



Steering Group	Paddy Bradley (PB), SWLEP CEO	✓
	Daniel Busson (DBs), Lead Employer Capita WFM	✓
	Sally Burnett (SB), Swindon Borough Council	
	Scott Green (SG), Regional Lead CEC	✓
	Steven Haines (SH), Wiltshire Council	✓
	Vicky Dunncliffe (VD), Lead SEND Provider, Fairfield Farm College	
	Louise Stanton (LS), Lead School, Malmesbury School	✓
	Shona Taylor (ST), Wiltshire Council	✓
	Mandy Timbrell (MT), Wiltshire Council/SWLEP Skills Lead	✓
	Amanda Walton (AW), Lead College/Post 16, New College, Swindon	✓
Guests:	Laura Arlott (LA), SWLEP Samantha Chivers, Senior Education Welfare Officer Swindon Borough Council Mary Curran – Fairfield Farm College representing Vicky Dunncliffe Karen Green (KG), Wiltshire Council Targeted Education Service Annette Holdsworth (AH)	✓ ✓ ✓ ✓ ✓
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 guest speakers. Conflicts of Interests None were declared.	
2.0	Review of minutes and actions from 9 December 2021	



	<p>The minutes from the meeting on 9 December 2021 were reviewed and approved.</p> <p>Matters arising transferred to Action Log.</p> <ul style="list-style-type: none"> • MT to introduce JW to the maths lead in Wiltshire Council and SB for the same contact within Swindon Borough Council. <i>Update: meeting took place with Linda Wynne to understand her role and to explain the project. SBC did not have this role currently. SBC had external consultants whom we could contact, but it was decided this would be better done at the end of the project when we have the learning.</i> • Cornerstone Employers' Meeting scheduled for 24 January. <i>DB had also given feedback to the group about the national meeting.</i> • Home-educated young people - SG advised that the Thames Valley Careers Hub was looking at a Hub Incubation Project (HIP) around home schooling. PB had a scheduled meeting with CEO, Alison Webster, on 11 February, so would speak to her regarding an update. <p>The updated Action Log from the meeting on 9 December 2021 was reviewed.</p> <p>Other Actions were completed or on agenda.</p>	
3.0	Compass and performance updates	
	<p>Latest data overview</p> <p>ST spoke to the paper and advised that an update to the information had been received on 31 December with a second update on 31 January. She updated the meeting on the performance data.</p> <ul style="list-style-type: none"> • Benchmark 1, a stable careers programme, was at 80%. Although this was a good position, there was not a lot of forward progress, and schools that were struggling were receiving additional support. The meeting felt that the approach should be from top down and the support of the SLT was crucial to achieving this Benchmark. There was therefore a need to target Headteachers. <p>Action: PB to draft letter to chairs of SASH and WASSH.</p> <p>MT advised of a meeting of secondary head teachers on 17 March, not WASSH, for disadvantaged learners to which the Careers Hub would be invited to put its case.</p>	Feb 2022



- Benchmark 5, Encounters with employers and employees and Benchmark 6, Experiences of workplaces were showing clear progress and were consistently moving upwards. There were 6/7 schools which had stated that they had no intention of carrying out work experience activity this year. The Hub was to carry out a spotlight day with those students instead, but also to find out why the schools had made this decision, what the barriers were and to parachute help in to assist if necessary.
- The aim had been for each school to achieve an average of three Benchmarks, which had been exceeded, and the Hub was doing better than the national average.

Review of areas of underperformance: institutions recording less than three BMs achieved (Compass report page 3)

- Last July, 13 schools had not achieved this target. At the moment, this had been reduced to ten.
- The Hub was above the national average for all Benchmarks except Benchmark 8, personal guidance.
- There had been fluctuations of staff with a few vacancies across the area.
- A Careers Lead meeting was to be held soon to discuss.
- The Careers Hub was now ranked 5th in the country, and it would be working hard to maintain that placing.
- Articles had been placed in both Local Authority newsletters, which was received by Head Teachers, to inform them how well the Hub was doing.
- We were keen to pick up and use good practice from elsewhere. We had seen examples of good approaches adopted by the Heart of the South West Careers Hub and would look to apply that learning after Easter.
- AW commented that the rankings were incredibly strong given that schools were trying to catch up on teaching time over past two years and Careers had taken a back seat. So, congratulations to the team in achieving these rankings in the circumstances.
- Annette Holdsworth had now started in the new role as employer engagement and was recruiting new EAs and Cornerstone Employers.
- Individual feedback would be made to schools on where they fitted in the rankings and support offered.
- This information could also be sent to the link governor in the schools if known, or to the clerk of governors if not.

