

September 2020

Solihull Enterprise Adviser Induction

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THE CAREERS &  
ENTERPRISE  
COMPANY

# Enterprise Adviser Induction

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## Purpose

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- Have knowledge of the national CEC programme and the local Life Ready programme
- Understand the role of an Enterprise Adviser and the school/college landscape
- The eight Gatsby benchmarks, local performance and regional priorities
- Understand the resources available to help you in your role as an Enterprise Adviser



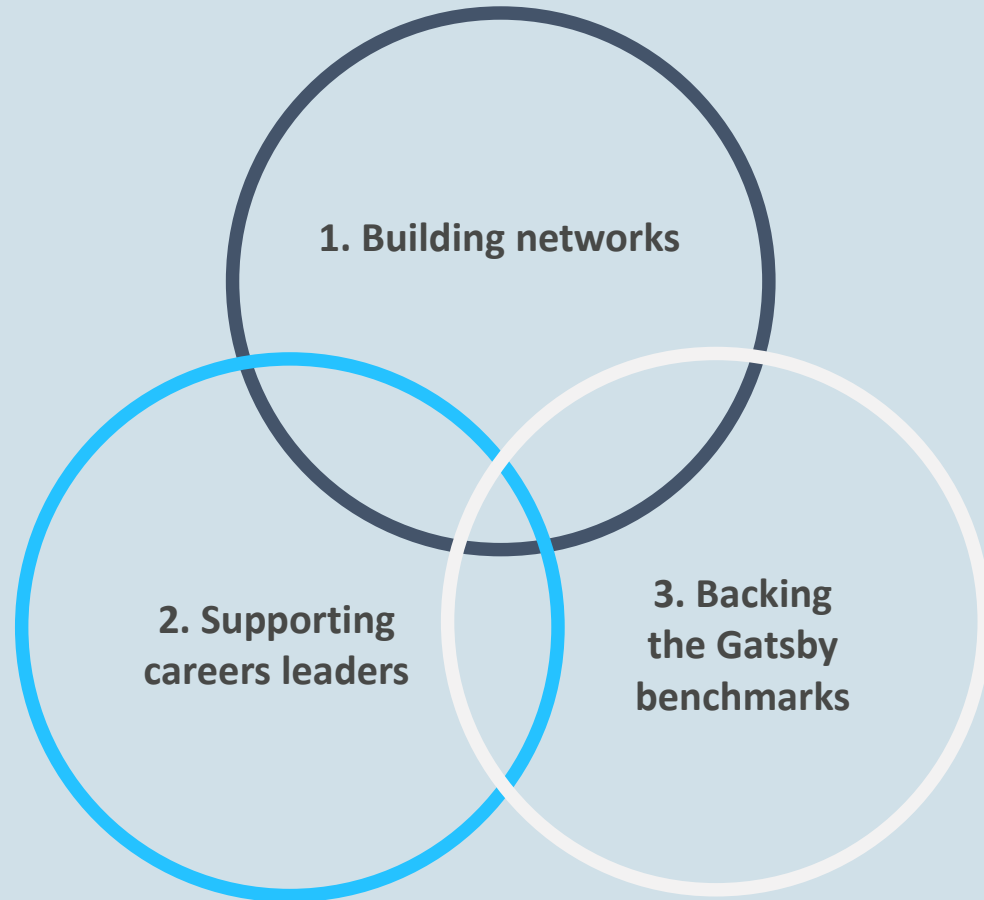
## National Context: The Careers & Enterprise Company

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An employer-led organisation set up to *'prepare and inspire young people for the fast changing world of work'*.

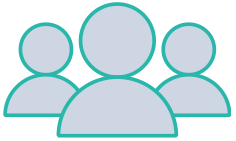
Life Ready is the local delivery for the Enterprise Adviser Network in Solihull for every secondary school and college signed up

## Careers & Enterprise Company role



## Why is the link with employers so critical?

### The case for employer engagement in schools



**2x**

Young people more likely to be unemployed than the average

**86%**

Less likely to be NEET and earn 18% more after 4 or more encounters, but...

