

Careers and Enterprise

Working with education and employers to build a better future

#business2education

Stakeholder Report 2020-2021



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Careers and Enterprise

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FOREWORD

Careers and Enterprise, is a department of [Enterprise M3](#) (EM3), that is match funded by the LEP and the [Careers and Enterprise Company](#).

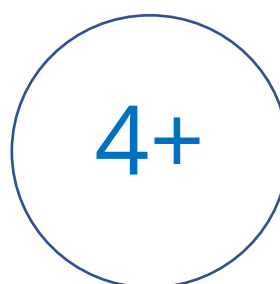
The purpose is to ensure that young people are able to make informed decisions about their future and are prepared for the world of work. This is part of Enterprise M3's skills strategy to help young people, in Years 7 to 13, become valued members of the EM3 workforce and have a positive contribution to its economy.

This has been driven by a viewed gap by business in the skills required to fill roles in the future.



Two thirds of businesses are concerned that there will be a lack of sufficiently skilled people to fill their roles over the coming years.

1



4 or more employer encounters for students are 86% less likely to be Not in Education Employment and earn 18% more during their career

2

The 2020-21 EM3 Careers and Enterprise stakeholder report provides an overview of strategy developments, describes performance and gives examples of activities carried out to deliver support and signposting to schools and colleges in the Hampshire and Surrey area. The purpose is to help embed the [governments careers strategy](#) into their curriculum, and achieve the [Gatsby benchmarks](#).

Careers and Enterprise is a **free** resource to mainstream, SEND, AP and colleges in the EM3 region of Hampshire and Surrey. Within the Enterprise Adviser Network programme, we primarily support:

Gatsby Benchmark One – stable careers programme

Gatsby Benchmark Five – encounters with employers and employees

¹ Educating the modern world:CBI/Pearson education and skills annual report, 2018

² Source:Mann, Kashefpakdel, rehill and Huddleston, 2017. Contemporary transitions: Young Britons reflect on life after secondary school and college. London: Education and Employers.

Enterprise M3 Careers and Enterprise Stakeholder Report

Gatsby Benchmark Six – Experience of workplace.

Careers and Enterprise aims to support EM3s overall [Local Industrial Strategy](#), [Strategic Economic Plan](#) and the [Revive and Renew](#) plans. Furthermore, it's primary aim is to support young people in education, as part of an overall EM3 skills strategy to ensure residents of all ages have the opportunity to access training and guidance to be engage in employment in the region.

The work supports and informs the Skills Advisory Panel (SAP), which has representation from business, education, local government and the not-for-profit sector. The aim of the SAP is to work with partners to help local skills provision to better meet local labour market needs, now and in the future. It strives to achieve this through increased analytical capability and building influence through trusted leadership in the local skills arena.

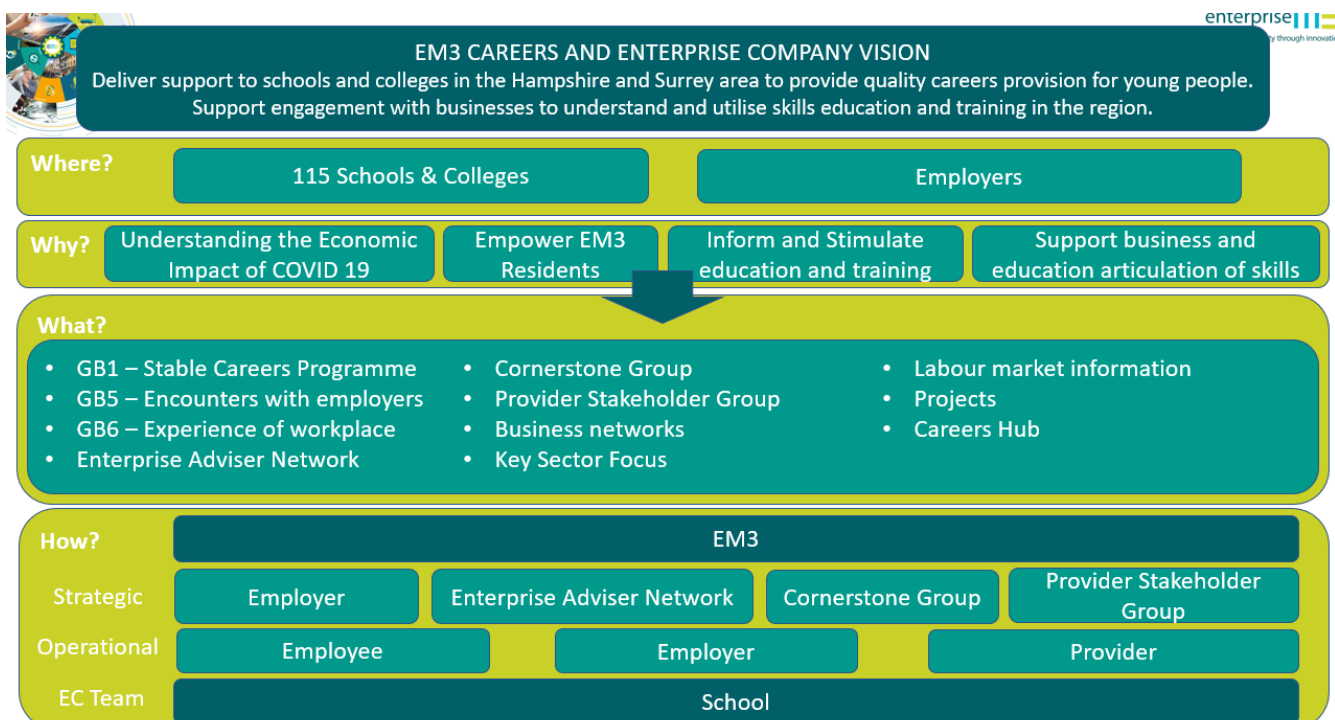
The 2020-21 academic year faced unexpected challenges with COVID 19 which has meant that education has faced a difficult period, and current and future engagement has had to change to adapt to restrictions and limitations.

