

LV= leads the way with school sponsorship programme



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Press Release Author: [LV=](#)

Industry: [Financial](#)

Press Release Summary: LV= announce sponsorship of an innovative educational programme to provides school leavers and older pupils with a business qualification

Press Release Body: Insurance, investment and pensions group **LV=** has announced sponsorship of an innovative educational programme that provides school leavers and older pupils with a business qualification.

Students at four schools* in **Bournemouth, Bristol and Croydon** will be able to study for the **Chartered Management Institute Introductory Certificate in Team Leading** through an [LV](#) sponsored programme delivered in partnership with specialist flexible learning provider Studyflex.

As part of its sponsorship, [LV=](#) will provide students with materials, a support website and access to its staff and offices where they can gain practical experience of the business world. **LV=** has also pledged to offer a job interview to each student who successfully completes one of the sponsored courses. This will provide school leavers with a significant foot in the door to a first job and a good start to their career.

LV= is the first organisation to sponsor this scheme and has already committed to double its sponsorship to eight schools in 2009.

At a time when employers are complaining of skills shortages among school leavers and the government is urging businesses to do more to support schools and universities, **LV=** is pleased to be able to embark on this programme and support students in the communities where **LV=** has some of its main offices. The programme is part of **LV=** wider commitment with the community to sponsor initiatives that support and protect the young and their futures³.

The courses will begin in the new school term commencing September 2008.

LV= Group Chief Operating Officer, Richard Rowney, commented: *"Supporting children and our communities is at the heart of **LV=** corporate and social responsibility (CSR) activities and we are pleased to be the first company to sponsor this scheme. If businesses want school leavers to be better equipped to enter the workplace then it is right that they should do their bit to contribute to that process. We are pleased to be teaming up with Studyflex to offer this programme which we hope will encourage and enable students to improve their skills and get an understanding of the business world. In addition to doubling our sponsorship over the next year, we are also guaranteeing interviews at **LV=** to all students who successfully complete one of our sponsored courses. We hope that our commitment will help the youngsters of today on their way to becoming the business leaders of tomorrow."*

- ENDS -

Notes to editors:

*The schools are -

Bournemouth: Avonbourne School and Ferndown Upper School

Bristol: Writhlington School

Croydon: Norbury Manor High School

57% of employers say graduates and school leavers are ill equipped for business (IFF research) 80% of the UK's 4.6 million managers do not hold a management related qualification (CMI)

About **LV=**
LV= is a trademark of Liverpool Victoria Friendly Society Limited (LVFS) and a trading style of the Liverpool Victoria group of companies. The new **LV=** brand identity was launched in March 2007.

LV also sponsors Streetwise, an interactive children's safety education centre and Kidzone, a beach safety scheme.

The [insurance](#), investment and pensions group **LV=** employs over 2,500 people, serves more than 2.5 million customers and members, and manages around £8 billion on their behalf. We are also the UK's largest friendly society and a leading mutual financial services provider.

LVFS is authorised and regulated by the Financial Services Authority and entered on the Financial Services Authority Register No. 110035. LVFS is a member of the ABI, AMI, AFS and ILAG. Registered address: County Gates, Bournemouth BH1 2NF.

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