



Supporting young people across Cumbria in their leadership development

Unique leadership & placement
programme for young people
in Cumbria



NURTURING

What is Dream Placement?

- Dream Placement is a leadership and development programme for all 16-18 year olds across Cumbria
- It gives real world experience of leadership and the workplace, connecting young people with businesses
- It operates between September and March, and is free of charge to all young people
- Successful candidates progress to their Dream Placements with local host organisations, delivered in the week of February half-term
- Everyone applying receives development guidance, advice and opportunities as they connect with employers



ASPIRATIONS

“Taking on Dream Placement has really helped me to build up my confidence. Working with numerous groups of people within the business and presenting my findings to senior employees has made me feel more self-assured and confident in my abilities.”

Daniel Dalton | Student on placement at Story Contracting





- It is vital for Cumbria because we need to retain and support our young people into local employment
- Many of the brightest students leave the county for university, never to return. Many other students are challenged by educational attainment or personal circumstances
- Young people frequently don't realise the wealth of opportunities that exist on their doorstep with little awareness or understanding of local businesses and career options



“It's really important for us to be able to showcase not only what HR does in a business and how it can really add value to an organisation, but also allow somebody to come along and understand the world of work in a really modern way”

Claire McLean | CEO Founder, Realise HR

What is the impact?

For many young people Dream Placement can set them on a path to their future Career.

“I got to experience a professional environment for the first time and had the opportunity to develop my soft skills such as communication and empathy. It wasn’t something I’d normally do - an out of my comfort zone type of thing - but it was enjoyable.”

James Harrison applied for Dream Placement in his final year at West Lakes Academy. After successfully being shortlisted James attended the Virtual Selection event in 2020 and was interviewed and secured a placement with one of the host companies, Altrad Babcock. In his application he stated:

“I am looking for a career in the nuclear industry and I would like the opportunity to speak to a whole range of employees to broaden my horizons to what is out there”.

James spent the week in February Half term 2021 with Altrad Babcock and although most of the placement was held virtually it gave him a valuable foot in the door. Prior to his placement James was unaware of the opportunities with Altrad and that a global entity had amazing career prospects right on his doorstep.

“Dream Placement put me in this position as prior to the placement I got with Altrad through the scheme I was going to work for Sellafield Ltd. However, due to the contacts I made and the insight I gained I was offered an apprenticeship opportunity which I was happy to accept having seen how operated as a company”

James Harrison | Student on placement at Altrad Babcock

Benefits to your organisation

- Dream Placement connects your business to a group of highly motivated, ambitious young Cumbrians enabling you to showcase the opportunities within your organisation
- Involvement helps to develop your own staff members
- You have the opportunity to task young people with business problems or projects during their placement week to gain fresh perspectives and develop new ideas
- Dream Placement helps your organisation to build networks with other host company partners and raise the profile of your business

"Dream Placements is a fantastic initiative. We are committed to social value, fairness, and our people, both internally within MissionCX and across the wider community– we pledge 1% of our staffs' time each year, to support charitable community initiatives like Dream Placements, and it is an honour to be involved. We are all ready for Dream Placements 2024!!"



Joanne Slater | Operations Director, MissionCX



"Another amazing Dream Placement with Costain Group PLC and the Centre for Leadership Performance. Activities like this strike into the heart of what social impact in Cumbria can deliver."

John Edwards | Discipline Lead, Costain Group PLC

Benefits to young people

- Increased confidence by taking part in Dream Placement
- Improved understanding of their own values and strengths and how these can be applied
- Inspiration to set goals for the future and increased motivation to achieve them.
- Greater awareness of different careers and how their own skills and strengths fit with these
- Opportunities to listen to the views of others
- Motivation to take action to help others succeed
- Development of a wide range of skills including; communication, adaptability, teamwork, listening, presenting, observing, independent working, professionalism, discipline, organisation



Our commitment to you

- We make it easy for you to take part and connect with young people
- We provide support at every stage of the Dream Placement journey, from joining the programme and interacting with young people to creating an appropriate Dream Placement that benefits your business and our young candidates.
- We offer training for your staff working with the young people covering:
 - Working safely with young people
 - Engaging with young people and mentoring training
 - Interview training for employers and top tips for students
- We can advertise apprenticeship vacancies and broker work experience opportunities to the Dream Placement Alumni with over 1600 students. We share best practice and learning between host companies
- We offer access to Leadership Masterclasses



Costs

- Dream Placement is always FREE for young people taking part, and we rely on support from businesses to fund and sponsor this programme
- The costs vary depending on the size of organisation. Large businesses help us to subsidise smaller businesses. Where possible, we ensure that charities and third sector organisations which want to offer a Dream Placement, can come on board free of charge
- Your contribution also helps to fund Cumbria Future Leaders, a programme for all 16-25 year olds living in Cumbria. This programme is designed to continue the development of young people and give them access to opportunities

“Eboni had great ideas, and the project work that she completed about engaging with young people more about the levelling up funding that is coming to the area, was very insightful. Her ideas were fantastic and I will be looking to implement them this year. It was amazing to be a part of the Dream Placement scheme this year, and I look forward to taking part in years to come.”



