

# PARTNERSHIP OPPORTUNITIES

Working together to create a safer, healthier future





**Making homes and communities safer for over 25 years**

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*"Lifeskills is a significant part of the community... it's a huge thing to be a part of."*

Gemma Graville, Centre Manager



## Discover Lifeskills. A safety adventure like no other

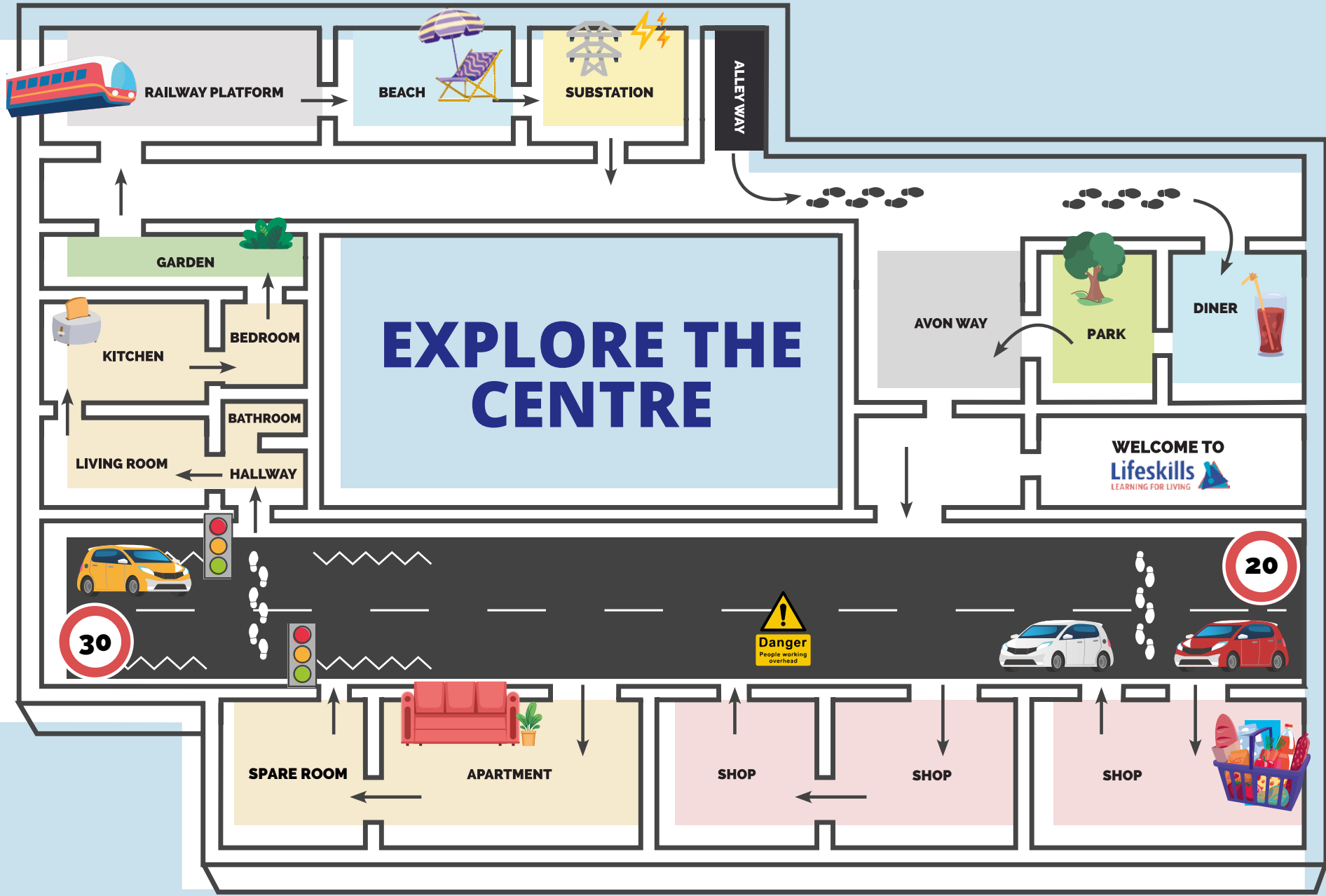
### Where people don't just learn about safety; they experience it!

