



PARTNER REFERRAL GUIDE

CAREER RUNWAY

EMPOWERING VULNERABLE COMMUNITIES
INTO SUSTAINABLE EMPLOYMENT

A comprehensive 4-stage program supporting job seekers
from preparation to employment success



PROJECT OVERVIEW

The CulturalLinks Advantage

- **Expert-Led:** A specialist employability project delivered by CulturalLinks, a Somerset-based social enterprise.
- **Accredited Quality:** All coaching is delivered by qualified experts using a proven, evidence-based methodology.
- **Targeted Impact:** Specifically designed for 4 priority groups facing complex barriers to the UK labour market.
- **Zero-Cost Entry:** Fully funded and free of charge for all eligible participants and referring partners.



PROJECT OVERVIEW

Our Comprehensive Service Model

- **4-Stage Journey:** A structured end-to-end pathway from initial career mapping to long-term job retention.
- **Technical Excellence:** Bespoke CV and Cover Letter optimisation tailored to specific job roles and modern recruitment filters.
- **Tangible Support:** Provision of professional interview attire and travel subsidies to remove all financial barriers.
- **Future-Ready Tools:** 24/7 support via the AI Workplace Navigator and ongoing mentorship through our Alumni Circle.



WHO WE SERVE

4 PRIORITY GROUPS



VULNERABLE & MARGINALISED INDIVIDUALS

Participants facing complex socio-economic barriers, including care leavers, individuals experiencing homelessness, or those recovering from domestic abuse. We provide a trauma-informed approach to re-entering the workforce.



LONG-TERM UNEMPLOYED

Individuals out of work for a minimum of 6 months and currently claiming Universal Credit, Pension Credit, or equivalent government support. Our focus is on reversing economic inactivity through intensive, structured intervention.



MIGRANTS & REFUGEES

New arrivals with the legal right to work in the UK. We specialise in bridging the gap between international experience and the specific cultural and technical requirements of the British labour market.



YOUNG PEOPLE (NEET)

Individuals aged 16–24 who are Not in Education, Employment, or Training (NEET). We provide the foundational professional tools and confidence-building required to secure sustainable first-time employment.

4-STEP CAREER RUNWAY JOURNEY

1

Empowerment: Career Mapping + Application Foundations

Purpose: Establish a realistic career direction and a clear plan to move into work.

What we deliver (2×60-minute sessions | in person or online):

- **Session 1:** Strategic Career Mapping Review education, work history, transferable skills, and goals
- Align strengths to current UK labour market expectations
- Agree a realistic job target (role types, sectors, salary range, location/remote options)
- Build a step-by-step job-search plan with milestones
- **Session 2:** Bespoke CV + Cover Letter Development Create or rebuild a professional CV
- Tailor CV and cover letter for specific job roles
- Improve structure, evidence, and keyword alignment for modern recruitment processes

What this step tackles:

- Lack of direction / unclear job target
- Outdated CV formats and weak applications
- Low confidence and limited understanding of employer expectations

Outputs by the end of Step 1:

- A tailored professional development plan
- A job-ready CV and cover letter template tailored to target roles



4-STEP CAREER RUNWAY JOURNEY

2



Barrier-Free Access: Interview Outfit + Logistics Support

Purpose: Remove financial and practical barriers that stop people from attending appointments and interviews prepared.

What we deliver (1 × 60-minute styling session | in person or video call):

- A structured styling consultation to select an outfit that is:
 - Correct size/fit and comfortable
 - Professional and confidence-building
- Outfit preparation and packing by our team
 - Collected in person or Sent via tracked post, funded by CulturalLinks
- Logistics standard: outfit arrives at least 1 day before the interview

Financial support provided (where eligible/required):

- Refund of one-to-one appointment travel costs
- Refund of interview travel costs
- Paid tracked postage for Success Kit deliveries

What this step tackles:

- Financial barriers (travel costs, clothing costs)
- Lack of appropriate interview attire
- Anxiety linked to presentation and “not having the basics”

Outputs by the end of Step 2:

- A confirmed interview outfit plan + clothing provided
- Reduced non-attendance risk and improved interview readiness

4-STEP CAREER RUNWAY JOURNEY

3

Interview Prep: Strategy + Mock Interview + Follow-Up

Purpose: Improve interview performance through preparation and realistic practice.

