

North Yorkshire Coast 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 31,747 meaningful encounters in North Yorkshire Coast 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 North Yorkshire Coast are from the following businesses: Sirius Mineral, Northern Regeneration, Castle Employment, Scarborough Evening News, The Academy Hair & Beauty, Scarlet Opus and Network Rail.
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.

North Yorkshire Coast 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.

North Yorkshire Coast 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 North Yorkshire Coast Partnership Board has identified the following priorities based on the needs of its schools and young people:

- 1** | Early years – children get a head start in life through a high-quality early years education
- 2** | Maths – the North Yorkshire Coast becomes an area where children excel in maths
- 3** | Literacy – a generation of readers who use the power of literacy and a love of reading to unlock opportunities
- 4** | More good secondary school places – a good secondary school place for every young person on the North Yorkshire Coast

Key figures of North Yorkshire Coast



13

No. of secondary schools & colleges



6,444

No. of pupils



31,747

Encounters target⁴ over 3 years



Our Cornerstone Employers are doing some great work in schools and colleges across the Coast. These programmes are exposing young people to a wide range of career routes and occupations – which are open to them on the Coast or further afield. We will do more of this work, with more employers, to ensure that as many young people as possible are offered timely, high quality encounters with employers to really prepare them for bright careers.

Sir Martin Narey
Independent Chair
North Yorkshire Coast Partnership Board

⁴An “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.

The Cornerstone Employers in North Yorkshire Coast will focus on:

1. Recruiting and maintaining a pool of Enterprise Advisers to ensure every school and college has access to this support, and support the recruitment of additional Cornerstone Employers.
2. Designing and delivering an ambitious programme of employer encounters supporting a local school and college need, with a particular focus on Year 7 and Year 13 pupils.
3. Creating meaningful experiences of the workplace for all students.
4. Promote social mobility and support equal opportunity.
5. Deliver CPD sessions and provide workplace visits for teachers to sustain impact.
6. Galvanise business support through customer/client networks to support the delivery of the Cornerstone commitments.
7. Celebrate success and promote Opportunity Area and Cornerstone work.

Cornerstone Employers in North Yorkshire Coast

BURBERRY
FOUNDATION

Burberry Foundation

Founded in 1856, Burberry is a global luxury brand with a distinctive British identity, employing around 10,000 people worldwide. The product design and development teams are centered in Burberry's London headquarters with finished products manufactured at our facilities in Yorkshire and through an external supplier network predominantly located in Europe. In 2017 Burberry Business Services was opened in Leeds, housing over 350 roles across shared service functions.



Sirius Minerals

Sirius Minerals is aiming to become one of the largest producers of multi-nutrient fertilizer through the development of its project to mine and granulate polyhalite.



Dale Power Solutions

Dale Power Solutions offer workplace visits, work experience, teacher CPD, apprenticeships, careers fairs, mentoring and are working closely with WISE (Women into Science and Engineering) to become one of their STEM champions in Scarborough showcasing women working in STEM based SME's through resources and events aimed at girls and their parents.

ASKEW / BROOK

Askew Brook

Askew Brook is a micro business with just four employees. They will continue their existing school outreach giving talks and delivering curriculum sessions and drive the call to action through championing the benefit of working with schools.



GCHQ

Based in North Yorkshire, GCHQ Scarborough has conducted signals intelligence in support of both the defence of the United Kingdom and of our armed forces since 1912.

Cornerstone Employer Commitments

The Cornerstone Employers will coordinate their efforts and engage further employers with the aim of offering a range of targeted, quality activities throughout the academic year 2018-19, in accordance with the needs of the secondary schools, colleges and young people in North Yorkshire Coast Opportunity Area.

These commitments, and progress against them, will be reviewed at least quarterly and updated as appropriate.

Examples include:

1 Recruit and maintain a pool of Enterprise Advisers to ensure every school and college has access to this support, and support the recruitment of additional Cornerstone Employers		
Who	Category	Commitment
Sirius Minerals	Enterprise Adviser	Provide an Enterprise Adviser and ensure a succession plan is in place.
GCHQ		
Burberry		
All*		Promote the role of the Enterprise Adviser and work with the Enterprise Coordinator to ensure each school and college has a minimum of one Enterprise Adviser to work with.
All*		One Cornerstone Employer representative to attend the Enterprise Adviser Network meetings to provide an update and a link to the Enterprise Adviser business community. Representative to be agreed for each term at the quarterly meeting.
All*		All representatives of Cornerstone Employers that are also Enterprise Advisers to encourage their school to report data on encounters to The Careers & Enterprise Company.

