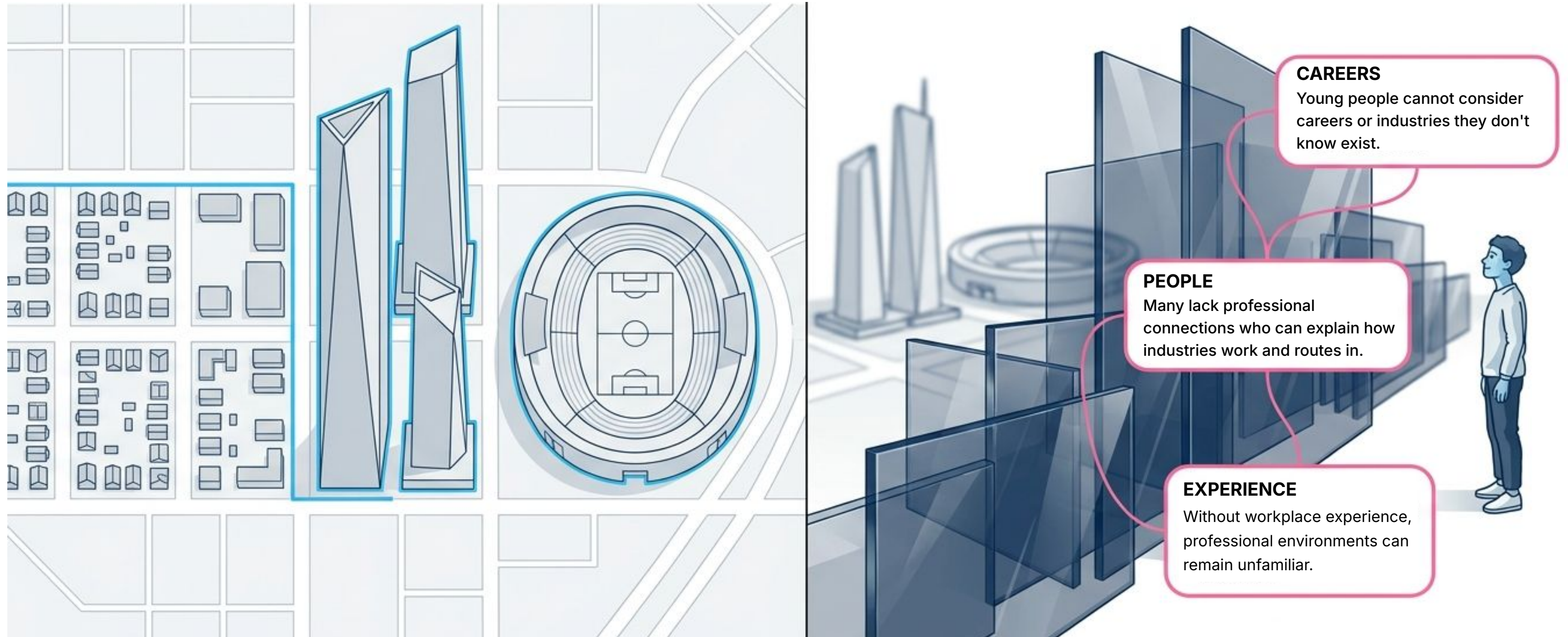


Connect opportunity across your county, city or borough.



Bringing football clubs, employers,
education and communities
together to help young people
build connections and gain
real-world experience.

Living close to opportunity doesn't guarantee access



National policy increasingly expects education, employers and young people to be able to connect more effectively



Too many parts of the system still operate separately

Stakeholder	Their Need	Challenge
Schools & Colleges	Connect learning with the world of work – exposing students to employers and career opportunities	Friction: Lack the time and resource to coordinate hundreds of bespoke business relationships.
Local Employers	Identity and nurture future talent, within their communities	Friction: Struggle to reach young people and don't want to design their own youth programmes.
Football Clubs	Create greater value for their partners and communities	Friction: Are sports and convening organisations, not dedicated careers or education providers.
Strategic Authorities	Connect young people with the employers, skills and opportunities in their local area	Friction: Set the priorities but cannot manually engineer every local interaction.

