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The launch of Greenpower's Kit Car on 22 March 2016 at University of Hull

Students were tasked with designing, building and then racing a single seat electric powered car.
Joining the Dots

Our schools and colleges work with dedication to inspire and prepare young people for the fast-changing world of work. Employers are eager to help. They want to make sure that when people leave education and seek employment, they are confident about what they want to do and are as ready as they can be for what is ahead. Our young people have no shortage of aspiration, ambition and desire to succeed.

As this report shows, across the country there are excellent programmes that are getting young people thinking about their future career and developing their workplace skills. But we are still some way from ensuring that all young people are given the inspiration, information and support they need to enter the world of adult employment. Academic attainment is improving, but employers remain concerned about young people’s readiness for the workplace. Young people are three times more likely to be unemployed than the rest of the population.

The role of The Careers & Enterprise Company is to join the dots – to help employers get involved with schools; to support schools and colleges in planning careers and enterprise activities and connecting to local employers; and to make sure that what is known about how best to help young people into work is shared and understood widely.

We are independent and employer-led, with senior figures from British industry on our board. We are a social enterprise working both with government and with other important stakeholders including the National Careers Service, National Citizenship Service, Local Enterprise Partnerships, schools, colleges and other educational organisations. We were established with a grant from the Department for Education in December 2014 and we support the government’s aim that every young person should be prepared for working life when they leave school. We began operating a year ago with the appointment of our Chief Executive, Claudia Harris in June 2015. Our goal is that all young people are able to imagine a career for themselves and understand how they might achieve it. This report sets out what we have been able to do in our first year.

850 Enterprise Advisers and 73 Coordinators ‘joining the dots’ through our network:
- The network is live in 36 out of 39 areas in England
- 73 Enterprise Coordinators in post
- Over 700 schools and colleges signed up
- 850 Enterprise Advisers recruited

£9.5m invested in 33 proven careers and enterprise programmes:
- 75% invested in ‘Cold Spots’ – areas most in need of careers and enterprise support
- Including £4m in cash match
- 250,000 young people to benefit

550 stakeholders convened in Liverpool for annual ‘Join the Dots’ Conference and hundreds more at events around the country.

Foundational research published:
- ‘What works’ review to underpin our work on the ground.
- ‘Cold Spots’ Prioritisation Indicators – a report identifying areas of the country most in need of careers and enterprise support.
Why we are needed

A  Work is changing

Most young people do not expect to have jobs like their parents. They are right. The workplace is changing. Small and medium sized companies now account for the majority of employment opportunities in the UK.

Thinking about your parents’ career, how similar do you think your career will be in the future?

- Very different: 44%
- Different: 34%
- Similar: 17%
- Very similar: 3%
- The same: 2%

B  There are jobs – but young people are struggling to get them

Young people unemployed: 631,000

Current published vacancies: 700,000

More encounters with employers while at school means young people are significantly less likely to be unemployed and will earn up to 18% more

Schools where pupils have an encounter with an employer at least once a year from Year 7 onwards

2. ONS, 2015
Research by the Gatsby Foundation has set out what is required to inspire and prepare young people for the world of work:

1. **Encounters** with employers, with workplaces, with further and higher education to inspire young people and bring the world of work to life

2. **Information**: About local jobs, how the curriculum connects to work to help young people understand the paths to their goal

3. **A plan**: tailored to an individual’s needs and supported by guidance

**Why is this happening?**

1. **LACK OF KNOWLEDGE AND INFORMATION**
   - There is too little good information and too little understanding of what works in careers and enterprise. Uncertainty about what works can dissuade schools and colleges from prioritising time and investment in careers and enterprise activities.

2. **LACK OF COORDINATION**
   - It takes time and effort for employers and schools to contact each other and develop programmes. The worlds of work and education have different languages, working patterns and timetables.

3. **LACK OF CONSISTENCY**
   - Almost every aspect of best practice in careers and enterprise advice can be found somewhere in the country. But nowhere delivers it all. In every part of the country we can find outstanding examples of excellence. But they remain local and spread to other areas only slowly if at all.

Delivered in a stable environment.

But too often this is not what young people receive.
How we work

In the fast changing world of work, young people need support from many different places to make effective transitions into work – schools, colleges, employers, careers and enterprise service providers.

Today, there is innovation everywhere but a lack of coordination. We amplify the excellent work of others by providing information, infrastructure and funding to support local collaboration. Our role is to ‘join the dots’ and catalyse careers and enterprise across England.

