

Briefing and Background Refresher paper:

The Careers & Enterprise Company (CEC), Gatsby benchmarks, Enterprise Advisor Network (EAN), Enterprise Co-ordinators (ECs) and Careers Hubs

The Careers & Enterprise Company (CEC) is a grant funded body receiving around £24,284,000 from the Department for Education. The CEC has a mission to prepare and inspire young people for the fast-changing world of work. They support schools and colleges by linking them to employers and helping them deliver careers support for all young people.

They do this by:

- Building Networks: Linking schools and colleges to employers and other external careers providers through two key areas - the Enterprise Advisor Network and Careers Hubs.
- Supporting Careers Leaders: Providing training and support for Careers Leaders in schools and colleges.
- Backing the Gatsby Benchmarks: Supporting implementation of a best practice standard for careers support, the Gatsby Benchmarks, with tools and targeted funding.

In Dorset the CEC provides funds to the Dorset Local Enterprise Partnership who historically have sub-contracted the delivery of the Enterprise Advisor Network to the two councils.

The Gatsby Benchmarks

The Gatsby Benchmarks originated in a research report (Good Career Guidance) from the Gatsby Foundation in 2013. The report was commissioned by Lord Sainsbury and Sir John Holman was appointed to lead a research team to focus on international evidence for 'what works' in career development. The research provides a comprehensive study of career development exploring key elements of good career development, the cost per school for good career development and the economic benefit of career development to the economy.

The eight Gatsby Benchmarks are:

Benchmark	Description
1. A stable careers programme	Every school and college should have an embedded programme of career education and guidance that is known and understood by pupils, parents, teachers and employers.
2. Learning from career and labour market information	Every pupil, and their parents, should have access to good-quality information about future study options and labour market opportunities. They will need the support of an informed adviser to make best use of available information.
3. Addressing the needs of each pupil	Pupils have different career guidance needs at different stages. Opportunities for advice and support need to be tailored to the needs of each pupil. A school's careers programme should embed equality and diversity considerations

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	throughout.
4. Linking curriculum learning to careers	All teachers should link curriculum learning with careers. For example, STEM subject teachers should highlight the relevance of STEM subjects for a wide range of future career paths.
5. Encounters with employers and employees	Every pupil should have multiple opportunities to learn from employers about work, employment and the skills that are valued in the workplace. This can be through a range of enrichment activities including visiting speakers, mentoring and enterprise schemes.
6. Experiences of workplaces	Every pupil should have first-hand experiences* of the workplace through work visits, work shadowing and/or work experience to help their exploration of career opportunities, and expand their networks.
7. Encounters with further and higher education	All pupils should understand the full range of learning opportunities that are available to them. This includes both academic and vocational routes and learning in schools, colleges, universities and in the workplace.
8. Personal guidance	Every pupil should have opportunities for guidance interviews with a careers adviser, who could be internal (a member of school staff) or external, provided they are trained to an appropriate level. These should be available whenever significant study or career choices are being made. They should be expected for all pupils but should be timed to meet their individual needs.

Enterprise Advisor Network (EAN) and Enterprise Co-ordinators (ECs)

There are many employers who work with Careers Leaders and the Dorset LEP to assist in meeting the county's career learning targets.

Existing networks consist of: Dorset Chamber; Dorset Training Providers; Dorset Engineering and Manufacturing Consortium; CITB; and FE Colleges (there are over 4000 employer relationships)

The CEC has historically funded (and will continue to do so) the development of a network of volunteers from industry called **Enterprise Advisers** who are linked to specific schools and colleges to work closely with the CEC funded **Enterprise Co-ordinators** and school/college careers leaders. This important network is called the **Enterprise Advisor Network (EAN)**. The Enterprise Advisers have a critical role to bring the wider world of work to students. In Dorset the EAN should cover all state funded schools and colleges and to date has been delivered by Dorset Council and BCP Council under contract from Dorset LEP.

Careers Hubs

Careers Hubs are smaller groups of schools and colleges within the EAN who have been selected to access enhanced careers provision. A Careers Hub usually consists of a group of between 20 and 40 secondary schools and colleges in a dedicated area who work together to deliver the Gatsby Benchmarks.

In 2018 the CEC launched the first wave of 20 Careers Hubs across England. The Careers Hubs are based on a model first piloted by the Gatsby Foundation and the North East LEP from 2015 to 2017. Schools and colleges in the pilot made rapid progress against the Gatsby Benchmarks and independent evaluation showed increased attainment and career readiness among students.

In 2019 data showed that schools and colleges which were part of the first wave of Hubs are:

- Outperforming the national average on every single one of the eight Gatsby Benchmarks of good careers guidance.
- The majority (58%) are providing every student with regular encounters with employers.
- The majority (52%) are providing every student with workplace experiences such as work experience, shadowing or workplace visits.

The excellent progress of the first wave Careers Hubs encouraged the government to give further funds to the CEC to create another wave of new Careers Hubs, Dorset was awarded a wave two Career Hub in 2019.

What support do Careers Hubs receive?

