
Report to: Employment and Skills Panel

Date: 2 March 2018

Subject: **Great Education Connected to Business**

Director(s): Sue Cooke, Executive Head of Economic Services

Author(s): Sonya Midgley

1 Purpose of this report

- 1.1 The purpose of this report is to update the Panel on work to progress the priorities and actions in the “Great Education Connection to Business” priority in the Employment and Skills Plan.

2 Information

Advisory Group Report

- 2.1 The group met on 29 January, where verbal updates were provided on the following activity:
- Careers campaign
 - Progress and activity of the Enterprise Adviser Network (EAN) & Careers Yorkshire and Humber
 - Apprenticeship support to businesses
 - Development of higher level skills provision
- 2.2 The group welcomed the Careers Strategy and Gatsby Foundation benchmarks for best practice. It was agreed that the benchmarks would offer a good progress measure for the Great Education Connected to Business strand.
- 2.3 The launch of the Leeds City Region Enterprise Partnership (LEP) Futuregoals careers campaign was welcomed (see section 4 for further details and **Appendix 1**).
- 2.4 The focussed work and additional activity in the Opportunity Area of Bradford could usefully inform a regional model for the Combined Authority’s ambitions.

Enterprise Adviser Network

- 2.5 A team of nine Enterprise Coordinators and a Lead Enterprise Coordinator, employed by the Combined Authority and co-located with partner councils, are in place. Each Enterprise Coordinator has a specialist remit including Apprenticeships, Jobcentre Plus School Advisors (2 in West Yorkshire), higher education, further education and employer engagement.
- 2.6 The team is currently working with 150 secondary schools and colleges and 136 Enterprise Advisors (senior leader from business), who are matched on a 1:1 basis with senior leaders in secondary schools and colleges to build employer engagement plans.
- 2.7 Over 16,836 employer encounters have been delivered this year through the EAN against an annual target of 16,000. In addition, 6,361 disadvantaged students have received one employer encounter, and 2,408 have had two employer encounters against a target of 6,000. In total 23,197 employer encounters have been delivered through the EAN this year.
- 2.8 The “Compass” tool¹, which was launched in January, is now available to all schools and colleges and is being used by Enterprise Coordinators to support secondary schools and colleges to assess how they are meeting the Gatsby benchmarks.
- 2.9 Further information about the Gatsby Foundation benchmarks can be found [here](#). The eight benchmarks of good careers education are:
- A stable careers programme
 - Learning from career and labour market information
 - Addressing the needs of each pupil
 - Linking curriculum learning to careers
 - Encounters with employers and employees
 - Experiences of workplaces
 - Encounters with further and higher education
 - Personal guidance
- 2.10 The Government’s Careers Strategy expects that all secondary schools and colleges are expected to start working towards the benchmarks, with all schools expected to meet the eight benchmarks by 2020. Currently only 0.5% of schools fully achieve all eight benchmarks, although the majority of schools partially achieve all.
- 2.11 Secondary schools and colleges within the EAN are exclusively able to access a tracker tool which supports them to plan careers and enterprise activity for students, supported by their Enterprise Coordinator, after they have completed Compass.

¹ The Compass tool is a self-evaluation tool for schools to support schools in having a greater understanding of their provision of career education and guidance against best practice benchmarks. Information remains confidential to the school.

Bradford Opportunity Area

- 2.12 The Bradford Opportunity Area plan was published in January. There are 12 Opportunity Areas nationally which aim to boost social mobility.
- 2.13 Through the 'Improving access to rewarding careers' priority the Careers and Enterprise Company and the LEP have funded three FTE Enterprise Coordinators are working in Bradford with 44 secondary schools and colleges, including special and pupil referral unit provision to complete Compass, match with Enterprise Advisers and coordinate activity in the Bradford Opportunity Area plan
- 2.14 The national CEC funded Investment Fund has shortlisted 12 applicants to deliver activities in Bradford, with notification of awardees to be published on 2 March. Once the provision is in place, Enterprise Coordinators will support schools to access the Investment Fund providers in line with their Compass self-assessment and Tracker tools.

Futuregoals - careers campaign

- 2.15 A high profile careers campaign targeted at young people and their key influencers will be launched week commencing 26 February, a week before National Careers & Apprenticeship weeks.
- 2.16 The campaign delivers one of the key ambitions of the Employment and Skills Plan to make labour market information readily available and useable for young people and their key influencers (parents, carers and teachers) and builds upon the work of the widely used Careers Yorkshire and Humber resource Shape Your Future.
- 2.17 Futuregoals aims to be inspirational; building a sense of pride in the place our young people live and learn, and directional; bringing together the best of careers and enterprise learning tools based on the economy of Leeds City Region.
- 2.18 The campaign is designed around a series of six inspirational images and messaging (see **Appendix 1**). The development of these assets has been in full consultation with a range of young people of different ages, social economic backgrounds and ethnicity.
- 2.19 The campaign will be visible in each local area of the City Region and at locations and within 500 metres of secondary schools and colleges including bus stops, poster pillar and social media pop up advertising where fixed advertising is not available.
- 2.20 A microsite www.the-lep.com.futuregoals will also host further information for individuals, teachers and other practitioners including 'Top 10' guides, assembly, video and teaching and learning resources.

- 2.21 The campaign is forecasted to reach 940,000 individuals through the poster advertising and further tracking will be undertaken to measure the effectiveness of the supporting microsite.
- 2.22 A communications pack will be disseminated to local authority partners with digital assets to be cascaded to schools, libraries, children's and other community centres. School poster packs will be distributed to secondary schools and colleges. A social media pack will be available to stakeholders.
- 2.23 The campaign will also feature an assembly / training resource focussed on the City Regions three key priority sectors that will be delivered in secondary schools by Enterprise Advisers and Young Apprenticeship Ambassadors throughout March.
- 2.24 The Futuregoals campaign has been welcomed and commended by a range of stakeholders including national Careers and Enterprise Company and the LEP's Headteacher Advisory Network.

Careers & Enterprise Company (CEC)

- 2.25 The national Careers & Enterprise Company has offered the Combined Authority a grant for the next five years to create a teacher toolkit and coordinate teacher inspiration days for the creative sector as well as increase our activities through the EAN.
- 2.26 The grant offer is welcomed and will support the ongoing development of Futuregoals as well as the EAN.
- 2.27 The CEC have secured a number of places for employers at the next national Association of School and College Leaders Conference on 9 March, ICC Birmingham. This is the first time that the conference is open to employers and for employers that are part of the EAN are invited to attend, please respond to enterpriseadvisers@the-lep.com.
- 2.28 A [national provider directory](#) has been published by the CEC.

Headteacher Advisory Network

- 2.29 The Headteacher Advisory Network met on 7 February 2018, chaired by Ray Henshaw, Headteacher of Minsthorpe Community College, Wakefield and Leeds City Region nominated Headteacher to the national Careers & Enterprise Company Headteacher group.
- 2.30 The group is keen to support Leeds City Region in securing pilots for Careers Hubs, Careers Pilots (see paper 6b).

3 Financial Implications

- 3.1 There are no financial implications directly arising from this report.

4 Legal Implications

4.1 There are no legal implications directly arising from this report.

5 Staffing Implications

5.1 There are no staffing implications directly arising from this report.

6 External Consultees

6.1 No external consultations have been undertaken.

7 Recommendations

7.1 The Panel is asked to note and comment on the progress of activity against the “Great Education Connected to Business” priorities.

8 Background Documents

None.

9 Appendices

Appendix 1 – Futuregoals Campaign Images / Assets