

Appendix 1

Policy statement: All Ages Careers Education, Information, Advice and Guidance

Vision / Aims & Objective

To ensure that all people, no matter their age, have an awareness and understanding of the career opportunities available in the City Region, are able to make informed decisions based on local evidence, and know how to achieve their ambitions and fulfil their potential.

To encourage more employers to offer work experience and to provide encounters in the workplace to help raise ambitions, support better informed decisions and ensure that individuals and business get the skills needed to thrive.

To contribute to increased resilience and adaptability among individuals by raising their understanding of the changes taking place in the labour market and by enhancing their career management skills.

To promote inclusion and social mobility by inspiring and supporting all individuals to achieve their potential and fulfil their personal ambitions, irrespective of their background and circumstances.

To contribute to productivity growth in the City Region by helping the labour market to work better, thereby improving the alignment of skills supply and demand, and addressing skills shortages by focusing on higher level skills and reducing underemployment.

Evidence and rationale to support vision

There are three main policy rationales for the delivery of effective careers support:

- It supports engagement with learning and improves the functioning of the education and training system. For example careers support in schools contributes to increasing students' engagement and success by clarifying the relevance of subjects to future opportunities.
- It contributes to the effective operation of the labour market, most notably by improving the alignment between people's skills and career aspirations and the needs of employers
- It facilitates social inclusion and social mobility; for example by helping young people to develop the career management skills, social capital and networks for career success, by assisting unemployed people and labour market returners to re-engage with the world of work and by facilitating investment in skills and career development by people in low-paid work.

In this context there are a number of challenges that act as constraints on the effectiveness of careers support.

The delivery of Careers Education Information Advice and Guidance (CEIAG) is fragmented, not always well linked to labour market opportunities and of variable quality. The provision in its current form has limited capacity due to limitations on available funding, and the design and commissioning of services.

Research from the Education and Employers Taskforce indicates that poor careers education and support limits aspirations, lowers expectations and probability of success for all ages, particularly those who live in areas of deprivation, or whose ethnicity or gender is under represented in certain occupations.

Research from the Education and Employers Taskforce shows:

- Young adults who experience contacts with employers whilst at school are less likely to become Not in Education, Employment or Training (NEET), and can expect, when in full-time employment, to earn more than peers who had no such exposure.
- That the early years of a child's life are a key time in the formation of their attitudes and expectations. Children start to rule career options in or out at an early age and girls and boys hold stereotypical views about male and female careers by age 7.
- Where a pupil is from (socially, economically, and geographically) influences their access to, and interaction with, employers and the wider business community.

In the Leeds City Region, 300,000 people are paid below the Real Living Wage¹. Engaging adults in learning throughout their lives is not only about increasing the supply of learning opportunities, but also about building motivation to learn and making participation feasible and accessible.

Adults who have the lowest levels of skills are also the least likely to take part in learning of any kind and have fewest opportunities to do so in the workplace. They are also more likely to be in insecure work. Engaging these adults in learning and ensuring that they have the knowledge of the opportunities that are available is essential for achieving a more productive economy and a fairer society, where everyone benefits from economic growth.

Effective careers guidance contributes to productivity through improved matching of supply and demand in the labour market. It supports this by enabling individuals to develop human capital in line with the needs of employers and the wider economy and it equips individuals with the capability to actively seek out opportunities where their human capital is most effectively and productively utilised².

The economic benefits of guidance can be significant. A recent evaluation found that for every £1 invested in the National Careers Service: Careers Yorkshire and the Humber £9 is returned in fiscal benefits to the Treasury and the wider economy. This arises from the cost savings in payments of Job Seeker Allowance (JSA) and other benefits, as well as the additional income to the Treasury accrued from income

¹ The hourly level that the Living Wage Foundation calculate is required to enable people to get by

² Hughes, D. (2004) Investing in Career: Prosperity for Citizens, Windfalls for Government. Winchester: The Guidance Council.

tax payments from those adults newly employed who had received careers guidance³.

In view of the importance of engagement with the world of work to the career prospects of young people and adults it is of concern that employers in the City Region have low levels of participation in engagement activities.

According to the Employer Perspectives Survey, 36 per cent of employers in the Leeds City Region offer work experience opportunities, slightly below the England average of 38 per cent and slightly lower than a number of core cities but well below Liverpool City Region (47 per cent) and Greater Birmingham and Solihull (43 per cent). Only 7 per cent of local employers participate in work inspiration, lower than the national average of 10 per cent and lower than all other core city LEPs.