**40%**

Only happening in 40% of schools

We know from our 2019 State of the Nation Report that at least 2 million young people are now receiving an encounter with an employer every year

## Key messages for Headteachers

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*Motivated to achieve - How encounters with the world of work can change attitudes and improve academic attainment (2019)*

For the first time in England, using a robust methodological approach –links have been demonstrated between young people’s engagement with the world of work through career talks and their GCSE attainment.



## Why are EAs such a key part of our Network?

82%

of schools and colleges surveyed stated that their EA has helped them to improve their Careers Plan / Strategy

76%

stated that their EA has helped them to improve their careers provision

90%

of schools were satisfied with the support from EAs



**2012:** Schools were given statutory responsibility for providing careers information to students, Solihull Council developed the [Step Up](#) project; encouraging local businesses to work with schools in the borough to inspire young people and help shape their skills, experiences and attitudes.



**2014:** A group of school leaders in Solihull from Early Years through to Key Stage 5 (16-18 year olds) began working on a project with an emphasis on employability skills and transition – this became known as **'Life Ready'**. Through support from Solihull Council's Employment & Skills Team the group of school leaders developed a [Primary](#) and [Secondary](#) 'Life Ready' toolkit for schools to use to help with embedding employability skills into the curriculum and to make careers links with employers more explicit.



**2015:** The [Careers & Enterprise Company](#) was established by the Department for Education to help link secondary schools and colleges to employers. 'Life Ready' is the local delivery for the Careers & Enterprise Company's Enterprise Adviser Network for the secondary schools and colleges. The [primary programme](#) continues to be supported by Solihull Council's Employment & Skills Team.



**2019:** Solihull was successful in a bid to become a 'Careers Hub' as part of the second wave of expansion through the Careers & Enterprise Company. Working through a partnership approach with schools, colleges, employers, local enterprise partnerships and other local organisations, Careers Hubs have a proven track record of accelerated levels of support and improvement in young people's career development.



The Life Ready project and Careers Hub progress is reported into the Solihull Employment & Skills Board which is chaired by Paul Thandi, Chief Executive of the NEC Group.



## Life Ready story





# Solihull Careers Hub

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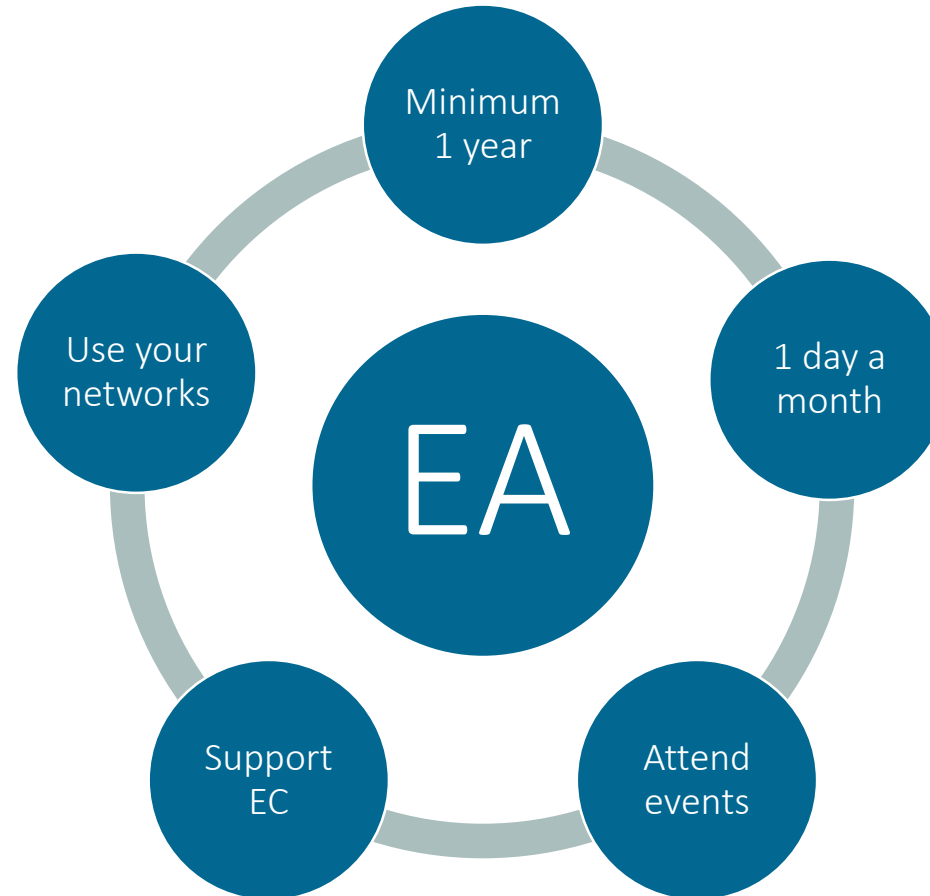
## Enterprise Adviser Role

