

The logo for West Yorkshire Combined Authority features a large, stylized letter 'W' composed of three overlapping, curved segments in shades of teal. The text 'West Yorkshire' is written in a large, bold, teal sans-serif font, with 'Combined Authority' in a smaller, teal sans-serif font below it.

**West
Yorkshire**
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**ALL AGES CAREERS EDUCATION, INFORMATION,
ADVICE & GUIDANCE
EMPLOYMENT AND SKILLS PANEL, 29 NOVEMBER 2018**

Outline of the presentation

- What we mean by careers education, information, advice and guidance
- Importance of careers support
- The current offer in the Leeds City Region and across the country
- The challenges with the current system
- Potential responses to the challenges

What do we mean by Careers Education, Information, Advice and Guidance?

- A means of developing the knowledge, understanding, confidence and skills people of all ages need in order to make well-informed, considered choices and plans that enable them to progress effectively into further learning, training or work, now and in the future.
- **Careers education** is the delivery of learning about careers as part of the curriculum. Careers education is often closely related to work-experience and other forms of work-related learning.
- **Careers information** is the provision of information and resources about courses, occupations and career paths.
- **Careers advice** is more in-depth explanation of information and how to access and use information.
- **Work-related learning** is the provision of opportunities to develop knowledge and understanding of work and to develop skills for employability through direct experiences of work.
- **Careers guidance or careers counselling** is a deeper intervention in which an individual's skills, attributes and interests are explored in relation to their career options.
- Ensuring that individuals are equipped with employability and transferable skills, and able to understand the jobs market

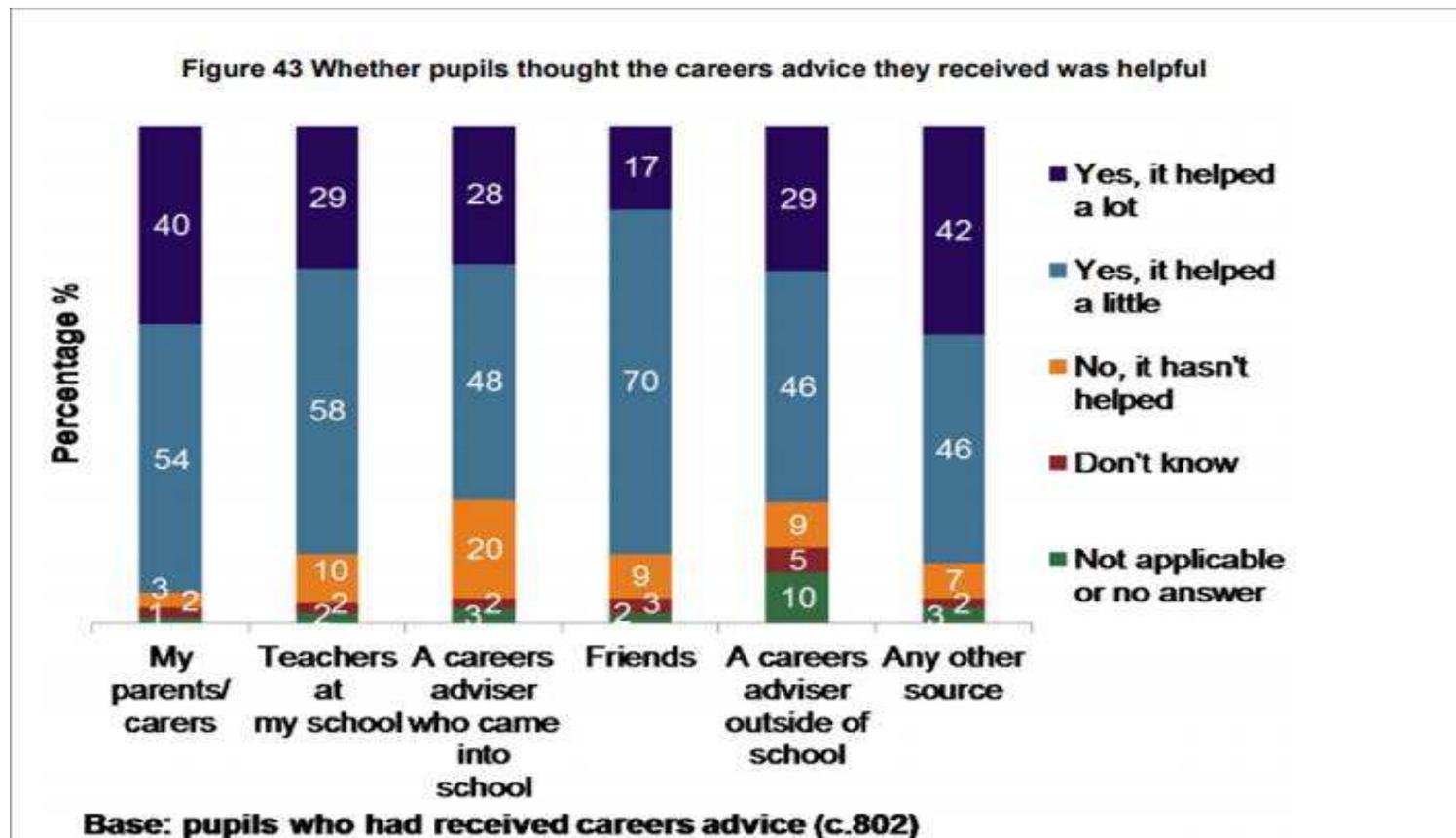
Importance of careers support – young people

- Research from the Education and Employers Taskforce indicates that poor 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 have 4 or more contacts with employers whilst at school are 25% less likely to become NEET, and can expect, when in full-time employment to earn more than peers who had no such exposure - a 1.6% wage premium.
 - 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, geographically) influences their access to, and interaction with, employers and the wider business community.

Importance of careers support – young people

The most important influencers on careers are: parents, teachers, peers and careers advisers.