All Careers Hubs have access to support and funding to help them meet the eight Gatsby Benchmarks of excellent careers education. This includes:

- A 'Hub Lead' to help coordinate activity and build networks (in Dorset LEP's case this is Helen Stevenson).
- Access to bursaries for individual schools and colleges to train Careers Leaders.
- A central Hub fund equivalent to £1k per school or college.
- A strong group of up to 10 local employers called 'Cornerstone Employers' who can offer focussed and strategic support to the Hub.

The Vision for Dorset Careers Hub

Successful bid for funding aimed:

- To create a vibrant community of practice across 40 schools and colleges.
- To raise young people's aspirations and improve social mobility.

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- To level outcomes for all learners A good job for all – changing the lottery of advice & encounters.
- To grow more of our own talent to meet employer needs.
- A Hub Lead located within Dorset LEP to maximise the linking of skills, employers and careers learning.

What success looks like:

- We will transform the way our fragmented careers system behaves.
- We will spread learning from our best careers practitioners to others in the Hub.
- We will have access to £160k direct investment from CEC.
- We can leverage investments of time, money and expertise into the Hub including from Cornerstone Employers.
- We can reposition careers learning as helping students reach their future goals (raising aspiration and outcomes).
- We can support the recruitment of additional staff.

What is the starting point for the Dorset LEP Careers Hub? CEC State of the Nation Report 2019

The State of the Nation 2019 report describes career provision in England's schools and colleges at the end of the academic year 2018/19.

State of the Nation 2019 draws on data that has been collected through the Compass self-assessment tool from 3,826 state-funded schools and colleges, representing three-quarters of such institutions across England.

This report presents the Compass results for each Local Enterprise Partnership area to provide the data needed at a local level to support schools and colleges. For each area, the report shows the progress across the Gatsby Benchmarks during the 2018/19 academic year. The results are based on all state-funded schools and colleges in each LEP that have completed Compass during 2018/19.

Progress can be seen across the country. All LEPs have made progress in achieving the Gatsby Benchmarks:

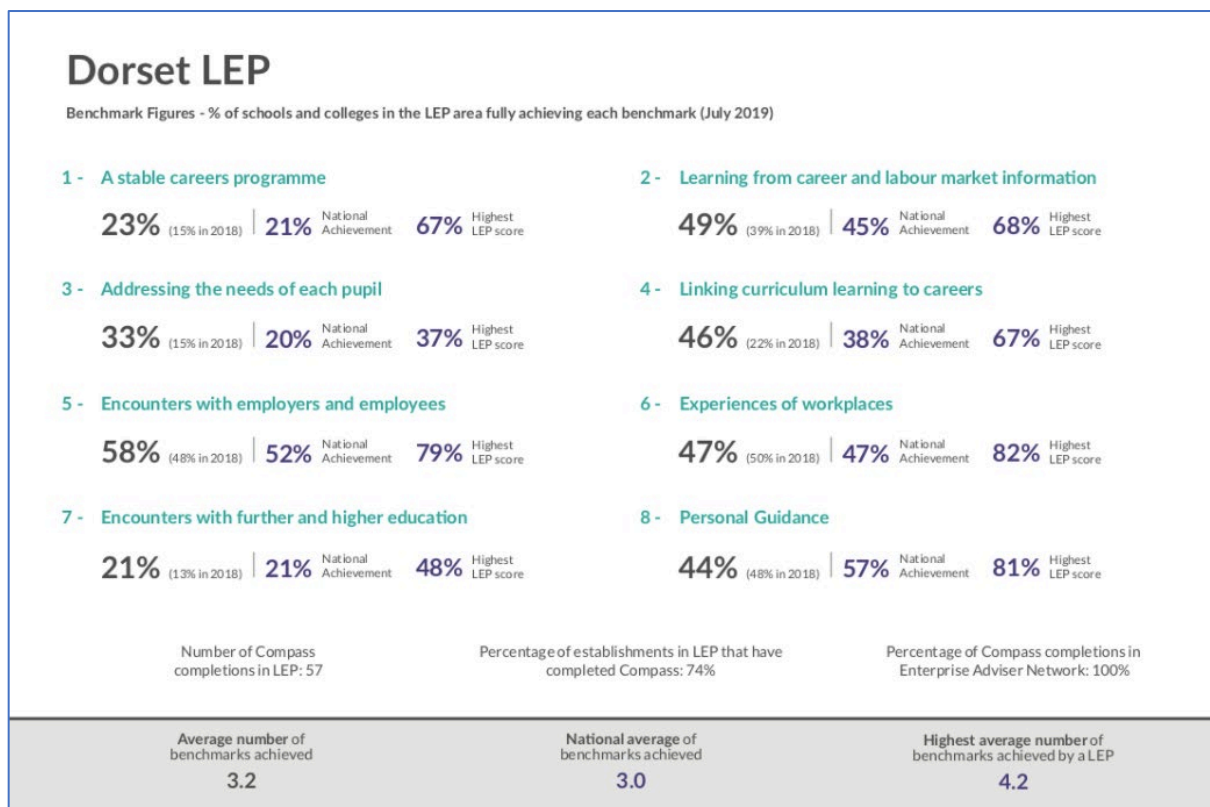
- The average number of benchmarks achieved by LEPs ranged from **2.3** to **4.2** compared to a range of **1.4** to **3.1** in 2018.
- All LEPs have made improvements on at least some of their benchmarks.
- Almost all the LEPs have at least one school or college achieving 7 or more benchmarks.

