

Hull and East Yorkshire LEP

Employment & Skills Board

Monday 31st October 2022

Paper A – Careers Activity in Hull and East Yorkshire

1. Summary

- 1.1 To provide the Board with an overview of the range of careers related activity underway in Hull and East Yorkshire.

2. Recommendations

- 2.1. Board members to consider how they can support careers activity in Hull & East Yorkshire as a collective and as individuals.
- 2.2. Board members to consider how systems improvements in careers activity could be made.

3. Report

- 3.1. Local Enterprise Partnerships exist to facilitate economic growth and prosperity. Productivity is a key driver which is why skills and workforce development is central to any economic development strategy.
- 3.2. To be productive an organisation must have a workforce that is fully engaged, healthy, adequately skilled, serviced by a fully functioning labour market (local and global) and available at the right time.
- 3.3. Labour markets fail where there are skills shortages and skills gaps and the majority of publicly funded employment and skills activity focusses on mitigating against these.
- 3.4. A fully functioning labour market is one in which employer demand is fully and consistently met with the supply of adequately skilled labour (**Figure 1**).

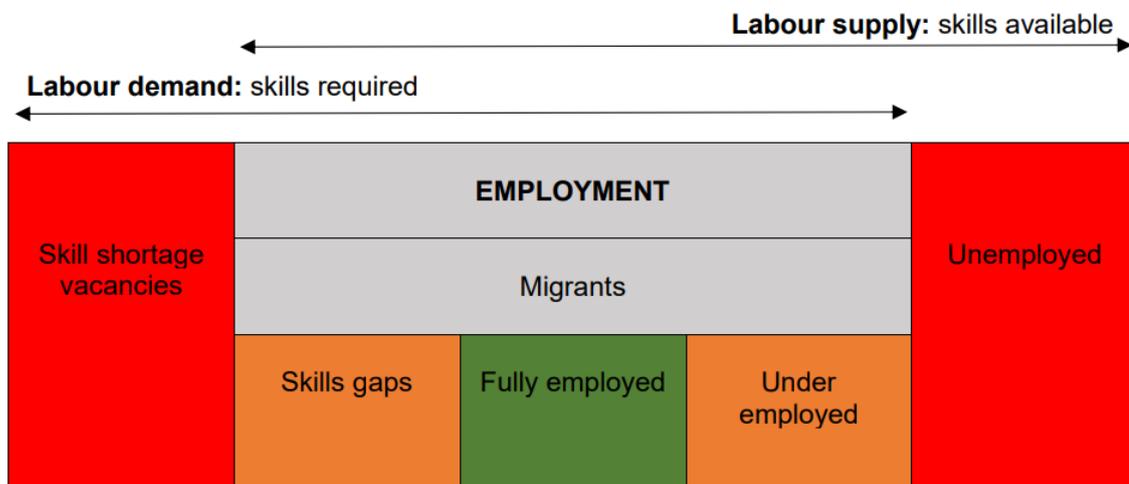


Figure 1: Labour market illustration.

- 3.5. Labour supply originates from a variety of sources, is drawn from local and global labour markets and comprises multiple demographics e.g.:
- Education leavers (Further Education or Higher Education)
 - Apprentices
 - DWP customers
 - Migrant workers
 - Those already employed and looking to reskill or upskill
- 3.6. Feedback from employers identifies skills gaps and shortages in occupations across all sectors evidencing the need for more labour market supply interventions.
- 3.7. Feedback from employers also identifies difficulties communicating employment opportunities in specific sectors and occupations to prospective employees and the future workforce.
- 3.8. Careers, education, information, advice and guidance (CEIAG) activity is fundamental in influencing workforce supply. Sometimes thought to be limited to operating only in educational settings, CEIAG is in fact delivered in a multitude of settings, in different ways, to people of all ages and at different stages of their working lives and careers.
- 3.9. This paper gives an overview of CEIAG activity in the HEY LEP region to help the Board understand what activity is taking place and prompts discussion around what can be done to improve the current CEIAG system.
- 3.10. The table below details the various organisations delivery CEIAG related activity in Hull & East Yorkshire, target groups, funding sources and headline objectives. Full details of each activity are detailed in appendix 1.

