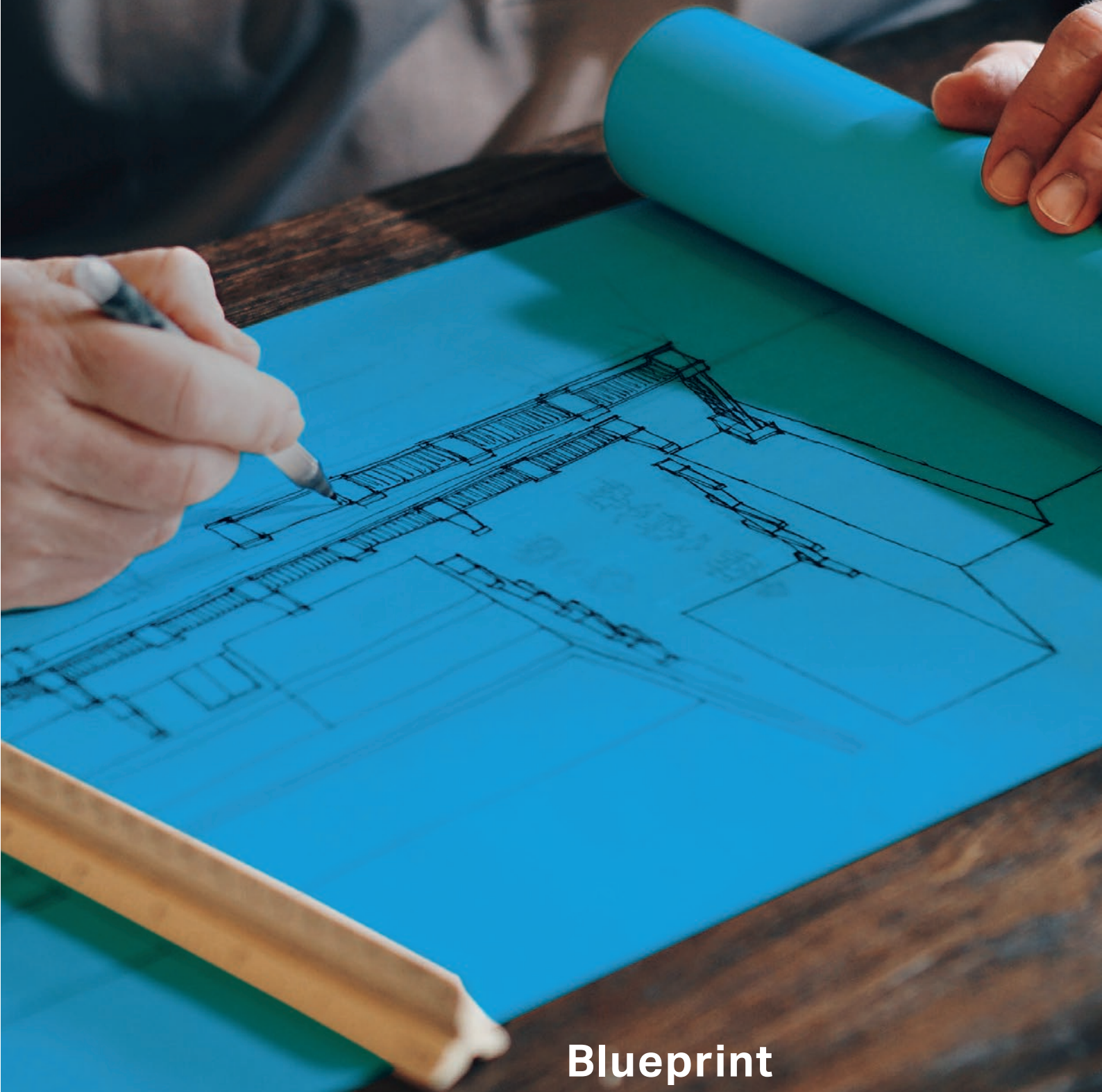


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Blueprint

Employer Insight Day

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London Enterprise Adviser Network (LEAN) Blueprints

Welcome to the LEAN Blueprints. We created 5 blueprints to help schools and businesses create effective opportunities for students to learn about careers. We've included suggestions and ideas for everything we think you'll need to plan and run successful and impactful careers projects.

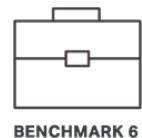
In this Blueprint you'll see information on:

1. What is an employer insight visit?
2. Why run an employer insight visit?
3. How to run an employer insight visit

What is an employer insight visit?

Employer insight visits involve a group of students (typically between 10 - 30 students) visiting a real workplace for a short period of time – from a couple of hours to a full day. The aim is to provide the students with a short insight into how a real workplace operates, the jobs that exist there and how they can access those roles.

Through the [Gatsby Benchmarks](#), schools and colleges across England have been asked to provide every student with at least one experience of the workplace during their time in education.



Why run an employer insight visit?

Employer insight visits help provide young people with a brief but helpful insight into your industry, organisation and workplace. Many young people will not have visited a place of work like yours or met someone from your industry before.

These insight visits also allow larger numbers of students to find out about your organisation and industry whilst requiring a shorter time commitment from your staff than traditional work experience.

What's in it for your business?

