

Attending	Paddy Bradley (PB), SWLEP Director Sally Burnett (SB), Swindon Borough Council Skills Lead Katie Cross (KC), Wiltshire Council Scott Green (SG), CEC Tina Pagett (TP), SEND representative Shona Taylor (ST), Careers Hub Lead Mandy Trimbell (MT), Wiltshire Council Amanda Walton (AW), Lead College/Post-16 representative
Apologies	Daniel Baker (DBa), Lead School Daniel Busson (DS), Lead Employer
Guest(s)	
Chair	Paddy Bradley (PB)
Minutes	Deborah House (DKH)
Venue	Digital Mansion Corsham, Pickwick Road, Corsham, SN13 9BL
Start time	10am
Finish time	12noon

Item	Topic	Deadline
1.0	Welcome and apologies, Conflicts of Interest	
	<p>PB welcomed attendees to the meeting and introductions were made. Particular welcome was extended to Tina Pagett, who would be the SEND representative in future meetings. Apologies were noted.</p> <p>Daniel Baker had advised that he taught on Thursdays, so it was difficult for him to attend the meetings scheduled.</p> <p>Action: ST and DKH to discuss options for rescheduling meeting dates.</p>	Feb 2020
2.0	Minutes of meeting on 10 December 2019, matters arising and Action Log	
2.1	Minutes of the meeting held on 10 December 2019 were read and approved.	
2.2	<p>Matters arising not on the agenda:</p> <p>ST advised that Matters Arising had been included in the Action Log.</p> <p>The Action Log was reviewed with particular reference to those items from the last meeting on 10 December 2019.</p> <p>The one action not completed was that of the analysis of the skills demands and provision provided by the University of Bath. Labour Market</p>	



2.3	<p>Intelligence (LMI) to chart the progression into apprenticeships and achievement rates. This would now be reflected in the Skills Plan.</p> <p>ST advised that the log was now in a good state after having been cleansed.</p> <p>Action: ST to archive those items completed to make Action Log more manageable.</p> <p>Work Plan</p> <p>The Work Plan had been reviewed. Comments made below:</p> <ul style="list-style-type: none">• the recruitment of advisors to be added;• it needed to show RAG ratings, actions and responsibilities and an update;• change from Priority to Action;• the question was raised on how we were capturing and measuring the impact of these actions and a new column was suggested;• for the overall aims the ability to input free text on the impact analysis of our aim was requested;• the Plan was showing a lot of RED and AMBERS and the question was raised as to whether there was a plan to get these on track. ST explained that there was indeed a plan for everything, but they just had not started this process yet;• use some of the funding agreed before Christmas to take the LMI we already used and make meaningful for the schools. We would need to do an RFQ for this and we had run out of time. Impact on Benchmarks 4, 5 and 6;• the suggestion was made that Joe Palmer, SWLEP's Digital Marketing Apprentice, could create some videos and podcasts of the students' journeys;• the links between education and business needed to be strong;• the product should be done in association with the schools as they were the ones that had to use it. 1000s of teaching packs had been produced in the past and then discarded, everything we do needed to be digital;• PB advised of a visit to a local school recently where they questioned the value of the whole Careers Hub adding to the students' experience;• we have to add value, to make our customer achieve the Gatsby Benchmarks. Young people moving into the world of work, need to understand the options available to them. If we could pool intelligence, then we could add fantastically to the system;• how do we integrate the discussion about learning into the world of work? There needed to be a system change;	Feb 2020
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	<ul style="list-style-type: none"> • we worked with a range of partner organisations which may all have their own particular links to Labour Market Intelligence (LMI). The Careers Hub spanned Swindon and Wiltshire and needed to have a database; • “Examine a Place” was at Beta testing stage and would be free; • there were better products on the market. For example, some split by town, by adverts for jobs, by sectors, by qualifications, by salary being offered and by which businesses were advertising; • SWLEP would be interested to fund to get a system in place but must be certain that the partners would use it; • make this core activity from which everything else spins; • SG advised that the Careers and Enterprise Company was focused on achievement principally around Benchmarks 5 and 6 and stressed not to take the focus away from these. The other Benchmarks were complimentary; • strategic input of enterprise advisors – fed LMI to improve their return; • establish training programmes for careers leads in schools and Enterprise Advisors to access analysis and form summaries of the information; • not aiming to keep young people in the area but give them aspirations to move on; and • do not always look backwards for LMI data, but trend spotting to highlight the availability of future jobs. <p>Action: take LMI out of work plan and re-look at plan.</p> <p>Look at LMI separately and discuss. Could be put back in if necessary. PB would be looking at getting people in to demonstrate the available systems.</p>	
3.0	Summary of performance against target	
3.1 and 3.2	<p>Careers Hub December Dashboard and December RAG rating</p> <ul style="list-style-type: none"> • Data dashboard would be published tomorrow, that is 14 February. • It refers to the numbers of institutions, not percentages. • As of 31 December, there were five vacancies for Enterprise Advisors (EAs) across the network, with as many institutions matched as possible. • 70% of national picture did not have matched Enterprise Advisors. • Improved from 12 to 45. • Working on fully achieving Benchmark 1. • Against Benchmark 5, ranked 16th nationally out of the 47 networks. 	