Source: Omnibus Survey of Pupils and their Parents/Carers, DFE

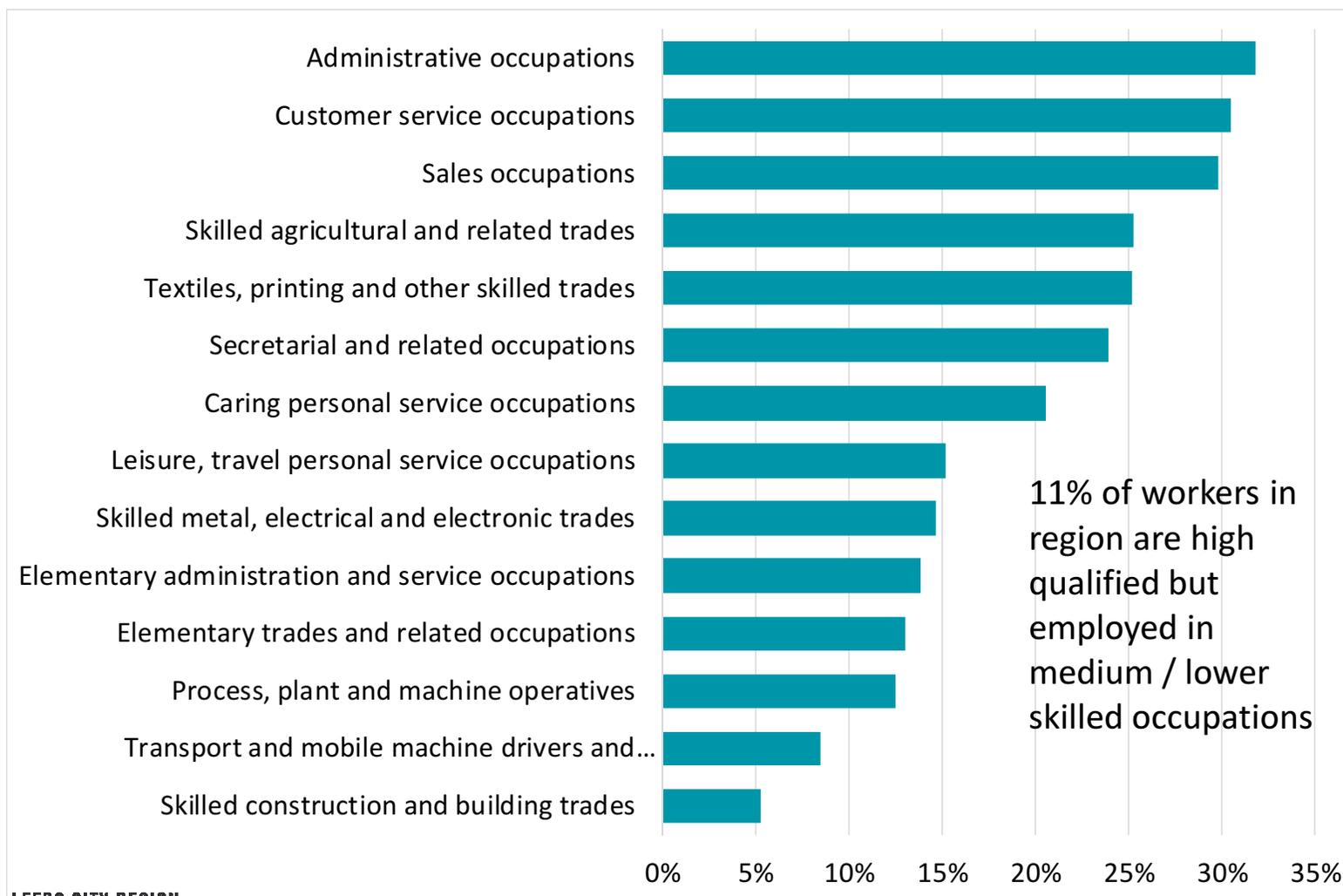


Importance of careers support - adults

- Five million UK adults are in low paid work, one million more than the OECD average.
- More than 300,000 people in the Leeds City Region are paid below the Real Living Wage – the hourly level that the Living Wage Foundation calculate is required to enable people to get by
- 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.
- Engaging these adults in learning is essential for achieving a more productive economy and a fairer society

