

**Coast to
Capital**



THE **CAREERS &
ENTERPRISE**
COMPANY

Careers Hub Steering Group Meeting

Via Zoom
9 February 2021

Introduction

- Liane Richardson, Chair

Careers & Enterprise Company update

- Georgina Angele, Regional Manager, The
Careers & Enterprise Company

The Careers and Enterprise Company

9th February 2021

Presented by Georgina Angele,
Regional Lead South East



Skills for Jobs White Paper sets out the Government's renewed strategic approach to careers guidance.

- Incorporates a commitment to develop Careers Hubs across the country and continued investment in the professional development of Careers Leaders.
- Business has a central role across all post-16 proposals. New initiatives such as a Local Skills Improvement Plan will be driven through strong local engagement with employers. The White Paper states employers will play the lead in shaping almost all technical courses by 2030.
- Reform to technical education to elevate its status as a spur to tackle productivity and skills gaps.
- Investment in local skills priorities with reference to a new Strategic Development Fund and the enhancement of the recently announced Skills and Productivity Board.
- Identification of careers education as strong underpinning to all announcements and Government's overall ambition on raising opportunities and standards around lifelong learning, skills and growth.

Progress to date: Network Growth



4,118

**Schools/Colleges in the
Enterprise Adviser
Network**

Target of 4,400 by Jul 2021
90% of target achieved



3,794

**Enterprise Advisers
Recruited**

Target of 4,200 by Jul 2021
87% of target achieved



3,442

**Schools/Colleges matched
to an Enterprise Adviser**

Target of 3,800 by Jul 2021
80% of target achieved

Network support structure

- 1 | 300+**
Enterprise Coordinators
co-funded by the LEP and the CEC to engage **Careers Leaders** and manage a network of business volunteers (Enterprise Advisers) providing guidance in developing a strategic careers plan aligned with the school development plan in each of their schools and colleges to ensure high quality careers education for students.
- 2 | 62**
Skills Leads
our key partners in LEPs. Skills Leads help manage the contract with the CEC to deliver the **EAN** and/or **Careers Hubs**, ensuring quality careers provision while aligning with local priorities.
- 3 | 46**
Hub Leads
are responsible for setting the strategy of their Hub, engaging stakeholders and ensuring ECs deliver the operational activities within **Careers Hubs**.





Businesses Backing Social Mobility

Sustainability

Cornerstone Employers

Connecting Young People
to the World of Work

Careers Leaders Feedback: positive outlook



92%

Believe that careers provision in their school/college has improved since the Government's 2017 Careers Strategy.



93%

Feel positive about the future of careers provision in their school/college.

Enterprise Adviser Feedback

87% Of EAs are satisfied with their training

93% Of EAs are satisfied with the support they are given

87% Of EAs would recommend becoming an EA to someone they know



Careers Hubs

A Careers Hub is a cluster of schools and colleges located in the same geographic area, working together and with partners in the business, public, education and voluntary sectors to deliver outstanding careers education and ensuring that careers outcomes are improved for all young people. The Hubs constantly trial, test and evaluate what works and how schools and colleges can be supported to accelerate their progress towards meeting the Gatsby Benchmarks and ultimately improves a range of outcomes for young people in the local area. Careers Hubs sit within the existing Network but with access to additional resources including funding and with some additional governance mechanisms.



As of September 2020 **2,261 secondary schools and colleges** will benefit from being part of a Careers Hub.

Careers Education is improving everywhere

Average number of benchmarks achieved 2014 - 2020



Update 2021

- National average (state-funded establishments): 3.6
- Establishments in the EAN: 3.7
- Matched establishments: 3.8
- Coast to Capital Network: 2.7

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Coast to Capital LEP	Achieved	Not achieved	Partially achieved	Target 2021	Rank	National
Benchmark one	13.9%	0.0%	86.1%		46	38.2%
Benchmark two	46.8%	1.3%	51.9%		43	61.7%
Benchmark three	20.3%	1.3%	78.5%		43	32.8%
Benchmark four	45.6%	2.5%	51.9%		40	55.0%
Benchmark five	40.5%	8.9%	50.6%	70.0%	47	60.8%
Benchmark six	36.7%	7.6%	55.7%	60.0%	37	43.7%
Benchmark seven	17.7%	1.3%	81.0%		43	35.5%
Benchmark eight	50.6%	12.7%	36.7%		44	64.6%

