



**heart of the  
south west**

local enterprise partnership

**Gatsby Benchmarks and the  
Careers Hub in the Heart of the  
South West**

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# Overview of Session

- Context around the Heart of the South West Local Enterprise Partnership (HotSW LEP)
- Overview of the Gatsby Benchmarks
- Why they matter to the HotSW and where we are
- Role of the Careers Hub
- How we are seeking to engage moving forward

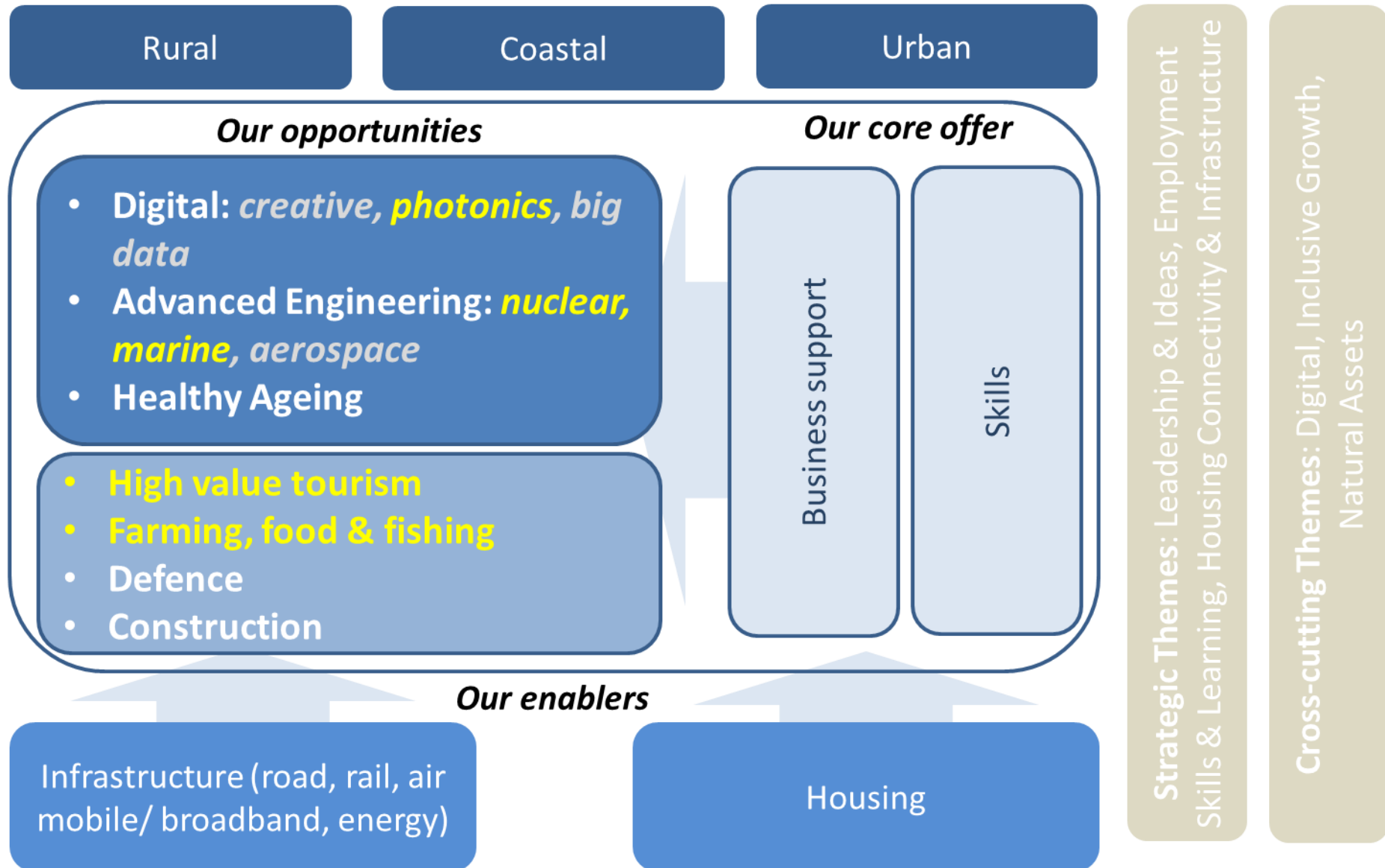
# Heart of the South West Local Enterprise Partnership

- The Heart of the South West LEP is a business-led partnership of 4 County and Unitary Authorities, 15 District Authorities, 4 Universities and 10 FE colleges across Devon, Plymouth, Somerset and Torbay.
- The LEP is responsible for a range of activity from central government, including overall economic strategy, funding for growth (including FE and HE projects), European funding and a range of other activity linked to skills and education, business development and infrastructure.
- We are business-led, meaning that our Board is made up private sector leaders alongside those from the public and social enterprise sectors.