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- Build relationships with the Senior Leadership Team (SLT) and Governor responsible for careers and review current provision
- Connect your school to your network of local businesses and employers to encourage their involvement in careers activities
- Set the strategic careers & enterprise plan in place, using the tools and resources the CEC provides along with signposting to local providers
- Be an industry expert, bringing your expertise into the school, and provide an employers perspective
- Evaluate the programme, helping your school to focus on the activities that are most effective
- Be a critical friend to the Careers Leader and the SLT, providing challenge where necessary

# Enterprise Adviser commitment

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# School/College Landscape

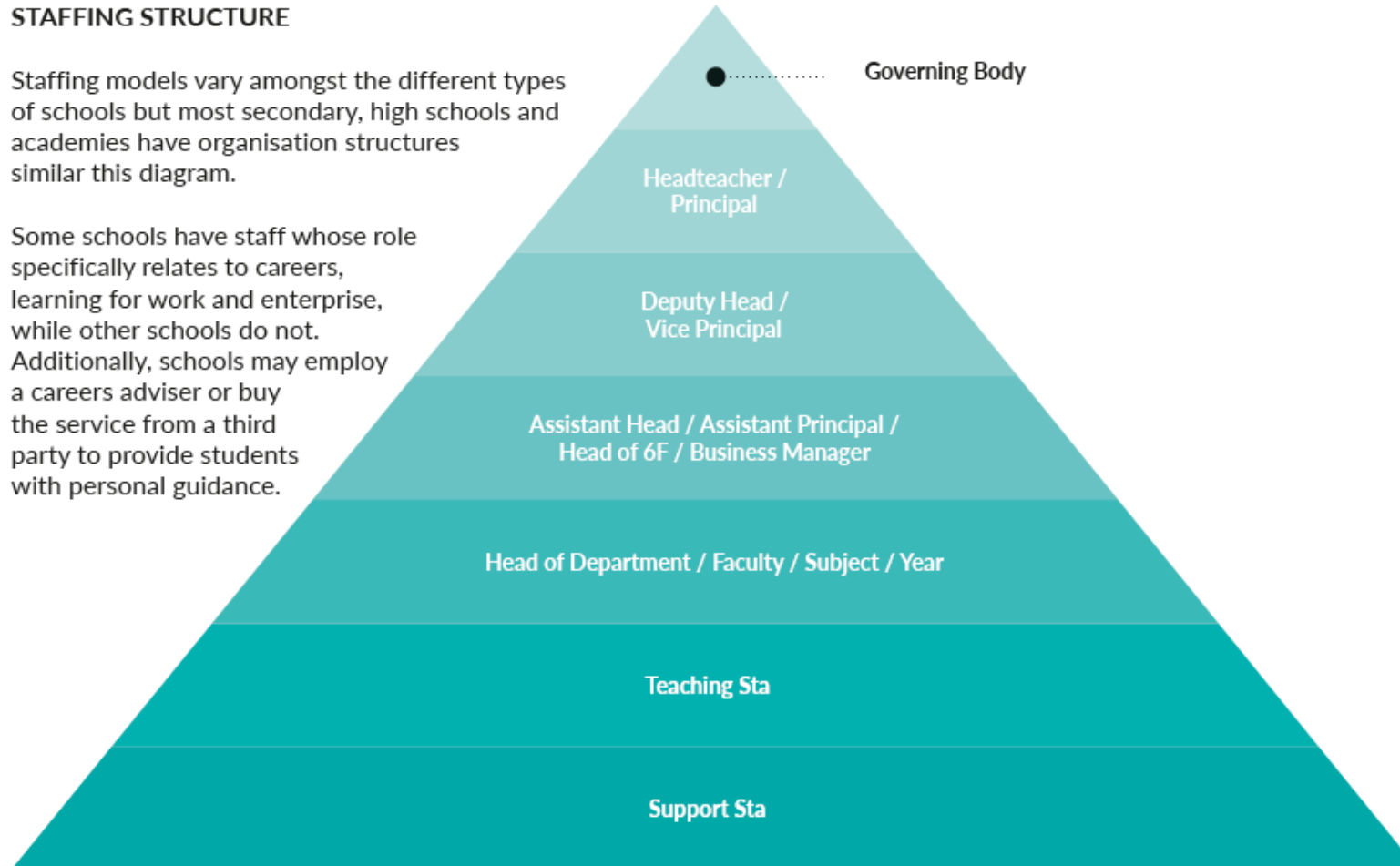
| Year Group | Age Group | Key Stage Group | 2 Tier System                    | 3 Tier System               | Post 16   | Other                |
|------------|-----------|-----------------|----------------------------------|-----------------------------|---|----------------------|
| 6          | 10-11     | KS 2            |                                  |                             |   |                      |
| 7          | 11-12     | KS 3            | Secondary School                 | Middle School               |   |                      |
| 8          | 12-13     |                 |                                  |                             |   |                      |
| 9          | 13-14     |                 |                                  |                             |   |                      |
| 10         | 14-15     | KS 4            |                                  | High School                 |   |                      |
| 11         | 15-16     |                 |                                  |                             |   |                      |
| 12         | 16-17     | KS 5            | Secondary School with Sixth Form | High School with Sixth Form | Sixth Form College or Further Education College | UTC & Studio Schools |
| 13         | 17-18     |                 |                                  |                             |   |                      |
| 14         | 18-19     |                 |                                  |                             |   |                      |