Opportunity	Target group	Funding source	Objectives
HEY Careers Hub	HEY resident young people in schools, 6 th form colleges and Further Education establishments	Department for Education (via the Careers & Enterprise Company)	Strategic development of careers programmes and employer engagement
Connexions (Traded careers service)	Young people in a school setting	Hull City Council	Helping schools, colleges and training providers

			to meet their statutory duties
Connexions (Targeted service)	Hull resident young people in a school setting identified as vulnerable	Hull City Council	Ensuring vulnerable young people are able to participate in education and work-based learning
National Careers Service (NCS)	Any person aged 13 and upwards	Department for Education (Education and Skills Funding Agency)	Free and impartial high-quality careers, education, information, advice and guidance for anyone aged 13 and over
Humber Outreach Programme (HOP)	Humber resident young people in schools identified by indices of deprivation	Office for Students	Raising aspirations and attainment to increase participation in higher education
Schools	Pupils	Department for Education	Statutory Careers Guidance Careers guidance for all pupils from Year 7 upwards Revised statutory guidance
Department for Work and Pensions (DWP)	School pupils 13 years plus & Job seekers	Department for Work and Pensions	Supporting job seekers to secure employment. Support for young people in schools
Apprenticeship Support and Knowledge Service (ASK)	Schools and colleges	Department for Education (Education and Skills Funding Agency)	Apprenticeship support and knowledge for schools and colleges.

Quality in Careers Standard (QiCS)	Any school, college or training provider	Department for Education	National quality award for CEIAG for schools, colleges and work-based learning
>log on move on> www.logonmoveon.co.uk	Anyone. The web based resource is free to use. Content is mainly targeted at young people but also contains useful information for adults and employers.	Hull City Council & East Riding of Yorkshire Council plus income secured from providers. (Partial cost recovery)	Providing local careers information plus an Area Prospectus and Common Application Process (CAP)
Skills Hull & East Riding	School and college learners in Hull & East Riding	Local authority	Raising awareness of local careers, pathways, providers and employment opportunities.
East Riding of Yorkshire Council Careers activity:			
<ul style="list-style-type: none"> • School improvement (all education phases to post-16) • Dogger Bank Primary STEM careers programme • Pathway planning resources and career events for young people, parents and carers (universal & Specialist service) 			

<ul style="list-style-type: none"> • Skills Hull & East Riding LMI and CPD resources website • Work with new and indigenous businesses to understand their current and future skills requirements to develop careers resources linking to the curriculum and subject areas • Parent and employer project linked to CEIAG quality for SEND young people in mainstream settings • Apprenticeship project with East Riding UK Youth Parliament connecting young people with vacancies • Hull and East Riding Guidance Practitioners Network 			
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3.11 Several multi-stakeholder partnerships exist to facilitate collaboration of the above activity, ensuring services are delivered efficiently and delivering best value for money where possible. By way of example, the following LEP led groups exist to support LEP and Careers Hub activity:

Partnership
HEY LEP Employment & Skills Board
HEY LEP Careers Aspiration group
HEY LEP Apprenticeship and Technical Education group

Careers Hub network meetings with schools and employers
Humber Local Digital Skills Partnership
Further Education Community of Practice
Further Education Community of Practice
SEND Community of Practice
Careers Student Voice
Cornerstone Employer group

- 3.12 In addition to the above groups, other organisations delivering careers related activity also have similar partnerships which exist to support their own aims, objectives and projects e.g. HOP and local authorities.
- 3.13 The emerging Local Skills Improvement Plan will have a role to play in supporting the careers agenda. The Humber Principals group (partnership of Principals from all Humber Further Education colleges and Sixth Form colleges) is also a forum through which careers activity can be coordinated.
- 3.14 The perennial challenge for stakeholders delivering CEIAG activity is how to improve the system in which their services are delivered. On an individual level, all stakeholders deliver excellent services within the parameters and confines of their respective contracts, service level agreements, funding envelopes, resources and mandates.
- 3.15 Stakeholders are mindful however, that more can be achieved and that employer feedback still identifies difficulties in attracting the right talent across all sectors.