Behind the Goal connects the people and organisations in your local area

THE NETWORK ALREADY EXISTS

The ingredients for success already exist locally.

What is often missing is the connective tissue to unite them around a shared programme.



BTG CONNECTS IT

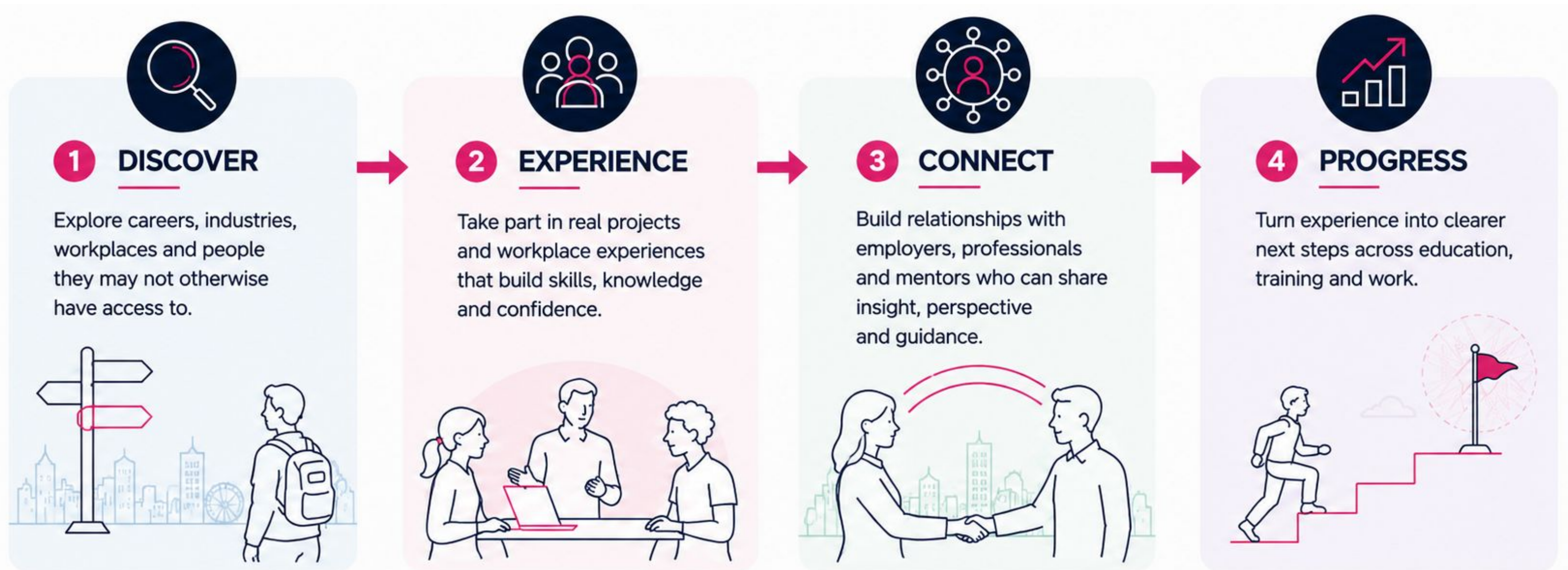
We design and deliver collaborative programmes that bring young people, education and employers together through real projects, workplace experiences and mentoring.