# Heart of the South West Local Enterprise Partnership



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# Skills and Education Context

- Heart of the South West one of the Country's largest LEP's geographically, encompassing four upper tier authority areas.
- 165 secondary schools in total across area, of which 106 are mainstream provision.
- Core socio-economic indicators suggest that LEP area is mid table, with average performance on Level 2 achievement, NEETs and Employment uptake.
- However, performance within the LEP is amongst the most varied in the UK, containing some of the weakest performing areas in the Country on key educational and progression indicators. Examples include:
  - Worst performing district in country on social mobility (West Somerset)
  - Highest disparity between male and female pay (Sedgemoor)
  - 2 out of bottom ten lowest paid districts (West Somerset and Northern Devon)
  - 5 wards within the bottom 1% nationally for educational outcomes (1 Plymouth, 1 Taunton), 2 Sedgemoor, 1 Exeter)
  - 600% difference in the number of pupils receiving free school meals at our highest and lowest performing mainstream schools.





# Skills and Education Context

- Progression one of the key differentiators between the area and elsewhere in the Country.
- Those holding Level 3 and 4+ qualifications in the HotSW have increased by 11% over the past decade. However, only 38% of those from a state funded school went to University in 2016; 10% less than the national average.
- Young people not in Employment, Education or Training only account for around 4% of 16-19 year olds, well below the national level of 12%. However, the gap between disadvantaged and peer group at key stage 3 however highest anywhere but Yorkshire and the Humber.



# The Gatsby Benchmarks of Good Career Guidance

- In 2014, Lord Sainsbury's Gatsby Charitable Foundation published a report by Professor Sir John Holman, Adviser in Education at the Gatsby Charitable Foundation, titled "Good Career Guidance."
- The report identified eight benchmarks that are the core dimensions of good careers and enterprise provision in schools
- The 8 Gatsby Benchmarks have a key role in:
  - raising young people's aspirations and promoting access to all career pathways
  - enabling all young people to develop the skills and outlook they need to achieve career wellbeing, including adaptability and resilience

# The Gatsby Benchmarks

- A stable careers programme
- Learning from career and labour market information
- Addressing the needs of each pupil
- Linking curriculum learning to careers
- Encounters with employers and employees
- Experience of workplaces
- Encounters with further and higher education
- Personal Guidance

# National Careers Strategy

- Launched by Government on the 4th December 2017.
- Four primary ambitions:
  - All young people to understand the range of opportunities available to them, the skills require meeting those opportunities, and provided with experience of the world of work.
  - All young people in school and college given a programme of advice delivered by experienced individuals.
  - Every individual to get support tailored to their circumstances, with one to one support for adults and bespoke support for those who need it.
  - Every individual to be provided with information on the opportunities available, and how their knowledge can help them access suitable careers
- Follows on from and integrates with National Industrial Strategy announcements, as well as wider emerging policy around T Levels / technical education and adults retraining / advice.
- Adopted the Gatsby Benchmarks to underpin Government's overall approach.

# Core Messages for HotSW

- Careers Guidance seen as being key strand of both productivity approach and fairness agenda by Government.
- Gatsby Benchmarks to be adopted across learning environment, including regulatory and common assessment framework (with integration with Ofsted).
- Every school and college expected to have a dedicated careers leader in place by start of the new school year.
- The Careers Enterprise Company to be given a wider role in coordination, building on existing approach.
- £5m allocated nationally to support most disadvantaged areas and create 20 career hubs, reinforcing local provision.
- What Works pilots over the next three year also offer opportunities for further joint working, including a new focus on Primary education.

# Current Position on Gatsby

- Overall, HotSW behind the national average, with schools in the area having achieved 1.6 out of the 8 Gatsby benchmarks.
- Quick review of progress suggested a particular weaknesses in 3 Gatsby areas:
  - Encounters with Employers
  - Encounters with Further and Higher Education
  - Personal Guidance
- However, progression and status extremely variable. Several schools demonstrating 6-8 of the benchmarks, others have no careers programme at all.