# School/College Landscape

## STAFFING STRUCTURE

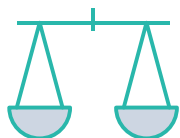
Staffing models vary amongst the different types of schools but most secondary, high schools and academies have organisation structures similar this diagram.

Some schools have staff whose role specifically relates to careers, learning for work and enterprise, while other schools do not. Additionally, schools may employ a careers adviser or buy the service from a third party to provide students with personal guidance.



# The eight Gatsby Benchmarks

The Gatsby Benchmarks define what is considered world-class in careers guidance



## Gatsby Benchmark 1

A stable careers programme



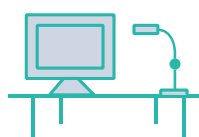
## Gatsby Benchmark 5

Encounters with employers and employees



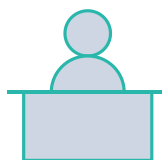
## Gatsby Benchmark 2

Learning from career and labour market information



## Gatsby Benchmark 6

Experiences of workplaces



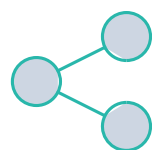
## Gatsby Benchmark 3

Addressing the needs of each pupil



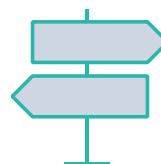
## Gatsby Benchmark 7

Encounters with further and higher education



## Gatsby Benchmark 4

Linking curriculum learning to careers



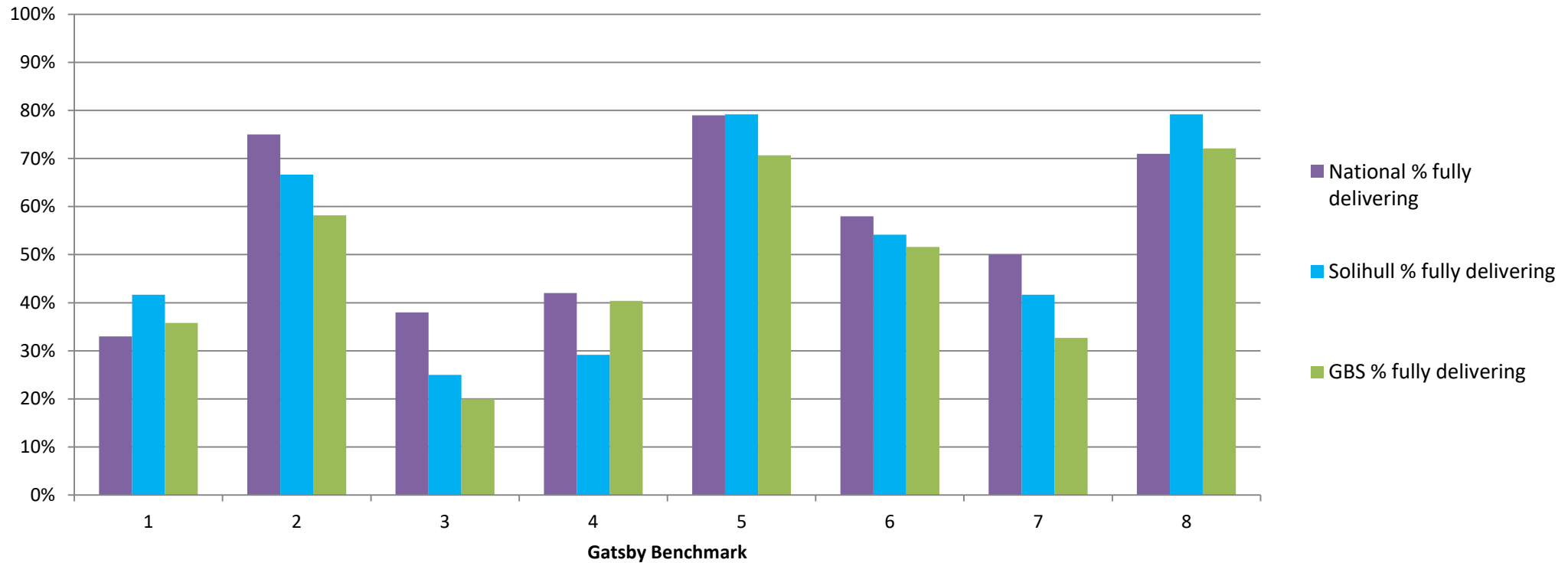
## Gatsby Benchmark 8

Personal Guidance

# Performance



### Life Ready EAN compared against national & GBS LEP EAN's





# Targets 2020/21

| TARGET   | Performance (July 2020) |
|--|-------------------------|
| 6 Benchmarks fully achieved  | 4.08                    |
| 75% fully achieved BM 1  | 42%                     |
| 75% fully achieved BM 5  | 79%                     |
| 65% fully achieved BM 6  | 54%                     |
| 90% of schools / colleges in hub <b>matched</b> at least once with all schools having been offered an EA | 87.5%                   |
| 100% schools / colleges in hub completing Compass at the end of each term                                | -                       |

