

Hull and East Yorkshire LEP
Employment & Skills Board – 23rd October, 2023
Paper B – Careers Hub Report
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1. Summary

- 1.1. This paper summarises the progress made by the HEY Careers Hub in the period April – August 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 April – August 2023.

3. Report

3.1. **Background**

- 3.1.1. The HEY Careers Hub has engaged all 50 eligible schools and colleges in the region to join the Hub since January 2023.
- 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](#). The tool was built in partnership with the Gatsby Charitable Foundation, to help schools understand their strengths and find areas for improvement. Once completed, the tool provides schools with a confidential report and resources to help them achieve each Benchmark.

3.2. Funding

3.2.1. Funding allocated for the HEY Careers Hub for the 2022/23 academic year was:

a) Staffing:

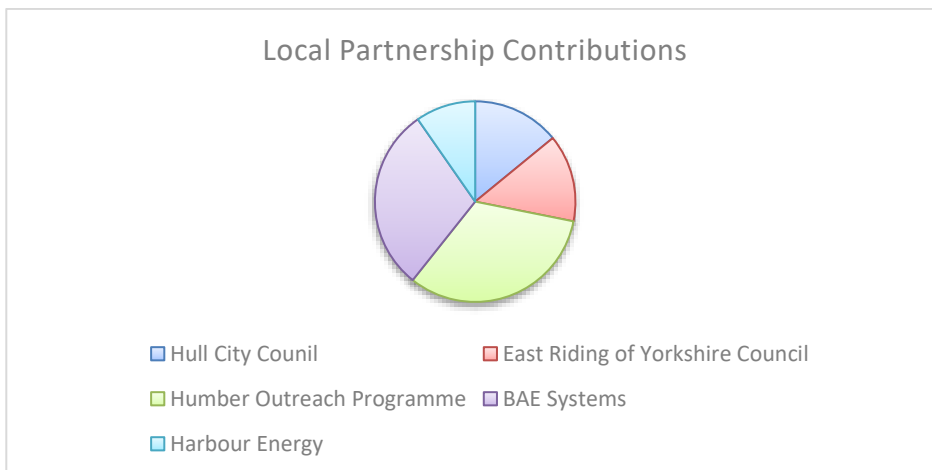
Role	Maximum funding available provided by The Careers & Enterprise Company	Maximum Local Partnership Contribution needed	Maximum Number of FTE Staff Funded
Enterprise Coordinator	£78,900	£78,900	3
Strategic Hub Lead (SHL)	£67,000	N/A	1
TOTAL	£145,900	£78,900	4

b) Local Hub Fund: £19,554.31

3.2.2. Corporate income has been secured to provide the necessary Local Partnership Contribution needed to maximise CEC funding. The Careers Hub is now supporting all schools and colleges in the region.

3.2.3. Rachel Simpson joined the team as an Enterprise Coordinator in July.

3.2.4. The Careers Hub is now funded by a mixture of public and private investment as illustrated below:



3.3. Key Performance Indicators 2022/23

3.3.1. Careers Hub key performance indicators include:

- Maintaining 50 schools engaged in the Careers Hub

- A Careers Hub average Gatsby Benchmark score of 5 or above
- No school or college achieving less than 3 Gatsby Benchmarks in full
- Targets against Benchmarks:
 - Benchmark 1: 80%
 - Benchmark 5: 80%
 - Benchmark 6: 45.7%
- An [Enterprise Adviser](#) matched to every school and college
- 90% of schools using Compass+ to record student activity
- Five schools using the [Future Skills Questionnaire](#)

3.3.2. Full details of each indicator and their rationale are contained in Appendix 1.

3.4. Progress against Gatsby Benchmarks (December 2022 – August 2023)

Benchmark	December 2022	August 2023
50/50 schools engaged in the Careers Hub.	G	G
The HEY Careers Hub achieve an average of 5 Benchmarks (out of 8). Currently 4.8 Benchmarks.	G	A
All schools achieving a minimum of 3 Benchmarks in full. Currently 8 are not.	A	R
Achievements for specific Benchmarks:		
• Benchmark 1 (target 80%) – 65.3%	A	R
• Benchmark 5 (target 80%) – 73.4%	G	A
• Benchmark 6 (target 45.7%) – 48.9%	G	G
All schools/colleges are matched to an Enterprise Adviser. Currently 38 are matched (76%).	A	R
35 out of the 45 schools in the Hub (78%) have upgraded to Compass+ against a target of 90% (equal to 40 schools). 4 are in progress.	A	A
8 institutions have used the Future Skills Questionnaire – exceeding the target of 5 for this year	G	G

Note: Specific targets only set for Benchmarks 1, 5 and 6 as detailed above.

