

# Liverpool City Region Careers Hub

To help every young person find their best next step



**LIVERPOOL  
CITY REGION**  
COMBINED AUTHORITY

**METROMAYOR**  
LIVERPOOL CITY REGION

Liverpool City  
Region  
CAREERS HUB

THE CAREERS &  
ENTERPRISE  
COMPANY

## LCR Careers Hub Annual Conference November 2023

### CEC and LCR Careers Hub Slides

# Liverpool City Region Careers Hub



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## Morning Session

- 09.45 am      Welcome  
**Calvin Eden**, Loud Speaker Limited & **Gill Walsh**, Strategic Careers Hub Lead
- 10.00 am      **John Yarham**, Deputy CEO, The Careers & Enterprise Company  
Careers Education: Now and Next  
Q & A session
- 10.30 am      **Andrew Hall**, CEC  
Conditions for Transition  
**Emma Dickinson & Andy Frith**, Liverpool City Region Combined Authority  
Long term Skills Plan      (including morning break)
- 11.55 am      **Networking for Education** – Market stalls with providers  
**Employers** – NEW Employer Standards – How to deliver effective careers engagement  
**Joe Keegan** – Employer Brokerage – Apprenticeships
- 13.00 pm      Lunch

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## Afternoon Session

13.45 pm

**Claire Caddick**, Operational Hub Lead  
Inclusion across Liverpool City Region