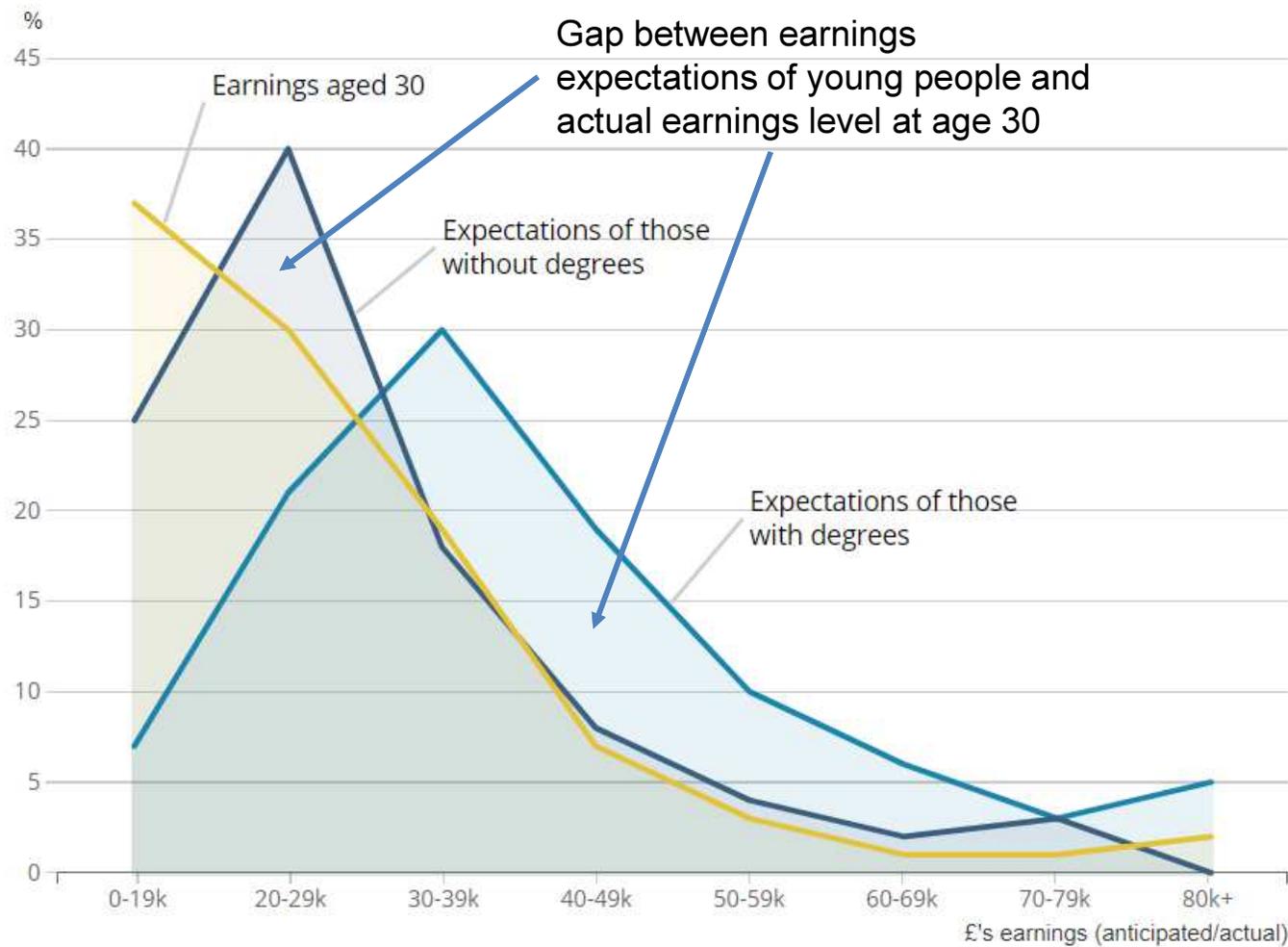
Importance of careers support - Many workers in medium / lower skilled roles are likely to be under-using their skills and qualifications

Figure: Medium and lower-skilled occupations with the greatest proportion of workers (aged 25+) qualified at level 4+; Yorkshire and the Humber



Importance of careers support - Earnings expectations of young people are highly unrealistic

Expected earnings of young people (aged 16 to 21) by age 30, 2015 to 2016, compared with 30-year-olds' earnings, 2017



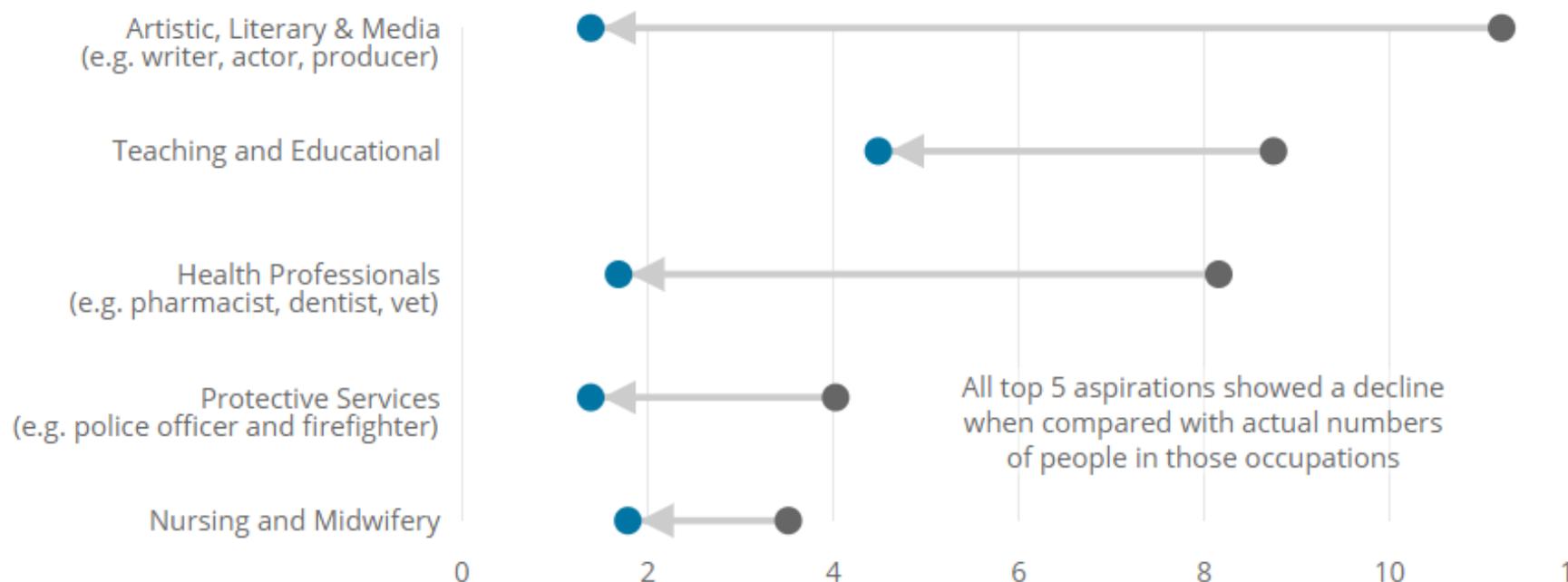
Source: Understanding Society & Annual Survey of Hours and Earnings

Importance of careers support - There is a mismatch between expectations of young people and their eventual employment destinations

Top five jobs chosen by 16 to 21-year-olds, 2011 to 2012, and proportion of 22 to 29-year-olds doing those jobs in 2017

● What did 16 to 21 year olds want to be?

● What 22 to 29 year olds do those jobs?



Source: Understanding Society & Annual Population Survey

National careers policy and funding

Careers Strategy

- Careers Strategy stresses the important links to Industrial Strategy and the new technical routes, and that having clear routes and information (including labour market info) is vital to helping career choices and ensuring the country has the right skills for the future.
- Schools must give providers of technical education and apprenticeships the opportunity to talk to all pupils about jobs and courses they offer.
- All schools should use the eight Gatsby Benchmarks to develop and improve their careers provision.
- Careers Hubs across the country to help support the implementation of the Strategy and the Gatsby Benchmarks.