- Against Benchmark 6, ranked 46 out of 47. But since then we had moved from 46 to 25 nationally and the EA team was confident that this would improve again.
- SG commented that CEC would expect to see this curve as activity was in place and the trajectory looked really positive for this Careers Hub.
- Rating currently sitting at 4.9 out of 8 whilst the target remained at 6.
- Against Benchmark 1 Swindon & Wiltshire was second to Worcestershire nationally.
- Meeting with Enterprise Co-ordinators to take place on Tuesday, 18 February to work on the framework for the Easter Term, as this would help them to target Careers Leads.
- Worcestershire Hub tends to be first across the board. It was the first to adopt a RAG rating, but we are catching them up.
- Felt we could do little to influence Benchmark 8.
- Swindon & Wiltshire operating a Career pilot to train someone up to give careers guidance.
- Schools must pay for this guidance, and they do not always have these funds. But schools need to look at good practice going forward.
- 50% of schools currently do not have a Careers Lead.
- Some were upskilled, took the training and then moved on, as this provided a Level 6 Diploma, but the salary was £18-20k. Hence the problem.
- This demonstrated market failure, so a different solution was needed, and some options were discussed, such as training up 100 people with counselling skills to advise students, making use of the Apprenticeship solution by transferring the council's Apprenticeship levy.
- That offer could be made to schools.
- CEC training was focussed on Careers Leads. Those people become highly skilled and moved away.

3.3 Closing the gap report update

ST advised the meeting that the report had been disappointing to read, but that it did not tell us anything of which we were not already aware. If that report were to be re-written now, the SWLEP Careers Hub would have jumped up the ratings. The aim was to give every student an experience of the workplace for every school we were working with.

The Cornerstone Employer Group met two weeks ago and had looked at the Gatsby Benchmark framework for Wessex Water as an example of help

	<p>and support. The aim would be to create a better framework then share amongst the group. A conference was going to be held in March, but this had been moved back to early May to give time to get that framework together.</p> <p>PB commented that value added for employer engagement would be to co-ordinate the employers' placement / activity availability and school schedule. This potentially would need to be ready by January / February 2021 to hit the schools' planning process ready for the next school year in September. This would provide a complete picture for the whole area. Schools spent too much time ringing round employers to ascertain what they could offer. Some schools may want to hang on to their individual employers having built up relationships over the years, but this could alter rapidly if staffing changed. Pulling together an overall schedule of employers' availability and schools' needs would provide a menu of options. It was agreed that such a process would be more difficult for the colleges.</p> <p>The aim would be to build up the exposure to work throughout a student's time at school, with placement time increasing as career ideas formulated. Years 7 & 8 would spend half day building up to Year 10 on a full week (approximately 7,000 students) and Year 12 in more time with employers.</p> <p>Action: Dedicated resource required to initiate this.</p> <p>PB would check if we could use SAP money for this activity. The Project would take at least six months and span over a three-year calendar for a start of Year 2021. The idea could be socialised with the networks, to see if it would be acceptable.</p> <p>Action: ST to put one-pager together on how that should look</p>	<p>March 2020</p> <p>March 2020</p>
<p>4.0</p>	<p>Cornerstone Employer Conference update</p>	
	<p>ST updated the meeting. Students were to be briefed around discussion tables to talk about their experiences. We needed to be more engaging with young people at our events. Employers wanted schools to see careers advice as a right for every student.</p>	
<p>5.0</p>	<p>Skills Plan for Swindon & Wiltshire update</p>	
	<p>PB updated the meeting on the Working Group of the Skills & Talent Subgroup. It aligned with the Local Industrial Strategy (LIS). The Five Foundations of productivity were:</p> <ul style="list-style-type: none"> • People, 	