The EM3 strategy is to provide resources, collaborate with partners and activities which will have a positive direct and indirect impact on these priorities.

In 2020-21, the Careers and Enterprise team delivered to schools and colleges via a virtual engagement model, and working strategically with partners, in line with EM3 ethos.

STRATEGY

Vision and Drivers



In line with the Enterprise M3 skills action plan, and the Careers and Enterprise Company contract the Careers and Enterprise objectives are:

Education Engagement – providing support and guidance to schools and colleges to help them meet the governments careers strategy, and achieve the Gatsby

Benchmarks

- Signpost to resources and information
- Provide labour market information to help inform young people about the world of work available in the EM3 region
- Develop training and support to improve Gatsby Benchmark 5 (Encounters with Employers) and 6 (Experience of Workplace) in line with Careers and Enterprise Company KPIs, and Gatsby Benchmark One which was identified as a key target by the LEP

Employer Engagement – provide meaningful encounters and experience of workplace for students in schools and colleges that also have a positive impact on the outcomes for employers and employees

- Engage Enterprise Advisers, high calibre businesspeople to work with education institutes to build a sustainable, careers strategy, and unlock business networks
- Support employers with strategic education programmes to engage with education institutes effectively and efficiently, with the best outcomes within the time and resources are available
- Support employees to engage with education institutes for ad hoc activities such as mock interviews, CV writing etc.
- Signpost employers to resources and information for skills and support, and develop localised support, training and information to support the CEC programme
- Develop a cornerstone group of employers to provide advice, guidance, share information and best practice on education engagement within the EM3 region

Stakeholder Engagement – work collaboratively with partners within the EM3 region to provide positive outcomes for young people in relation to their future careers

- Support the work of local providers in engaging with education institutes
- Develop a stakeholder group to work collaboratively to provide effective and efficient support and guidance to education institutes
- Work with government agencies that support education

Skills promotion – sharing and supporting skills opportunities, particularly in relation to career pathways, with business and education available in the EM3 region

- Develop innovative projects that support the sharing of insights into industries, careers and career pathways in the EM3 region
- Develop initiatives to target particular areas, such as apprenticeships, potential NEET, addressing gender stereotypes

PERFORMANCE

104 Schools and colleges in network

87% meetings held despite COVID

3.53 Gatsby Benchmarks achieved

95% Careers compass evaluations completed

91 Business volunteers

86% education institutes matched to a business volunteer, Enterprise Adviser (EA)

Collaborations

The Careers and Enterprise team signpost, collaborate and partner with multiple organisations, some of which are shown below:



ANALYSIS

Enterprise Advisers (EAs)