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- Schools and colleges serving disadvantaged communities are among the highest performers.
- Tees Valley and Humber LEAs were among the highest achieving LEAs in 2018 and 2019.
- Schools and colleges in the Enterprise Adviser Network achieve more Gatsby Benchmarks on average.

Dorset LEP achievement

Dorset's results have been delivered in partnership with Dorset Council and BCP Council and can be seen to be largely on par with local competitors with regard to most achievements. The average scores however mask a wide variety in outcomes between individual Dorset Schools and this is what the Dorset Careers Hub hopes to address.



Cornwall and Isles of Scilly LEP

Benchmark Figures - % of schools and colleges in the LEP area fully achieving each benchmark (July 2019)

1 - A stable careers programme

29% (6% in 2018) | **21%** National Achievement | **67%** Highest LEP score

2 - Learning from career and labour market information

53% (33% in 2018) | **45%** National Achievement | **68%** Highest LEP score

3 - Addressing the needs of each pupil

8% (6% in 2018) | **20%** National Achievement | **37%** Highest LEP score

4 - Linking curriculum learning to careers

42% (28% in 2018) | **38%** National Achievement | **67%** Highest LEP score

5 - Encounters with employers and employees

79% (36% in 2018) | **52%** National Achievement | **79%** Highest LEP score

6 - Experiences of workplaces

82% (67% in 2018) | **47%** National Achievement | **82%** Highest LEP score

7 - Encounters with further and higher education

34% (11% in 2018) | **21%** National Achievement | **48%** Highest LEP score

8 - Personal Guidance

45% (56% in 2018) | **57%** National Achievement | **81%** Highest LEP score

Number of Compass completions in LEP: 38

Percentage of establishments in LEP that have completed Compass: 81%

Percentage of Compass completions in Enterprise Adviser Network: 100%

Average number of benchmarks achieved
3.7

National average of benchmarks achieved
3.0

Highest average number of benchmarks achieved by a LEP
4.2

Solent LEP

Benchmark Figures - % of schools and colleges in the LEP area fully achieving each benchmark (July 2019)

1 - A stable careers programme

15% (6% in 2018) | **21%** National Achievement | **67%** Highest LEP score

2 - Learning from career and labour market information

48% (41% in 2018) | **45%** National Achievement | **68%** Highest LEP score

3 - Addressing the needs of each pupil

8% (27% in 2018) | **20%** National Achievement | **37%** Highest LEP score

4 - Linking curriculum learning to careers

36% (29% in 2018) | **38%** National Achievement | **67%** Highest LEP score

5 - Encounters with employers and employees

41% (43% in 2018) | **52%** National Achievement | **79%** Highest LEP score

6 - Experiences of workplaces

58% (55% in 2018) | **47%** National Achievement | **82%** Highest LEP score

7 - Encounters with further and higher education

22% (22% in 2018) | **21%** National Achievement | **48%** Highest LEP score

8 - Personal Guidance

70% (84% in 2018) | **57%** National Achievement | **81%** Highest LEP score

Number of Compass completions in LEP: 73

Percentage of establishments in LEP that have completed Compass: 68%

Percentage of Compass completions in Enterprise Adviser Network: 92%

Average number of benchmarks achieved
3.0

National average of benchmarks achieved
3.0

Highest average number of benchmarks achieved by a LEP
4.2

Dorset Careers Hub progress to date – 7th November 2019

Establishing the team

The Careers Hub Lead met with all Enterprise Co-ordinators and their respective line managers at Dorset Council and BCP Council on the 23rd October to share the Dorset LEP vision of the future of the Hub. There have also been several fruitful meetings with representatives of the CEC who have worked closely with the Hub Lead to supply data, advice and examples of practice from across the country.

An implementation plan for the Hub is in place and the Dorset LEP Hub Launch on November 8th 2019 will enable us to share a vision of exciting careers interventions with Hub schools. Hub schools will also be able to see how the Hub will function in terms of using a 'Cluster' model of shared learning for careers leads. Schools will also be made aware of Dorset's Cornerstone Employer community. Confirmed Cornerstone employers are: Superior Seals, Cobham, RedWeb, JP Morgan, Marriott Hotel and Dorset Council. Potential Cornerstone employers are: Sunseeker, ASM and NHS.

The Enterprise Co-ordinators have been allocated Hub schools and are being drawn into a centralised model of support and delivery based around the Dorset LEP's strategic skills agenda which will bring together careers support with cutting-edge skills analysis.

The Dorset LEP Careers Hub launch is on 8th November. Details are in an accompanying paper.