



Our Ambitious Strategy for 2023 - 2028



Foreword

Since LTSB was founded in 2012 by David Pinchin, over 1,500 young people have been through our programmes with an 86% completion rate. With the preparation, support and access we provide, 74% of those have started careers with clear progression opportunities, transforming their lives, and those around them for the long-term. Now, as we enter our 12th year and another period of economic uncertainty which entrenches social mobility and widens the opportunity gap, our work is as important as ever.

Young people are facing more challenges than ever before and this strategy sets out an ambitious vision for principled growth that allows us to help more young people, provide value measures for our employer partners, but keeps the interests of our beneficiaries at its heart. It is our responsibility to help young people from disadvantaged backgrounds find careers equal to their ambition and ability and I am proud of the work that LTSB has done to make this possible thus far.

Now it is time to build on those achievements and I am looking forward to leading LTSB into the next five years broadening our impact, increasing our support networks, and investing in young people who just want to be 'part of the game'.

We have developed a strategy around three clear goals, aiming to improve and grow our existing programmes, reincorporating the sport element into the programme, expand our work in the community with a dedicated schools outreach programme, and focussing on our internal operations to create a culture of high standards and integrate the voice of our young people in all aspects of our work.

Yours

Rob Burton
CEO, LTSB



Strategic Summary

Over the next five years we will strengthen our position as a sustainable social mobility charity that helps young people from disadvantaged backgrounds find careers equal to their ambition and ability.

1. Ensure more young people are placed into meaningful careers

2. Expand our programmes

3. Create a culture of high standards, well-being and belonging



Vision

A world where all young people can choose their careers.

Mission

LTSB prepares, connects and supports young people from disadvantaged backgrounds to careers with leading organisations. We do this by:

Promoting opportunities to those from under-represented backgrounds

Preparing young people for the workplace, and the workplace for young people

Placing candidates in careers, stewarding and contextualising their application

Providing pastoral care - a support network for the first year of their career.

Values

We are BOLD

BESPOKE: using our authority and expertise to meet the specific needs of our stakeholders.

OPEN-MINDED: respecting young people's unique differences and seeing their potential.

LEADERS: enabling social mobility by challenging discrimination and inequality.

DETERMINED: committed to empowering long term change.

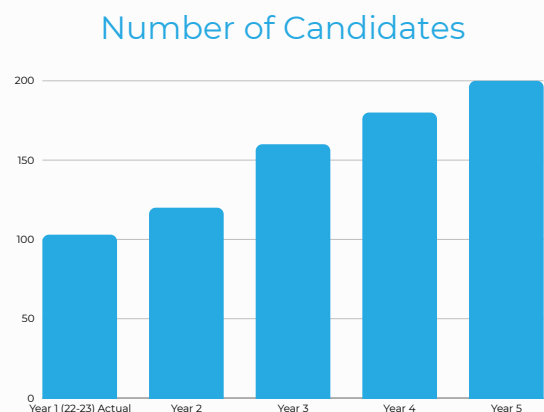
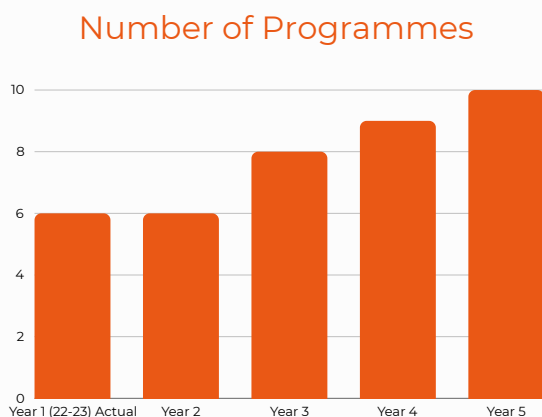
Strategic Goal 1

Ensure more young people are placed into meaningful careers

Employment is at the heart of our work, specifically meaningful careers that pay living wage or above and offer progression opportunities, giving our young people a positive future. We want principled growth: **placing a higher percentage of programme graduates** in Years 1 & 2 and **increasing the number of programmes** and placements in Years 3 and beyond. We will achieve this through growth within our current locations, where existing staff and networks offer efficiencies. This future begins with the success of our programmes and our unique long-term support.

- Targeted face-to-face recruitment
- Ensuring high standards of programme content and delivery
- Implementing an internal quality assurance programme
- Responding to our young people's feedback
- Continuing reintroduction of sports leadership into the programme
- Delivering our sessions in person, hosted by employer partners
- Increasing the number of interviews provided
- Increasing the % of young people placed
- Increasing the number of young people still in role after 1 year
- Ensuring everyone benefits from our 12 month support and beyond

Planned Annual Programme and Candidate Growth



Strategic Goal 2

Expand our programmes

While our ultimate focus is employment, diversified provision represents both a genuine expansion of work and increased funding opportunities. LTSB will create **three new work streams**: a **schools** programme that will raise aspirations; a **community** programme that gives practical tips to school leavers and generates applicants; and an **employer advocacy** programme that will use our impact to create systemic change. These programmes will help diversify our income, and also meaningfully improve the employment conditions for those from disadvantaged backgrounds.

Community Programme

With existing delivery material that will adapt easily to youth club environments, these sessions will be designed to cover LTSB programmes but also to give young people practical information for applying for a range of outcomes: from jobs and apprenticeships vs. university.

Schools Programme

The focus of the programme will be young pupils (~Year 9) who do not represent an immediate recruitment stream, but who need guidance and inspiration for future careers. A pilot will be delivered in Spring 2025 to facilitate a full September 2025 roll-out of the programme.

Employer Programme

Our working together training programme has been delivered to employers for the last three years, generating really positive feedback.

We believe that it materially improves the conditions for incoming apprentices, and increases the chance of retention and is worth expanding with more of our employer partners.



Strategic Goal 3

Create a culture of high standards, well-being and belonging

In youth work every interaction is critical and we want all our beneficiaries to experience the same high standards. To support this we are creating a quality assurance role which will develop delivery staff by assessing them against a new competency framework. We are recognising and rewarding those high standards too, by investing in professional development, bringing in employee support systems and policies, and celebrating success, to promote a sense of well-being and belonging.

Invest in staff development

- Design and implement competency framework to assess / quality assure programme delivery. This will also include a delivery manual for onboarding new Career Development Managers
- A core training programme (including Mental Health first aid and safeguarding) will be implemented for all relevant staff
- A proactive approach to learning and development will be instilled, each staff member will be tasked to find one training course per year each that compliments their role

Integrate young people at all levels

Young people are not just beneficiaries, they're the core of our work and a vital part of both effective planning but also staff belonging: all staff should get to meet and hear from our young people, regardless of role. We will continue to integrate YP into all staff recruitment, run quarterly focus groups to guide messaging / programme design, and establish a Youth Board by June 2024, whose Chair will also sit on our full Board from September.