How we work with employers

- We ask senior and strategic business people from the public, private or third sector to become Enterprise Advisers, providing counsel to school and college heads on how to engage local businesses and develop careers and enterprise plans.
- We ask employers to scale up their existing school engagement activities and, working with Enterprise Advisers, to direct their efforts to Cold Spot regions where possible.

How we work with schools and colleges

- We ask schools and colleges to engage in the Enterprise Adviser Network, to develop a strategic careers, enterprise and employer engagement plan for their whole school or college, fully supported by a local Enterprise Coordinator and Enterprise Advisers.
- We help schools and colleges by providing the educational leadership team with friendly, strategic counsel to help them navigate a fast-changing careers landscape, to give their students the best chance of reaching their full potential.
- The schools and colleges benefit from untapped new employers and increased opportunities for their students to have exposure to the world of work.
- We are convening a group of thirty-nine Head Teachers from education. Chaired by Carl Ward, Head of Haywood Academy, the group will provide oversight and input into the Enterprise Adviser Network.

“The fact that we would have a dedicated Enterprise Adviser who would bring to the school his industry contacts, all that advice and all those opportunities for our students it was a no-brainer for us as a school”

Anne Hill, Principal, Northampton Academy

“How we work with schools and colleges

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“It is crucial for the future of the students we serve that business and schools work closer than ever together to help create the environment for personal and organisational success. The Head Teacher group will provide a unique opportunity for school and college leaders to consider and discuss how young people can be inspired and prepared for the world of work and how the Careers & Enterprise Company can best support this work”

Carl Ward, Executive Principal of Haywood Academy and Chief Executive of City Learning Trust
“The Company is the best shot we’ve had in years in simplifying and making sense and in bringing schools together with businesses for the good of the people and the economy”

Ian Peters, Director, British Gas

How we work with Local Enterprise Partnerships

- We ask Local Enterprise Partnerships to lead this regional network and provide industry links and labour market information to local schools and colleges; this feeds regional growth and better outcomes for young people. We also ask them to provide match-funding for the Enterprise Coordinators in their region.

- We support Local Enterprise Partnerships by part funding the Enterprise Coordinators and by providing training, toolkits and research to support better connections between the Local Enterprise Partnership, employers, providers of careers and enterprise providers, schools and colleges.

How we work with careers and enterprise providers

- We help careers and enterprise providers collaborate locally, working with our Enterprise Coordinators to offer a full menu of services to schools and colleges.

- At a national level we convene providers helping to share best practice and through our Careers & Enterprise Fund we have provided funding to 33 proven programmes to scale.

Our core principles

1. Test, learn and adapt
2. Build on what works
3. Enable and convene the best programmes
4. Work nationally, tailor locally

Our core beliefs

MAKE IT RELEVANT
Link learning in school to future prospects, through access to relatable role models and connecting the curriculum to future opportunities.

LEARN BY DOING
Bring the future to life by seeing, experiencing and doing, connecting young people to employers and workplaces.

START YOUNG
Provide access to enterprise and work inspiration from an early age, to inform lifelong learning.

PREPARE FOR THE JOURNEY
The jobs market is increasingly dynamic. Encourage young people to create and take opportunities that continuously challenge or reframe career direction – in stark contrast to a ‘job for life’.

THINK BEYOND THE GRADE
Employers value more than qualifications. Inspire real-world learning beyond the classroom to unlock a young person’s potential.
Joining the Dots Conference

The Careers & Enterprise Company held its first annual conference in Liverpool, May 11th 2016. The event was attended by 550 delegates including young people, providers of careers and enterprise activities and leaders from schools and colleges.

The day offered attendees a chance to share ideas about how best to support young people and to meet members of the Enterprise Adviser Network. The Careers & Enterprise Company had a range of exhibitors to showcase the programmes The Company is funding.

In her address, Secretary of State for Education, Rt. Hon. Nicky Morgan MP talked about the government’s commitment to improving the life chances of all young people and the importance of bridging the gap between education and employment.
1. Christine Hodgson, Chair of The Careers & Enterprise Company: “There is a real business benefit to inspiring and preparing the next generation for the world of work.”

2. A Capgemini apprentice being interviewed

3. Iria Pizania, Founders4Schools demonstrating the nationwide digital tool that connect schools to inspiring business speakers.

4. Alex Shapland-Howes, CEO, Future First explains how to ‘develop alumni communities to inspire and motivate current students’.

