



Steering Group	Paddy Bradley (PB), SWLEP CEO	✓
	Daniel Busson (DBs), Lead Employer Capita WFM	
	Sally Burnett (SB), Swindon Borough Council	Apologies
	Scott Green (SG), Regional Lead CEC	✓
	Steven Haines (SH), Wiltshire Council	✓
	Vicky Dunncliffe (VD), Lead SEND Provider, Fairfield Farm College	Apologies
	Louise Stanton (LS), Lead School, Malmesbury School	Apologies
	Shona Taylor (ST), Wiltshire Council	✓
	Mandy Timbrell (MT), Wiltshire Council/SWLEP Skills Lead	✓ left meeting at 3pm
	Amanda Walton (AW), Lead College/Post 16, New College, Swindon	Apologies
Guests:	Laura Arlott (LA) Jaime Williamson (JW) – HIP Project Lead	✓ ✓
Chair	Paddy Bradley (PB)	
Minutes	Deborah House (DKH)	
Venue	Via video / telephone conference	
Start time	2pm	
Finish time	4pm	

Item	Topic	Deadline
1.0	Welcome and apologies, Conflicts of Interest	
	PB welcomed attendees to the meeting and introductions were made. Particular welcome was extended to Jaime Williamson as HIP Project Lead and Laura Arlott, SWLEP Skills Advisor. Conflicts of Interests None were declared.	
2.0	Review of minutes and actions from 28 September 2021	
	The minutes from the meeting on 28 September 2021 were reviewed and approved. Matters arising transferred to Action Log.	

	<p>The updated Action Log from the meeting on 28 September 2021 was reviewed.</p> <p>Actions were completed or on agenda.</p>	
3.0	Hub Incubation Project (HIP): overview of progress to date and next steps	
	<p>JW, as the Project Lead for the Hub Incubation Project, gave an overview of the scope, schedule and milestones of the project to the meeting. The presentation can be accessed by using the following link.</p> <p>https://static.swlep.co.uk/swlep/docs/default-source/sub-groups/skills-talent/careers-hub/2021/09-dec-2021/20211209-hip_project_update.pdf?sfvrsn=9add6587_4</p> <p>JW had been seconded from DSTL to undertake this project as it was seen as crucial for the future. DSTL wanted the data providing the evidence on whether such a scheme would work or not for girls and their attitude to Maths and potential STEM subjects. If successful, this could be rolled out to other schools. Although the project would only run in schools until July 2022, JW would remain in the role until September, that is, a full year, which would allow additional analysis on the project's performance.</p> <p>As the project was only for a year, the long-term impact may be difficult to monitor and sustain. Resources were being developed to train the teachers in order to maintain the momentum and create sustained exposure to this type of approach. Recruiting more employers for further years for the same cohort and exposing them to "Maths in action" in the work environment would continue to produce good data. Cohorts doing site visits to employers, would allow them to see the multiple routes to employment such as apprenticeships. The approach of this project could also be rolled out into other subjects and not just used for Maths.</p> <p>Getting schools and teachers to embrace this continued concept would be difficult to implement. This would represent a significant commitment from schools to enrich the curriculum and would need leadership support to support teachers to adapt their teaching methods using an altered curriculum. The input from the Careers Hub could be to prepare the ground leading to this change in teaching in order to sustain that momentum. Starting with Teacher Training establishments and demonstrating its value may be necessary.</p> <p>Action: MT to introduce JW to the maths lead in Wiltshire Council. Dec 2021</p> <p>Action: approach SB for the same contact within Swindon Borough Council. Dec 2021</p>	



	<p>In order to take additional burden from Maths teachers, JW was exploring whether the end of topic test would become the project questionnaire.</p> <p>The National Cyber Security Centre (NCSC) had established a cyber programme for young people operating in the South West by a partnership involving Raytheon and Techspark. These companies had been contracted to trial the programme at four schools in the South West. As yet it was uncertain on the timing of the programme and whether it would take place at weekends and / or during the holidays. The programme was intended to try to increase the diversity of the cyber workforce. PB would keep everyone informed of developments.</p> <p>Action: joint discussion to be held with Raytheon and TechSpark on above to include LA, AP, ST, Tom Marshall, MT and JW.</p>	<p>Jan 2022</p>
<p>4.0</p>	<p>Update on Cornerstone Employer Group re-start meeting and next steps</p>	
	<p>SH gave an update to the meeting on the status of the Cornerstone Employer Group. The group was being relaunched as activity had stalled a little over the past year. The following actions had taken place:</p> <ul style="list-style-type: none"> • 1:1s with each employer had been arranged over September and October; • two new Cornerstone Employers had been recruited; and • a meeting had taken place on 9 November at Digital Mansion Corsham. <p>Victoria Gage from the CEC presented a national perspective to the meeting which included the basic model of aims for the group:</p> <ul style="list-style-type: none"> • to tackle disadvantage; • to embed Careers in their organisations; • to drive better outcomes; and • to act as ambassadors in their networks and the wider business community. <p>Additionally, the group should also work towards:</p> <ul style="list-style-type: none"> • leading locally within schools; • having an Employer Chair for their group; • leading nationally on skills, for example, working with sector bodies; and • influencing the national agenda, for example, participating in task forces to address topics of national importance. 	



