

Aimhigher Annual Conference 2016

- Gloria Smith – Partnership Manager, National Careers Service West Midlands
- Colin Parker – Black Country Skills Factory Director
- Gina Belcher Black Country Troubled Families & JC Support for schools – Department for Work and Pensions (DWP)
- Antonina Robinson – Think Family Lead Birmingham - DWP

CEIAG – The Government's Agenda

- We need to provide more inspiration for young people – Inspiration Agenda October 2014
- New Careers and Enterprise Company for schools – December 2014
- Ground-breaking government scheme to provide expert employment support - Jobcentre Plus support for schools - January 2016



Inspiration Agenda



Inspiration Agenda origins

‘We need to provide more **inspiration** for young people, more real-life contact with the world of work so that when they come to make big decisions, they understand where different choices could take them in the future’ — Matthew Hancock
‘Inspiration Vision Statement 2013’

**National
Careers
Service**

Helping you take
the next step

Inspiration Agenda Impact

October 2014 – March 2016

Schools and colleges engaged	331 individually and 900 plus monthly through e-bulletins and newsletters
Number of activities supported with schools and colleges	113 inspirational activities and careers employer brokerage activities
Young people engaged:	11,735 through activities, workshops and events
Employers engaged:	740 National and local employers
LMI materials and resources produced:	45 Posters, lesson plans, LMI booklet, sector leaflets, newsletters/e-bulletins, certificates

Employers engaged



Sainsbury's
Try something new today



About us



Accounting



Information Technology



Legal



Supporting young people teachers and careers professionals



- ❑ Employer workshops and visits – e.g. National Grid January 2016; Galliford Try May 2016; Morgan Advanced Materials June 2016
- ❑ CPD events – e.g. Apprenticeship event – February 2016; labour market information webinars – September/October 2015
- ❑ Monthly e-bulletins, quarterly newsletters
- ❑ Free careers resources – posters, lesson plans, sector flyers
- ❑ STEM events

Apprenticeship event: Doosan Babcock



National Grid visit

1870

The first prepayment gas meter is patented.

1890

First spiral guided gas holder built at Northwich.

1933

The first gas meter is built by the National Grid.

1935

First gas meter is built by the National Grid.

1944

First gas meter is built by the National Grid.

1946

First gas meter is built by the National Grid.

1920

First gas meter is built by the National Grid.



Young people feedback

- “I have learnt things about apprenticeships that I did not know before”
 - “I am going to google and look at different job areas, about the company and roles within them”
 - “I have been given confidence how to get jobs”
 - “I found out there are lots of different parts of banking I did not know about”
 - “Very motivating and inspiring”
 - “It has showed me that there are more opportunities in the future”

Teachers and Careers Professionals feedback

- “I will cascade this information to teaching staff, students and families. I have to deliver short assembly slots on LMI (very useful information regarding skills shortage, importance of core subjects”
- “I will use the information learnt today as I have more students looking for alternatives to university and for apprenticeships”,
- “I really enjoyed it, great story about the industry especially the links to the economy”,
- “I will use the information to support students with apprenticeship applications”, very inspirational very informative speakers”
- “great talk by Rachel, very inspirational very informative speakers”

Employer Feedback

- “Very valuable for both me and students”
- “The more support we can offer the better”
- “ I came away feeling that students have a better understanding of the accountancy sector”
- “Childcare students didn’t know they could also work for the Police / County Council etc”
- “We are very keen to promote hospitality as a career choice”

www.blackcountrylep.co.uk

Careers and Enterprise Company Black Country Enterprise Adviser Programme



THE CAREERS &
ENTERPRISE
COMPANY

Black Country LEP



- The **Careers & Enterprise Company** (CEC) is an employer-led organisation that aims to inspire and prepare young people for the fast-changing world of work.
- The CEC was incorporated in February 2015. It is a community interest company, funded through Dept of Education but independent of government.
- Its four core principles are:**
 - Test, learn and adapt
 - Build on what works
 - Work nationally, **tailor locally**
 - Enable and convene the best programmes

