

# 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

### Employer Standards and Apprenticeship Levy Slides

# Employer Brokerage - Apprenticeships

Joe Keegan, Employer Brokerage Manager



**METROMAYOR**  
LIVERPOOL CITY REGION

# Apprenticeships

- Available from 16+ to new recruits and existing staff
- Apprenticeships standards from Level 2 through to Level 7 (Masters Degree)
- Minimum of 95% funding towards training costs
- Local grants available in some LA's
- Benefits include: developing a workforce with skills specific to your business; allowing existing employees to pass on their knowledge with your next generation of employees; providing you with a motivated and fast-developing workforce
- Brokers support employers to access funding, identify appropriate training providers and advertise apprenticeship vacancies. Brokers can also work with to identify other sources of funding for non-apprenticeship skills needs

# Apprenticeships & Levy Transfer

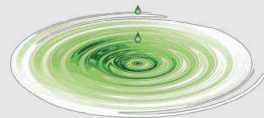
**Over 700** Apprenticeships created by the Employer Brokerage Team through support provided to employers across the LCR.

**Apprenticeship Levy Transfer:** Levy paying employers can transfer up to 25% of their Levy funds to other employers to support Apprenticeships.





Summerhill Day Nursery



Supporting you to find the answers



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**Further information:**

Employer Brokerage Service: <https://lcrbemore.co.uk/employer-support/brokerage-service/>

Apprenticeship Levy Pledge: <https://lcrbemore.co.uk/levy-pledge/>



**METROMAYOR**  
LIVERPOOL CITY REGION

# Employer Standards for Careers Education

November 2023



The better the  
careers provision;  
the better the  
outcomes for  
young people  
(And business!)

A young person who has 4 or more encounters with employers is **86%** less likely to be unemployed... and can earn up to **18%** more during their career.

[Source](#)

And employers who engage effectively report:



early years recruitment



recruitment costs



workforce diversity



skills gaps



# Why did we develop the Employer Standards?

Codify best practice so all businesses can learn from it

Provide a clear roadmap of what leads to positive outcomes for business and young people

Identify, develop and share the practical tools and templates businesses need

Signpost to expert organisations who can support with delivery

Support employers to develop and continuously improve their approach



**Raise the quality of employer engagement in careers education**



# How we developed the Employer Standards?

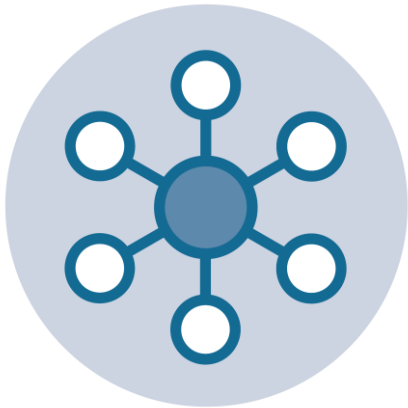
## Our Approach

1. Identify the market gap
2. Develop through consultation and pilots
3. Evidence based
4. Relevant to all
5. Aligned with other frameworks
6. Simplicity in self-assessment

## Consulted with 100+ organisations



# What are the Employer Standards?



A framework  
to follow



A FREE tool,  
taking only  
25mins



A way of raising  
quality



A way to  
highlight best  
practice



A set of 9 focus areas  
to help you develop  
and review your  
careers education and  
talent pipelines

# Employer standards for careers education

## Inspire young people for their best next step



## Prepare young people to be career ready



## Collaborate for success



# Employer portal

which hosts the self-assessment tool with secure accounts for users

Employer Portal Register Login

THE CAREERS &  
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COMPANY

About Us [Register for free assessment >](#)

## Easily plan, improve and compare results for careers education outreach

Powerful insight and analysis to help you learn, improve, prioritise and compare your results with industry leaders

[Register to take the FREE 25 minute assessment >](#)



We provide an easy to use online tool, that allows employers to identify, compare and improve engagement and performance against the [9 Employer Standards](#)





# Self-assessment questions

what it looks like to go through the self-assessment

## Employer standards for careers education - (small/micro organisations)

[Home](#) / [Employer Standards Dashboard](#) / [Employer standards for careers education](#)



### Standard 1 - Provide meaningful opportunities

In the past year, which of these encounters have you engaged in to support young people's careers education?

