

Bring the world of work closer to your students

Schools & Colleges Partnership Guide

EXPOSURE. ASPIRATION. OPPORTUNITY.



Ambition is everywhere. Access is uneven.

Every student needs access to:

People to learn from

Professionals who can answer questions and share their career journeys.

Possibilities to discover

Roles and industries beyond the ones they already know.

Experience to build on

Real tasks, useful feedback and a chance to contribute.

* Source: Young people and work: interim report (2026), section 4.9, footnote 368.



ONLY

35%*

of young people surveyed felt confident they had relevant work experience for employment.

FOOTBALL CLUBS:

At the heart of their community.

Football's reach extends far beyond matchdays – bringing businesses and people together through a shared connection to their local area.

Sponsors & partners

Employers & local
businesses

Schools & colleges

Community
organisations

Behind The Goal introduces students to careers in and around football.

Through practical projects lead by professionals in the workplace, students explore roles within clubs and the businesses that support them.



MEDIA & CREATIVE

Content • Journalism •
Design • Marketing •
PR & Communications



BUSINESS & COMMERCIAL

Sponsorship • Partnerships •
Finance • Legal •
Commercial Operations



TECHNOLOGY

Data Analytics • Digital •
Software Engineering •
IT • Cyber Security



PEOPLE & OPERATIONS

Events • Hospitality •
Coaching • People & Culture •
Community Engagement

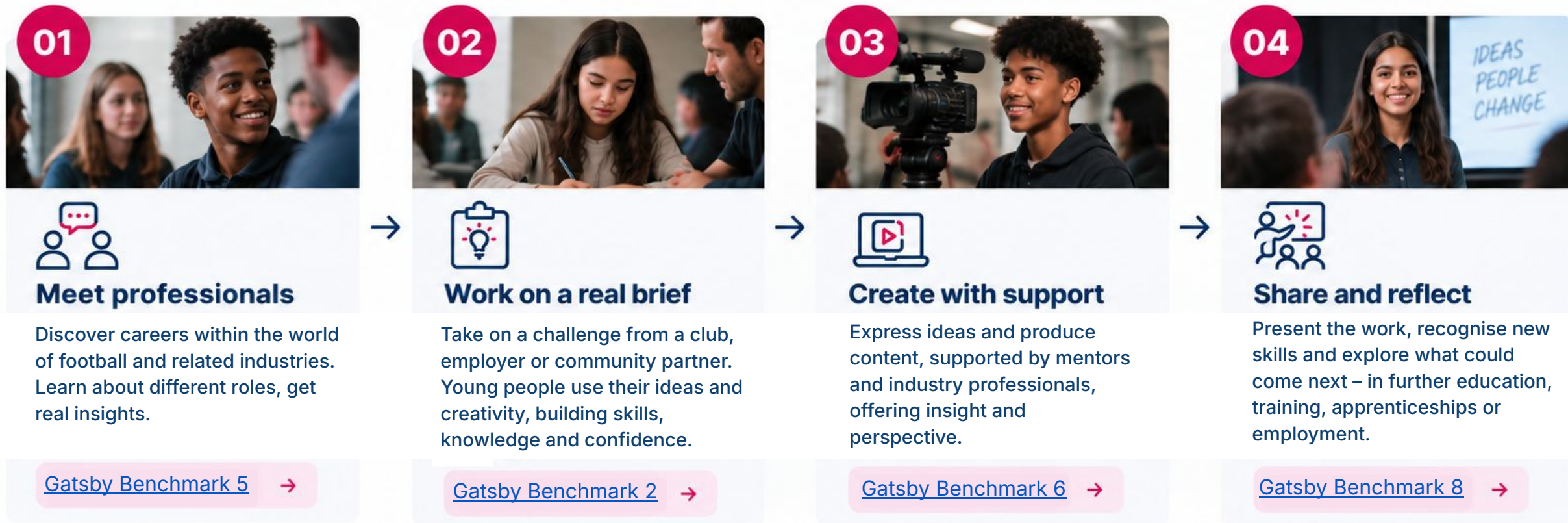
Each club's network of sponsors and business partners span multiple industries.