Careers Strategy Funding

- The announcement stated that the CEC would run the campaign, and that the Government would spend £70 million on its strategy to improve careers education and guidance in this Parliament, including continued funding for the CEC.
- In March 2016, the then Prime Minister announced a further £14 million of funding, comprised of £12 million over the course of this Parliament for a new investment fund “to build capacity in the system”, managed by The Careers & Enterprise Company, and £2 million for an advertising campaign to encourage business people and professionals to volunteer to act as mentors.⁶³
- By September 2018, under the strategy the Careers and Enterprise Company (CEC) would launch a **new investment fund** of £5 million to support the most disadvantaged pupils.

National careers policy and funding

National Retraining Scheme – Budget announcement

- The recent autumn Budget allocates £100m for the first phase of the National Retraining Scheme (NRS). This will include a new careers guidance service with expert advice to help people identify work opportunities in their area, and state-of-the-art courses combining online learning with traditional classroom teaching to develop key transferable skills.
- The National Retraining Partnership between the Government, the Confederation of British Industry and the Trades Union Congress will focus on job-specific retraining in phase two

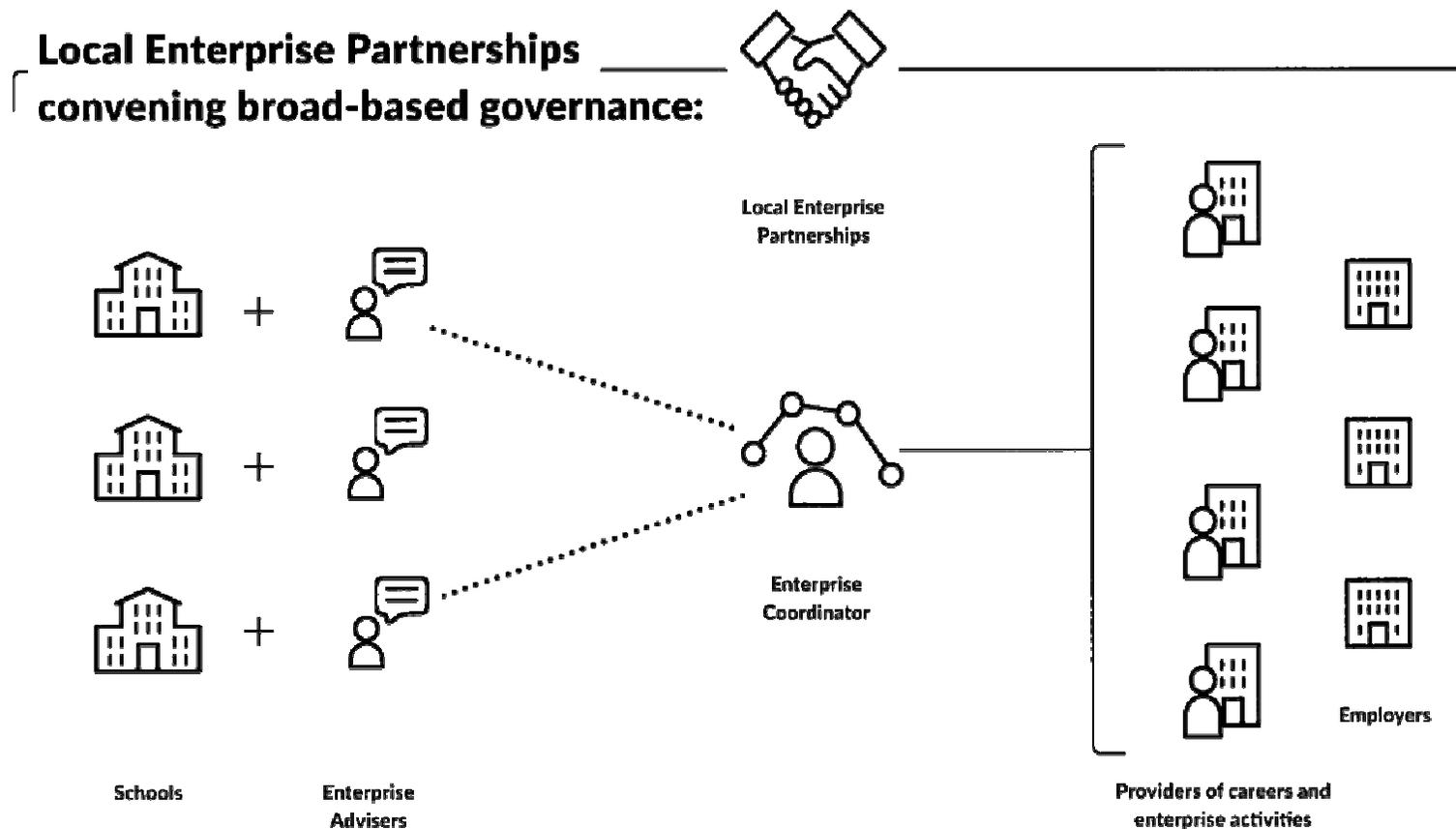
Careers and Enterprise Company – young people

- CEC has an ambition to deliver one encounter each year a young person is in secondary school.
- To meet this ambition employers need to offer at least 4 million employer encounters and 1 million workplace experiences every year. In the City Region this means around 200,000 employer encounters each year.
- 4 million employer encounters each year follows directly from the approximately 4 million young people in the seven years of secondary education at any one time. With around 500,000 to 600,000 young people in each year group, providing two workplace experiences at some point over those seven years translates into an average of around 1 million required annually.
- In the last three years, the CEC's focus has been on two core activities:
 - building a network that now links 2,000 schools and colleges to employers
 - investing in over 150 employer engagement programmes where they are most needed.
- To do this, CEC work in collaboration with national and local partners, including all 38 Local Enterprise Partnerships.