## Priorities 20/21

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- **BM 1** - Every school and college should have an embedded programme of career education and guidance that is known and understood by pupils, parents, teachers and employers.
  - Website guidance/support from EC's and EA's
  - Feedback from employers and parents / carers
- **BM2** - Every pupil, and their parents, should have access to good-quality information about future study options and labour market opportunities.
  - Useful, appropriate LMI for all key growth sectors
- **BM4** - All teachers should link curriculum learning with careers
  - Promote champions across subject areas
  - Work with Cornerstone employers/EA's and local 'Step Up' businesses to help produce curriculum resources

## Priorities 20/21

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- **BM 5** - Every pupil should have multiple opportunities to learn from employers about work, employment and the skills that are valued in the workplace.
  - Alumni development – Future First commissioned webinars (November)
  - Virtual encounters
- **BM6** - Every pupil should have first-hand experiences\* of the workplace through work visits, work shadowing and/or work experience to help their exploration of career opportunities, and expand their networks
  - Virtual workplace experiences
  - Alumni development – Future First commissioned webinars (November)
  - Work placements/experience

## GBSLEP Growth Sectors

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- Advanced manufacturing & engineering
- Business, professional and financial services
- Energy and low carbon
- Creative industries
- Life sciences and healthcare

[GBSLEP Strategic Economic Plan 2016-2030](#)

## WMCA Productivity & Skills

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- The [Regional Skills Plan](#) is a roadmap for equipping local people with the skills they need to support the region's economic growth.
- The [skills deal](#) with government will boost regional digital and technical skills, job opportunities and productivity so more young people and adults get into work whilst upskilling and retraining local people of all ages.

