

## CEC National Update

Spring Term 2021

### 1. CURRENT CONTEXT

#### Skills for Jobs Government White Paper, Jan 2021

On 21<sup>st</sup> Jan 2021, the Government published its [Skills for Jobs White Paper](#) which sets out its strategy and proposals for post-16 education and training and careers provision.

The White Paper covers Government's renewed strategic approach to careers guidance, including our ask for continued public investment in the expansion of the infrastructure that The Careers & Enterprise Company has developed in collaboration with our partners across education, business, and the careers support sector.

This incorporates a commitment to develop Careers Hubs across the country and continued investment in the professional development of Careers Leaders.

The key elements of the White Paper and the direction it sets for careers education:

- Business has a central role across all post-16 proposals
- Reform to technical education
- Investment in local skills priorities with reference to a new Strategic Development Fund.
- Restatement of the Gatsby Benchmark
- Commitment to continuing infrastructure roll-out including Careers Hubs
- Emphasis on data as vital in careers information and guidance.

Read full report [here](#).

#### Careers education in England's schools and colleges 2020, Nov 2020

*CEC's [Careers education in England's schools and colleges 2020](#) shows that schools and colleges have made sustained progress over the last five years.*

Public investment is supporting national improvement on careers and making a difference to young people, especially in disadvantaged areas:

- A strengthened careers education system is emerging – 4,000 schools and colleges are engaged in the network – 81% of state funded sector.
- More employers than ever are involved: 94% of large employers have links with schools, colleges and universities.
- 260 major employers – Cornerstones – and 3,600 Enterprise Advisers, senior business professionals, are working with schools and colleges across the country.

Click on thumbnail for executive summary and full report:

#### Careers education in England's schools and colleges 2020

Working together for young people's futures



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### Value of Volunteering Education and Employers, Jan 2021

The [Value of Volunteering](#) report examines the effect on individuals of volunteering in schools and colleges and the parallel benefits to their employers. Particularly at this time when many companies are keen to motivate teams who may be working remotely, the research reveals that employers who support their staff to volunteer in schools and colleges has found employees to be more motivated, more productive and have a better sense of well-being.

Employee-volunteering in schools was found to be a sound investment for employers, bringing multiple benefits for individuals and organisations.

[Watch the recording](#) from the launch or [download the presentation](#).

### Gatsby Foundation survey, Aug 2020

[The Gatsby Foundation and Pye Tait Foundation](#) looked at the impact of Covid-19 on careers guidance. In priority order, schools and colleges are most concerned about:

1. Access to work experience
2. Gaining sufficient employer encounters
3. Acquiring up-to-date and informative LMI
4. Supporting in-need groups of learners
5. Delivering sufficient 1:1 guidance

Schools and colleges would value help with access to employers, funding engagement activities, improved access to LMI, ways to share good practice and help with apprenticeships.

### The Aspiration Gap – Prince’s Trust research, Sept 2020

[Survey of 2,000 16-25 year olds:](#)

- 39% of young people have abandoned their aspirations for the year ahead.
- 41% of young people believe their future goals now seem “impossible to achieve”, with this rising to half (50%) of those surveyed from poorer backgrounds

As part of its response to the coronavirus crisis, The Trust launched a [Get Hired Jobs Board](#) matching employers with young people.

## 2. Enterprise Adviser Recruitment Campaign

We have launched our new **Enterprise Adviser Recruitment Campaign** this January as now, more than ever, young people need our support. The aim of the campaign is to match a volunteer from business to every secondary school or college across England.

We extend our thanks to those of you that are individually and/or organisationally already part the Enterprise Adviser Network, and we would appreciate your support in increasing the awareness through the campaign. In particular, we are seeking to attract a more diverse cohort of Enterprise Advisers to better reflect the schools and colleges they support, so if you have particular employee network groups that you think would be interested in this role, please do highlight the campaign to them.

We have prepared a toolkit to support you to share and promote the campaign across your business, supply chain partnerships and your marketing channels. You can access the toolkit [here through Dropbox](#)

To learn more, join us on 10<sup>th</sup> Feb for a [webinar](#) (See page 7 for details)

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### 3. COVID-19 RESPONSE

#### Work it

A series of videos by young people for young people, targeted at students and primarily for years 11-13.

This is an ongoing project in partnership with LearnLive. Employers are invited to nominate young people. LearnLive will distribute on their broadcast channel, and we will share via social media and CEC communications. All Work it videos available [here](#).

**Action:** share the videos with your networks and nominate young people for future videos.

#### My Week of Work

CEC and [Oak National Academy](#) facilitated a week of work-related learning for Year 10 students who would have been on work experience placements. [LearnLive](#) ran broadcasts in parallel with businesses bringing the world of work to life. CEC aligned the projects and supported guidance that signposted to providers and partners.

Over **50** employers were involved, and **117,000** people joined in just five days. Cornerstone Employers contributed to both initiatives.

