

16<sup>th</sup> July 2020

## Proposal to extend Careers Hub

### Purpose of Report

This report highlights the offer of a grant from the Careers and Enterprise Company to the LEP Board to deliver a careers hub, currently operating in Doncaster only. The report highlights for members an option of a programme the grant could be utilised for, if members agreed to the programme and to recommend acceptance of the grant.

### Freedom of Information

The paper will be available under the Combined Authority Publication Scheme

### Recommendations

Members are asked to:

1. consider the potential programme as outlined and provide comments as to their recommendation for acceptance of the grant.
2. note that subject to the support of the LEP, a report will go to the MCA Board on the 27<sup>th</sup> July asking them to accept the grant.

## 1. Introduction

- 1.1 As part of the original Growth Deal the LEP was offered the opportunity to participate in the Enterprise Advisor Pilot, an initiative run by the newly formed Careers and Enterprise Company (CEC). This programme sought to increase the linkages between business volunteers (Enterprise Advisors) and young people in education. The programme was convened, on behalf of the LEP, through a small network of Enterprise Co-ordinators, located in the regions Local Authorities.
- 1.2 Whilst the pilot had success and provided additional resource to facilitate education / business links, the CA and LEP were making the case for wider devolved powers. The 2015 devolution deal document included a request of government to devolve the range of funding allocated to various departments and agencies, under the governance of the MCA, to **Help people of all ages make the right choices at the right time.**

*Sheffield City Region to have fully devolved responsibility, funding and freedom to design and commission a Careers Service that provides young people and adults with the information they need to make the right decisions to secure high quality work in the city region. This funding (including re-commissioning of National Careers Service and national Careers and Enterprise Company funding) will be pooled and commissioned at city region level, with local level service delivery and a commitment to leverage investment from the private sector. (Extract devo deal doc 2015).*

This approach was not supported by government, and subsequent attempts to enter into a voluntary MOU with the CEC were not progressed with the careers model remaining largely nationally driven.

- 1.3** Longer term devolution aspirations aside, the working relationship with the LEP and the CEC and with the delivery partners within Local Authorities and a network of Head Teachers has developed. With limited resources considerable progress has been made in strengthening the education / business links and supporting young people to receive high quality experiences and information to enable them to make more informed choices and to improve their aspirations and future ambitions.

The city region currently has 71 Enterprise Advisers actively linked to secondary schools working to improve careers provision and increase the opportunities for employer engagement in education.

Since the original pilot and the subsequent on-going support programme of the CEC, the delivery partners for the Enterprise Advisor Network have secured an additional £2.7m investment from the European Social Fund. This funding is seeking to support small and medium sized employers in the city region to develop their capacity and confidence to work with schools to raise careers awareness, aspirations and to provide workplace experiences. This programme, known as the Business and Education Alliance, (Barnsley MBC is the lead delivery partner) will be fully aligned with the work of the Enterprise Adviser Network and its aim is to generate a significant increase in employer encounters designed with the employer and education organisations. It is in its start-up phase with a view that it will come into full effect by September 2020 through to August 2022.

- 1.4** The CEC, in addition to supporting activity to deliver the Enterprise Advisor Network and providing additional support to Opportunity Area such as Doncaster, is also supporting the development of localised careers hubs. There have been two procurement rounds for Careers Hubs, starting in 2018 and the national direction of travel is to expand the careers hub network throughout the country.

The CEC has now expressed its willingness to fund the LEP to deliver a Careers Hub in the remaining areas of South Yorkshire, in addition to the current programme in Doncaster. Section 2 of this report provides an illustration of some of the elements the LEP could seek to deliver as part of this expanded model.

## **2. Proposal and justification**

### **2.1 What is a Careers Hub?**

A Careers hub is a group of 20-40 schools who voluntarily work together to achieve a shared vision on how to improve outcomes for the young people in their area. A careers hub is supported by a full-time careers' hub lead, a hub enterprise co-ordinator and a central hub fund equivalent to £1,000 per school to fund agreed hub activity. This is the funded element that the CEC will meet on a matched basis.

The key components of a Hub are:

- 2.1.1** A 'Hub Lead' working with the existing Enterprise Coordinators (based in Local Authorities), who is trained in the delivery, for young people, of meaningful employer encounters and experience of the workplace outcomes (Gatsby Benchmarks). The Hub Lead and the Enterprise Coordinators support schools and colleges to develop a strong relationship with an Enterprise Adviser. This Enterprise Adviser is a volunteer from business that is linked to a particular school by the Enterprise Co-ordinator. The Advisor supports the school through working with senior members of staff to develop the schools careers strategy and also builds links with local employers to support the achievement of the strategic goals.