5. Cameron Nimmo, Envision discusses the Community-Apprentice competition for schools.

6. Claudia Harris, CEO of The Careers & Enterprise Company: Joined by 550 attendees from across England to discuss the future of careers and enterprise provision.

7. The Enterprise Adviser Network in action: Faye Jenkins and Laing O’Rourke discussing the business benefits for early school engagement.

8. Insightful and informative discussions were held between Enterprise Advisers, Enterprise Coordinators, Local Enterprise Partnership (LEPs) and education leaders.

9. “Informed career choice is vital for both learners and businesses and for social and economic wellbeing.” Robert Hough, Liverpool City Region LEP Chair, Liverpool

10. Luis Griffiths – One of our young apprentice hosts reminding the audience of the powers of Facebook to reach students.

11. WorldSkills UK competition champions shares his high tech engineering expertise.

12. Natassia Sinclair, a young apprentice host, sharing her experiences of transitioning from education to employment Coordinators, LEPs and education leaders.

13. Lord Young announcing that we will be partnering with National Citizen Service to create a digital ‘Passport’.

14. Insightful and informative discussions were held between Enterprise Advisers, Enterprise.

15. Rt. Hon. Nicky Morgan, MP “I am constantly thrilled by the work going on up and down the country to ensure the brightest futures for young people.”
Inspiring young people

How Courtney and Sarah from Northampton found their future

Have you ever been asked what you want to do when you grow up? It's a question we (Courtney and Sarah, Enterprise Ambassadors, Year 13) are still asked and, whilst we have an idea of the type of career we might want, we're still not quite sure of the finer details as we know the world will change greatly in the years we are at university.

The one thing we do know is that the opportunities we have had in school to meet industry volunteers has been the catalyst that has changed us from wanting to be a teacher and an interior designer to now knowing we want to move into something in Social Sciences (Sarah) and Business (Courtney) in our future careers.

At Northampton Academy, we have the opportunity to work alongside business volunteers in a range of work related learning activities such as ‘Market a Penguin’ in Year 7 to entering the National Enterprise Challenge in year 10 and 11. Local company volunteers, work with us to encourage a competitive spirit and help build the skills we need in the workplace.

This is my first memory of meeting somebody from a business environment who spoke about what their job entailed and why it didn't mean ‘just sitting behind a desk’. I wanted to know more and was invited along to a STEM day to find out how IT worked in the modern world and this took me in a whole new direction, looking at careers I hadn’t even heard of.

Over the last few years we have enjoyed meeting a wide range of people who have kindly come to the Academy to speak to us about their careers, set us ‘in class’ challenges, allowed us to help design education resources for their websites and so on. I can honestly say that every experience just adds a little more to our knowledge and skills base and helps improve our confidence when having to make important decisions about our futures.

Staff in school always tell students to grab every opportunity to make themselves stand out in a crowd, but also tell employers never to underestimate the difference their work will have on us. Now we are in Year 13 we can bear testament to this, as it is all those little bits of advice, the mentoring sessions, the opportunities to visit various businesses and the support at careers events that has given us the confidence to move from our Year 7 ‘Dress for work day’ costumes to our Year 13 university choices and first steps towards our future careers.

Thank you Northampton Businesses.
What we do

In our first year, we have developed and launched a set of targeted, evidence-based interventions to address these problems designed to:

1. RESEARCH PROGRAMME

Find out what works

Our research draws together what is known about the best ways to prepare young people for work. We commission research to test new ideas; to find out where our support is needed most and to increase our collective understanding of the best ways to support young people. We also commission research into our own impact.

2. INVESTMENT FUND

Back proven ideas

Our investment fund makes grants to support projects with proven methods for helping young people prepare for work – projects such as Future First, which gets people in work to go back to their old school and tell young people about their career; or Greenpower in which teams of young people compete to design kit cars. Our money helps the best ideas spread quickly.

3. ENTERPRISE ADVISER NETWORK

Build local networks

Our Enterprise Coordinators engage employers in their area and identify the best local careers and enterprise programmes for schools and colleges. Enterprise Advisers provide senior counsel to head teachers. The Enterprise Adviser Network, set up in collaboration with the Local Enterprise Partnerships, is overseen by local stakeholders and can take a high-level view of each area’s needs.

