

Hastings Opportunity Area

Cornerstone Employer Commitments



Introduction

Opportunity Areas are an important part of the Government's plan for improving social mobility through education¹. A geographical spread of 12 coastal, rural, and urban areas were identified with the aim of testing what works in a range of different communities and spreading best practice to other areas of the country.

As part of the Government's Opportunity Area programme, The Careers & Enterprise Company has committed to work in partnership with Local Enterprise Partnerships (LEPs), Local Authorities, careers providers, employers and educational establishments to ensure that each of the 170,000 young people at secondary school or college in these Opportunity Areas has four or more encounters with the world of work. An employer encounter is an opportunity 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. Research carried out by the Education and Employers Taskforce² shows that receiving four or more encounters with the world of work dramatically improves the employment prospects of young people.

In the last year The Careers & Enterprise Company has targeted resources and support to all 12 Opportunity Areas. We have:

- **established** a community of 60 Cornerstone Employers - local and national employers who work together to support young people in their area;
- **provided** the dedicated resource of an Enterprise Coordinator in secondary schools and colleges in every Opportunity Area, and access to an Enterprise Adviser partnered with every secondary school and college; and
- **delivered** a £1 million fund of support to the initial six Opportunity Areas via our Careers & Enterprise Fund 2016 to scale up existing, effective careers programmes.

In Year 1 across the 221 secondary schools and colleges in the 12 Opportunity Areas:

- **70%** of schools and colleges have been successfully matched to an Enterprise Adviser.
- **90%** have completed the Compass self-assessment tool.³
- **Over 300,000** employer encounters have been delivered.
- **Over 150,000** employer encounters have been directly funded through our £1 million Investment Fund available in the first wave of six Opportunity Areas combined, reaching over 40,000 of 60,000 young people in those six areas.

¹ All 12 areas featured in the lowest performing areas (excluding City of London and Isle of Scilly due to size) in both the 2016 Social Mobility Commission's Index (<https://www.gov.uk/government/publications/social-mobility-index>) and the Department for Education's own analysis of school performance and capacity to improve published in the Achieving Excellence Areas (AEA) methodology paper (<https://www.gov.uk/government/publications/defining-achieving-excellence-areas-methodology>).

² Percy, C. and Mann, A. 2014. School-mediated employer engagement and labour market outcomes for young adults Wage premia, NEET outcomes and career confidence. In Mann, A., Stanley, J. and Archer, L. (Eds.). Understanding Employer Engagement in Education. London & New York: Routledge, pp.205-220

³ Compass is a free tool for schools and colleges in England, that evaluates careers activity against the eight benchmarks of best practice, known as the Gatsby Benchmarks. The tool was built in partnership with the Gatsby Charitable Foundation, to help schools and colleges easily discover their strengths and find areas for improvement.

The role of business

The collective target is to deliver 21,697 meaningful encounters in Hastings by 2020.

Many employers are stepping forward to deliver programmes of activity supporting young people and improving social mobility. The ways they are doing so include:

1. Local employers delivering encounters to young people in secondary schools and colleges. These include The Careers & Enterprise Company funded activities in each Opportunity Area to boost existing activities (outlined in Appendix 1).
2. Senior business volunteers acting as Enterprise Advisers to support and advise the leadership team of the secondary school or college to shape and implement their careers plans. The Enterprise Advisers in Hastings are from the following businesses: Ashdown Hurrey, Marshall Tufflex, John O'Conner, Total Childcare Services Ltd and one self-employed Enterprise Adviser.
3. A small number of local businesses have signed up to become a Cornerstone Employer to drive forward a local strategy of support and engagement, building on the existing activities in the area and ensuring the local need from secondary schools and colleges is met by the business community.

Hastings Opportunity Area's Enterprise Coordinator is focused on coordinating the above activities to ensure every secondary school, college and young person is reached.

What is a Cornerstone Employer?

A Cornerstone Employer is a business that is invested in the successful and sustainable delivery of careers education for young people and commits to join a leadership group of local businesses to support the schools, colleges and young people in their area. The Cornerstone Employers work together with their networks and the wider business community to ensure all young people have the opportunities they need to be prepared and inspired for the world of work.

Cornerstone Employers may be large or small businesses, at local or national level, but it is important that they are:

1. **experienced** in engaging with education and so can lead by example and share their experience with other businesses;
2. **dedicated** to investing time and resource to benefit schools, colleges and young people;
3. **committed** to working with other Cornerstone Employers in an Opportunity Area or Careers Hub;
4. **willing** to galvanise their business networks in the area, to collaboratively meet the needs of schools, colleges and young people; and
5. **focused** on sustainability and act as an ambassador and champion for social mobility.

