



PRIMARY
BUSINESS
PARTNERSHIP



CENTRE for
LEADERSHIP
PERFORMANCE

Centre for Leadership Performance Delivery Partner

PRIMARY BUSINESS PARTNERSHIP

School Media Pack

**Welcome to the Primary Business Partnership (PBP)
School Media Pack!**

What is Primary Business Partnership (PBP)?

The PBP is a FREE signposting and matching service delivered by the Centre for Leadership Performance, helping schools and businesses to forge greater links to support career-related learning in the classroom. Our dedicated team will find positive role models from local businesses to volunteer in your school to bring pupil's learning to life, raise aspirations and broaden horizons to help them reach their full potential.

We now have 99 primary schools regularly using this FREE service and accessing information on pre-existing services both locally and nationally through a 'one-stop shop' website. The programme is funded by OneAIM JV and Sellafield Ltd SiX – Social Impact Multiplied programme.

WWW.PRIMARYBUSINESSPARTNERSHIP.ORG.UK

Email: info@pbp.org.uk

Tel: 01900 824 822

If you've received this media pack, it means your school is working in partnership with the Primary Business Partnership (PBP). This media pack has been created to assist you in helping us spread awareness of PBP and our service across various platforms such as social media, newsletters, and your website. To guide you in this, we've provided some valuable tips for crafting and sharing content.

Why we need you to spread awareness:

1. Connect with parents and community members willing to support the scheme.
2. Encourage more businesses to get involved, expanding the positive impact even further and promoting business links with primary schools.
3. Expand the reach and impact of Primary Business Partnership.

By doing this you will also:

1. Enhance your school's profile!

This pack includes the following:

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Important: when collecting / sharing media involving pupils, please ensure you have the correct permissions to do so.

Content Collection

Ideas:

- Take images of your pupils engaged in the workshop/activity.
- Record your pupils talking about the day, what they enjoyed the most and what skills they have developed as a result of taking part. You can use a mobile phone or a Zoom/Teams recording.
- Record a teacher talking about the value of the workshop/activity for your school.

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- Send us a quote of your experience!
- Write to your local paper about your experience.

PBP Logos

Below is a copy of the Primary Business Partnership and CforLP logos. Please copy and paste these logos to use on social media, letterheads, flyers, graphics etc...



Social Media Post Templates

Below are our social media tags and some example texts to help with your social media promotion.

- Facebook: @primarybusinesspartnership
- LinkedIn: @Primary Business Partnership
- Twitter (X): @CentreforLP
- Facebook: @CentreforLP
- LinkedIn: Centre for Leadership Performance
- Instagram: CentreforLP

Hashtags: #PBP #PrimaryBusinessPartnership

The comms below provides a suggestion on how to word your social media post, please feel free to re-word as you see fit but do please mention and tag Primary Business Partnership, Centre for Leadership Performance, the activity/workshop name, and the Volunteers/Businesses involved. A member of our team will send you information on the activity including the session aims, volunteer names along with the businesses they work for, who delivered the session and images taken on the day and possibly an article on our website about the day so that you can shout about everything on your social media channels.

To download any of the below graphics click on this [link](#)

General Post:

Our school is excited to be working in partnership with the @Primary Business Partnership. Delivered by the @Centre for Leadership Performance, the Primary Business Partnership provides a FREE matchmaking service between primary schools and businesses in the areas formerly known as Allerdale and Copeland. They aim to inspire the next generation of young people by helping primary schools and business work together.

Learn more at
<https://www.primarybusinesspartnership.org.uk/>



Our
school is
working in
partnership
with



Before a Workshop/Activity:

(We/Class(number)) are excited to be taking part in an inspiring (Workshop/Activity) called (Workshop/Activity Name) that has been organised by @Primary Business Partnership and delivered by (Business Name). This session aims to (session aims).

Want to bring similar inspiration to your primary school? Learn more at <https://www.primarybusinesspartnership.org.uk/> or contact rebecca.day@cforlp.org.uk

If CforLP deliver the workshop use this:



Our
school is
taking part
in an
inspiring
workshop
organised by



If another business/organisation delivers the workshop use this:



Our school is taking part in an inspiring workshop
organised by

**After a Workshop/Activity:**

(Yesterday/Last Week)
(we/class(number) took part in an inspiring (Workshop/Activity) called (Workshop/Activity Name) organised by @Primary Business Partnership and delivered by the (Business Name). This session aims to (session aims). We thoroughly enjoyed (what you enjoyed).

