

# FUTUREGOALS

Communications toolkit



The #futuregoals campaign has been designed to inspire young people to make informed choices about careers and training to prepare them for the world of work.

Our ambition is to support all schools in the Leeds City Region and to work with businesses to improve social mobility, employability and build a skilled workforce.

We've written content to be used across different communications channels to make it easier for you to spread the word and support parents, guardians and influencers in helping young people make career choices.

Feel free to copy and paste the content straight to your website, newsletters, social media channels and emails or simply use it as inspiration to write your own.

## CHANNEL

## CONTENT

### FACEBOOK

1. We're inspiring our pupils to realise their #futuregoals and make career choices that will prepare them for the world of work. [futuregoals.co.uk](http://futuregoals.co.uk)
2. Parents and guardians, there are skills shortages in construction, infrastructure, engineering and manufacturing. Give your child the best start by making sure they have the right skills for the jobs needed. Find out more: [futuregoals.co.uk](http://futuregoals.co.uk)
3. Want support and resources to inspire your child to change the world? Find out more about future career opportunities for young people. [futuregoals.co.uk](http://futuregoals.co.uk)
4. Does your child know what they want to do when they leave school? Help them to get inspired about careers by visiting [futuregoals.co.uk](http://futuregoals.co.uk)

### TWITTER

1. We're inspiring young people to realise their #futuregoals and get ready for the world of work. Help your child at home to make career choices at [futuregoals.co.uk](http://futuregoals.co.uk) #careers #parents #inspiration #jobs
2. Need help in inspiring your child to make the right career choices for them? [futuregoals.co.uk](http://futuregoals.co.uk) can help. Find out more today. #futuregoals #careers #parents #inspiration #jobs
3. Does your child know what they want to do when they leave school? Help prepare them for employment by visiting [futuregoals.co.uk](http://futuregoals.co.uk) #futuregoals #careers #parents #inspiration #jobs
4. Parents and guardians, there are skills shortages in #construction, #infrastructure, #engineering and #manufacturing and #digital. Give your child the best start by making sure they have the right skills for the jobs needed. Find out more: [futuregoals.co.uk](http://futuregoals.co.uk) #futuregoals #careers #parents #inspiration #jobs
5. What are you child's #futuregoals? There's lots of careers inspiration, advice and next steps at [futuregoals.co.uk](http://futuregoals.co.uk) to help them decide. #careers #parents #inspiration #jobs

# FUTUREGOALS

Teacher resource - content ideas



CHANNEL	CONTENT
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**EMAIL TO PARENTS**

Dear parents/carers,

It's important to us that your child/children are prepared for their future and are given the right support, advice and inspiration to make informed choices about careers and training once they have left school.

There are currently 126,000 businesses located in the Leeds City Region who all contribute to the Region being the largest economy in England outside of London and the South East.

Our region offers many job opportunities, especially in the manufacturing, engineering, construction and digital industries, where employers are currently finding it difficult to fill roles due to lack of people with the right skills.

To help our pupils gain the right training, skills and work experience to succeed in future employment, the Leeds City Region Enterprise Partnership (LEP) are offering resources, activities and links to employers through the #futuregoals campaign.

futuregoals.co.uk has been designed to encourage young people to think about the job opportunities available to them and what they need to do next to fulfil their #futuregoals.

Discover what it's really like to work in the City Region's key industries and how these industries are constantly evolving, making the Region an exciting place to live, work and study.

As a school, we are dedicated to delivering career activities, enabling our pupils to meet with employers, learn about degree level apprenticeships, access information about university or college courses and gain the right transferable skills to succeed in employment.

We'd like to encourage you and your child/children to take a look at the futuregoals website so that together we can give them the best start to future employment.

Yours faithfully,

**SCHOOL WEBSITE/ NEWSLETTER/ LINKEDIN**

Our school/college/training centre is working with the Leeds City Region Enterprise Partnership (the LEP) and West Yorkshire Combined Authority to promote #futuregoals, a high-profile careers campaign aimed to inspire young people in making decisions about future jobs.

The #futuregoals campaign aims to raise awareness of career opportunities in the City Regions key sectors; manufacturing and engineering, digital and construction and infrastructure and offers a wealth of useful support and resources.

Parents and guardians can find out more information to help inspire their children to gain the right skills and experience needed by visiting futuregoals.co.uk