

Hull and East Yorkshire LEP
Employment & Skills Board – 26th February 2024
Paper B – Careers Hub Progress Report
Fiona Headridge, Careers Hub Lead

1. Summary

- 1.1. This paper summarises the progress made by the HEY Careers Hub in the period September – December 2023 and provides the local strategic oversight of the HEY Careers Hub, a governance requirement of the Careers and Enterprise Company.

2. Recommendations

- 2.1. The Board notes the progress made by the HEY Careers Hub in the period September – December 2023.
- 2.2. The Board endorses the recommendation made by the HEY LEP Careers Hub relating to post HEY LEP Employment & Skills Board governance arrangements detailed in paragraph 8.2.

3. Report

3.1. **Background**

- 3.1.1. The HEY Careers Hub works with all 50 eligible schools and colleges in the region. Enterprise Coordinators work with a caseload of schools supporting them to develop their careers programmes.
- 3.1.2. Careers Hubs are funded on an academic year cycle (September to August) with a Grant Offer Letter being issued in the Spring Term every year. The Grant Offer Letter comprises of:
 - **Funding allocated for staffing** - based on the number of schools engaged in a Careers Hub. The funding is claimed retrospectively quarterly. Match funding is required.
 - **Key Performance Indicators** - These targets are reviewed quarterly by the Careers and Enterprise Company in contract review meetings.
 - **Local Hub Fund** – an amount of money to enable activity. The amount is calculated on the number of schools in a Careers Hub.
- 3.1.3 Schools and colleges measure their performance by completing a termly self-evaluation using the Compass digital tool. Compass is a free tool for schools and colleges in England, it allows them to evaluate their careers activity against the eight benchmarks of best practice – the [Gatsby](#)

[Benchmarks](#). Once completed, the tool provides schools with a confidential report and resources to help them achieve each Benchmark.

4. The Careers and Enterprise Company 2023/24 – Strategic priorities

4.2 The Careers and Enterprise Company have been given a one-year settlement agreement from the Department for Education. This ensures continuity of the Careers Hub until 31 August 2024. We expect that the new funding settlement will be communicated via the Grant Offer Letter for the academic year 2024/5 which is expected to be issued in April. The Department for Education in their contract for 2023/24 have asked the Careers and Enterprise Company to focus on five priority areas with Careers Hubs in the forthcoming year (2023/24 academic year). The areas are as below:

<p>PRIORITY 1: IMPROVE CAREERS PROVISION</p>	<p>Raise the quality of careers provision in schools, special schools and colleges against the Gatsby Benchmarks through training for the education workforce, targeted support and quality assurance</p>
<p>PRIORITY 2: DRIVE MORE HIGH QUALITY EMPLOYER EXPERIENCES</p>	<p>Drive more high-quality experiences with employers for students and teachers – with a focus on current 'cold spots'</p>
<p>PRIORITY 3: AMPLIFY VOCATIONAL ROUTES</p>	<p>Amplify apprenticeships, technical and vocational routes – including by supporting the implementation of the Provider Access Legislation (PAL)</p>
<p>PRIORITY 4: FOCUS ON DISADVANTAGE</p>	<p>Focus on interventions for economically disadvantaged young people (FSM) and those who face most barriers – through identifying and addressing the needs of specific cohorts</p>
<p>PRIORITY 5: CONNECT CAREERS PROVISION TO LOCAL ECONOMIES</p>	<p>Connect careers provision in schools and colleges to the needs of local economies – as articulated through Local Skills Improvement Plans (LSIPs)</p>

4.3 Hubs have been asked to use the five priorities to plan their activity for the year. They were also asked to allocate their Local Hub Fund spend against the first four priorities.

4.4 The CEC requires all Hubs to submit a to indicate how the Hub will address the five priorities in their region. More information of specific activity can be found in appendix 1.