Imagine sitting in a classroom, learning about fire safety in the home. Now picture yourself standing in a home, identifying fire hazards, discovering a mock fire, evacuating, and calling the fire service. Which situation grabs your attention more?

Using the power of experiential learning, we've created a purpose-built indoor village where we provide interactive, guided tours to help families to stay safe and well in their homes and in the community. Popular destinations include homes, shops, a beach, a railway line, a park, a diner and plenty more! It's a safe space in which to explore many of life's hazards and everyone leaves with confidence to make safer decisions and practical skills that last a lifetime.

One of our top priorities is to ensure the wellbeing of children during their formative years, which is why our main education programme focuses on Year 6 primary school children. In small groups, they are excited to practice activities such as crossing a road, shopping, giving first aid and even calling the emergency services, as well as learning about the dangers of being online, joining a gang and experimenting with drugs. Our work sets a strong foundation for their journey into adulthood while also reducing crime, accidents, and emergencies, ultimately relieving pressure on public services.

Trusted by schools and families across the region, we make a real and lasting difference, and our incredible partners play a crucial role in enabling this life-saving service. There are many ways to support us, and we work hard to make sure that partnerships are mutually beneficial and highly effective.



# WHY PARTNER WITH LIFESKILLS

## Doing good is great for business

We host around 11,000 visitors annually, providing our partners with a powerful platform to make a meaningful impact in their community. Our partnership packages offer various ways to demonstrate a commitment to care and social responsibility, as well as a fantastic opportunity to:

-  **Access a wider audience**  
Showcase your services or products to our extensive network including families, schools, community groups, businesses, and the general public.
-  **Promote your positive image**  
Publicly share your commitment to care and social responsibility through our marketing opportunities.
-  **Set yourself apart**  
Use our partnership to gain a competitive edge within your industry.
-  **Make a difference in your community**  
Your support will make communities a safer place to live, work and play by reducing harm and saving lives.
-  **Increase brand visibility**  
Gain valuable exposure for your organisation within our venue, communications and resources.
-  **Boost staff morale**  
Employees value companies that care about their community and appreciate opportunities to get involved.
-  **Enjoy a win-win situation**  
Tax advantages mean it costs you less to give more.
-  **Contribute to society**  
Your help will reduce pressure on public health and emergency services, benefitting the wider society.



[\*\*WATCH OUR PARTNERSHIP VIDEO\*\*](#)

**"SUPPORTING PEOPLE IN THE COMMUNITY IS SO REWARDING AND WE'RE ABLE TO SEE THE DIFFERENCE THAT OUR SPONSORSHIP HAS MADE."**

*Maxine Targett, RelyOn Services*



**"ABLE TO SEE THE DIFFERENCE"**

## Help local children learn life-long skills

### Support a primary school

Our Year 6 Children's Programme is a highlight in the primary school calendar. By supporting a school in your area, you'll play a vital role in preparing children at a crucial stage in their lives, just before they transition to secondary school.

They'll soon start to gain more independence, meet new people and be introduced to new experiences. Now is the time to take care of their own safety and learn how, as good citizens, they can contribute to the wellbeing of others.

If you are interested to support a school, we'll provide a cost that relates to the school of your choice, as class sizes vary.

**Primary school opportunities:** *(Example given for 30 children)*

**£360**

will subsidise entry and gift an activity book

**£630**

to provide free entry and gift an activity book

**£1,000**

will sponsor a page in 10,000 activity books

# Join the Lifeskills Village

## Become a centre partner

Experiential learning engages all of the senses, making it easier for people to retain information. This effective technique motivates children to develop their knowledge and practice important skills in an exciting, safe environment.

