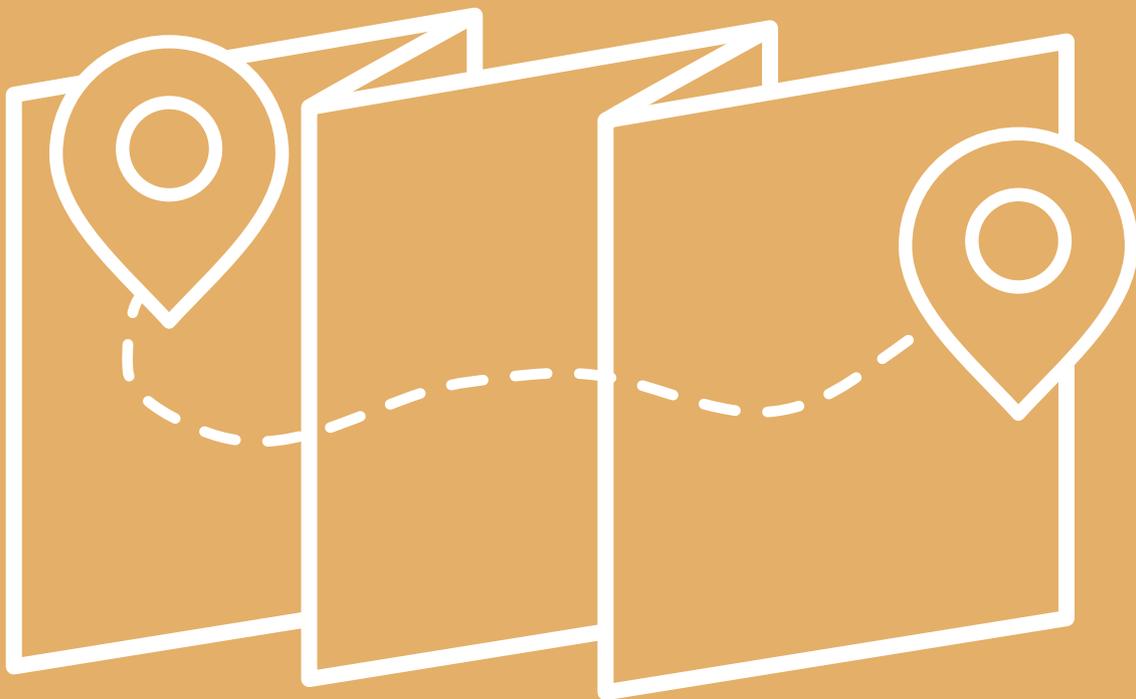


Enterprise Adviser Network Roadmap

3 Phase Plan



**Our mission is
to prepare and
inspire young
people for the
fast-changing
world of work.**

About The Careers & Enterprise Company

Our role is to link schools and colleges to employers and to help them deliver world-class careers support for all young people by:

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

About this roadmap

To help get you started, we have created this roadmap of what success could look like through your journey.



What does success look like?

Success is different for every school or college. There is no one-size-fits-all – every school, college and local labour market is unique, as are the challenges they face. As an Enterprise Adviser, you will take your passion for raising the aspirations of young people and combine it with your skills and strategic thinking. The result of which will be a tailored plan that will fulfil the needs of the school/college and students. Perseverance and resilience are required to create a strategic and systematic change in the school or college.



PHASE 1

Building a relationship and reviewing current provision

Induction and training

- your Enterprise Coordinator will provide regional training to induct and support you in your role
- although you are unlikely to have direct contact with young people, all EAs should be DBS checked. The LEP will provide guidance on this

Understanding the education landscape

- before your first school/college meeting you may want to research your school/college, read its Ofsted report, review Labour Market Intelligence (LMI) data and familiarise yourself with key pieces of legislation
- familiarise yourself with the latest government [careers strategy](#), [careers guidance and the school information amendment 2018](#)

Introductory meeting with your school/college

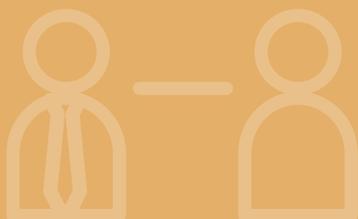
- your Enterprise Coordinator will join your initial meeting to support you and connect key themes from across the local network
- you will meet the SLT representative who is responsible for careers education
- the meeting allows you to introduce yourself, outline the strategic value you can add and set expectations

Build your understanding of local and national providers of careers provision

- your Enterprise Coordinator will help you understand the local and national provision
- The Careers & Enterprise Company has also funded [careers programmes](#) in your area, which you will find on our website. Your Enterprise Coordinator will take you through this
- share our [provider directory](#) with schools/colleges to enable them to search for relevant careers activity providers

Begin to build relationships

- build relationships with Senior Education Leaders and Careers Leads to identify and understand how your skill-set can add value
- at the beginning of the programme ensure you have Senior Leaders and school governors that can champion the network
- you should meet the headteacher or principal and be introduced to a governor whose remit is careers
- meet relevant staff and students – this could be via staff meetings, an assembly or a focus group
- invite key school contacts to visit your workplace
- establish key meeting and event dates (such as inset days, governor meetings, key careers events, etc.)