5. Funding

5.1. Funding allocated for the HEY Careers Hub for the 2023/24 academic year is:

a) Staffing:

Role	Maximum funding available provided by The Careers & Enterprise Company	Maximum Local Partnership Contribution needed	Maximum Number of FTE Staff Funded
Enterprise Coordinator	£81,267	£81,267	3
Strategic Hub Lead (SHL)	£72,000	N/A	1
OHL – uplift contribution	£12,978	N/A	N/A
Project Officer (cross Humber role)	£17,200	£17,200	1
TOTAL	£183,445	£98,467	4

b) Local Hub Fund: £50,000

c) Project funding: Experiences of the workplace pilot (Strand 2)
£65,000

5.2. Corporate income has been secured to provide the necessary Local Partnership Contribution needed to maximise CEC funding.

5.3. The Careers Hub is now fully staffed and from January was working at capacity.

5.4. In this term, the Careers Hub Lead will work with the Employment and Skills Manager to ensure the appropriate match funding is secured for the forthcoming academic year to ensure continuity when the Grant Offer Letter for the academic year 2024/5 is issued in April.

6. Progress against Key Performance Indicators (September 2023 – December 2023)

6.1. The below chart shows the achievements of the Careers Hub at the end of December 2023 compared with the start of the year and against regional and national averages.

Key Performance indicator	Baseline (August 2023)	Dec. 2023	Regional Average	National Average
50 institutions in Hub (100%)	50	50	96%	95%
90% of institutions achieving 3 or more Benchmarks	84%	86%	90%	90%
80% of eligible institutions upgraded to Compass+	78%	84%	80%	78%
20% of schools to complete 100+ Future Skills Questionnaires	9%	7%	9%	6%
80% of institutions having the support of an Enterprise Adviser	82%	76%	78%	76%
Maintain 42 Enterprise Advisers in the Hub	38/42	35/42	-	-
20% of institutions achieving all 8 Benchmarks	4%	6%	19%	20%
Achieve an average of 5.5 Benchmarks (out of 8)	4.9	5	5.5	5.5
Achieve an average of 80% for Benchmark 5	71.4%	79.6%	82.2%	82.1%
Achieve an average of 65% for Benchmark 6	49%	49%	58%	66.4%
100% of institutions complete Compass termly 100%	98%	92%	85%	84%

6.2. Progress in the first term is positive and with the plans team members have in place we are in a good position to achieve the targets at the end of the year. There are two areas however which pose a challenge at present:

- Recently we have seen a number of our [Enterprise Advisers](#) step away from their roles. This has been due to a number of reasons including; work pressures, change in roles or the match with the school/college not being what they are looking for. We are currently running a new recruitment campaign for EAs and reviewing how we onboard, match and support our Enterprise Advisers.
- Due to the requirements of Benchmark 3, very few (mainstream) schools are likely to achieve all 8 Benchmarks meaning we may

well fall short of the 20% target. At present however, there are 16% of schools achieving 7 Benchmarks who are just not managing to execute the three year destination tracking at student level.

- 6.3. [Provider Access Legislation](#) (PAL) came into effect on 1 January 2023 and specifies the encounters young people must have with approved providers of apprenticeships in Key Stages 3 and 4. Whilst not tasked with enforcing this the Hub continues to work with schools to work towards this. Schools have been generally keen to enable this, however it remains a challenge often due to a lack of resource across providers most notably at Key Stage 3. The Hub delivered activity in National Apprenticeship week to help support this and look at new ways of working for schools.

7. Additional in year opportunities

- 7.1. The Hub was selected by the Careers and Enterprise Company to deliver an experiences of the workplace pilot project focussed on a sector approach to drive up the number of young people visiting a workplace to look at roles and careers in the Net Zero sector. The project is being delivered for the Hub in partnership with Engaging Education who were successful in a competitive procurement process. Over 500 young people will visit a workplace by the end of July 2024 as part of this project. More information is provided in Appendix 2.
- 7.2. Working with the Greater Lincolnshire Careers Hub, the HEY Careers Hub is looking to explore a first of its kind sector focused Beacon Hub based in the Humber region. This Beacon hub would be supported by private investment to provide extra resource to accelerate the careers activity around Net Zero careers education. More information is provided in Appendix 3.