How to achieve the vision

Current Action

The Combined Authority's Enterprise in Education programme works with business, secondary schools and colleges to create employer engagement plans that generate at least one employer encounter each year for every pupil whilst in secondary education (aged 11-18), and two encounters for disadvantaged learners.

The programme is central to a wide range of partnership work which includes working with the National Collaborative Outreach Programme to work on progression to HE; working with Job Centre Plus to place advisers in schools; and coordinating the Careers and Enterprise Company's commissioned initiatives.

The Careers Hub (The Kirklees Hub) is one of 20 established by The Careers & Enterprise Company. It ensures that schools in the Hub have access to support and funding to help them meet the eight Gatsby Benchmarks of excellent careers education. An application for a second Careers Hub for learners with special educational needs and disabilities (SEND) is pending final approval.

The Combined Authority's Raising Aspirations Schools Pilot will support our ambition to give extra support to the most disadvantaged learners to increase aspirations and promote social mobility. The pilot aims to enable secondary schools and colleges to achieve the Gatsby good careers education benchmarks by allowing secondary schools and colleges to flexibility to tailor innovative solutions for employer engagement, according the need of their students.

In 2019/20, the Combined Authority aims to engage 250,000 people through **careers campaigns** to raise awareness of career opportunities in the city region, including

- through: #futuregoals futuregoals.co.uk – a campaign designed by young people for 11 - 19 year olds and their influencers, to inspire young people about

³ DMH Associates (2018) Productivity and the Economic Benefits: National Careers Service - Careers Yorkshire and the Humber.

the career opportunities available in the City Region with engaging content based on robust labour market evidence

- Discover Digital discoverdigital.org.uk/ – business-led media campaign raising awareness of digital job opportunities in the City Region
- #Earnit www.the-lep.com/skills-and-training/earnit/ – campaign stimulating demand for training among people in low paid and low skilled occupations

The £9m **Employment Hub** – funded through European Social Fund and delivered in partnership with Local Authorities – launched in March 2019 and will support over 6,000 young people to access apprenticeships and employment.

Future Action

In order to deliver the Region's vision action is needed from the Combined Authority, the LEP and our partners.

The ultimate policy aims of the Combined Authority and the LEP are not achievable within the current system due to the centralised nature of control over funding and commissioning of activity.

To make a bigger difference change is needed. We need to ensure that young people together with those wishing to develop or change career direction, have meaningful encounters with employers that raise their aspiration and awareness of the opportunities available in the region. We need to raise the number of these encounters in the region up to, and ideally beyond, that of the highest performing areas.

We also need to make sure that people of all ages and circumstances are able to access the right information and opportunities to develop skills, further their careers and realise their ambitions. This includes access to impartial careers information and advice.

The ultimate policy aspiration should be to have fully devolved careers delivery which better serves local needs and which raises awareness of the career opportunities that are available in the City Region.

A comprehensive all age and lifelong careers offer needs to be developed and any opportunity to do so will be explored by the Combined Authority / LEP and its partners. This should also include an IAG network to encourage knowledge sharing and best practice across the region.

It is important to recognise the different roles and responsibilities in this space. The role of the LEP and Combined Authority should not be to provide impartial advice, it should be to ensure that people are aware of the opportunities within the region and how to access them, supported by strong labour market intelligence.

The roles of those involved in the careers system should be as set out below:

| Who | Responsibilities |
|---------------------------------------|---|
| Government | <ul style="list-style-type: none"> • Overall standards / strategic national framework • Wider national policies (e.g. local industrial strategy) |
| LEPs – functional labour market areas | <ul style="list-style-type: none"> • Employer Engagement • Inspiration and championing of the region as a place to develop your career • Addressing skills shortages (through SAPs and with devolved funding) • Commissioning of careers support activity • Production and dissemination of robust LMI |
| Local Authorities | <ul style="list-style-type: none"> • Statutory responsibilities on participation of young people in education, employment or training • Developing local networks, including employer and community engagement |
| Schools and colleges | <ul style="list-style-type: none"> • Responsibilities in meeting Gatsby benchmarks – checked via Ofsted • Provision or impartial and independent advice and guidance, ensuring young people are aware of all opportunities. |

In our representations to national policy makers we will stress the importance of ensuring that resources are channelled into customer-facing local delivery to ensure that the people who need careers support most see the maximum benefit from the available funding.