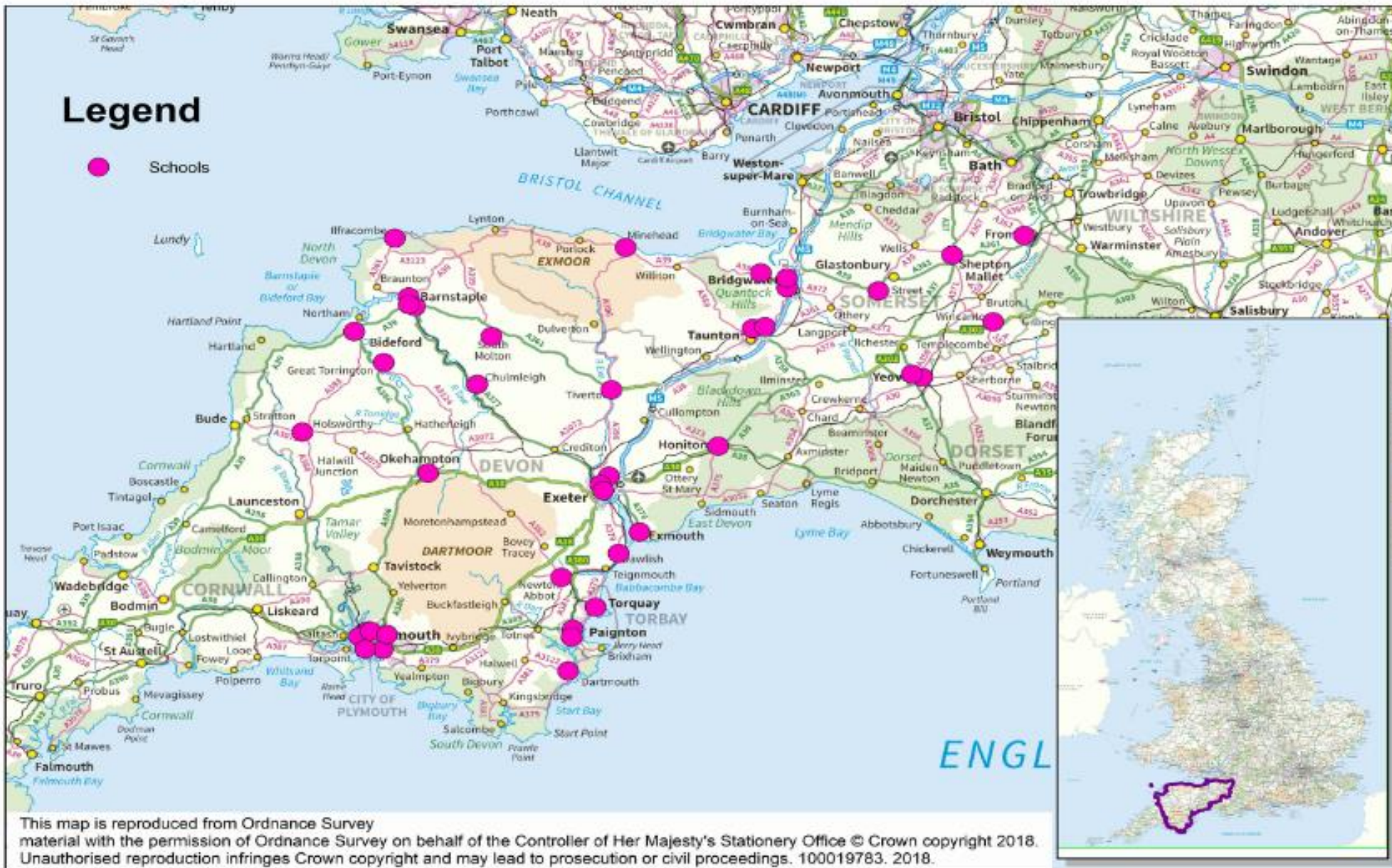
# The Approach in the HotSW

- Significant CIAG activity already going across the area. However, approach is heavily fragmented and postcode dependent.
- LEP, working with the Careers and Enterprise Company, given a leadership role in coordinating and bringing together approach on CIAG in 2016.
- Began with the Enterprise Advisor Network, matching business people to schools to provide support around CIAG. However, initial approach (through a subcontracted arrangement) proved underwhelming.
- Government announced potential for a new approach in mid 2018, through securing a 'Careers Hub'. Hubs provide a centralised provision to promote Gatsby achievement, delivered via a team employed by the LEP.
- HotSW took decision to overhaul existing provision as well as bid for a Hub. A competitive process, the area had to make a business case and set out what it would do differently. Won its bid in September, and began delivery just before Christmas.