What we deliver (2 × 60-minute sessions | in person or online | qualified coaches):

- **Session 1:** Interview Strategy & Action Plan Explain modern interview formats
- Identify strengths and development areas (“weak spots”)
- Teach the STAR method (Situation, Task, Action, Result) and when to use it
- Prepare role-specific examples and key messages
- Build an interview action plan and give structured practice tasks
- Explain how AI tools can support preparation
- **Session 2:** Mock Interview & Professional Feedback Realistic mock interview practice
- Feedback on: content of answers, clarity, pace, body language, presentation
- Provide improved answer options and re-run questions where needed
- Cover post-interview protocol: what to do after, and how/when to follow up professionally

What this step tackles:

- Poor interview technique and lack of structure
- Cultural/behavioural misunderstandings in UK interview expectations
- Low confidence and limited practice opportunities

Outputs by the end of Step 3:

- Practised interview answers and improved delivery
- A clear follow-up approach (timing + wording)



4-STEP CAREER RUNWAY JOURNEY

4



🗨️ Ongoing Support : AI Navigator + In-Work Support

Purpose: Support job retention and stability — not just job entry.

What we provide:

- *Free 24/7 access to the AI Workplace Navigator*
 - *Employment rights, benefits information, workplace norms and guidance*
- *In-work support until probation is passed, including planned check-ins:*
 - *Month 1: weekly phone calls to identify issues early and prevent drop-out*
 - *Following months: fortnightly check-ins (or tailored dates for the participant)*
 - *Final call: phone or video review after probation completion*
- *Where additional support is needed:*
 - *Book an appointment or agree the most suitable method of support delivery*

The Alumni Circle:

- Post-probation peer support network for ongoing mentoring, confidence, and progression

What this step tackles:

- Early job drop-out during the probation period
- Workplace uncertainty, confidence dips, and communication issues
- Lack of ongoing support once someone starts work

Outputs by the end of Step 4:

- Supported transition into stable employment
- Clear pathway for progression and peer support after probation

WHERE WE OPERATE

Taunton

01

Somerset Hubs

07

Bath

We provide in-person support and styling sessions across Somerset, including:

Bridgwater

02

06

Frome

03

04

05

Watchet / Minehead

Wells

Yeovil



Local Presence, National Reach

OUR VIRTUAL SERVICE: HOW IT WORKS

Digital Referral

Submit the referral via our secure **online form**. Our team reviews the eligibility criteria and initiates the onboarding process within **48 hours**.

Scheduling

We **contact the participant** directly to schedule their sessions at a time that fits their schedule. We provide all necessary links and digital onboarding materials.

Remote Delivery

Sessions are conducted via **video call**. Following the styling session, the **Success Kit** is dispatched via delivery to arrive at least **24 hours before** the participant's interview.



FROM CONSULTATION TO DELIVERY

Virtual Styling Consultation

Participants meet with a styling specialist via secure video call. Together they select a full, role-appropriate interview outfit tailored to industry standards, personal comfort, and professional expectations.

Interview Coaching Session

Participants receive targeted one-to-one coaching from a CIPD-qualified employability expert. This includes mock interview practice, STAR-method guidance, answer refinement, and a personalised follow-up strategy.

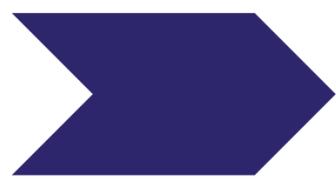
Success Kit Delivery

The chosen interview outfit and essential materials are packed and dispatched as a tracked Success Kit, ensuring it arrives well before the interview. Participants receive clear instructions and support ahead of the big day.



ELIGIBILITY CRITERIA

All three criteria must be met for programme eligibility



Age Requirement

Participant must be **16 years or older**.
No upper age limit.



Employment Status

Unemployed for **6+ months** or on a **zero-hour contract**.
Proof may be required.



Government Support

Currently receiving Universal Credit, Pension Credit, or similar support.
Proof of claim may be required.

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WHEN TO REFER TO CAREER RUNWAY

Scenario A: Actively Job Hunting

Refer individuals who are currently in the labour market but require technical assistance with CV optimisation, cover letter tailoring, or strategic career mapping. We provide the professional foundations to pass modern recruitment filters.