HOW IT WORKS

From interest to real world experience.

REAL
PEOPLE.
REAL
OPPORTUNITIES.

Our four-step process gives young people meaningful encounters with employers and experiences within workplaces, aligned with the Gatsby Benchmarks for good careers guidance.



Aligned with the
Gatsby Benchmarks
[Find out more](#) →



Projects can be delivered in workplaces,
schools, colleges, football clubs or
community spaces.



Builds skills relevant
across the wider world of work.

A partnership shaped around your learners.

Behind The Goal brings education teams, football clubs and employers together to create experiences around your students learning goals.

YOUR EDUCATION TEAM



Knowledge of students and support needs



Curriculum and learning priorities



Student feedback and reflection on learning

BEHIND THE GOAL



Employer connections and coordination



Briefs and activities developed with your team



Delivery planning, evaluation and reporting

Students do not need an interest in football to benefit or participate.

Choose an experience that fits your students.



LIVE EMPLOYER BRIEF

Respond to a real question or challenge and present ideas to professionals.



WORKPLACE EXPERIENCE

Meet teams, discover different roles and take part in relevant activities.



CREATIVE PROJECT

Develop a film, campaign or other piece of work for an agreed audience.

Choose one experience - or combine them into a programme.

For a class, year group, subject area or targeted cohort.

Turn each experience into meaningful learning.

Each project will have a clear purpose, relevant activity and opportunities to learn from feedback.



CLEAR PURPOSE

Agree what students should gain before the experience begins.



RELEVANT LEARNING

Connect the activity to students' interests, subjects and career questions.



ACTIVE PARTICIPATION

Give students opportunities to investigate, contribute and produce work.



PROFESSIONAL FEEDBACK

Help students understand what worked and what they could develop.



REFLECTION

Make time to recognise learning and consider what to do next.



What a first project could look like.

ILLUSTRATIVE EXAMPLE

Students produce a short film introducing careers at a local employer.



01 PREPARE

Research the business and develop interview questions.



02 INVESTIGATE

Visit the workplace and meet employees in different roles.



03 CREATE

Develop the film with professional feedback.



04 PRESENT & REFLECT

Share the work and discuss what students learned.

A finished film, feedback to build on and new insight into working life.

The brief, timetable, support and sharing permissions are agreed with your team.

Connect classroom learning with real challenges.

We work with your team and participating employers to develop briefs relevant to students' subjects, courses and learning goals.*

SUBJECT	EXAMPLE BRIEFS
English	Journalism & Storytelling: Write a press release, interview feature or campaign copy for a club, partner or employer.
Business Studies	Sponsorship or Business Challenge: Investigate a challenge or partnership opportunity, develop a response or pitch.
Media Studies	Creative Content Brief: Plan and produce a film or marketing campaign for a club, partner or community organisation.
Mathematics	Data & Performance Analytics: Analyse attendance, pricing, audience or performance data and explain the findings.
Computing	Digital Product Challenge: Develop a prototype for a digital product that responds to a workplace or customer need.
Art & Design	Creative Campaign: Create visual concepts or campaign materials in response to an employer or community brief.

* [Gatsby benchmark 4 - linking curriculum to careers.](#)

The experience that helped shape Behind The Goal.

Fluent Media documented students' experiences during work placements with employers across Camden.

The films captured young people discovering workplaces, meeting employees and reflecting on careers that were, in some cases, previously unknown to them.

This experience inspired the launch of BTG, shaping our approach to working with schools, colleges and local employers. It reinforced the importance of giving students a voice and a platform to **explore, reflect, create** and **share**.

