

Making a Difference | At a Glance

Inspiring the Next Generation: How businesses connect with pupils and build stronger communities through STEAM

For many business volunteers, the Collaborative STEAM Events delivered by the Primary Business Partnership (PBP) are a unique chance to connect with young people and give back to the community in a meaningful way. Volunteers from organisations have brought their expertise and enthusiasm to schools, helping pupils see the real-world relevance of their learning.

Why It Matters:

- Gave businesses a chance to connect with young people meaningfully
- Volunteers felt pride in inspiring pupils with their career stories
- Developed volunteer skills in adapting communication to young audiences Strengthened community ties and left a lasting legacy in schools

Volunteer Reflections:

"Absolutely a delight to teach the children the British Sign Language basics... seeing all of them concentrating so hard to spell out their names to introduce themselves was wonderful."

"The interaction was energetic, fun and insightful."



INSPIRING THE NEXT GENERATION

Impact on Volunteers

Taking part in these events has been as rewarding for volunteers as it has been for the pupils. Many described a sense of pride in being able to share their career stories and open children's eyes to future possibilities.

One volunteer reflected:

"It was great being able to give back to the community and engage with young students about nuclear, helping to change the stigma around the industry."

Another shared:

"Introducing children to careers at these ages plants the seeds of possibility — helping them dream with direction and see their future as something they can shape."

The events have also helped volunteers develop valuable skills, including communication, presentation, and the ability to adapt their message for different audiences.

As one participant said:

"It was great to see young children being curious and asking questions about my role. I wish I'd had these events when I was at school."

Impact on Businesses

For organisations, the events offer a powerful way to strengthen community ties and showcase their industry to the next generation. The 'Adopt' a Cluster approach has been particularly beneficial for companies with no prior presence in Cumbria, allowing them to build sustained relationships with schools and tailor activities to local needs.

Volunteers frequently leave the events energised and inspired:

- *"The interaction was energetic, fun, and insightful."*
- *"Very well organised event — the children were polite, engaged, and seemed to really enjoy the experience."*

Lasting Value

The result is a **mutually beneficial exchange** — pupils gain insight, inspiration, and essential skills, while volunteers and businesses build connections and leave a lasting legacy in the community.