**Tara Jussa**, Liverpool City Region Combined Authority  
Digital Inclusion Initiative

**Kamal Choudhary**, Liverpool City Region Combined Authority  
BEMore update

15.15 pm

Summary and call to action

15.30 pm

Close

# Careers Education: now and next

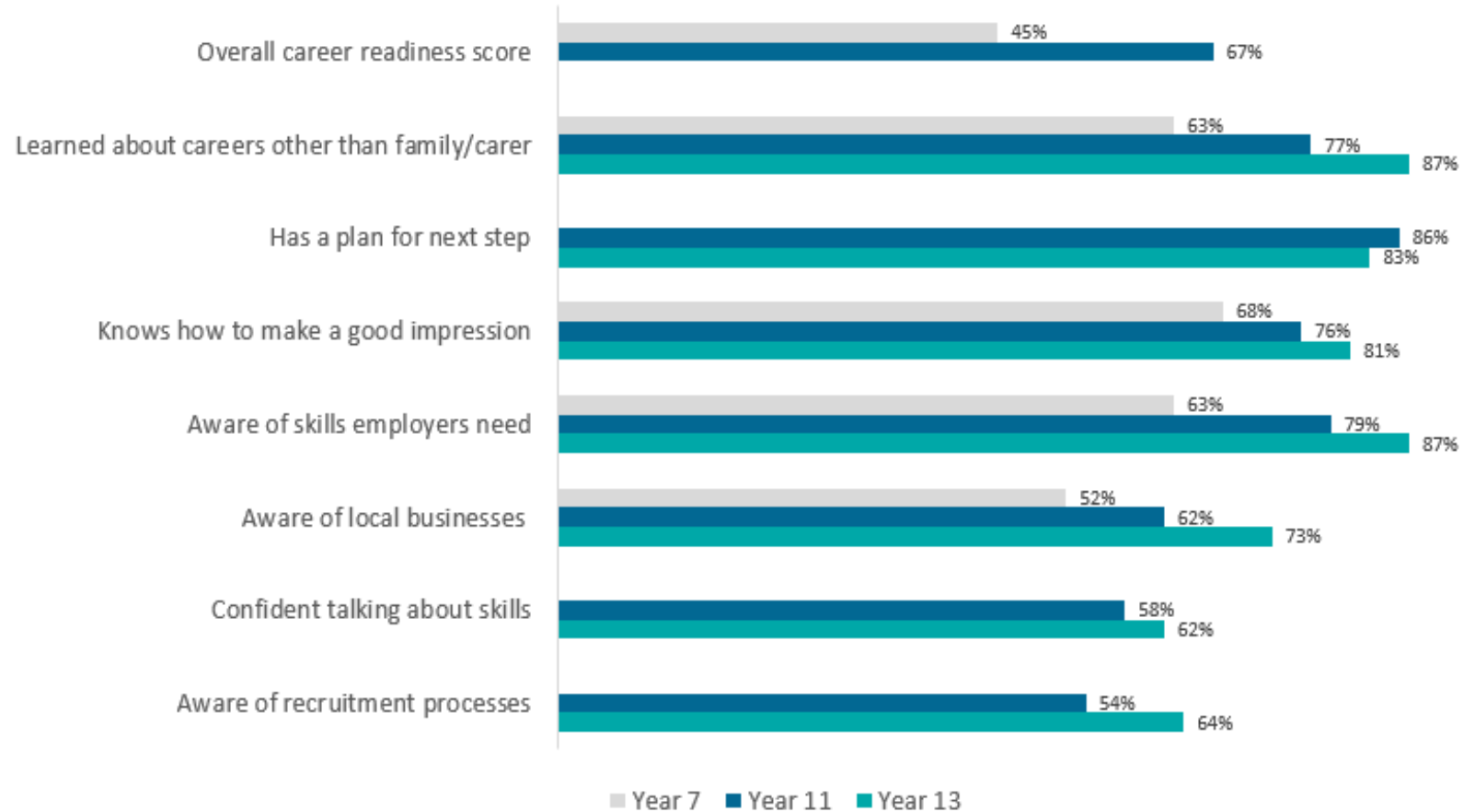
John Yarham



## Our Mission

We work with schools, colleges and employers to help every young person find their best next step.

### Career readiness, years 7 to 11 (and 13)



Source: CEC Future Skills Questionnaire, 2021-22 (34,986 responses from young people)

Young people are  
benefitting....

# With those who face most barriers benefitting most...

-1.1%

Each benchmark achieved reduces the likelihood of any young person being NEET by 1.1%

2x

Twice the improvement for the quarter of schools with the most economically disadvantaged intake

+17%

Full benchmark achievement is associated with a 17% increase in apprenticeship uptake post-16

Source: CEC Benefits of Gatsby Benchmarks for Post-16 Destinations: Technical update, 2023

# .... And employers are noticing the difference too.....

**80%**

Say Careers Education has helped them develop their talent pipeline

**2 in 3**

Say they have recruited young people involved in their work experience and placement programmes