Select all that apply

	In-person	Virtual / online
Careers talk: with students	<input type="checkbox"/>	<input type="checkbox"/>
Careers talk: on Apprenticeships and Technical pathways	<input type="checkbox"/>	<input type="checkbox"/>
Careers talk: with wider audiences e.g. parents, carers and guardians	<input type="checkbox"/>	<input type="checkbox"/>
Careers events: careers choices events	<input type="checkbox"/>	<input type="checkbox"/>
Careers events: careers/recruitment fairs	<input type="checkbox"/>	<input type="checkbox"/>
Careers events: speed networking	<input type="checkbox"/>	<input type="checkbox"/>
Careers events: essential skills workshops	<input type="checkbox"/>	<input type="checkbox"/>
Careers events: STEM activities	<input type="checkbox"/>	<input type="checkbox"/>
Preparing for job applications: mock interview	<input type="checkbox"/>	<input type="checkbox"/>

# My results

## See breakdown by each of the 9 Employer Standards



Exceeding  
(score 90% +)

Stretch



High quality  
engagement



Achieving  
(50-89%)

Good engagement

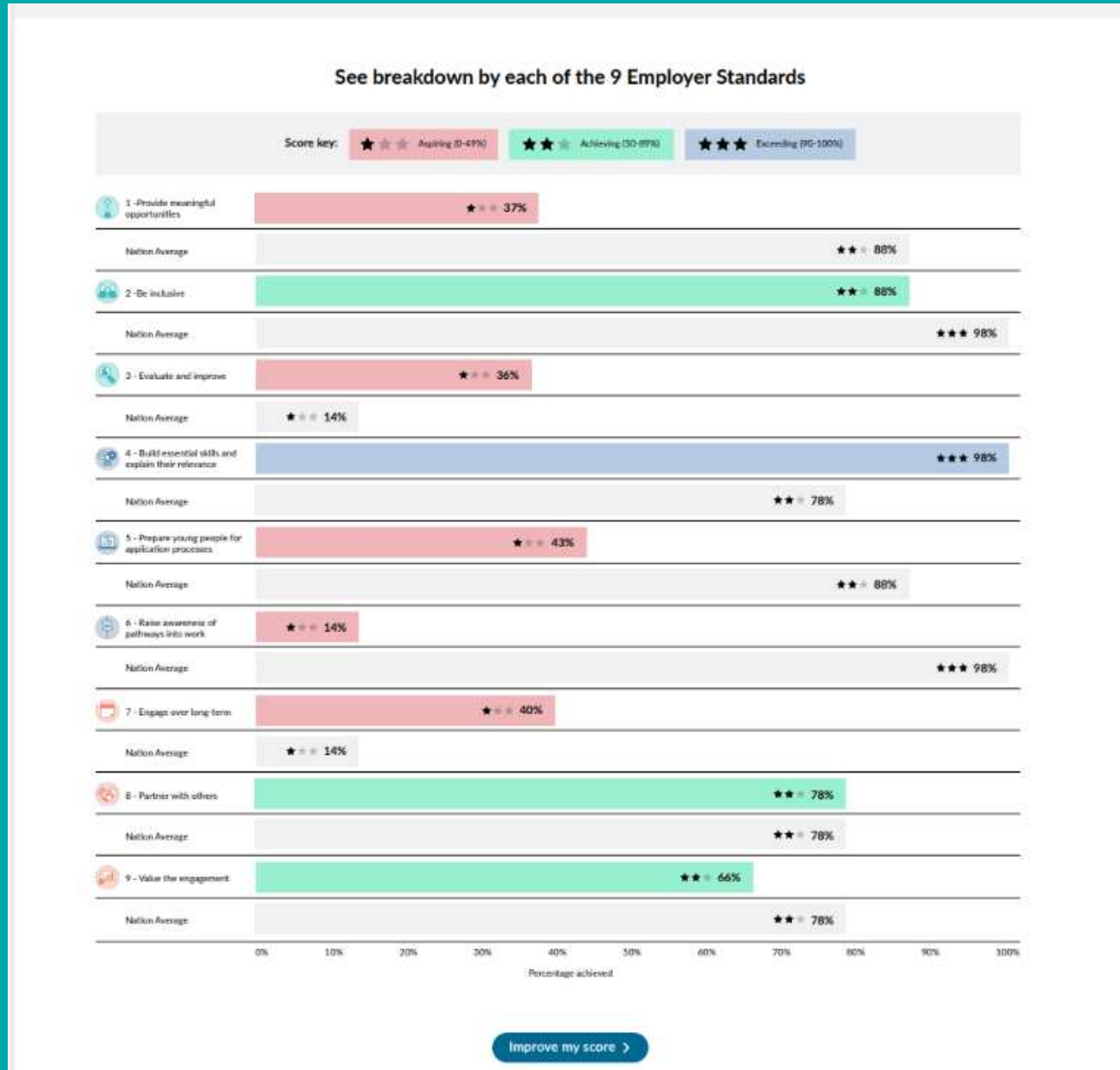
Aspiring  
(0-49%)