Impact of the Enterprise Adviser Programme

Help to meet the GATSBY BENCHMARKS for Enterprise Education

- 1 Stable an embedded programme of career education and guidance
2. Good quality information about future study options and the labour market
3. Opportunities for advice and support tailored to their needs
4. Subject teaching linked to careers
5. Several opportunities to learn from employers and employees
6. Experiences of the workplace
7. Opportunities to hear from representatives of FE & HE
8. Personal guidance from an appropriately trained careers adviser, at the right time

Pupils who receive 4+ Employer interactions are 5 times less likely to be NEET

(NEET = Not in Education, Employment or Training)

And will Earn 18% more than young people that do not have the opportunity.

For more information :- www.careersandeducation.co.uk

- Match Enterprise Adviser & Senior school on 1 to 1 basis
- Aim to enhance the Careers & Enterprise Strategy by:-
 - i) Create or Enhance Business Engagement Strategy
 - ii) Provide Local Labour Market information
- Volunteer Enterprise Advisers
Supported by full time Enterprise Coordinators
- Fully funded - no cost to schools.
- Model already successfully piloted in 4 regions

Black Country Programme Headlines

- Engage 45 Enterprise Advisers to work with 45 BC Senior School leadership teams (45 / 83 BC schools)
- Initial programme from January 2016 → August 2017
 - 45 schools → aim for the most disadvantaged schools
 - English as an Additional Language
 - Free School Meals
 - lowest GCSE results
 - % Recorded NEETS
- 2 Enterprise Coordinators. (1st - Deniece Gabriel)
- Black Country Consortium Accountable Body.
Governance BCLEP Employment & Skills Board

Enterprise Advisers are :-

- High calibre Volunteers with strong links to business e.g. employee, self employed
- From any sector

Typical profile:

- Working at Senior level with larger business
- Owner of own business
- Members of professional institutes, employer bodies.

What they do:

- Work with **Senior management** of a school to support their **Enterprise and Business Engagement Strategy** across the full range of sectors (this is not just their own company / sector).
- Work closely with the EC to understand the local offer, provision and labour market
- Participate in an EA network use materials and the toolkit developed by The Careers & Enterprise Company and localised by the LEP
- Commit to **work with a school for 12 months - c1 meeting per month**

Enterprise Advisers :-

Work with the school leadership team as a **broker**.

they do not deliver 'interventions' themselves



Signpost to existing Stakeholders / providers.

Identify missing 'provision'.

LEP will work with stakeholders to fill 'missing' provision.