Simon Fell | Conservative MP for Barrow and Furness

Key dates and steps

March to September	Company and school registration and matching
September	Opening date for student applications
October	Closing date for student applications
November	Online Development Events
December	Selection Event
January	Placement Planning
February Half Term	Dream Placement Week
March	Celebration Showcase Event



STEP 1 | APPLICATIONS & SCHOOL VISITS

Young people aged 16-18 submit applications to the Centre for Leadership Performance. CforLP reviews the applications and makes a short-list of students who will be invited to attend a selection event.

STEP 2 | DEVELOPMENT EVENTS

All applicants will be automatically invited to register for a series of evening online 2 hour events, in which they can meet and greet the host companies, learn more about Dream Placement and the partners involved and develop key skills to help them on the next steps of the programme.

STEP 4 | PLACEMENT READY EVENT

The students get together with their host companies for a morning of activities organised and facilitated by CforLP, such as goal setting and skills audits, to get everyone prepared for the placement week.

STEP 3 | SELECTION EVENT

Successfully shortlisted students are invited to attend an event involving activities, networking and interviews organised and facilitated by CforLP. Host companies attend to interview 6 pre-selected candidates with the aim of selecting their final Dream Placement Candidates.

STEP 5 | ONGOING TRAINING & SUPPORT TO EMPLOYERS

CforLP will provide all Host Companies with an ideas and expectations guidance document, media pack and access to Working with Young people training as our commitment to supporting your placement week. A CforLP team member is always available to provide information and advice as required and guide companies through the programme.

STEP 6 | DREAM PLACEMENT WEEK

The Dream Placement takes place – the exact programme of the week varies depending on the type of host company and the interest of the student but all will experience leadership in action and learn what Cumbria's employers have to offer for capable and ambitious young people.

STEP 8 | MAINTAINING CONTACT CUMBRIA FUTURE LEADERS

A development network and online platform full of careers information and opportunities locally for young people.

STEP 7 | SHOWCASE

After the placement week the students and companies get together to celebrate what they have achieved and to share their experiences.

What businesses say



"James Fisher Nuclear have been signed up to Dream Placement for the several years now and it has proved again to be an invaluable route to engage with our future leaders. Dream Placement enables us to engage in an exciting programme in which young and ambitious teenagers get a taste of the best Cumbria has to offer"

James Fisher Nuclear

"Actemium Design sees the Dream Placement scheme as a fantastic opportunity to engage with young people and help them gain invaluable experience in a working environment. It also allows our employees a chance to share their experience gained over many years in industry as well as learning themselves from students with potentially fresh and innovative ideas."



Ian Rae | Strategic Growth Director, Actemium Design



"I think that it is important to connect with young people as sometimes young people aren't always shown the breadth of opportunities that are available to them, especially in Cumbria and this is a great way for us to be instantly around and showcase to 1, the students and 2, the organisations who are also involved in Dream Placement"

Emma Dockeray | Project Coordinator, Soundwave Cumbria



What pupils say

"This experience has allowed me to understand that arts goes way beyond performing on stage and has allowed me to unleash my creative potential. I am really looking forward to the rest of the week and what it has to bring."

Layla Fatialofa | St Benedicts - placement at Rosehill Theatre & Florence Arts Centre



"I've learnt about how the NDA Group is set out, different roles in the company and it has given me a better idea of where I want to take my education and career in the future"

Sophie Anna Jefferson | UVHS Sixth Form - placement at NDA

"I have learned so much about being in a workplace environment, had the chance to speak with experts about certain aspects of the company and had the freedom to conduct my own independent research, developing many valuable skills along the way."

Katia Smith | Cockermouth School - placement at TUV SUD

"It was really good being in an office environment and learning what they do and seeing the case work and the future plans for Barrow. I found the case work element so rewarding because you are helping people with issues that they have and can directly improve their lives."

Eboni McClarey | Barrow Sixth Form College - placement at the office of the Barrow and Furness Conservative MP Simon Fell

"I have found it really interesting to see how the divisions work and how the company operates as a whole when it is so spread out across the country"

Oliver Smillie | Caldew School - placement at Story Contracting

"Doing Dream Placement was definitely worth it. It opened my eyes to the fact you can do something creative as a job and even do those jobs while staying in Cumbria. It helped build my confidence by stepping out of my comfort zone, meeting new people and going to new places. It also showed me so many other things in the local area I had never even heard about. The whole process has made me more excited about the future and what I can actually do."