APPENDIX 1

Hull and East Yorkshire Careers Hub

Lead organisation: HEY LEP

Target audience: Secondary schools, 6th Form Colleges and FE institutions

Funding source: Department for Education via the Careers & Enterprise Company

Match funded by the Department for Education, Careers Hubs are created to lead partnerships of schools, colleges, Local Enterprise Partnerships, local authorities, businesses, cornerstone employers and careers providers, to help young people connect closely to local skills and economic needs through a responsive career's education programme.

Over 13,000 young people across Hull and East Yorkshire now benefit from support to prepare them for the world of work. The Hull and East Yorkshire Careers Hub, run by The Careers & Enterprise Company in partnership with the Hull and East Yorkshire Local Enterprise Partnership, Hull City Council, East Riding Council and the Humber Outreach Programme supports 36 of the 51 schools/colleges across the region.

The Careers Hub also links the region's schools with employers, colleges and apprenticeship and in-work training providers, to make sure young people in the region know about the options available to them after they leave education, and the different jobs open to them.

Careers Hubs are not designed to deliver activity but to be the support mechanisms through which schools and colleges develop and embed their strategic careers programmes to ensure young people follow well chosen, appropriate and sustainable progression routes. Careers Hubs bridge the worlds of work and education.

Every school and college in the Hub is matched to an Enterprise Adviser who is a business volunteer who, working with the Enterprise Coordinator also, uses their professional skills, business experience and networks to help Careers Leaders develop strong, sustainable and embedded careers programmes that support all students. In the Hub, there are currently 39 Enterprise Advisers committed to working with schools. These volunteers come from a wide range of businesses and roles and reflect the local labour market.

Alongside Enterprise Advisers, the Hub also has an engaged cornerstone employer group. This is a group of employers who are committed to working with networks of schools and colleges to improve careers education, make sure key skills for their sector are understood by teachers and education leaders, inspire students, champion jobs in their local area, and have a direct route into potential new

employees living on their doorstep. This group includes; Different Resonance; Cranswick Country Foods; Weinerberger; Keepmoat Homes; Smile foundation; BAE Systems and Arco.

To support SEND schools, Alternative Providers and colleges, the Hub also has a specialist SEND/AP Community of Practice which meets regularly to provide more focussed support and collaboration. This group has also delivered CPD for Careers Leaders. There are also regular meetings specifically for college Careers Leaders to enable them to come together to share best practice and collaborate. Careers Leaders and Enterprise Advisers are brought together termly to collaborate and get local and national updates to support them in their roles.

Through the Careers and Enterprise Company, 37 Careers Leaders in the Hub have accessed the fully funded Careers Leaders training and 24 schools have upgraded to the Compass+ system to help them systematically record careers activity. All Careers Leaders also receive invites to national training opportunities and regular communications.

Working with the Greater Lincolnshire Careers Hub, funding has been secured until March 2023 from the Humber Industrial Cluster Plan to fund an Enterprise Coordinator to work on engaging more green/renewables businesses with schools and colleges across the Humber region.

Connexions brand (Hull City Council provide two careers related services)

Lead organisation: Hull City Council

Target group: Young people

Funding: Local authority

Targeted service

The targeted service, (in line with the Local Authority's statutory responsibilities to support those most vulnerable) which focuses on:

- Attending annual reviews for young people with EHC Plans from year 9 onwards to contribute to transition planning and preparation for adulthood.
- Supporting year 11 young people deemed at 'risk of becoming NEET' to engage in education and training post 16 with particular focus on those with EHCPs and CLA.
- Reporting on the number, characteristics and activities of young people of academic years 11-14 (and up to the age of 25 if the young person has learning difficulties or disabilities).
- Monitoring and reporting on progress towards the "September Guarantee".
- Carrying out the Annual Activity Survey. A requirement which shows the destination routes of all year 11 leavers by school establishment on completion of compulsory education.

- Tracking of all young people once they have left school, reporting on destinations and supporting those who remain NEET.