Read more about the day here: [LINK](#)

Want to bring similar inspiration to your primary school? Learn more at <https://www.primarybusinesspartnership.org.uk/> or contact rebecca.day@cforlp.org.uk

If CforLP delivered the workshop use this:



Our school took part in an inspiring workshop
organised by



If another business/organisation delivered the workshop use this:



Our school took part in an inspiring workshop

organised by



Before a Dream BIG Workshop:

(We/Class(number)) are excited to be taking part in #DreamBIG. Volunteers, (volunteer name from company), will be joining us to serve as a positive role model for our pupils. They will share their career journey to date, aiming to broaden and raise our pupils career aspirations.

Dream Big is organised by the [Primary Business Partnership](#), delivered by the [Centre for Leadership Performance Cumbria](#) and generously funded by [OneAIM JV](#), and [Sellafield Ltd](#) SiX

Want to bring similar inspiration to your primary school? Learn more at <https://www.primarybusinesspartnership.org.uk/> or contact rebecca.day@cforlp.org.uk



Our school is excited to be taking part in Dream BIG!

organised by



After the Dream BIG Workshop:

(Yesterday/Last Week)

(we/class/number) took part in an inspiring #DreamBIG session. Thank you to the wonderful volunteers for sharing their career journeys with us, helping to raise our pupils career aspirations, (volunteer name from company)! We thoroughly enjoyed (what you enjoyed).

Read more about the day here: [LINK](#)

Dream Big is organised by the [Primary Business Partnership](#), delivered by the [Centre for Leadership Performance Cumbria](#) and generously funded by [OneAIM JV](#), and [Sellafield Ltd](#) SiX

Want to bring similar inspiration to your primary school? Learn more at <https://www.primarybusinesspartnership.org.uk/> or contact rebecca.day@cforlp.org.uk



Our
school
took part
in
Dream BIG!

organised by



Delivered by
 CENTRE for
LEADERSHIP
PERFORMANCE

Funded by



To download any of the above graphics click on this [link](#)

Case Study Template

Could you, your school and/or your pupils complete a case study for us? Case studies are really beneficial for PBP when promoting our services and showcasing our impact. Below is a case study template, or why not record yourself/your pupils answering these questions? Videos are great content!

TITLE | SUB-TITLE

Date

Name	
Job Title	
School name	
Activity Name	
Year Group taking part	
No. of children involved	

Why did you get involved with the activity organised by the PBP?

What were your learning outcomes? Were these achieved?

**What benefits did your pupils get from their involvement?
What benefits did you, as their teacher, gain from this activity?
What benefits did the school gain by taking part in this PBP activity?**

Why do you think these activities are important for your pupils/ school/cluster?

Anything else you would like to add?

Programme Specific Press Release Template

FOR IMMEDIATE RELEASE

[School Name] PUPILS INSPIRED BY WORKSHOP

Pupils from [School Name] recently participated in an engaging Workshop, organised by Primary Business Partnership (PBP) and delivered by [Business Name]. The workshop, titled [Workshop/Activity Name], aimed to [session aims], providing [School Name] pupils with valuable leadership skills.

The PBP workshop was supported by volunteers from [Business and Volunteer Names].

During the workshop, pupils [describe specific activities or experiences], creating a vibrant and dynamic learning atmosphere.

Teacher [Name] shared their enthusiasm, stating, "[Include a quote from a teacher highlighting the workshop's impact on pupils and the school]."

Additionally, a pupil shared, "[Include a pupil quote expressing their positive experience and the skills they gained]."

The Primary Business Partnership provides a free matchmaking service between primary schools and businesses in the areas formerly known as Allerdale and Copeland. They aim to inspire the next generation of young people by helping primary schools and business work together.

The Primary Business Partnership programme is funded by OneAIM JV and Sellafield Ltd SiX – Social Impact Multiplied programme.

Want to bring similar inspiration to your primary school? Learn more at <https://www.primarybusinesspartnership.org.uk/>

NOTE: Attach an image from your day to this press release

General Press Release Template

FOR IMMEDIATE RELEASE

[School Name] TEAMS UP WITH PRIMARY BUSINESS PARTNERSHIP

Pupils from **[School Name]** are thrilled to announce their collaboration with the Primary Business Partnership (PBP). PBP provides a free matchmaking service between primary schools and businesses in the areas formerly known as Allerdale and Copeland. They aim to inspire the next generation of young people by helping primary schools and business work together. The programme is funded by OneAIM JV and Sellafield Ltd SiX – Social Impact Multiplied programme.

Through this partnership, **[School Name]** aims to: [insert aims of getting involved e.g. equip their pupils with knowledge, skills and aspirations relevant to the modern world.]

Teacher **[Name]** shared, "[Include a quote from a teacher expressing their excitement and reason to collaborate]."