National Careers Service - Adults

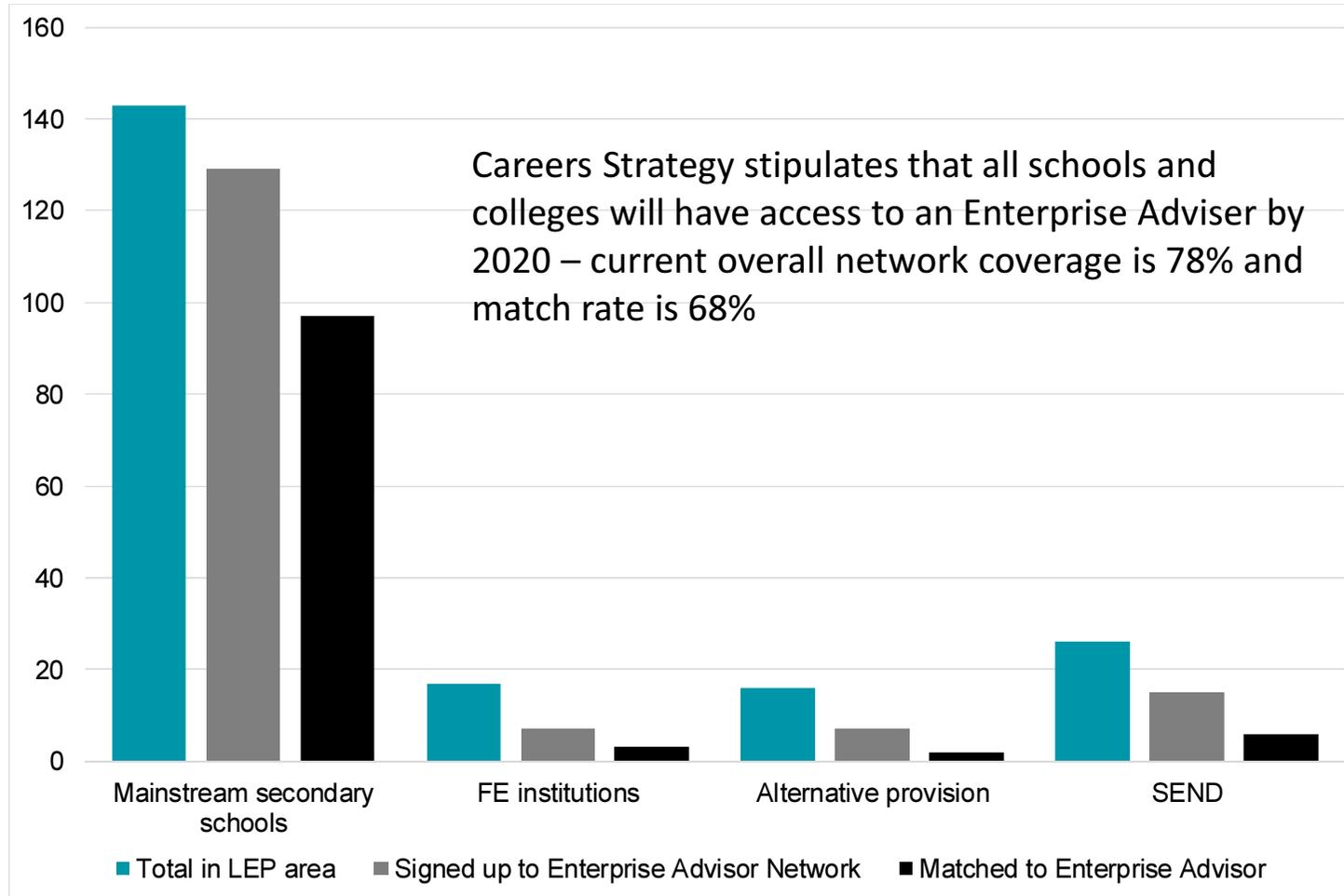
- The National Careers Service offer is available to all adults and young people living or working in England. The offer includes information and advice about learning and career management including apprenticeships and traineeships. Customers access the service through the following delivery routes in an area based service:
 - Face-to-face and telephone advice service for adults.
 - Face-to-face and telephone information service for adults.
 - Email information and advice for adults.
 - Digital services including: local pages on the National Careers Service website, local social media activity, email information and advice for adults
- Area based contract ensures that local priorities, such as priority groups (over 50s), are focused on. Value of Yorkshire and the Humber contract from October 2018 for 3 years is £13m

