

# Careers Hub Update

Careers education provision for learners with SEND  
Apprenticeship & Technical Education project

Steve Haines

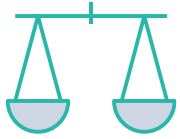
18<sup>th</sup> May 2023

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

# Careers Hub network overview

- Working with 58 Swindon & Wiltshire secondary schools/colleges to ensure that they have a stable and progressive careers programme in place from year 7-13.
- Includes:
  - 8 special schools - 4 in Wiltshire, 4 in Swindon
  - 2 specialist colleges - 1 in Wiltshire, 1 in Swindon

# The Gatsby Benchmarks



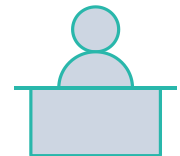
## Gatsby Benchmark 1

A stable careers programme



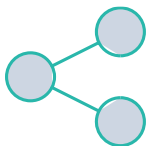
## Gatsby Benchmark 2

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



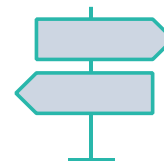
## Gatsby Benchmark 6

Experiences of workplaces



## Gatsby Benchmark 7

Encounters with further and higher education



## Gatsby Benchmark 8

Personal guidance

# Careers Hub support for schools/colleges

- Enterprise Coordinators deliver 1-1 focussed support for Benchmark achievement via Gatsby Benchmark Action Plan
  - Strengths and areas for improvement identified via Compass evaluations (3/year)
- Support for employer engagement via EEEEC
- Partner introductions e.g. ASK, Job Centre Plus
- Network events – Masterclasses, Marketplace sessions
- Newsletters, Careers Leader SharePoint site
- Funded careers activities and events
- Match with an Enterprise Adviser (EA)

# Enterprise Advisers

- 8 out of 10 special schools/colleges matched with an Enterprise Adviser.
- Dimensions Care
- Swindon Borough Council x2
- Great Western Hospital
- Retired
- Royal United Hospital
- Personnel Placements
- Babcock International

# SEND schools and colleges in the Careers Hub

## Wave 1 (Sept 2018)

- Fairfield Farm College, Dilton Marsh
- Horizons College, Swindon
- Uplands School, Swindon

## Wave 2 (Sept 2019)

- Exeter House School, Salisbury
- Rowdeford School, Rowde\*
- Crowdys Hill School, Swindon

## Wave 3 (Sept 2020)

- Churchward School, Swindon
- Downland School, Devizes
- The Springfields Academy, Calne
- Larkrise School, Trowbridge\*
- St Nicholas School, Chippenham\*
- St Luke's Academy, Swindon

(\* Amalgamated to form Silverwood School)

# Case study – Careers programme

	Autumn	Spring	Summer
Year 7	<ul style="list-style-type: none"> <li>Careers companion work A-Z of Job roles with fun activities.</li> <li>Careers companion work Game plan; game based activities that allow 10-14 year olds to explore all aspects of Higher Education</li> </ul>	<ul style="list-style-type: none"> <li>Careers companion work BBC Bitesize Careers</li> <li>Careers companion work <b>Buzz test to find out which career may suit you.</b></li> <li>Jigsaw topic Looking at dreams, goals, aspirations, who do I want to become and what would I like to do for work and to contribute to society</li> </ul>	<ul style="list-style-type: none"> <li>Pathway taster Carousel Careers companion work – Career pilot which holds information on different careers and their pathways</li> </ul>

# Case study – Careers programme

	Autumn	Spring	Summer
Year 8	<ul style="list-style-type: none"> <li>• Pathways experience days</li> <li>• Introduction to Pathways, using videos available on Career Companion</li> </ul>	<ul style="list-style-type: none"> <li>• Pathways experience days</li> <li>• Pathways application for year 9</li> <li>• Dreams and goals – Personal Development lessons</li> </ul>	<ul style="list-style-type: none"> <li>• Pathways experience days</li> <li>• Transition days with new Pathway</li> </ul>

Alongside at least entry level Maths, Science, History or Geography, Computing, P.E., and PSD, and OCR Life and Living Award/Certificate/Diploma, students take a **Pathway** specific qualification by option in Catering / Motor Vehicle / D.T. / Creative Media / P.E. / or Animal Care.



