



# Who are we?

- 🚀 We were set up to increase local leadership capability by providing high quality leadership development opportunities from within Cumbria
- 🚀 10 years on we are a not-for-profit SME, working collaboratively with employers and educators to create an inclusive ladder of lifelong leadership learning opportunities connecting businesses and young people at multiple levels to learn, share best practice and build vital support networks from primary to board room and beyond.
- 🚀 We reinvest our surplus revenues in new projects that develop leadership capability, particularly in young people





# What is Dream Placement?



- ⌘ Dream Placement is a 6 month leadership development programme for ALL 16-18 year old's across Cumbria which for some young people will result in a week's Dream Placement (Feb Half Term)
- ⌘ A collaboration between CforLP, businesses, educators to showcase breadth of opportunities here in Cumbria and help connect today's leaders with future leaders
- ⌘ A fully project managed programme that helps young people to build leadership skills and confidence and make informed choices about their future
- ⌘ It gives real world experience of leadership and the workplace, connecting young people with businesses in a meaningful way
- ⌘ It operates between September and March, and is free of charge to all young people
- ⌘ Everyone applying receives leadership development, advice and opportunities



# Why is it needed?



- ✿ It is vital for Cumbria because we need to retain and support our young people into local employment and great jobs
- ✿ Leadership needs to be seen as a quality that serves everyone and we need to work collaboratively to ensure we develop young people's leadership skills & nurture and ignite aspirations for their future
- ✿ Many young people leave the county for university, never to return whilst many are challenged by educational attainment or personal circumstances
- ✿ Young people don't realise the wealth of opportunities that exist on their doorstep with little awareness or understanding of local businesses and careers



# Why host or fund Dream Placement?



- ☞ Dream Placement connects you to a group of highly motivated, ambitious local young people enabling you to showcase the opportunities within your organisation
- ☞ Involvement helps to develop your own staff members
- ☞ CforLP offer full support and training throughout the programme
- ☞ 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 to share best practice and ideas to take back into the workplace
- ☞ You are helping to fund a high-quality development programme to support Cumbria's future leaders



# Costs



- ⌚ The costs are always FREE for young people, and we rely on support from businesses to fund and sponsor this 6 month leadership development programme
- ⌚ The costs vary depending on the size of organisation, ranging from £500 to £2,500. Large businesses help us to subsidise smaller businesses, charities and third sector organisations
- ⌚ If you are unable to offer a placement then would you sponsor the programme or fund a micro business, charity or third sector organisation
- ⌚ 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 young people's development, building networks with peers and employers



# Key dates | summary



**1st September 2021 | Opening date for student applications**

**25th October 2021 | Closing date for student applications**

**November 2021 | Weekly development events for all students who apply**

**9th December 2021 | Selection Event with shortlisted students and host partners**

**22nd January 2022 | Preparing for placement half day**

**14th – 18th February 2022 | Dream Placement Week**

**17th March 2022 | Showcase Event to celebrate successes of all involved**





# Our Partners Over the Years





**Thank you**

**More info available**

**Please get in touch**

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