Covid-19 response

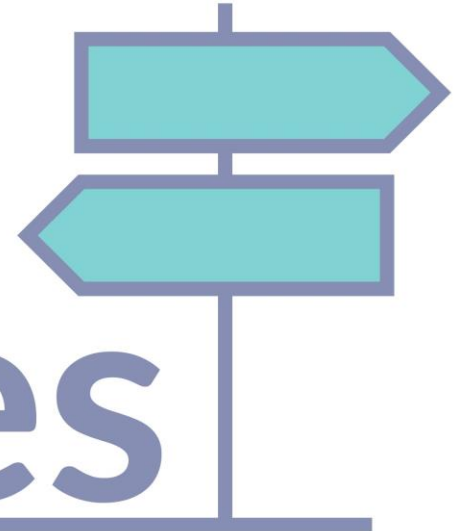
- **My World of Work Week** – 115,000 students, 50+ employers
- **Online Encounters** – Guidance and developing best practice
- **Regular resources and Careers Leaders Newsletters** – National context complimenting local delivery
- **Work It videos** – young people reflecting on the impact of their careers support
- Increased **one to one and group support for Careers Leaders** through the Network
- **My Week of Work** – comprises of lessons written by staff from AET, designed to help pupils gain insight into the world of work through employer videos and resources. Also designed for SEND.
- **Virtual CPD** – comprehensive suite of webinars and CPD sessions
- **Resource Directory** – with a vast number of high-quality resources available the tool aims to help users search for relevant content to make a difference



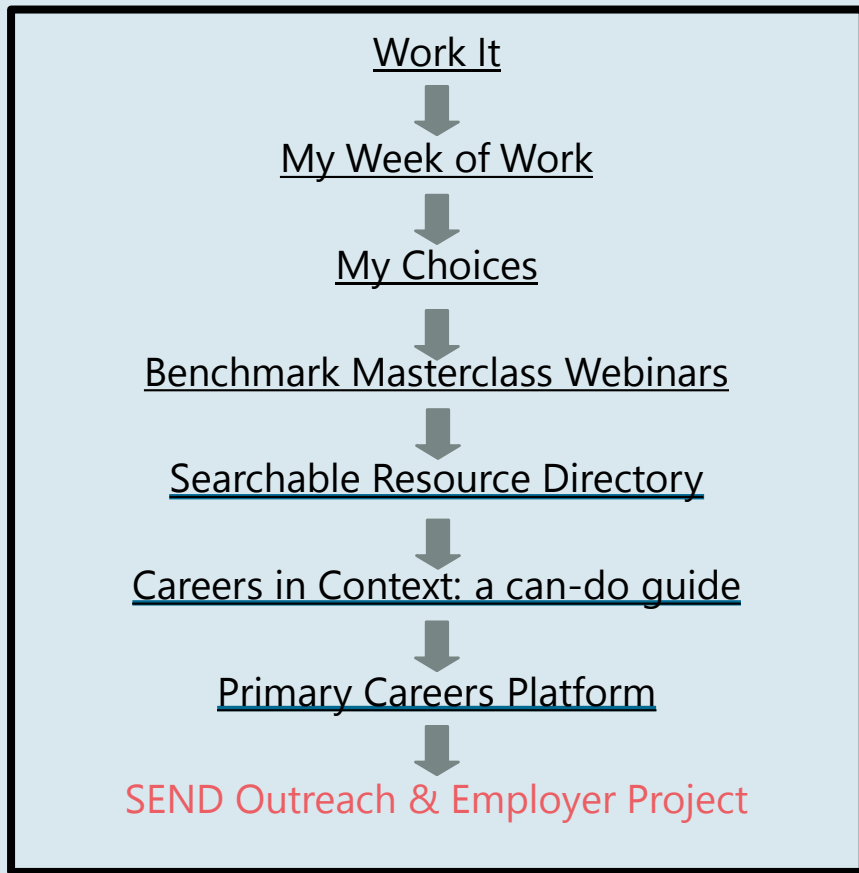
My Choices resources to support students
in preparing for key transition points:

<https://www.careersandenterprise.co.uk/schools-colleges/my-choices-transition-resources>

My Choices



Covid-19 CL support



All are available all year and all layers fit together to form a comprehensive and flexible support package

Visit the Resources Directory now

Share the **Resource Directory** with your network – and help others to make a difference.

Send us resources that you think might be a good fit for our directory – email us at resourcedirectory@careersandenterprise.co.uk





Thank you
Questions?

