



Passport to your future

Your future, your hands

How the partnership building worked:

The property was asked to choose two target audiences, from the programme target audiences, that were relevant to their property, the placement as they saw it and most importantly to their local community. Who was out there in the community that they wanted to reach? What were the community demographics and who from this was underrepresented in the visitor and staff profile at the property?

For example a number of mines have closed down in the last century in the Derbyshire area. As a result of this there is a lot of unemployment that for some families has been going on for generations. With that unemployment we can see mental health issues. So Hardwick selected long term unemployed and mental health issues as their target audiences.

In Cornwall, there is not a high representation of BAME communities. However because of the rural nature of the area we find a lot of people unemployed and again mental health problems are associated with this.

In Birmingham reaching the BAME community was very relevant.

We created a marketing strategy for each property.

Each property had bespoke pages on the web site, which marketed the individual opportunity at their site.

These pages included:

1. Information about the story of the property.
2. What are we about and what do we do at (property)?
3. The opportunities available at the property for the trainee.
4. What the property is looking for in a trainee.

Link to pdfs

- a. Information that you need before you apply to be a Passport to your Future trainee at (property).
- b. What we are looking for in a Passport to your Future trainee at (property).
5. Apply page.

Each property was provided with a press release by the Senior Press Officer to send to the local media and the targeted press.

A social media campaign was run by trainees on behalf of the project to reach people from the target groups.

The partnership work was approached from a number of different angles.

National level networks

Claire Poulton created and built up a database of partner organizations for each target audience. Each time the recruitment started for a new cohort, Claire would create relationships at a national level with organizations. She would then find a local link within that organization and a named contact. Claire would then ask the properties to work along the lines as described in the case study below.

How it worked with Job Centre Plus.

Claire and a national manager from Job Centre Plus worked together.

When a cohort was about to be recruited and the applications were about to go live, Claire talked to the JCP national manager about which properties had been selected. The national manager found a Job Centre close to each property and found a named contact within that Job Centre.

The named contact joined a one hour training teleconference with Claire and the national JCP manager. In this training session the following were covered:

1. Introduction to the NT.
2. Introduction to the programme including aims and objectives.
3. Description of the recruitment processes.
4. Description of the placement.
5. Timelines.
6. Opportunity to ask questions.

The named contact at the Job Centre then visited the National Trust staff at the property for half a day, using the following agenda:

1. Intro to NT
2. Intro to property
3. Intro to PTYF
4. Get to know each other
5. Talk about how they can work together to market the PTYF opportunity.
6. Talk about how they can work together with respect to future jobs.

The property staff then visited the Job Centre for the weekly staff meeting and met the front line staff to ensure they have a really good understanding of the NT; the property and the PTYF programme. They could then become advocates for the role and correctly profile people to the opportunity.

Claire then put each opportunity up on the JCP web site and she advertised each Taster day on the site too.

“The route used to inform Jobcentre Plus ensured the information got to the right people in good time. The website was also very useful as continued to be promoted with our clients after the open day date had passed”. Job Centre Plus.

“We signposted our customers to the website so they had information available to them after their visit to the Jobcentre”. Job Centre Plus.

“The teams have expressed how grateful we are for these opportunities. They are brilliant opportunities and really are perfect for a lot of our customers”. Job Centre Plus.

“Properties were asked to set up similar relationships with all the other organizations that I put them in touch with”. Claire Poulton

Disability Partnerships.

Similar processes as those described above were used to reach out to the disability sector.

We worked with a variety of organizations including:

Evenbreak.

Help 4 heroes.

MENCAP.

SCOPE.