2 | Design and deliver an ambitious programme of employer encounters supporting local school and college need, with a particular focus on Year 7 and Year 13 pupils

Who	Category	Commitment
All*	Employer Encounters	Support the ambition of The Careers & Enterprise Company to have all employers engage with at least one young person 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 The Careers & Enterprise Company funded programmes (see Appendix 1 for information about providers).
Sirius Minerals	Workplace visits	Deliver two education outreach events per year, focusing on STEM and linking to the curriculum. Seek to engage the supply chain in activity.
Burberry		Funding the Ideas Foundation to deliver creative industry days. 300 students per year for the next five years.
Dale Power Solutions		Offer workplace visits.
GCHQ		Offer workplace visits. Aim to increase gender diversity at site visits.
Askew Brook	Career talks	Deliver inspiring careers talks.
Dale Power Solutions	Careers fair	Attend careers fairs.
GCHQ		Attend all careers and STEM-related events in schools.
Dale Power Solutions	Employer mentoring	Offer mentoring by apprentices.
GCHQ		Voluntary mentors working with identified students through the Enterprise Adviser Network (EAN).
Sirius Minerals		Provide ongoing support to seven work experience pupils.
GCHQ	Other	Looking at piloting 'online safety and social profiles' in Enterprise Adviser linked school, with view to rolling out across the NYC.

3 | Create meaningful experiences of the workplace for all students

Who	Category	Commitment
Sirius Minerals	Work experience (1-2 week block)	Offer work experience for seven students.
Dale Power Solutions		Offer work experience.
GCHQ		Offer work experience in declassified areas for students.
Askew Brook		Offer work experience.
All*		Support the ambition of The Careers & Enterprise Company to have all employers offering a minimum of one workplace experience (inspiration day or work experience placement) for every 25 employees in your local office.
All*		Ensure quality workplace experiences are offered, using The Careers & Enterprise Company's What Works and other guidance on best practice, such as ensuring students have preparation and follow up activities to complete.
All*		Liaise with the Enterprise Coordinator to understand the needs of local schools and colleges relating to workplace experiences, and direct your activities accordingly.

4 | Promote social mobility and support equal opportunity

Who	Category	Commitment
Dale Power Solutions	Apprenticeships	Offer mentoring by apprentices.
Sirius Minerals	Work placement	Voluntary mentors working with identified students through the Enterprise Adviser Network (EAN).
All who have graduates in their local teams*	Championing social mobility	To provide graduates to speak with students in schools and colleges at an assembly or year group session (to be agreed with the school/college) in order 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) in order to share their story and hints/tips.
All*		Encourage employees to deliver a talk at their old school.

5 | Deliver CPD sessions and provide workplace visits for teachers to sustain impact

Who	Category	Commitment
Dale Power Solutions	Teacher CPD	Explore offer of engagement for teachers. Support teachers on the STEM Insight Programme, delivered by STEM learning.
Sirius Minerals		Host Science teachers on site. Explore potential to reach out to Design and Technology teachers.
GCHQ		Host maths teachers on site.

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

Who	Category	Commitment
Askew Brook	Employer engagement	Mobilise other employers through the Federation of Small Businesses (FSB) and Scarborough Pledge Board.
All*		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 college and addresses Opportunity Area priorities. Cornerstone Employer to host and invite their networks to attend.
All*	Championing social mobility	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. [template for communication to be provided by the The Careers & Enterprise Company]
All*		For the schools where you have employees acting as an Enterprise Adviser, advertise particular requests from these schools to your networks.

7

Celebrate success and promote Opportunity Area and Cornerstone work

Who	Category	Commitment
Dale Power Solutions	Sharing best practice	Provide case study on recruiting apprentices for succession planning and social mobility.
Sirius Minerals		Provide case study on targeted support to Year 9 girls on career aspirations.
GCHQ		Provide case study on work experience in declassified business areas.
All*	Championing social mobility	Work with the Enterprise Coordinator on a potential workshop with The Careers & 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*		Provide a list of all schools in the Opportunity Area that your organisation is working with, activities planned and year groups targeted to support the Enterprise Coordinator in identifying any gaps in distribution.
All*	Sharing best practice	Share a minimum of one case study per term which showcases your work with schools, together with your hints/tips for other businesses to follow your example. The Careers & Enterprise Company to provide template.

* 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.

Appendix 1

Programmes and activities funded by the The Careers & Enterprise Company and selected by schools and colleges in the North Yorkshire Coast Opportunity Area

Programme provider	Programme details
NYBEP	Successful Futures – providing careers talks, enterprise activities, transition skills and work experience.
TeenTech	TeenTech helps young people, their teachers and parents understand the real opportunities in science, technology, engineering, construction and manufacturing.
Young Enterprise	Young Enterprise helps young people develop key employability skills, financial capability and entrepreneurship. The Young Enterprise offer consists of four activities - Learn to Earn; Employability Masterclass; Tenner Challenge Plus; The Company/ Team Programme.
EDT	Participants enhance their STEM, technical, personal and employability skills through industry-led projects and specialised taster courses. Package includes STEM Day; STEM Family Challenge; STEM team project introducing STEM employability skills - GO4SET.
Future First	Future First aims to see every state school and college supported by a thriving alumni community which improves students' motivation, confidence and employment prospects.

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