Careers Hub update – Lisa Mobbs, Careers Hub & EAN Lead

Enterprise Adviser Network (EAN) and Careers Hub

The Coast to Capital EAN works to connect senior, local business leaders with senior leaders in local schools and colleges to help motivate and inspire young people and make a major impact on their future career prospects.

The purpose of the network is to create powerful lasting connections between local businesses and education establishments in order to equip young people with the skills they need. To do this we have a team of Enterprise Coordinators who each support schools and colleges in their area and link them to local businesses.

Update

Enterprise Adviser Network Area

The EC team are continuing to work closely with education centers to ensure that opportunities for virtual employer encounters and experiences of the workplace are signposted and utilized. The team are delivering a series of SEND master classes for school support staff and businesses to help bridge the gap between education and the world of work for young people with special educational needs and disabilities. The team are in close contact with our Enterprise Advisers to ensure they remain engaged and have created a buddy system to offer further support new Enterprise Advisers. We have created LMI slides to be shared with pupils during National Careers Week.

Careers Hub Area

The Cornerstone Employer Group has expanded to include Gatwick Airport and Fidelity International. The Careers Hub EC team have developed three key projects to present to the Group to help support education centers to meet Gatsby Benchmarks 5 and 6. Projects include a virtual careers fair, opportunities to support virtual work experience for disadvantaged pupils and apprentice/graduates talks with Year 12 students. The Careers Hub team have also developed a bank of resources for National Careers Week to enable schools to easily embed careers in the curriculum for Gatsby Benchmark 4.

Case Study

Crawley Virtual STEMfest

At the end of November, pupils from across the region were invited to attend the Crawley Virtual STEMfest, a free online STEM and STEM Careers Activity Event. Organised by Sussex STEM and sponsored by Coast to Capital LEP, this event reached an estimated 60,000 users – 80.4% as new visitors to the site. Most of which were schools. The Careers Exhibition for Year 9-12 pupils was the most visited part of the site. The Desert Island Risk activity was the most popular allowing pupils to hear from a selection of employers describing their skills and their jobs to then choose their own Desert Island team.

Employers from Gatwick Airport, CCG and Thales supported live careers talk and pupils were able to join workshops with Health Education England, Network Rail and Atkins.

@The STEMfest tasks have been enjoyable, and stimulated lots of discussion about the importance of the subjects and the benefits to society and individuals. Several of my tutees already know that they wish to pursue a STEM pathway.” Year 8 Tutor



Coast to Capital Targets

The tables below show the movement towards target in Coast to Capital for the EAN area (table 1) and the Careers Hub (table 2)

Over the coming academic year these tables will be expanded on to provide a fuller picture of the progress we are making against targets.

Table 1: EAN Area targets and actuals

	Target	December 2020
Benchmark 5	70%	30.0%
Benchmark 6	60%	37.5%

Figures include SEND & APC Education Centers. All matched institutions.

Table 2: Careers Hub targets and actuals

	Target	December 2020
Benchmark 1	75%	22.9%
Benchmark 5	75%	48.6%
Benchmark 6	65%	31.4%
Average number of benchmarks achieved	4	2.69*

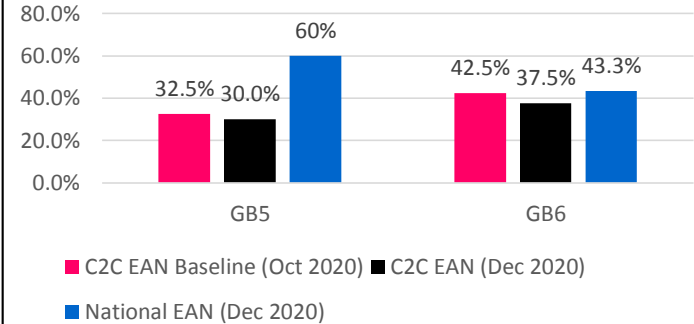
* Note: at present this figure is for the whole EAN programme in Coast to Capital not just the Careers Hub. We expect a breakdown in future reporting.