**89%**

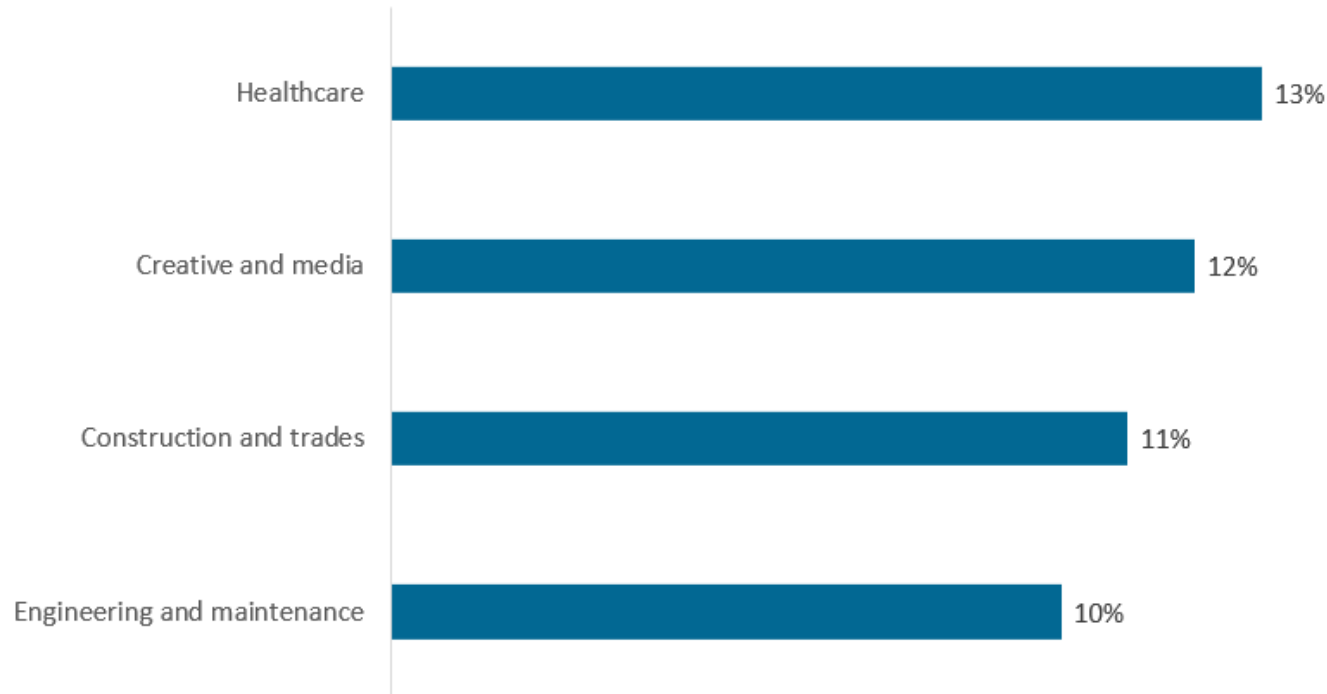
Say careers education is an important way to improve productivity and growth



# Young people are the future...

## Top 4 industry interests at Key Stage 4

(% students selecting)



Source: CEC Compass+ Schools Destination intentions data, 2021/22; N = 19,021

## Sectors reporting skills gaps

- **Healthcare:** 133,000 NHS vacancies in England alone – highest for 5 years (NHS Digital)
- **Creative:** 1.2 million new workers needed in creative industries over next decade – 42% of creative industry employers report skills shortages (NCFE)
- **Construction:** Needs to recruit 53,000 new entrants a year over next 5 years to maintain output (CITB)

**Where next?**



# Strategic shifts

Coverage



Quality

Outreach



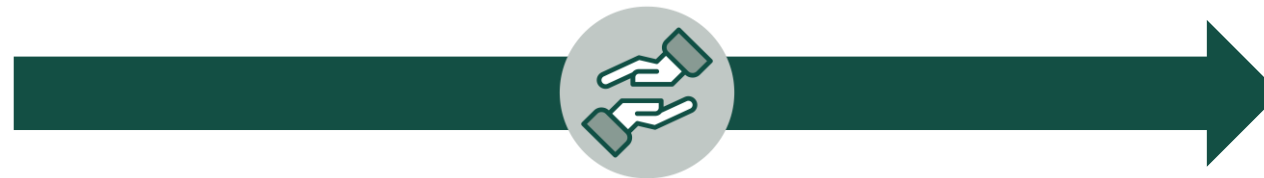
Intake

Interest



Uptake

Margins



Mainstream

# Priorities for 2023/24

## IMPROVE CAREERS PROVISION

**Raise the quality of careers provision in schools, special schools and colleges**

## DRIVE MORE HIGH QUALITY EMPLOYER EXPERIENCES

**Drive more high-quality experiences with employers for students and teachers**

## AMPLIFY VOCATIONAL ROUTES

**Amplify apprenticeships, technical and vocational routes**

## FOCUS ON DISADVANTAGE

**Focus on interventions for economically disadvantaged young people (FSM) and those who face most barriers**

## CONNECT CAREERS PROVISION TO LOCAL ECONOMIES

**Connect careers provision in schools and colleges to the needs of local economies**

Questions?