Heidi Rachel Haine | Millom School - placement at Soundwave

"I have learned lots of new information about the nuclear sector and developed my confidence and communication skills, whilst enjoying myself along the way!"

Harry Oliver Basnett | Keswick School - placement at Balfour Beatty Kilpatrick

Did you know...

By working closely with young people throughout their leadership journey, we have developed an understanding of their development needs as they transition into employment or higher education. Our Early Careers programmes are designed with Cumbria's young people and businesses to ensure the services we deliver are tailored to real-life requirements.

CFL

Cumbria Future Leaders (CFL) is a service to support Cumbria's young adults. The "Your Future. Here" brokerage provides a single focus point for resources and advice.

CFL STEERING GROUP

A diverse group of young people and youth representatives who meet to shape and signpost activities and opportunities for 16-25 year olds in Cumbria.

LEADERSHIP INSIGHTS

Leadership Insights are short online events with local leaders from different backgrounds sharing their inspirational stories of leadership.

YOUR VOICE

Your Voice events provide young people with a platform to find out about local topics that matter to them.

LEARN 2 LEAD

Learn 2 Lead delegates join a diverse cohort of young people on this unique 6-month leadership development programme.

WORKSHOPS

A series of bespoke sessions designed to develop confidence, communication, teamwork, leadership, resilience and other employability skills.

MENTORING

Mentoring can help those in their Early Career to develop their confidence and learn new skills.

NETWORKING

Networking can be daunting, so we have developed a unique buddying service to build confidence and equip young people with the skills and tools to network.

SHADOWING

Shadowing provides employees with the opportunity to work alongside, and gain experience and insights from another individual.

How can you or your organisation get involved?

- Discuss your leadership needs in your organisation with us to see how we can support your Early Career employees
- Fund our work and Cumbria Future Leaders as part of your Social Impact activities to ensure wider access to our programmes
- Send us your opportunities to showcase through our Cumbria Future Leaders "Your Future. Here" brokerage to help raise the profile of your business, reach more young people and support your long-term recruitment needs
- Volunteer your time to mentor a young person in their Early Career
- Volunteer your time and expertise to speak at an event
- Volunteer to support the Cumbria Future Leaders Steering Group and encourage your young professionals to join
- Signpost your Early Career employees to Cumbria Future Leaders to find additional development opportunities outside of work such as networking and training
- Sign up to our newsletter to find out the latest news and opportunities for your team



Contact us

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Thank you for the ongoing support from our Dream Placement partners and supporters.

Supported by



A collaboration between Cumbrian businesses,

2024 host company partners:



educators and young people



Simon Rogan



Jacobs



Since 2013 we have provided 1,850 young people across Cumbria with leadership development opportunities & 565 Dream Placements



Lifelong leadership learning in Cumbria

Since 2011, the Centre for Leadership Performance has worked with educators, employers and young people to build an inclusive lifelong leadership journey from primary school to boardroom. We have built positive and enduring relationships that connect these stakeholders and promote collaborative action to develop Cumbria's leaders for today and tomorrow.

PRIMARY

Working with over 150 Cumbrian primary schools we provide leadership opportunities and connect them with businesses in meaningful ways, bringing learning to life through real-world examples as we nurture aspirations, confidence and self-belief. Our Bright Stars flagship programme continues to excite and engage young people with a record number of schools taking part in 2022, partnering local companies and organisations to create social enterprise businesses that 'make a profit and make a difference' to impact an issue that the children choose.

SECONDARY

Development programmes delivered in schools and youth group settings enable young people to have their voices heard on key issues and work on real projects that enhance their leadership and key employability skills, ignite aspirations and build confidence and self-belief. Businesses and young people work together on key issues and business challenges, raising awareness of local careers and jobs through programmes including ProjX, Elements, Your Community, Leading Change and Dream Placement.

EARLY CAREERS

Supporting 16-25 year olds in their transition from education to the workplace. Managing Cumbria Future Leaders, a development network and online platform where young Cumbrians can find information and opportunities which link them into the local economy and their community. Co-creating programmes with young people, such as Learn 2 Lead, Leadership Insights and Your Voice.

WORK PLACE

We work with a range of businesses across different sectors within Cumbria providing opportunities for managers and leaders to share learning and best practice. They build vital support networks through programmes including our flagship Leader 2 Leader, short courses, action learning sets and shadowing. Clients from Primary to Board room are encouraged to join our leadership community and build future talent while maximising the strengths of their existing workforce.

To find out about all CforLP programmes contact:

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