Action: to produce a flow chart showing who received what type of information and when it was issued.

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	PB offered congratulations to the team for the progress, to schools and colleges on what they do and to the EAs on the support they provided. It was a never-ending improvement cycle.	
4.0	Engaging with the home educated community	
	<p>For the discussion on this agenda item, the Steering Group was joined by Karen Green (KG) from the Wiltshire Council Targeted Education Service and Samantha Chivers (SC), Senior Education Welfare Officer at Swindon Borough Council.</p> <p>The CEC did not have particular focus on home-educated students, but the SWLEP Careers Hub did, so the discussion was around how to engage with these students so they could have the same access to careers opportunities as those in schools.</p> <p>SBC advised that it was already working with home-educated groups to do some co-production of activity and what were the best pathways to reach them. Legally these families did not have to engage with the council. SBC was working with the organisation Education Freedom at the moment to help get information to these families.</p> <p>Wiltshire had a significant home-educated community with 900 young people known to be educated at home. It was expected that this number was higher, as parents/guardians were under no obligation to inform the Council. The number had consistently increased over the last five years, but COVID had had a massive impact on these numbers.</p> <p>Swindon had 400 on the register. COVID had made a big impact on these numbers with some saying that going back to school was not the right option for their family. Home educating was also starting when children were younger. Pathway beyond statutory education. Using Building Bridges with all families. LAs did not always have the resource capacity to working with home-education groups. SBC was using extended work placement with Careers South West, but this was not always successful and the council felt it could offer equal support in-house</p> <p>The biggest problem for home-educated young people was getting access to exam centres. It was costly, which some families found a struggle. It would be useful to find out how many charities and organisations were working in this field and to start building relationships to reach the home educated. At a national level there was an organisation called Education Freedom. Many families offered support to each other via Facebook etc and found support groups local to them.</p> <p>What were the outcomes of these children post-16 in education or employment? For the majority of school leavers something was planned for</p>	

them post-16, but we would not always be able to track those who were home educated.

Both authorities stated that these students were signposted to the National Careers Service in the first instance. Both Councils used a Risk of NEET assessment and SBC stated that those families which had engaged would have contact with support officers. LA added that apprenticeships were becoming more difficult and competitive, and employers were looking back at the academic background as reference point to choose their candidates.

SWLEP wanted all the young people in Swindon and Wiltshire to have an understanding about the world of work. We did want to help, and we needed a focussed discussion at this meeting. EAs could be dedicated to home-educated students, finding ways to engage with the families. More group sessions with EAs etc to discuss the opportunities of work and to arm them with the solutions.

Firstly, the communications about Careers Hub activity should be shared with the families and parents could sign their young people up for it making it clear that they did not have to be attached to a school to participate. The question was raised as to what the best way was to achieve this, and KG and SC were thanked for any advice this could proffer. This would also need to be incorporated into the strategic plan.

SG offered help from the CEC to support this endeavour. He was surprised at the number of students involved in home-schooling and proposed that there was some flexibility in the Hub Incubation Fund which potentially could be used. He should like to discuss opportunities with MT and ST and bring a proposal back to the meeting.

Action: SG, MT and ST to discuss potential CEC support

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Action: ST to follow up with SC and KG to move the item forward.

Mar 2022

Action: home-educated item on agenda for next meeting.

May 2022

We needed to understand what the size of the project would be and to build into our longer-term planning. We were committed locally to do this.

Both Local Authorities would welcome the input of the Careers Hub to support home-educated families in helping their young people to make informed careers choices and it would be beneficial to have a clear pathway on what support was available.

SC and KG were thanked for their participation to the discussions and for their continuing contribution to this item.