Professional, Scientific and Technical activities

is the industry most Enterprise Advisers work in

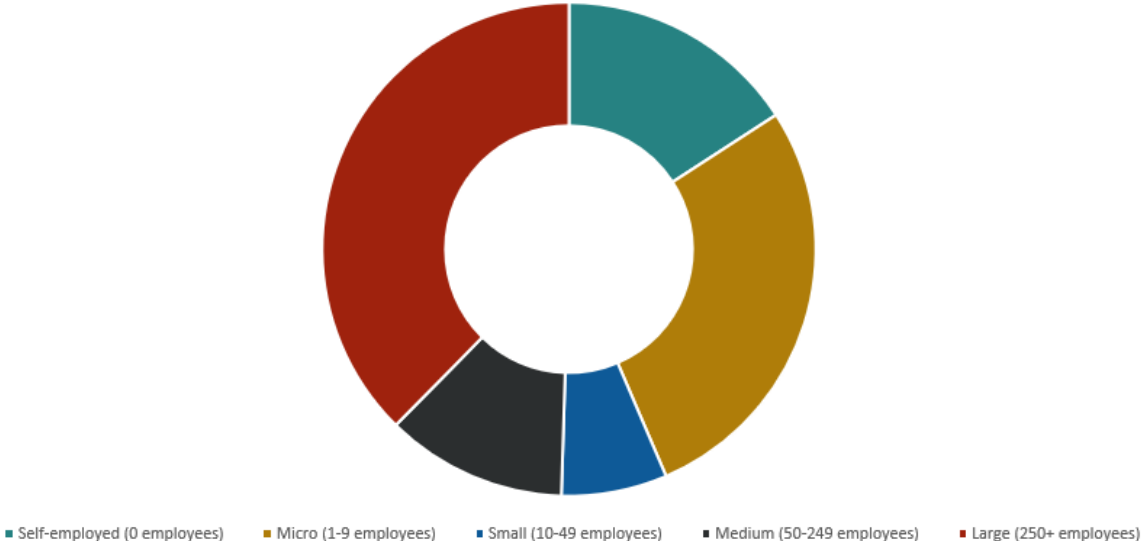
14+
industries represented by EAs
51%
female business volunteers

Types of companies
Breakdown of types of companies

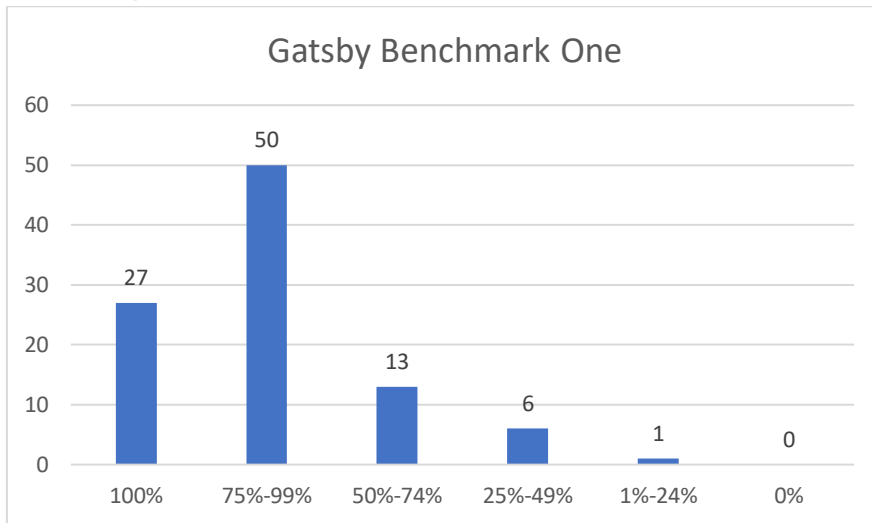


- Accommodation and Food Service Activities
- Administrative and Support Service Activities
- Agriculture, Forestry and Fishing
- Arts, Entertainment and Recreation
- Construction
- Education
- Electricity, Gas, Steam and Air Conditioning Supply
- Finance and Insurance Activities
- Human Health and Social Work Activities
- Information and Communication
- Manufacturing
- Mining and Quarrying
- Professional, Scientific and Technical Activities
- Public Administration and Defence; Compulsory Social Security
- Real Estate Activities
- Transport and Storage
- Water Supply; Sewerage, Waste Management and Remediation Activities
- Wholesale and Retail Trade; Repair of Motor Vehicles and Motor Cycles
- Other Activities Not Elsewhere Classified