20 narrated and standalone lessons with content, employer videos and tasks for students are available here: [RESOURCES & FILMS ON DEMAND](#)

**Action:** share the resources with your networks.

#### My Choices

A guide for young people and parents to help them plan next steps in their journey after school or college. Find the resources [here](#).

We engaged LearnLive to run a national broadcast on 3 August. More information can be found on the [My Choices dedicated website](#) and on [LearnLive platform](#).

**Action:** share the resources with your networks.

#### Careers Hubs scale up to support skills for Covid recovery

- Expansion of proven model for supporting young people with their career decisions, [announced by Skills Minister Gillian Keegan in June 2020](#)
- Over 2,200 schools and colleges to be covered by Careers Hubs – nearly half of all state sector – with 12 areas of country now having complete coverage across their LEP area.
- Careers Hubs accelerate overall careers education progress. Performance improved last year by 56 per cent in 12 months. 2/3 of schools and colleges in Hubs run regular encounters with employers, compared with just over a third in those outside the network.

**Action:** Contact CEC for information on new Hub locations and how to get involved.

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### 4. EXAMPLES FROM THE CORNERSTONE COMMUNITY

**Dorset:** Dorset Careers Live is a series of webinars showcasing pathways into different sectors. It is led by Cornerstone Employers and launched in July 2020. The first webinar was delivered by the NHS with a second event by JP Morgan in November. The programme will be delivered monthly with future sessions from the RAF, Marriott Hotels and Dorset Council.

**Birmingham:** A new resource called Me Plc, designed and created by Birmingham Cornerstone Employers, was officially launched as part of the West Midland Mayor's Giving Day in Sept. This is a series of videos written and recorded by Cornerstone Employers, designed to help young people to think about their personal brand and to develop their own 29 second pitch for future employers. Cornerstones and other employers also recorded their own pitches, including one from the Mayor himself, Andy Street. There is an accompanying workbook that has gone to all schools in Birmingham. The group is now trialling a pilot model of virtual work experience around the use of single use plastics with a mainstream and a special school, led in the first instance by Lendlease and Willmott Dixon. Jacobs and Aston Villa Football Club are also supporting.

**The Cornwall Cornerstone Employers** are playing a key role in the development of a virtual work experience programme which launches with a pilot in Dec 2020 and will be extended in 2021. Working with Speakers for Schools, this model is being reviewed for roll out across the West of England, with innovation and good practice being shared across hubs.

### 5. PARTNER SPOTLIGHT

Movement to Work is a charity coalition of the UK's leading employers, civil society and government and supports employers to provide work placements that combine employability skills training with on-the-job experience.

We work together with our respective employer networks to support youth employment.



### 6. CORNERSTONE SURVEY 2020

Many thanks to those who completed the employer survey over the summer, your feedback matters. Some key points:

- 93% of respondents have recommended or would recommend the Cornerstone role
- More employers would like to be involved in careers in the curriculum, mentoring and online WEX. Most employers quote time as their main barrier to doing this.
- 61% of respondents claim that the impact of Cornerstone Employer groups is greater than if they worked separately as individual organisations.
- Only 29% of respondents encourage their supply chains to work with education and young people. What can Cornerstone Employers do to address this? (see Working Together kit for ideas and tools).

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### 7. CORNERSTONE SUPPORT & RESOURCES

**SEND Toolkit:** Step by step resources to support Employers and Enterprise Advisers when working with young people with SEND. Designed to increase levels of confidence in providing experiences and encounters of work, these resources will not only benefit young people with SEND, but also your business and workforce.

**Primary Careers Resources Platform:** Primarily for primary educators, this platform is one output of eighteen months of testing of what works at primary level.

**Careers in Context: a can do guide for employers provides:** top tips for this academic year; Examples from employers to inspire you; Guidance on virtual activities; Links to further resources

**Resource Directory:** Resources available in one place, including examples from employers. Filter by category and find what you need quickly i.e. by benchmark or SEND

**Action:** Contact us if you would like to feature your resources. New materials uploaded fortnightly.

#### **Roadmap & Working Together Kit**

Cornerstone Roadmap – walks through the Cornerstone Employer role, shares ideas for taking action and signposts you to tools and resources

Working Together Kit – a comms pack providing tools to communicate your role with pride and supporting you to be an ambassador, bringing more employers into the network.

**Action:** familiarise yourself with the content and discuss with your local team how you can incorporate the suggested actions into your plans.

**Cornerstone LinkedIn Group:** up and running and passed the 200 members mark! Use the group to share information, best practice and network with your peers. If you aren't a member yet, you can request to join the group here.

**Action:** join the group and get involved.

#### **Benchmark 6 resources** – coming in 2021

We are working in partnership with EngineeringUK, to surface best practice and share resources for employers.