8. Governance

- 8.1. As part of the Grant Offer Agreement with the Careers and Enterprise Company, the HEY Careers Hub must have a governance structure through which its activity can be monitored. The governance for the Careers Hub has been provided by the HEY LEP Employment and Skills Board under the auspices of the HEY LEP Board and Local Assurance Framework fulfilling the Agreement with the Careers and Enterprise Company.
- 8.2. **Recommendation:** It is recommended that on closure of the HEY LEP and the HEY LEP Employment & Skills Board, HEY Careers Hub governance is transferred to the transitional Employment and Skills Board which will be established in readiness for the forthcoming Combined Authority.

9. Key risks and priority actions for the next period

9.1. Risks

Risk	RAG rating	Mitigation
Enterprise Adviser recruitment and retention	A	A new process is being developed to support and recruit EAs
Not delivering Net Zero experiences of the workplace pilot	A	Delivery plan in place and regular progress meetings scheduled
Local Partnership Contributions not secured for forthcoming year	A	Work with Employment and Skills Manager to ensure funding is in place.

9.2. Priorities

Deliver successfully the Net Zero experiences of the workplace project	Ongoing to July 2024
Ensure the process for recruiting and supporting Enterprise Advisers is reviewed and implemented	By May 2024
Continue to monitor PAL adherence and work with providers and schools to build more encounters in schools.	Ongoing

APPENDIX 1

HEY Careers Hub Key Performance Indicators for 2023/24

Priority	Activities
PRIORITY 1 Raise the quality of careers provision in schools and colleges against the Gatsby Benchmarks through training for the education workforce, targeted support and quality assurance	Regular Hub networking events Careers Leaders and employers share best practice and receive local and national updates EAs and cornerstones to attend all meetings Cornerstone employers to lead sessions
	Careers Link Governor CPD sessions Three virtual CPD sessions for Careers Link Governors to update on local and national policy.
	Uni Connect collaborative meetings Support the OfS Attainment Raising programme in schools and use resources more strategically through joint meetings to ensure schools get maximum benefit
	Cornerstone Group meetings Cornerstone group continues to meet to explore ways in which they can support the strategic aims of the Careers Hub Groups grows to reflect all regional priority sectors
	Future Skills Questionnaire Increase confidence, use and understanding of the Future Skills Questionnaire More schools to use the FSQ to gain a better understanding of student perceptions. 10+ schools to use the FSQ
	FE Community of Practice Colleges share and collaborate on the development of careers activity post 16. Working with Uni Connect partners, a Community of Practice is well informed of routes and opportunities for students progressing at 18.
	Summer conference Convene the whole Careers Hub stakeholder network at the end of the year to raise the priority of careers education locally and nationally and analyse the gaps for the forthcoming year

PRIORITY 2 Provide More High Quality Experiences with Employers	Parental engagement 3 Very Important Parent events – hosted by employers for parents to support self canvassing for work experience and to build social capital and LMI knowledge. Cornerstone employers will be engaged alongside those employers engaged in other projects - Green and Health & Care
	Teacher encounters A published programme of employer led Teacher Encounter opportunities
	SEND experiences of the workplace Develop a virtual/setting based experience of the workplace for students in SEND/AP settings who cannot manage an external placement
	Regular communications with stakeholders Provide a virtual active space for employers (inc. EAs and Cornerstones) to engage with one another to increase meaningful encounters with employers and opportunities for CLs
	Continue to develop our Enterprise Advisers Deliver three EAs as key drivers in education sessions for all EAs to attend within the year. Enterprise Advisers are updated on key developments in Careers Education and have the skills needed to fulfil their role
PRIORITY 3 Amplify apprenticeships, technical and vocational routes - including by supporting Provider Access Legislation	Address the regional underrepresentation of females undertaking apprenticeships A campaign with Cornerstones - case studies, social media and a conference in National Apprenticeship Week
	Promote vocational pathways in the region Develop career pathway resources with Uni Connect partner to promote ATE routes (including T Levels) through to degree level for key LSIP sectors.
	Support young people in care to progress to apprenticeships Working with Virtual Schools to deliver an event and information session to explore progression routes and levels EAs and Cornerstone employers to provide case studies
PRIORITY 4 Target interventions for	Student Voice group Students become champions for careers education in their schools and co design careers programmes Input into institutional/hub and employer planning

