

Mission	Vision			
To help every young person find their best next step	High quality, 21st Century careers education for everyone; everywhere.			
Aim	Objective	Locally Aligned Objective	Planned strategic activity	Outcome
We aim for a careers system that has a measurable impact on young people - now and in the future	Increase awareness of and interest in technical education and apprenticeships	The Hub is committed to raising awareness of technical education pathways. This includes Apprenticeships, T levels and HTQ's. Cambridgeshire and Peterborough have seen a decline in the uptake of Apprenticeships, have experienced a slow roll out of T levels and there is a current trend in the North of the area for young people to go in to technical education at level 1. New investments in the area including the University of Peterborough and North Cambridgeshire Apprentice Centre are key strategic investments that the Hub will work with to support. Growth Works with Skills, a delivery partner of the CPCA are targeted with creating an additional 1400 Apprenticeships by December 2023 and the Careers Hub will be working hand in glove to ensure the alignment of supply and demand.	Careers Conference. Support and influence T level roll out in the region. Continued working relationships with ASK and the Apprenticeship Ambassador Network. Mapping of technical provision to understand gaps, duplication and opportunity.	Career readiness skills Career management skills Personal development skills Employability skills: essential & technical
	Deliver the Gatsby Benchmarks, understand the impact of their work and set priorities for improvement.	Achievement and progression of the Gatsby Benchmarks are a core focus of all EC activity and wider Hub activities.	Analysis and individual school planning has allowed for targeted interventions to be designed. Monthly webinars will be delivered to support schools in the achievement of the GBM. Ensuring awareness and access to providers via the Digital Talent Platform and encouraging the use of the interactive calendar will support schools in progressing and achieving the GBM.	Employee engagement Engagement Purpose Development Mental health & wellbeing
We include all young people in careers education - working to remove barriers	Support young people most at risk through transitions	The Careers Hub will continue to develop relationships at County level. This will support system working and increase the effectiveness of the Hub. The appointment of a SEND SEC will allow for targeted activity to support those most in need.	Mapping of provision available for post 16/18 transitions to understand where gaps exist, allowing for us to influence future provision. Cambridgeshire and Peterborough have low NEET numbers and as a result have gaps in provision. This work will support the influence of future funding.	Career readiness skills Career management skills Personal development skills Employability skills: essential & technical
	Tackle disadvantage in partnership with Cornerstone Employers	Cambridgeshire and Peterborough are reflective of the wider UK. An affluent South, with pockets of deprivation set against a less affluent North, which is an education cold spot and home to two education investment areas. In line with the CPCA's Employment and Skills Strategy, the Hub will support the aspirations and increase the opportunities open to young people across Peterborough and Fenland.	The Cornerstone group, and wider employer engagement will support the wider planned activities including the first Careers Hub conference, events with ARU and promoting of the interactive schools calendar.	Education Improvements in education levels & vocational pathways
We build leaders and institutions who can sustain the mission in the long term	Elevate the status of Careers Leaders	Ensuring all Careers Leaders have access to CPD and wider support via the Careers Hub.	Campaign and continued promotion of Careers Leader training to all schools. End of year reporting of the outcome of Gatsby Benchmarks and interaction with the Hub to Head Teachers. Relationship building with link governors to gain greater exposure and support of CEIAG.	Social mobility Reduced disadvantage gaps, equality in employment
	Engage with emerging local skill improvement plans and employers to position careers education in the context of the local labour market	To have the Careers Hub at the heart of LSIP development	SHL to be seconded to the Chamber of Commerce for a day a week to support the development of the LSIP in Cambridgeshire & Peterborough.	Economy Stronger skills, growth, productivity & skill gaps filled
	Work hand in glove to develop the talent pipeline and opportunities needed to meet skills gaps and future jobs	Utilising wider networks to influence the development of careers education ensuring relevance to the current labour market	Development of the Cornerstone Group and expansion of the current EA base. Ensuring the Hub is represented at wider networks and committees, including Employment and Skills Board, Business Board, SIP, Apprentice Ambassador Network	Economy Stronger skills, growth, productivity & skill gaps filled

