

**STOKE-ON-TRENT AND STAFFORDSHIRE  
LOCAL ENTERPRISE PARTNERSHIP  
EXECUTIVE BOARD MEETING**

**14<sup>th</sup> February 2019**

**Careers Guidance and Employability**

**Purpose and Introduction**

SSLEP update report on projects within the careers guidance priority of the SSLEP Skills Strategy.

**Progress**

Below is a summary of progress on the key initiatives.

**A. Careers and Enterprise Company (CEC)**

The Careers & Enterprise Company was asked by government to play a critical role in supporting the implementation of The Careers Strategy in a number of areas:

1. **Rolling out their existing employer engagement work everywhere.** This includes offering Enterprise Advisers (EAs) to all schools by 2020, supporting schools and colleges to increase the number of encounters they offer young people in their time in secondary school and college, and, inspired by the work in the Opportunity Areas, increase the number of Cornerstone Employers to 150 engaging them in new areas of the country.
2. **Scaling up to support the broader Gatsby Benchmarks (BM) and Careers Leaders.** Scale up via 20 new Careers Hubs piloted in the North East and Opportunity Areas also working across all eight benchmarks.
3. **Testing and sharing best practice** in STEM, SEND and primary.

Key goals set out by The Careers Strategy and Statutory Guidance were:

1. All schools should be meeting the Gatsby benchmarks by the end of 2020, measured by completion of the online, self-assessed Compass Tool.
2. All schools and colleges to have access to an Enterprise Adviser (senior business volunteer) by the end of 2020.
3. Schools should offer every young person at least one employer encounter a year by the end of 2020.

4. All schools should have a named Careers Leader by September 2018 and there will be training for 500 Careers Leaders commissioned by The Careers & Enterprise Company.
5. The CEC should take a broader role across all the Gatsby Benchmarks from September 2018 in 20 'Careers Hubs' around the country.
6. Testing and sharing of best practice in careers guidance, STEM, SEND and primary schools will take place over the next two years.

SSLEP had been working on this agenda with its successful Locality Project before the arrival of the CEC. Since 2016, work with the CEC has continued apace, and the CEC investment in the SSLEP area until August 2020 will be in the region of £500,000.

The Careers and Enterprise Company school-business engagement projects have a pan-LEP operation; open to all, including the Staffordshire districts in the GBSLEP area.

The CEC model consists of an Enterprise Advisor Network (EAN), with Enterprise Co-ordinators working with schools and businesses to develop strategic, structured and sustainable school-business partnerships.

The ECs work with Careers Leaders, Senior Leadership Team (SLT) members within a school, together with Enterprise Advisers (EA's), senior volunteers from business, to audit, assess and monitor against the benchmarks to address the skills gaps and improve the careers outcomes for young people across the LEP region.

The model ensures a strategic fit across the SSLEP Careers Guidance priority and the SSLEP identified growth priority sectors, as well as mapping directly to the Gatsby benchmarks (the national blueprint for best practice careers), the DfE national careers strategy and framework and also the DfE Careers Statutory guidance.

There are currently 60 schools signed up and engaging with the CEC project from approximately 108 target schools across the LEP, including Special Educational Needs schools and Pupil Referral Units. The target set for overall Enterprise Coordinator school coverage is 22% per coordinator. Additional EC recruitment will increase coverage to 80+ schools. We now have 3 full time Coordinators and have successfully appointed a Senior Coordinator Carrie Abbott. In addition we have also appointed a Hub Support Officer and a SEN Transition Coordinator

There are currently 41 employers signed up to become Enterprise Advisors (the target is one EA per school), all of whom have been matched to a school or college. The Enterprise Advisors drawn primarily from SSLEP priority growth sectors. There are multiple employers working with a wider offer for all SSLEP schools. Seven employers have signed up to become Cornerstone Employers in the Opportunity Area (Stoke-on-Trent), including NHS, Autonet, Michelin, AMRICC, KMF, Stoke City FC, Seddon. The city council have reviewed their offer and are also looking to

become a Cornerstone employer. Additionally work is underway to sign up Cornerstone Employers in the wider LEP area as part of the Careers Hub with Eurocarparts, Seddon, Merlin, Midlands Partnership Foundation Trust (NHS) and Severn Trent in conversation to commit.

### **Opportunity Area Schools**

- 20 of the 23 are matched with an EA
- 26% meeting BM 5 @ 100% (employer encounters) target 50% end of 18-19.
- 35% meeting BM 6 @ 100% (work experience) target 45% end of 18-19.

### **Careers Hub**

Sitting within the wider Enterprise Adviser Network is the SSLEP Careers Hub. SSLEP were successful in securing one of the 20 national careers hubs in England earlier this year.