4. TECHNOLOGY PROGRAMME

Support careers and enterprise with technology

Digital systems are important. They help young people find ways to improve their skills. They can make it easier to demonstrate their abilities to employers. We are building a national passport and portal system to do this. In line with our principle of ‘building on what works’, we are creating national standards and underpinning technology that will support and strengthen existing products and ensure all young people have access to the best opportunities.
1. RESEARCH PROGRAMME

Find out what works

The Careers & Enterprise Company is committed to growing our collective understanding of how best to prepare young people for work.

We want to know what works and where things are not working. In our first year, we have conducted a number of foundation research projects.

- **The 'what works' review** – an evidence review to identify different types of careers and enterprise activities that schools and employers can provide for young people and to assess which work best. This has been turned into an easy-to-follow guide to 'what works' which now forms part of the 'toolkit' of information for our Enterprise Advisers.

- **'Cold Spot' Prioritisation Indicators** research to understand which areas of the country are most in need of careers and enterprise support. This has helped us target our efforts where it is needed most (see box)

- **'Informed choice' research** – a series of interviews and group discussions with young people to understand how they think about careers together with a review of the information resources available to them.

- **Survey of young people** – a poll of young people to give a high level view on some of the key questions about their approach to careers and enterprise.

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**EXAMPLE PROJECT**

**Cold Spots – Prioritisation Indicators**

We wanted to make sure we were targeting our efforts where it was most needed. To do this we wanted to identify those parts of the country most in need of additional careers and enterprise support – so called 'Cold Spots'.

The research looked at a wide range of measures including deprivation; how far employers were involved in work experience and inspirational activities for young people; and the outcomes for young people in terms of academic achievement and work preparedness.

This analysis has been used to target The Company’s resources and to help to inform our understanding of the challenges young people face.

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Map key: Darker areas are 'colder' or more in need of careers and enterprise support.

1. Black Country
2. Buckinghamshire
3. Cheshire and Warrington
4. Coast to Capital
5. Cornwall and the Isles of Scilly
6. Coventry and Warwickshire
7. Cumbria
8. Derby, Derbyshire, Nottingham and Nottinghamshire
9. Dorset
10. Enterprise M3
11. Gloucestershire
12. Greater Birmingham and Solihull
13. Greater Cambridge & Greater Peterborough
14. Greater Lincolnshire
15. Greater Manchester
16. Heart of the South West
17. Hertfordshire
18. Humber
19. Lancashire
20. Leeds City Region
21. Leicester and Leicestershire
22. Liverpool City Region
23. London
24. New Anglia
25. North Eastern
26. Northamptonshire
27. Oxfordshire
28. Sheffield City Region
29. Solent
30. South East
31. South East Midlands
32. Stoke-on-Trent and Staffordshire
33. Swindon and Wiltshire
34. Tees Valley
35. Thames Valley Berkshire
36. The Marches
37. West of England
38. Worcestershire
39. York and North Yorkshire

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No. of Indicators in "Bottom Third" Range

- 0 Indicators
- 1 Indicator
- 2-3 Indicators
- 4-5 Indicators
- 6 Indicators

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- 14. Map key: Darker areas are 'colder' or more in need of careers and enterprise support.
This year we have begun programmes to:

- Understand which models of mentoring are most effective at helping reduce disengagement in the years before GCSE.
- Provide an independent assessment of the impact of our work across the country.
- Launch Compass, a tool for schools to compare their careers and enterprise programmes against the Gatsby Benchmarks* for good careers guidance. This project has been commissioned in partnership with The Gatsby Foundation which has established the evidence based benchmarks for careers guidance in schools. The tool will help all schools diagnose their strengths and weaknesses. It will also help us to understand how best practice is spreading across the country.


The Enterprise Adviser Toolkit

The Enterprise Adviser Toolkit includes an outline of the 20 best evidenced activities employers can conduct in schools and the organisations locally that provide these. An example of one of these activities from The Company’s toolkit can be seen below.
Shayne Hadland, WorldSkills UK Champion and Aircraft Technician, RAF

Shayne Hadland not only realised his childhood dream of becoming an aircraft engineer with the RAF – he went on to be named one of the best young engineers in the world. Winning the Silver Medal at WorldSkills São Paulo 2015, the world’s largest international skills competition, was an amazing achievement for the 25 year old from the West Midlands. At school, Shayne wasn’t motivated academically which was why he chose to complete an advanced apprenticeship. It offered him a real job, with a real qualification and the opportunity for a real career. Shayne is passionate that young people, from all backgrounds, have the same opportunities he had. That is why Shayne volunteers as a WorldSkills UK Champion. Supported by The Careers & Enterprise Company, WorldSkills UK Champions are a network of industry professionals who have all competed in WorldSkills UK Competitions, with many also representing the UK at international skills competitions. The Champions act as inspirational role models for the UK’s next generation of business leaders.

