

# Swindon & Wiltshire Careers Hub Skills and Talent Sub-Group

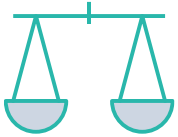
January 2024

'To help every young person find their best next step.'

# Overview

- Working with 57 Swindon & Wiltshire secondary schools/colleges, across 63 sites, to ensure that they have a stable and progressive careers programme in place from year 7–13.
- Team Structure
  - 1 x Strategic Hub Lead
  - (1 x Operational Hub Lead)
  - 3 x Enterprise Coordinators
  - 1 x Primary Lead

# The Gatsby Benchmarks



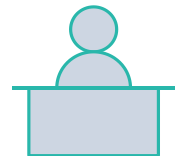
## Gatsby Benchmark 1

A stable careers programme



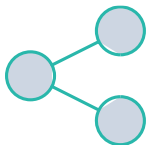
## Gatsby Benchmark 2

Learning from career and labour market information



## Gatsby Benchmark 3

Addressing the needs of each pupil



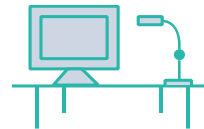
## Gatsby Benchmark 4

Linking curriculum learning to careers



## Gatsby Benchmark 5

Encounters with employers and employees



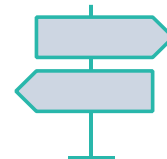
## Gatsby Benchmark 6

Experiences of workplaces



## Gatsby Benchmark 7

Encounters with further and higher education



## Gatsby Benchmark 8

Personal guidance

# Careers Hub priorities

**Priority 1: Improve careers provision** in schools and colleges against the Gatsby Benchmarks through support, training for the education workforce and quality assurance.

**Priority 2: Provide more high-quality experiences with employers** for students and teachers – with a focus on current ‘cold spots’.

**Priority 3: Amplify apprenticeships, technical and vocational routes** – including supporting the implementation of the Provider Access Legislation (PAL).

**Priority 4: Target interventions for economically disadvantaged young people** (Free School Meals (FSM)) and those who face barriers.

**Priority 5: Connect careers provision** in schools and colleges to the **needs of local economies** (as articulated through Local Skills Improvement Plans (LSIPs)).

# Project: Start Small, Dream Big

## Primary careers pilot programme

- 23 Swindon primary schools and 2 Wiltshire primary schools have signed up to test and trial careers education in primary schools
- Lead teachers will undertake 35 hours of CPD with Teach First
- A Swindon and Wiltshire Community of Practice will be developed
- Each school will deliver a minimum of 1 employer encounter and undertake 1 project by September 2024
- Gatsby Benchmark format for primary schools to be piloted

# Project: Start Small, Dream Big

## Expected Outputs and Impact

- Schools will have at least one employer encounter – pupils will develop and understand what the world of work can look like, dispelling stereotypes and raising aspirations
- Schools will have a careers strategy in place linked to the curriculum – Schools will have buy-in across the board and careers will become embedded
- Lead teachers will undertake CPD - Learnings will be shared with wider staff and all teachers will take ownership of careers education.

# Project: Teacher Encounters

- An opportunity for teachers to engage directly with employers to see and learn about the different career pathways relevant to their subject and how that subject is applied practically in the workplace of today
- The programme aims to:
  - build teachers' confidence and knowledge to hold careers conversations with students and parents;
  - bring the curriculum to life by relating it to real world examples;

# Project: Teacher Encounters

Phase 1 – 2022/23 academic year

- Three employer-led webinars, one each for English, Maths and Science, delivered
- Eleven teachers took part in employer site visits to discover how their subject area is used in the workplace

*“My head is buzzing with ideas on how I can use this in the classroom. There are so many links to my subject” Di, English Teacher, July 2023*



# Project: Teacher Encounters

Phase 2 – 2023/24 academic year

- Aim is to reach more teachers and across a wider subject base
- Hosting four employer-led webinars in spring 2024 – construction, health and social care, manufacturing, IT
- Coordinating employer visits to schools and visit to employer sites

# Project: Teacher Encounters

## Phase 1 impact evaluation

- The teacher encounters programme had a positive impact on teachers and employers.
- They increase the confidence and capabilities of teachers to have constructive careers conversations with students.
- They improve the quality, quantity and impact of employer engagement with education.