The Hub Lead coordinates activity and builds local networks with employers, businesses and higher and further education providers. The existing Hub in Doncaster has had great success in this as evidence illustrates that 90% of Doncaster schools now are reaching Benchmark 5 (national average is 65%) which means that 90% of students are receiving at least one meaningful encounter with an employer every year from the age of 11.

- 2.1.2** A central Hub Fund of £1,000 per school/college is available to support the delivery of outcomes. This fund offers the opportunity to fund activities such as apprenticeship events and broader learning and sharing events which focus on raising the aspirations and ambitions of young people.
- 2.1.3** Some schools and colleges within the Hub will receive Careers Leaders training bursaries.
- 2.2** The Enterprise Co-ordinator network, Local Authority Officers and the Head Teachers Forum are supportive of the wider role out of the Careers Hub, based upon the evidence of its early success in Doncaster. The view is that the Hub brings additional capacity and resource that would allow the area to focus specifically on:
- Careers provision for groups that are most disadvantaged in the labour market including those with SEN and those from lower socio-economic backgrounds,
  - Providing more capacity to tap into and harness employer links to enable more links to be made with schools;
  - Mitigating some of the impact that the current extended period of time not in education has had on students in terms of motivation and aspirations, which could partially be mitigated by higher quality careers provision and exposure to business advisors.

**2.3 The proposed programme – option for Board Members to consider**

The Careers Hub funding will allow the LEP to develop a network of highly committed employers that have experience of working with schools and are creative in the ways that they work with schools, known as Cornerstone Employers. It will provide additional capacity to support and advise schools on how they engage with employers and will link schools and employers on curriculum-specific pieces of work. There will be additional opportunities for schools to network and support each other both within their local authority and across local authorities, particularly with Doncaster schools who have been part of career hubs for the last two years.

In addition, specific strands of work, identified as potential areas of priority for a Hub to focus on:

**2.3.1 Strand 1: Social Mobility pilot**

The Careers hub will work with schools in the most disadvantaged areas of the Region. The aim of this is to broaden students' understanding of careers available, linked to local labour market information for those students who may not have parental and wider networks that can support them with their career decisions.

An example of how this could work is provided in the case study below: A focus for the career's hub is a North East Sheffield Social Mobility Pilot.

*The Sheffield team of the EAN is working closely with a newly formed business partnership, Sheffield Business Together (SBT). The aim is to improve the social mobility of young people in Sheffield and together, the EAN, SBT and two education organisations are testing a model that has the EAN model at the heart of it and that is aiming through improving aspirations and ambition to drive increased levels of social*

*mobility The link below provides an introduction to the ambitions for the Social Mobility in Education Trailblazer <https://sheffieldbusinessstogether.org.uk/social-mobility/> One of the organisations involved is Longley Park Sixth Form College who are keen to share their experience and practice with their feeder schools. The desire, expressed by officers, is for a North East Sheffield Social Mobility and Careers Hub made up from the main feeder schools to Longley Park Sixth Form. SBT are also keen to support the growth of the learning to other schools in the North East of the city.*

### **2.3.2 Strand 2: Special Schools Hub**

NOMIS data shows 4.8% of people with a learning disability are employed in Sheffield City Region compared with 76.2% of the general population. The mainstream careers resources are not always appropriate for special schools, and yet good careers provision is an important step to increase the number of people with a learning disability in employment.

An example of how this could work is provided in the case study below:

*Young people with SEND in Sheffield generally progress into traditional FE pathways post 16 and annually, there is evidence that a number of Supported Internship Placements (SIPs) are unfilled. Having a focus on the Special Schools Hub in Sheffield will enable the schools, Enterprise Advisers and employers involved with Supported Internship Placements to collaborate and introduce employability and aspiration as part of the curriculum.*

*Sheffield has recently appointed an Enterprise Coordinator with expertise in working with young people with SEND who can advise and support the Hub Lead and share expertise of working with young people with SEND across the Region. Sheffield Special Schools will link with the current Doncaster SEND Hub to share good practice of this approach which can be shared across South Yorkshire into Rotherham and Barnsley.*

### **2.3.3 Strand 3: The “Buddying” Model**

An example of how this could work is provided in the case study below:

*Officers in Barnsley want to focus on accelerating improving performance of their schools using peer networks where a high performing school is linked to a **buddy school**. The desire is to ensure that all 12 schools in the Local Authority area benefit from the Hub, to accelerate progress across the Gatsby benchmarks – the 8 measures for excellent careers provision - for all 12 schools in the district. This model will be supported by the Raising Participation Service Manager (Barnsley Council), who, alongside the Hub Lead and existing Enterprise Coordinator, will enable bespoke support to be developed for buddy schools to strengthen the collaborative approach across the Borough.*

- 2.4** Doncaster Careers Hub will support the development of the wider SY Hub in preparing initial plans and potentially carrying out early engagement activity. This will avoid the pitfalls that Doncaster has experienced and enable the proposed projects, if endorsed by members, to hit the ground running.