- ✓ Shared purpose
- ✓ Aligned delivery
- ✓ Local impact
- ✓ Meaningful outcomes

Football creates a powerful opportunity to bring people and partners together



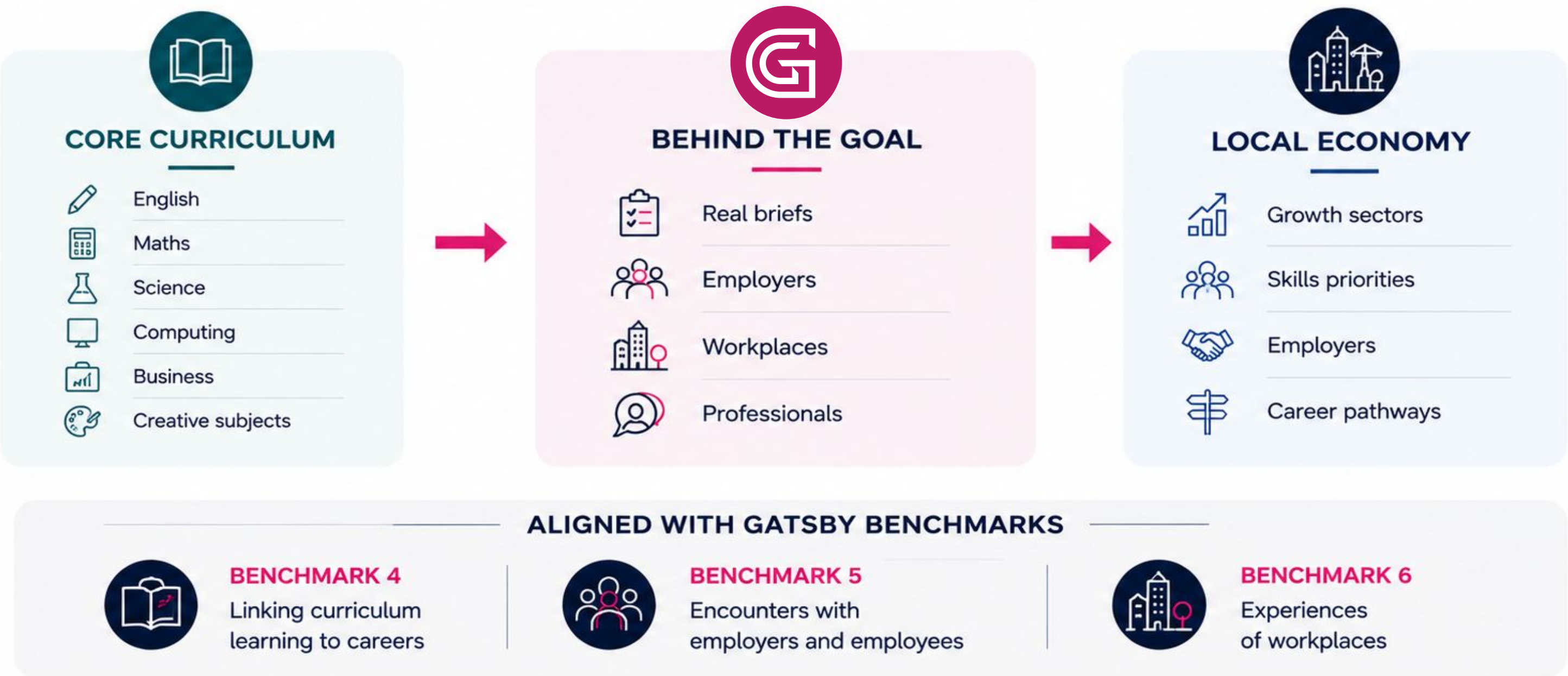
Our 4-step methodology – from insight to impact



 A connected journey that turns awareness into action, and experience into new direction

Connecting curriculum learning with the local economy

Behind The Goal creates practical links between what young people learn, the careers they explore and the industries shaping their local area.