Action to be taken under the current arrangements

The Future Ready Skills Commission, set up by the Combined Authority and the LEP, will be examining in more detail what a functioning careers system should look like, including at what level it should be delivered.

The Combined Authority and the LEP are key to piloting new initiatives and innovative services, e.g. apprenticeships, SEND engagement, Careers Hubs. Greater flexibility at local level to apply funding across different areas is needed.

We will look to extend our successful Careers Hubs, either with more geographic hubs, thematic hubs or specialist hubs such as one focussing on SEND.

As part of work on careers advice and through the Enterprise Coordinator programme greater links between qualifications and priority sectors/jobs in the region need to be made. Links to the National Collaborative Outreach Programme (NCOP) need to be strengthened. People need to understand how they can access advice and provision and get to higher levels, this can only be achieved with a fully integrated careers advice service which includes access for adults, in particular those in low-paid employment.

A 'Skills for Growth' model that responds to and engages with business to identify issues, concerns, gaps, future needs in relation to skills gaps and recruitment issues is currently proposed and delivery is subject successful application to ESIF. The

Skills for Growth model will act as an honest broker and link businesses to learning providers, including further and higher education institutions to research, plan and implement a range of programmes which bring education and businesses together which might include company visits, work experience, industrial placements (T levels), internships, undergrad/grad placements.

Launching in 2019/20, the innovative **[re]boot** programme will support adults (particularly under-employed graduates and those in low quality and low paid jobs) to re-train in evidenced skills shortage areas – digital skills, construction and engineering. This £2.6m programme is co-funded through the European Social Fund (ESF).

Local employers, especially those in our key sectors⁴, need to be able to participate in an effective CEIAG system. They need to be made aware of the benefits, both short term and long term, of investing in this. We will explore ways to improve employer engagement.

The local Skills Advisory Panel will have a key role in identifying local skills needs and ensuring that investment in skills by local institutions takes account of these requirements. The analysis generated will also be re-purposed to inform decision making by individuals around local career opportunities, building on the LEP's existing careers campaigns.

Key metrics and aspirations

Our core operational target is to deliver an enhanced model of employability, enterprise and careers education to 18,000 disadvantaged students in the City Region during 2018/19. We expect this indicator to be rolled over into future years.

We will seek to increase the number of local schools and colleges participating in our Enterprise Adviser Network from 180 to 200 (full coverage) in 2019/20.

In addition to this we will support schools to make progress against the core Gatsby Benchmarks, which define excellence in careers practice and are now part of statutory guidance. We will aim to:

- Increase the proportion of schools fully achieving Benchmark 5 (Encounters with employers and employees) from 50% to 70% in 2019/20
- Increase the proportion of schools that are matched with an Enterprise Adviser and which fully achieve Benchmark 6 (Experiences of workplaces) from 45% to 55% in 2019/20.

Key outcomes of effective careers support include the career readiness and employability of young people. We will track this using published data relating to the proportion of pupils entering a sustained education or employment destination following Key Stage 4. Four districts in Leeds City Region currently have a proportion of pupils entering a sustained destination that is lower than the national average and

⁴ Our key / priority sectors are: Digital; Engineering and Manufacturing; and Infrastructure

the aspiration should be to bring all four up to this level. We will also look to adopt the tools currently being developed by the Careers and Enterprise Company to measure the impact of careers support on young people's career readiness and employability.

Currently, only 7 per cent of employers in the City Region offer "work inspiration" opportunities and only 36 per cent offer work experience opportunities, which significantly limits the ability of young people, including those from disadvantaged backgrounds, to benefit from engagement with the workplace. Our aspiration is to increase these proportions to 15 per cent and 50 per cent respectively by 2025 – higher than the best performing region in the country.

The National Careers Service (NCS) currently provides support to around 32,000 adults per annum in the Leeds City Region. Around 12 per cent of these customers are in employment (less than 4,000 in absolute terms), reflecting the priority that is assigned to jobless clients in the NCS funding regime. This means that only 0.3 per cent of people in employment receive careers support each year. Our aspiration should be to increase this in absolute and proportionate terms. We will set the level of our future aspiration drawing on the findings of the evaluation of the Career Learning Pilot when these become available.