Hosting an employer insight visit provides a great opportunity to engage with your staff through a rewarding volunteering opportunity that takes place at work. We know that volunteering at work can lead to increased employee satisfaction and productivity.

There are also a number of other business benefits:

- Supports your Corporate Social Responsibility (CSR) objectives.
- Raise your profile and engagement with schools and colleges in your local area.
- Influence and inspire the future workforce, potentially finding future employees.
- Gain insights from a new age group, bringing fresh ideas and approaches.

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How to run an employer insight visit

1. Decide the aims of the event and the target student group

Decide on the type of students you want to attend the event and what you want them to get out of it. Do students need to be in a specific age group, have certain skills or competencies, have shown an interest in your industry or be studying a related subject?

Try to keep your restrictions to a minimum to help as wide a range of students as possible access the opportunity.

2. Contact us so we can connect you to an appropriate local school or college

Contact us so that we can support you with refining your event and can match your opportunity to school or college that best matches your requirements and is in most needs of your support.

Let us know where your offices are so we can put you in touch with the right member of our team. Each of our Enterprise Coordinators works closely with 20-25 schools and colleges in specific area of London. Contact enterpriseadvisers@london.gov.uk.

3. Arrange a launch call with the school or college contact

Our Enterprise Coordinator will be able to support the conversation between you and the school. Try to agree on the broad scope and structure of the event and allocate roles and responsibilities between you and the school. Topics to discuss include:

- Number of students
- The lead facilitator for the event.
- Lunch arrangements
- The activities on the day and who will lead them.
- Date/timings for the visit
- Travel arrangements
- Any access or additional requirements for the students
- The potential risks and how they will be managed.

4. What are you required to do – Health and Safety requirements

At an employer insight visit the students should be accompanied by a member of school staff at all times and so there are fewer Health and Safety requirements. Your staff are not required to have a DBS check (unless students will be left unsupervised with your employees).

The school may also ask to see a copy of your Employer's Liability Insurance certificate. Your existing employers' liability insurance policy will cover work placements provided your insurer is a member of the Association of British Insurers, or Lloyds, so there is no need for you to obtain any additional insurance.

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You should carry out a short risk assessment (particularly if your workplace is a higher-risk environment) and discuss the risks and the precautions taken with the school/college contact. See the [Health and Safety Executive's guidance](#) on this for more information.

5. Design the agenda for the day

When you design the visit's agenda it can include tours, hands-on activities, presentations and opportunities for students to question your employees in small groups.

Make sure the event is interactive and fast paced. Activities that give the students the opportunity to tour your workplace and ask questions to a range of different employees are usually well received.

Keep the amount of time spent speaking at the students from the front of the room to a minimum and try to give the students an opportunity to show you what they can do – you might just be surprised.

See our [LEAN suggested agenda](#) for a half-day or full-day itinerary and suggested activities.

6. Create an advert that attracts volunteers from your business

Start your volunteer recruitment 6-8 weeks before the event and make sure there is an easy way for volunteers to sign up. Register and keep track of expected attendees and conduct additional outreach if necessary.

The aim is to have a range of volunteers from different teams present to help students understand the variety of jobs available at your workplace.

7. Keep in regular contact with attendees as the event approaches.

Contact your volunteers at least 3 times (1 month before, 2 weeks before and 1 week before) to minimise the risk of last-minute dropouts. Try to also provide volunteers with an in person briefing on the day.

See our [sample briefing notes](#) for an example.

8. Obtain media consent from parents/guardians in advance if you want to take images for publicity

Check if the school/college has already obtained photo consent for their students and if this covers third party organisations. If not and the students are under 18 you will need to collect consent from their parents or guardians before you can use their images in publicity. Give students whose parents have not given media consent a badge to wear in a prominent place. This will help you remove any pictures with them in afterwards.

If your organisation already has a media consent form, this will need to be adapted for young people under the age of 18. See the NSPCC's [Photography and Sharing images guidance](#).

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9. Run the event

Don't worry if everything doesn't run perfectly on the day. Remember the school staff are there to help throughout the day – particularly if there are any behaviour management issues.

The most important thing is that the students leave your workplace having learned something – even if it is just that they aren't keen on a career in your industry!

Every group of students will contain different personalities, interests and abilities. Rest assured that at the very least you will have provided the students with an opportunity the school or college would never have been unable to offer themselves.

10. Collect feedback from everyone attending the event

Provide the students, volunteers and teachers with feedback forms at the end of the event as it will be much harder to collect it when everyone has left the room. Share the feedback with the school or college afterwards and record any learnings to help improve future events.

Thank your volunteers after the event and try to share with them any positive student or teacher feedback you received. You can also signpost them to other ways they can volunteer with your organisation.

11. Follow up with the school and Enterprise Coordinator

Congratulate each other on running a successful event. Record any learnings on how to improve the event in the future and consider putting a date in the diary for a repeat event.

LEAN Blueprints

Don't forget about our other blueprints available at www.london.gov.uk/LEAN:

Gatsby Benchmark 5 blueprints (for schools)

- Speed Networking Event
- Professional Interview Day

Gatsby Benchmark 6 blueprints (for employers)

- Employer Insight Visit
- Work Experience

If you have any ideas on how we can improve these blueprints, please contact enterpriseadvisers@london.gov.uk