<p>economically disadvantaged young people (Free School Meals) and those who face barriers</p>	<p>Parental engagement focus groups AP & SEND parents/carers participate in developing engagement strategies which also contribute to a wider regional parental engagement approach through focus groups and questionnaires</p>
	<p>Tailored LMI communications for parents/carers A well developed careers conversation package of LMI messages endorsed by employers will be shared with every institution. Parents will receive better quality LMI messages supporting them to be better informed Schools have a high quality model for communicating with parents.</p>
<p>PRIORITY 5 Connect careers provision in schools and colleges to the needs of local economies (as articulated through Local Skills Improvement Plans (LSIPs))</p>	<p>Inclusive careers in health and care project A programme of activity supported by the HNY Integrated Care Board to include experiences of the workplace, teacher encounters, employer encounters, specialist careers advice and parent events. Designed to increase the awareness of routes and roles into the health and care sector and the number of young people choosing to pursue these.</p>

APPENDIX 2

Experiences of the workplace pilot project



Navigating Net Zero

Our Mission

Conversations around Net Zero have long centred the aspiring Net Zero Strategy for 2050, defined by its clear targets and policies.

We want to go beyond this far-reaching scope and help bridge the gap between the policy and people.

Our goal is to make the Net Zero industry more accessible to the wider community, starting from the young people who will be leading the workplace of tomorrow.

We will support increased delivery of student Experiences with Employers in the Net Zero sector, focusing on communities at a greater disadvantage.

We aim to deliver a minimum of 500 workplace experiences in Hull and East Yorkshire by the end of July 2024.

How Can You Get Involved?

There are many ways you can contribute to our mission and engage the community around you for the benefit of our shared sustainability goals.

Get to know all the options available for employers like you:

- Availability to deliver a 30-minute presentation on the Net Zero industry to our students on our launch dates.**
- Availability to meet with students at The Guildhall across our Day 1 dates, presenting information about your company's Net Zero initiatives and career pathways.**
- Availability to be a host employer for Day 2 and engage with a group of students at your location on one or more dates, helping to give them meaningful experiences of the workplace.**
- Availability to attend evening events for parents and carers, answering their questions and helping them engage with and understand more about Net Zero careers.**
- Working with us to support in informing the content for the delivery of our programme.**
- Working with us to help create meaningful employer-based challenges and tasks to engage young people.**

Programme Schedule

<p>01. Launch and Introductions 📍 The Guildhall, Hull Understanding Net Zero: Launch and introduction to employers</p> <p>Key Dates</p> <p>March 4th 9.30am - 12.30pm March 5th 9.30am - 12.30pm March 11th 9.30am - 12.30pm</p>	<p>03. Feedback and Pathways 📍 Central venue Employer-led presentations and student questions</p> <p>Key Dates</p> <p>1st July - 5th July 2024</p>
<p>02. Employer visits Groups of students visit their chosen employer to complete a meaningful task and challenge</p> <p>Key Dates</p> <p>15th April - 23rd May 2024 3rd June - 14th June 2024</p>	<p>04. Parents and Carers evening 📍 Central venue An opportunity for parents / carers to learn more about career pathways from employers in the net zero sector</p> <p>Key Dates</p> <p>8th July - 12th July 2024</p>

Over to You!

We're looking forward to hearing back from you and having your company on board – let's keep paving the road to Net Zero, together.

To get started, register your interest here:

bit.ly/30sVAkn



APPENDIX 3

Net Zero Beacon Careers Hub proposal



 THE CAREERS &
 ENTERPRISE
 COMPANY



Investing in the future Net Zero workforce

The issue

Tens of thousands of skilled Net Zero jobs within the Humber area are due to be created, but with skill shortages and a lack of diverse talent pipelines, action needs to be taken to ensure the future workforce can meet industrial demands.

