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THE
MARKETORS

Inspiring the next generation *together*

Impact Report, 2023/24



The Marketors' Inspiring Young Changemakers Project

The Marketors' Inspiring Young Changemakers project develops the confidence, aspirations, life skills and entrepreneurial mindset of young people aged 10-19, from disadvantaged communities across Hampshire and London, through a series of inspiring and interactive events and programmes.

Together, we...

- Develop young people's aspirations, employability and enterprise skills
- Challenge stereotypes of careers in business and the marketing sector through role-modelling
- Connect local communities, schools and young people with both Unloc and The Marketors' Trust ambition to give back to society
- Actively engage The Marketors' Trust members and corporate partners in volunteering





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Project Impact Summary

- The Inspiring Young Changemakers project scaled in 23/24 to **10 x Changemaker Challenge Days** inspiring **412 targeted young people** from disadvantaged communities in Hampshire and London across the year
- The top 3 skills developed by young people on the project were **Creativity, Public Speaking** and **Decision Making**
- The project received a 93% net positivity score from young people, with feedback including: *I loved this event because it gave us better knowledge on how to build our own ideas. This gave me so much confidence.*
- The use of iPads and digital tools connected to Marketing has continued to enhance the programme including CapCut, Miro, Canva and Buffer



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Feedback from School Staff

'I just wanted to say a huge thank you to Unloc and the Marketors Trust for the amazing Changemaker day that we took part in. Jade, Beth and the team were enthusiastic, energetic and engaging making for a brilliant day learning how to run a business. Essential tools for today's life. I love what you have given to us and I can't wait to do more.'

Nick Matthews, Hampshire Primary School

'This event has been the perfect inspiring way to introduce the world of business to students.'

Gregory Shaw, London Secondary School

'Amazing day, brings business and marketing to life for students. The speakers are incredibly inspiring and the programme facilitators are fantastic!'

Hayley Tang, London Secondary School

'Inspiring day - Students were engaged from start to finish and I have received amazing feedback from all of the students who attended!'

Beth Carey, Hampshire Secondary School

Community Changemaker Award

February 2023



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Feedback from Young People

'I loved this event because it gave us better knowledge on how to build our own ideas. This gave me so much confidence.'

Hampshire Secondary School Student

'I was inspired by the marketors so I want to pitch brand ideas in the future'

London Secondary School Student

'I really enjoyed meeting people who work in the industry and how they have come to where they are'

London Secondary School Student

'I learnt a lot and found it fun, and I learnt a lot about how hard starting a business is and I got a chance to use my creative side'

London Secondary School Student

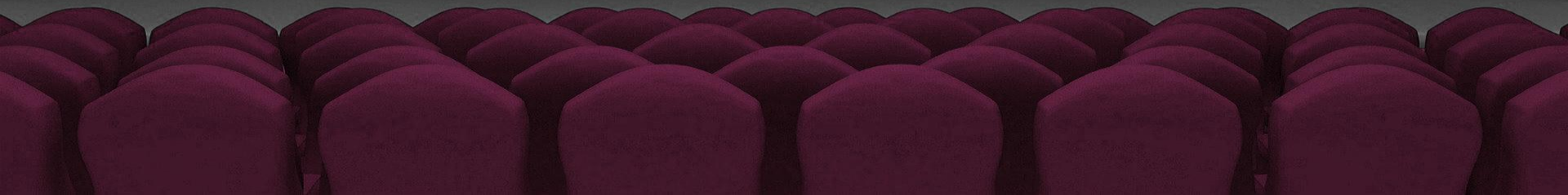
'The best things about the event is the business presentation and presenting my new brand'

Hampshire Primary School Student

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I loved it, it let you talk about ideas you have, work with friends and explore the business world. We made our own posters and advertisements. I loved meeting people who work in the marketing industry and how they have come to where they are today.

Student at Grey Coat School, London



Our Plan for 25/26 and Beyond...



1



We'd like to scale up the number of volunteers from the Trust (to 30 annually) involved in the project, and in Unloc's wider range of programmes supporting young people (with a more significant focus on London)

2



With the support of the Marketors' Trust, we'd like to continue with an annual calendar of 10 x Changemaker Challenge Days inspiring 400+ targeted young people across the year

3



Utilising the feedback from young people on the programme, we'll evolve the Changemaker Day to include more Marketing focused activities

4



We'd like to invite Marketors' Trust members to join us for 'Inside Unloc' days, where they get an opportunity to tour a variety of Unloc community programmes



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On behalf of the entire Unloc team, and the young people we serve, we'd like to thank the Marketors' Trust and all the Marketors involved for helping us to bring this project to life.

We're excited to grow and deepen our impact with your ongoing support and partnership.

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