

Hull and East Yorkshire Business Support Board

Employer Self-Assessment Tool & Careers Hub Update

Report by Fiona Headridge, Careers Hub Lead
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Paper C

1. Summary

- 1.1. The Careers and Enterprise Company have developed a self-assessment tool to support employers to understand and deliver best practice in careers education. This paper outlines the tool and initial national findings from the early adoption.
- 1.2. The HEY Careers Hub continues to provide strategic support to schools and colleges to elevate careers education and link education and business. This paper provides an update on the Careers Hub for the academic year to date.

2. Recommendations

- 2.1. That the Business Support Board notes this report and considers the opportunity to engage in the employer support work.

3. Employer Standards and self-assessment tool

- 3.1. The Employer Standards is a new framework and tool developed by the Careers & Enterprise Company to help raise the quality of business outreach with education at scale. The tool aims to provide powerful comparative data about what's working and areas to improve.
- 3.2. There are nine Employer Standards, which together form a framework with related self-assessment questions. Each Standard is based on the best available data about what works. Evidence exists to demonstrate that when employers meet the Standards, their education programmes improve; and their outreach efforts are more likely to lead to intake.

The nine employer standards are shown in this graphic:



- 3.3. After completing the self-assessment, businesses gain:
- An understanding of how they are performing against each Standard, from ‘aspiring’, through ‘achieving’ to ‘exceeding’
 - Analysis of how they compare against businesses of their size, sector and region
 - Access to specific support and resources to improve quality.
- 3.4. The National pilot to date has included 365 businesses which represent a workforce of over one million people and 95% plan to use the outputs to make changes to how they engage with education.
- 3.5. From the pilot, there are three Key Insights

<p>1. High quality employer outreach works</p>	<ul style="list-style-type: none"> • Promoting pathways to work leads to more applications from young people • There are wider benefits too, including developing new talent pipelines and saving on recruitment costs • This work is improving outcomes for young people
<p>2. Some employers and industries are benefiting more</p>	<ul style="list-style-type: none"> • Sectors including Construction and Health have sophisticated and effective outreach programmes • This mirrors young people’s awareness and interest in these sectors • Cornerstones are amongst the highest performing, though size and capacity also a factor
<p>3. Employer Standards highlight common challenges and opportunities</p>	<ul style="list-style-type: none"> • More scope to prepare young people for application processes (an area young people also want more help on) • And to engage parents to gain most benefits • And enhance employer commitment to effective outreach, using the standards to evaluate and local Careers Hubs to deliver

3.6. The Careers and Enterprise Company are now looking at wider adoption of the employer standards across the widest possible range of employers and are looking at ways in which to support businesses with the outcomes of their surveys.

3.7. The full report can be accessed by visiting the Careers and Enterprise [website](#).

4. Careers Hub Update

4.1. Structure and funding

- 4.1.1. The HEY Careers Hub was formed in September 2021 building on the work of the former Humber Careers Hub which operated from September 2018 as one of the first national Careers Hubs.
- 4.1.2. Careers Hubs are funded by the Department for Education via the Careers and Enterprise Company, with the aim of bringing together schools, colleges, employers, and apprenticeship providers in local

areas across England. The goal is to make it easier for schools and colleges to improve how they prepare young people for their next steps.

- 4.1.3. The HEY Careers Hub has expanded and has now engaged all 50 eligible schools and colleges in the region to join the Hub since January 2023. (Previously this was not possible due to funding constraints).
- 4.1.4. 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. The Hubs are allocated 50% of funding towards staff members as described below, with the remaining match being required. However, the Hub Lead is fully funded.
 - **Key Performance Indicators** - These targets and outputs 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.
- 4.1.5. Careers Hubs are required to find local funding to “match” the contributions from the CEC for the funding of Enterprise Coordinators and Project administrators.

4.2. In year investment to address sector skills needs

- 4.2.1. There is an identified need in the region to ensure young people understand the “Green Skills” needed for the future to ensure employers have access to a well informed and appropriately skilled future workforce. However, to date this has been one of the hardest sectors for schools and colleges to engage with employers.
- 4.2.2. To support employer engagement with the “Green Sector”, The Humber Industrial Cluster Plan allocated £26,000 to support employer engagement across the Humber region. Despite advertising twice this role was not filled. A cross Humber employer engagement opportunity is still being pursued and it is hoped that this funding will be utilised in this joint project.
- 4.2.3. In August 2023, the Careers and Enterprise Company selected the Hull and East Yorkshire Careers Hub to participate in a pilot project related to increasing the amount of high-quality workplace Net Zero experiences for young people (500 new placements by 31 July 2024). This project has an income of £45,000 to invest before 31 March 2024. Currently, a steering group has been formed to develop and lead the project and with

the delivery of the project being available on an open tender opportunity. It is hoped that if this model is successful, it can be rolled out on a national basis to other sectors in the future.

- 4.2.4. The Inclusive Careers project – funded by investment from the Integrated Care Board – will deliver outcomes associated with the targets set by the CEC for the Careers Hub schools. A small amount of funding from that project has been allocated to ensure there is relevant capacity in the team to manage the project delivery.
- 4.2.5. Other opportunities for additional funding are being actively sought at present to increase the scope and reach of the Careers Hub which will become part of the HEY Strategic Skills Hub from 1st April 2024.

4.3. Local Hub Fund delivery

4.3.1. The Careers and Enterprise Company provides a Local Hub Fund for each Hub to spend as it believes will best meet local needs to address the five nationally set priorities:

- **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
- **Priority 2** - Provide more high quality experiences with employers
- **Priority 3** - Amplify apprenticeships, technical and vocational routes - including by supporting Provider Access Legislation
- **Priority 4** - Target interventions for economically disadvantaged young people (e.g., those receiving Free School Meals) and those who face barriers
- **Priority 5** - Connect careers provision in schools and colleges to the needs of local economies as articulated through Local Skills Improvement Plans (LSIPs).

4.3.2. The Hub will utilise the fund to deliver a number of projects to support the areas most needed by schools and colleges to develop high quality strategic careers programmes. Activity includes:

- Supporting the inclusion of the student voice in careers planning
- Providing support for the delivery of accurate Labour Market Information
- Developing a virtual work experience offer for students with special educational needs
- National Apprenticeship Week seminars
- Parental engagement activities
- Teacher encounter opportunities.

4.4. Employer engagement

- 4.4.1. All activity designed and delivered by the Careers Hub is executed with the support of employers and input of schools to ensure it supports the core Hub mission of ensuring a high quality, skilled and qualified talent pipeline which meets the needs of the Hull and East Yorkshire region.
- 4.4.2. The Hub has a number of committed business volunteers which support the development of careers programmes in schools and colleges. Businesses choose to support in participating in one of two ways:
- **Enterprise Adviser** – an individual supports one school to develop their careers programmes
 - **Cornerstone Employer** – a group of businesses who collaboratively support careers activity across the region and champion the need for more businesses to engage in activity.
- 4.4.3. The Cornerstone Employer group is very well engaged and is supporting all activity being provided by the Careers Hub. The group meet regularly and review activity and plan for forthcoming activities.
- 4.4.4. The Cornerstone Employer group currently constitutes:
- BAE Systems
 - Balfour Beatty
 - Cranswick
 - Keepmoat Homes
 - Swift
 - Weinerberger
 - William Jackson Food Group
- 4.4.5. The Cornerstone Group is keen to be reflective of the growth sector areas in HEY and is always keen to welcome more employers who are keen to collaborate and engage with the group.