The Enterprise Adviser Network: How it works



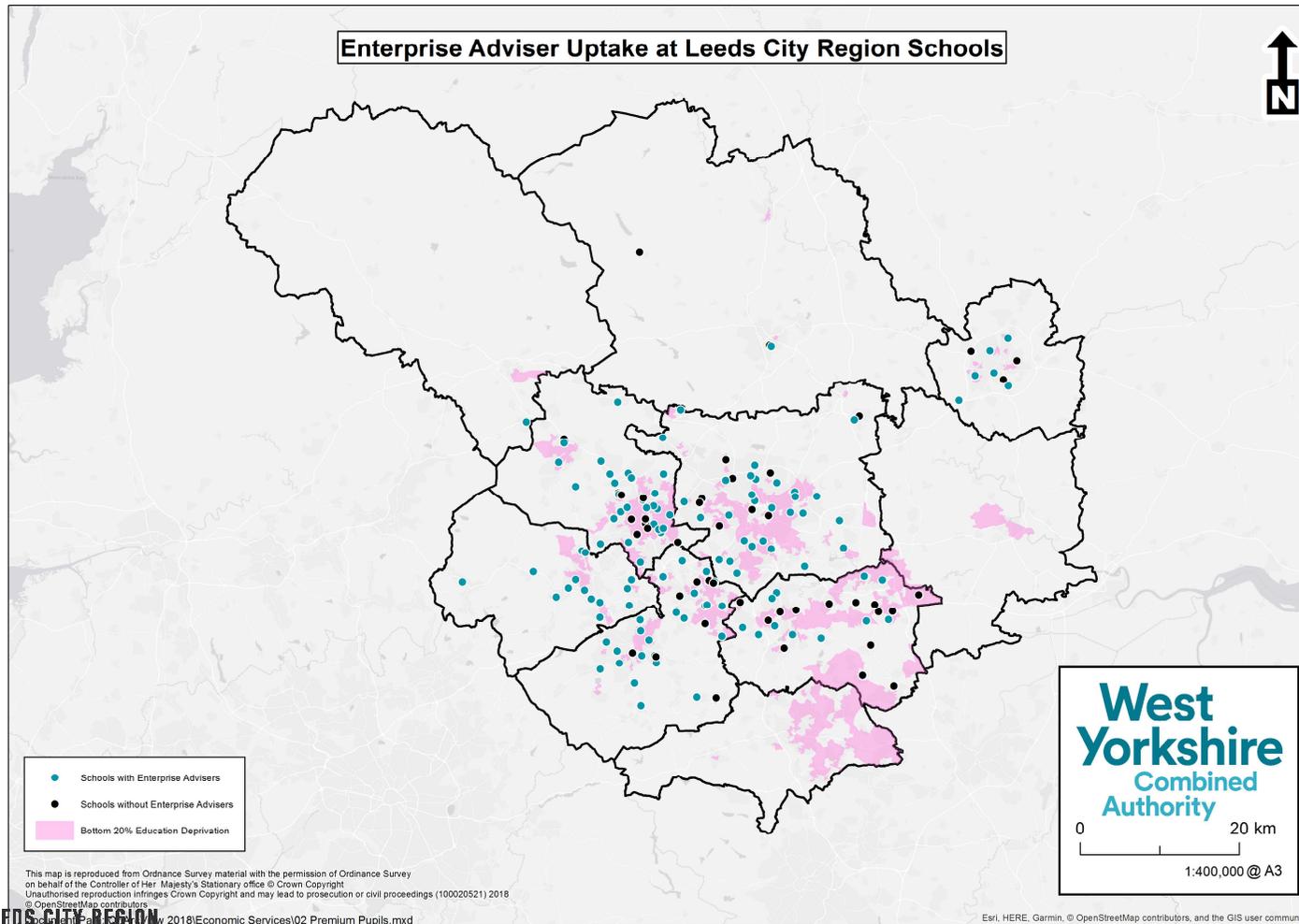
Enterprise Adviser Network: City Region coverage

EA network coverage and match rate by institution type, Leeds City Region, July 2018



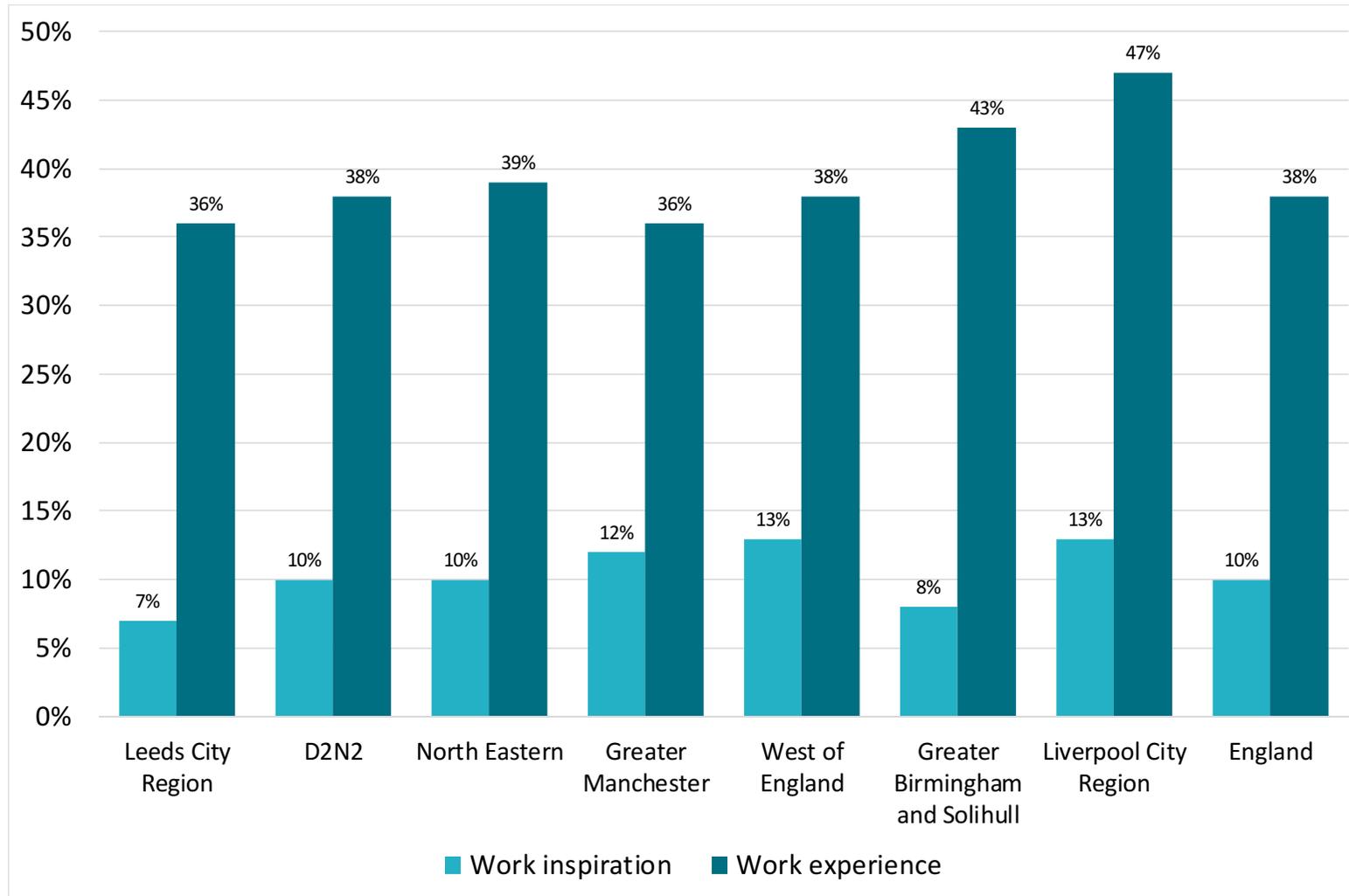
Enterprise Adviser Network

There are still schools within the City Region with no Advisers – including in areas of greatest need



