

Cheshire & Warrington LEP
Parental Invitation to take part in Careers research for young people

Supporting the future of young people with career decisions

The Cheshire and Warrington Pledge brings together employers, education, and community partners to inform and inspire young people about the careers and education opportunities locally. We are part of a national network of Careers Hubs with the mission to help every young person find their next best step.

We know that parents and carers play a key role in supporting young people to progress through education and into employment and we want to hear your views on how we can best support you and your children navigate this journey.

We'd like to invite you to take part in the research that we're undergoing to better understand local parents/carers views on careers education for their children and to inform future support.

The research will involve taking part in **an in-person listening group** at a central location with around 6 people. The location will be confirmed closer to the time:

- Each group will last around 90 minutes
- The groups will take place either during the day or in the evening on one of the following dates.
- You only need to register your availability to take part in one group:
 - Monday 14th November @ 6pm at a central Warrington venue (TBC)
 - Tuesday 15th November @ 12:30pm at a central Crewe venue (TBC)
 - Wednesday 16th November @ 12:30pm at a central Ellesmere Port venue (TBC)

As a thank you for taking part, you will receive a cash payment of £50.

The research will be conducted by Mustard, an independent market research agency, on our behalf. They follow the Market Research Society Code of Conduct, so your feedback will be anonymous unless you give Mustard permission for it to be made identifiable to you.

Please click on this link to register your interest in taking part: [Register your interest](#). Mustard will then get in touch with you directly to provide more information and confirm which group you will be involved in. **Please register your interest by Friday 28th October.**

Spaces are limited to take part in the groups. When registering your initial interest, we'll be asking some questions to ensure that we're speaking to a wide mix of people. We particularly

want to hear from those living in the areas of Ellesmere Port, Crewe and Warrington and those whose children are eligible for free school meals.

Please note: any information provided whilst registering your interest will be viewed by Cheshire and Warrington Local Enterprise Partnership and Mustard.

Kind regards,

Grace Sheldon
Cheshire and Warrington Hub Lead

This research is being administered by Mustard Market Research Ltd. on our behalf. We can confirm that Mustard is an independent research agency and that this survey is being conducted under the Market Research Society Code of Conduct and in accordance with GDPR regulations, so all of your answers will be treated confidentially, and none of your responses will be used for sales or marketing purposes."