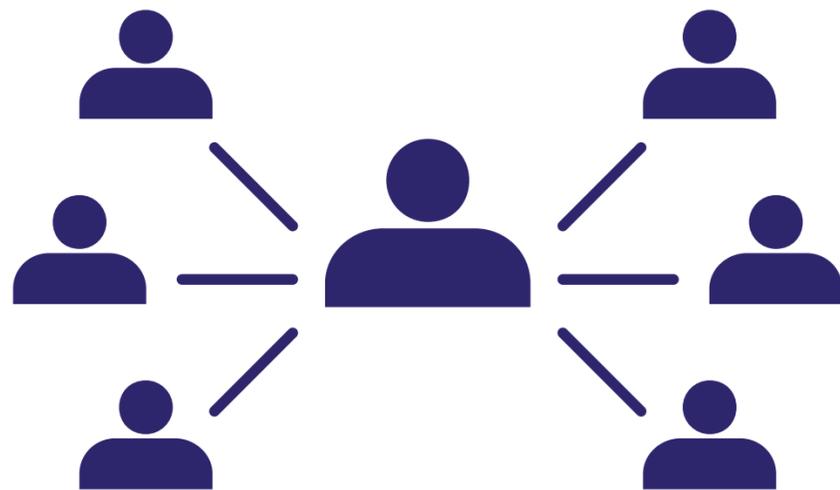
Scenario B: Interview Confirmed

Refer individuals with a confirmed or pending interview date. We provide immediate intervention through intensive mock coaching and the provision of professional attire to ensure the participant is physically and mentally prepared.