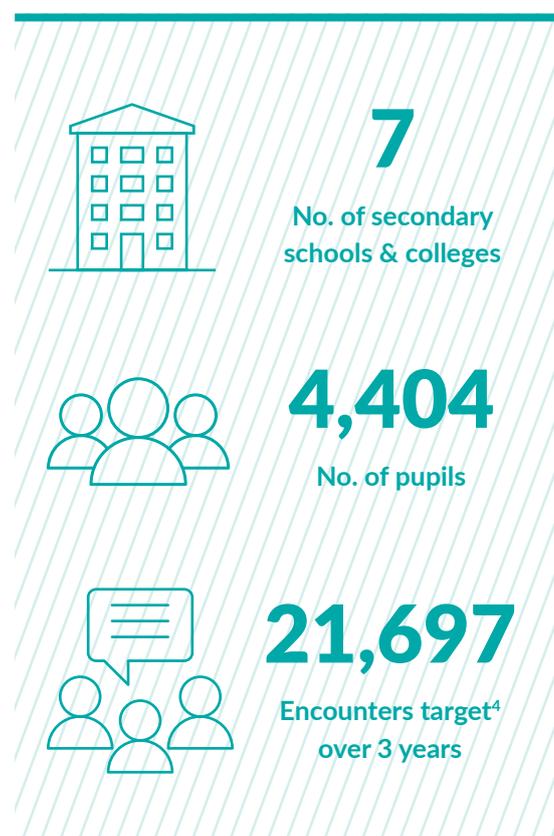
Hastings Opportunity Area's priorities

In setting its priorities, the Partnership Board has focused on areas where the Opportunity Area's time and resources can achieve the best combination of short-term impact and sustainability, balancing action to support the majority of young people and help for those facing the most severe challenges.

The Hastings Partnership Board has identified the following priorities based on the needs of its schools and young people:

- 1** | Improving literacy.
- 2** | Raising attainment in maths.
- 3** | Improving mental health and resilience.
- 4** | Broadening horizons and preparing young people for work. Specific targets include:
 - All secondary and college aged pupils have at least four meaningful encounters with employers over the life of the Opportunity Area programme.
 - All school and college pupils participate in regular extra-curricular enrichment activity by January 2019, as measured through surveys.
 - Young people have positive attitudes towards extra-curricular enrichment activity, as measured through regular surveys.

Key figures of Hastings



The aim of the Hastings Opportunity Area Board is to improve social mobility. Ultimately, this means helping young people in Hastings to get a good job and therefore we are providing additional investment in equipping young people across a range of important skills and capabilities. The connection between businesses, local employers and young people is critical to making that happen.

Richard Meddings
Independent Chair, Hastings Opportunity Area Partnership Board

4. An "employer encounter", in the terminology of Gatsby Benchmarks, is an opportunity 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.

East Sussex Careers Hub

Cornerstone Employers in Hastings Opportunity Area will be able to coordinate with and be supported by the activity of the newly launched East Sussex Careers Hubs.

Careers Hubs are a central part of the Government's Careers Strategy, based on a model successfully piloted in the North East. The East Sussex Careers Hub will link 40 secondary schools, special schools and colleges, including all the schools and colleges in the Hastings Opportunity Area, with employers, support organisations and higher and further education providers to improve the guidance and support offered to students.

The East Sussex Hub will help schools and colleges meet all eight of the Gatsby Benchmarks of excellent careers education including the two benchmarks that are the main focus of Opportunity Areas: Benchmark 5 on employer encounters and Benchmark 6 on experiences of the workplace.

The Hub Lead will work closely with the Opportunity Area Enterprise Coordinator to engage employers including and beyond the existing Hastings Cornerstone Employers in order that a variety of opportunities can be offered to young people across the county.



The Cornerstone Employers in Hastings will focus on:

1. Ensuring resilience in the Enterprise Adviser pool to ensure every secondary school and college has ongoing access to this support and support the recruitment of additional Cornerstone Employers.
2. Designing and delivering an ambitious programme of encounters with employers and employees, with particular focus on access to post-16 education providers and support for SEND⁴ students.
3. Raising aspirations and engagement with young people through employer mentoring.
4. Galvanising business support through customer/client networks to support the delivery of the above.
5. Celebrating success and promoting Hastings's Opportunity Area and Cornerstone work.



Jerwood Gallery

The Jerwood Gallery is a museum of contemporary British art. Signed up to Open Doors programme (Workplace visits) and provides Industry Champions. Not for Profit.



Hastings Direct

Hastings Insurance Services Ltd is a UK personal lines insurance broker servicing customers online and by phone. National customer and client base. 2nd site in Leicester. Partner of the LoveLocalJobs.com Be the Change programme. Offer employees as mentors, support local careers fairs, offer work experience and employer-led workshops and activities. Large Employer.