Key points are:

- Careers Hubs will be supported to drive improvements against all 8 Gatsby Benchmarks. In addition, the CEC will commission training of a minimum of 500 Careers Leaders across the country to support them in executing their critical role.
- The Careers Hubs comprise of up to 40 local schools and colleges working together with universities, training providers, employers and career professionals to improve careers education.
- The SSLEP Careers Hub has 20 schools geographically split and carefully selected from the SSLEP region.
- All Careers Hubs comprise a steering group and a cornerstone employer network (a group of employers committed to additional employer encounters and activity to support the development and delivery of the hub)
- All Careers Hubs will have access to support and funding to help them meet the eight Gatsby Benchmarks of excellent careers education.
- The CEC fund a 'Hub Lead' (our SSLEP Careers Hub Manager – Paul Williams) to help coordinate activity and build networks
- Access to bursaries for individual schools and colleges to train 'careers leaders'
- Central Hub Fund of equivalent to £1k per school or college
- Access to funding for schools to support employer encounters (Virtual Wallets). Our Hub schools have all submitted their rate cards to spend their virtual hub wallets on employer encounter activities from within the CEC catalogue.

35% of Careers Hub schools are currently achieving 100% of benchmark 6 (Work Experience) and 60% achieving partially.

35% of schools in the hub achieving a minimum of 4 benchmarks in full with a target of 4BMs in full by 18/19

## Careers Hub schools engaged on the programme

|  |                      |
|--|----------------------|
| Biddulph High School                         | Staffs Moorlands     |
| Leek High                                    | Staffs Moorlands     |
| Newcastle Academy                            | Newcastle-under-Lyme |
| St John Fisher                               | Newcastle-under-Lyme |
| Kings C of E                                 | Newcastle-under-Lyme |
| Haywood Academy                              | Stoke-on-Trent       |
| St. Peter's Academy                          | Stoke-on-Trent       |
| St Thomas More                               | Stoke-on-Trent       |
| OSSMA  | Stoke-on-Trent       |
| Sir Graham Balfour                           | Stafford             |
| Stafford Manor                               | Stafford             |
| Kingsmead                                    | Cannock              |
| Staffordshire University Academy             | Cannock              |
| Cannock Chase High                           | Cannock              |
| Landau Forte QEMS                            | Tamworth             |
| Landau Forte Amington                        | Tamworth             |
| The Rawlett School                           | Tamworth             |
| Landau Forte Sixth Form                      | Tamworth             |
| Chase Terrace Tech College (Hub Lead School) | Lichfield            |
| South Staffs College                         | South Staffs         |

The SSLEP Careers Hub was launched in October at the Chase Terrace Technology College (Hub lead school), and its first steering group meeting will be in December.

### Apprenticeship Promotion

The CEC have awarded SSLEP £8,500 to promote apprenticeships amongst school and college learners. A delivery plan has been drawn up, and is being implemented. Activities will include training events on apprenticeships for EAs and for Career Leaders and resource packs for schools. The lead on Apprenticeships within the Hub is Carrie Abbott.

We have delivered the first apprenticeship training event at Cannock Chase high school with a further 6 events booked (SSLEP wide). The events are been managed by the Chamber of Commerce EC.

### SEN Transition and Supported Internships

Both Stoke-on-Trent City Council and Staffordshire County Council have received funding to develop improved employment outcomes for young people with SEN. A key element to this work will be supported internships, which offer young people year- long work experience for young people with SEN. Both Councils, through their skills teams, are committed to working together to maximise resources and avoid duplication. The City Council have now recruited a SEN Transition Co-ordinator, who sits and works alongside the Careers Hub. A major part of the role will be to develop the number and range of Supported Internship opportunities available in Stoke-on-Trent, introducing innovative approaches to delivery wherever possible.

## **Opportunity Area**

All schools within the Opportunity Area of Stoke-on-Trent are signed up to the CEC network (23 in total) with 20 matched with EA's to date. Unfortunately circumstances at Emma Bridgewater have meant they have had to withdraw from the project at this stage. All schools have completed their rate cards for the last round of virtual wallets for employer encounters and enterprise activity. All schools have also completed compass with an average Compass score across the city of 3.79 from 8 benchmarks, which is higher than the national average of 2.1. This includes 4 schools still to make their compass returns.

## **B. External Partnerships**

In order to bring together the multiple partners and agencies delivering in our LEP area and ensure a cohesive collaborative approach the SSLEP Careers Hub Manager and Enterprise Coordinators work with various forums, boards and external partners. These include:

1. DWP, Career Ready and Chamber EC - all utilising office space at One Smithfield (the Hub's base) as part of co-location and collaboration. This includes monthly reporting on activity in SSLEP schools.
2. SSLEP are board members of the South Staffs Employment and Skills Board (established by the GBSLEP)
3. Opportunity Area Priority 4 Sub Group member
4. Countywide District and Borough Councils
5. Preparing Young People for Adulthood (PYPA) Group member
6. Quality Award Providers (Entrust and S-o-T Local Authority)
7. Careers activity providers such as Entrust, National Enterprise Challenge, Big Bang and all funding beneficiaries from CEC.

## **C. Resources**

The Careers Hub is based at One Smithfield, Stoke-on-Trent, part of the City Council's Employment, Learning and Skills team, headed by Julie Obada (lead for the SSLEP Careers Guidance & Employability strand in the skills strategy).

There is significant investment from the CEC, for staff, and for activities, approximately £500,000 over 2 years until August 2020. CEC have confirmed their funding for the Hub, EAN and all ECs until August 2020.

There is match funding from the City Council, County Council, Chamber of Commerce, plus support in kind from businesses and providers.

Overleaf is the structure chart, which all shows the governance framework.

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## D. Governance