Enterprise Coordinators :-

Engage schools and match to an Enterprise Adviser

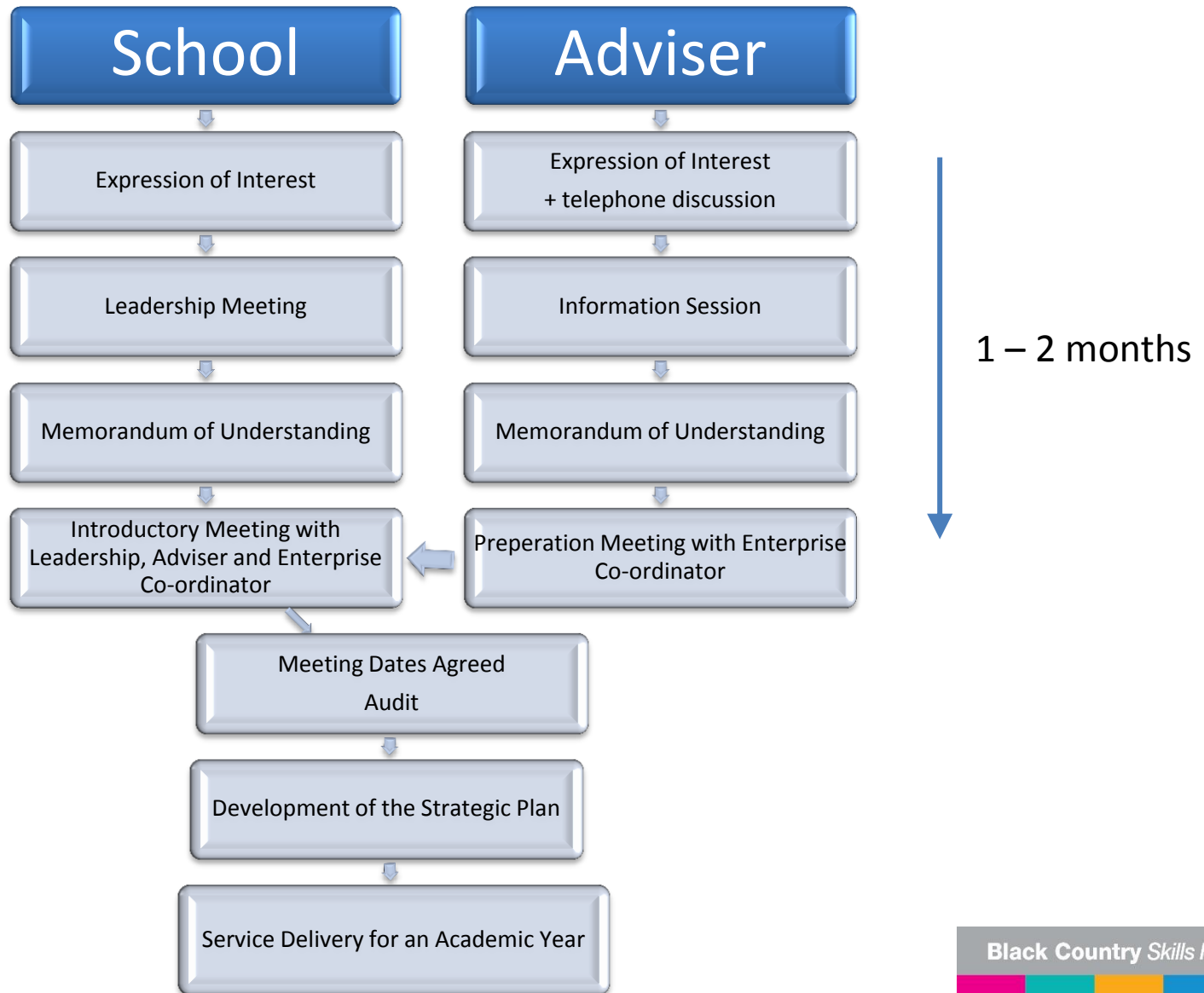
Broker initial 'diagnostic' meetings between school and Adviser

Update Advisers on the Careers & Enterprise Toolkit

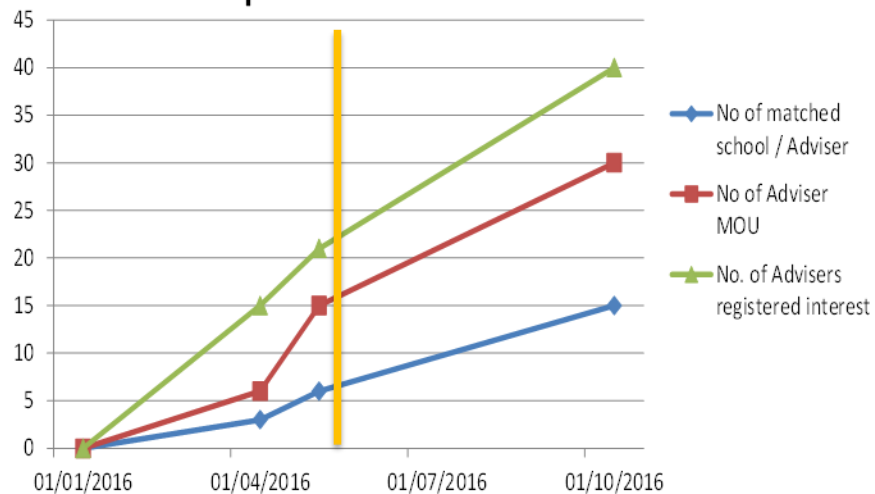
Be central link for all locally available careers & enterprise provision