3.5. The above chart shows the achievements of the Careers Hub at December 2022 compared with the end of the academic year.

4. The Careers and Enterprise Company 2023/24 – Funding and Strategic Planning requirements

4.1. 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.

4.2 Confirmed funding for the HEY Careers Hub for the academic 2023/24 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
Project administrator @50% (shared post with Greater Lincolnshire LEP)	£8,600	£8,600	1
Project Manager uplift	£12,978	-	-
TOTAL	£174,845	£89,867	4

b) Local Hub Fund: £50,000

4.3 As Careers Hubs have grown nationally, where a Hub has more than 75 schools, there has been funding to employ an Operational Hub Lead alongside a Strategic Hub Lead to support the Hub programme management. The HEY Careers Hub has only 50 schools and colleges so is therefore not eligible. For the 2023/24 smaller Hubs have been offered an amount of money to top up an existing EC salary to add capacity. Using this we have been able to employ a Careers Hub Project Manager for 2023/24. Lucy Gray was successful in her application for Careers Hub Project Manager and started on 1 September 2023 – Lucy will still manage a caseload of colleges.

4.4 The Department for Education in their contract for 2023/24 have asked the Careers and Enterprise Company to focus on five areas with Careers Hubs in the forthcoming year (2023/24 academic year). The areas are as below:

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

4.4.1 Hubs have been asked to use the five priorities to plan their activity for the forthcoming year. They were also asked to allocate their Local Hub Fund spend against the first four priorities in the following way:

- Priority 1 – 10%
- Priorities 2, 3 & 4 – 30% each

4.4.2 The CEC requires all Hubs to submit a draft plan mid-September to indicate how they would spend the Local Hub Fund taking into account local activity, Benchmark data and alignment to national priorities. Feedback from Regional Managers will be given mid-October along with first payments of the Local Hub Fund. These timescales are such to allow for national moderation.

The Careers and Enterprise Company want to ensure every Hub is aligning to the nationally set priorities and there is minimal duplication with either national provision or wider regional provision which through their structure, they have sight of. Money this year will be allocated in waves with spending needing to be evidence quarterly in line with delivery plans to prevent there be a national underspend at the end of the year. HEY Careers Hub does not have a history of underspending.

4.5 Key risks and priority actions for the next period

4.5.1 Risks

Risk	RAG rating	Mitigation
Commissioning all activity for the 2023/24 academic year	A	All activity is planned and allocated to staff
Staff capacity to deliver all activity	A	Staff allocated to all activity and plan in place for delivery
Local Partnership Contributions not secured for forthcoming year	A	Explore potential opportunities in a timely manner
Insufficient employers secured to support schools and colleges	A	Work with Cornerstone employers* to share employer engagement opportunities and where they might be able to engage supply chains to support if needed.

* *Cornerstone employers are flagship employers who collectively champion the work of the Careers Hub and the value of engaging on careers activity.*

4.5.2 Priorities

Induct and support all new staff	Ongoing
Parental conversations HIPs project – delivery against plan	Ongoing to December 2023
Commence delivery of planned activity	October 2023 onwards