5.0	Review of Careers Hub Strategic Plan Actions	
	<p>ST spoke to the paper and outlined key items from the Action Plan. The first report was submitted in mid-January and the Action Plan had evolved from that.</p> <p>Schools received funding for training to take Careers Leads to the required Level 6. It was fundamental to Ofsted that schools offered good careers advice. Malmesbury School's Careers Lead worked part-time, and the school supplied her to other schools that needed support. LS said she would be happy to speak to her Headteacher to stress this need.</p> <p>Action: LS to mention to her Headteacher about a joint letter. Item 3.0 refers.</p> <p>PB gave an update to the meeting on the Skills Plan. SWLEP received funding from the DfE, in return for which it had to submit a plan, a report and strategy back to the department. The report had been published on activity completed last year. By using Labour Market Intelligence (LMI) SWLEP was ensuring a build-up of knowledge and awareness using real time data. Using this information, SWLEP reported monthly to a range of audiences detailing job postings, vacancies by sectors, in different towns and how it compared to the England average, in the 16–24-year-old and 16-64-year-old age groups for employment and unemployment, and funds used to support businesses through the COVID pandemic, for example, the self-employed. In this way, we understand what it was really like on the ground and the good live intelligence helped in developing the strategies. The whole work of the Careers Hub was a vital pipeline of talent and an integral part to the economy of the area.</p> <p>SWLEP did not want to duplicate the statutory duties of the Local Authorities and was focussing on an Apprenticeships Campaign. Too few young people are choosing apprenticeship offerings and SWLEP was starting a campaign to carry through this year and beyond to target 50 businesses to take on an apprentice which had not done so before. In addition, also to encourage those businesses which had not had an apprentice for a while.</p> <p>The current focus for the SWLEP was:</p> <ul style="list-style-type: none"> • Labour Market Intelligence (LMI); • the apprenticeship campaign; and • the Careers Hub activity. <p>MT explained recent discussions with National Highways which was involved in the Stonehenge project. It was considering making all plant on the project hydrogen fuelled and to offer 75-100 apprenticeships. This would cover aspects of both the green economy and the apprenticeship take-up.</p>	<p>Mar 2022</p>



	PB offered a Business Cyber Centre visit during this academic year for school staff, such as Careers Leads or IT teachers, for them to understand the extent and scope for the future of cyber jobs.	
6.0	SEND update	
	<p>SH gave an update to the meeting on the status of SEND schools in the programme. 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/2022/10-feb-2022/ch-feb-2022---send-update-final.pdf?sfvrsn=63aa71a6_4</p> <p>The meeting was advised that the same offer was not available for SEND hubs in mainstream schools, as the Hub was concentrating on SEND schools at the moment, so there was still work to do.</p>	
7.0	Cornerstone employer update	
	<p>SH gave an update to the meeting on the Cornerstone Employers' Group which was relaunched in November 2021 at the Digital Mansion Corsham. The latest meeting was held on 24 January. Items from the meeting were:</p> <ul style="list-style-type: none"> • Cornerstone Employers to promote the opportunity of becoming EAs to their networks; • Good examples of careers talks into schools to promote within different council areas; • EAs from Babcock International and the Aster Group were working across much of the south west; • GWR was developing a virtual work experience programme; • DB was the employer chair for our Group and attended the National Cornerstone Employers' Meeting on 19 January, feeding back information to the group at the meeting on 24 January; and • each of the Cornerstone Employers was to come up with three objectives on what they wanted to achieve this year, and this would be discussed at the meeting on 3 March. 	
8.0	Employer Engagement Enterprise Coordinator role and Apprenticeship and Tech Ed Fund project	
	<p>AH outlined the project to understand the current barriers for:</p> <ul style="list-style-type: none"> • a young person when considering/taking up an apprenticeship; • a parent/carer when encouraging a young person to consider an apprenticeship; and • a business to offering apprenticeships or filling their apprenticeship vacancies. <p>Comments made were:</p>	



	<ul style="list-style-type: none"> • LA commented that large levy payers and SMEs thought differently about this area so how you contacted / targeted them would need to be different. • What apprenticeship groups were open to SEND students? • How to improve the confidence of employers in this arena. <p>The Hub looked forward to seeing the results of the project.</p>	
9.0	AOB	
	<p>Next Meeting: Thursday, 12 May – 9.30am to 11.30am</p> <p>Future Meeting dates for 2022: Monday, 11 July – 11am to 1pm Thursday, 15 September – 9.30am to 11.30am Thursday, 8 December – 2pm to 4pm</p>	
	Meeting closed at 3.55pm	

Paddy Bradley

7 June 2022