Number of employers
Number of small and medium sized employers,
versus the number of large employers



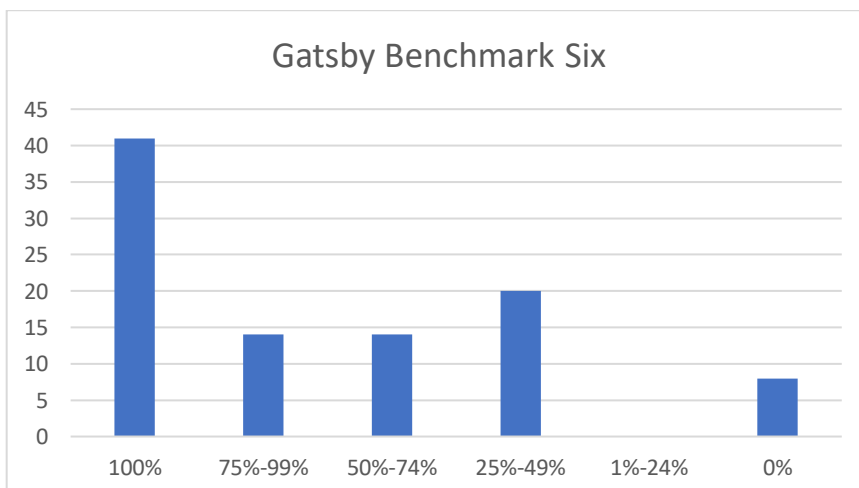
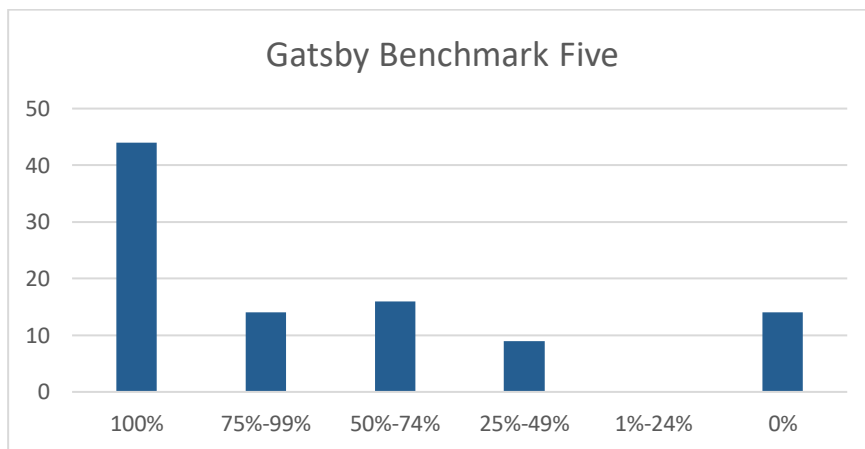
Schools and Colleges



Main barrier to reaching 100% is:

NO Evaluation of careers programme by teachers, students and parents

NO Information is available on website



COVID Impact

Gatsby Benchmark Five and Six saw a slight decline in results in academic year 2020-21 due to COVID 19 affecting employer engagement.

Gatsby Benchmarks achieved has reduced from 3.92 to 3.53.



18 careers leaders benefitted from fully funded training and gained a £1,000 bursary for their education institute

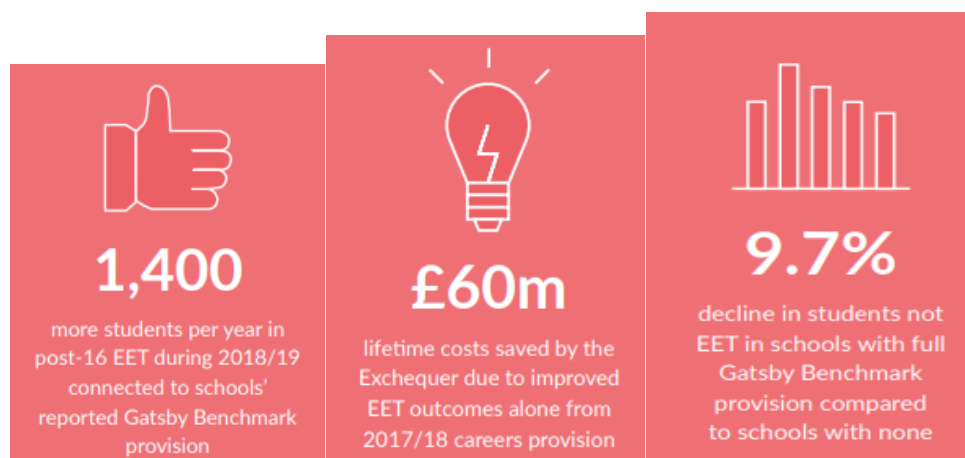
EVALUATION

Formal

In 2020-21, the Careers and Enterprise service underwent a formal evaluation through SQW. The report can be read [here](#).