APPENDIX 1

HEY Careers Hub Key Performance Indicators for 2022/23

Maintaining 36 schools engaged in the Careers Hub	<p>The Careers Hub is tasked with maintaining the active engagement of all schools in a Careers Hub during a Grant Fund period (in this case September 2022 until August 2023).</p> <p><i>Note: Due to the HEY Careers Hub not being able to secure funds for an additional staff member prior to September 2022, the agreement for this academic year was to continue to maintain the engagement of the existing 36 schools in the Careers Hub until 2023).</i></p>
Schools to achieve a Careers Hub average Gatsby Benchmark score of 5 or above	<p>The HEY Careers Hub is required to achieve an average school/college Benchmark score of 5 at the end of the academic year. This average is calculated from the number of Benchmarks all schools and colleges are achieving and dividing by the number of schools/colleges (36).</p>
No schools achieving less than 3 Gatsby Benchmarks in full	<p>No school or college should be achieving less than 3 Gatsby Benchmarks in full. This will be taken from termly Compass evaluation completions which are self-evaluation reflections completed by the Careers Leader with the Enterprise Adviser.</p>
Targets against Benchmarks 1 (80%), 5 (80%) and 6 (45.7%)	<p>Whilst there is an overall target for full benchmark achievement, there are only 3 which have specific targets against them:</p> <ul style="list-style-type: none"> • Benchmark 1 – A stable careers programme. The target is to exceed 80% of schools/colleges fully meeting this. • Benchmark 5 – Employer encounters. The target is to show progress from a baseline of 80% of schools/colleges fully meeting this. • Benchmark 6 – Experiences of the workplace. The target is to show progress from a baseline of 45.7% of schools/colleges fully meeting this.
An Enterprise Adviser matched to every school and college	<p>Every school/college should have a named Enterprise Adviser who meets with them regularly and can confidently provide strategic input into their careers programme development.</p>

	<p><i>Note: Enterprise Advisors are 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.</i></p>
<p>90% of schools using Compass+ to record student activity</p>	<p>Compass+ is a free digital tool which schools and colleges can use to track individual student engagement in careers activity and links directly to school management information systems (at present, college systems are not supported), careers plans and Compass evaluations. Schools should use this tool to effectively monitor the progress of their careers plans whilst also being able to accurately identify the engagement/input/support every individual student and cohort has been provided with.</p>
<p>Five schools using the Future Skills Questionnaire</p>	<p>The 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.</p>

APPENDIX 2

HEY Careers Hub Strategic Plan 2022 - 2023

Coordinated Action 1: Amplifying technical and vocational routes

Locally aligned objective	Local action/activity	Output	Outcome	Measurement
Young people in HEY make informed decisions relating to advanced and technical education routes	Work with ASK/NYBEP to understand and promote offer to schools	More schools utilise the funded offer from ASK	Young people have greater access to information relating to apprenticeships and technical education	BM7 score (Compass) ASK reports of school engagement EC meetings
Have a clear understanding of apprenticeship availability, take up and completion in the HEY region	Work with LEP apprenticeship group and CEC to undertake the ATE pilot. Utilise other sources of data where appropriate e.g. ESFA data cube.	Information relating to HEY apprenticeships will be shared with: 1. The Humber Principals group 2. Post-16 providers group 3. Cornerstone group 4. Employment and Skills Board 5. CLs and EAs	Greater knowledge and understanding of apprenticeships in the HEY region	BM7 score (Compass) event feedback (survey)
Better engagement between ITPs and schools in the region	Deliver speed networking event with ITPs and schools EC attends all ITP network meetings in year	One half day session for all schools and ITPs	Schools invite a wider range of ITPs to engage with students. Students have a better understanding of the ITP offer in HEY	BM7 score (Compass) ECs are better able to connect schools and ITPs
Schools have robust strategic careers plans	Support CLs to understand the importance of BM1 in delivering high quality, effective careers plans	BM1 audits termly by ECs Deliver a BM1 refresher session to schools not meeting BM1	Schools have robust strategic careers plans	BM1 scores

Terminology:

- ASK – Amazing Apprenticeship Service www.amazingapprenticeships.com
- ATE pilot – Research into numbers of learners entering into and sustaining participation in advanced technical education.
- CEC – Careers and Enterprise Company.
- 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.
- EC – Enterprise Coordinator – Employed by the Careers Hub to facilitate Hub activity and deliver contracted outcomes.
- 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.
- ITP – Independent Training Provider
- NYBEP – North Yorkshire Education Business Partnership

Coordinated Action 2: Secure an improving system through review and support and providing careers support and training to the education workforce