Please contact Alison Bond with examples of blended or virtual workplace experience programmes that you would like to showcase. We are particularly interested in hearing from SMEs:

**Alison Bond:** [abond@careersandenterprise.co.uk](mailto:abond@careersandenterprise.co.uk)

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### 8. EVENTS

#### **Businesses Backing Social Mobility 2021 – Jan 21<sup>st</sup>**

Businesses Backing Social Mobility Event on 21<sup>st</sup> January saw over 200 attendees join us on Hopin for our second national Cornerstone Employer Event.

Opening session speakers included: Christine Hodgson, Chair, CEC and Severn Trent plc; Minister for Apprenticeships and Skills, Gillian Keegan MP; Nicky Morgan, Baroness Morgan of Cotes (CEC Board member), in conversation with Jo Drewitt, Head of Apprenticeships, Graduates and Internships, Tesco Plc.

Working together to support economic recovery speakers were: Sajeeda Rose, Chief Executive, D2N2 LEP and Samena Choudhury, Wates Group.

Taking forward lessons learnt through Covid-19 speakers were: John Yarham, Interim CEO, CEC, Rita Miller, Business and Community Development Manager, Lendlease and Elaine Pope, Interim Workforce and Organisational Development Lead, Buckinghamshire NHS Trust

Key points included:

- Young people need opportunity, not just outreach. Lockdown is particularly acute in its effect on disadvantaged communities.
- Against the severe test of Covid, we need to remain steadfast in our commitment. We need to redouble our efforts and harness the resources and goodwill of many others.

- Call out to Cornerstone Employers to guarantee to provide workplace experiences for disadvantaged pupils within their local communities to ensure they are as prepared as possible for their transition choices in the face of the challenging economic climate.
- Call out to Cornerstone Employers to recruit more – and more diverse – Enterprise Advisers.

Thank you to Cornerstone Employers who joined and helped facilitate. We will share further resources and key takeaways following the event, so look out for them.

#### **Nominate Careers Champions**

Opportunity to nominate your Careers Champions by 31<sup>st</sup> Jan 2021.

In partnership with the Gatsby Foundation, we are looking for inspirational stories of those unsung heroes whose careers focussed work has made a positive difference to the lives of young people. We would also love to hear your stories of brilliant young people who have enhanced their own potential by taking advantage of career-related opportunities.

Visit the Careers Champions site to find out more and nominate your Champions.

We look forward to celebrating your unsung hero with you via our national social media campaign, in National Careers Week 1-5 March 2021.

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### Enterprise Adviser campaign webinar for Cornerstone Employers

Join our webinar focused on how to recruit Enterprise Advisers **at 2 pm on 10<sup>th</sup> February 2021**.

The webinar is an opportunity to learn more about the recently launched Campaign, and how to maximise the Campaign toolkit, to recruit additional Enterprise Advisers through your organisation and/or business networks and supply chain.

You are very welcome to invite your volunteer lead or CSR colleagues if you think they would also benefit from attending this session as well, during which, we will put the campaign into context and answer any questions you and your colleagues may have.

**Register here:** <https://www.surveymonkey.co.uk/r/MNHN39F>



**Rewrite  
The Story**

Your experience matters.  
Help schools and colleges shape futures.

**Become an  
Enterprise Adviser**

THE **CAREERS &  
ENTERPRISE**  
COMPANY

The graphic features a woman in a grey jacket and black pants standing on a white, curved surface, looking upwards. The background is a mix of teal, orange, and light grey geometric shapes.

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### 9. Help showcase Cornerstone Employers in 2021

We are keen to promote a strong message around businesses uniting to support young people and boost their job prospects.

There are two ways you can get involved to help send this powerful message:

1. Help us showcase the extent of support provided by the national Cornerstone Employer community – we are looking to establish cumulative numbers across the Cornerstone Employer community. We will not identify individual commitments.
2. Be a signatory to our letter showcasing businesses' actions – you have the opportunity to be a signatory to a letter, being sent to national press, showing the support Cornerstone Employers are providing to young people.

Thank you to all who have already contributed.

**If you are yet to contribute, check out your email from 5<sup>th</sup> January for further details. Email your numbers and / or confirmation that you will be a signatory to [employers@careersandenterprise.co.uk](mailto:employers@careersandenterprise.co.uk)**



### 10. IN THE NEWS

[Skills for Jobs White Paper charts clear course for careers education](#)

[Addressing Diversity and Change in the construction sector](#)

[Careers Hubs are transforming careers education](#)

[FE News: College collaboration key to continuing careers education improvement](#)

[Oli de Botton named as Chief Executive of The Careers & Enterprise Company](#)

[Employers say Generation Covid can do these five things to get ahead.](#)

[What Thames Valley Berkshire LEP are doing to support young people](#)

[How D2N2 are supporting young people](#)

[Workplace skills are now more important than exam results say teachers](#)

### CONTACT

Any questions, please contact

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