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**Report to:** Employment and Skills Panel

**Date:** 1 June 2018

**Subject:** **Great Education Connected to Business**

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## **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 16 April, where verbal updates were provided on the following activity:
- Bradford Opportunity Area
  - Futuregoals careers campaign
  - Careers strategy and implementation plan
  - National Careers Service inspiration
  - Apprenticeship support to businesses
  - Development of higher level skills provision
- 2.2 The group welcomed the presentation on the work in the Bradford Opportunity Area provided by Enterprise Coordinators.
- 2.3 The group noted the success of the Leeds City Region Enterprise Partnership (LEP) futuregoals careers campaign, in particular the reach to young people and teachers / school based practitioners through CPD and careers assemblies.
- 2.4 An update was provided on the work of the Apprenticeship Ambassador Networks in Yorkshire and Humber.

## **Enterprise Adviser Network**

- 2.5 The LCR Enterprise Advisor Network (EAN) is currently working with 160 secondary schools and colleges and 160 Enterprise Advisers (senior leader from business), to increase the number of quality employer encounters. This supports the Government's ambition, detailed in the Careers Strategy, to ensure that every young person has at least one employer encounter each year they are in education between the ages of 11-18.
- 2.6 In 2017/18 the EAN created:
- 32,868 direct new employer encounters (target 16,000)
  - 23,068 indirect new employer encounters
  - 6,187 disadvantaged (pupil premium) students had 2 or more employer encounters (target 6,000)
- 2.7 The Combined Authority has successfully gained additional funding through Careers and Enterprise Company to develop a creative toolkit for educators and deliver teacher CPD and inspiration days. This is funded through the Burberry Foundation as part of a wider scheme of work to create social capital in areas of high deprivation in Yorkshire and Humber. As a result of this additional funding, three Lead Enterprise Coordinators posts created.
- 2.9 Around half of the secondary schools and colleges in our region have now completed their initial self-assessment against the Gatsby Foundation benchmarks. The results of this self-assessment for schools within the Leeds City Region and at a national level results are now available and provided at Appendix 1.

## **Futuregoals - careers campaign**

- 2.10 A high profile careers campaign (futuregoals) targeted at young people and their key influencers was launched in February 2018, and ran until the end of March. The campaign has been estimated to reach over 900,000 people to date. This includes hits to the microsite [www.the-lep.com/futuregoals](http://www.the-lep.com/futuregoals), which had 5,696 hits during March, the highest of any of the organisations' websites.
- 2.11 Enterprise Coordinators, supported by employers and young apprentices also delivered assemblies and CPD sessions in schools to just under 500 adults, which had an indirect reach to 73,850 young people.

## **Careers & Enterprise Company (CEC)**

- 2.12 All schools and colleges have been invited to register their expression of interest to undertake [Careers Leader Training](#). 500 places are available nationally, with access guaranteed to Careers Hubs and Opportunity Areas. Places are allocated to LEP areas on the basis of level of interest expressed.

## **Head Teacher Advisory Network**

- 2.13 The Head Teacher Advisory Network met on 25 April chaired by Nick Bowen, Head Teacher at Horizon Community College, Barnsley and discussed Careers Strategy and implementation plan including the Careers Hub. The group endorsed the data and rationale for a hub in Kirklees, and considered alternatives (see item 5c).

### **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 Details of planned recruitment is detailed above.

### **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 – Gatsby Benchmark Results