

**Coast to
Capital**



THE **CAREERS &
ENTERPRISE**
COMPANY

Careers Hub Steering Group Meeting

Via Zoom
25 May 2021

Introduction

- Liane Richardson, Chair

Reflecting on the year – 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.

National Careers Week

NCW

Update

Enterprise Adviser Network Area

Easy to use resources were created by the EC team to help schools to embed careers into the curriculum for National Careers Week (see Case Study).

Over a four-week period in Jan/Feb, we partnered with the East Sussex Careers Hub to deliver a series of SEND master classes for SEND support staff in schools and colleges. The objective of this training was to help raise awareness of how to embed careers in lessons for pupils with SEND and how to increase employer engagement to support Benchmarks 4 and 5.

On 10th March, AMEX delivered a tailored CPD training session for Head Teachers in the Coast to Capital region. Discussion included change management, improving performance and managing effective communications. This activity helped the team to forge better relationships with our Head Teachers.

Development continues with key stakeholders for Hello Future – our wide-scale careers event in July.

Careers Hub Area

The Careers Hub EC team have been working closely with our Cornerstone Employers to ensure our virtual careers fair, Open Doors Apprentice/Graduate talks and virtual work experience opportunities are a successful in summer term.

The Hub team are also beginning to plan for the next academic year and decide how to support key benchmarks to ensure events have maximum impact for young people in the region.

Case Study

NCW Resources (Benchmark 4)

The EC team created a series of subject specific and tutor resources for students to access during National Careers Week (NCW) on 1st-6th March to raise awareness of real-world contextual careers information and LMI.

Resources were designed to:

- Spark curiosity in students to start thinking about their career paths through the provision of 'how to' videos and career quizzes
- Learn about the three different types of job sectors as an introduction to the world of work
- Spotlight careers in healthcare, creative arts and construction
- Showcase transferable skills developed within core subjects; Math, English, History, Geography, PSHE and Science

[Subject resources](#) and sample KS5 [Tutor resources](#).

49 schools across our network used the resources during NCW. St Wilfred's School said: "I thought they were really excellent and simple to use and just took the need to produce our own resources out of the equation which was incredibly helpful. They looked great and seemed to work really well".

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

	Revised Target	March 2021
Benchmark 5	65%	55%
Benchmark 6	100% partially or fully achieving	47% fully achieving (3 institutions at 0%)

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

Table 2: Careers Hub targets and actuals

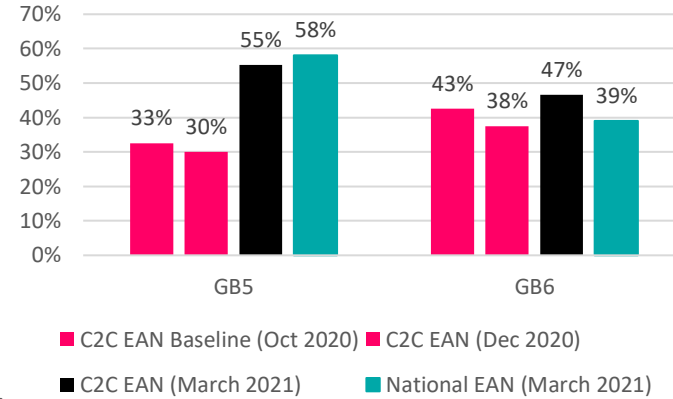
	Revised Target	March 2021
Benchmark 1	75%	43%
Benchmark 5	65%	51%
Benchmark 6	100% partially or fully achieving	29% fully achieving (2 institutions at 0%)
Average number of benchmarks achieved	4	3.45*

* 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.