Starting out/No  
alignment to  
strategy

# Compare Results

compares a company's scores against all participants' averages (grey)





# Recommendations Report

## Your Self-assessment Recommendations (11/07/2023)

Download report >

The Employer Standards for Careers Education set out what good looks like when employers are engaging in careers education outreach. These results give you an overview of how you have performed against each of the 3 pillars and the 9 individual Standards. Use this to celebrate your successes and notice where you may have room to grow.

Check out the recommendation report for some quick guidance on next steps to make improvements.



Inspire (1-3)



Overall score: 76%

Achieving (50-89%)



### Standard 1 - Provide meaningful opportunities

★ ★ ★ 36%

Aspiring (0-49%)

#### Recommendations:

##### 1. Evidence - Why you should improve

Research shows that if young people have 4 or more encounters with the world of work, they're 86% less likely to become NEET (Not in Education, Employment or Training). For more evidence on why providing meaningful opportunities matters read this [Provide meaningful opportunities evidence resource](#).

##### 2. Take Action, next steps...

Want to start working on this standard? Check out a resource we've developed to help you provide more meaningful opportunities for young people. [Taking Action Resource](#)

##### 3. Don't take our word for it...

Watch this clip to Hear from a Peer about how they've approached this standard and improved their careers education offer. [Video Case Study](#)

# Three types of resources

Evidence pack for each Standard - to help employers make their business case

A one-page roadmap to improve on each Standard, tailored to the organisation's size and score.

Video case studies – to provide peer to peer tips for each Standard

**Standard 1**  
Provide meaningful opportunities

**Why does this matter?**

[Evidence base](#)

- Four or more employer encounters makes a young person 86% less likely to be not in education, employment or training (NEET).** The more the better: Four or more encounters have been shown to help young people make decisions about 16+ choices, university and three or more make a difference when applying for a full-time job.<sup>1</sup>
- Employer networks, mediated through school and college, can complement and compensate for the social networks** young people have by virtue of their family background.<sup>2</sup>
- More employee contacts means young people are more likely to consider apprenticeships.** There is a positive relationship between the number of employee contacts that a young person recalled receiving while at school and their eventual decision to embark upon an apprenticeship.<sup>3</sup> Contacts with employees are therefore an important way to build awareness of a wider range of career pathways.
- Engaging with employees changes young people's attitudes.** A study showed employee volunteer careers talks influenced Key Stage 4 pupils' attitudes to education, their future plans and subject choices. It motivated them to spend more time on their studies and supported an improvement in academic attainment. Lower achievers and less engaged learners responded best to the intervention.<sup>4</sup>

Taking action on Standard 3  
Evaluate and improve  
*Aspiring*

Small & micro

**Things you can do today**

**Review your approach to feedback**  
Familiarise yourself with how to evaluate the impact of your careers activities:

- How can you collect feedback?
- What is an impact evaluation?
- What benefits could this have for your future careers activities?

Review this [resource](#). While it primarily focuses on evaluating work experience, the basic principles apply across many parts of careers education.

Now you know more about how to collect feedback and evaluate the impact of your careers activities, think about the outcomes you want to achieve:

- Do you want young people to understand how to apply for a job in your sector?
- Do you want teachers and tutors to understand how to apply their teaching to the skills needed in your sector?
- Do you want employee volunteers to feel like they're having a positive impact on young people?