→ update advisers on what is available & where

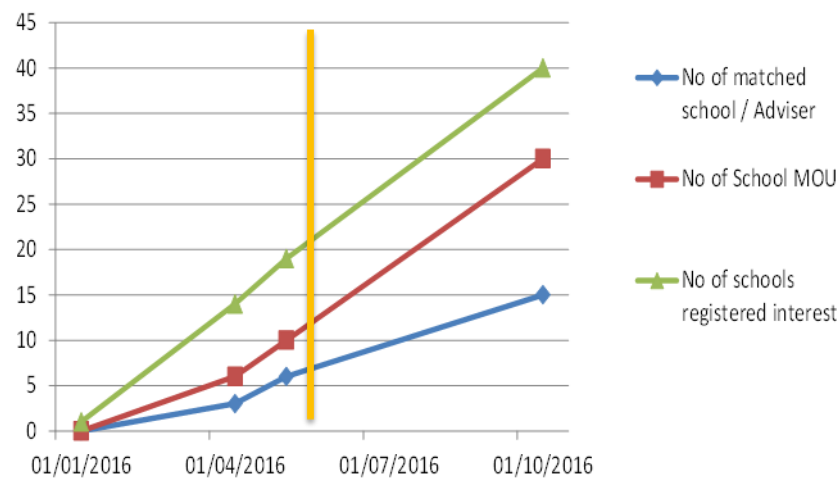
→ feedback of what is lacking



Enterprise Advisers

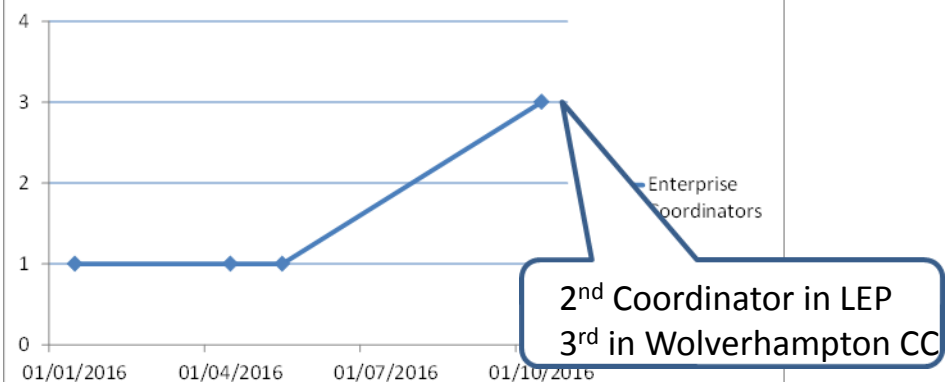


Schools



Advisers' companies include :-
United Technologies Corp (UTC)
Cap Gemini
Carillion
Liberty House Group
Caterpillar
Dudley Zoo
Jonathan Lee
FBC Manby Bowdler LLP

Enterprise Coordinators





Department
for Work &
Pensions

Jobcentre Plus Support for Schools England

Why Jobcentre Plus Support for Schools?

- In May 2016 the number of 16 to 18 year olds who were NEET (not in employment, education or training) was around 121,000 or 6.5%.
- Employers rate 36% of 17/18 year olds and 42% of 16 year olds who leave school as ill-prepared for work. [UKCES 2014 employer survey]
- 10 % of students going into higher education drop out because the course wasn't right for them in some way.
- Currently only 5% of school leavers go into Apprenticeships
- Young people can experience a relative reduction in earnings lasting 20 years following unemployment in their youth. [Gregg, P. & Tominey, E. (2004)]
- “The information students received about careers was too narrow. Too many students were unaware of the wide range of occupations and careers that they might consider”. [Ofsted, 2013]

How can Jobcentre Plus make a difference?

