

Butlin's

In partnership with West Somerset Opportunity Area

Reach
Quality
Targeting
Sustainability



Butlin's is a Cornerstone Employer in West Somerset Opportunity Area, along with Hinkley Point C (EDF Energy), NHS Somerset Partnership, Onion Collective and The Beach Hotel.

Careers advice for different age groups

Our mission to inspire and prepare young people for the world of work is driven by four principles, to:

1. Be a good neighbour and find ways to support our local community - careers education is an integral part of this ethos
2. Work collaboratively with businesses across our community, to showcase the career opportunities that are available at Butlin's
3. Showcase job opportunities for young people from the perspective of being one of the largest employers in the area
4. Recognise importance of building relationships with local schools and colleges so that we can meet our potential future workforce.

We are committed to contributing to careers education for students of West Somerset. We work with students of all ages, creating innovative and engaging activities for groups.

Year 8

These activities include speed networking events for up to 150 year 8 students. Pupils are split into small groups and are rotated around to ask some questions about the business and the types of jobs available. This provides the pupils with the opportunity to connect with employers, ask questions, and to generally improve their knowledge on the roles available and qualifications and skills required.

Additionally, we organise a careers treasure hunt for over 200 students in year 8 student at our local middle schools. The students get the opportunity to have a workplace experience when they visit Butlin's. They follow a treasure map to different areas of the resort, at each point on the map they met a team member from a different role (from plumbers to chefs) and ask them questions. These experiences help students raise their awareness of the range of roles available inside a resort and aimed to raise aspirations.



Year 10

We also work closely with our local College. Work experience has been introduced to all year 10 students and we are coordinating placements for several students; reviewing their applications and ensuring that they are placed in a position that will suit their skills and interests best, so that they get the most out of it. We are passionate about the opportunities that Butlin's can provide and want to ensure that students are aware of the wide range of opportunities available and that they can use this large local employer to launch their careers.

A group of year 10 students took part in a hospitality academy. We arranged an afternoon workshop for the students at Butlin's. The workshop included team building games, a tour of the Butlin's site, meeting several different team members and an insight into the Butlin's induction process. A staff member from the college said, "the students had such a great experience they were buzzing about it this morning; an afternoon packed full of information and careers advice and they didn't even notice they were learning!"

We're proud to have motivated and inspired hundreds of students in West Somerset through our voluntary work – and we continue to look for new and innovative ways to develop the careers and enterprise offer in West Somerset.



The students had such a great experience they were buzzing about it this morning; an afternoon packed full of information and careers advice and they didn't even notice they were learning!

Quote from staff member of the college.



The Careers & Enterprise Company
2-7 Clerkenwell Green
Clerkenwell
London EC1R 0DE

careersandenterprise.co.uk