

headlight
for learning in the fast lane

Employer's Guide





About Headlight

Headlight is now entering its second year and is the exciting schools project developed by the Institute of the Motor Industry (IMI) in conjunction with specialist teachers through the National Schools Partnership (NSP) that includes a series of creative curriculum-linked teacher and student resources, with the motor industry as the exciting backdrop. In addition there is a related competition, which combined with the resources are all aimed primarily at those following KS4 business related courses.



Through Headlight we aim to develop strong relationships between schools and the UK-wide automotive retail network and increase awareness of the exciting opportunities for young people within the sector, giving them an insight into the automotive world.



The resources will help young people understand how a complex business functions, and the attainment of some key curriculum objectives particularly for business and enterprise related courses.

A key aim is to increase the number of young people applying for roles or training within the sector and improve the profile of the overall retail motor industry.





Why We Need You!


In order to contextualise learning for the students we aim to match up each school involved with a local employer who we would ask to do one of two things:

1. Arrange for someone from your business to visit the school and give a talk, run a workshop or hold a question & answer session where the students involved in the project can find out more about the industry from someone who works in it.
2. Allow the group of students to visit your business and give them a tour and chance to ask questions about how a business functions.

By donating some of your time your business will be able to:

- build relationships with local schools
- improve perceptions of your business in the local area, through positive impact on schools, teachers, students and parents
- gain exposure to bright young people considering the next steps in their career choices
- gain positive publicity opportunities.

We can also offer you the chance to have your brand / logo on all of the Headlight literature that is sent to the school / schools that you are linked with in exchange for your business covering the cost of the resource printing for those students.





**To register your business or for more information contact
the Headlight Team:**

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