

Contact Audit



Use the chart below to map your contacts

EXISTING CONTACTS

Examples

- Employers you've worked with before

Why they matter

- ✓ Easiest to contact
- ✓ They know your setting and your learners
- ✓ They already trust the school
- ✓ Strong starting point for SEND-friendly engagement

Typical approach

- Reconnect with a clear, simple request
- "Could you support a taster day?"
- "Could you speak to a class for 20 minutes?"

WARM LEADS

Warm leads are people or organisations who don't know you well, but there is some type of link.

Examples

- Local suppliers you buy from
- Businesses in the school's supply chain

Why they matter

- ✓ They have a reason to say "yes"
- ✓ They're aware of your school
- ✓ Often open to partnership

Typical approach

- Ask for a short introduction meeting
- Suggest a small, low-commitment project

NEW LEADS

These are employers you have never worked with before and have no existing link to the school.

Examples

- Local SMEs (small/medium businesses)
- High-street businesses
- Larger companies in your area

Why they matter

- ✓ Help you grow your network
- ✓ Help diversify industries and roles accessed by learners
- ✓ Important for preparing learners for the wider world of work

Typical approach

- Research the company
- Personalise the ask

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WARM LEADS

NEW LEADS