Performance against Targets

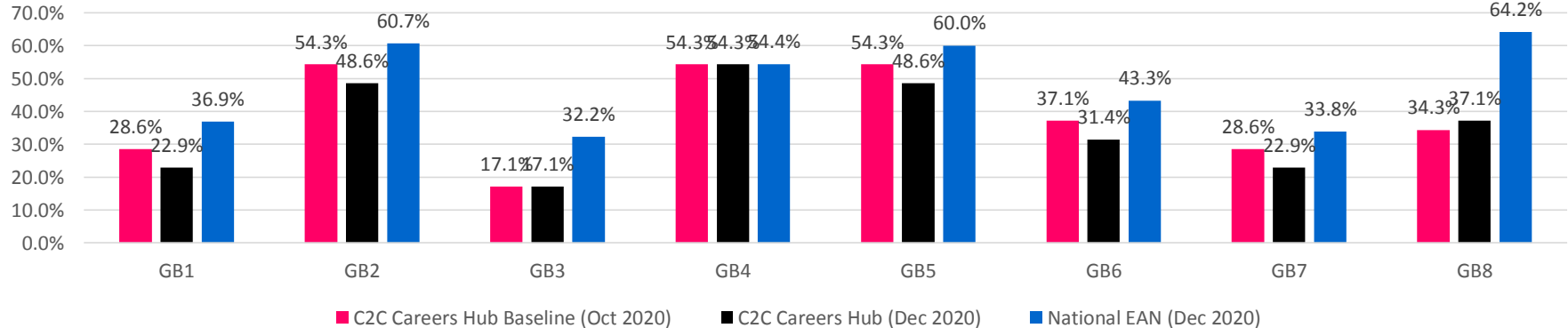
The data below provides information collected from the most recent Compass reports submitted by the EAN area and Careers Hub schools and colleges, as well as national data from Careers and Enterprise Company (CEC) on how the programme is progressing towards meeting our contractual targets.

Future dashboards will expand on the data as we receive updated Compass reports and Careers and Enterprise Company data throughout the academic year.

Benchmarks 5 & 6 - EAN Data



All Gatsby Benchmarks - Careers Hub



Cornerstone
Employers
Group

Members

Wates 

Sussex

Health and Care Partnership



THAKEHAM

GTR

YOUR LONDON AIRPORT

Gatwick



 ARCADIS

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Planned Projects

Spring & Summer Term
2021

1. National Careers Week Resources
2. Open Doors Apprentice & Graduate Talks
3. Virtual Work Insight Days
4. Virtual Careers Fair

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National Careers Week Resources

National Careers Week

NCW

Key points:

Tutor and Core resources in English, Maths, Science, Geography, History and PSHE to help schools & colleges to embed careers into the curriculum with ease

Short and impactful

Accessible via our Careers Leader Resources Board

Target audience – all year groups

Gatsby Benchmarks – 4

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Open Doors Apprentice & Graduate talks

Selection of employers

Key points:

Following Open Doors 2020 with Manor Royal Business District
May 2021

Recent or current Graduates and Apprentices 15-20 min talk with
Q&A

Group webinar in advance to provide structure – enthusiastic
overview of job role and their experience in your organization

Target audience – Sixth Form/Year 12 students

Nominate at least one Grad/App from your organization and sign up
at least one more employer (email to be provided)

Gatsby Benchmarks – 2 & 5

Virtual Work Insight Days

Speakers for Schools



Key points:

Insight Day June 2021 (over 2 weeks)

Target group = Year 10/12 disadvantaged pupils within Careers Hub schools

30 pupils per session via Speakers for Schools platform

Soft & supported application process intended to ensure that all pupils will attend an Insight Day

Guidance on content from EC team and platform support from S4S

- video of a virtual tour of their organisation
- a small group of employees in different roles to give a brief overview of their job
- A work based challenge or activity with feedback provided to pupils

Gatsby Benchmark - 6

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Virtual Careers Fair

Key points:

16th June – live event for Careers Hub schools

Target group = Year 10

Dedicated time slot for NESOT

Available to all EAN schools for 30 days

Virtual booth/stand for employers and colleges – upload links to key information, web pages, videos

Opportunity for students to ask questions – 2 staff members on hand during the day

Gatsby Benchmarks – 2, 5 & 7

Lots of Vfairs designs to choose from



vFAIRS



3M



3M

3M Science.
Applied to Life.™

Central Hub Fund – overview & discussion on suitable spend

- Lisa Mobbs, Careers Hub & EAN Lead

Support from the Steering Group

- All

Recommended Actions & Discussions

- a) What can your organization offer the Careers Hub in terms of a sustainable initiative?
- b) How will this help institutions to make progress in the benchmarks?
- c) How can you access your networks to support our planned projects?

AOB & Close

- Liane Richardson, Chair

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**Thank
you!**