Centre partners play a crucial role in helping us to maintain the village with realistic products and scenes that mirror everyday life. From the sun cream to the opticians, this immersive approach boosts brand visibility and creates lasting memories well into adulthood.

### Centre partner opportunities:

**£3,000 - £5,000**  
(+ installation cost)  
to sponsor a scene

**£1,000**  
for product display

**£1,000**  
to sponsor a page  
in 10,000 activity  
books

*"AS A WORLD LEADER IN INNOVATIVE TRAFFIC MANAGEMENT SOLUTIONS, WE HAVE LONG RECOGNISED THE IMPORTANCE OF PROMOTING ROAD SAFETY. THIS IS AN EXCITING OPPORTUNITY TO SUPPORT LIFESKILLS' VITAL EDUCATION EFFORTS."*

*Wilke Reints, Yunex Traffic*



**"WE HAVE LONG RECOGNISED THE IMPORTANCE OF PROMOTING ROAD SAFETY"**

*"ONE OF THE JOBS WE HAVE IS TO ENCOURAGE SAFETY AND INFORMED USE AROUND RAILWAYS AND TRAINS. WE CAN'T REACH EVERYBODY SO HAVING THIS FACILITY AT LIFESKILLS ENABLES US TO REACH A LOT MORE PEOPLE AND GIVE THEM A REALLY FOCUSED EXPERIENCE."*

*Rob Owen, GWR*

**"ENABLES US TO REACH A LOT MORE PEOPLE"**



## Stand out as an industry expert

### Become a tour partner

As a reputable education provider, we offer a wide range of topics and deliver the latest information and advice.

Our success is made possible by the support of industry experts who assist in creating our scenarios, including the design of our physical spaces, activities, and educational messages.

In this top tier package, we work closely with partners on an exclusive basis, allowing them to position themselves as leaders in their field. Examples include Wales & West Utilities (gas safety) and National Grid (outdoor electrical safety).

#### Tour partner opportunities:

**£5,000 - £10,000**

(+ installation cost)

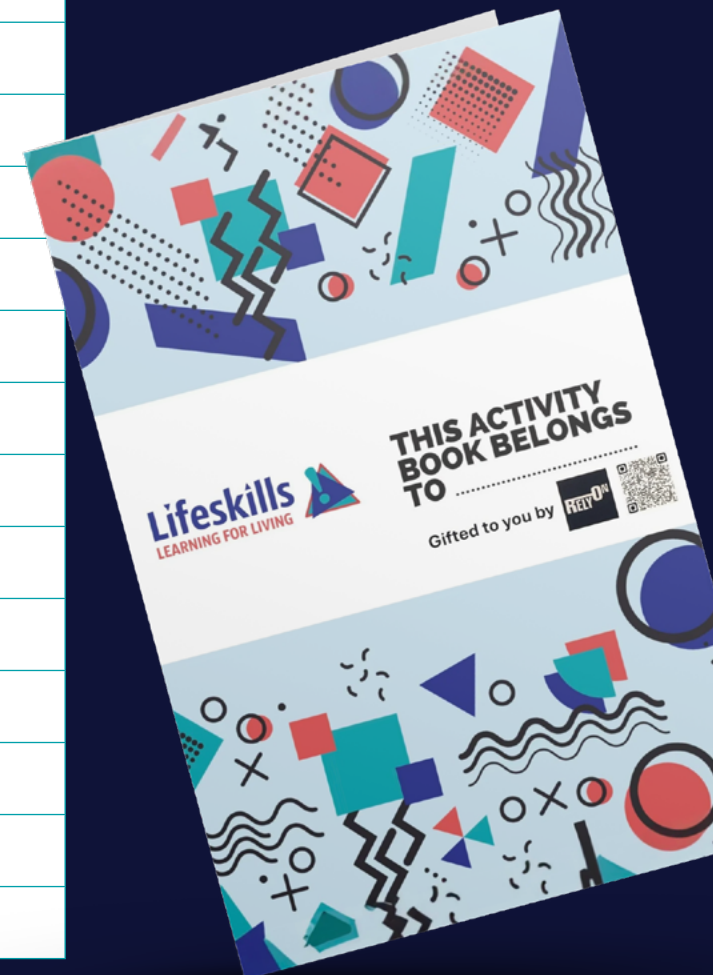
to sponsor a scene and educational activities