A minority of local employers engage with work experience and work inspiration opportunities

Figure: % of local employers participating in work inspiration and work experience activities, Leeds City Region



Source: Employer Perspectives Survey, 2016

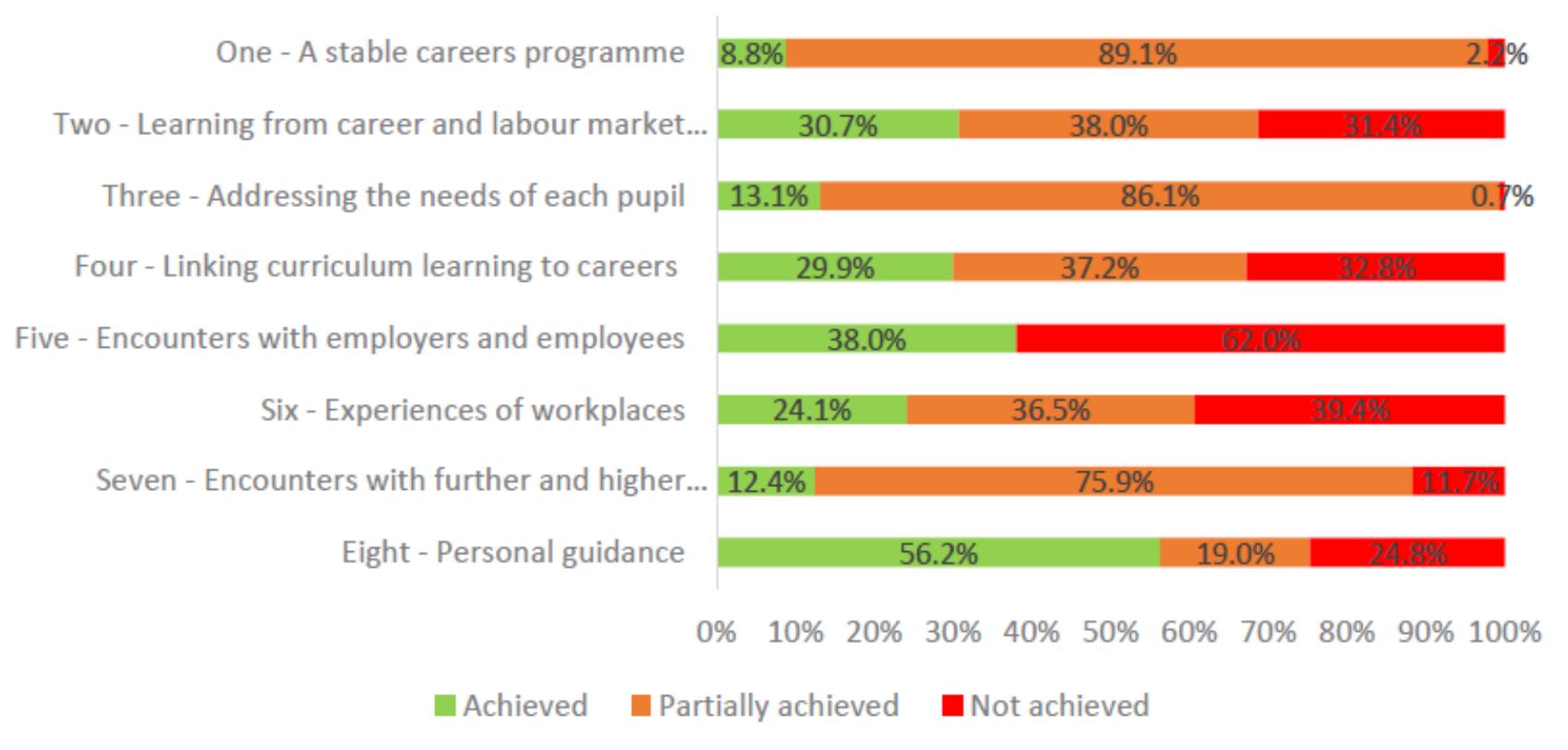
National Careers Service - Adults

National Careers Service Provision (all adults) in the Leeds City Region

District	Customers Seen	Customers in Employment when seen	% in Employment when 1st accessing service
Bradford incl Craven	7794	768	9.85%
Leeds	8627	927	10.75%
Wakefield	5233	527	10.07%
Kirklees	3511	518	14.75%
Calderdale	1990	328	16.48%
York and Selby	4178	689	16.49%
Harrogate	767	52	6.78%
Total LCR	32,100	3,809	11.9%

National Careers Service - Adults

Benchmarks achieved, partially achieved and not achieved – Leeds City Region LEP



Source: Careers and Enterprise Company

Challenges – Employer & Employee Engagement

Demands on Employers

- Nationally, 1.7 million more employer encounters and workplace experiences are needed each year to get all young people to the recommended minimum levels set by the CEC. In the City Region this means around 200,000 employer encounters each year.
- Business engagement levels as a total population is low so many different programmes/organisation fishing from same small pond
- Measuring the impact of these encounters is extremely challenging.
- New T Levels will increase the pressure on employers to provide engagement and work experience opportunities.
- Employers and businesses are increasingly required to input into qualifications development and to influence skills provision.

Access to Employers and Employees

- Access to employers and employees to tackle issues such as career progression and skills under-utilisation is difficult. This is important as these are factors in poor productivity.
- Requires a change in mindset of employers.