Future First

Kingsmead School partnered with Future First to provide career and education role models to its students. Future First built a network of former students in a range of careers from doctors and engineers to entrepreneurs and policemen. These alumni provide inspiration and career insights through assemblies and workshops. They also enhance core curriculum lessons and offer work experience placements.

Students have met alumni working in everything from TV production to nursing and heard about how they got into the jobs they do today. They gave students tangible guidance about the steps they could take to pursue a wide range of careers. Workshops have been set up which any student could attend, such as “So you want to be an Engineer” and “So you want to be a Writer”. The school experienced increased belief among students that “people like them” can be successful. Students also stated in evaluations that they want to work harder in school now as a result of hearing from alumni who went on to be successful.
To help improve the life chances of young people the government has invested £5 million directly to scale up the provision of careers and enterprise where it is needed most. This fund is managed by The Careers & Enterprise Company.

Fund management

The fund was led by Daniela Barone-Soares, the Company’s Senior Adviser and Chief Investment Officer. Daniela was previously Chief Executive Officer of venture philanthropy organisation Impetus – PEF and its predecessor, Impetus Trust where she was responsible for a ten-fold increase in annual income and delivered £70m in value to 55 partner charities. In administering the fund, Daniela and the board were advised by a steering committee consisting of a panel of sector experts from the UK Commission for Employment and Skills (UKCES), The Education Endowment Foundation (EEF) and Impetus – PEF.

Successful projects are monitored on a quarterly basis with payment in arrears for delivery against agreed activity. The outputs, outcomes and impacts will be collated, monitored and reviewed at each claim point to allow The Company to track progress, maximise the impact of the fund and deepen the evidence base.

The Company will also build a community around beneficiaries to amplify impact through network effects and best practice sharing.

Bids were assessed against the following criteria:

1. Focused on need: geographic areas of need and/or hard-to-reach populations
2. Highly credible: evidence-based solutions, a clear track record and a high-calibre team
3. Addressing challenges at scale: working with ambition, connected to local partners
4. Clear value for money: a high impact return on each project
5. Ready to deliver at pace: with team, partnerships and plans ready to go
6. Able to be sustained: delivery ongoing benefits and a clear evaluation of impact

Key stats:

- £9.5m in total invested
- £4m in match funding generated
- 75% invested in ‘Cold Spots’
- 250,000 young people will benefit

Moving at pace and scale:

- **2015 OCTOBER TO DECEMBER**
  Promotion of fund and webinars held with over 270 participants.

- **2016 JANUARY**
  Fund ten times over-subscribed with 240 proposals seeking £50m. All submissions double marked, moderated and shortlisted.

- **2016 FEBRUARY**
  100 short list assessed with references requested. Management interviews held with 50.

- **2016 MARCH**
  Following final assessment and due diligence, awards announced for the 33 successful applicants.

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The Successful Applicants

1. Ahead Partnership Ltd
Make The Grade brings together students and businesses to unlock potential in both

2. Bridge to Work at Loughborough College
Flexible job skills and coaching courses to help students kick-start their career

3. Business in the Community & Career Ready
Employer visits & workshops to students in Thurrock, Southend and Ipswich

4. Career Connect
Career advice & work inspiration for young people in hard-to-reach schools

5. Cogent Skills
Futures in Science inspires young people to pursue science careers

6. EBP West Berkshire
Demonstrating the benefits of apprenticeships to young people and employers

7. EDT (Engineering Development Trust)
Industrial Cadets raise awareness of and aspiration to local STEM jobs

8. EngineeringUK
Tomorrow’s Engineers helps young people understand the diverse careers available

9. Environmental Vision (trading as Envision)
Community-Apprentice is a schools’ competition to help develop skills and confront issues