# Case study – Careers programme

	Autumn	Spring	Summer
<b>Year 9</b>	<ul style="list-style-type: none"> <li>• Work related learning</li> <li>• Encounters with Employers</li> <li>• <b>Careers Café*</b></li> <li>• <b>Employability skills – Listening</b></li> <li>• Pathways update on Labour Market information</li> </ul>	<ul style="list-style-type: none"> <li>• Individual Careers appointment</li> <li>• Follow up discussion with pathways teachers</li> <li>• Careers café</li> <li>• <b>National Careers Week</b></li> <li>• Employability skills – Speaking</li> <li>• Dreams and goals – Personal Development lessons</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Preparation for Adulthood week</b></li> <li>• Careers Café</li> <li>• Employability skills – Problem solving</li> <li>• Pathway update on Labour Market information</li> <li>• Work related learning</li> <li>• Dreams and goals – Personal Development lessons</li> </ul>

Careers Café - Small events where local business people are invited in to have a chat with students over a cup of tea.

# Case study – Careers programme

	Autumn	Spring	Summer
<b>Year 10</b>	<ul style="list-style-type: none"> <li>• Careers café</li> <li>• Employability skills – Creativity</li> <li>• Pathways update on Labour Market information</li> <li>• Work related learning</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Individual careers appointments</b></li> <li>• Follow up discussion with Pathway teacher</li> <li>• Careers Café</li> <li>• National Careers Week</li> <li>• Employability skills – Staying positive</li> <li>• Work related learning</li> <li>• Dreams and goals – Personal Development lessons</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Further Education taster days</b></li> <li>• Careers café</li> <li>• Your Future Your Choice</li> <li>• Employability Week</li> <li>• <b>Mock interviews</b></li> <li>• <b>CV/Portfolio development</b></li> <li>• External work experience</li> <li>• Employability skills – Aim high</li> <li>• Update on labour market information</li> </ul>

# Case study – Careers programme

	Autumn	Spring	Summer
<b>Year 11</b>	<ul style="list-style-type: none"> <li>• College visits</li> <li>• University visit</li> <li>• Employability Fair</li> <li>• National Apprenticeship show</li> <li>• Post 16 applications focus</li> <li>• Individual Careers Appointments</li> <li>• Follow up discussion with Pathway teacher</li> <li>• Careers Café</li> <li>• Employability skills – Leadership</li> <li>• Pathways update on Labour Market</li> <li>• Practice interviews for college</li> </ul>	<ul style="list-style-type: none"> <li>• National Careers Week</li> <li>• Mock interviews with school governors</li> <li>• Careers café</li> <li>• Employability skills – Teamwork</li> <li>• Update on Labour market information</li> <li>• Dreams and goals – Personal Development lessons</li> </ul>	<ul style="list-style-type: none"> <li>• Tracking: intended destinations</li> <li>• Careers choice</li> </ul>

# Case study: Post-16 destinations July 2022

Destination	Number of pupils	Subject
Wiltshire College - Trowbridge	5	Level 2 Creative Media Level 1 Creative Media Independent living programme Pathways to vocational study programme Vocational studies programme
Wiltshire College - Lackham	2	Access to Animal care programme Entry to Access programme
Wiltshire College - Salisbury	3	Level 1 Motor Vehicles Level 1 Hospitality Foundation Studies
Wiltshire College - Chippenham	1	Vocational studies programme
Cirencester College	1	Level 2 ICT

# Case study – Outcomes and impact

- Careers guidance programme linked to pupils need and achieving outcomes
- Pupils make informed decisions during key transitions beginning in year 9
- Pupils are fully supported through all careers and post-16 decisions
- Personalised Career action plan shared in annual review meetings from year 9 onwards
- Pupils and staff have thorough knowledge of local LMI and future pathways
- Increased pupil and parental awareness of post-16 options and lifelong opportunities available in the world of work to enable informed decisions
- Range of destinations for pupils
- Meets the needs of all pupils, prevents NEET and ensures suitability of post-16 pathway

# Case study – Parent/carer feedback

“My child wouldn't be able to enjoy college without the support they had from their time at [school].”

“Our son is accessing college and work experience and doing really well!”

“My child is doing really well at college and is due to start their third year in September.”