A typical young person will receive an in depth one to one personal careers guidance meeting with a professionally qualified and impartial adviser. The meeting will typically last between 45 minutes to an hour. The adviser will agree with the young person what they want to achieve from the meeting. The meeting will help the young person to reflect on their current situation, their future career plans and the steps they can take to achieve their goals. The adviser can help to raise aspirations, broaden career ideas and provide focus where necessary.

Where a young person is vocationally unsure, the adviser can help them identify steps to help their decision making. The adviser will discuss all the options and routes open to the young person, help them to apply this to their own situation and encourage them to make their own informed choices. Information and advice is provided to enable further research including provider open event dates and how and when applications can be made. The adviser can also help the young person to make applications if this is needed. The young person will receive action notes from the interview and will be informed about how they can contact the adviser again. The adviser will follow up the young person to ensure they have an offer of a place in education or training and will provide further help if required to help them participate.

Traded service

The second is a traded service which helps schools, colleges and training providers to meet their statutory duties. These organisations can buy additional careers adviser time from the Local Authority which can be deployed according to needs e.g. to “top up” the targeted careers guidance service and/or their own internal provision. These services focus on the provision of one-to-one personal careers guidance meetings with a professionally qualified and impartial adviser (as described above).

All Hull City Personal Advisers providing careers guidance are occupationally qualified (level 6) and competent in line with professional standards, as determined by the Careers Profession Alliance. The service is accredited against the revised Matrix standard. All Connexions Careers Advisers adhere to the Career Development Institute Code of Ethics. All staff receive observation of practice, regular casework supervision and CPD.

National Careers Service (NCS)

Lead HEY organisation: The Education Development Trust

Target group: Any person aged 13 and upwards

Funding: Department for Education / Education and Skills Funding Agency

The National Careers Service provides free impartial information, advice and guidance on education, training and work to adults and young people aged 13 years and over. The service provided for 13-18 year olds (who are not NEET) is a telephone service/web service (0800 100 900), however for those aged 18 and NEET or 19+ then a telephone or face to face apt is available.

Individuals can access support through a website, telephone helpline and web chat service. Advisers can support young people to make informed choices by providing insights into all the different routes including apprenticeships, traineeships, other technical qualifications and academic options.

This can supplement support available to students through the school or college, particularly outside of term time. Transition support after exam results is often critical in securing a successful destination for school and college leavers. The Careers & Enterprise Company and National Careers Service are aligning their activities, including developing shared terminology, a common approach to labour market information and supporting a seamless transition for young people from school and college into further education, training or work.

Humber Outreach Programme (HOP)

Lead organisation: University of Hull

Target group: By school / deprivation indices

Funded by: Office for Students

HOP is tasked with linking universities and colleges with schools to offer young people activities, impartial advice and information on the benefits and realities of going to university and other higher education pathways and breaking down the barriers to accessing and progressing onto higher education.

HOP's objective is to deliver impartial sustained and progressive (S & P) targeted outreach to help learners make well-informed decisions about their future education and to reduce gaps in higher education participation for the least represented groups.

HOP works with the majority of secondary schools and all colleges (FE & Standalone Sixth Forms) across the city of Hull.

A dedicated Collaborative Outreach Officer (all hold the Level 6 Diploma in Careers Guidance and Development) works in partnership with each institution to identify gaps and design and agree bespoke careers and outreach plans for years 7 – 13 to address these gaps in relation to Gatsby Benchmarks 7 & 8. This is delivered in collaboration with the CEC, using Compass + and their understanding of the gaps to ensure that the service is providing added value, reducing duplication and the burden on schools in planning and delivering CEIAG.

The Core Offer programme for partner institutions which includes several strands, each addressing target students' identified needs and aims to increase progression to further and higher education.

The programme focuses on improving students' understanding and preparedness towards applying for further and higher education, developing their passion and ambition towards the idea of further study as part of the Uni Connect programme. This forms the basis of the outreach and CEIAG 'offer' - delivered through an HE Progression Framework, aiming to support the planning of future opportunities for school/colleges, students & parents/carers in preparation for all higher education pathways.

