

# West Somerset Opportunity Area

Cornerstone Employer Commitments



# Introduction

**Opportunity Areas are an important part of the Government's plan for improving social mobility through education<sup>1</sup>. 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 Taskforce<sup>2</sup> 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.<sup>3</sup>
- **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.

<sup>1</sup> 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>).

<sup>2</sup> 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

<sup>3</sup> 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 6,696 meaningful encounters in West Somerset 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 West Somerset are from the following businesses: Bourne Leisure, Miles Tea and Coffee and Onion Collective.
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.

West Somerset 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.

# West Somerset 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 West Somerset Partnership Board has identified the following priorities based on the needs of its schools and young people:

- 1 | Every child has a great start in life.
- 2 | Educational excellence in the classroom.
- 3 | Transition to adulthood.
- 4 | Skills for employment and business:
  - The proportion of young people progressing to higher education, will put West Somerset in the top half of the country.
  - We will increase apprenticeship starts so start rates are as high, or better than, the rest of Somerset and so completion rates are as high, or better than, the rest of Somerset.

## Key figures of West Somerset



The aim of the West Somerset Opportunity Area programme is to improve social mobility. Helping young people in West Somerset to make good career choices and be successful in gaining employment is critical to achieving social mobility. We are delighted therefore to be able, through the Opportunity Area, to provide 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.

Dr. Fiona McMillan OBE

Independent Chair of West Somerset Opportunity Area Partnership Board

<sup>4</sup>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.

The Cornerstone Employers in West Somerset will focus on:

1. Recruiting and maintaining a pool of Enterprise Advisers to ensure every school and college has access to this support and the recruitment of additional Cornerstone Employers.
2. Designing and delivering an ambitious programme of employer encounters supporting local school and college need across all year groups.
3. Creating meaningful experiences of a workplace for all students.
4. Changing the perceived lack of employment opportunities in West Somerset and promoting the employment opportunities that are available, with a focus on STEM.
5. Generating apprenticeships in the area, supporting suitable apprenticeship candidates and their applications.
6. Galvanising business support through customer/client networks, to support the delivery of the above.
7. Celebrating success and promoting West Somerset Opportunity Areas and Cornerstone work.

## Cornerstone Employers in West Somerset



### EDF Energy

EDF Energy, one of the 'big six' energy companies, has pledged support to children and young people in West Somerset to improve their skills and access to high-quality work experiences. They run a national 'Inspire' programme for school age students and a 'Young HPC' programme for young people aged 16 – 21.



### Butlins

Butlins holiday park is the largest employer within West Somerset. They have strong ties with West Somerset District Council and have organised and delivered meaningful encounters for many students at Minehead Middle School. They are committed to supporting equal opportunity.



### Onion Collective

The Onion Collective is a social enterprise that helps communities build strong and secure futures for themselves. The Directors were the driving force behind Minehead EYE, which now runs all the youth clubs in West Somerset. They have secured funding to build a cultural and enterprise development in Watchet, which will create many jobs and apprenticeships. As part of the Opportunity Area, they have secured funding to run a digital teen entrepreneurs programme for local students, which aims to give them the skills to be self-employed.



### Somerset Partnership NHS Trust

Somerset Partnership NHS Trust run apprenticeships and work experience at the hospitals across Somerset. They aim to introduce work experience to Minehead hospital and to create apprenticeship opportunities there.



### YMCA Dulverton Group

The YMCA Dulverton Group run the Beach Hotel, a luxury hotel and restaurant in Minehead. It offers apprenticeships, training and support to young people who work in the hotel. It also provides work experience to students across Somerset.

# 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 secondary schools, colleges and young people in the West Somerset Opportunity Area. These commitments, and progress against, 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
Butlins	Enterprise Advisers	Provide an Enterprise Adviser and consider a succession plan.
Onion Collective		Provide an Enterprise Adviser and consider a succession plan.
All*		Promote the role of the Enterprise Adviser and work with the Enterprise Coordinator to ensure each educational establishment has a minimum of one Enterprise Advisers to work with.
All*		One Cornerstone Employer representative to attend the Enterprise Adviser Network meetings (termly) to provide an update and a link to the Enterprise Adviser business community. Company to be agreed for each term at the quarterly meeting.
All*		Review client/supply chain networks and suggest local businesses for the Enterprise Coordinator to consider as potential Cornerstone Employers.

