

Ideas . Action . Impact.



KEY STAGE 3

SOCIAL ENTERPRISE CHALLENGE CAREERS EVENT

How can young people create positive change in the communities around them?



BrightFutures
EXPERIENCE

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Do your students know that...



- The UK charity sector employs more than 1 million people - making it larger than many major industries?
- The charity sector offers careers in marketing, finance, law, technology, media, events, AI, and leadership - not just fundraising?
- Charities in the UK generate over £100 billion in income each year?
- Volunteering can lead to a rewarding professional career path?
- Corporate Social Responsibility programmes actively look to partner with young changemakers and community projects?
- Charities are actively searching for digital creators, content producers, coders, and social media storytellers?
- Volunteering can be used to build an impactful CV and showcase their skills to employers?

**If not, this is exactly the gap
the Social Enterprise Challenge
is designed to address.**

WHY OUR WORKSHOPS **WORK**

Tried and tested

- 20 years of delivering teambuilding events
- Workshops delivered in 700+ schools

Impact

- Engaging, fun and meaningful activities
- Students develop skills throughout the session

Professional

- High-quality visuals and resources
- Experienced presenters

PURPOSEFUL, NOT JUST 'FUN'!

**Our Social Enterprise Challenge
inspires students to make a
difference in the world and
gives them the tools and
confidence to do it.**

5.0
RATING



Workshop content:

School hall delivery

Two-hour session (repeatable format)

- **Inspiring role models from the worlds of charity, business, and social enterprise**
- **Hands-on activities that build real workplace and employability skills**
- **Why charities and employers value young people with social media and storytelling skills**
- **Eye-opening Labour Market Information (LMI) about the UK charity sector**
- **How young people can turn ideas and creativity into real social impact**



1. Setting the tone: Purpose, problems & pioneers

Students are introduced to the idea of social enterprise and discover how some organisations exist to solve social or environmental problems. Students learn from a range of inspiring young changemakers.

2. Charities, business & social enterprise

Students explore how charities are formed, their responsibilities, and how they differ from traditional businesses. They then examine where social enterprises sit between the two, combining commercial thinking with social impact.

3. Social innovation: Awareness to action

Teams explore how social enterprises raise awareness for important causes before generating support or funding. Students design a simple campaign idea, considering branding, messaging and how linking to well-known events can help ideas reach a wider audience.

4. Impact: Gaining inertia

Students learn how to structure and deliver a clear, engaging presentation, building confidence in public speaking and communication. They also explore how a strong pitch can capture attention, influence decision-makers, and potentially lead to investment or support for their ideas.

5. Wrap-Up: Skills in action

Students reflect on the skills they used during the challenge, including teamwork, communication, creativity and leadership. They begin to see how these skills appear in many careers, especially those focused on creating positive change in society.

The Social Enterprise Challenge: **Supporting meaningful careers education**

Schools are working hard to meet the Gatsby Benchmarks while ensuring careers education feels meaningful and engaging for younger students.

The Social Enterprise Challenge supports multiple benchmarks while helping students explore how careers can combine purpose, responsibility and opportunity.

Benchmark 1 – A stable Careers programme

Our workshops are designed to fit seamlessly into your school's careers provision. Upon request, we provide content for your school website and editable letters to keep parents informed about our events, including what happens in each session and how it links to the Gatsby benchmarks. We also carry out student evaluations and turn the results into a feedback report to help your school measure the impact of our activities.

Benchmark 2 – Learning from career and labour market information

- Students explore how social enterprises operate within the wider economy and the growing role they play in addressing social and environmental challenges. Students also learn that Labour Market Information (LMI) can reveal the charity sector as a fast-growing area with real opportunities, diverse career paths, and long-term potential.

Benchmark 3 – Addressing the needs of each learner

Our workshops challenge misconceptions and stereotypes about careers. We showcase a diverse range of role models through visuals and case studies. By doing this, we aim to raise aspirations and help every student see that social entrepreneurship could be a realistic career pathway for them.

Benchmark 4 – Linking curriculum learning to careers

Students apply knowledge from subjects such as English, PSHE, art, geography and business to real-world challenges.

Benchmark 5 – Encounters with employers and employees

Sessions are delivered by experienced facilitators who bring 20 years of business, enterprise and team-development experience. Students gain insight into real entrepreneurial thinking and behaviours.

Benchmark 6 – Experiences of workplaces

While the workshop is school-based, the structure mirrors workplace practices. Students manage time, collaborate under pressure, problem solve, adapt plans and justify decisions - all core employability behaviours.

FAQS

**Is there a charge?**

Yes. Our events are professionally delivered workshops and there is a fee for delivery.

**How much does it cost?**

Pricing depends on the size of the cohort and how the day is structured. Schools often choose between different delivery formats depending on how many students they would like involved.

**How do we find out the price?**

Simply get in touch with the approximate number of students and we will send you a few delivery options along with the corresponding prices.

**Is early booking advisable?**

Yes. Popular times of the year (especially careers weeks and enrichment days) tend to fill up quickly.

**Are there additional travel or expense charges?**

No. The price we quote is the price you pay.

**Do we need to provide resources or printed materials?**

No. Everything required for the event is provided.

**What time do you arrive at school?**

We normally arrive at least one hour before the event begins to set up and ensure everything runs smoothly.

**Is there much preparation required from staff?**

Very little. Once a booking is confirmed you will receive a comprehensive confirmation pack explaining exactly how the day will run.



01773 850246

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