**£1,000**

to sponsor a page in 10,000 activity books

# PARTNERSHIP ACTIVITIES

What's included?	Support a school	Centre partner	Tour partner
Photo opportunity	★	★	★
Social media post	★	★	★
Activity book branding	★	★	★
Logo display	★	★	★
Press release/news opportunity	★	★	★
Newsletter	★ Credit	★ Photo	★ Feature
Website	★ Credit	★ Link	★ Page
Company talk and tour		★	★
Employee opportunities		★	★
Guest passes		★	★
Meeting room hire discount		★	★
Awareness event engagement			★
Testimonial			★
Impact measurement			★
Campaign promotion			★
Leaflet fulfilment			★



**70%**

increase in children's knowledge

**98%**

children feel more confident

**100%**

children learned something new

**100%**

teacher satisfaction

**11,000+**

visitors annually

**225,000+**

visitors to date

## Adults say:

*I had the best time with my team painting new scenes. I went to a similar centre as a child and remember the lessons very well. Children need these skills more than ever, and this place is brilliant for getting messages across better than in any classroom.*

*Jack, Employee Volunteer, Arcadis*

*A fantastic visit, one which the children have thoroughly enjoyed. Really liked the new additions and new scenarios!  
Charfield Primary School*



*Our son came home raving about his visit to Lifeskills, and he's already completed lots of activities in the book. Even we've learned a few things! Thank you!*

*Clare and Aaron S, Parents*

*Incredible scenarios with great learning opportunities.  
St Ann's Church Academy*

*On a visit to her granddad, my daughter recognised the smell of gas. He hadn't noticed it, but she knew exactly what to do.*

*Sarah C, Parent*

*You've given my son a huge step forward in understanding what life and its challenges can be like.  
Anna L. Parent*

*In witnessing a car crash, my daughter offered to call 999 while I went to help. It was the training she did at Lifeskills that helped her have the confidence to make the call, a skill she will never lose.*

*Phillip G, Parent*

*It just keeps getting better!  
Thank you for providing this valuable resource!  
Roundhill Primary School*



## Children say:

When we guessed where the car would stop it was so funny because we were so far off!



I taught my sister the recovery position.

I enjoyed making 999 calls because I'll know what to say to each Service!

I know the national grid number for emergencies (105).

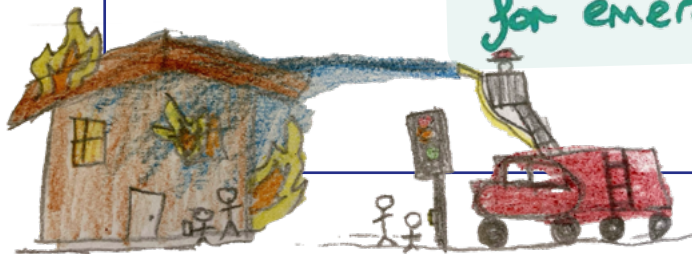
I will use these fake situations to face real situations.

I learnt that you always have the saucepan holder facing away from you!

I learnt that you **NEVER** go on a train track!

I will know when there is a gas leak.

We have made sure that all of our alarms are working properly.



# Want to join us and shape a brighter future?

Please get in touch

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THANK YOU

It was the best trip of my entire school life.

When I got home I walked in talking excitedly about my day.

You gave me a memory I will never forget!



I really loved how you made everything so real!

The commitment you show to keeping kids safe is phenomenal!

I need to invent a new word for how much I appreciate your team!

I thought the scenes were absolutely fantastic!