National coordinated action	Locally aligned objective	Local action/activity	Output	Outcome
<b>1. Amplifying technical and vocational routes</b>	People understand how their ambitions can be realised through learning and training and are connected to opportunities, experiences and role models	Greater engagement and use of wider established networks to promote technical and vocational opportunities to other employers, pupils, teachers and parent	Creation of digital resource for CL to access. Support in promotion and speaking at Careers Conference	Improvements in educators understanding more about technical pathways
	Increasing Careers Leaders knowledge of the labour market, post 16 options and employer talent requirements	Hosting first Careers Conference, launching the C&P Careers Hub	100 Careers Leaders, employers and SLT attending a conference showcasing skills demand in the region and the options available to young people.	Inspired educational professionals with increased networks and an understanding of the current careers landscape, resulting in better careers programmes for young people.
	Enhancing exposure to role models, work experience, and understanding of various training routes into sectors and occupations	Mapping of early talent careers	Resource created for CL to access that provides information of early talent pathways aligned to the CPCA Growth Sectors	Improved understanding of pathways and progression routes available. More school leavers accessing technical education
	Driving up and sustaining employers' engagement with and influence on education and training	Influence and development of	Creation of an LSIP with Careers Education central to technical education	Widening of options, aligned to the local labour market.
	Improving careers education, specifically around STEM and green skills, as well as information, advice and guidance	Launch Enthuse Partnership	Work with STEM network to launch an Enthuse partnership in Huntingdonshire, Fenland and Peterborough	Inspiring young people in STEM careers. Exposure to role models with a better understanding of technical pathways associated with specific STEM occupation
	Improving careers education, information, advice and guidance and widening education access and participation, increasing school achievement, and progression into technical education.	ATEP project supporting the	15 schools / 30+ teachers upskilled and supported in increasing access to technical education/pathways	Improvements in exposure of careers to students. Increase in students receiving IAG relating to technical education. Increase in compliance of PAL.

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<b>2. Secure an improving system through review and support and providing careers support and training to the education workforce</b>	Improving careers education, information, advice and guidance. Support achievement/progression against the Gatsby Benchmarks	Campaign to be ran through term 1. Continued promotion by EC's to CL	Improved Compass scores	Higher quality CEIAG in schools, leading to better outcomes for young people. Better GBM performance
	Teacher Encounters Project - Improving careers education, information, advice and guidance.	Reverse work experience project to be delivered offering teachers the opportunity of accessing experiences of the work place, aligned to key priority sectors.	Increased confidence and contextualisation of careers support.	Improved quality of IAG. Teachers have a better understanding of local jobs that relate to their subject
	Increase in Compass + upgrades	Increase in schools upgrading and accessing Compass +	Increase in schools upgrading and accessing Compass + and using planning tools for more effective delivery	Better data. More effective planning resulting in improved outcomes.

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<b>3. Support young people most at risk through transitions</b>	Reduction of NEET	Continue to build of the relationships established at county level with the NEET and inclusion teams to ensure coordinated working	creator system coordination	reduction in duplication of effort.
	Reduction of NEET, more inclusive FE provision.	Continue to be a part of the regional NEET Steering group, using Hub resources where appropriate to support. Participate in regional project mapping app post 16 and post 18 provision, identifying support for those at risk of transitioning at 16+	Clear understanding of routes available and ability to influence providers where gaps in provision exists	Reduction of those NEET
	Ensuring inclusion in continued and community learning and support for disadvantaged people, those with SEN, care leavers and ex-offenders	Newly appointed SEND role within the team will allow for greater access to SEND resources and activities for SEND schools and pupils. Projects to be defined.	Creation of specific SEND resources and information space within the Digital Portal. Expand the EA support for SEND schools with EA that can offer support suitable to the needs of the pupils and schools.	Access to more information to support SEND schools. Increased EA appointment to SEND schools. Increased GBM achievements

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<b>4. Remove barriers for disadvantaged young people, in partnership with employers</b>	Continue establishment and development of ARU Peterborough	Joint events with ARU-P and Growth Works with Skills in increase Apprenticeship provision and uptake	2 events - 1 employer focused informing of future provision. 1 pupil focused, showcasing the opportunities through the new ARU-P	better informed curriculum, aligned to local labour market. Young people from Peterborough and Fenland having access to HEI in an educational cold spot.
	Ensuring inclusion in continued and community learning and support for disadvantaged people, those with SEN, care leavers and ex-offenders	SEND Work Experience	3 events delivered in partnership with Cornerstone Employers	SEND students inspired by jobs that are attainable in the local area
	Providing support for disadvantaged groups to access the labour market	Identification of employers actively targeting disadvantaged pupils.	Active promotion by EC's in identified schools of employer offers	Widening of participation by disadvantaged students
	Providing support for disadvantaged groups to access the labour market	Hub alignment and close working with the Education Investment Area	System working	Ability to influence activity

