



CORPORATE CITIZENSHIP

Jaguar and Education



Why is Corporate Citizenship Important?

Impact of Corporate
Citizenship

Corporate
Reputation

**Key driver of
favourability**

Consumer
Behaviour

**1 in 5 consumers
world-wide either
reward or punish
companies based on
perceived social
performance**

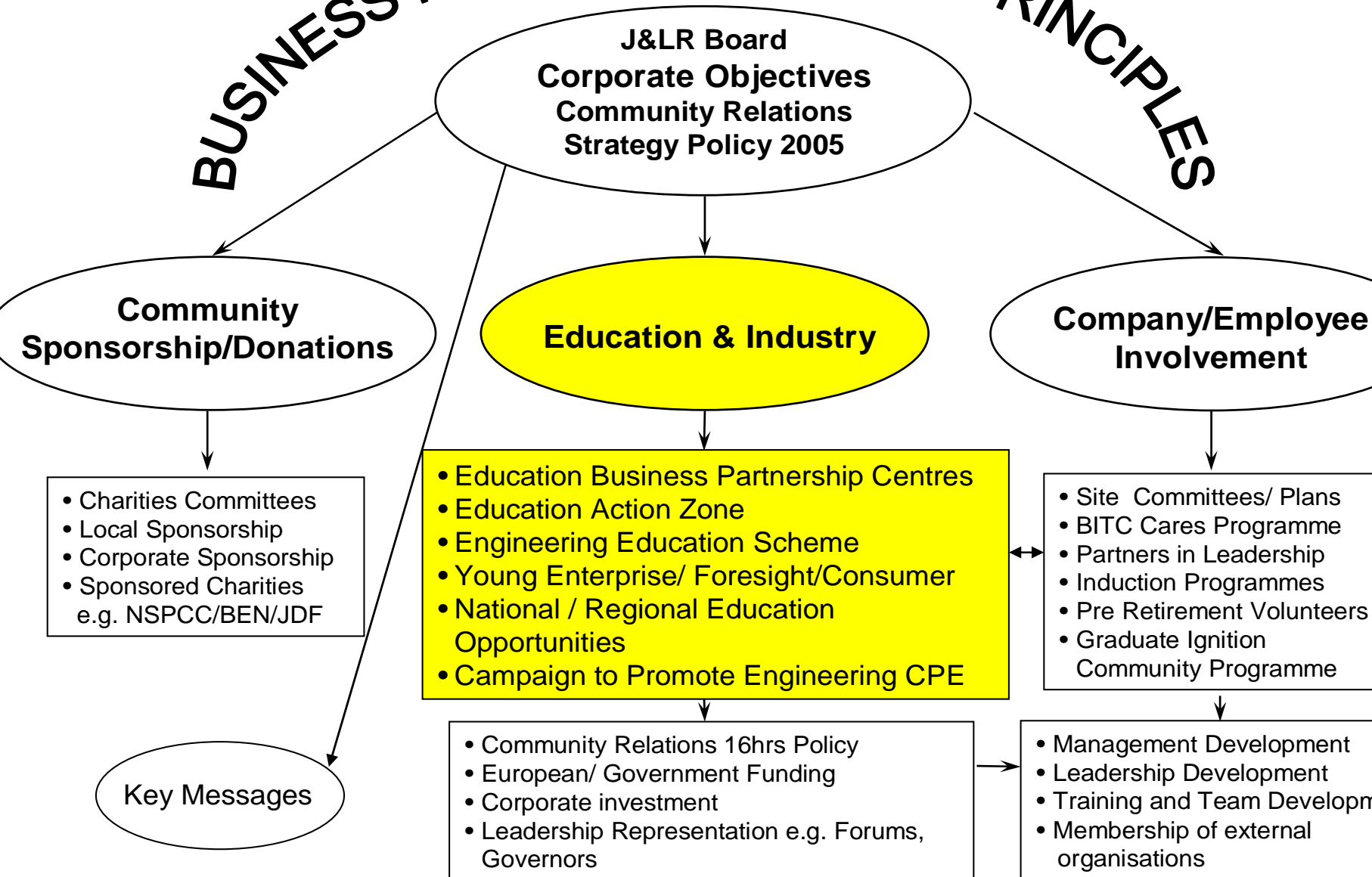
Employee
Behaviour

**Company involvement
in corporate
citizenship initiatives
can boost motivation
& employee
satisfaction**

BOTTOM LINE



BUSINESS IN THE COMMUNITY PRINCIPLES



Introduction

Jaguar Education Business Partnership Centres have

Inspired 40,000 young people,

Impacted 600 schools,

Worked in partnership with many organisations.

But, we are not about numbers.....



Aims & Objectives

- **Help schools to raise levels of achievement and attainment**
- **Provide learning modules, which relate to all areas of the curriculum**
- **Give young people access to the work place and the latest technology**
- **Generate practical experiences which motivate and enthuse**
- **Provide positive role models to raise aspirations and widen horizons**



Aims & Objectives

- **SRB5** (Coventry): Creating opportunities for young people
- **SRB6** (Birmingham): Developing manufacturing and associated skills in the West Midlands.
- **Excellence in Cities** (Liverpool): Creating opportunities for young people and raising aspirations in deprived areas.
- **Knowsley Collegiate** : 14-19 year olds through the Jaguar Halewood Education Business Centre and student apprenticeships.



Business Benefits

- Addresses national shortfall of engineers
- Lifelong learning for Jaguar employees – involvement in development & delivery of modules provides opportunities for personal and professional development.
- Community support is a business objective at all levels
- Supports Jaguar's links with higher education institutions
- PR benefit – opportunity to promote the brand with key stakeholders



Community Benefits Impact

- Evidence shows that visits to the centre have improved:
 - Coursework grades
 - Exam performance
 - Attendance levels
 - Truancy levels



Community Benefits Innovation

- Centres are unique in the Midlands and North West
- Recognised as national example of best practice
- Leadership role adopted – actively sharing best practice with other centres and organisations.
- Development for teachers



Community Benefits Inspiration

Feedback from teachers, employees, and students also shows visits to have impacted:

- Confidence, communication and team working skills.
- Aspirations – students aiming higher
- Interest in engineering / manufacturing as a career
- Raised awareness of the world of work & required employability skills.
- Motivation and enthusiasm for learning.

Specific modules developed to inspire target groups:

- Children excluded, or at risk of exclusion from mainstream education
- Women into Engineering (WISE)
- Gifted and Talented
- Aim Higher