<https://www.wmca.org.uk/what-we-do/productivity-skills-commission/>

## Who's who in the Solihull EAN?

- LEP Skills Lead – Maria Lopez
- Solihull Skills Lead – Leeanne Parker
- Careers Hub Lead – Rob Reynolds
- Enterprise Co-Ordinators:
  - Hannah Lardner (Wed, Thu & Fri)
  - Lucy Lewis (Tue-Fri)
- 24 schools & colleges signed up in Solihull (out of 25)
- 21 Enterprise Adviser's matched (and 3 new Enterprise Advisers to match)



## Enterprise Adviser Resources

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- Your Enterprise Coordinator, EA Network, Facebook workplace
- [CEC Website](#) – EA resources (including EA Roadmap and Gatsby Benchmark Toolkits), Guide for Governors, research documents
- [Life Ready website](#) – online portal resources to support delivery of the benchmarks, employer resources (*currently being developed*)
- [‘Introduction to Careers Leadership’](#) free online training modules

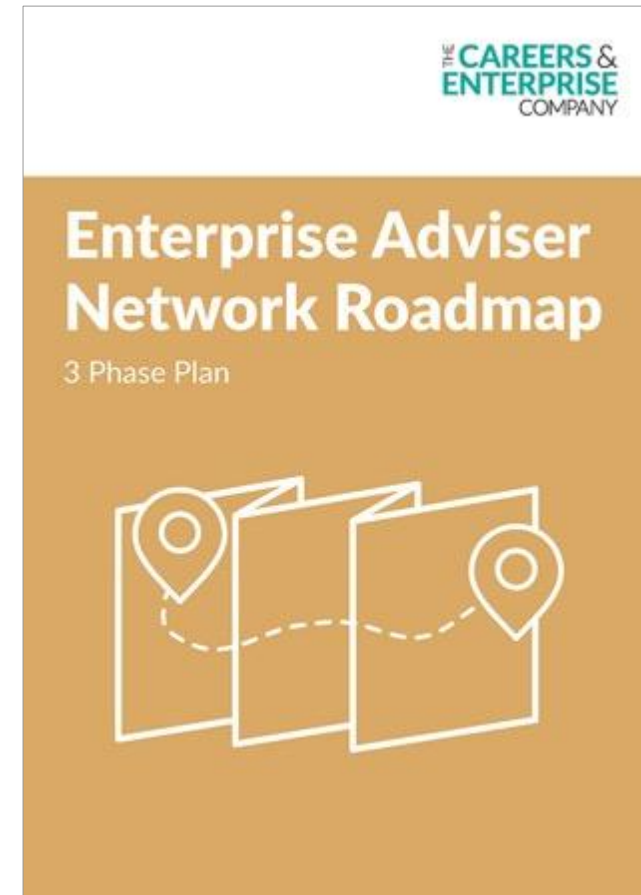
### Other useful documents:

- [Government’s Careers Strategy](#)
- [Careers guidance and access for education and training providers](#)



## The EAN Roadmap

- Phase 1: Building relationships and reviewing current provision
- Phase 2: Establishing a careers and enterprise plan
- Phase 3: Implementing the plan and evaluating provision



## CEC digital tools



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Compass: evaluation tool to audit a school/college's current careers provision against the eight Gatsby Benchmarks



Tracker: interactive planning tool that enables a school/college to plan to improve their provision



Compass+: this is our new tool to help schools benchmark, manage, track and report on their careers programme.

# Getting Started

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## Top tips:

- Research – Ofsted report/school website/school development /improvement plan
- Build relationships – SLT/Headteacher/Governor/Careers
- Key school dates (careers activities, governor meetings, SLT meetings)
- Review Compass evaluation (secondary's) and Life Ready audit (primary's) – (ask for a Compass log on)
- Schools career provision planning (short and medium term)
- Identify key priorities (focus for next academic year)
- Use the roadmap at your school meetings

## Next Steps

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- Read the safeguarding information provided
- Provide a signed MOU and Data Sharing Agreement to your EC
- Complete any information not yet submitted for your DBS check
- Check the CEC website for resources
- Sign up to Facebook workplace
- Talk to your EC about getting paired with a buddy/talking to an existing EA
- Plan your first meeting with your matched school/college

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# Questions

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