“Our child completed a year a college and has now got a job as a mechanic.”

0% NEET from 2019/20, 2020/21 and 2021/2022 Year 11 cohorts.

# Key points

- Case study is fairly typical of special schools and specialist colleges
- Depth and breadth of careers programmes increasing
- Careers Hub provides targeted funding or resource for co-produced activities and events according to Gatsby Benchmark performance across network
  - E.g. EOTAS Careers Fair, Careers Collective workshops, Challenge Days
- Gatsby Benchmark achievement increasing – large gains over last 12 months

# Gatsby Benchmark achievement (April 23)

- 8/8 Benchmarks achieved – 2 schools
  - 7/8 Benchmarks achieved – 5 schools
  - 6/8 Benchmarks achieved – 2 schools
  - 3/8 Benchmarks achieved – 1 school
- 
- Average Benchmark progress score for unmet Benchmarks = 62%
  - Median Benchmark progress score for unmet Benchmarks = 75%



# Average % achievement Scores (April 23)



Gatsby Benchmark 1 **92%**

A stable careers programme



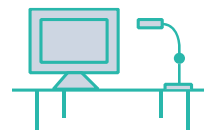
Gatsby Benchmark 5 **95%**

Encounters with employers and employees



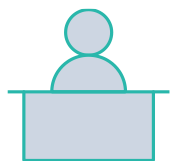
Gatsby Benchmark 2 **94%**

Learning from career and labour market information



Gatsby Benchmark 6 **97%**

Experiences of workplaces



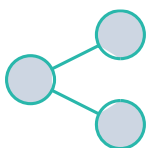
Gatsby Benchmark 3 **97%**

Addressing the needs of each pupil



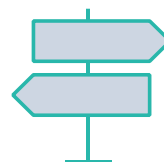
Gatsby Benchmark 7 **100%**

Encounters with further and higher education



Gatsby Benchmark 4 **99%**

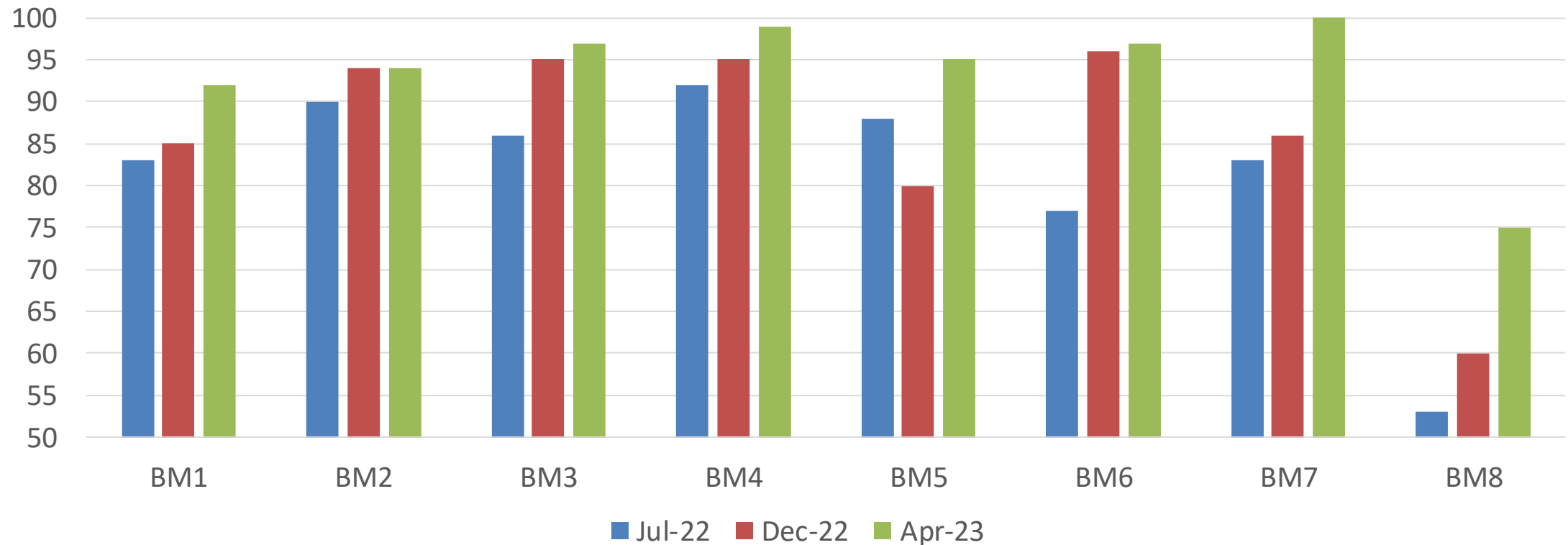
Linking curriculum learning to careers



Gatsby Benchmark 8 **75%**

Personal guidance

# Average % achievement scores from last 3 Compass evaluations



# Gatsby Benchmark 8 – Personal guidance

BM8 Third newest return	BM8 Second newest return	BM8 Most recent return
12%	25%	50%
50%	75%	75%
100%	100%	100%
50%	0%	100%
0%	0%	50%
50%	100%	100%
100%	100%	75%
100%	100%	100%
100%	100%	100%
0%	0%	0%

- Personal guidance taking place but not by Level 6 qualified practitioner
- Budget is the main challenge
- Business case template created for Careers Leaders
- Availability of advisers with SEND experience a secondary challenge
- 53% in July 22, 75% in April 23

# Comparison with local and national average % Benchmark achievement scores (March 2023)

	BM1	BM2	BM3	BM4	BM5	BM6	BM7	BM8
Special schools and specialist colleges	92%	94%	97%	99%	95%	97%	100%	75%
Swindon and Wiltshire – all schools and colleges	84%	95%	63%	86%	86%	61%	67%	72%
National Average	61%	78%	51%	74%	78%	60%	50%	73%