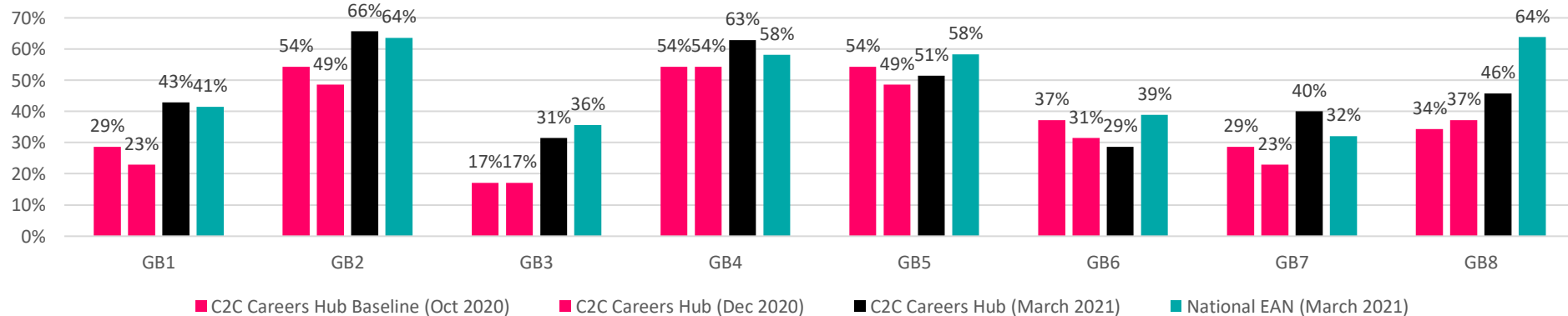
Performance against Targets

The data below provides information collected from the most recent Compass reports submitted by the EAN area and Careers Hub schools and colleges (March 2021), as well as national data from Careers and Enterprise Company (CEC) on how the programme is progressing towards meeting our contractual targets.

Benchmarks 5 & 6 - EAN Data



All Gatsby Benchmarks - Careers Hub



Projects Delivered

Spring & Summer Term
2021

Delivered:

1. What Next Sussex & What Next Surrey
2. Crawley SkillsFest
3. National Careers Week BM4 resources
4. Parental Engagement resources

In progress:

1. Open Doors Apprenticeship & Graduate Talks
2. Virtual Work Insight Days
3. Virtual Careers Fair

Planning for 2021/22 – Lisa Mobbs, Careers Hub & EAN Lead

CEC Campaigns

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Ahead of the Game

- Ready to use tools to equip students with everything they need to take their best next step with confidence
- Two impactful support programmes with lesson plans to support students at key transition points leaving Year 11 or Year 13
- Developed in partnership with Youth Employment UK
- Young Professional programme can be completed independently or in school/college. No planning or preparation needed.
- Six key themes:
 - All about you and your needs
 - Knowing your choices
 - Building your life skills
 - Getting experience of work and building networks
 - Choosing and finding a careers for you
 - Getting and staying ahead of the game



#CreateYourFuture

- Content and marketing that talks directly to young people, that has been co-created with them
- A social media campaign that partners can support, encouraging young people to explore their pathways, build the skills, knowledge and confidence
- Sharing experiences of young people
- Showcasing youth friendly opportunities

Creating Your Future

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Summer transitions support designed with young people, for young people.

- Youth Campaign will run from 22nd April - 31st August
- Online Results Day support events



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WEEK ONE: ALL ABOUT YOU

- Boost your confidence and emotions
- Discover what YOU need to get ahead
- Take baby steps to making big plans
- Explore ways to overcome your barriers

YOUTH EMPLOYMENT UK



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WEEK TWO: MAKING CHOICES

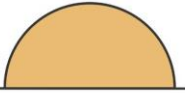
- Know your study choices
- Know your training and work choices
- Figure out which route works for YOU
- Discover who can help you on your way

YOUTH EMPLOYMENT UK

CEC Campaigns

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My Skills
My Future



Our 'Next step prep' lessons offer practical activities around employment to support young people with SEND.



My Skills My Future SEND resource

- A new suite of resources that provide specific support for young people with SEND
- Activities to support transition and information about potential pathways and employment options
- Developed in partnership with Talentino and Skills Builder
- Materials include:
- Lesson materials to support the development of employability skills
- Employer projects enabling a better understanding of different sectors
- Engagement videos featuring a day in the life of from young people with SEND who have made a successful transition
- Video to outline resources [here](#)

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Projects Next Year

Open Discussion:

- What Next Sussex & Next Steps Surrey
- Spring Pod Work Experience
- Cyber Police skills shortage
- What else?

Themes for next Steps

Highlights from the Steering Group

- Steering Group members

AOB & Close

- Liane Richardson, Chair

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**Thank
you!**