Locally aligned objective	Local action/activity	Output	Outcome	Measure and (Measurement)
CLs in colleges share information and draw upon a collaborative network	Convene termly FE Community of Practice	3 FE CoP meetings with 5 FE institutions	FE CLs discuss more relevant topics to their cohorts, opportunity to network and receive local and national updates relating to careers in FE	CL feedback and attendance EC meetings
HEY CLs have a consistent approach with Compass completions	Share findings from the Compass audit peer review project	Key findings from the group to disseminated by Ed CoP Lead at Careers Hub meeting on 23/11/22	CLs are more confident in their Compass completions. Greater consistency in completions across the Hub	Compass completion meetings
HEY CLs can access peer support	Monthly scheduled, informal drop-in sessions for CLs to discuss hot topics if they desire - Careers Clinics	10 monthly meetings in term time	Careers Leaders feel better connected and increased lines of communication are developed. Provide a space for schools in the Activation Phase to connect with other CLs	Attendance at meetings Feedback in EC meetings
Understand the feasibility of sharing data with Uni Connect partners	Produce a feasibility study relating to the impact of aligning the HEAT tracker (OfS) with Compass+	Commissioned report – findings to be shared locally and nationally	Understanding of the feasibility of combining the OfS and DfE/CEC data sets to demonstrate impact	Report is shared
HEY Careers Hub and HOP focus efforts in areas of most need	Working with HOP, strategically align school careers plans by sharing Compass completion details and coordinating school contacts through joint meetings.	Regular in school/college meetings with HOP coordinators	Collaboratively work to support alignment of HOP activity and resources are used to support identified cold spots	Number of joint meetings School feedback

HEY Careers Hub works with LAs to maximise impact	Working with LA colleagues to share information relating to activity	Monthly meetings with LA contacts where information is shared to maximise impact	Careers Hub becomes better informed about the related activity in both LAs and is better engaged in local structures.	Number of joint meetings
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Terminology:

- 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).
- DfE – Department for Education
- EC – Enterprise Coordinator – Employed by the Careers Hub to facilitate Hub activity and deliver contracted outcomes.
- Ed CoP Lead – Education Community of Practice Lead – Provides support / acts as a mentor to Careers Leaders across the HEY Careers Hub.
- 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.
- HEAT Tracker (Higher Education Access Tracker) – Provides collaborative, innovative yet affordable solutions for widening participation outreach teams throughout the higher education sector.
- 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.
- LA – Local authority
- OfS – Office for Students – Regulatory body for all English higher education.

Coordinated Action 3: Support young people most at risk through transitions

Locally aligned objective	Local action/activity	Output	Outcome	Measurement
Young people make well informed and sustainable career choices	Ensure all young people understand all potential progression routes post-16 and post-18 and increase awareness of forthcoming PAL	Deliver speed networking event with ITPS and schools to include overview on PALs Deliver an update on PAL to CLs and EAs at Hub meeting	Strengthen relationships and contact between schools and ITPs Schools and EAs understand PAL	Benchmark 7
Schools can confidently demonstrate the impact of their careers programmes	Upskill schools in using the FSQ and the information it can provide	Convene a number of schools to demonstrate the FSQ and encourage a baseline survey in the autumn term (invite 10 schools) Commitment to completing twice in an academic year. Schools to share their findings from the first survey at the first Careers Hub meeting	More schools use the FSQ and understand the data it can provide for them	Increased number of schools using FSQ
Increase engagement with parents as key stakeholders in careers education	Using employers from three sectors provide parents with high quality labour market information	Deliver the "We Discover Careers Conversations" with LLEP Careers Hub	Parent become more confident in using LMI to support their young people in making career decisions	HIPs evaluation
Young people make well informed and sustainable career choices	Ensure all young people understand all potential progression routes post-16 and post-18	Promote the Skills Humber Careers event to all schools and colleges	Young people engage with training providers, FE provision, HE provision and employers	Benchmark 7
Make available up to date, concise and easy to access LMI for the HEY region	Ensure local LMI is available to help young people make well informed careers decisions	Promote the Skills East Riding website for use by students/teacher/parents/careers advisers	Students/teachers/parents/careers advisers have access to local LMI	Numbers accessing Skills East Riding website

Terminology:

- 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.
- Provider Access Legislation (PAL) – Aims to develop and strengthen existing legislation (the [Baker Clause](#)) from 2023. This policy statement sets out the schools 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.
- 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.
- ITP – Independent Training Provider
- LLEP – Leicester & Leicestershire Enterprise Partnership
- LMI – Labour Market Intelligence
- Skills Hull & East Riding – A local website providing information about LMI and emerging job opportunities.