# Mainstream schools/colleges

- Students with SEND are not reported on separately in Compass evaluations but should/would be included in responses to all student centred questions.
- Students with SEND are part of conversations Enterprise Coordinators are having with mainstream schools and colleges.
  - e.g. adaptations for careers fairs, work placements and prioritising personal guidance interviews.
- Network meeting on ‘How to make your careers programme more inclusive’
  - Careers Leaders encouraged to invite SENDCo

# Challenges

- Changes in Careers Leader and lack of handover/provision of evidence for careers programme to date
- Careers Leaders with unachievable workloads, other duties, minimal time available.
- Lack of budgets for careers programmes.
- Ongoing pressures on businesses to keep engaging year on year and with younger pupils.
- Employer anxiety
- Lack of employer-led opportunities en masse
- Difficulty finding qualified SEND Careers Advisers

# Positives

- More support for special schools / specialist settings
- Collaboration between schools / colleges
- Careers focus at MAT level
- More and better SEND careers resources for schools / special schools
- 2/4 ECs attended CEC inclusion training
- Integration with LA SEND teams and EET teams
- Employers becoming more confident and knowledgeable around delivering activities

# Projects 2022/23

- Great Western Hospitals VWEX programme – NHS support services
- LMI platform – SEND group 1 – (Launched September 2022)
- Ability not Disability - Employer Conference (March 2023)
- South Central Region SEND Conference (March 2023)
- Careers Leader SharePoint site refresh (in progress)
- Plus access to whole network initiatives/events



# Jobs Live Apprenticeship Showcase



1,000 sign ups prior to the event

6,187 views on the day

Average watch 53 mins

Swindon & Wiltshire CAREERS HUB

Register at: <https://jobsliveuk.com/partner/swindon-and-wiltshire-lep/>

Wiltshire Council

Swindon & Wiltshire LOCAL ENTERPRISE PARTNERSHIP

SWINDON BOROUGH COUNCIL

THE CAREERS & ENTERPRISE COMPANY

Broadcast	Date	Watched Live	On Demand Views
Your Choices	19th October 2021	4,840	2,256
Amazing Applications	9th March 2022	4,866	3,358
WOW Fest	30th June 2022	6,423	2,944
Your Choices	19th October 2022	4,664	3,880
Apprenticeship Showcase	2nd February 2023	6,187	tbc

Amazing Applications will be broadcast on 6<sup>th</sup> July

Swindon & Wiltshire CAREERS HUB

THE CAREERS & ENTERPRISE COMPANY

SWINDON BOROUGH COUNCIL



Swindon & Wiltshire LOCAL ENTERPRISE PARTNERSHIP

Wiltshire Council

# AMAZING APPLICATIONS

Get to grips with modern recruitment practices and the steps you need to take to achieve successful applications with our **virtual broadcast**.