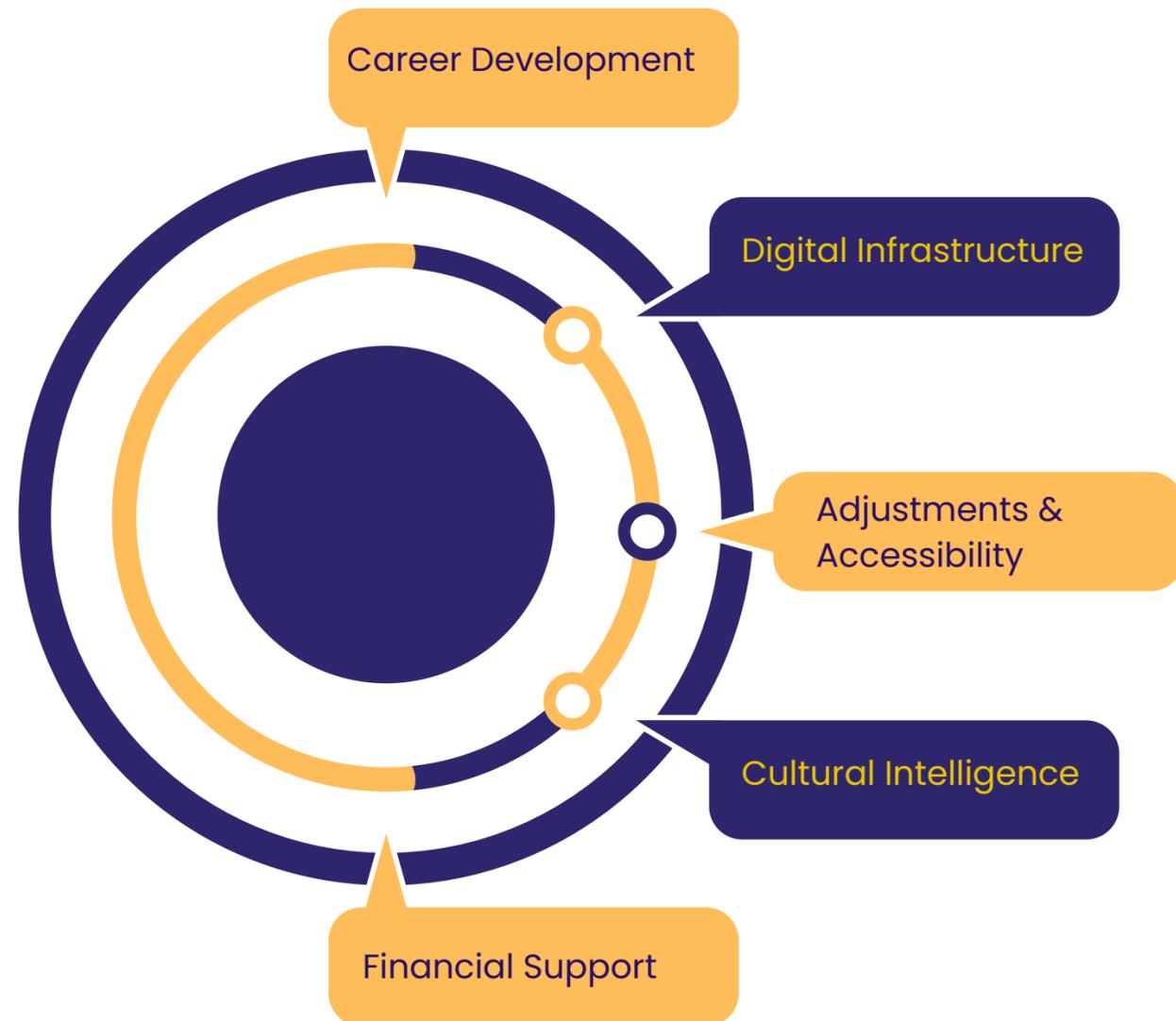


Scenario C: The Cultural Bridge

For participants who are migrants or refugees with the right to work, we provide workplace integration coaching to navigate the unwritten rules of the UK labour market, delivering targeted guidance to effectively reduce cultural barriers to sustainable employment.