Want to bring similar inspiration to your primary school? Learn more at <https://www.primarybusinesspartnership.org.uk/>

NOTE: Attach an image of your school/pupils this press release

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Newsletter templates for Parents

1. General Content:

Our school is excited to be working in partnership with the Primary Business Partnership. Delivered by the Centre for Leadership Performance, the Primary Business Partnership provides a FREE matchmaking service between primary schools and businesses in the areas formerly known as Allerdale and Copeland. They aim to inspire the next generation of young people by helping primary schools and business work together. The programme is funded by OneAIM JV and Sellafield Ltd SiX – Social Impact Multiplied programme.

Learn more at <https://www.primarybusinesspartnership.org.uk/>

2. For parents to inform them about upcoming activity:

WE ARE TAKING PART IN AN EXCITING WORKSHOP THAT AIMS TO
[session aims e.g. help pupils recognise individual strengths and personalities, improve reading skills, encourage pupils to Dream BIG...]

We're excited to share that Class [Class Name] will soon take part in a Workshop called "[Workshop/Activity Name]," to help pupils [session aims]. Organised by the Primary Business Partnership (PBP) and delivered by [Business Name]

The PBP connects schools and businesses in the areas formerly known as Allerdale and Copeland, offering our pupils a chance to develop key leadership skills. The programme is funded by OneAIM JV and Sellafield Ltd SiX – Social Impact Multiplied programme.

This particular PBP workshop is supported by volunteers from [Business & Volunteer Names].

Stay tuned for more details on this enriching experience!

3. Newsletter template to request volunteers from the parent community:

VOLUNTEER AND MAKE A DIFFERENCE TO YOUR CHILDS EDUCATION!

We are reaching out to you with an exciting opportunity to make a difference in your child's education! Class [Class Name] will soon take part in a Workshop called "[Workshop/Activity Name]. This workshop," will help pupils [session aims] organised by the Primary Business Partnership (PBP) and delivered by [Business Name].

The PBP connects schools and businesses in the areas formerly known as Allerdale and Copeland, offering our pupils a chance to develop key leadership skills. The programme is funded by OneAIM JV and Sellafield Ltd SiX – Social Impact Multiplied programme.

We are seeking volunteers to support the session alongside volunteers from [Business Names].

Can you spare [amount of time required] to help our pupils develop these crucial skills by [insert ask]? If so, please reach out to Rachel Pettit at rachel.pettit@cforlp.org.uk. Rachel will provide you with more information on how you can get involved and contribute to your child's learning journey.

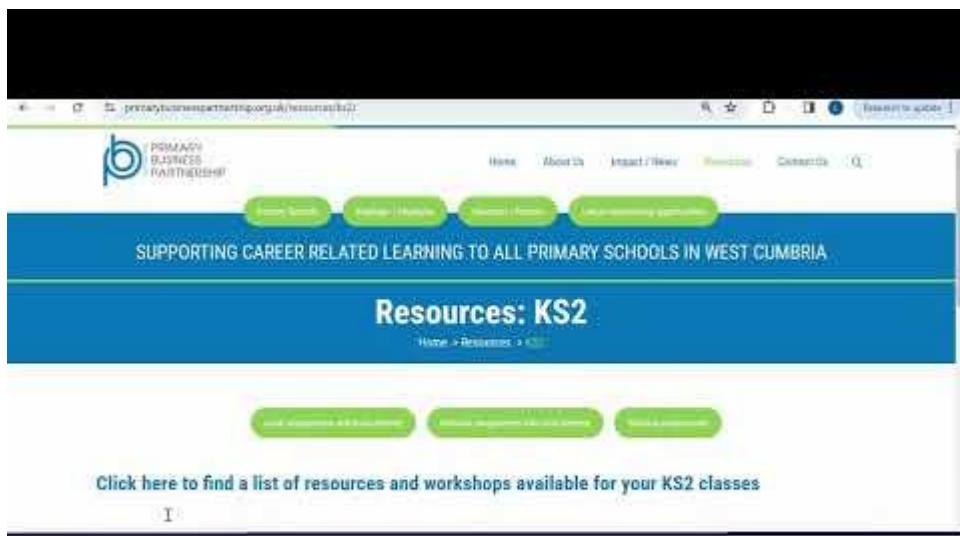
If you know anyone else who might be interested in volunteering, please feel free to share this opportunity with them.

PBP Website Video Tutorial

Did you know that we regularly share helpful primary school resources and events on our website here: www.primarybusinesspartnership.org.uk ??

Below is a link to a tutorial, designed to help you navigate our website to access these amazing opportunities. Please share this video with teaching staff and parents.

<https://youtu.be/4zw5VjAmdG4?si=zEx7tOYsHKcH-jP0>



Once you have made your selection you will be presented with a list of subjects



Additional Materials

- [2022-2023 Impact Graphic](#)
- [General PBP Flyer](#)
- [Other Graphic & Animations](#)

If you have any questions or require further guidance on the above, please contact lucy.teasdale@cforlp.org.uk

We can't wait to see some of your posts and activity!