**Thursday 6th July 2023**  
**9am - 10am and On Demand**

Virtual Interviews  
Psychometric Tests  
Assessment Centres

Register at:

<https://jobsliveuk.com/partner/swindon-and-wiltshire-lep/>



# Priorities

- All special schools and specialist colleges to achieve all 8 Benchmarks
- Going beyond the Benchmarks – collaborative innovation e.g. Employer Engagement event, Challenge Days
- Monthly EC meetings to share and develop inclusion best practice across all settings
- Research to identify challenges / successes around careers education for young people with SEND in mainstream schools and colleges
- Broaden Inclusion Community of Practice for 2023/24 to include Career Leaders and SENCOs from mainstream schools/colleges and special schools and colleges

# Apprenticeship & Technical Education Project Overview

# ATE project aims

- Improve national, regional and local understanding of the factors that influence ATE transitions through the development and application of a common framework and curation of data and expertise.
- Design, develop and scale effective approaches that reduce existing barriers to young people accessing ATE – for example supporting schools to meet Provider Access Legislation and overcome a lack of awareness of different pathways.

# What do we know about the current state of ATE transitions?

- Lots of data and insight but often fragmented and unconnected so this can create a confusing picture.
- It becomes tempting to oversimplify for example through anecdote because there isn't a common way to assess the whole picture or to scale and share effective problem solving.

# Process

- Each Careers Hub to do a self-assessment for their LEP area based on publicly available data (ESS, Working Futures, ILR, Compass+, Future Skills Questionnaire, etc, etc).
- (Swindon and Wiltshire's took place on 11<sup>th</sup> May)
- Hubs will self-assess against a common framework of 8 success factors in ATE transitions
- Scored, discussed and validated at workshop facilitated by impartial lead and including employer, education, careers and learner reps.
- Scores and summaries sent to CEC centrally to inform a national report (expected September).

# Success factors in ATE Transitions

- Employer need
- Employer ability to offer opportunity
- Institutional - Access to relevant training options
- Institutional - Conversion rate of interest to take up
- Institutional - Promotion of ATE options
- Learner - Understanding of ATE routes
- Learner - Existing skills match requirements for next step
- Learner - Enthusiasm for occupations with opportunities



# Scoring Criteria (1-5)

1. This is a significant barrier to ATE transitions and the evidence conclusively points to this.
2. This is a barrier to ATE transitions and there is sufficient evidence to indicate it is restricting ATE transitions despite some positive indicators.
3. There is a roughly equal amount of positive and negative evidence on this criteria and it is broadly neutral in terms of its impact on ATE transitions.
4. There is positive evidence this is supporting ATE transitions despite some negative indicators.
5. This is a significant support to ATE transitions and the evidence conclusively points to this.

# Swindon and Wiltshire scoring

1. This is a significant barrier to ATE transitions and the evidence conclusively points to this.
  2. This is a barrier to ATE transitions and there is sufficient evidence to indicate it is restricting ATE transitions despite some positive indicators.
  3. There is a roughly equal amount of positive and negative evidence on this criteria and it is broadly neutral in terms of its impact on ATE transitions.
  4. There is positive evidence this is supporting ATE transitions despite some negative indicators.
  5. This is a significant support to ATE transitions and the evidence conclusively points to this.
- Access to relevant training options 1.6
  - Employer ability to offer opportunity 1.8
  - Enthusiasm for occupations with opportunities 2.2
  - Promotion of ATE options 2.3
  - Understanding ATE routes 2.3
  - Conversion rate to take up 2.4
  - Skills match for requirements 2.6
  - Employer need 3.8

# CEC use of data

- CEC will publish each hubs scores and summarise issues found and areas of focus.
- Use insight to spotlight common national and specific local issues and inform policy making.
- Use data to inform project design through CEC ATE fund and alignment with other initiatives like LSIPs.

CEC to create a diagram for every hub and an aggregated one for England

## Picture of Success Factor in ATE Transitions