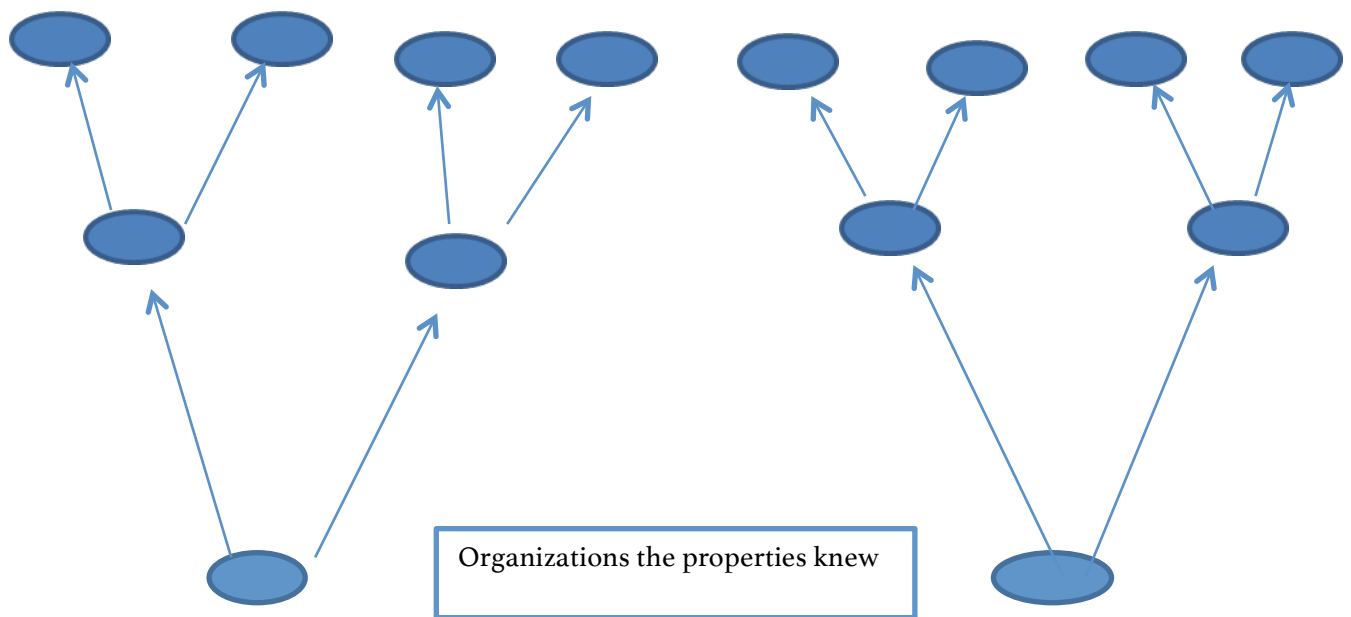
...and many others.

“The employer engagement team contacted Mencap’s network of locally based services who directly support adults with a learning disability. Mencap produced a number of posters and supporting information to encourage clients to apply for the positions”. MENCAP

“ I was signposted to the course by Help for Heroes on a residential visit for career services at Tedworth House. I knew about the National Trust from past experience and already felt a connection with the organisation. I felt that its values aligned well with my own personal values (largely informed by my military service) and that it was something I should pursue. I was particularly attracted by the prospect of working outdoors, learning new skills, working in a historic environment and working for the national interest. I had reservations about my chances of success and about the prospects of employment at the end of the course. At this stage however, the offer looked extremely attractive and there was nothing to lose!”. Year 6 trainee.

Local level networks

As well as working with Claire's national partners, properties were encouraged to build on the relationships they already had. If a property knew organizations already working in the sector, they were asked to invite them in and follow a similar agenda to that above. At the end of the meeting they were asked to ask the partner if they knew of any other organizations working in the sector. If they did then the process was repeated as above. We called this spider webbing out as properties could establish relationships with a variety of organizations as they spread out across the sector.



Claire would also do a google search for each property finding out what relevant organizations existed in their vicinity. Claire would then send this to properties asking them to reach out to these organizations too.

“The quality of information that you could get off goggle was very variable in each area. Sometimes it was really easy to access because it was on a County Council web site or in the back of a GP's web site, but in other areas the information was very fragmented. In these cases tenacity and time is required to build up a decent database”. Claire Poulton

“Having studied a degree in English heritage management and then worked in the disability employment sector for over 15 years I have always been interested in the how the two sectors could work together. I have been lucky enough to work for a service called the community head injury service who has for over a decade been volunteering as group at Waddesden manor. Here we have been working alongside the gardens team as volunteers supporting our client's vocational rehabilitation. As well as this our service has had clients volunteer with Rangers, at Hughenden, West Wycombe, Cliveden and Stowe. All of which I would like to think have been mutually

beneficial. Whilst the volunteering opportunities have always provided great benefits for our clients, moving beyond the volunteering into paid work with the trust has always been difficult. It seems that the Passport to your Future programme is looking to fill that gap between volunteering and competing successfully for permanent paid positions. This is a wonderful thing!

Disadvantaged groups, like our clients here, who have all had brain injuries, face so many barriers to employment. When organisations like the National Trust undertake schemes like this it goes a long long way to raising awareness of disability for its employees, volunteers and visitors. The benefits do not stop here though as other organisations will start to see the value such a programme brings and hopefully they will then look to see how they can make things happen for their local disadvantaged communities”. Placement Consultant Community Head Injury Service.

Quote: For me this provides a great chance for our clients to fill the gap between volunteering with the National Trust and finding paid work with them. I think the programme looks excellent and hope it continues!