	<ul style="list-style-type: none"> • Place, • Ideas, • Business environment, and • Infrastructure. <p>The Skills Plan was linked to the People Foundation and the overall aims of the LIS was to:</p> <ul style="list-style-type: none"> • to increase productivity; and • so that all communities could contribute and benefit. <p>The Skills Plans was taking a social mobility approach, to open up opportunities for young people to move into well-paid jobs who were well-trained and well-adapted to the world of work. There was an aging demographic with the tax block reducing, so we needed to investigate how we could extend working life and continue to add to the economy. Infrastructure would help this flexibility. We had to act from the evidence base constantly. Everything was interlinked. Intervene in the market, stimulate the market, get more highly skilled jobs in the area leads to more businesses to demand these skills.</p> <p>The Skills Plan would be discussed at the Board in March.</p>	
6.0	Funding update on current position	
	<p>The current funding position was discussed.</p> <ul style="list-style-type: none"> • £80k to get out the door. • £25k was earmarked to go out to schools as bursaries for Benchmark I. • The query was made that may be schools would not take up the offer of peer to peer support and that spend would be as risk. • The question was raised on what to do with the monies remaining. • SG stated that any monies remaining from the Central Hub fund needed to be spent by August or it would disappear and that the Grant Offer letters were currently being prepared. 	
7.0	SEND Update	
	<ul style="list-style-type: none"> • There were nine institutions within the Swindon & Wiltshire LEP area of which seven were officially in the Careers Hub. • Employer engagement was challenging for students to access placements with employers. • It was therefore suggested to build in a SEND workshop at the May conference to reduce the myths. 	



	<ul style="list-style-type: none"> • There was a need for support around self-employment and entrepreneurial activity. • Talentino would like to represent SEND in the Cornerstone Employer Group and help to change employer thinking. • Case studies of visits via talking heads. • SB mentioned Bridging the Gap to lead to sustained work. • The Enterprise Co-ordinator post had a SEND strand, but KC had brought this on quicker and was thanked for being pro-active. 	
8.0	Lead School/College updates	
	<ul style="list-style-type: none"> • A meeting was held last month to scope out the role of the lead college • New College would be hosting the meeting on 25 March of all four colleges • Particularly looking at Benchmarks 6 and 8 • S&W Careers Network meeting in Dorcan • First tranche in November STEM, care • Send digital creative humanities • 19 partners, good response • Mock interviews, STEM progression days • Taking over a care home in February and offer work-shadowing • Like the item above, this was a good model to share as good practice nationally. 	
9.0	Any Other Business and date of next Meeting	
	<p>SB wanted to make the group aware of the Science Fair taking place at STEAM on 21 February 2020.</p> <p>ST likewise mentioned the Tech Fair in Salisbury where 900 students were expected.</p> <p>Next Meeting:</p> <p>Thursday, 14 May – 10am to 12 noon Digital Mansion Corsham, Pickwick Road, Corsham, SN13 9BL</p> <p>NOTE: this meeting had been postponed and would now take place on Tuesday, 2 June at 10.30am via video/telephone conference.</p> <p>Future Meetings 2020 dates:</p> <p>Thursday, 2 July – 10am to 12 noon Thursday, 17 September – 10am to 12 noon Thursday, 10 December - 10am to 12 noon</p>	



Swindon & Wiltshire
LOCAL ENTERPRISE PARTNERSHIP

**Minutes of Careers Hub
Meeting
Thursday, 13 February 2020**

Meeting closed at 12 noon

Paddy Bradley

2 / 6 / 2020