Good practice and resources will be shared throughout the Region through regional learning events, increased use of the EAN website, and coordination of activity across both hubs through close working of all staff engaged in this activity, building on the strong links already in place.

Proposed reach of the Hubs (noting Doncaster’s Hub is already in existence)

Number of mainstream schools proposed	Rotherham–16, Sheffield–15, Barnsley–5 Doncaster-20 <b>Total 56</b>
Number of FE colleges proposed	Rotherham-2, Sheffield–0, Barnsley–0 Doncaster–3 <b>Total 5</b>
Number of SEND schools proposed	Rotherham–6, Sheffield–7, Barnsley–1 Doncaster–7 <b>Total 21</b>
Number of Alternative Provision/ Pupil Referral Units proposed	Rotherham–2, Sheffield–0, Barnsley–0 Doncaster–3 <b>Total 5</b>

### 3. Consideration of alternative approaches

- 3.1** Do more – the resource from the CEC is focused upon providing limited support to facilitate the co-ordinating and networking functions. The concept largely operates on the tangible benefits of collaboration experienced by schools, volunteers and stakeholders. If it was felt more activity was required, this model could be added to. Although it would be unlikely that additional resources would be accessed from the CEC.
- 3.2** Do a different proposal - The proposed model outlined above is a suggested option based upon discussions with LA officers, Enterprise Co-ordinators and the Head Teachers Forum, if Members feel anything is missing or that the prioritisation for the additional areas (predominantly Sheffield and Barnsley) is incorrect then the proposal could be flexed and amended.
- 3.3** Do nothing – The support from the CEC to broaden the support for the Careers Hub concept in South Yorkshire, could be declined. It is recommended this is discounted for a number of reasons:
- The economic recession following the Covid pandemic is likely to disproportionately affect the outcomes and opportunities of the city regions young people. Therefore, any activity to ramp up their exposure to business and quality careers advice is felt to be essential to the city regions recovery.
  - Young people (SEND and from socially deprived areas) are most likely to be affected as a result of the downturn and therefore to focus on piloting an approach to this, will provide valuable evidence to support a broader model in the future.

### 4. Implications

#### 4.1 Financial

The Grant Agreement for 20/21 is for the CEC to provide a grant of £415,942 to the LEP, via the MCA as Accountable Body.

This is not all new money and £269,942 is already approved for the business as usual Enterprise Advisor Network and the Doncaster Opportunity area support that is routed through the LEP.

The new grant offer is for £146,000 to deliver the Wave 3 Careers Hub to Barnsley, Rotherham and Sheffield.

The proposal is for £87,000 Central Hub Fund based on the number of schools in the hub to use between all 87 hub schools. Use of this fund will be discussed and agreed with the Hub schools.

£59,000 for the costs of the Hub lead. Fully funded by CEC

#### **4.2 Legal**

The MCA, as accountable body for the LEP, already has an agreement in place with the CEC and also with LA for the established EAN work. This activity would be an extension to the agreement with the CEC. The Monitoring Officer will confirm his acceptance to the conditions of the grant award prior to entering any legal agreement with the CEC.

#### **4.3 Risk Management**

Risks to delivery are actively managed by the Programme and Performance Unit of the MCA Executive Team and high risks will be raised with the Skills and Employment Board as part of the performance dashboard.

#### **4.4 Equality, Diversity and Social Inclusion**

The proposal outlined, in focusing on improving access to careers information and business engagement in socially deprived wards and with SEND young people is seeking to target and test activity which breaks down some of the barriers to participation in further learning or into employment. Learning from the activity will be shared across South Yorkshire.

### **5. Communications**

- 5.1** The extension of the current scheme provides an opportunity to deliver an element of the additional support to young people facing the additional challenges as a consequence of the pandemic.

### **6. Appendices/Annexes**

- 6.1** None

<b>REPORT AUTHOR</b>	Katy Pugh
<b>POST</b>	Skills Programme Manager
Officer responsible	Ruth Adams
Organisation	MCA Executive Team
Email	Ruth.adams@sheffieldcityregion.org.uk
Telephone	0114 2203442

Background papers used in the preparation of this report are available for inspection at: 11 Broad Street West, Sheffield S1 2BQ

Other sources and references: