

Director: Sue Cooke, Executive
Head of Economic Services
Author: Sonya Midgley



Report to: Employment and Skills Panel
Date: 4 December 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 3 November, 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 reviewed the project performance “dashboard” and agreed that progress towards targets was on track.
- 2.3 The group also discussed proposed KPIs for 2018-2021 and the opportunities for quality reporting. The group welcomed the inclusion of quality benchmarks aligned to the national Gatsby Benchmarks which will allow comparison across performance indicators in this area nationally.

3 Enterprise in Education

- 3.1 The **Enterprise Adviser Network (EAN)** is now working with 139 secondary schools in Leeds City Region, and 129 senior business leaders to connect and coordinate careers and enterprise activities with schools and colleges through strategic planning and mapping to the Gatsby benchmarks (see 3.6). Project performance indicates 11,535 new employer encounters created directly through the network between April and November 2017, including 4,178 to disadvantaged learners.
- 3.3 The **Opportunity Area** action plan is being created by the Partnership Board and will be published following approval from the Secretary of State. Further opportunities for stakeholders to engage with the agenda will be available after the launch of the event.

- 3.4 An **employer engagement event** delivered in partnership with the Careers and Enterprise Company and Bradford Council will take place on Wednesday 6 December, at Midland Hotel, between 9-11am. The event is for employers only to shape the careers and enterprise enhanced offer to ensure every young person in Bradford has a minimum of four or more employer encounters as a driver for social mobility. Employers can attend the workshop, which will include speakers from DfE, CEC, WYCA and Bradford Council through the following link
<https://www.eventbrite.co.uk/e/bradford-opportunity-area-employer-workshop-tickets-39440844628>
- 3.5 The CEC have also released details of a new **Opportunity Area Investment Fund** (closing date 8 December 2017), with local workshops to find out more taking place in Bradford on 21st November, between 11 – 4.00pm with booking essential via
<https://doodle.com/poll/9e35prsm2xhwy5c>
- 3.6 Anne Milton, Minister for Skills and Apprenticeships, gave a speech on 7 November which offered some insight in to the long-awaited **careers strategy** including the 4 main themes:
- Career leaders – schools should use the Gatsby benchmarks of good career guidance which advocate:
 - 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
 - Experience of workplaces
 - Encounters with further and higher education
 - Personal guidance
 - Encounters with providers and employers
 - Tailored support from personal advisors
 - Data – making more use of the available information on jobs and careers.
- This is in line with the principles within the LCR Employment and Skills Plan and is encouraging.

4 Careers campaign

- 4.1 As previously reported, a careers campaign is being developed in line with the Employment and Skills Plan priority ‘to ensure that careers information, advice and guidance is impartial, and based in robust LMI and targets at parents and teacher as well as pupils’ 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 creative brief is being designed to meet the aims above and principles established through the focus groups. A high-profile campaign is expected to go live during National Careers Week / National Apprenticeship Week, w/c 5 March 2018.
- 4.3 A series of materials and tools for parents, young people, practitioners and Enterprise Advisers will be created and based on the Leeds City Region Labour Market Analysis so that a suite of materials is available to use by delivery organisations, following feedback from a number of key stakeholders to address the need for readily available information about LCR labour market. The materials will complement and build upon the 'Shape Your Future' series that is already well-received by schools and educators. A series of workshops will be delivered to key stakeholders; Employers, Careers and enterprise organisations early next year in preparation for the campaign in early March.
- 4.4 Deirdre Hughes has been commissioned by Careers Yorkshire and Humber to design a 'Careers Pledge' for the region, following early consultation this has being re-shaped to Leeds City Region. Deidre is working on a paper for a pledge (see **Appendix 1**) that will be tailored to fit with the Leeds City Region landscape and ambitions. It is anticipated that this will be drafted and circulated to the Panel in the New Year for consideration before consultation takes place.

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.
 - Comment on the proposed Leeds City Region Careers Pledge