Defining the outcomes will help you to measure whether your careers activities have had the desired impact when you collect feedback and evaluate. You may want to collaborate with key stakeholders to define these.

**Six months**

**Maximise your impact**  
Factor evaluation into your timeline. Having a clear plan will help you build a successful feedback programme, as it will help identify what needs to happen to make it a success. Consider writing a survey before delivering your activities, then contact teachers to support with distribution.

As a small/micro business with limited time, prioritise collecting just essential information so you can make small but impactful changes. This might be in the form of a survey after an activity or collecting some quotes to understand how people found the experience.

**In a year**

**Deliver world-class careers education**  
Reflect on the information you've collected in your evaluation and adapt your careers activities accordingly. Adapting your work based on the experience of attendees will help you improve your activities and deliver a world-class careers education for young people.

"As a small business, it is essential to us that we spend our time doing what is most impactful and reverent for the young people we have committed to support. A key part of this process is to continually evaluate our approach and its impact, based upon this all parties should be open to change or tweak the approach for maximum effect. Asking for feedback should be part of everyone's school engagement."

Vipal Karavadra, Managing Director, Fluid Funding

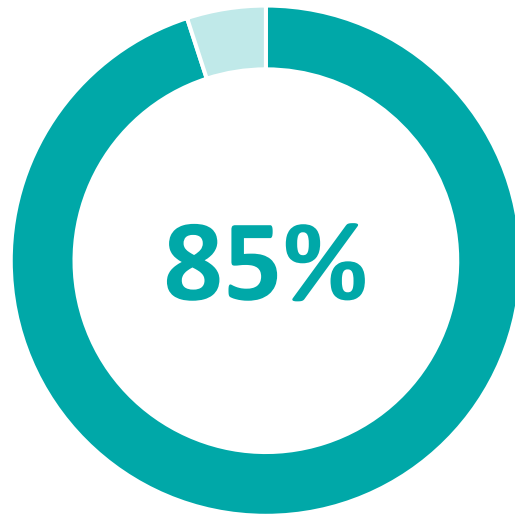


Standard 1: Provide Meaningful Opportunities - The Mighty Creatives

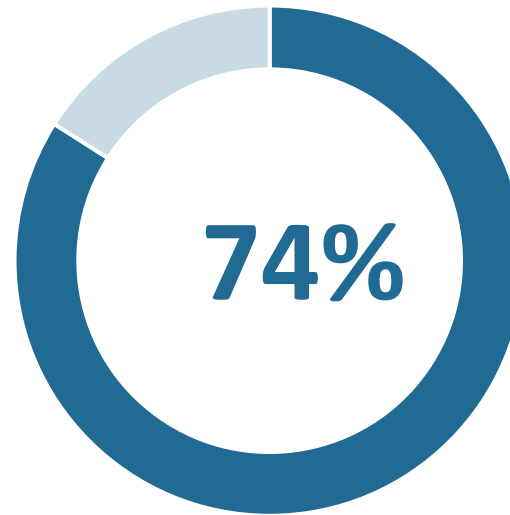
Standard 1: Provide Meaningful Opportunities - The Mighty Creatives

Watch later Share

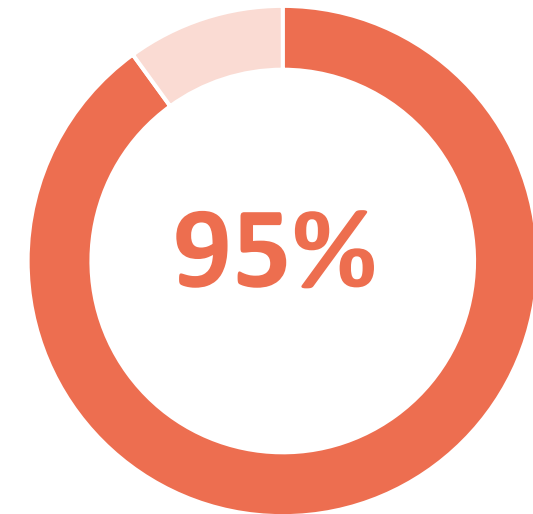
## Early feedback from employers



85% found the **Resources** useful or very useful (with the remainder mainly not yet having a chance to engage with them)



74% planned to **complete the assessment again** within a year, with a further 21% saying possibly. This includes both Cornerstones (who scored closer to 87%) and SMEs via the BCC pilots



95% plan to take action based on their results, with 33% intending action within a month

## What employers said about taking part...

“Good to be able to compare our organisation against others to get an idea of actually where we are”

“It is nice to be able to instantly see how you are doing and areas to improve”

“Seeing results in an info graphic is great and really clear where to focus priorities.”