# LCR Careers Hub

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METROMAYOR LIVERPOOL CITY REGION

10 Team members

Supporting 141 schools and collages

Across LCR

141 Schools and collages

- 93 Secondary schools
- 9 Colleges
- 31 SEND schools
- 9 Alternative Provision

all about STEM

SHAPING FUTURES  
The Merseyside Collaborative Outreach Programme






ELEVATE  
The education business partnership

St Helens Chamber

career connect  
education + business

WIRRAL

# Building Blocks for Success

|                 |  |   |  |  |   |
|-----------------|--|---|--|--|---|
| MISSION         | To help <b>every</b> young person find their <b>best</b> next step.                                |   |  |  |   |
| VISION          | High quality, 21st Century careers education for everyone; everywhere.                             |   |  |  |   |
| PRIORITIES      | <br>Raise quality | <br>Drive experience with employers | <br>Boost skills pathways | <br>Tackle disadvantage | <br>Connect careers to economic need               |
| BUILDING BLOCKS | Careers Hubs   | Employer Standards  | PAL  | SEND and AP in Hubs  | Align Hubs to local economic priorities (MCAs, LAs, LEP) and LSIPS<br><br>Co-ordinate support to schools and colleges (e.g. NCS, ASK) |
|                 | National system of quality assurance   | Cornerstone Employers   | ATE framework  | Transition interventions   |   |
|                 | Careers Leadership   | Teacher Encounters – careers in the curriculum  | Teacher training   | Risk of NEET indicators  |   |



# Liverpool City Region Progress Report – October 2023



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## Hub Data

Hub: Liverpool City Region | Enterprise Coordinator: All | Current CEC Type: All | FSM Quartile: All | Data as of end of October 2023

Number of Eligible Schools  
**143**

Institutions in hub  
**141**

Institutions in hub %  
(Target = 95%)  
**99%**

### Hub Compass return progress



Upgraded to Compass+ (Target = 80% eligible schools)

**79%**

% FSQ completions > 100 (Target = 20%)  
**2%**

### FSQ 23/24 Completion by number of institutions and Pupils

| No of institutions | No of Pupils |
|--------------------|--------------|
| 7                  | 978          |

### Number of EAs in Post vs Recruitment Target

| No of EAs in Post | Target |
|-------------------|--------|
| 125               | 121    |

% Inst receiving EA Support this ac yr (Target = 80%)

**88%**

## BM Performance

- 90% of all institutions in Careers Hubs achieving at least 3 Gatsby BMs
- At least 20% of institutions in a Careers Hub achieving all 8 BMs
- 5.5 average performance against the Gatsby Benchmarks across Careers Hubs

### Number of BMs Achieved

| BMs          | Institutions | % of total  |
|--------------|--------------|-------------|
| 0            | 1            | 1%          |
| 1            | 4            | 3%          |
| 2            | 7            | 5%          |
| 3            | 7            | 5%          |
| 4            | 11           | 8%          |
| 5            | 20           | 14%         |
| 6            | 30           | 22%         |
| 7            | 34           | 24%         |
| 8            | 25           | 18%         |
| <b>Total</b> | <b>139</b>   | <b>100%</b> |

### Floor Targets

| Floor Targets | Inst. | % of total |
|---------------|-------|------------|
| Achieving     | 127   | 91%        |
| Failing       | 12    | 9%         |

BM required to reach Target

**18**

### BM Achievement by Inst. Type

| Current CEC Type | AVG BM     | BM5          | BM6          |
|------------------|------------|--------------|--------------|
| SEND             | 6.0        | 77.4%        | 77.4%        |
| Mainstream       | 5.7        | 82.4%        | 59.3%        |
| FE               | 6.8        | 77.8%        | 88.9%        |
| AP               | 4.1        | 62.5%        | 62.5%        |
| <b>Total</b>     | <b>5.8</b> | <b>79.9%</b> | <b>65.5%</b> |