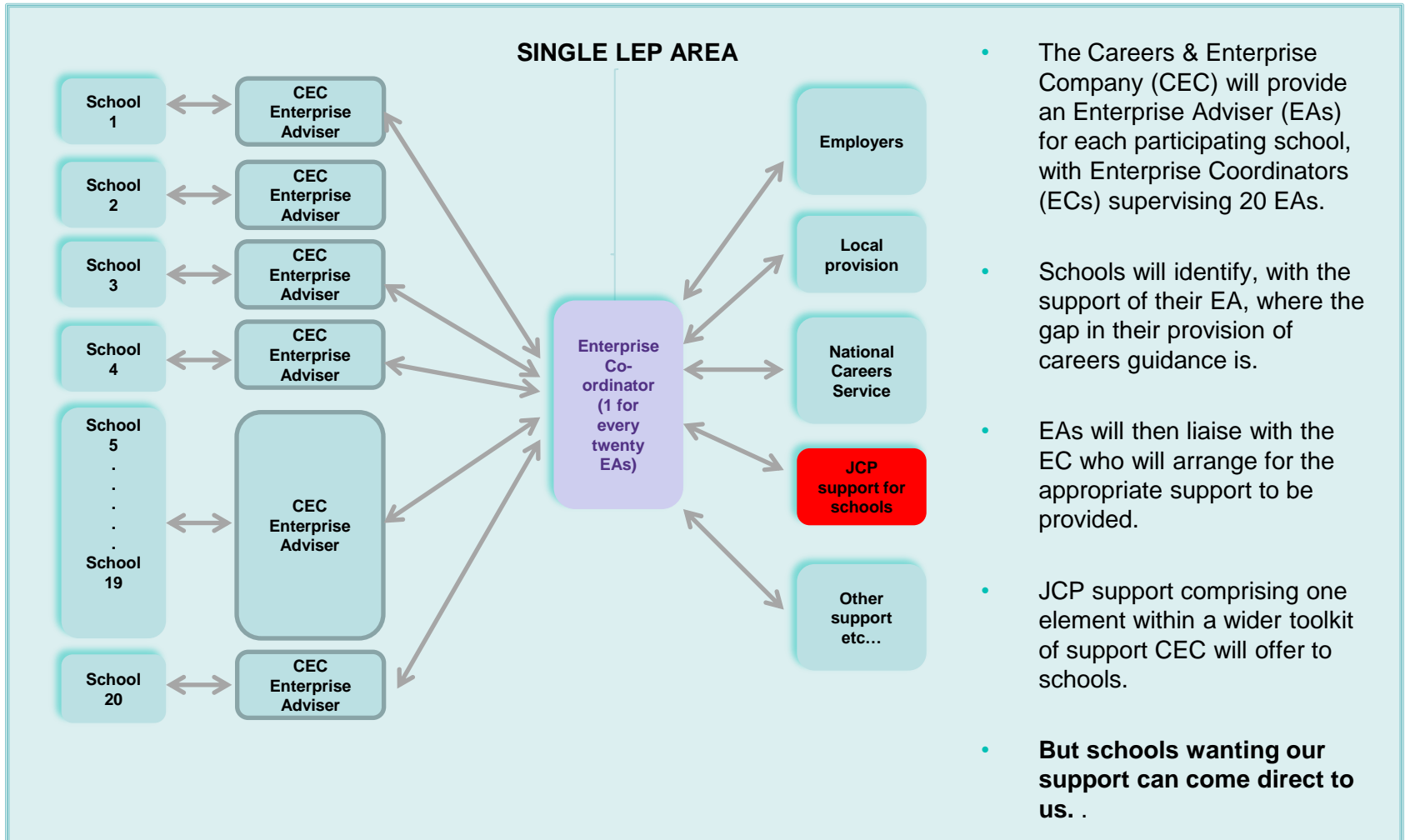
- We know there is a wealth of really excellent support already out there that schools can call upon, but we believe our extensive network of employers, nationwide coverage of JCP advisers, and experience of helping school leavers who have drifted into worklessness gives us a perspective that can add value and complement the current delivery of careers support.
- This is our broad offer to schools:
 - Advice and information on routes into traineeships and Apprenticeships;
 - Help to source – and advising on – work experience opportunities; and
 - Advice on the local labour market (including ‘soft skills’ employers value, such as team working and commitment).
- This offer is demand-led, so we won’t be knocking on school doors pushing to get in!
- But we do aim to help particularly those schools in deprived areas and with high numbers of potential NEET youngsters.
- We want our offer to be as flexible and responsive as possible, complementing what schools already have in place.