Hastings Borough Council

Local Authority. Supports local Careers Fairs and Careers Talks. Offers Work Experience placements and are a member of the Broadening Horizons working group in HOA. Offers desk space for OA EC. Large Employer.



ASTEC Computing Cloud

Computing specialists (& Microsoft Gold Partner) offering a range of technology, products & IT managed services & support in the South East. Promote apprenticeships and support careers and skills fairs. SME.



East Sussex County Council

Upper Tier Local Authority. The Careers & Enterprise Company Partner for delivery of the EAN⁵, Employer of our three Enterprise Coordinators including Opportunity Area Enterprise Coordinator, Delivery Partner of East Sussex Careers Hub, Hastings Opportunity Area Rate Card provider for work experience and a Grant Recipient CEF2015. Coordinates and delivers Industry Champion programme (Employer Encounters) and Open Doors Programme (Work place visits). Apprenticeship Team works closely with the EAN team. Large Employer.



Talkative Online A local digital marketing agency. Provide one Enterprise Adviser (who also sits on the EAN steering group), Work Experience and mentoring with an employee. Micro SME.

Cornerstone Employers in Hastings



Marshall Tufflex

Marshall-Tufflex is the UK's leading manufacturer and supplier of top quality cable management systems. Signed up to Open Doors programme (workplace visits), provide two Enterprise Advisers (one who sits on the EAN Steering Group), offer Work Experience. Very engaged with local primary schools too for workplace tours. SME.



Let's Do Business Group

The Let's Do Business Group provide support to businesses wishing to start, grow and move into Sussex and Essex. Signed up to Open Doors programme (workplace visits) and provide Enterprise Advisers. Offer Work Experience, Mock Interviews support and have employees as mentors. SME.



LocalLoveJobs.com/Be the Change

LoveLocalJobs.com is a Regional Job Board with a focus on employer engagement and supporting young people with CEIAG and work inspiration programmes. In partnership with Hastings Direct, LLJ offer the Be the Change programme to all Year 9 students in one academy. Supports Careers Fairs and actively promote apprenticeships through the job board. Micro SME.

4. Special Educational Needs and Disability

5. Enterprise Adviser Network

Cornerstone Employer Commitments

The Cornerstone Employers will coordinate their efforts and carry out a range of targeted activities throughout the academic year 2018-19 in accordance with the needs of the schools, colleges and young people in Hastings. These commitments, and progress against them, will be reviewed at least quarterly and updated as appropriate.

1 | Ensure resilience in the Enterprise Adviser pool to ensure every school and college has ongoing access to this support and support the recruitment of additional Industry Champions

Who	Category	Commitment
Talkative Online	Enterprise Adviser	Provide one Enterprise Adviser and ensure succession plan is in place. Provide Industry Champion.
Marshall Tufflex		Provide two Enterprise Adviser's and ensure succession plan is in place. Provide Industry Champion.
Let's Do Business		Provide one Enterprise Adviser and ensure succession plan is in place. Provide Industry Champion.
ESCC		Provide Industry Champion.
Hastings Borough Council		Provide Industry Champion Host adverts for Enterprise Advisers and Industry Champions.
ASTEC Computing		Provide Industry Champion.
Jerwood Gallery		Provide Industry Champion.
LoveLocalJobs.com		Host adverts for Enterprise Advisers and Industry Champions.
Hastings Direct		Provide Industry Champion.
All*		Promote the role of Enterprise Adviser and Industry Champions. Work with the Enterprise Coordinator to ensure each educational establishment is supported.
All*	Consider an Cornerstone Employer representative attending the Enterprise Adviser Network meetings (termly) to provide an update and a link to the Enterprise Adviser business community.	

2 | Design and deliver an ambitious programme of encounters with employers and employees, with particular focus on access to post-16 education providers and support for SEND students

Who	Category	Commitment
East Sussex County Council, Marshall Tufflex	Work experience (one-two week block/regular/weekly commitment)	Offer work inspiration days; with a target of two work experience opportunities for all students.
		Where feasible, sign up to be active in the Industry Champion Programme. Local Cornerstone Employers to promote the IC programme.
East Sussex County Council, Marshall Tufflex Lets Do Business Group, Jerwood Gallery, TalkativeOnline	Workplace visits	Local Cornerstone Employers to contribute time and access to workplaces Open Doors campaign (month of November).
All*	Employee volunteers	Support the ambition of The Careers and Enterprise Company to have employers engage with at least one young person in Hastings for every seven employees in your local office.
All*	Employee volunteers	Cornerstone Employers to secure staff volunteers where possible and appropriate to support delivery of grant recipient activities against objectives.