Careers and Enterprise Company

[The Benefits of Gatsby Benchmark achievement for post-16 destinations](#)



[Careers Education in England's Schools and Colleges 2020](#)

Careers and Enterprise

Feedback on Enterprise Advisers

"is part of the fabric of the school....is also very enthusiastic about supporting the school's wider careers programme and mentoring younger students too.... this encourages students to further develop their ideas and listen to constructive feedback. Our EA has attended full governing body meetings and regularly meets with my link governor to promote and establish career planning in school.... our EA and their team's work are actively promoting not just SSE careers, but aspiration and is leading to real upward social mobility for our students. We are so grateful for her continued enthusiastic support."

“wealth of contacts and limitless energy and ideas...unique perspective to help us as a school...recognises the breadth of the tasks in hand and helps me by offering her time to talk through all that I need to manage in school, to allow me to focus on priorities. Our school is better supported for having her partner with us, and I am better for having her guidance and expertise”

“immediately got involved with a new project capturing careers stories on video which will not only benefit our school but also others in the region. I am really keen to work with her in more depth once the current situation changes as I am sure she will prove a really creative colleague.”

Feedback on Enterprise Coordinators

“extremely proactive in sharing valuable careers information on a very regular basis... respected the difficulties we have encountered as a school in meeting some aspects of the benchmarks but has nevertheless patiently persevered in pulling us forward to meet these benchmarks. “

“been an absolute breath of fresh air...highly professional and efficient but also manages to be warm and human at the same time...nudges me to get things done but doesn't nag... understands that teaching is a massive juggling act of responsibility and I never feel judged... practical help and support and has the ability to take the pain out of some of the more tedious (but necessary) tasks e.g., compass, evaluations, policy writing. I actually look forward to our Zoom meetings as I know at the end of it I will feel more confident in what I'm doing, less anxious about completing tasks...will assist me with the tools and resources I need to get the job done...really is the perfect fit for my school....now I have knowledgeable, constructive, reliable support, with consistent communication from someone who is really very nice to know (bonus!) The fact that I have taken the time to write this on a Friday afternoon, after a long day/week/year should speak volumes. I really am very grateful and pleased with my Enterprise Coordinator – they have been a complete game changer for me.”

NEXT STEPS

Priorities 2021-2022



New Statutory Guidance

On Thursday 15th July 2021, the Department for Education published an update to the career's education statutory guidance for schools and colleges.

[Careers Statutory Guidance – At a glance guide for school leaders](#)

[Careers Statutory Guidance – At a glance guide for college leaders](#)

Full government guidance from the Department for Education can be found [here](#)

Ofsted – School Inspection Handbook for September 2021

Ofsted have updated the expectations for secondary schools with a new section (paragraph 256 to 259) codifying Ofsted's position on careers information, education, advice and guidance (CIEAG). The update can be found [here](#).

IMPACT PROJECTS

Academic Year 2020-2021

Occupational Video Library

A video library of real people in real jobs in and around Enterprise M3 giving young people an insight into their role and industry. Videos are accompanied by work sheets to help careers leaders and students. View the videos [here](#)

Virtual Careers and Apprenticeships Show

23,409

unique booth visits

63

employer and university/college booths

97%

Hampshire/Surrey Schools and colleges
who attended are in the network

8,485

views of live webinars and recorded
sessions

Read the CAS Stakeholder report [here](#)

Virtual Careers Conference - The World of Work Post COVID

110

Careers leaders, professionals and
enterprise advisers in attendance

97%

attendees strongly agreed/agreed it was
a valuable event

**Health, Technology, Public Sector,
Retail, Entrepreneurism, Green**
sector talks

Virtual Reality Work Experience

200 students

One Week virtual reality work experience

Stakeholder Engagement

639 total views of Hampshire and Surrey Careers Information Newsletter targeted at parents

1,259 total views of our newsletters. View end of Academic Year 2020-21 [here](#)

39 school governors attended new training and requested development of a support network focused on careers going forward

Virtual EA Recognition and Rewards Events (July 2021)

5 awards recognising



Employers Building Futures (launch Summer 2021)

Help employers to tackle the ongoing challenges around engaging young talented people with your organisation and industry. It aims to address Corporate Responsibility, diversity, inclusion and skills gaps that affect your organisation. The programme provides flexible approaches, whatever size, sector or community, to accommodate time and resources that have a minimal impact on operations, but a maximum impact and measurable outcomes.

