



Youth Work Charities & CLCs

Partnership Guide

EXPOSURE. ASPIRATION. OPPORTUNITY.



The young people you support already have talent and ambition.

What they don't always have is equal access to the people, places and experiences to help them see where that potential could lead.



When you widen their world – you change what they imagine is possible for themselves.



Great work is already happening.

Across the UK, charities, youth organisations and their partners are helping young people develop skills, confidence and aspirations for a better future.

ONE EXAMPLE: UK YOUTH'S SUMMER JOBS PROGRAMME



400+

YOUNG PEOPLE

placed into paid six-week work placements



90+

EMPLOYERS

provided opportunities across a range of sectors



95%

PARTICIPANT SATISFACTION

of young people were satisfied or very satisfied



80%

EMPLOYERS WOULD PARTICIPATE AGAIN

showing the value of investing in young people

BEHIND THE GOAL BUILDS ON THIS PRINCIPLE:

When businesses and the voluntary sector combine their expertise, relationships and resources, they can achieve outcomes that would be harder to deliver alone.

Source: UK Youth, Annual Report 2024/25

There is so much more we can achieve together.

Despite the progress being made, access to careers advice, work experience and real-world opportunities remains uneven. Only:



of young people received **face-to-face careers advice** in 2025



of young people feel confident they have **relevant work experience**



of young people feel they understand what **employers expect**

The challenge is too big for any one organisation to solve.

Greater collaboration can create even more opportunities.

Source: Department for Education, Young People and Work – Interim Report, 2025



A football club is a window into the wider world of work.



Within every football club is a workforce that reflects the wider economy - from technology to finance, marketing to facilities, hospitality to operations.

Football is the starting point.
The careers can lead anywhere.

Connecting your youth work with clubs and employers.

Beyond our collaboration with football clubs, Behind The Goal connects your organisation with local and national employers, to develop opportunities around the needs of the young people you support.

THE BUSINESS NETWORK

THE COMMUNITY & PARTNER NETWORK



Proven through real employer and youth engagement

Our work with Camden Council documenting the journeys of students on work experience placements throughout the borough – helped shape the development of Behind The Goal.

We took what worked and developed it into a scalable model connecting young people with employers, education partners and apprenticeship providers.

Watch the 3 min film below- [read the full case study here.](#)



500 +

Students engaged

97%

Reported an increased awareness
about career opportunities

30 +

Business partners

What could we create together?

DISCOVER

CAREERS & INDUSTRIES

Make young people aware of careers & industries they may never have considered.



EXPERIENCE

REAL WORLD PROJECTS

Give young people the chance to work on live challenges faced by real businesses.



SUPPORT

MENTORSHIP

Integrate the Mentor.Exchange platform into your proposition - allowing young people to be mentored by professionals across industries.



IMMERSIVE EXPERIENCES

'DIGITAL COMMUNITY CAMPUS'

Turn your programmes into interactive challenges, gamified learning and guided activities young people can explore.

See slide 10 > >

CREATE

CONTENT & IDEAS

Produce short films, video podcasts, social media campaigns, host events, involving your young people throughout each stage of the process.



PROGRESS

NEXT STEPS

Create routes into further experiences, education, training, apprenticeships or employment.

The partnership can be shaped around the young people you support, the outcomes you are working towards and the partners we can bring together.

Bringing the world of work to life.

Young people can be told about careers – experiences let them see themselves within.



LEARN ABOUT IT

CAREER INFORMATION

- Talks and presentations
- Workshops and assemblies
- Online resources
- Common misconceptions challenged



STEP INSIDE IT

REAL WORLD EXPERIENCES

- Workplace visits and behind the scenes
- Meet the people doing the jobs
- See different environments
- Understand the variety of roles



TAKE PART IN IT

LIVE PROJECTS AND CHALLENGES

- Work on real business briefs
- Contribute ideas and perspectives
- Build skills and confidence
- Create content that makes an impact

