



Skills & Employment Committee		Agenda Item
4 Sept 2023		6
Title:	Cambridgeshire and Peterborough Careers Hub Delivery Focus 23/24	
Report of:	Laura Guymer, Strategic Career Hubs Lead	
Lead Member:	Cllr Lucy Nethsingha, Chair of the Skills & Employment Committee	
Public Report:	Yes	
Key Decision:	No	
Voting Arrangements:	No vote required	

Recommendations:

A	That the Skills and Employment Committee receive and note the update regarding the delivery focus of the Careers Hub for 2023/24
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Strategic Objective(s):

The proposals within this report fit under the following strategic objective(s):

x	<p>Achieving ambitious skills and employment opportunities</p> <p>The Cambridgeshire and Peterborough Careers Hub is designed to support schools in delivering ambitious careers programmes, aligned to the local labour market, in line with the Gatsby Benchmarks.</p> <p>Careers Hubs are local partnerships between schools, colleges, employers, and apprenticeship providers with the goal of making it easier for schools and colleges to improve how they prepare young people for their next steps.</p> <p>The Cambridgeshire and Peterborough Careers Hub works directly with 72 SEND, alternate provision mainstream secondary schools and FE colleges in the area to support the development of careers programmes and facilitate employer relationships for the benefit of young people and the wider regional economy.</p>
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1. Purpose

1.1	To update members on the delivery focus of the Careers Hub for the 2023/24 academic year.
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2. Background

3.1	The Combined Authority have held a contract with the Careers and Enterprise Company (CEC) for the delivery of the Enterprise Advisor Network since 2018. The Enterprise Advisor Network links schools and businesses to support careers education, benefitting young people with their future learning and career path.
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3.2	In 2021, the Combined Authority was successful in its bid to the CEC for its first Careers Hub. This was extended in 2022 to include all eligible establishments in the area, including mainstream schools, colleges and SEND and Alternate Provision.
3.3	For the 2023-24 academic year the Cambridgeshire and Peterborough Combined Authority have been awarded £258,000 for the delivery of the Careers Hub.
3.4	Currently, the staffing of the Careers Hub is housed in 3 organisations. The Strategic and Operational Hub Leads and the Project Administrator roles are within the Combined Authority. The Enterprise Coordinator roles form part of the wider Growth Works service, within which 3 roles are employed by Gareth Preece Consulting and a further 2 roles are employed by Form the Future which is subcontracted by Growth Works with Skills.
3.5	The current contract ends with Growth Works with Skills on 31 st December 2023. A paper outlining the successor arrangements is being received at the Skills and Committee today as part of the wider programme of work for the implementation of the People and Skills Project Implementation Plan for UKSPF. This paper details the proposed transition plan for the Growth Works service, including the delivery of the CEC Contract and the proposal for the future employment of the Enterprise Coordinators.
3.6	Delivery for 2023/24 will build upon the success of the 2022/23 academic year, which has seen an upward trajectory of the achievement of contractual KPI's as well as increased Gatsby Benchmark performance across the region.
3.7	<p>The Careers Hub delivery will focus on 5 core areas:</p> <ul style="list-style-type: none"> • Priority 1: Raise the Quality of Careers Provision against the Gatsby Benchmarks • Priority 2: Provide More High-Quality Experiences with Employers • Priority 3: Amplify Apprenticeships, Technical and Vocational Routes • Priority 4: Target Interventions for Economically Disadvantaged Young People (Free School Meals (FSM) and those who face Barriers • Priority 5: Connect Careers Provision in Schools and Colleges to the Needs of Local Economies
3.8	<p>The above priorities will be achieved by, but not limited to the following:</p> <p>Priority 1: Raise the Quality of Careers Provision against the GBMs</p> <p>We will build on the success of the last academic year which saw progress against all the Benchmarks. This will be led by targeted activity on an individual school basis to increase Benchmark performance to be advised and guided by the Enterprise Coordinators. A guide to the Benchmarks with a breakdown of how to achieve the sub criteria has been produced by the Hub and will be used to support schools in achieving and improving their performance.</p> <p>Priority 2: Provide More High-Quality Experiences with Employers</p> <p>The Enterprise Advisor role is undertaken by a business volunteer and typically they have been matched to an individual school. During 2023/24 there will be a move to having Enterprise Advisors works across a wider area, offering support to multiple schools. This will allow us to recruit in a different way, offering more flexible options of volunteering and allowing us to support the ever-increasing need of schools to diversify the businesses they are working with. To enhance this activity, we will also reinvigorate Talent Pledge and will run a campaign to attract a wider audience to undertake outreach work with schools on a sliding scale of commitment.</p> <p>Enterprise Coordinators will support underachieving schools to develop a creative approach to the delivery of high-quality experiences of the workplace highlighting best practice and signposting to services and resources that can support schools.</p>

We will be working with providers of Virtual Work Experiences and Cornerstone employers to offer interventions targeting years 11-13 within education cold spots of Peterborough and Fenland. A campaign will be run to get 20 large employers in the area to commit to providing over 100 experiences to students to increase their understanding and awareness of career pathways.

