

No Turning Back CIC

Supporting businesses to build & retain inclusive workforces.

Driving change at classroom level, to build a network of brilliant young minds.

NO
TURNING
BACK
2020

BACK²
BUSINESS

The Talent Arc  **CIC**

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Who we are

NoTurningBack is a not for profit Community Interest Company set up to inspire and support Organisations with an appetite to hire and retain people from underrepresented groups.

To launch young careers in Marketing and Communications that are sustainable from entry level to leader.

Why it matters

Gen Z is driving change:

83 % consider a company's DEI commitment before accepting a job.

56 % won't join a company without diverse leadership.

Inclusive talent practices can boost revenue up to 30 % per employee.

The next generation expects action.

How we drive change

We generate change at classroom level and build a powerful network of brilliant young minds—future leaders who reshape our industry from the inside out.

4 Reasons to Partner NoTurningBack2020

1. Meet your EDI objectives with a proven programme.
2. Attract, engage and retain next-generation marketing talent.
3. Position your brand in front of students and senior industry leaders.
4. Access diverse young talent plus training, volunteer days and direct retention insights.

Visibility through a company logo carousel linking directly to EDI strategies, even without live job postings.

Visibility on student platforms such as Handshake, viewed by 30,000 students looking for jobs, webinars & other community offers each day.

Build a reputation amongst new prospective employees as an organisation which proactively invests in their well-being and values.

Programme in Action

- Your staff become NTB Ambassadors: talks, networking, real impact.
 - Presentation training, events and flexible sign-up.
 - Annual retention event with industry leaders.
 - Volunteer days and brand workshops for students.
-

Partnership Options

Bronze | £950 1 Ambassador, Inclusive Employer Zone listing.

Silver | £3k–£5k Named year-long programme, multiple Ambassadors, up to 3 bespoke career half-days.

Gold | £15k Headline Partner, maximum visibility and impact.

How to get involved

Nominate an Ambassador or learn more about partnering with NTB2020 by emailing noturningback2020outreach@f1recruitment.com.

Visit our Jobs Zone to see inspiring companies already making an impact: [NoTurningBack2020 Jobs Zone](#). Let's challenge mindsets and transform futures—together!

For more information visit:

Ambassador Criteria: [Link](#)

Partner Organisations: [Link](#)

You can see the other organisations that have Ambassadors or who work with NoTurningBack2020 on the carousel of companies <https://www.noturningback2020.com/jobs-zone/> and read more about our goals

£950

Join the
*Ambassador
Programme*

- ✓ **Attract and support your new diverse hires with a sponsored place on the programme.**
- ✓ **Promoted as partner with personal promotion during the live sessions.**
- ✓ **Promoted across all marketing & social media channels.**
- ✓ **Positioned as employer of choice to students.**
- ✓ **Additional positive internal and external employer exposure.**

Recognition for partnering with a social change programme, particularly one that is Marketing, Communications & Sponsorship discipline specific.

20% of your Partner fee will go towards a bursary fund for those ambassadors who require travel expenses. The rest of your fee goes towards the costs of delivering the programme. The programme is non profit making.

Executive NoTurningBack2020 Team

Sarah Bishop

Co founder of NoTurningBack CIC
Sarah has run and delivered NTB2020 for 4 years
With 20+ years in Marketing & PR

Emma McDowell

Co founder of NoTurningBack CIC
Emma volunteered to run and support
NTB2020
With 20+ years in Marketing & PR

£3,000
to
£5,000

Become a
Named Partner

- ✓ Up to 3 Ambassadors on programme
- ✓ Sport themed talks with Octagon as Headline
- ✓ Branded talk presentations, case-study & LinkedIn Items following all talks
- ✓ Up to 3 Branded Workshop in your Organisation or at a host school
- ✓ Branded Mentor Scheme
- ✓ 3 Branded Volunteer days – with other sports partners
- ✓ Promoted as partner for a term of talks on all talk promotions and during the live sessions.
- ✓ Promoted across all marketing & social media channels.
- ✓ Positioned as employer of choice to students.

20% of your Partner fee will go towards a bursary fund for those ambassadors who require travel expenses. The rest of your fee goes towards the costs of delivering the programme. The programme is non profit making.

£15,000
+VAT

Become a
Headline Partner

- ✓ Opportunity to host and co-own the entire year of talks at schools, colleges, and universities.
- ✓ Promoted as a partner for a year of talk promotions, and during the live sessions.
- ✓ Promoted on Handshake, reaching 30,000+ students per talk.
- ✓ Tailored alignment to your EDI strategy and goals.
- ✓ Additional positive internal and external employer benefits of partnering with an established Social Change Programme, particularly one that is Marketing, Communications, and Sponsorship discipline-specific.



Who created NoTurningBack2020?

Amanda Fone

Founder & CEO f1 recruitment ltd
Co founder of NoTurningBack2020
Amanda has 30+ years recruitment and search
experience in Marketing, PR and Sports
Marketing

Adrian St Clair Walcott

Co founder of NoTurningBack2020 &
Workplace Culture Decoder by Brands with
Values | EX Eurostar, Barclays, WPP |
Haberdasher