**Participants leave inspired, more confident and better supported
to make informed decisions about what comes next.**



GREATER CONFIDENCE



WIDER OPPORTUNITIES



STRONGER CONNECTIONS



BRIGHTER FUTURES

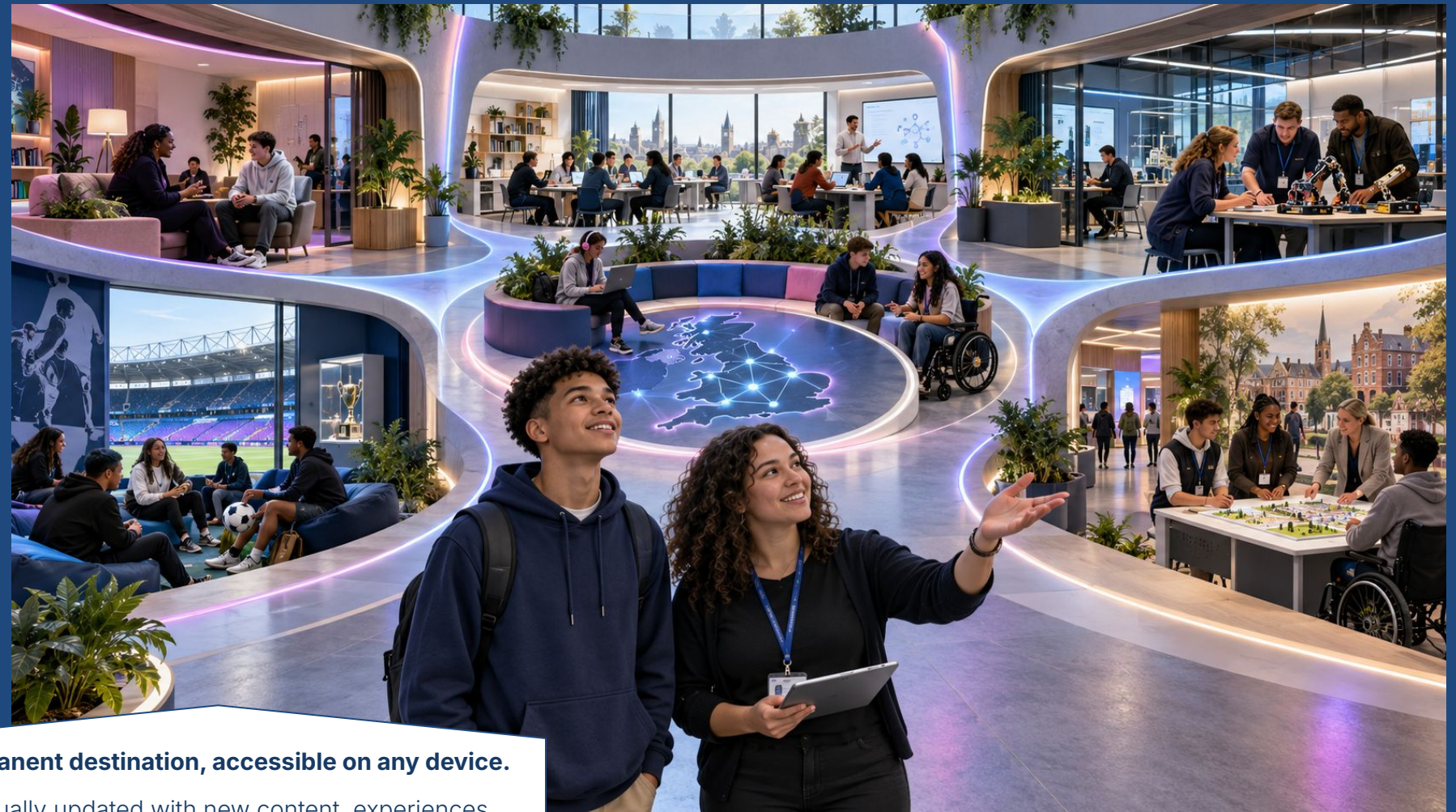
AN INTERACTIVE COMMUNITY EXPERIENCE

Bring your network of support together

in **360°**

Create an immersive environment where young people can explore the support, experiences and opportunities available through your organisation and its wider partnership network.

[Click to play example.](#)



A permanent destination, accessible on any device.

Continually updated with new content, experiences, challenges and opportunities.

EXPLORE SUPPORT

Introduce young people to trusted people, practical guidance and services that can help them move forward.

DISCOVER OPPORTUNITIES

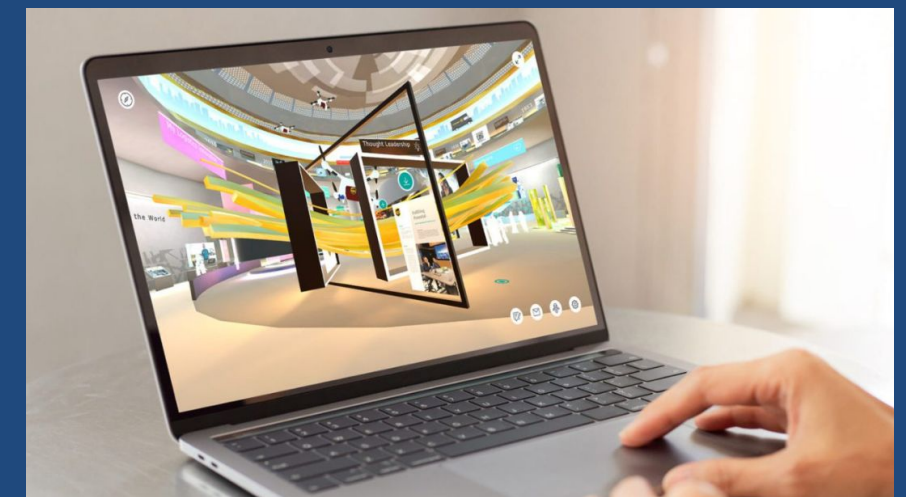
Connect young people with education providers, employers, football clubs and community partners.

TAKE PART

Deliver guided activities, workshops, live briefs and interactive learning experiences.

SHARE IMPACT

Showcase young people's work, partner contributions and stories of progress.



Your organisation brings something we cannot replace

Each charity/community partner brings	Behind The Goal brings
Trust & relationships	Partnerships with UK football clubs
Specific expertise	Employer & professional network
Specialist support	Live briefs from sponsors & partners
Youth access	Youth engagement frameworks
Local context	Programme design/delivery support

Partnership can start in different ways

MORE
THAN
THE GAME

01



ACCESS PARTNER

Connect young people you already support with relevant Behind The Goal experiences.

02



DELIVERY PARTNER

Work with us to design and deliver experiences, projects or programmes for the young people you support.

03



SPECIALIST PARTNER

Bring particular expertise, support or knowledge that strengthens what young people receive.

04



FUNDING PARTNER

Help fund activity for young people, communities or specific programmes to create greater opportunities.

05



STRATEGIC PARTNER

Work with us over the longer term to develop and expand what we can achieve together.

Partnership doesn't have to look the same for every organisation.
We can start with what makes sense and build from there.

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 this one-minute film to learn more ➡





OPPORTUNITY
CHANGES
LIVES

MORE
THAN
THE GAME

LET'S START WITH A CONVERSATION.

What are you **already doing** that we should understand?

What would you like to **make possible** for the young people you support?

Where could football, employers and wider partnerships **add something new**?

START THE CONVERSATION



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