10. Founders4Schools
Training teachers in LEPs & monitoring the increase in the number of STEM graduates

11. Future First Alumni Ltd
Develop alumni communities to inspire and motivate current students

12. Global Generation
Training and real-world encounters with employers in the King’s Cross estate

13. Greenpower Education Trust
33 teams of students will design build and race electric kit cars

14. IntoUniversity
Developing students’ awareness of careers through contact with employers

15. Outwood Grange Academies Trust (North region)
Employability Centres foster employer & alumni involvement

16. Rebalancing the Outer Estates Foundation
Work readiness coaching for the disengaged

17. Skills East Sussex (ESCC)
Progress! improves work readiness & boosts apprenticeship uptake

18. Solutions for the Planet
Challenging pupils to find a business solution to sustainability issues

19. St Helens Chamber
115 innovative and interactive careers fairs featuring hands-on opportunities

20. The Access Project
Volunteer tutors helping young people attain higher grades for top universities

21. The Challenge Network (known as The Challenge)
HeadStart secures young people a job interview in exchange for volunteering hours

22. The EBP
Lumen utilises 400 employer connections to develop & prepare 2700 young people for work

23. The Federation of Groundwork Trusts
(‘Groundwork UK’)
Enterprise Camp for unemployed young people, developing skills & engaging employers

24. The Ideas Foundation
Creative Ladders provides inspiring encounters with ad and design agencies

25. The Key (Keyfund Federation Limited)
Merging two successful programmes to fill gaps in career and employment provision

26. The Manufacturing Institute
Teams of teenagers compete in school-based manufacturing challenges

27. The Springboard Charity
Showcase the careers available in hospitality leisure and tourism

28. Tower Hamlets Summer University,
Trading as Futureversity
Raising aspirations and developing key capabilities in young people through holiday courses and volunteer schemes

29. TwentyTwenty
26-week courses to help hard-to-reach 15-18 year-old NEETs develop work skills

30. VIY (Volunteer It Yourself) CIC
School leavers learn DIY and building skills whilst improving their community

31. WorldSkills UK
WorldSkills UK Champions inform students about what’s needed to excel at work

32. York Cares
Vulnerable young people sample work environments through visits workshops and placements

33. Your Life
Memorable workplace visits to discover first-hand careers in STEM
3. ENTERPRISE ADVISER NETWORK

Build local networks

The Enterprise Adviser Network operates across England and is the cornerstone of The Careers & Enterprise Company’s work to inspire and prepare young people for their futures.

We are working with the Local Enterprise Partnerships to establish a nationwide network to make it easier for schools and colleges to connect with employers and careers and enterprise providers. At the heart of this network are a set of full time, well-trained Enterprise Coordinators, each of whom works with a cluster of 20 schools and colleges. Their job is to knock on employers’ doors and understand service providers’ offerings, significantly ‘de-cluttering’ the work facing schools and colleges seeking to build careers and enterprise plans. The roles are well-paid and full time to attract high-performing individuals. At full coverage there will be 175 Enterprise Coordinators working with the ~3500 secondary schools and colleges across England.

In addition to the Enterprise Coordinators, each school or college is supported by a senior and strategic volunteer, or Enterprise Adviser. These Enterprise Advisers come from employers and businesses of all sizes from the public, private and third sector. Their role is to provide strategic counsel to the Head Teacher of a school or Principal of a college, unlocking local relationships and providing guidance on the careers and enterprise plan.

The network is overseen locally by the Local Enterprise Partnerships who ensure broad-based governance including business, education and providers. They ensure local career and enterprise services are mapped and understood, with provision streamlined where it is complex and stimulated where it is scarce, and that local jobs information is made available to schools and colleges. Enterprise Coordinators package all this information up for schools and colleges in a local toolkit, tailored from a national toolkit provided based on the best research around ‘what works’.

Enterprise Coordinators meet regularly with the local school or college and Enterprise Adviser to develop a whole school careers and enterprise plan. This plan ensures students from Year 7 onwards are equipped with more meaningful encounters with employers and the world of work, better information about their future options, and a plan to help them reach their full potential.

The whole network is supported by five full time regional coordinators employed by The Careers & Enterprise Company.

Local Enterprise Partnerships convening broad-based governance:
Having an impact across the country

The map shows the number of funded organisations working in each region of the country along with the number of Enterprise Coordinators.

**EAST MIDLANDS**

**ENTERPRISE ADVISER**
Annamarie Petsis Jones, Northamptonshire Enterprise Partnership

Annamarie Petsis Jones is Opus Energy's HR Director and she has been an Enterprise Adviser for the past 18 months, matched with Moulton School & Science College. She works closely with the Head Teacher or Senior Leadership Team (SLT) to develop a whole school employer engagement strategy. The scheme also benefits Opus Energy who hire 90% their workforce locally and are increasing the number of apprenticeships they offer.