What does the JCP offer look like on the ground?

JCP Support 'looks different' in each participating schools, depending on what other agencies are engaged and on the priorities of each school. Some specific examples of activities undertaken in the pathfinders include:

- Provision of CV and interview technique workshops;
- Group sessions with students introducing the 'plotr game' and discussing Apprenticeship opportunities;
- Providing work experience opportunities to Muslim girls in danger of becoming NEET, giving them the opportunity to talk to Muslim women in employment;
- Up-skilling school staff on Apprenticeships and other opportunities;
- Supporting schools in sourcing appropriate companies for a careers fair;
- Organising of inspirational employer presentations in school assemblies;
- Attendance at parent/teacher events to promote Apprenticeships to parents;
- Organising a visit to a live building site for students interested in construction, followed by a visit to a college for a construction taster event;
- And much more!

JCP support delivery model



Current position, and future plans

- Around 80 schools are currently engaged with JCP Support across 10 pathfinder districts.
- These pathfinders will be evaluated over the summer, and a report published in the autumn.
- The report will identify the types of support schools want from JCP and highlight what works well and what could be improved.
- This will inform national rollout (England only), planned to take place between November 2016 and March 2017.
- Pathfinders will continue to operate in the new academic year pending the full national rollout.
- Contacts for further information:
Tim Dibb, policy lead, tim.dibb@dwp.gsi.gov.uk

A N Other...

What do schools think of JCP Support so far?

“The impact of JCP Advisors on our students and their parents has been fantastic. Innovative collaboration and the wide of range of job/apprenticeship focussed activities have added tremendous value. Students have a new energy and buzz in discussing their futures, and have positively embraced all the opportunities offered.”

Jo Daw, Head of School Safeguarding in Holy Trinity Catholic School, Birmingham

“Working alongside a Work Advisor from Jobcentre Plus has been highly beneficial to us as it has provided us with someone who has links to local businesses and training schemes...”

Trevor Tiit, Head of sixth form, Beverley School, Middlesbrough

“We are giving our students the best chance to find employment when they leave school. By working with Rose from the Jobcentre they are learning about traineeships and apprenticeships, CV writing and interview technique. Because Rose is the expert the situation is more real and students are really engaged.”

Head teacher, Newman School, Rotherham

Why work together?

- Provide a more cohesive joined up offer - less confusion for schools.
- Use government initiatives more efficiently
- Organisations playing to strengths and providing a robust individual but integrated offer to young people in schools.
- Provide co-ordination to bring the realities of the labour market closer to young people, teachers and careers professionals

Why work together?

- To strengthen the employer offer to support the WEX, CEIAG and enterprise curriculum
- Aspire to a 'one stop' provider base for schools to trust and tap into – Black Country Provider Forum/Birmingham Brokerage Forum and COG website <https://www.cog-brum.co.uk/>

Contacts

Gloria Smith

Partnership Manager

National Careers Service West Midlands

Landline: 0121 262 3960

Mobile: 07790804607

Gloria.smith@prospects.co.uk

For more information e-mail:

inspiringwestmidlandsNCS@prospects.co.uk

To Express your interest in the
Enterprise Adviser Programme please go to

[Enterprise Adviser - Expression of Interest](#)

www.blackcountryskillsfactory.co.uk/schools/carersandenterprise

Enterprise Coordinator :-

Deniece Gabriel

Black Country Consortium

Tel: 01384 471163

Email :- deniece_gabriel@blackcountryconsortium.co.uk

Skills Factory Director

Colin Parker

Tel: 07944 268709

Email – colin_parker@blackcountryconsortium.co.uk

Contacts

Gina Belcher

Black Country Troubled Families & JC Support for
Schools Lead

01902 432417

Mobile phone 07800835453

www.dwp.gov.uk

Antonina Robinson

Think Family Lead Birmingham

0121 255 8325

Mobile: 07769672186

www.dwp.gov.uk