	<p>How can we encourage more employers to support activity in schools and colleges?</p> <ul style="list-style-type: none"> • The Give an Hour campaign, which the Employers' Group could share with their wider networks • Hold lunch and learn events at their organisations • Publish the EA role within their organisations and networks • Encourage their apprentices to join the young apprentice ambassador network to share their experiences etc • A collaborative event was planned for February / March <p>The next Swindon & Wiltshire Careers Hub Employers Group Meeting was scheduled for 24 January and six out of the seven employers had so far accepted.</p> <p>Action: JW to outline the HIP to the Cornerstone Employers meeting scheduled for 24 January.</p> <p>Action: PB to present the Skills Plan to the Cornerstone Employers Meeting scheduled for 24 January.</p> <p>The aim was to grow the Group to include representatives from priority sectors. EA in mind and make approaches after Christmas</p> <p>Advised that each Cornerstone Group was to have an employer as Chair. There were four key aspects to the role:</p> <ul style="list-style-type: none"> • to work closely with the Hub Lead; • to facilitate meetings and focus direction; • to drive impact of sharing best practice; and • collaboration. <p>Daniel Busson had taken the Chair in Swindon & Wiltshire for at least this academic year. There was a question as to whether this role should be rotated around the Group annually.</p> <p>The first national meeting for the Employer Chairs was scheduled for 19 January.</p>	<p>Jan 2022</p> <p>Jan 2022</p>
<p>5.0</p>	<p>CEC change in strategic direction discussion with video from CEC of Oli di Botton CEO</p>	
	<p>The meeting viewed a video from Oli di Botton, the new CEO of The Careers Enterprise Company, explaining the aims and focus of the CEC. The Swindon & Wiltshire Strategic Plan 2021-2022 was discussed with particular reference to the AMBER sections of the paper.</p> <p>We aim for a careers system that has a measurable impact on young people - now and in the future</p>	



EA Development

- Continued to have some gaps in the recruitment of the Enterprise Advisors (EAs) with nine vacancies out of potential 58 roles in Swindon & Wiltshire, which equates to approximately 15%.
- There was a higher turnover of roles than normal which was because of COVID.
- There were longer-term vacancies within SEND schools, but five out of ten were now matched.
- Two EAs had given up their roles in two mainstream schools.
- RUH had recently run a comms campaign about becoming EAs which had received four enquiries, two of which had turned into EA roles.
- The Careers Hub was particularly seeking EAs with technical roles in their backgrounds.
- To be included as a KPI for the plan – how many EAs had a relationship with the school governor responsible for careers development? This would demonstrate an influence on the system.

We include all young people in careers education - working to remove barriers

Ahead of the Game funding £20,000 via Adviza

- The company was struggling to engage with young people and there had been staffing issues.
- NEET teams of Swindon and Wiltshire were making the referrals, but these were not being converted.
- Our responsibility was performance management as Adviza was contracted to the Careers Hub.
- After Christmas the Careers Hub would be working with schools to highlight potential NEETs.
- People were NEET because they did not engage and companies like Adviza should be finding ways of reaching them.
- A change of Adviza staff had led to more engagement with the Careers Hub.

The question was raised as to which children were missing from these figures. Local Authorities had a duty to keep track of these children, but what was the CEC's brief for those which were home-educated?

Action: SG to pose the question within CEC and bring back a response.

Feb 2022

- SWLEP was very keen for these children to do work placements and we were duty bound for their parents to be able to access this information.



	<ul style="list-style-type: none"> • Looked after Children had been offered this opportunity through virtual channels via the Local Authorities. • The same approach should also be applied to those children of asylum seekers and refugees. • SWLEP wished to cover all the bases on inclusivity, so how we engaged with these designated groups should be added to the Plan. <p>SG commented that this was broader than CEC would have originally envisaged and was an excellent approach.</p> <p>We build leaders and institutions who can sustain the mission in the long-term</p> <p>Cornerstone and EAs</p> <ul style="list-style-type: none"> • The work was just beginning to match the growth sectors in the local area to potential Cornerstone Employers and EAs. • Increasing the number of employers which were supporting schools by using their internal and external networks. <p>Understand the different roles of the Employer Cornerstone Group and the Steering Group to ensure no duplication and no overlap of each other's roles.</p> <p>The first report on the new strategic direction would be available in January and a summary of the report would be brought to the next steering Group meeting in February 2022. Updated Compass data would also be available.</p>	
<p>6.0</p>	<p>AOB</p>	
	<p>PB explained Laura Allott's (LA) role within the Growth Hub. Laura was also to act as co-ordinator across the SWLEP on skills activity to ensure that staff were aware of the skills agenda and to avoid a disconnect across the programmes. In this role Laura would be attending future Careers Hub meetings to provide the links back into the Careers Hub to influence students earlier in their academic life to make informed decisions. Amanda Peach would be the point of contact for skills in the Business Cyber Centre.</p> <p>Action: LA to be invited to future Careers Hub meetings.</p> <p>Going forward, the SWLEP was focussed on the production of Labour Market Intelligence (LMI) to inform activity, working with the Careers Hub and marketing the apprenticeship campaign as detailed below.</p> <p>SWLEP's present focus was to carry out an apprenticeship marketing campaign which would encourage:</p> <ul style="list-style-type: none"> • 50 businesses within the area, which had not previously employed apprentices, to take them on, and 	<p>Dec 2021</p>



	<ul style="list-style-type: none"> • for those companies that had employed apprentices in the past to continue to do so. <p>The LEP Review had now taken over nine months and had been tied up with the Levelling Up white paper. The SWLEP's position for skills development was therefore as yet still unknown.</p> <p>PB asked for his thanks to be passed on to team members for all the good work they had been doing over the past year.</p>	
	<p>Next Meeting: Thursday, 10 February – 2pm to 4pm</p> <p>Future Meeting dates for 2022: Thursday, 12 May – 9.30am to 11.30am Monday, 11 July – 11am to 1pm Thursday, 15 September – 9.30am to 11.30am Thursday, 8 December – 2pm to 4pm</p>	
Meeting closed at 3.39pm		

Paddy Bradley

11 February 2022