National Avg BMs Achieved

**5.7**

### BM Achievement by FSM Quartile

| Quartile | Average BMs | BM5   | BM6   |
|----------|-------------|-------|-------|
| Q1       | 5.9         | 90.0% | 50.0% |
| Q2       | 5.6         | 82.4% | 58.8% |
| Q3       | 5.9         | 76.2% | 76.2% |
| Q4       | 5.8         | 78.3% | 68.3% |

## Establishment Name

- Woolton High School
- Woodchurch High School
- Wirral Metropolitan College
- Wirral Hospitals' School
- Wirral Grammar School for Girls
- Wirral Grammar School for Boys
- Willow Bank School
- West Kirby Grammar School
- West Derby School
- Weatherhead High School
- Wade Deacon High School

When sharing performance data, data for individual schools' performance should always be aggregated with at least 10 institutions' data as per the School MoU

80% of Careers Hub institutions fully achieving Gatsby Benchmark 5

65% of Careers Hub institutions fully achieving Gatsby Benchmark 6

Quartile data represents local performance in relation to 45 Hubs (1 = higher ranked quartile, 4 = lower ranked quartile)

| Performance        | BM1    | Performance        | BM2    | Performance        | BM3    | Performance        | BM4    | Performance        | BM5    | Performance        | BM6    | Performance        | BM7    | Performance        | BM8    |
|--------------------|--------|--------------------|--------|--------------------|--------|--------------------|--------|--------------------|--------|--------------------|--------|--------------------|--------|--------------------|--------|
| Achieved           | 76.26% | Achieved           | 84.89% | Achieved           | 51.08% | Achieved           | 79.14% | Achieved           | 79.86% | Achieved           | 65.47% | Achieved           | 52.52% | Achieved           | 87.05% |
| Partially Achieved | 23.74% | Partially Achieved | 15.11% | Partially Achieved | 48.92% | Not Achieved       | 0.72%  | Not Achieved       | 2.88%  | Partially Achieved | 31.65% | Partially Achieved | 47.48% | Partially Achieved | 12.95% |
|                    |        |                    |        |                    |        | Partially Achieved | 20.14% | Partially Achieved | 17.27% | Not Achieved       | 2.88%  |                    |        |                    |        |



