



CREATE
their
FUTURE



City of Westminster





Connecting young people to Westminster's cultural and creative heart

Westminster is one of the most exciting places in the world to grow up. The city is home to some of the UK's most successful creative businesses and offers young people access to an incredible choice of arts and cultural venues.

There is a vast selection of institutions to discover, activities to do and rich and rewarding career opportunities available. But many young people lack the means or connections to do this for themselves.

So we created City Lions, part of the council's #MyWestminster campaign. It's a programme for 13 – 16 year-olds which aims to broaden their horizons and give them the creative skills they need to get on in life.

That's where you come in.

London's cultural and creative industry has brought some of the most inspiring brands and people to Westminster; where people have turned their ambitions into reality.

Westminster's famous institutions attract visitors from around the world and its businesses often set the next big trend.

City Lions will open up this world to Westminster's young people, inspiring them and connecting them to the future they want or have yet to discover.

By being part of this programme, you can play a vital role in making that happen.

How we will connect you to Westminster's young people

City Lions gives young people living in Westminster a taste of the creative world and guidance on how to start a career within it.

The programme is flexible and tailored to the needs of everyone that signs up.

It is split into two phases:

City of Opportunity

Introduce young people to Westminster's cultural scene by offering up visits to your venues and facilitating interactive workshops.

Experiences of Work

Offer young people living in Westminster the chance to experience the career options available in the creative industry.

More details of the types of options can be found on page 6–7.



"We were previously taught that art is a paint brush and paper but today has shown us that art is a huge world. City Lions is a good thing to do as it provides really good opportunities to visit places like this (Somerset House)."

Ayad, Year 9
Pupil at St Marylebone School
and a City Lion

Ways to get involved

What you choose to offer is based on the impact you would like your organisation to have on young people.

Meet

Host a 45 minute, one-off guest speaker session at a school or youth club, providing your organisation with a way to reach out to this new audience.

The session would introduce young people to the creative world and the type of careers available within it.

Inspire

Facilitate a half or full day interactive workshop providing hints, tips and good quality information about your area of expertise. Ending the session with a collaborative exercise tackling a real-life challenge has been popular with participants and organisations seeking fresh ideas.

Mentor

Offer participants a full day shadowing a member of your team to experience what it is like to work in a particular field. This can help build their confidence and employability skills and offers your team an opportunity to further their own professional development.

Collaborate

Provide a three to five day, full-time placement to bring a fresh perspective and new ideas to business challenges or briefs that your team is working on.

Nurture

Offer an hour a week meet up, over the course of three to 12 months, where participants can visit your organisation to familiarise themselves with a creative working environment.

For many young people, the workplace is an unfamiliar environment. This type of experience will help them understand expected skills and behaviours.

Create

If your organisation is thinking about creating or expanding a programme aimed at young people, we can work with you to tailor and promote it to Westminster's young people, who may be difficult to reach.

Offer

If you are running any activities, exhibitions or events in Westminster, offering free access to young people will mean they get to experience some of the best bits of growing up in the heart of London and engage in something that they would not have otherwise considered.

Why be part of City Lions?

Over half (53%) of all employers who offer work experience say it is because "it provides the experience young people need".

These employers recognise the value of work experience and the role it has in helping young people eventually get into work. (UKCES – "Scaling the Youth Employment Challenge").

It also offers benefits to businesses:

Improve your brand profile

Residents in Westminster want to see more organisations based here give back to the local community. Providing opportunities for its young people can lead to an enhanced reputation amongst the community and can turn increased brand loyalty into greater profits.

Get a fresh perspective

Today's young people are the customers of the future. Fresh ideas are required to better target and cater to this market. City Lions provides organisations with valuable insights into how to respond to this rapidly changing market.

Develop your staff

Offering staff the opportunity to manage young people on placements can be a great way to develop and engage them, particularly those who may not usually have any management responsibilities. City Lions offers a wide range of skills for staff, including communication and coaching. Staff have the opportunity to give back, which can lead to high levels of productivity and helps to consolidate your business's reputation as a responsible one.

Reach and engage

Young people living in Westminster, particularly from disadvantaged backgrounds, can often be cited as 'hard to reach' by organisations with programmes and activities that could be of interest. City Lions provides organisations with the platform to engage this audience.

Keep up with demand

As the creative industry continues to grow, City Lions will raise awareness about the careers available. Young people will get the right advice and develop the right skills to be successful, allowing organisations to employ the best talent to keep up with rising demand.

"It has been a privilege to contribute to City Lions. We have been able to reach young people who probably would not find us on their own.

The outcomes for us and for Westminster City Council will be to increase the diversity of our workforce, our community and our audiences. Through City Lions we hope to pool our expertise and make a real difference to young lives."

Catherine Ritman-Smith,
Head of Learning, Somerset House





What next?

If your organisation is considering taking part in City Lions, contact the team to express your interest.

The City Lions team will be in touch to:

Meet

you to talk through your options and tailor the experience you would like to offer

Assess

the environment participants will visit

Coordinate

suitable dates to offer your placement to the City Lions participants

Publicise

your participation in City Lions amongst the community

Celebrate

your success by profiling your organisation at future events



Contact us to be part of this inspirational initiative:

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westminster.gov.uk/citylions

