
Report to: Employment and Skills Panel

Date: 1 June 2018

Subject: **National Careers Strategy Implementation and Careers Hub**

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1 Purpose of this report

- 1.1 The purpose of this report is to update Panel Members on the Careers Strategy implementation and the West Yorkshire Combined Authority's application to pilot a Careers Hub in the region.

2 Information

Careers Strategy Implementation Plan

- 2.1 Panel Members received an update on the Government's Careers Strategy at the March Panel meeting. The strategy has been broadly welcomed, it seeks to put in place access to advice for all ages and backgrounds, bringing together all the different elements of the careers system. It sets out ambitions and plans to expand the quality and quantity of provision. Not everything will be in place straight away so a strong and clear implementation plan is vital.
- 2.2 The Careers and Enterprise Company (CEC) has now published its response to the strategy in the form of an Implementation Plan (published in April) – given that much of the strategy falls to the CEC to implement. The plan is divided into 3 sections:
- 1) Roll out everywhere – employer engagement
 - 2) Scale up – Gatsby Benchmarks and Careers Leaders
 - 3) Test and share best practice

The following section sets out how the plan is addressing the points raised in the Careers Strategy.

Roll out everywhere – employer engagement

- 2.3 The Careers Strategy called for schools to 'offer every young person seven encounters with employers, with at least one encounter taking place each year

from years 7-13', this is in line with the requirements set out in the Gatsby Benchmarks.

- 2.4 The CEC already supports this through the Enterprise Adviser Network; investment fund grants to help careers programme providers scale up activities and create new opportunities; and through the cornerstone employers programme. These are all well established in the Leeds City Region.
- 2.5 To implement the strategy the CEC will:
- a) Provide all schools and colleges with access to an enterprise adviser by expanding the existing network of enterprise coordinators from 125 to approximately 200 – this is in line with current roll out plans.
 - b) Launch a new investment fund to support encounters, targeting disadvantaged pupils by using £2.5m of the new £5m fund – this will be available to some schools and colleges in careers hubs and other select areas – this will be distributed by the virtual wallet approach.
 - c) Triple the number of cornerstone employers to 150 by continuing to target Opportunity Areas and areas identified as Cold Spots.

Scale up – Gatsby Benchmarks and Careers Leaders

- 2.6 The Careers Strategy sets out that all schools should use the eight Gatsby Benchmarks to develop and improve their careers provision, meeting the all by the end of 2020. All schools and colleges are required to have a named careers leader in by September 2018, they will be a key actor in progression to achieving all benchmarks. Careers leaders in schools will be supported by enterprise coordinators with their self-assessment (Compass) and planning (Tracker).
- 2.7 In the Leeds City Region, Enterprise Coordinators will continue to build strong local networks with business, careers providers and others to support schools in achieving all benchmarks, including the Head Teacher Advisory Network. The Leeds City Region has a strong track record in piloting approaches to support schools in achieving the benchmarks, including co-funded and co-located posts with Go Higher West Yorkshire, leading the national pilot for an apprenticeship Enterprise Coordinator. The #futuregoals careers campaign is based on robust labour market information, and is available to help schools and colleges in achieving the benchmarks.
- 2.8 In order to achieve all eight Gatsby Benchmarks, the CEC has been testing a Careers Hub (essentially an enhanced enterprise coordinator approach) approach in the North East to achieve all Gatsby Benchmarks. Key learning from the pilot included:
- The importance of recruiting a Hub lead to coordinate all activity within the Hub.
 - The need for a named careers leader in each school and college.
 - The clear benefits of using an audit tool (Compass tool).
 - The importance of having lead schools and colleges to act as beacons of best practice.

2.9 To implement the strategy the CEC will:

- a) Scale up the North East pilot with 20 new Careers Hubs. These will be integrated into the existing Enterprise Adviser network. Where local structures are already established the CEC will look to engage these to avoid duplication.
- b) Provide careers leaders training and bursaries for 500 schools and colleges – every school and college has to identify a careers leader by September 2018. Online guidance will be produced to help facilitate this. There will be a £4m fund to develop new training programmes for careers leaders. The funding will also be used to provide the bursaries for at least 500 schools and colleges to train careers leaders both inside and outside of the Careers Hubs. (further information on how schools and colleges can apply for this will be released later this year). Schools and colleges are strongly advised to express an interest in undertaking the training now as this will influence the number of places available in the Leeds City Region.
- c) Various digital tools and Gatsby resources will be provided, including a new version of Compass in the autumn.

Test and share best practice

2.10 The Careers Strategy sets out that new approaches should be tested and evaluated to identify best practice.

2.11 The CEC is currently developing its approach to this and will be using its theory of change model to help collect and evaluate data.

Careers Hubs

2.12 The Careers Hubs will be a group of schools and colleges (20-40) and will work to deliver all eight Gatsby Benchmarks and improve career outcomes for young people.

2.13 The Hub lead will be a new post and will need to be recruited by areas successful in bidding. The enterprise coordinators, which sit under the hub lead in the proposed model, are expected to include existing coordinators. Key aspects of the Hub will be:

- A new Hub lead to work alongside existing enterprise coordinators and advisers. The Hub lead will coordinate activity, build local networks and is responsible for all reporting.
- A small fund of around £1k per school/college to support the Hub in delivering its goals (Hubs will run for 2 years) – to fund activities which benefit schools and colleges across the Hubs, e.g. apprenticeship events.
- Opportunity to receive virtual wallets through the employer encounters fund.
- Some within the Hub will also receive careers leaders training bursaries.

- 2.14 Virtual wallets investment fund and careers leader training bursaries will also be available to some schools outside of the Hubs. Online resources to support all schools and colleges in meeting the Gatsby Benchmarks will be available to all.
- 2.15 Bids will be evaluated based on:
- i) Strength of leadership and plan – 60%
 - Clear governance for the programme – aligning it to the delivery of the existing Enterprise Adviser Network.
 - Strong local commitment – local partners must commit to support the Hub and have appropriate scale of ambition
 - Robust planning – must be clear plans which are aligned to the aims of the pilot.
 - ii) Need of the area – 30%
 - Evidence of the need for the local pilot – based on Cold Spots data and other relevant data and intelligence.
 - iii) Plans for wider benefit – 10%
 - There is a clear plan to share the lessons learnt from the pilots with other schools and colleges in the area.
- 2.16 Following agreement between partners, the Leeds City Region is bidding for a Careers Hub in Kirklees. If successful, this will build on the LEPs extensive experience and success in running an effective Enterprise Coordinator programme across the whole region. The Careers Hub will allow the LEP to run a more focussed and targeted programme of activity in a distinct geographic area of need, in conjunction with a network of schools and partners who are fully engaged in the programme.
- 2.17 A review of the evidence showed that Kirklees faces considerable challenges in its economy and labour market with regard to opportunities for young people. In spite of this, schools in the district, as well as the local college, perform relatively well. Therefore, a Careers Hub presents an opportunity to create further positive momentum to move the district forward, building on these relative strengths. Given the criteria that bids will be assessed on, CEC have indicated that they believe Kirklees is a strong prospect for a Careers Hub.
- 2.18 The Careers Hub application was submitted for a deadline of 25 May 2018, and successful applications will be notified by 30 June 2018,

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 If the LEP is successful in bidding for the Careers Hub new funded staff will be recruited to work within the Hub.

6 External Consultees

- 6.1 No external consultations have been undertaken.

7 Recommendations

- 7.1 The Panel is asked to note the Implementation Plan and Careers Hub submission.

8 Background Documents

None.

9 Appendices

None