“The self-assessment is a useful process in itself and the results, reports and take action resources are invaluable to plan next steps.”

“Provided good ideas for future development of our offering.”

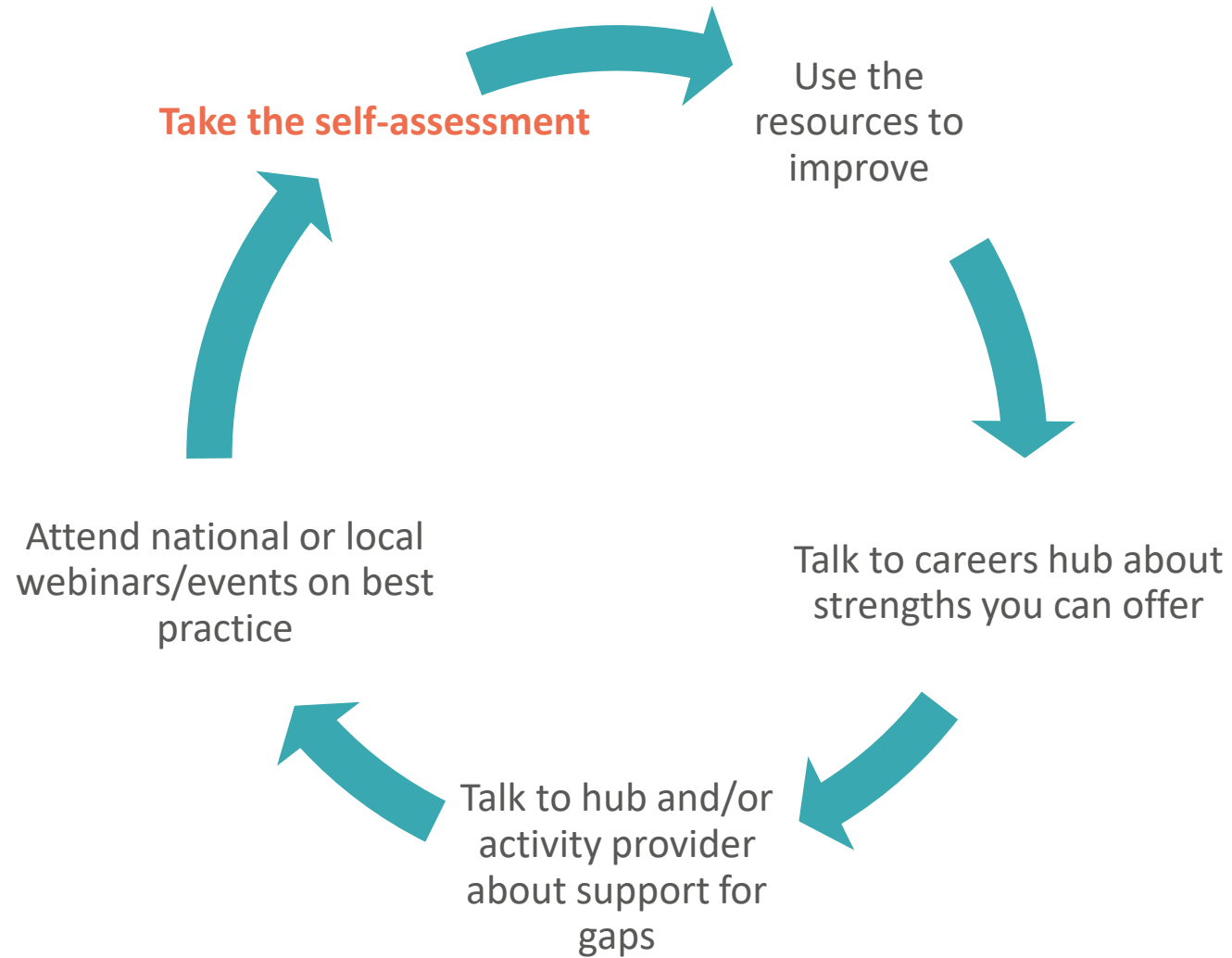
“Opened our eyes to questions we should be asking ourselves.”