Young people within the Humber area are the future of Net Zero transition, and 80% of young people across England report they want to work for an organisation committed to tackling climate change. However, over 60% of young people report negligible awareness of green skills and associated careers opportunities.

We can change this. The Careers & Enterprise Company (CEC) are seeking support for an ambitious new initiative to inspire, motivate and support young people to pursue pathways into Net Zero jobs and industries.



The moment to strike

20,000 new industrial jobs in the Humber area are expected to be created due to Net Zero projects, and to meet this growing demand, we need to help young people gain the skills and knowledge to pursue green careers.

We have the infrastructure, the knowledge and the expertise to tackle this issue head on, we just need support and investment from your business. Together, we will support young people in the Humber area to take their best next step.



Contact: Matt Payler - mpayler@careersandenterprise.co.uk

What is it?

The CEC has a track record of delivering systemic change in careers education. We bridge the gap between what employers need and young people's expectations and preparedness when they leave school. Careers Hubs are already well established and well regarded in the region, and we believe creating a Net Zero Beacon is a well placed solution to meeting regional needs.

A Net Zero Beacon would use the existing careers infrastructure of Hull and East Yorkshire Local Enterprise Partnership (HEYLEP) and Greater Lincolnshire Local Enterprise Partnership (GLLEP). It would put a focus on building awareness of Net Zero careers, and developing the skills and understanding young people need to become a future Net Zero leader within the Humber cluster.

The project will include:

- Dedicated, expert regional project leads
- Upskilling local Careers Leaders
- Placements for local teachers
- Bespoke Net Zero curriculum development
- Experiences of the workplace for students

Why get involved?

Supporting this project will:

- Tackle your future skills shortages
- Create a pipeline of diverse talent entering your workforce
- Position your company as a leading investor in Humber communities
- Provide opportunities for colleague engagement and volunteering



Contact: Matt Payler – mpayler@careersandenterprise.co.uk

Glossary

- AP – Alternative provision is education for children that cannot attend a mainstream school.
- CEC – Careers and Enterprise Company
- FE Community of Practice (CoP) – Further education (FE) community of practice group brings together 5 local FE colleges to collaborate and share best practice on careers services.
- CL – Careers Leader - the lead individual for careers services in an institution.
- Compass – Online self-evaluation tool for quality of careers services in schools and colleges.
- Compass+ - Online self-evaluation tool with enhanced functionality for quality of careers services in schools (not available to colleges).
- Cornerstone group – Flagship employers who collectively champion the work of the Careers Hub and the value of engaging on careers activity.
- DfE – Department for Education
- EA – Enterprise Advisor - Volunteers who partner with a local secondary school or college and use their skills, business experience and networks to help them develop a strong careers programme that supports all students.
- EC – Enterprise Coordinator – Employed by the Careers Hub to facilitate Hub activity and deliver contracted outcomes.
- Future Skills Questionnaire (FSQ) - measures the career readiness of students at points of transition in their secondary education. The FSQ sits as a feature within the Compass+ careers management tool. It includes the functionality to select students and send out questionnaires, as well as colourful and engaging digital questionnaires for students. The FSQ has been piloted and is now being rolled out as something schools are expected to engage with.
- HIPs – Hub Incubation Project – Funding made available from the CEC nationally to pilot innovative new practices.

- HOP – Humber Outreach Programme - Part of the UniConnect programme funded by the government to deliver impartial advice and guidance about higher and further education in schools and colleges across the Humber.
- ITP – Independent Training Provider
- LA – Local authority
- LMI – Labour Market Intelligence
- OfS – Office for Students – Regulatory body for all English higher education.
- Provider Access Legislation (PAL) – Aims to develop and strengthen existing legislation (the [Baker Clause](#)) from 2023. This policy statement sets out the school's arrangements for managing the access of providers to the students at the school for the purposes of giving them information about the providers education or training offer with regards to technical education or apprenticeships.
- Uni Connect – Brings together 29 partnerships of universities, colleges and other local partners to offer activities advice and information on the benefits and realities of going to university or college.