# What is the Careers Hub?

- The HotSW Careers Hub, incorporating the Enterprise Advisor Network, is a partnership between the LEP, LAs, CEC, Schools and Colleges, and local and national employers.
- Made up of:
  - 40 schools receiving traditional Enterprise Advisor support as well a linkages to wider initiatives;
  - A further 40 schools linked to a more intensive support approach, aimed at achieving all 8 Gatsby Benchmarks over the next two years. Schools selected based on a basket of socio economic data prioritising those with the highest deprivation indices.
- Initially a two year pilot phase to test approach.



# What is the Careers Hub?

- 6 aims during its two years:
  - Engage with all schools, colleges and FE institutions across the HotSW by August 2020
  - Support schools to achieve the Gatsby benchmarks
  - Raise overall aspiration the provision of quality, impartial CIAG
  - Empower young people to develop the skills and outlook they need to achieve educational and career outcomes in line with their ambitions and abilities.
  - Work with HotSW business to develop a workforce that will deliver their and the wider economies goals.
  - Facilitate the provision of careers CDP for HotSW educationalists to enable them to best support pupils and parents to make decision about education and career pathways.

# What is the Offer?

- No two hubs the same. Every hub however tasked with working with the schools within its LEP area to achieve all 8 of the Gatsby benchmarks.
- Activity splits into three:
  - **Diagnostic** – Working with schools to assess where they are on good quality CIAG, utilising the national COMPASS tool kit to
  - **Support** – Working to identify and support additional activity around careers within schools to achieve Gatsby, including engagement with employers, FE / HE, assisting around personal guidance (where possible) and supporting wider enrichment activity. Also drawing upon the range of additional support already available within the area.
  - **Peer to Peer Learning** – Working those schools who are the most advanced to spread their best practise and support the wider school network. Seeking to build upon those who are successful and share across all schools.



# Progress to Date

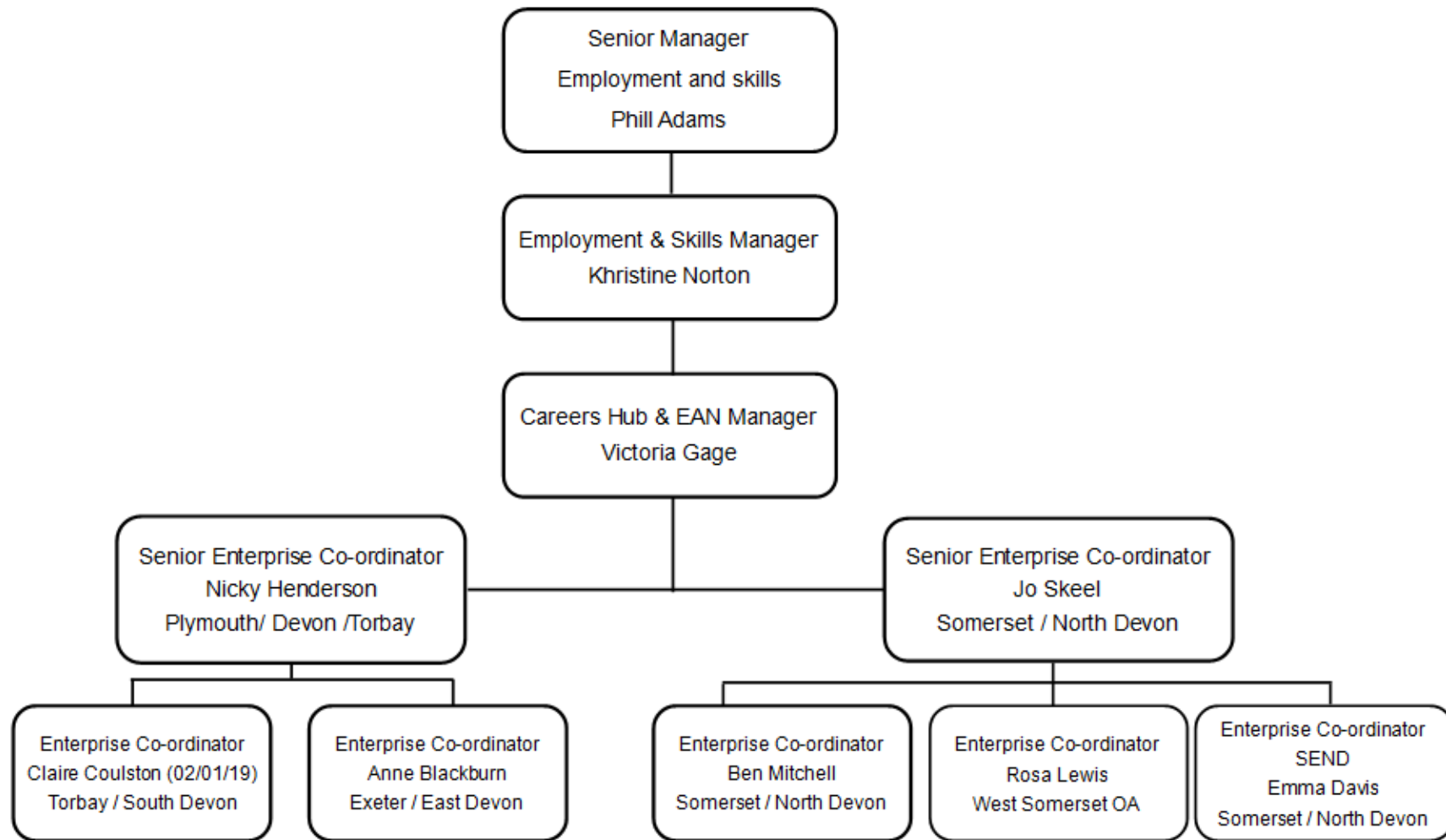
- Team in place, with initial mapping and matching against starting schools complement ongoing.
- Steering group and governance established
- 4 Hub Colleges engaged; Exeter, PETROC, South Devon and Strode, providing coverage across the LEP area. Balance of colleges also involved however.
- 90 Schools visits and 60 meeting with business undertaken, with 50 EAN advisors remobilised and numbers growing.
- Proactive engagement with other providers/stakeholders ongoing to ensure a joined up approach and best possible coverage; DCTPN, BiTC, NSSW (NCOP), Plymouth ESB, Somerset EBP, Nordab, CSW Group, DWP, EDT, FSB, Somerset Chamber, SWBC