## 2 | Design and deliver an ambitious programme of employer encounters supporting local school and college need across all year groups

Who	Category	Commitment
Butlins	Business games and enterprise competitions	Contribute to the 'Bake Off' Enterprise Competition for local students, introduced and run by professional chefs.
YMCA Dulverton Group		Deliver Digital Teen Entrepreneurs programme for Year 10 students, supported by awareness raising assembly talks to encourage applications.
Onion Collective		
Butlins	Speed networking	Deliver a speed networking event.
EDF	Employer talks	INSPIRE year group talks to all Year 7 and 8 students.
Butlins		Deliver annual assembly for sixth form students to promote employment opportunities.
Onion Collective		Annual year group talk on apprenticeships in NHS for Years 11 and 13.
Somerset NHS Partnerships		
YMCA Dulverton Group		Deliver annual PHSCE talks for sixth form students.
All*	Employee volunteers	Cornerstone Employers to secure staff volunteers where possible and appropriate to support delivery of The Careers and Enterprise Company funded programmes (see Appendix 1 for information about providers).
All*	Employer encounters	Support the ambition of The Careers and Enterprise Company to have employers engage with at least one young person for every seven employees in your local office.

### 3 | Create meaningful experiences of a workplace for all students

Who	Category	Commitment
EDF Energy	Work experience (1-2 week block and /or Regular/weekly commitment)	Provide student tour of Hinkley Point for all Year 9 students.
Butlins		Host careers treasure hunt, showcasing the different jobs that are available at Butlins, for all Year 8 students.
Onion Collective		Host work experience placements – min. 3 per year.
Somerset Partnership NHS Trust		Introduce work experience placements to Minehead hospital by summer 2019. Run a tour of Minehead hospital (up to 15,11, and 13 Year students).
YMCA Dulverton Group		Host work experience placements for West Somerset students.
All*		Ensure quality workplace experiences are offered, using The Careers and 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 | Change the perceived lack of employment opportunities in West Somerset and promote the employment opportunities that are available, with a focus on STEM

Who	Category	Commitment
All*	Employer encounters	Offer to host teachers to come and visit the business so that teachers can develop their understanding of local opportunities.
Onion Collective		Run Digital teen entrepreneur programme – a programme aimed to give young people the skills to become freelancers in the digital industry.
Butlins and YMCA Dulverton Group		Extend the programme to reach a wider audience – invite facilitators to do year group talks to students at West Somerset College.
		Utilise existing partnership in West Coast 360 – whose aim it is to develop a highly skilled, productive and efficient workforce in the hospitality and tourism industry in Minehead.
All*	Employer Talks	Contribute to a year-long programme of assemblies that demonstrates the broad range of opportunity available in West Somerset.
West Somerset County Council and EDF Energy	Deliver STEAM focussed activities across year groups	Fund ChemsLabS for Year 8 – exciting Chemistry displays run by Bristol Uni.
		EDF Energy host STEM Talent Academy – a series of STEM workshops organised by Somerset County Council and attended by 12 students from West Somerset.

## 5 | Generate apprenticeships in the area and support suitable apprenticeship candidates and their applications

Who	Category	Commitment
EDF Energy	Apprenticeships	Continue to collaborate with the West Somerset Apprenticeship Advisory Service.
Somerset Partnership NHS Trust		Introduce apprenticeships to Minehead hospital by 2020.
YMCA Dulverton Group		Provide apprenticeships and support young people with their applications.
All who have graduates in their local teams*	Championing social mobility	Identify graduates to speak with students in schools and colleges at an assembly or year group session to share their story and offer hints/tips.
All who have apprentices in their local teams*		Identify 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 offer hints/tips.

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

Who	Category	Commitment
All*	Employer engagement	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 Careers & Enterprise Company).
All*		For the schools where you have staff acting as an Enterprise Adviser, advertise particular requests from these schools to your networks.
All*		Cornerstone Employers to participate in and support the West Somerset Opportunity Area Employer Forum. Cornerstone Employers to offer to host and invite their networks to attend.

## 7 | Celebrate success and promote the work of the Opportunity Area and Cornerstone Employers

Who	Category	Commitment
All*	Sharing best practice	Share a min. of one case study per year which showcases your work with schools, together with your hints/tips for other businesses to follow your example.
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.
*All	Championing Social Mobility	Work with Enterprise Coordinator on a potential workshop with CEC 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.

\* 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 West Somerset Opportunity Area

Programme provider	Programme details
<b>CSW Group</b>	CSW Enterprise offer a wide range of workshops, activities and enterprise days, tailored to meet the needs of students and schools, for example: employability skills workshops, mock interview days, apprentice challenge and property challenges.
<b>Young Enterprise</b>	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.
<b>Future First</b>	Future First aim 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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