Challenges – Inclusivity

The Learning and Work Institute have identified 3 areas in relation to individuals' circumstances which prevent them from engaging in careers support:

Situational

- Arising from an adult's personal, family and work situation
- More likely to be cited by women, younger people and those with lower levels of disadvantage

Dispositional

- Relating to attitudes, perceptions and expectations.
- More likely to be older respondents, those with higher levels of disadvantage

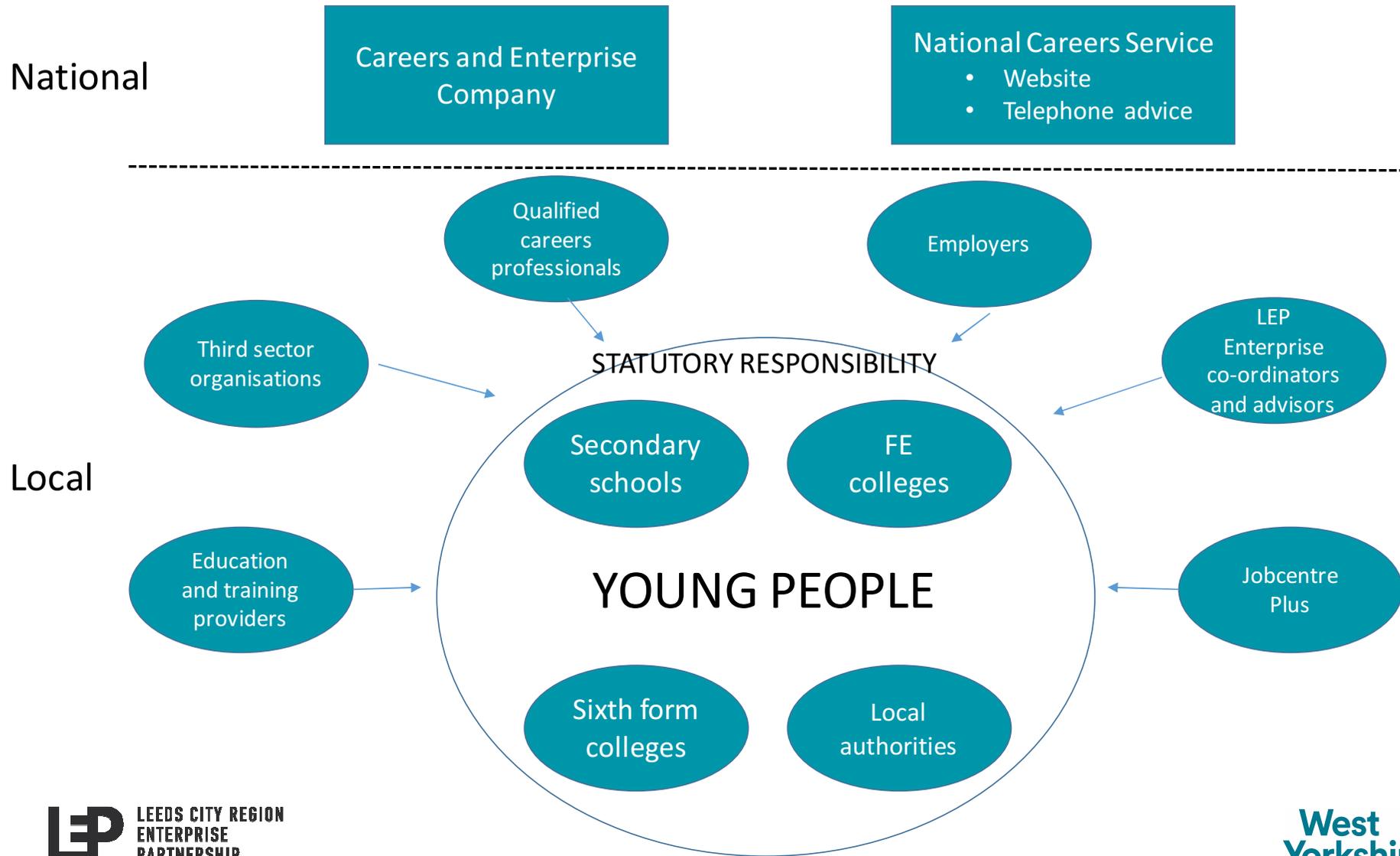
Institutional

- Arising from the unresponsiveness of educational institutions or a lack of flexibility in the provision on offer, such as inappropriate scheduling or content of provision

Challenges – complicated system

- 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 subsequent availability of the next steps are also sometimes lacking.
- We don't know enough about all parts of the careers system, there are multiple players involved, including the often overlooked informal private sector networks; professional bodies and CPD programmes; websites and social/business networks.
- The LEP is a key player in piloting new initiatives and innovative services, e.g. apprenticeships, SEND engagement, Careers Hubs. Flexibility to apply funding across different areas would be helpful but funding flowing from the CEC is very restrictive and the short term nature of programmes and initiatives is an issue.

Challenges - Complicated system - The careers offer to young people



What other areas are doing: the opportunities of devolution

West Midlands

- Creating a West Midlands Career Learning Hub to support, develop and co-ordinate an all age careers offer which will:
 - Set out a clear strategy and investment plan overseeing and coordinating existing investment, particularly in relation to CEC and National Careers Service (NCS) activity, and stimulating new investment, particularly through the private sector
 - Trial a place-based approach to careers education to establish what works for our young people.

North East LEP

- First area in the UK to test the Gatsby benchmarks.
- Approach has been rolled out nationally as the Careers Hubs programme.
- Aim to improve career advice and guidance from primary school upwards. Goal is for all north East schools and colleges to be achieving the Good Career Guidance Benchmarks by 2024.

What should the City Region's overarching ambition be in this area?

Discuss the below proposals..

- *'To ensure that all, no matter their age, are aware of the opportunities available in the City Region, are able to make informed decisions based on local evidence, and know how they can achieve their ambitions and fulfil their potential.*
- *To ensure that individuals have the resilience to deal with a changing work environment, and are able to respond to the challenges and opportunities.*
- *To inspire young people and encourage them to access new regional opportunities*
- *To ensure that from a young age individuals are aware of the opportunities that are available to them.*
- *To encourage more employers to offer work experience and provide encounters to help raise ambitions and ensure they get they skills needed to thrive'*

How can we address the challenges / what can we do better?

- What should our priorities be within the current system?
- What would our priorities be if not constrained by the current system or funding?
- What should our key messages be to Government?

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