QUICK WINS

- ✓ Meet Senior Leader programme champion
- ✓ Hold student focus group
- ✓ Invite key school contact into your business
- ✓ Set meeting dates, deadlines and responsibilities
- ✓ Introduce key partners that can deliver activity (e.g. [National Careers Service](#), [National Apprenticeship Service](#), [Jobcentre Plus](#), or [The Careers & Enterprise Company mentoring provision](#) or [funded partners](#))



Digital tools

- a [Compass evaluation](#) is a fundamental building block of the programme and will help you to compare your school/college against the eight Gatsby Benchmarks, while identifying strengths and areas for improvement
- ensure schools complete Compass within six months of joining the Enterprise Adviser Network
- once Compass is completed, schools/colleges should use [Tracker](#) to record and plan careers activities within nine months of joining the Network. Encourage them to keep building the plan throughout the year

Strategic priorities

- with the help of the Senior Education Leader, establish key priorities for the school/college (parental engagement, expanding teacher knowledge base, apprenticeship inspiration, etc.)

Review Compass results, identify gaps and agree objectives

- use the Compass results to identify specific areas for improvement (forms the basis of discussions across their careers provision)
- agree priorities for each term and year group, ensuring resources are allocated

Establish an agenda

- agree expectations and introduce a strategic planning process
- secure the involvement of school/college staff and other stakeholders to ensure wideranging commitment to plan

PHASE 2



QUICK WINS

- ✓ Explore the offers of your local [careers programme providers](#) funded by The Careers & Enterprise Company
- ✓ Connect to local careers providers and services
- ✓ Connect your school to [National Apprenticeship Service](#) and projects such as the [Apprenticeship Support and Knowledge for Schools](#) - an apprentice could speak at an assembly
- ✓ Connect your school/college to [National Citizens Service](#), [National Careers Service](#) and [Jobcentre Plus](#)
- ✓ Attend activities to understand impact and explain the network

Establishing a careers and enterprise plan

Development plan

- use the [Tracker](#) planning tool to map current activities and establish a careers and enterprise plan for the school/college

Focus on what works

- Read The Careers & Enterprise Company's research on what makes effective careers education
- prioritise mentoring, enterprise competitions and work-related learning within your plan

Adding the detail to the plan

- using results from Compass, build a more detailed plan of activities
- it is helpful to regularly review and update Compass, as the results will inform your approach and activities
- allocate resource, set priorities and agree timeframes for delivering interventions. Keep activities updated in Tracker
- ensure you have the plan signed off by Senior Leaders and governors

Timeframes

- timeframes will vary by school/college depending on the scope of the plan (i.e. whole school, cohort, pilot project)
- your perseverance and positivity will be crucial to the success of the plan

Ongoing planning and development meetings

- work with Enterprise Coordinators and your school to agree a set of yearly priorities broken down into SMART objectives to be reviewed and updated at each meeting with the school/college
- with support from your Enterprise Coordinator, connect to other local careers providers and services
- introduce your employer contacts to widen the school network
- share best practice from other Enterprise Advisers/schools/colleges
- consider if there are new ways of doing things - activities and processes the school/college hasn't used before
- read our [activity guide](#) for more information on planning and developing ideas



Planning activity

Enterprise Advisers' strategic skills are vital to the success and sustainability of the careers and enterprise plan. Strategic activities you could include are:

- helping with teacher CPD, for example connecting teachers to LMI tool
- helping subject heads to bring more careers relevance into their curriculum
- engaging support from a school governor who will champion the careers agenda
- offering insight days at your workplace for teachers
- speaking at parents' events about the network
- evaluating activities to better understand impact

Ongoing strategic planning

- your Enterprise Coordinator will regularly inform you of exciting careers opportunities available to your school/college
- revisit your school/college's Compass results and Tracker plan to review progress and refine the plan
- set objectives for each year group and specific cohorts
- ensure you have the plan signed off by the Senior Leader and governor

PHASE 3



QUICK WINS

- ✓ Encourage school/college to create a calendar of timetable gaps (to fill with employer activities)
- ✓ Raise awareness of the network's aims and achievements, e.g. via your school or college newsletter
- ✓ Share the careers and enterprise plan and make it visible for parents and teachers
- ✓ Hold student focus groups for direct feedback
- ✓ Share learnings with your Enterprise Coordinator, other Enterprise Advisers, LEP boards and The Careers & Enterprise Company