Other elements of HOP's work:

- Delivering 1:1s for year 10 – 13 as well as CEIAG mentoring group sessions (again this would focus on pathways through to level 4 and the skills/mindset to achieve that). However, these are only for UC learners e.g. based on KS4 expected or actual attainment could progress to HE but who aren't considering it for some reason and also only if they already have had a guidance interview.
- Providing an engagement grant to each of our schools/colleges, which is used to address gaps in Gatsby 7 and 8 (but only that add value and don't replace or substitute activities which an institution should be funding or sourcing themselves). The school/college can also use their engagement grant for 'top up' CEIAG 1:1s but again these are extra sessions for UC targeted learners.
- Online careers products through HOP's website such as The Pay Index, an on line chat function through The Ambassador Network and an online CEIAG e-curriculum (HOPathways) linked to Log on Move on.
- Labour Market Intelligence resources for schools and subject in the box resources linked to the curriculum

The Core offer follows a sustained and progressive approach, where activities are broken down to reflect three phases (Introductory, Developmental and Consolidatory). This follows a young person's journey in terms of first building up knowledge, gaining skills and making decisions. See below:

Introductory	Developmental	Consolidatory
Post 14 options and pathways (linked to HE progression)	FE/HE/Employer visits	How to write an effective UCAS/Job application/personal statements
Post 16 pathways through to level 3 and 4	Subject Insights and masterclasses	Student Finance Sessions

Vocational routes through to level 3-5	Residentials, HE institution based, careers days	Resilience
Occupational Routes - Apprenticeships	Campus visits, subject taster days	Research/ Study Skills
Introduction to HE pathways	Careers and skills events (virtual and in person). Usually in collaboration with the CEC.	Revision techniques
Post 18 pathways through to level 4 and above.	CVs, applications and interview skills	Mentoring exploring Achievement, Post 16 pathways – research skills and applications
	LMI curriculum	CEIAG
	Entrepreneurial skills	Summer schools and residentials

Schools / Colleges

Lead organisation: Schools

Target group: Pupils

Funding: Department for Education

[Revised statutory guidance](#) was issued by the Department for Education in September 2022. The main aspects of this revised guidance are that schools must now secure independent careers guidance for all pupils from Year 7 upwards and a greater emphasis on schools securing “opportunities for a range of education and training providers to access all year 8 to 13 pupils to inform them about approved technical education qualifications and apprenticeships.”

[The proposed Provider Access Legislation is anticipated to come into effect from January 2023 which will clearly outline an entitlement for all students further building on the Baker Clause requirements. Careers Hubs have been tasked with supporting this in their regions.](#)

[All duties associated with careers education](#) and equivalent requirements in funding agreements continue to rest with schools and colleges.

Job Centre Plus (DWP)

Lead organisation: Job Centre Plus

Target group: School pupils 13 years plus & Job seekers

Funded: Department for Work and Pensions

The Department for Work and Pensions (DWP), through the Jobcentre Plus 'Support for Schools' programme, provides information to schools and colleges (including mainstream secondary, SEN and PRU schools as well as sixth form and FE colleges), their students, teachers and parents on the local labour market and employer expectations. Jobcentre Plus school advisers look to respond to local schools and colleges who identify students at risk of leaving education without entering employment or further education or training.

The initiative is designed to facilitate school-to-work transition, training or further study for young people better suited to a vocational qualification, such as traineeships or apprenticeships, instead of a traditional academic route, to help them fulfil their career ambitions.

The Apprenticeship Support and Knowledge (ASK):

Lead organisation: Department for Education (Education and Skills Funding Agency)

Funding: Department for Education (Education and Skills Funding Agency)

Target group: Schools and colleges

The Apprenticeship Support & Knowledge for schools and colleges programme (ASK programme) is funded by the Department for Education and aims to support schools and colleges in England to increase awareness of apprenticeships, traineeships and T Levels amongst students, parents, carers, teachers and careers advisers.

Types of support local authorities can access includes:

- Support in delivering activities with young people who may be at risk of unemployment, for example, awareness presentation and application/employability workshops.
- Support in delivering activities that will inform teachers, career advisers and parents about the career and training options available.
- Support in delivering training workshops and presentation to local authority teams to ensure they are equipped with the latest information about apprenticeships, traineeships, and T-levels.