# Project: Experiences of the Workplace

Provide more high-quality experiences with employers for students and teachers with a focus on current 'cold spots.'

- Challenge Days - BM6-focused workshops run by employers in school
- Insight Days - BM6-focused workshops run by employers at their premises
- Engage employers and support them to overcome real or perceived barriers to supporting SEND students via online webinars centred around Horizons College and Fairfield College

# Project: Experiences of the Workplace

- Upskill staff who support SEND students (in specialist schools/colleges and mainstream).  
‘Working with employers’ training course aims to enable delegates to:
  - Identify sources of local labour market intelligence
  - Be able to articulate the business case for employing a diverse workforce, including people with disabilities
  - Understand the models of equal opportunity and diversity management
  - Know the role of reasonable adjustments that employers can make to recruit a diverse workforce
  - Understand the value of networking with employers
  - Understand how to market services effectively
  - Understand how to prepare and deliver a presentation to employers
  - Understand methods of securing and maintaining employer involvement in supported employment

# Project: Experiences of the Workplace

## Expected outputs and impact

- Challenge Days: Target of 1,000 students to achieve an experience of the workplace, to include all schools on our priority list for social inclusion
- Insight Days: Target of 200 students to achieve an experience of the workplace. Evaluation will be presented as a written report to be shared with CEC/Careers Hubs
- SEND provision: Target of 16 staff to complete specialist training. Target of 20 employers for online engagement events

# Project: Effective Transitions

Deliver activity to support young people in making effective transitions

- Careers Live Broadcasts: 'Your Choices: Post 16 and Post 18 progression routes' (27<sup>th</sup> September 2023), Apprenticeship Showcase (15<sup>th</sup> March 2024), Amazing Applications (4<sup>th</sup> July 2024)
- Careerpilot subscription to provide all schools and colleges within the Swindon network with access to the platform at a student level as well as for schools/colleges to be provided with access to the pathway planner module for all students in years 8-13
- 'This time next year' mentoring project with an AP setting in Swindon to increase progression to FE

# Project: Effective Transitions

## Expected outputs and impact

- Better student understanding of post-16 and post-18 options, apprenticeships and application process
- Mentoring project:
  - Provide a mentoring package to link students with individuals in industries relating to student career interests
  - Introduce a transition timeline, providing students with 'touch points' with college across the year.
  - Engage students with preparation for FE workshops.
  - Build relationships between AP setting and college staff to provide a better understanding of student barriers and support needs.

# Project: ATE Pathways

Deliver at least one initiative to improve the ability of young people to take up Apprenticeship and Technical Education pathways

- Careers Live Broadcasts: Apprenticeship Showcase (15<sup>th</sup> March 2024), Amazing Applications (4<sup>th</sup> July 2024), Supported employment (24<sup>th</sup> April 2024)
- Development of 5 Swindon & Wiltshire Appren-T-Fest branded student/employer engagement events:
  - Swindon SEND - 16<sup>th</sup> November 2023; Salisbury - 24<sup>th</sup> January 2024; Trowbridge - 2<sup>nd</sup> February 2024; Swindon - 6<sup>th</sup> February 2024; Chippenham - 7<sup>th</sup> March 2024



# Project: ATE Pathways

- Expected outputs and impact
- Careers Live Broadcasts: Viewer numbers increasing year on year and the broadcasts have become an integral part of school careers programmes. Expect to get higher audience numbers than last year (2023 Broadcasts: Apprenticeship Showcase: 6,187 live viewers. Amazing Applications 5,839 live viewers).
- Pre and post broadcast survey to assess impact and measure student's awareness and understanding of apprenticeships as well as the likelihood of them pursuing an apprenticeship.
- Careers Live Broadcasts remain on the website for 12 months, creating a resource for schools and students

# Challenges

- CL churn and poor handover of evidence for careers programme to date
- CLs with unachievable workloads, other duties, minimal time available
- SLTs not fully understanding the importance of careers programmes
- Lack of budgets for careers programmes
- Schools/colleges not planning far enough in advance for employers to plan effectively to support
- Ongoing pressures on businesses to keep engaging year on year & with younger pupils
- Dwindling numbers of L6 qualified Careers Advisors
- Changing Careers Hub Funding model

# Swindon and Wiltshire Careers Hub

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**Website:** [The Careers Hub | SWLEP](#)