## Progress to Date (2)

- Hub Cornerstone Employer recruitment process prioritised, complimenting the work of West Somerset OA Cornerstone Employers, with support from CEC central team. Hub employer engagement well supported by Exeter College apprenticeship team.
- Babcock Marine confirmed as first HotSW Hub Cornerstone Employer
- Launch event held at Sandy Park 17<sup>th</sup> January
- Central support from CEC to provide targeted approach for business engagement, achievement of benchmarks, DBS and Enterprise Advisor onboarding and toolkit.



# Structure



# Next Steps for Hub

- Focus on achievement of Gatsby Benchmarks amongst pilot cohort, particularly 5 and 6:
  - Encounters with employers and employees
  - Experiences of workplaces
- Secure a further 6-9 Cornerstone Employers
- Re-establish Enterprise Advisor network meetings, bringing employer leads together across the areas
- Develop Careers Leader forum(s) for best practice sharing and CPD
- Funding scheme for Schools fund – Maximising the value and impact of the money made available through the hub (£2,000 per school) with direct link to Gatsby Benchmarks
- Consider application for Wave 2 Careers Hub fund, extending the number of EAN and Hub schools to 106 and 60 respectively.

# How you can engage?

- Careers Hub is a pilot working with a pre-selected group of schools based on national evidence. Not an immediate comprehensive service, limited to 40 schools (80 including the EAN network).
- However, we are looking to work with every school over the next few years, as pilot activity broadens out. LEP and its partners have a long term commitment to seeing all schools enhance their Careers offer. Therefore, happy to hear from schools both inside and outside partnership.
- For schools within the Hub or EAN network, we are seeking to support as rapid a shift in our approach to Gatsby as possible. If matched, you should have been visited / contacted by an Enterprise Coordinator over the past 8 weeks. We can only make a difference however if everyone is engaged.
- For schools outside the existing network, we are seeking to expand as soon as practicable, but aware that going from a standing start to meeting the needs of every school in the HotSW is a significant ask.
- In part, progress is predicated on us achieving results in the current pilot phase. Emphasis on existing schools in programme moving forward on Gatsby critical if further schools and resources are to be secured. Team want to expand to have a comprehensive offer, but need your support.

Thank you for taking time out today

Happy to take any questions