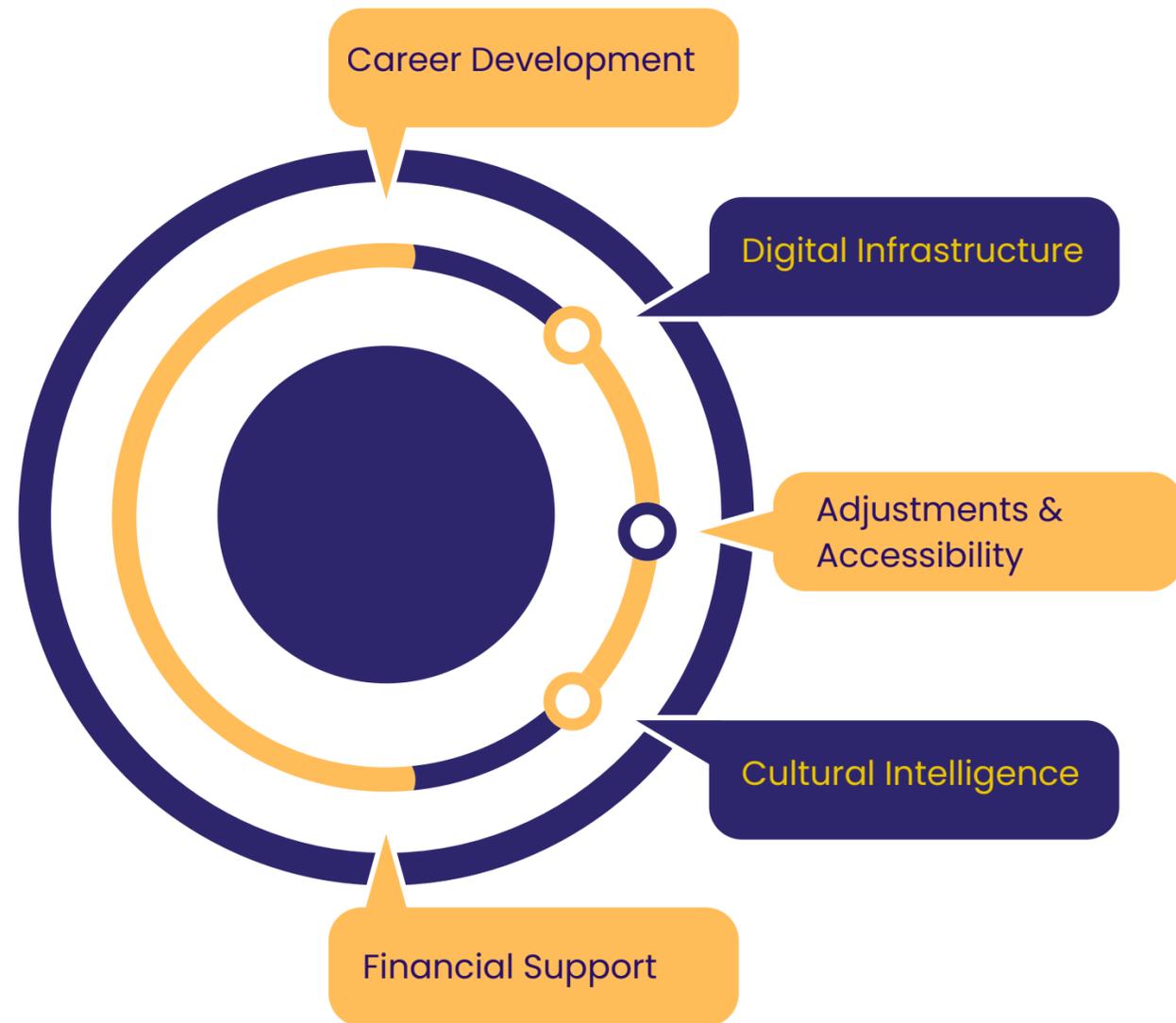
COMPREHENSIVE SUPPORT PACKAGE



Professional Services

- **Strategic Career Development:** Expert-led CV optimisation, bespoke cover letter drafting, and targeted job-search strategy. Includes guidance on navigating Applicant Tracking Systems (ATS) and practical training on using AI tools to enhance application quality.
- **Interview Excellence:** Intensive mock-interview coaching, STAR method training, body language and presentation feedback, and strategic post-interview follow-up protocols.
- **Cultural Intelligence:** Specialist workplace integration coaching for migrants and refugees, focusing on the unwritten rules of UK professional environments. Covers workplace dos and don'ts, communication styles, and cultural expectations to reduce misunderstandings and improve retention.
- **Retention Mentorship:** Structured in-work support throughout the probation period, including weekly check-ins (Month 1), fortnightly reviews (subsequent months), a final probation completion call, and ongoing access to the Alumni Circle for peer support and career progression.

