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Report to: Employment and Skills Panel

Date: 1 September 2017

Subject: Great Education Connected to Business

1 Purpose

- 1.1 To update the Panel on the work to progress the priorities and actions in the “Great Education Connected to Businesses” priority of the Employment and Skills Plan.

2 Advisory Group Report

- 2.1 The group met on 11 August, chaired by Karen Milner. Verbal updates were provided on the following activity:

- Enterprise Adviser programme
- Opportunity Area
- National Careers Service
- Apprenticeship activity

- 2.2 The group were also joined and presentations were welcomed from two Enterprise Coordinators. The group invited Enterprise Coordinators to a future meeting to present the ‘enhanced model of delivery’ which will support at least 6,000 disadvantaged and vulnerable young people.

- 2.3 Labour Market Analysis headlines were presented and the group considered and agreed that that the delivery of this strand of work is well aligned with the skills challenges.

- 2.2 The group reviewed the project performance “dashboard” and agreed that progress towards targets was on track.

- 2.3 The group discussed employer recruitment to schools business engagement activities and fed back that the ‘brokerage’ offer to employers is very strong, there is a willingness from employers to commit and agreed that it is important to build schools engagement into broader LEP and WYCA business-facing communications.

3 Enterprise in Education

- 3.1 The **Enterprise Adviser Network (EAN)** is now working with 136 secondary schools in Leeds City Region, and 123 businesses. Project performance against a dashboard of

indicators was reported to the Advisory Group in August, with 4,509 new employer encounters created directly through the network between April and July 2017, of which 1,199 employer encounters were delivered to disadvantaged learners. The team has also signposted to partner activity, generating an additional 3,421 encounters.

- 3.2 Funding from Careers and Enterprise Company (CEC) to increase activity in the **Opportunity Area (OA)** of Bradford will be used to recruit an additional Enterprise Coordinator and a Lead Enterprise Coordinator. As well as delivering activity to improve social mobility in schools in Bradford, the Lead Coordinator will lead on the development of an enhanced delivery model targeted at disadvantaged learners across the City Region, and will manage the growing team of Enterprise Coordinators.
- 3.4 The Enterprise in Education team has been working closely with the Bradford Council's "Pathways" team to agree a joint action plan and to align roles and intelligence sharing to maximise the offer of support to schools and businesses.
- 3.5 In July 2017, the Secretary of State for Education, Justine Greening, announced national "cornerstone employers" - leading national and local businesses that have signed up to provide careers advice to young people in twelve Opportunity Areas. In Bradford they are: Adecco, Burberry, Mantra Media & PWC, with the commitment also backed by CBI and FSB.
- 3.6 Enterprise in Education activity in Bradford will include the following workstreams:
 - Work with current 'cornerstone employers' and identify further employers to act as Ambassadors for the EAN;
 - Undertake an annual diagnostic review of careers and enterprise education, and develop an action plan for every secondary school (36) and college (3) in Bradford for learners aged 11-18;
 - Develop and deliver enhanced offer to disadvantaged learners to ensure they have access to 4 or more employer encounters during their school career – 2 encounters within the first 12 months of delivery;
 - Pilot models to extend the delivery model to primary learners;
 - Continue to work closely with the Pathways team at Bradford Council and other key partners to connect the landscape in Bradford for schools and business;
 - Work with CEC to identify 'cold spots' in activity and influence additional funding through the soon to be announced CEC Investment Fund to ensure the right activity is commissioned.
- 3.7 The Department for Education will formally launch the Opportunity Area work on Friday 8 September in Bradford.
- 3.8 Dixons Academies has been announced as the Bradford Research School, following a competitive process. The Research school is funded to support evidence based research into barriers to attainment with schools in the Opportunity Area.

- 3.9 The publication of the long awaited national careers strategy was also announced by the Secretary of State and is expected in the Autumn.
- 3.10 The annual Y&H Skills show will be held 18 & 19 October at Elland Road. The event is expected to attract 4,500 visitors from the region's schools with an evening session from 4.30-6pm on Wednesday 18 October. For employers it is a good opportunity to meet young people and attract candidates for current and future vacancies as well as promote work experience and apprenticeships. If employers are interested in attending a VIP slot or receiving further communications to share with their staff who may wish to attend as parents, please contact sonya.midgley@westyorks-ca.gov.uk. For further information about exhibiting at the event, please see <http://www.skillsyh.co.uk/>.
- 3.11 The HEFCE (Higher Education Funding Council for England) National Collaborative Outreach Programme (NCOP) aims to increase the number of young people from disadvantaged backgrounds in higher education. Locally, it is being delivered by Go Higher West Yorkshire, a consortium of 12 Higher Education Providers in West Yorkshire.
- 3.12 The Go Higher West Yorkshire NCOP is engaged with 32 schools across 27 ward areas across Bradford, Calderdale, Leeds and Wakefield. The Enterprise in Education team is working closely with the NCOP team to ensure that the offer is joined up for schools and learners.

4 Careers campaign and #techgoals

- 4.1 As previously reported, a careers campaign is being developed with the aims of:
- Simplifying and enriching messages about careers choices
 - Raising awareness and influencing opinions of key influencers about City Region's key sectors and its career opportunities
 - Addressing misconceptions about the North and instilling a sense of pride amongst young people that they are from and part of Leeds City Region
- 4.2 A consultation has recently been carried out with young people, teachers, employers, parents and partner organisations to test the aims, communication channels, language and terminology. The findings of this consultation will now be incorporated into the design and delivery of the careers campaign.
- 4.3 Consultation with young people found that they are 'heavy' users of social media and had a strong preference for an interactive, virtual and inclusive interaction with media material, and prefer the following communication routes:
- Social Media & Vlogs
 - Public Transport Advertising
 - Poster Pillars
 - Virtual Reality

- 4.4 The results found that stakeholders, and in particular young people and parents, often did not identify strongly with the City Region, their local City or 'the North'. This is will be reflected in the campaign by creating surprising and inspirational examples of the world of work in our region that links to the interests of key audiences.
- 4.5 In addition, we will continue to work in partnership with other organisations to address key gaps and enrich careers education, including:
- Joint delivery plan with National Careers Service developing Shape Your Future Resources;
 - Identify opportunities to host resources and information locally for schools and other organisations, for example through the FutureJobs ESIF funded activity which includes a workstream to create teaching and learning resources relating to the Construction, Digital and Advanced Manufacturing sectors, including assets for teachers and learners;
 - Test local digital solutions for a searchable provider database both for providers of careers and enterprise activity as well as apprenticeship providers;
 - Develop a best practice guide for future commissioning of employability activity.
- 4.6 The contract with Tech Partnership to deliver #techgoals will conclude in August 2017 with arrangements for the handover of assets and continued access to resources and digital badges being finalised.
- 4.7 The digital competition for schools closed in June, and final winners will be announced in September when schools return.

5 Recommendations

- 5.1 The Panel is asked to:
- Note the update from the Advisory Group;
 - Note and support the progress of activity against the "Great Education Connected to Businesses" priority.