What delivery looks like across a place

Corporate HQ:
Workplace Insight



Stadium: Live
Briefs & Showcases



School/College:
Career Encounters



Community Hub:
Mentoring & Progression



Make employer engagement easier

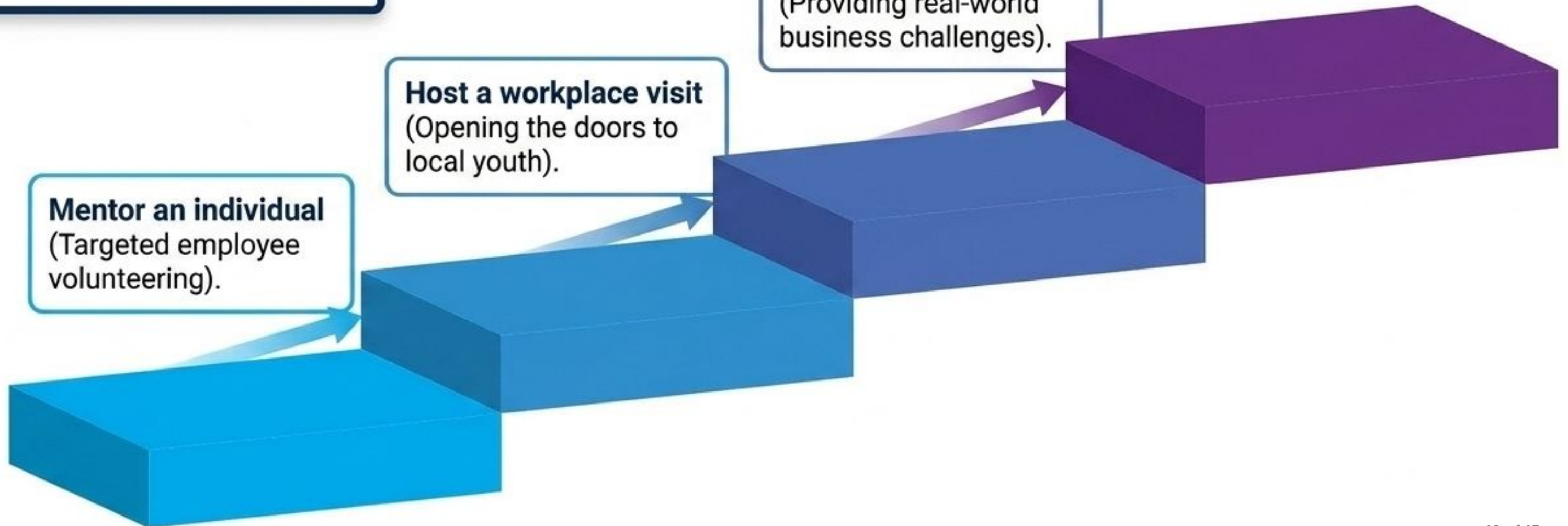
Local authorities need employers involved, but businesses need a simple, organised way to participate. We give them the structure.

Programme Partner
(Funding and shaping regional pathways).

Set a Live Brief
(Providing real-world business challenges).

Host a workplace visit
(Opening the doors to local youth).

Mentor an individual
(Targeted employee volunteering).



Proof of concept with Camden Learning

Working with Camden Council, we connected students with professionals, workplaces and career opportunities through real projects, experiences and mentoring.

The experience helped shape Behind The Goal - taking what worked and developing it into a scalable model connecting young people with employers, education partners and apprenticeship providers.

[View case study](#)

Click to play video >>>



500+
students engaged

30+
business partners

20+
content assets created

94%
reported confidence improvement

97%
increase in awareness of new career opportunities

Access to professional networks shouldn't depend on who your parents know

Mentoring can extend the value of workplace experience before, during and after the programme.



One programme. Multiple local priorities.

Young People	Education	Employers	Place	Strategic Authority
Greater exposure, access to opportunity and clearer progression.	Better access to employers and workplace experiences. Designed to support youth guarantee and NEET-prevention priorities.	A structured route to talent, volunteering and social value.	Stronger relationships between local anchor institutions.	Each programme establishes agreed success measures from the outset - capturing participation, experience, skills development, progression and partner engagement.

A scalable model designed to work across partners

Roles Breakdown



Proven Scalability: Camden STEAM Partnership

We have already worked with a local authority (Camden Council) to bring schools and major employers (Google, AstraZeneca, British Land) together, coordinating 500+ students and 30+ business partners.

Start with one priority. Prove the model. Build from there

Let's schedule a working session to identify:

- A priority local cohort or geography.
- A partner football club or anchor organisation.
- Relevant local employers and education partners.
- The most appropriate initial pilot format and shared success metrics.



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