Implementing the plan and evaluating provision

Implement and review

- By phase 3 your school/college should have completed Compass and have a strategic, whole school careers and enterprise plan in place. To help embed careers provision into the ethos of the school/college you may want to:
- engage Senior Education Leader in delivering and progressing the plan engage governing body and make them aware of plan delivery and progression
- raise awareness of the network's goals and results across the school/college's networks (such as newsletters, posters, parents' evenings)

Implementation

- ensure resource is allocated in the school/college to deliver and implement the plan (e.g. do the teachers have time / is there budget available)
- be encouraging and ensure the school delivers activities in the plan" to "be encouraging and ensure the school delivers the activities in the plan
- show your support by attending events
- keep parents informed regularly on activity
- ensure students are informed about apprenticeship pathways
- make sure timetables are reviewed and agreed, with gaps filled with employer encounter opportunities
- support the execution of the plan, providing advice and encouragement to staff

Celebrating your success

- during your Enterprise Adviser journey you will celebrate many achievements
- remember to share what you are doing, your successes and achievements with your Enterprise Coordinator
- encourage your school/college to share news in their own communication materials (i.e. newsletters, website, parent updates, etc.)
- attend networking events with your fellow Enterprise Advisers to share best practice and celebrate each other's achievements

Trusted relationships/shared goals

- keep growing relationships with the school/college staff, continuing to be a trusted advocate and adviser



Evaluating

Key point to consider for evaluating the careers and enterprise plan include:

- is the development plan complete, agreed and published?
- is there a stable careers plan in place, reflecting the needs of individual students?
- does activity-planning focus on The Careers & Enterprise Company's What Works' research and best practice?
- are regular Enterprise Adviser Network meetings taking place?
- is the programme impact-tracking for teachers in place and being evaluated?
- have I gathered direct feedback from students?
- are employer relationships sustainable and effectively managed?
- is careers relevance embedded in curriculum subjects?
- is there an increased understanding of careers opportunities and needs (based on student choices/destinations)?
- is there consistency of guidance for post-16 vocational and academic routes?
- are parents/guardians aware of LMI and opportunities?
- from the age of 11, have pupils had at least one meaningful encounter a year with an employer?
- ensure Senior Leaders and governors review the programme
- feedback learnings and opportunities to Senior Education Leaders and use as the basis for planning the next academic year

For Enterprise Adviser resources visit:

[careersandenterprise.co.uk/
enterprise-adviser-resources](https://careersandenterprise.co.uk/enterprise-adviser-resources)

Use the following password to access: resources

Glossary

terms

Enterprise Adviser

A senior business volunteer who spends about eight hours a month working closely with the headteacher or Senior Leadership Team. An Enterprise Adviser uses their business experience and professional networks to help develop and implement an effective careers strategy that puts opportunities with local employers at the heart of a young person's education. An Enterprise Adviser adds value by:

- supporting the development of a whole school/college plan for careers
- engaging with local businesses and employers
- providing employer perspective and insight and access to local business networks
- helping schools and colleges to focus efforts on programmes and activities that are most effective in motivating young people, supporting independent choice and supporting positive outcomes for young people

Enterprise Coordinator

An Enterprise Coordinator sits at the heart of the Enterprise Adviser Network and connects schools and colleges with employers and career programme providers. The Enterprise Coordinator acts as the central point of information for local and national solutions.

An Enterprise Coordinator's role is to:

- help schools and colleges build upon their careers and enterprise activities and engage with the world of work
- make it easier for schools and colleges to engage with employers and careers programme providers
- focus everyone's efforts on programmes and activities that are most effective in motivating young people, supporting independent choice and supporting positive outcomes for young people

Gatsby Benchmarks

The Gatsby Foundation, led by Sir John Holman, has identified a set of eight benchmarks covering different dimensions of good career guidance for schools. The benchmarks have been identified through six international visits, analysis of good practice in English schools and a comprehensive review of current literature into what best practice careers guidance should include.

The eight Gatsby Benchmarks

1. a stable careers programme
2. learning from career and labour market information
3. addressing the needs of each pupil
4. linking curriculum learning to careers
5. encounters with employers and employees
6. experiences of workplaces
7. encounters with further and higher education
8. personal guidance

LEPs

Local Enterprise Partnerships (known as LEPs) are local business-led partnerships between councils and businesses and play a central role in determining local economic priorities. They undertake activities to drive economic growth and the create local jobs. There are 38 LEP areas across England.

They are also our strategic partners which oversee the delivery and governance of the Enterprise Adviser Network regionally.

