



Steering Group	Laura Arlott (LA), SWLEP Skills Lead	✓
	Andrew Best (AB), Wiltshire Council	
	Paddy Bradley (PB), SWLEP CEO	✓
	Daniel Busson (DBu), Lead Employer Capita WFM	✓
	Sally Burnett (SB), Swindon Borough Council Skills Lead	
	Matt Butcher (MB), Lead College/Post-16, New College Swindon	✓
	Suzy Wright (SR), Regional Lead CEC	✓ left at 10am
	Steven Haines (SH), Senior Enterprise Co-ordinator	✓
	Darren Barber (DBa), Lead SEND Provider, Fairfield Farm College	✓
	Louise Stanton (LS), Lead School, Malmesbury School	✓
	Shona Taylor (ST), Careers Hub Manager	✓
Guests:	Tam Balikie (TaB) - Swindon and Wiltshire Careers Hub Dr Sarah Green (SGr), NHS Bath, Swindon & Wiltshire Academy Debby Skellern (DS) / Amy Wetherill - SWLEP Martin Wright (MW) – Martin Wright Design	Apologies ✓ left at 10am ✓✓ ✓
Chair	Paddy Bradley (PB)	
Minutes	Deborah House (DKH)	
Venue	Via video / telephone conference	
Start time	9am	
Finish time	11am	

Item	Topic	Deadline
1.0	Welcome and apologies, Conflicts of Interest	
	The meeting started at 9.02am. PB welcomed attendees to the meeting and apologies were noted. Introductions were made and welcome extended to Suzy Wright and Matt Butcher to their first meeting. Conflicts of Interests None were declared.	
2.0	Review of minutes and actions from 9 February 2023	



	<p>The minutes from the meeting on 9 February 2023 were reviewed and approved.</p> <p>The updated Action Log from the meeting on 9 February 2023 was reviewed.</p> <ul style="list-style-type: none"> • TB to return with suggestions for discussion on LMI breakdown by sectors on SWLEP dashboard when updates are complete. <i>Action ongoing. PB stated that the report was now being produced slightly differently looking at businesses and sectors within Swindon and Wiltshire. This would be demonstrated when the LMI report was discussed during the meeting.</i> <p>Other Matters Arising were completed.</p>	
6.0	Electively home educated project	
	<p>Owing to the time constraints of some of the attendees, this item was taken out of order. TaB, the Project Lead, was attending a conference and not able to deliver the presentation, so ST spoke to the meeting.</p> <p>The presentation can be accessed by following the link below: https://static.swlep.co.uk/swlep/docs/default-source/sub-groups/skills-talent/careers-hub/2023/11-july/home-education-futures-july-2023.pdf?sfvrsn=46f6d0fb_3</p> <p>Key points raised were:</p> <ol style="list-style-type: none"> The site was aimed at home educated carers and parents although the site would be available to all parents, no login was required. The site was called 'Home>>Ed Futures' and would be live from the end of August/start of September. Access to the site can be found by following the link: https://www.figma.com/proto/m2wOHWATS5tHR4hN3Y9a9P/Education-Platform---Design?type=design&node-id=401-937&t=45FkObc9X4JpfgTy-0&scaling=scale-down&page-id=360%3A351&starting-point-node-id=401%3A937 the Careers Hub team would keep the events page up to date; the site was in its testing phase, working with Rika and in association with families, making changes as required; one of the issues with home educated students, was finding locations for exams. As a result of the project, Kingsbury Green School had opened up its facilities for external exam candidates; TaB was currently working on the launch with an event on 23 August to be held at Lansdowne Hall. <p>Action: ST to contact Amy and Tim with a press release.</p>	July 2023



	<p>f. there was funding left from the project and ST would be speaking to Rika about a bespoke social media campaign.</p> <p>g. Without input from key users, the site would not have been produced in its present format. The co-design journey had worked well, and it was a good process to take forward.</p> <p>Thanks would be passed to Tam Blaikie for her excellent work on the project.</p>	
5.0	Your Placement	
	<p>Owing to the time constraints of some of the attendees, this item was taken out of order. DBu presented to the meeting and outlined the reasons why the project had started and its progress to date. The presentation can be accessed via the following link: https://static.swlep.co.uk/swlep/docs/default-source/sub-groups/skills-talent/careers-hub/2023/11-july/yourplacement---project-update---july-2023.pptx.pdf?sfvrsn=90a52f67_3</p> <p>16,000 student work placements were needed throughout the Swindon and Wiltshire area each year. A lot of resource was used to try to get students into placements and many were found simply through parents' contacts. The project was started to offer a systematic approach to this process. A progress update and system demonstration were given. The system placed schools in the middle of the process maintaining correspondence to a certain standard and offering a level of protection for the students:</p> <ol style="list-style-type: none"> schools would check applications before submission to an employer; if more work were required, schools could return the applications to students for more input; if the applications were of sufficient standard, they would be submitted to the employer; the employer would then be able to view and proceed to interview, offer or decline the offer of a placement; students would see clearly where applications were in the process. as many staff as an individual school wanted could be on the system such as the Work Experience Team, tutor teachers, and others who would go out to visit the placements; tutor teachers would only be able to view their own tutor group; a discussion was held about safeguarding and it was suggested that guidance notes be added to the platform in due course. <p>The Steering Group members were complimentary about the platform and could see its potential as a tool for work experience. The CEC would like to discuss this further as other areas may be interested in this model. Although more testing was required before a roll out, this platform had more of a school focus than others available.</p>	



SG advised that NHS had large numbers of vacancies which it would like to offer to under 18-year-olds, but risk assessments for placements to this age group would be problematic. Working with the Careers Hub and YourPlacement to fill placements across NHS sectors would be beneficial.