3 | Raise aspirations and engagement with young people through employer mentoring, with a focus on support, advice and guidance for pathways post-16 (including Higher and Further Education)

Who	Category	Commitment
LoveLocalJobs.Com	Employer mentoring	Through support for the “Be the Change” programme, match employer mentors to targeted Year 9 students.
Hastings Direct		
Let’s Do Business Group		Provide employee mentoring programme.
Talkative Online		
LoveLocalJobs.Com	Championing social mobility	Actively promote apprenticeship opportunities.
ASTEC Computing		
All who have graduates in their local teams*		Provide graduates to speak with students in schools and colleges at an assembly or year group session (to be agreed with the school/college) to share their story and hints/tips.
All who have apprentices in their local teams*		To provide apprentices to speak with students in schools and colleges at an assembly or Year Group session (to be agreed with the school/college) to share their story and hints/tips.

4 | Galvanise business support through customer/client networks to support the delivery of the Cornerstone commitments

Who	Category	Commitment
All*	Employer engagement	<p>Send communications to customer and supply chain networks to explain your role as a Cornerstone Employer and ask them to offer their support to deliver activities, as required, by contacting the Enterprise Coordinator.</p> <p>For the schools where you have staff acting as an Enterprise Adviser, advertise particular requests from these schools to your networks.</p> <p>Review your client/supply chain networks and suggest two local businesses each that could be a suitable partner for the Enterprise Adviser Network or as prospective Cornerstone Partners.</p> <p>Cornerstone Employers to hold a wider employer business breakfast as a collective, frequency to be determined, to ensure the 'ask' of the local business community is in line with the needs of the schools and colleges and addresses Opportunity Area priorities. Cornerstone Employers to host and invite their networks to attend.</p>
East Sussex County Council		Identify which Council-led contracts could require engagement with schools and colleges.
LoveLocalJobs.com		Host client engagement event to ask all clients to commit to delivering encounters with employers and workplaces or offering work placements.
All*		Work with local partners including Chamber of Commerce, for example by supporting event and showcasing the work of Cornerstone Employers. Cornerstones to invite their networks to attend.

5

Celebrate success and promote Hastings Opportunity Area and Cornerstone work

Who	Category	Commitment
All*	Sharing best practice	Each Cornerstone Employers to seek to share one case study per term which showcases your work with schools, together with your hints/tips for other businesses to follow your example.
East Sussex County Council	Celebrating impact and success	Local media coverage of November's Open Doors campaign.
All*	Championing social mobility	Work with the Enterprise Coordinator on a potential workshop with The Careers and Enterprise Company funded programme providers, National Citizen Service, National Collaborative Outreach Programme (NCOP) and any other local programme providers as relevant, to understand their programmes and any volunteer or support requirements to identify opportunities to collaborate or spread the call for volunteers through your networks.
All*		One Cornerstone Employer representative to attend Enterprise Adviser Network meetings (termly) to provide an update and a link to the Enterprise Adviser business community.
Marshall Tufflex		Member of Hastings Opportunity Area Partnership board, supporting the work of the board across the four priorities identified.

* The ambition of The Careers & Enterprise Company is that all Cornerstone Employers work together to achieve the Cornerstone commitments laid out in this plan. In order to achieve a specific commitment, the contribution of individual employers is likely to vary, for instance some employers may take a lead whilst others support. This reflects the diversity of Cornerstone Employers in terms of industry, size and resourcing. Specific commitments are discussed, and activities set at quarterly roundtable meetings.

** Industry Champions, initiated by East Sussex County Council, are volunteers from business who are directly involved in delivering careers and enterprise activities for young people in schools and colleges. Industry Champions work across the County and represent an array of job roles and career paths. Industry Champions provide a valuable complement to the strategic Enterprise Adviser role.

Appendix 1

Programmes and activities funded by the The Careers & Enterprise Company and selected by schools and colleges in the Hastings Opportunity Area.

Programme provider	Programme details
University of Brighton (STEM)	Employer networking, career talks and Big Bang Career Event in Hastings.
Work experience ESCC (East Sussex County Council)	Work experience placements.
Potential Diamond – bespoke SEND programme	Employer-led employability skills workshops, Transition Skills, Work place visits, Part time working, Parents' workshops for SEND pupils.
Future First	Future First aim to see every state school and college supported by a thriving alumni community which improves students' motivation, confidence and employment prospects.
Culture Shift (Creative Café)	Networking with employers; Employer-led career learning.

For further details about provider programmes, please visit The Careers & Enterprise Company's Provider Directory: <https://www.careersandenterprise.co.uk/find-activity-provider>

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