National coordinated action	Locally aligned objective	Local action/activity	Output	Outcome	Measure and Measurement
5. Support leaders across the system through training and development	Improving careers education, information, advice and guidance. Support achievement/progression against the Gatsby Benchmarks. Increase the engagement with SLT to raise the profile of Careers Education and drive outcomes.	Reporting to SLT on schools progression at the end of each year	Report per school	More engagement. Drive performance	Improved GBM. Head teacher meetings attended
	Improving careers education, information, advice and guidance. Support achievement/progression against the Gatsby Benchmarks	Campaign to be ran through term 1. Continued promotion by EC's to CL	Improved Compass scores	Higher quality CEIAG in schools, leading to better outcomes for young people. Better GBM performance	Increase in GBM performance. Number of CL upskilled.
	Improving careers education, information, advice and guidance. Support achievement/progression against the Gatsby Benchmarks	Careers Link Governor engagement	Contact established with Careers Link Governors to share the work of the hub and drive performance of the schools. Use the Governors to influence where needed.	Better engagement with the school. Increase Careers Hub profile.	Attendance at Governors meetings

		<i>Locally led/CEC supported?</i>	
		<i>By when?</i>	
(Where applicable) Number of local FE COP meetings that have taken place this term		Headline impact from activity	

Impact story

In no more than three sentences please provide a brief summary of your impact story, including the challenge identified, the actions taken and the outcomes.

What challenge did you face and how was this identified?

What actions did you take to address this challenge?

What were the outcomes of the actions you took?

Think about the impact on young people/ the school or college/ employers/ wider community. If available, please include data to support the case study e.g. number of students reached or percentage improvement in GBMs.

What are your next steps?

For example, how do you intend to maintain the momentum of the action you have taken so far, how will you monitor the success of your actions, how can you build on your success?

National coordinated action	Inputs	Locally aligned objective	Local action/activity	Output	Outcome
6. Make sure careers education is part of local economic strategies	Local Hub Fund	Enhancing exposure to role models, work experience, and understanding of various routes into sectors and occupations	Delivery of monthly Careers Webinars	Careers webinars to be delivered to Careers Leaders, in line with the GBM, available to view via Digital Platform.	Careers Leaders have more exposure to local economic information, framed within Careers
	Cornerstone Employers	Improving careers education, specifically around STEM and green skills, as well as information, advice and guidance	Increase the understanding of green and digital jobs with teachers and Careers Leaders. Create a road map to support CL in articulating what green and digital careers are within the context of the local labour market	Resource developed for schools	Students understand green jobs and the skills required
	Local Hub Fund	Students making informed decision based on labour market information	Termly updates to the Labour Market Information to ensure teachers, parents and pupils have access to current LMI to inform of decision making	User friendly website with current and relevant information	positive destinations
	Careers Hubs	Careers education aligned to labour market needs	Collaboration and partnership working between Hub and LA Economic Development teams.	Meeting with EDO's to ensure the alignment of the Careers Hub with the local area and using employer relationships to benefit the wider district.	Better employer links. Raising the profile of Careers Hub, increased opportunities identified
	Careers Hubs	Post 16 vocational education is aligned to local needs. Development of regional curriculum	Careers Hub Lead seconded a day a week to support the development of the LSIP	Support the development of the LSIP with Careers Education central to technical education	Widening of options, aligned to the local labour market.

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<b>7. Help employers deliver high quality outreach work, including through ‘employer standards’</b>	EA Matched to each school. Ambition to match more than one per institute	EA Matched per school	Schools can access industry experience and wider networks through the EA	EA matched via EANR
	Development of an interactive calendar allowing schools to upload their events and businesses to indicate a willingness to support	Calendar function matching employers to school events	Employers and schools engaging on wider scale	number of events uploaded and businesses engaging
	Development of the Careers Hub page within the talent platform	Dedicated space for careers leaders to access information supporting their role as a CL, including sourcing employer specific information, such as outreach offers	Ease of accessing information	Interaction with platform