Coordinated Action 4: Remove barriers for disadvantaged young people, in partnership with employers

Locally aligned objective	Local action/activity	Output	Outcome	Measurement
The Careers Hub monitors cold spots and understands the areas for development	Using the EANR ECs understand the areas of need for their schools	Termly meeting with HL and ECs to ensure clear understanding of benchmark cold spots and trends in the region	Careers Hub meeting agendas are relevant ECs are focussed and feel more confident Areas for collaboration and additional resource are understood	HL through termly meetings
Support all HEY LEP SEND and AP institutions with their careers programmes	Invite all HEY LEP SEND and AP to join the HEY LEP Inclusion CoP Promote use of We Have Big Dreams video to increase employer engagement	Termly Inclusion CoP meetings	All SEND and AP schools engage with the CoP SEND and AP settings collaborate more and share good practice	Attendance at meetings Feedback from CLs
CLs track careers activity for every learner	Increase Compass+ onboarding	One CL to work with the remaining six schools who have not upgraded to explore further	All schools are able to record pupil level data linked to their MIS system	Number of schools onboarded to Compass+
CLs track careers activity for every learner	Increase CLs use and awareness of the Compass+ system	One CL to work with schools to support their confidence and awareness of Compass+	More CLs use Compass+ more frequently	Termly dashboard EC meetings
Students have a voice in careers education in HEY	Develop a student voice group for careers in HEY	Two students from every school and college nominate students to engage in a HEY student voice project	Students can represent their views on careers education Schools develop student voice groups in relation to careers activity	Attendance at student voice workshops

Terminology:

- AP – Alternative provision is education for children that cannot attend a mainstream school.
- 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).
- CL – Careers Leader - the lead individual for careers services in an institution.
- EANR – Enterprise Advisor Network Register – a tool for CEC staff to record employers in their network
- 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.
- HL – Careers Hub Lead
- Inclusion CoP – Community of Practice for SEND schools across Hull & East Yorkshire to collaborate and share best practice.
- ITP – Independent Training Provider
- MIS – Management Information System – Database used by learning institutions to record details of learners.
- SEND – Special Educational Needs and Disabilities

Coordinated Action 5: Support leaders across the system through training and development

Locally aligned objective	Local action/activity	Output	Outcome	Measurement
School and college governance boards are well informed about careers education	Provide CPD to all school and college careers link governors	Deliver two one hour online training sessions to careers link governors	Careers link governors understand developments in and requirements around careers education Careers link governors can better support Careers Leaders	Attendance at CPD session
Headteachers in HEY can speak with confidence about the value of careers education	Working with some headteachers proactively engage other headteachers in the HEY region	EAs to be encouraged to approach headteachers in autumn term Two committed headteachers act as champions for careers education	Headteachers will be more engaged with careers education and support CLs	Attendance at summer conference Attendance at EC meetings
Develop a comprehensive Careers Hub in HEY	Provide face to face opportunities for every school and college to come together and share best practice and receive local and national updates	Two Hub meetings to include CLs, EAs, link governors, Cornerstones employers and headteachers	Schools and colleges are well connected around careers education Best practice is shared	Attendance at meetings Feedback at meetings
CLs feel they have greater influence in their roles	Through professional mentoring, specific coaching is offered to create a "challenge and engage" mindset in CLs	Six Careers Leaders access individual and group mentoring to see if this can develop them in their roles	CLs feel more confident in their roles	Survey
Businesses strategically support careers education in schools and colleges	As a Careers Hub team ensure all EAs are functioning well in their roles and that matches are successful.	Aligned with cold spot monitoring, termly audit of EAs and recommendations if needed	Central oversight of EA need, suitability and evidence of impact	Success case studies

Terminology:

- CPD – Continuing professional development
- CL – Careers Leader - the lead individual for careers services in an institution.
- 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.
- Cornerstone group (Cornerstones) – Flagship employers who collectively champion the work of the Careers Hub and the value of engaging on careers activity.