“Super straightforward to identify opportunity, trends and how we are progressing.”

“Will support our strategic plan and provide focus areas to use externally and internally.”

“Extremely valuable and thought provoking.”

# The first self-assessment is just the beginning



# What's next

1. Look out for CEC's social posts about the Employer Standards, with film assets from participating employers, an animation explaining the framework and tool and our insight report.



[linkedin.com/company/the-careers-&-enterprise-company/](https://www.linkedin.com/company/the-careers-&-enterprise-company/)



[@CareerEnt](https://twitter.com/CareerEnt)

2. Use the Hub Toolkit to engage local stakeholders.
3. Use EA Toolkit with assets for EAs to use and share with contacts including other employers.
4. For help contact: [employerstandards@careersandenterprise.co.uk](mailto:employerstandards@careersandenterprise.co.uk)

# Inspiration

Inspire young people  
for their best next step



Young people don't come into an employer ready-made they are there to be shaped, encouraged and supported whilst also offering you new insights."

*Dr Nick Owen FRSA MBE, CEO at The Mighty Creatives*

"Design your activity with feedback and insights from young people. We have tendency to design things around them but actually designing it with them and listening to their feedback will add a lot of value."

*Poorvi Patel, Head of Education, Employment and Skills, Heathrow Airport.*



# Preparation

## Prepare young people to be career ready



“What are the opportunities in your business for young people? Are there realistic entry level opportunities and how do you explain those in a language that young people understand. Remove the jargon, remove the acronyms, and make it really obvious what it’s about.”

*Heather Lee, Chief People Officer, Lincolnshire Co-op*

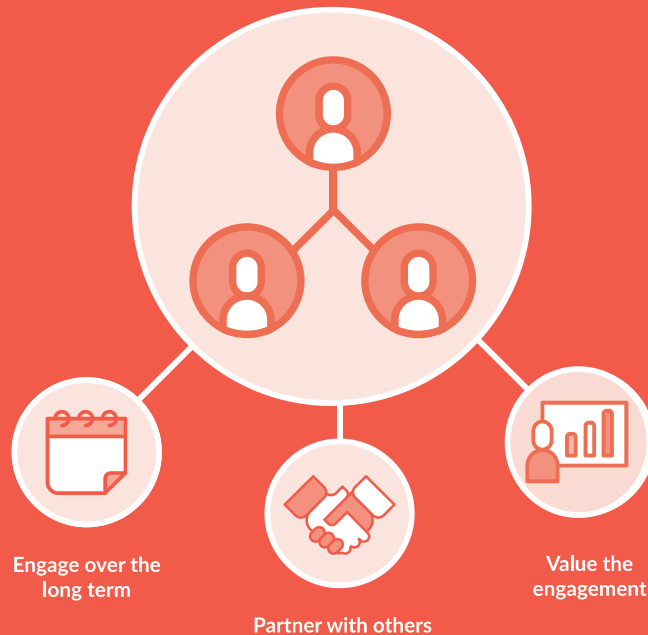
“It’s about showing young people where an Apprenticeship, T Level, or A levels can take them, all of these things come together to help young people forge great careers. Some of those things teachers will do a brilliant job of, but it’s also for employers to be able to show them all the opportunities.”

*Ian Browne, Early Careers Lead, Lloyds Banking Group*



# Collaboration

## Collaborate for success



“Schools don’t always know what an employer can offer, so they may only ask what they think you’re going to say yes to. Our big learning was asking “What are the breakthroughs you’re trying to make for your students? What are the things that you want to be able to do that you can’t do alone”. We learnt about the different things they wanted and we built our experiences in tandem with them.”

*Ian Browne, Early Careers Lead, Lloyds Banking Group*

“We seek feedback from the schools and engage with parents to ensure that they’re coming on the journey with us. We ask apprentices and graduates who’ve recently joined us about how we ensure that we’re engaging our future talent pipeline to join us”

*Debbie Joce, Head of Early Careers, Babcock International*