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## BM Performance Over time

Hub

Liverpool City Region

Enterprise Coordinator

All

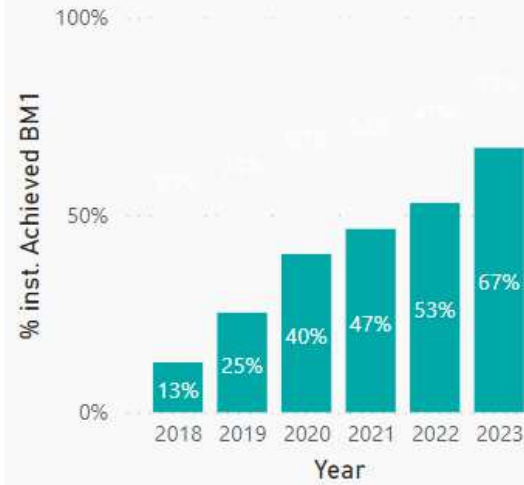
Current CEC Type

All

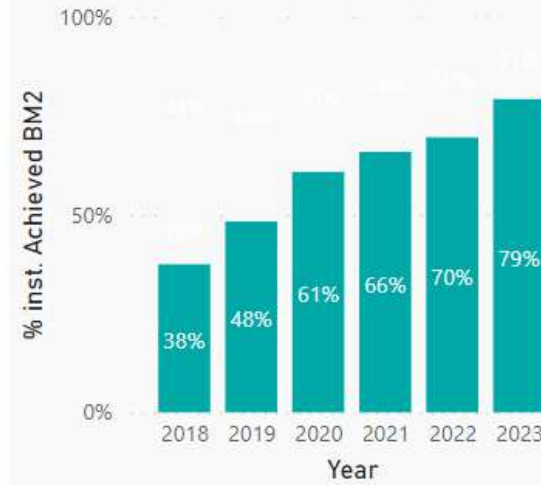
Data as of end of October 2023



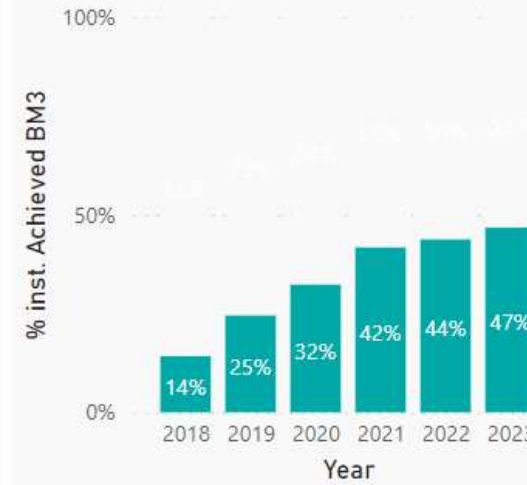
BM1 % Achievement by Year



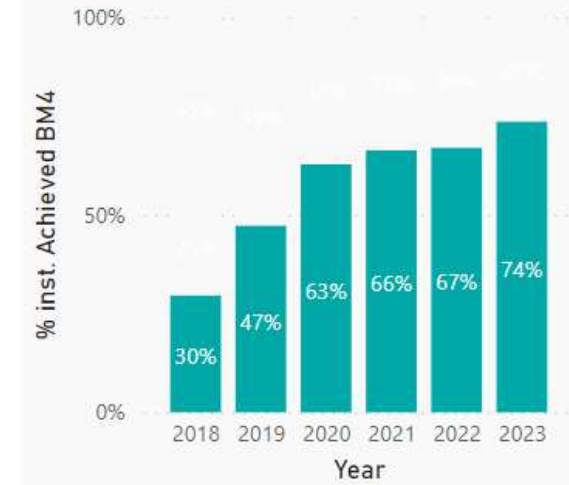
BM2 % Achievement by Year



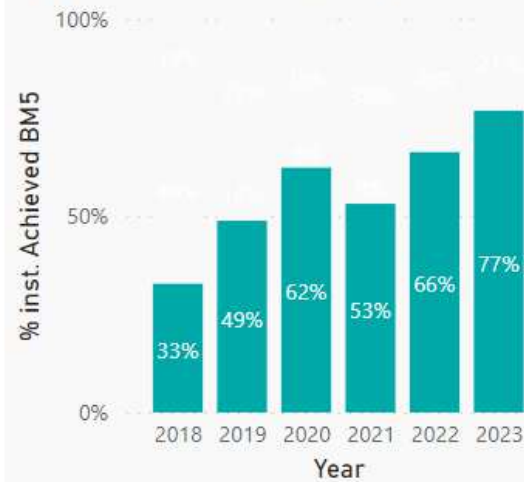
BM3 % Achievement by Year



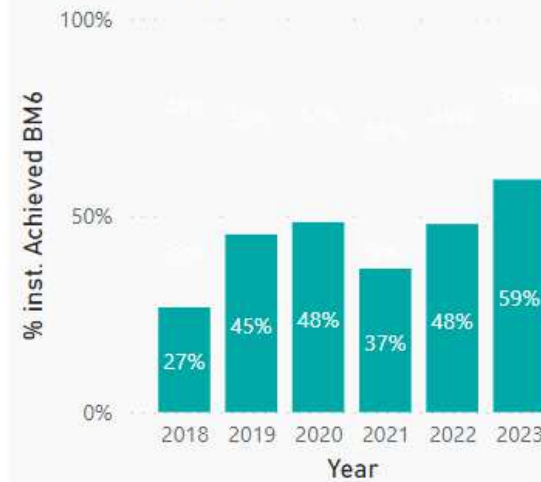
BM4 % Achievement by Year



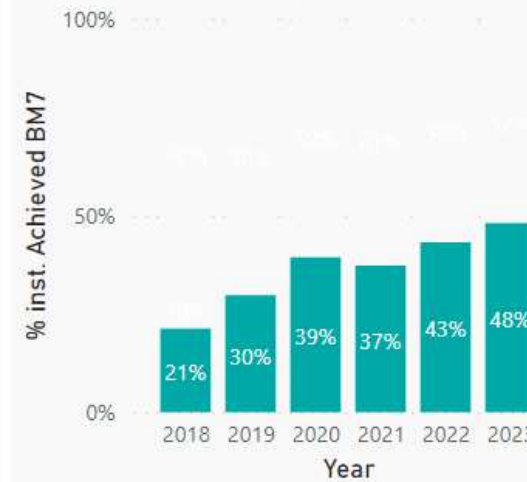
BM5 % Achievement by Year



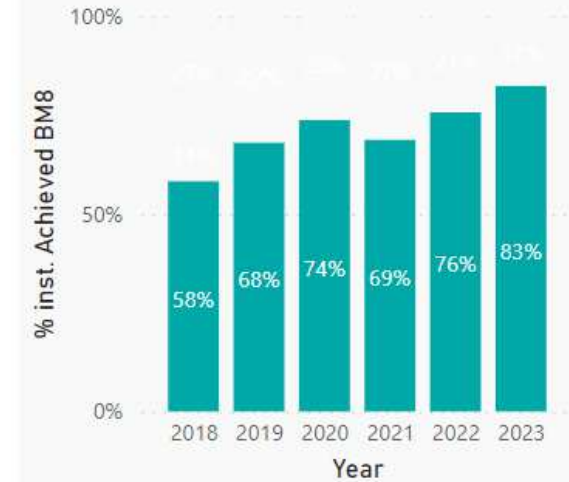
BM6 % Achievement by Year



BM7 % Achievement by Year



BM8 % Achievement by Year



The visuals above show benchmark performance over time using compass returns in each calendar year. Where multiple returns are made in a year, Benchmark data is taken from the best compass score in the year, which may not be the last one. We recognise this is a different way of looking at the data, but we wanted to recognise the high point. Any comments or suggestions can be sent to [mabsari@careersandenterprise.co.uk](mailto:mabsari@careersandenterprise.co.uk)

# LCR Careers Hub Priorities and Programmes



- Team
  - 2 Operational Hub Leads
  - 7 Enterprise Coordinators
  - Supporting a portfolio of up to 20 schools/colleges working with Careers Leaders to deliver high quality Careers Education across all year groups
- Gatsby Benchmark Careers Excellence Framework
- Inclusion
  - Free school meals
  - Care leavers
  - SEND – EHCP & SEND in mainstream
  - Gender gaps/stereotypes
  - Mental Health
  - Minority groups
  - ESL
  - Disadvantaged areas – based on data
- Hub Delivery Fund – 3 areas of focus linking to local delivery for test and learn with national framework
  - **Positive Destinations** – focus on Alternative Provision
    - Transition focus
    - Pathways
    - FE engagement
  - **Experiences of Workplace** – linked to Y7 & Y8
    - Discovery days
    - Parents & Carers Sessions
  - **Apprenticeship & Technical Education**
    - FE engagement
    - Parents & Carers
    - Teacher industry days

