



National Update for Cornerstone Employers

Spring term 2021





- 1. Skills for Jobs White Paper**
- 2. Businesses Backing Social Mobility 2021**
- 3. Enterprise Adviser campaign**
- 4. Upcoming projects**



1. Skills for Jobs White Paper



Skills for Jobs White Paper sets out the Government's renewed strategic approach to careers guidance.

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

- Business has a central role across all post-16 proposals. New initiatives such as a Local Skills Improvement Plan will be driven through strong local engagement with employers. The White Paper states employers will play the lead in shaping almost all technical courses by 2030.
- Reform to technical education to elevate its status as a spur to tackle productivity and skills gaps.
- Investment in local skills priorities with reference to a new Strategic Development Fund and the enhancement of the recently announced Skills and Productivity Board.



2. **Businesses Backing Social Mobility 2021**



Businesses Backing Social Mobility 2021 – second national Cornerstone Employer event held on 21st Jan

Focused on economic recovery and the crucial role employers play in supporting young people.

216 attendees from Cornerstone groups around the country, with strong engagement in networking and discussions. 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.





Event agenda

Time	Session
13:30	Opening – Political and business leaders’ Covid reflections and the challenges ahead: <ul style="list-style-type: none">• 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), live in conversation with Jo Drewitt, Head of Apprenticeships, Graduates and Internships, Tesco Plc.
14:00	Break & networking
14:15	Working together to support economic recovery: <ul style="list-style-type: none">• Sajeeda Rose, Chief Executive, D2N2 LEP.• Samena Choudhury, Wates Group.• Discussion groups: supporting economic recovery.• Kelvin Nash, Principal and CEO, Kendal College.
15:00	Break & networking
15:15	Taking forward lessons learnt through Covid-19: <ul style="list-style-type: none">• John Yarham, Interim CEO, CEC• Rita Miller, Business and Community Development Manager, Lendlease.• Elaine Pope, Interim Workforce and Organisational Development Lead, Buckinghamshire NHS Trust.• Discussion groups: taking action in the coming year.• Lord Karan Bilimoria CBE DL, CBI President and Cobra Beer, Founder.
16:15	Young person’s closing speech
16:30	Close



Recommended actions – to discuss in local Cornerstone groups



Working together to support economic recovery

How are you ensuring the work of your local Cornerstone group is supporting economic recovery?

What more opportunities can be explored?

Recommended action:

- 1. Maximise opportunities** available in your organisation for young people – offer experiences of the workplace, work shadowing, Kickstart placements, internships, apprenticeships, graduate roles, etc.
- 2. Communicate** these opportunities to all young people in your area - share up-to-date Labour Market Information about the opportunities available in your organisation and the skills required, particularly in this fast-changing labour market. Share information about entry requirements for roles in your organisation, processes involved in recruitment, and progression routes once individuals are onboard.
- 3. Develop skills and offer opportunities for practice** - use the Skills Builder Universal Framework [insert link: <https://www.skillsbuilder.org/>] to identify the essential skills you need in your workplace and communicate these to young people. Design your

- careers activities with opportunities for young people to develop and practice these skills. Provide opportunities for young people to practice being interviewed in a virtual context.
- 4. Provide relatable role models** - involve your apprentices and interns, or those at the start of their career, in the careers activities you are delivering. Ask them to share their journey and help students understand the pathways they took. Consider the diversity of those representing your organisation in schools. Bring talks to life with concrete case studies that show diverse pathways and job opportunities in your organisation.
 - 5. Stimulate your local business networks** - engage your supply chain, clients, customers and partners. Introduce local employers to your Enterprise Coordinator/Hub Lead so that they can get involved in the network.



Taking forward lessons learnt through Covid-19

How have you overcome the challenges posed by lockdown?

How do you continue to ensure quality experiences of the workplace, particularly in a virtual context?

Recommended action:

- 1. Tailor to need** - work with your local LEP team to understand what schools and colleges need most now. Consider your activities in the context of individual school or college recovery plans.
- 2. Provide blended experiences** - Consider delivering activity virtually as a part of your school engagement. Ideally this would be combined with face-to-face activity. Consider the technology required for inclusive participation and ways that barriers to participation can be overcome.
- 3. Ensure quality** - Make sure virtual activity involves two-way interaction between students and employers/ employees, and includes proper preparation and debrief in place for participants. You can use pre-recorded footage or materials, but don't rely on this alone. Use the Making it Meaningful

- framework and checklist to self-assess and improve your activities: careersandenterprise.co.uk/enterprise-coordinatorresources
- 4. Target opportunities** - work with your school or college to identify the cohorts and students most in need of support and target activities to them.
 - 5. Embed in the curriculum** - link your careers activities to the curriculum to make them stick, and to support subject teachers to embed careers in their planning. Think about materials you have that can be shared with schools and colleges – Benchmark 4 doesn't have to involve employers going into schools and colleges. Teachers can use materials that show the relevance of their subject to careers and this helps them achieve the benchmark.



Help showcase Cornerstone Employers in 2021

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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 5th January for further details. Email your numbers and / or confirmation that you will be a signatory to employers@careersandenterprise.co.uk



3. Enterprise Adviser campaign

Campaign Identity



Campaign Goals

- Increase the number of EAs joining the network to support academic year 2020/21 onwards.
- Create the foundation for a sustainable pipeline of EAs to support Network expansion.
- Target diversity and a younger age profile within recruitment to enable a relatable source of volunteers to come forward that can reflect the people and places in our network.

Key Messages

- Your individual experience matters, you can become part of this network, join your colleagues and improve your personal and professional development
- Support young people who want to understand and enter our sector. Be part of this positive change and help shape futures
- Build your internal and external relationships by strategically helping educators and rewrite the way schools engage young people in our sector

Campaign Resources

- Campaign toolkit & style guide
- New microsite
- Videos, social media assets



4. Upcoming projects



Upcoming projects

Benchmark 6 guide for employers – experiences of the workplace – coming soon

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

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