Priority 3: Amplify Apprenticeships, Technical and Vocational Routes

Ensuring young people are aware of technical and vocational routes is not only important for to support young people in decision making, but also to ensure employers have access to a technically skilled workforce. Building on the success of the Apprenticeship and Technical Education CPD programme the Hub hosted last year, the Careers Hub will continue to deliver CPD to educators in order to raise the quality of interventions between educators and young people.

We will continue to develop access to providers within the region and coordinate and convene events allowing schools to meet their Provider Access Legislation (PAL) obligations. PAL was expanded in January 2023 with the intent of ensuring all young people have adequate exposure to technical and vocational education to support their future decision making.

We will host further careers conferences following the success of our inaugural event at ARU-P in January 2023. We anticipate hosting two events, one in the north and one in the south of the region. Our conference will bring together educators and industry and will offer the opportunity for attendees to attend workshops with a focus on careers education, talent planning, and future skills needs, hear from keynote speakers and networking opportunities. The event will develop educators' knowledge of Apprenticeship and Technical Education

We will offer parents the opportunity to attend a virtual parents evening to meet with employers and providers and to understand more about technical pathways but supporting parental understanding and increasing our parental engagement we hope to see a positive impact on the technical pathways chosen by young people in the region.

Priority 4: Target Interventions for Economically Disadvantaged Young People (Free School Meals (FSM) and those who face Barriers

Our work with SEND schools will continue through 2023/24. Our end of year data for 2022/23 has shown an increase in all schools against all Gatsby Benchmarks over the academic year. This has been achieved via a focused effort in building our SEND community of Practice. Close working relationships have been fostered between the SEND team at CCC and relationships will continue to be developed at PCC.

The Careers Hub will be focusing on developing parental engagement in 2023/24. Peterborough has a high migrant population with approximately 4.5% having poor communication skills in English. To support young people in making their next step, the Hub will expand materials to include explaining a range of pathway choices in a range of languages.

Working with the NEET teams at PCC and CCC the Hub will seek to identify improvement interventions to support positive transitions. From this we will identify and scope an activity to support the achievement of a positive destination by those at risk of becoming NEET.

Priority 5: Connect Careers Provision in Schools and Colleges to the Needs of Local Economies

The Careers Hub is embedded into the wider Local Skills Improvement Plan (LSIP) process and is involved of the development of the regional collaborative bid for the Local Skills Improvement Fund (LSIF). The work of the Careers Hub will be aligned to the LSIP and will be working closely with the Chamber to influence the careers agenda within the plan. Information will be shared with members of the Careers Hub via our weekly newsletter and participation in engagement activities will be encouraged.

	<p>There is an ambition to work closer with the Districts via the Economic Development teams to deliver district level information to the schools. This is to include teacher visits to employers to understand more around key employment sectors in the area, economic information pertinent to each district being included in our newsletter and representation of the Careers Hub at key regional events.</p> <p>All of the above is underpinned by the continued development of the Careers Hub portal, part of the wider Growth Works portal. This site focusses on providing our schools and Careers Leaders with a source of trusted information to support them in their roles within an educational environment. This includes labour market information, Gatsby Benchmark. A monthly sector spotlight will form the basis of focused activities, aligned to the local labour market which will allow us to run monthly campaigns to build awareness of key sectors within the local area, highlighting the pathways and opportunities that exist. It is envisaged that this will be regionally relevant via the input of local employers who can bring to life the sector they are representing.</p>
3.9	The Careers Hub Plan will be submitted to CEC on the 11 September and progress will be reported on termly.

3. Appendices

4.1	None.
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4. Implications

Financial Implications

5.1 No Financial Implications

Legal Implications

6.1 No Legal Implications

Public Health Implications

7.1 No Public Health Implications

Environmental & Climate Change Implications

8.1 No Environmental and Climate Change Implications

Other Significant Implications

9.1 No Significant Implications

Background Papers

10.1 Report to the Skills & Employment Committee meeting on 6 March 2023 [Expansion of the Careers Hub](#)