Find out more [here](#)

Academic Year 2021-2022

Planned Calendar of Events

EA/Employer Engagement events

Careers Leaders events

Careers Advisor Events

School Governor training

SLT/Governor events

Sector Based events

- Space
- Animal Health
- Gaming

Employer Transition event

Surrey employer careers pathways showcase in collaboration with Coast 2 Capital

Labour Market Information (LMI)

LMI is a key element to young people understanding the local employment market, understand the career pathways, and have the right qualifications and skills to be valuable contributors to the local economy. Project underway to provide local LMI which is suitable for this audience – parents, teachers and students. Potential to provide cross LEP value with data such as destination data to support areas such as inward investment.

Ambassador Platform

In collaboration with Southern University Networks (SUN) providing an interactive platform for employers to provide insights to young people through a safeguarded and moderated platform.

Project Related Work

Working with Basingstoke College of Technology to develop projects that are linked to careers and curriculum, and sector related.

Alderwood School working with a locally based international organisation on a multi-year project.

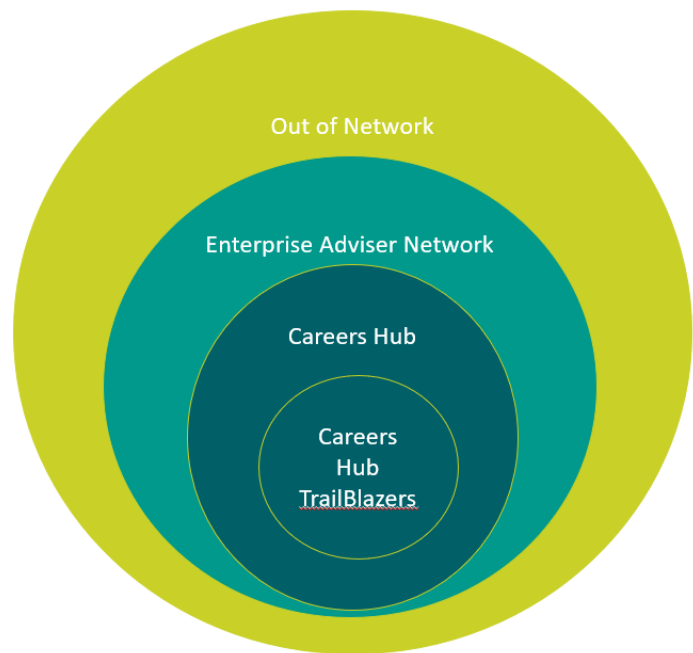
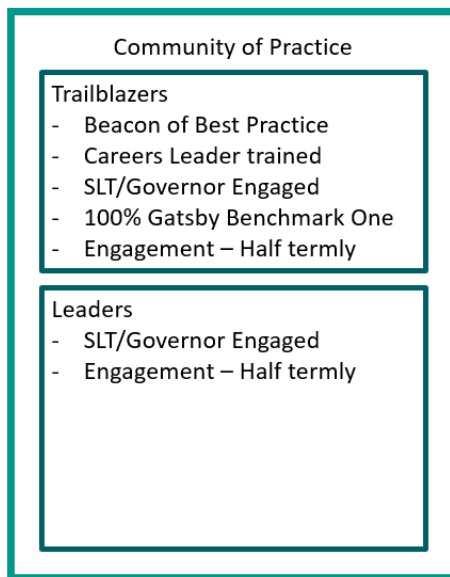
SEND Project

Young SEND students working with Surrey University studio to experience a day filming in a studio, which produces videos showcasing the young people and what they can bring to employers.

Trail Blazer project

Introducing the careers hub to schools and colleges and an invitation to join in development of the hub

CAREERS HUB MODEL



Entrepreneur Engagement

Working with the Growth Hub to recruit entrepreneurs for careers talks in schools and colleges

Careers Advisor Conference (September 2021)

Virtual Careers and Apprenticeships Show (funding dependent)