Coordinated Action 6: Make sure careers education is part of local economic strategies

Locally aligned objective	Local action/activity	Output	Outcome	Measurement
Ensure all Hub schools are matched to a strategic EA	Increase the number of EAs in the HEY area by recruiting more Ensure EAs reflect HEY priority sectors	Relaunch “Rewrite the Story” campaign between September and November September - get 6 quotes from existing EAs re why they volunteer Use LEP boards to push the EA role November email using Skills Network distribution list to gather interest	All schools in the Hub are matched to a strategic EA	EA matches CEC performance dashboard
Promote the progress of careers education in the region	Convene all key Careers Hub stakeholders to promote the work of the Careers Hub during the academic year and provide national updates relating to careers education and the local economy	Summer conference to be held on 28 June 2023	The profile of careers education in the region is raised Networking between all key stakeholders	Attendance at the event Headteacher attendance
Bring key sector roles to life to promote career opportunities	Deliver four day in the life sector videos showing employers in their usual setting and their career journey	Four Day in the Life videos Digital/creative, Logistics/manufacturing, agri-tech.	Relatable content is available to portray roles in key priority sectors Young people can relate to employment opportunities in the region	Plays of the videos Feedback from schools
Give every school and college in the HEY region the opportunity to become a member of the HEY Careers Hub	Through utilisation of the “Activation Phase” ensure schools and colleges outside of the Hub receive information throughout the year	Communications are shared with non-Hub schools termly All schools attend the summer conference in 2023	The HEY region has a more inclusive approach to the development of careers education Schools are engaged before joining the Careers Hub	When approached, schools commit to joining the HEY Careers Hub

The HEY Careers Hub has a well informed and proactive governance structure	Strategic oversight, performance management and review is provided by the HEY LEP Employment & Skills Board	Termly dashboards and performance is shared through the ESB Include employer engagement in governance	A proactive and strategic governance process is established	Quarterly CEC review meetings
Promote careers in the agri-tech sector	Working with R-Evolution deliver a comprehensive CPD day for CLs and Careers Advisers around careers in agri-tech	One day Agri-Crawl taking Careers Leaders and Careers Advisers in the region to visit employers engaged in the sector to learn about employment and training opportunities	More young people are informed about careers in agri-tech	Feedback from the event
LA Careers Advisers are well informed about the work of the Careers Hub	LA Careers Advisers access CPD opportunities from the Careers Hub and understand progress of the Hub	Regular meetings with key staff take place termly	Resources and opportunities are available to as many staff as possible	Young people benefit from highly skilled staff
CLs and Careers Advisers can inform young people about HEY LEP priority sectors	Provide CPD to CLs and Careers Advisers relating to priority sector careers and opportunities	Maximum of 5 sessions per year	Young people receive more information relating to priority sectors in the HEY area	Feedback from schools

Terminology:

- Agri-tech –high tech precision farming
- CPD – continuing professional development
- CL – Careers Leader - the lead individual for careers services in an institution.
- 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.

Coordinated Action 7: Help employers deliver high quality outreach work, including through 'employer standards'

Inputs	Locally aligned objective	Local action/activity	Output	Outcome	Measurement
Digital tools	Better connect employers and schools/colleges	Develop a communications channel for all Hub schools, colleges. EAs and Cornerstones to connect with one another	A dedicated HEY LEP Careers Hub Teams channel	Schools and employers can connect better with one another and a calendar of opportunities can be developed	Traffic stats to channel
EAN	HEY Careers Hub has well informed Enterprise Advisers	Thorough well-planned sessions, ensure every EA receives an induction	Four online sessions per year	EAs are well informed about the role and feel well equipped to fulfil support their CL	Every EA receives an induction in their first term
EAN	EAs are kept up to date with local strategy and national policy	Deliver CPD session to EAs - "EAs as key drivers in Careers Education"	Two sessions per year delivered by EAs and prepared by ECs	EAs are more confident in challenging and supporting schools and understand the context or careers education locally and nationally	EA satisfaction survey
Cornerstone Employers	Establish a group of influential employers who will champion careers education in the HEY area	Convene a cornerstone employer group and support it to group and develop	Three face to face meetings per year Smaller online task and finish project specific meetings	The cornerstone group grows to reflect more priority sectors	Membership Employer standards
Careers Hubs	Work with Economic Regeneration Teams from LAs to develop employer engagement that is representative of their work	Update Economic Regeneration Teams through the Employment and Skills Board	Termly updates relating to employer engagement in the HEY Careers Hub at the HEY Employment & Skills Board	Employer engagement is supported and aligned to LA Economic Regeneration	EA recruitment Cornerstone membership

Terminology:

- Agri-tech – specialists in high tech precision farming
- CPD – continuing professional development
- Cornerstone group (Cornerstones) – Flagship employers who collectively champion the work of the Careers Hub and the value of engaging on careers activity.
- EAN – Enterprise Advisor Network – Communications network for all EAs
- LA – Local authority