# LCR Careers Hub Programme



- LCR Employers' Network - continuing to grow, support and develop relationships
- Effective Transition Fund – Next Steps – funded by J P Morgan via CEC
  - Y10 – 2.5 years due to complete Feb 2024
  - Focus on working class boys
  - 11 schools – 130 boys
- Experience of Workplace – Digital & Creative Sector (additional funding – DfE)
  - Minimum 650 students with activities
    - GameChangers – gaming industry
    - Digital within Advanced Manufacturing and innovation
  - Y7 – Y9 activities
  - NHS England potential work experience Y10
- Pilot site for Independent Training Providers - NEW
- Primary – March 2024 Phase 3 NEW

# Employment & Skills – Inspiring our Future Workforce

LCR Employers Network bringing together all of our Employer programmes:



brought to you by  
all about  
**FUTURES**



- Quarterly meetings
- Masterclasses/CPD
- Newsletters
- Business Consultation
- Developing community links
- 130+ Business Enterprise Advisers directly supporting each school and college across LCR with strategic and operational support developing skills and employment opportunities
- 200+ Business Volunteers supporting careers activities/events across LCR
- STEM Ambassadors



10 Cornerstone Employers – Ambassadors supporting LCR Employers Network and Careers Hub to deliver impact and outcomes for young people



# Employer Engagement Opportunities

- **Recruitment of Enterprise Advisers**  
**Business volunteer matched to school/college**
- **Give and Hour volunteers**  
**Events list collated from schools/colleges and shared regularly**
- **LCR Creating Careers**
  - **A Step Ahead – Health & Care Professions**
  - **Let's Explore further development**
- **Creating Careers in the Curriculum**
  - **EC programme – Lesson plans with teachers**
  - **Teacher Encounters - industry visits**
  - **Experience of workplace opportunities**
- **LCR Employer Network Business Consultation**
  - **Apprenticeship & Technical Education**
  - **GameChangers Launched September 2023**
  - **Clean Growth/Green Skills in discussion**



## WHAT IS IT?

The LCR Employer Network is a one-stop shop for our Employer community to share ideas, signpost opportunities and celebrate good practice relating to schools' engagement.

We need to make it much easier for schools/colleges and employers to understand the careers landscape and make it easier to build long term sustainable relationships, in order to deliver real impact to LCR students, especially to those who need it most.

Employers and schools/colleges can sometimes face significant challenges in terms of understanding the careers landscape and developing strong stakeholder engagement. The Employer Network will play a crucial part in bridging the gap and developing strong links between schools/colleges and employers, to deliver better outcomes and impact for young people across the LCR.

If we are to support the skills pipeline and future-proof the LCR economy, we need to enable you - our local employers - to reach, influence and attract all school-aged young people, including those in primary, secondary, sixth-form and FE settings.

## WHY DO IT?

Investing in staff training for all levels, from senior management to the shop floor, makes a business better. Imagine acquiring knowledge that increases productivity, boosts staff morale and provides insight into, and influence on, your future workforce.

By developing a cohesive plan of engagement with the local education sector, you can get that 'feel good factor' with the extra benefit of future proofing your recruitment talent pipeline. It will also enhance your brand as an organisation that does good stuff!

It's time to reconsider how we recruit and retain the best talent in our city. You can help illuminate the pathways for our schools, colleges, teachers and educational institutions. Long term investment locally will not only reap rewards in the future but will also impact your business now.

## HOW TO SIGN UP

<https://forms.office.com/r/xm7h12dWnj>



## WHAT HAPPENS NEXT?

### You will get:

- Regular updates
- Quarterly news
- Calendar invites to Quarterly Meetings
- Opportunities to join us for Masterclasses

### Quarterly Meetings will include:

- Keynote speakers
- Round table discussion and networking
- Signposting of school engagement opportunities
- Celebration of local good practice
- Promotion of upcoming training

### Masterclass themes will explore in more depth topics such as:

- High Impact Engagement with Schools and Colleges - exploring the best activities to maximise your impact
- Supporting Diversity and Inclusion - programmes available to support students and what you can do to help
- Apprenticeships in the LCR - information on the apprenticeship levy