

Business in the Community

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About Business in the Community

Business in the Community (BITC) is a business-led charity that stands for responsible business. A responsible business achieves commercial success in ways that honours their values, whilst respecting people, communities and the environment.

We offer our members a range of advisory services, practical tools, information and brokerage services to support them to integrate responsible business into their operations.

Find out more at www.bitc.org.uk/wales



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**BUSINESS
IN THE
COMMUNITY**

Business Class

A framework for Welsh business to partner schools



Responsible
business
starts at
www.bitc.org.uk

What is Business Class?

Business Class helps companies to address concerns about their future workforce by building mutually beneficial partnerships with secondary schools.

The programme, developed by Business in the Community (BITC) provides a more systematic framework to create strategic business / school partnerships.

What makes Business Class stand out?

- **Long Term Sustainability** - Business and school partners make a minimum three year commitment to work together, allowing partnerships to develop a strong relationship and track the impact of their activities over time
- **Collaboration** - Each partnership is part of a geographical cluster of a least five businesses and five schools, which enables sharing of best practice locally and nationally across Wales and the UK
- **Tailored Support for Your Business** - You're supported by our experienced team of Education Managers every step of the way to ensure your partnership meets your business priorities and makes the most of your participation
- **Quality Programme** - We use tried and tested materials and quality resources to make it easy for businesses and schools to participate and get the most out of the programme.
- **Meets Needs of School** - Business Class is underpinned by a thorough needs assessment of the school to ensure that both business and schools benefits

Over **30%** of UK employers say that a lack of skills in the workforce makes it hard to fill entry-level vacancies.

Cass Business Class Evaluation, 2010

Over **40%** improvement in young people's employability by taking part in Business Class.

Cass Business Class Evaluation, 2010

80% of our companies believe Business Class is 'significantly' or 'much more' effective than other employer engagement programmes in schools.

Business Class Survey (2012)

"Business Class helps enormously to engage our employees in building a culture of integrity and collaboration which employees feel proud to be part of. Our partnership with the school provides a focal point for this activity and helps to increase and maintain this engagement. It also plays an important part in building our reputation.

Richard Hardie, UBS

How could your business benefit?

| Employee Development | Talent and Diversity | Business Development | Community Engagement |
|--|---|--|--|
| <ul style="list-style-type: none">• Opportunity for employees to develop skills such as communication adaptability, leadership, project and people management• Aids recruitment• Can contribute to increased employee motivation and morale leading to higher staff retention | <ul style="list-style-type: none">• Allows access to new talent pools• Can help build a representative workforce that reflects and understands different client groups• Diverse workforce can often lead to greater innovation• Play a part in addressing future skills gaps | <ul style="list-style-type: none">• Can be used to help secure new business, particularly public sector contracts• Helps build stronger relationships with suppliers, customers and clients• Raises organisational profile and contributes to a positive brand image | <ul style="list-style-type: none">• Contributes to an economically and socially healthier communities• Helps you better understand current and potential customers, build brand awareness• Demonstrates your commitment to supporting your local community image |

Get involved!

Business Class is growing! With more than 500 partnerships across the UK and clusters now in Cardiff, Newport, Merthyr and Blaenau Gwent, now is your chance to get involved in one of our new Business Class partnerships in Rhondda Cynon Taf.

Access to the programme costs £4,000 pa for BITC members, or £4,800 for non-members. To find out more about how your business could benefit please contact:

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