[View full case study](#)

WATCH FILM >



Participating organisations included:



500+
students
engaged

30+
business
partners

20+
content assets
created

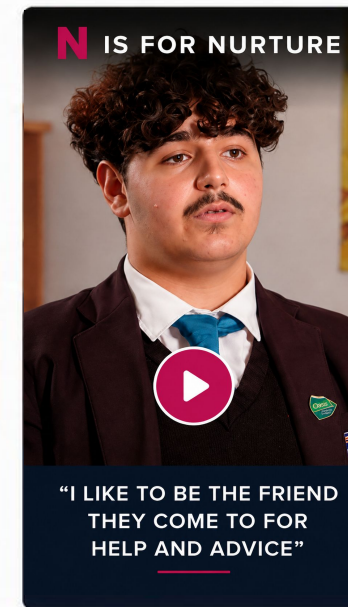
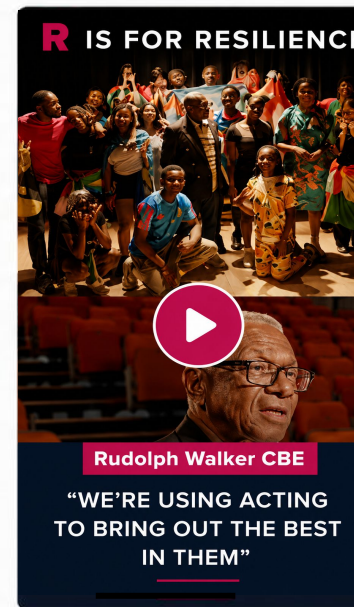
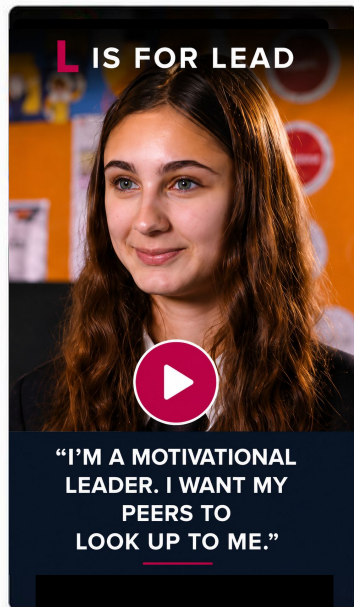
94%
reported
confidence
improvement

97%
increase in
awareness of
new career
opportunities



Bringing school values to life through student voices.

Students explored the qualities of people they admired, connected them with the school's LEARN values and reflected on their relevance to their own lives. Click to play the examples below or read the [full case study here](#).



IDENTIFY → EXPLORE → REFLECT → CREATE → SHARE

This project gave students a platform to express their perspectives, while creating films the school could share with prospective students and the wider community.

Plan around your learners needs, timetable and setting.

We'll work with you to agree the practical details before the project begins.



LEARNERS & SUPPORT

Agree the cohort, learning goals and access requirements.



TIME & LOCATION

Confirm preparation, sessions, venues and travel.



SAFEGUARDING & DELIVERY

Agree safeguarding responsibilities, supervision and permissions before activities begin.



FUNDING & EVIDENCE

Confirm costs, funding contributions and the learning evidence to capture.

Beyond the programme: Continued support through Mentor Exchange

Mentoring can help students build on their experiences, explore their ambitions and consider next steps.

EXPLORE THE NEXT PHASE

Mentor.Exchange connects students with professionals doing the jobs they aspire to do – introducing them to careers they may not have considered.

An optional addition to your BTG programme, shaped with your education team.

Watch the one-minute film to learn more.



GET INVOLVED

Start with one priority. We'll build the programme around it.

START WITH WHAT MATTERS MOST

Choose a focus and we'll identify the right employers to tailor a programme around your priorities.

1. A year group or student cohort
2. A subject or department
3. A careers or Gatsby priority
4. A specific group needing access or exposure
5. An employer or community challenge



LET'S START THE CONVERSATION

Together, we'll shape a practical first project and agree the support, responsibilities and costs.

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