Students	Teachers and career advisers	Parents and carers
<ul style="list-style-type: none"> • Apprenticeship, traineeship and T Level awareness assemblies • Apprenticeships/ traineeship registration workshops • Application/CV workshops • Mock assessment centre workshops • Mock interview sessions • Careers fairs 	<ul style="list-style-type: none"> • The new ASK offer and how to access it • Planning support in 2021/22 • Apprenticeship, traineeships and T Level awareness presentations 	<ul style="list-style-type: none"> • Apprenticeships, traineeships and T Level awareness presentations • Attendance at parents' evenings • Apprenticeship application information sessions
ONLINE RESOURCES Unlimited free access to our a range of online resources, available 24/7.		
Students	Teachers and career advisers	Parents and carers
<ul style="list-style-type: none"> • Posters • Classroom activity packs • Videos • Subject guides 	<ul style="list-style-type: none"> • Subject guides • Webinars • Posters • Senior leadership guides • Handbooks 	<ul style="list-style-type: none"> • Monthly parent packs • Translated materials

Quality in Careers Standard:

Lead organisation: Quality in Careers Standard

Target group: Any school, college or training provider

Funding: Department for Education with individual schools/colleges/training providers paying for an assessment/review

The Quality in careers Standard is the national quality awards for careers education, information, advice and guidance (CEIAG) in secondary schools, colleges and work-based learning. The Standard is accessible in England, Northern Ireland, the Isle of Man and the Channel Islands and is fully aligned with the Gatsby Benchmarks for "Good Career Guidance".

The HEY LEP became an awarding body for the Quality in Careers Standard on 1 April 2021 following on from the accreditation the Humber LEP previously held. The HEY LEP will continue to oversee assessments across the Humber region working

with partners C&K Careers. Where there was previously funding for new schools to embark on new assessments, that is not the case at present, but all existing holders are match funded for their necessary annual reviews until August 2023. We currently have 33 holders of the Quality in Careers Standard (secondary/college/primary) having worked with the Humber LEP and latterly the HEY LEP. We currently have 1 school preparing for a re-assessment.

Note this is a legacy contract from the Humber LEP and LEP funding will cease once all existing QICS holders have been reaccredited.

>log on | move on>

Lead organisations: Hull City Council & East Riding of Yorkshire Council

Target group: Anyone

Funded: Local authority and schools / colleges (partial cost recovery)

This service provides a careers portal, which is primarily an Area Prospectus and Common Application Process (CAP) system in partnership with East Riding of Yorkshire Council. The system also incorporates a number of different prospectuses including Higher Education, support for the unemployed, supported work-based opportunities, adult, employer and the Energy Skills Campus.

The system sees young people accessing the >Log on | Move on> website (www.logonmoveon.co.uk) to explore all the post 16 provision options during years 10 and 11 as part of their careers / PHSE lessons in school. The provision detailed on the website covers the whole of the North Bank and beyond. Young people will then use the website to submit applications to learning providers with an aim of securing an offer of post 16 learning. As the system is web based, young people can also make applications with support from parents and carers at home.

>Log on | Move on> also includes additional functionality which supports transition such as an employability skills passport, a CV writer, access to live Apprenticeship vacancies and an information and inspiration section which provides information to support young people in making decisions on their next steps. The system supports the Raising of the Participation Age agenda and the September Guarantee process as it allows post 16 providers to inform the service of any learners dropping out of provision using the Managed Learner Intervention Transfer (MLIT) system. Applications can be tracked by colleges / providers to the point of enrolment, with this information directly transferred into the Councils NCCIS system.

Within >Log on | Move on> there is also a Teacher Tool area, which stores resources and lesson plans for teachers to use when introducing careers into subject lessons. This system is now offered as a traded service with all local Secondary and Special Schools, and all post 16 colleges / training providers making a financial contribution to the maintenance of this system. Hull University based Humber Outreach Programme



(HOP) use the systems functionality to support transition to Higher Education and to provide online learning resources to local young people.