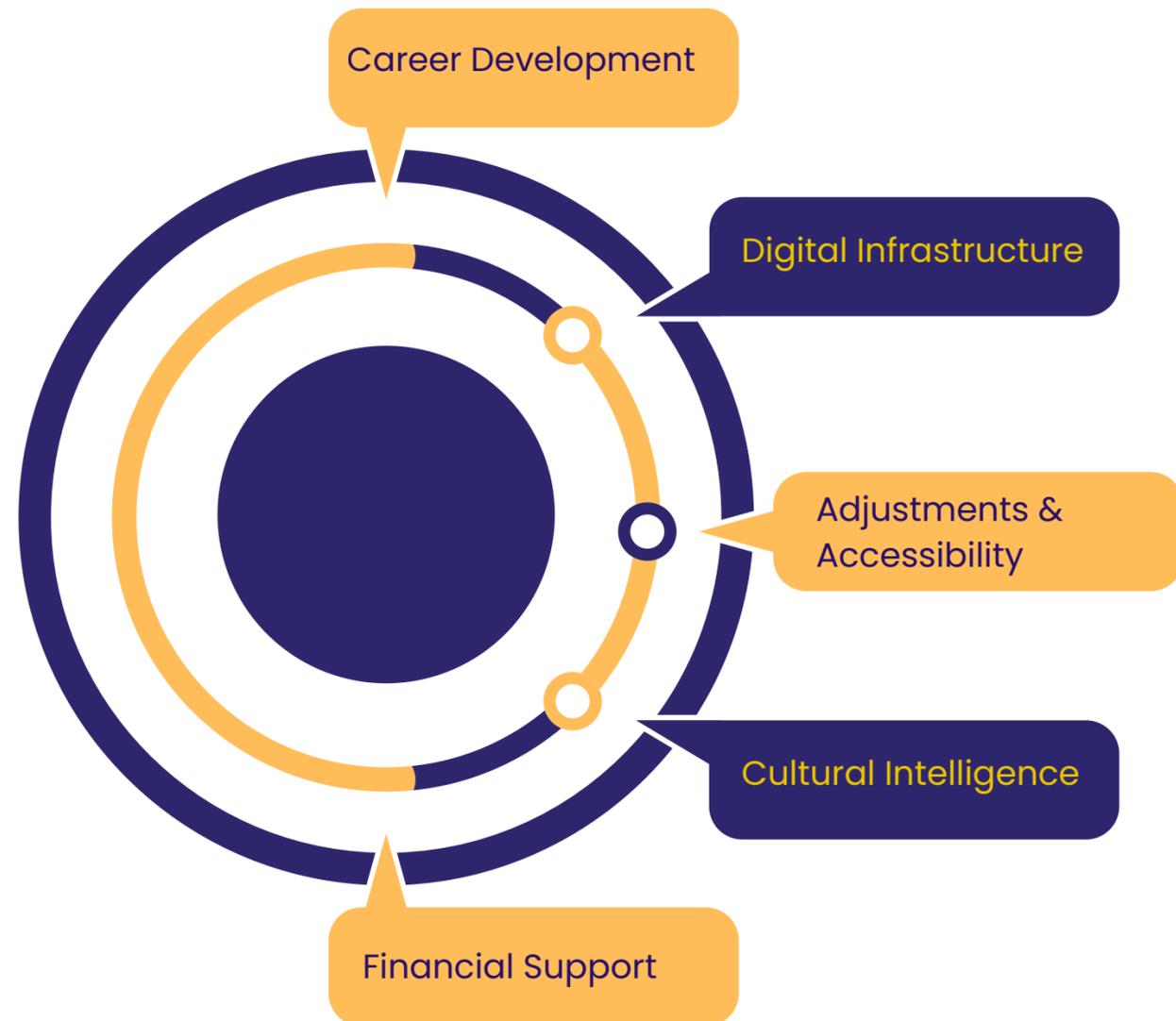
COMPREHENSIVE SUPPORT PACKAGE



Tangible Assets (The Success Kit)

- **Professional Attire:** High-quality, role-appropriate interview outfits tailored to industry standards, provided to the participant to keep.
- **Essential Resources:** Professional stationery, interview preparation guides, physical copies of workplace culture manuals, and a copy of "Cracking the British Office Code" – a practical guide to navigating UK workplace expectations.
- **Digital Infrastructure:** 24/7 access to the AI Workplace Navigator and secure virtual coaching platforms.
- **Financial Support:** Fully funded travel subsidies for one-to-one appointments and interviews, plus tracked nationwide postage for Success Kit delivery.

COMPREHENSIVE SUPPORT PACKAGE



Reasonable Adjustments & Accessibility

We are committed to removing all barriers to participation. Please flag specific requirements in the referral form, including:

- **Mobility:** Accessible venues, home visits, or flexible delivery locations.
- **Language:** ESOL-aligned coaching and translation support where required.
- **Mental Health:** Trauma-informed coaching, flexible scheduling, and low-pressure environments.
- **Digital & AI Literacy:** Step-by-step guidance on using digital platforms, video calls, and AI tools. No prior technical knowledge required.
- **Childcare/Caring Responsibilities:** Remote coaching options and flexible appointment timing to accommodate family commitments.

IMPACT & OUTCOMES

Key Performance Indicators (KPIs)



- **62% Success Rate:** Based on the proven model we follow, 67% of participants secure employment within one month of completing the programme.
- **94% Confidence Increase:** Participants report a significant boost in self-assurance and professional readiness following our coaching.

Strategic Value for Participants



- **Enhanced Employability:** Mastery of modern interview techniques and high-quality, ATS-optimised application documents.
- **Psychological Empowerment:** Significant reduction in interview anxiety through realistic mock practice and expert feedback.
- **Total Barrier Removal:** Elimination of financial and logistical obstacles through provision of clothing, travel subsidies, and digital tools.



Strategic Value for Referral Partners

- **Improved Performance Metrics:** Higher employment success rates and sustained job outcomes for your client caseload.
- **Specialist Resource Access:** Instant access to qualified coaches and styling experts without additional cost to your organisation.
- **Reduced Administrative Burden:** We manage the intensive, time-consuming elements of employment prep and clothing logistics, allowing your team to focus on core case management.



READY TO MAKE A REFERRAL?



If you'd like to get in touch about **Career Runway**, please either:

- make a referral [here](#)
- book a free call via our booking for [here](#)
- email us with your request at hello@culturalinks.co.uk



THANK YOU

Thank you!