Action: ST to put Daniel Busson and Martin Wright in touch with Sarah Green and Suzy Wright.

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Future developments included the ability for schools to download students' data so that it would be viewed historically and a function allowing reports to be generated.

Expressions of Interest from employers to participate in the programme had initially been very positive but had tailed off. One of the issues may have been a failure to follow up enquiries in a timely fashion. (See item under Apprentice.) This had been disappointing, but lessons had been learned. The aim now was to make it easier for employers to engage and refocus efforts on a marketing campaign to encourage employers to get on board.

Funding

The cost of operating the platform was approximately £7,000 per year. Funding had now ceased, and options for the future which did not place the burden on schools and employers for example business sponsorship as part of ESG, or advertising space. Asking parents to pay would disadvantage those who were less able or unable to do so. The potential form university sponsorship was also suggested given their need for a platform of this kind too.

FE colleges also experienced issues with employer engagement for courses, T-levels etc. Colleges pay for multiple platforms to look after their range of studies such as apprenticeship placements, HE courses etc. YourPlacement could be another so it would be useful to embed with other systems as a one stop shop.

The Careers Hub was keen to progress and maintain momentum for YourPlacement. PB suggested £15,000 was required for hosting (£7,200) and marketing (£7,800).

Decision: the group agreed that YourPlacement should continue if funding could be found accordingly.

Apprentice support

The apprentice was employed by Ridgeway School with 10 hours per week being allocated to the work of the Careers Hub. However, the Careers Hub was not receiving 10 hours work per week. ST had meeting scheduled with Careers Lead at Ridgeway School the following week and the role of the



	<p>apprentice would be discussed. There was surplus funding available as the apprentice only came into the role in March.</p> <p>Keep schools well informed on the future strategy of this platform.</p> <p>A Case Study had already been produced.</p> <p>Action: PB to introduce the University of Bath to DBu.</p> <p>Action: Dbu, MW, ST, PB and DS to hold a follow-up meeting.</p>	<p>July 2023</p> <p>July 2023</p>
3.0	Review of the academic year	
	<p>ST presented to the meeting. The presentation can be accessed by following the link below.</p> <p>https://static.swlep.co.uk/swlep/docs/default-source/sub-groups/skills-talent/careers-hub/2023/11-july/careers-hub-update-july-2023.pdf?sfvrsn=f152c678_3</p> <p>Benchmark performance YTD (Slides 2 – 8)</p> <ul style="list-style-type: none"> The Careers Hub was performing very well and exceeding national averages in the great majority of indicators. <p>Project and activities review YTD (Slides 6 - 9)</p> <ul style="list-style-type: none"> There was an extensive range of events organised by the Hub which were well attended. The Careers Hub team was planning to deliver five events across the area on the theme of apprenticeships. These were branded “Apprentifest” and partners organising similar events were encouraged to do so under the Apprentifest brand. The Your Placement platform was now developed to a solid and reliable state. It had great potential and work was underway to expand its use. <p>ATE Project Outcomes (Slides 10 – 16)</p> <ul style="list-style-type: none"> A workshop organised at the request of the CEC for Apprenticeship & Technical Education was well attended by stakeholders. 	
4.0	CEC Targets, KPIs and Projects for 2023/2024	
	<p>ST presented Paper 4.0 on screen to the group. The Steering Group looked specifically at those items RAG-rated RED.</p> <ul style="list-style-type: none"> <i>At least 20% of schools in your Hub should complete at least 100 Future Skills Questionnaires (FSQ) each. Only four schools (9%) had completed the survey. As explanation, one school had not yet completed because of a data sharing issue with GDPR restrictions, but it would;</i> 	



	<ul style="list-style-type: none"> • <i>Cornerstone Employer Chairs and their groups support the ongoing development of the Employer Standards and development of resources. - The Cornerstone Employers' Group was still shaky. SH would be taking over the organisation and engagement of the group from Annette Holdsworth, whose role was no longer funded. However, she would be moving on to head up the primary project; and</i> • teacher encounters would be carried out again next year as long as there was funding. <p>Thanks were given to the Careers Hub teams for the high achievement and continued drive and enthusiasm for the programme.</p>	
7.0	Labour Market Intelligence (LMI)	
	<p>Owing to the engaging discussions on the earlier agenda items, there was no time to view this presentation. PB briefly outlined the data set which focussed on the financial health and growth potential score of every business in Swindon and Wiltshire. This data could provide the Careers Hub with numbers of businesses where it could focus its efforts for workplace placements and could be broken down into specific locations and across certain sectors.</p> <p>The usual LMI could still be produced looking at the state of the economy by:</p> <ul style="list-style-type: none"> • skills; • how much employment land there was; • when business leases were to end; and • which companies were looking to move. <p>SWLEP was undertaking out a piece of work across the country, to ascertain the breadth of activity within the rural economy, which was not simply about agriculture and land-based industries.</p>	
8.0	AOB	
	<p>None</p> <p>Paddy informed the Steering Group members that he was retiring and had that he had greatly enjoyed his work with them. He was thanked for his contribution to the Careers Hub and wished well for the future.</p>	
	<p>Next Meeting Thursday, 14 September – 10.30am to 12.30pm</p> <p>Meeting dates for 2023: Thursday, 7 December – 10.30am to 12.30pm</p>	
	Meeting closed at 11am	



D. Stollen

18 September 2023