**ENTERPRISE ADVISER**
Amy Stephenson, Rotherham, matched with Wickersley School and Sports College

Amy Stephenson is the founder and director of a recruitment business in Rotherham, Human Recruitment. She is also an Enterprise Adviser to Wickersley School and Sports College. She said: “I’ve worked with many business across the region throughout my career and I am passionate about enterprise and employability skills and what they can do for young people and their futures.”

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**SOUTH EAST**

**ENTERPRISE ADVISOR**
Jade Fuller, Solent Local Enterprise Partnerships

Jade has been an Enterprise Coordinator since December 2015 in the Solent LEP area, on a secondment from the local Education Business Partnership. She has enjoyed building the network of Enterprise Advisers. ‘Local business people want to support schools more and find that the structured role of an Enterprise Adviser is a great way to do this. There is real enthusiasm.’
How we measure success?

1. **Getting the Enterprise Adviser Network to scale**: Number of Local Enterprise Partnerships areas signed up; Number of Enterprise Coordinators in post; Number of Enterprise Advisers in post; Number of schools and colleges with Enterprise Advisers.

2. **Increasing interactions between employers and schools and colleges** in the Enterprise Adviser Network including work experience interactions and work inspiration interactions by age group.

3. **Better outcomes for young people** in the Enterprise Adviser Network.

4. **Satisfaction with Enterprise Adviser Network** among key stakeholders including schools, colleges and Enterprise Advisers.

**Key stats:**

- **850** Enterprise Advisers recruited to the Enterprise Adviser Network
- **73** Enterprise Coordinators working in 36 out of 39 Local Enterprise Partnerships
- **1000** new employers engaged as a result of the Enterprise Adviser Network
- **732** schools and colleges signed up

**Enterprise Advisers come from businesses large and small**

- Large business (250+ employees)
- Small business (10–49 employees)
- Medium-sized business (50–249 employees)
- Micro business (1–9 employees)
- Self employed with no employees/apprentices
- Prefer not to say

**Enterprise Advisers are recruited from all sectors of the economy**

- Professional Services, Business, Legal, Scientific & Technical Activities
- Manufacturing & Advanced Manufacturing
- Education
- Construction
- Information Services, ICT, Digital & Communications
- Transport, Distribution & Storage
- Financial Services & Insurance Activities
- Other

**Enterprise Advisers come from senior roles**

- CEO or Chair/MD/Owner/Director
- Head of/Manager
- Operational role/Consultant/Adviser
- Other

**Breakdown of Enterprise Advisers by gender**

- Male: 46%
- Female: 54%

**How do we measure success?**

- Schools and colleges that had a formal mechanism for measuring employer engagement prior to the Enterprise Advisers Network: 45%
- Schools and colleges in the network that now have an employer engagement plan: 15%
4. TECHNOLOGY PROGRAMME

Support careers and enterprise with technology

We are building a technology infrastructure to ensure young people have access to the information and the skills development opportunities they need. Our programmes are:

Online marketplace for careers and enterprise activities

The Company is in early stages of exploration around the potential to create an online marketplace that can allow schools, employers, and Enterprise Advisers navigate through the complex careers and enterprise landscape. Users will be able to connect and contribute to activities that inspire and prepare young people to take control of their futures. It will include a clear route for employers and their employees to understand what opportunities exist and how they can connect to schools through activities such as mentoring and becoming an Enterprise Adviser. It will also include how schools can identify and connect to employers and providers of careers and enterprise activities.

The Digital Passport

The Company is developing a digital passport to enable young people to access and showcase enterprise and employer activities that can help them to develop skills and experiences. At a time when many employers report how difficult it is to distinguish between applicants on their educational qualifications alone, the passport could be a valuable aide, enabling a fuller picture of enterprise and employability skills alongside academic qualifications.
Inspiring women to become engineers

How Greenpower helped Nikki Jones find her future

When it comes to inspiring Science, Technology, Engineering and Maths (STEM) projects, what can beat designing, building and racing your own electric car? That’s exactly what Greenpower does, with over 10,000 people aged 9-25 taking part each year in 35 race events all over the UK, and also overseas.

Nikki Jones started participating in Greenpower at Sandbach High School, Cheshire. Sandbach High School have a team of budding female engineers that take part year after year, learning new lessons during and after every single event. Greenpower sparked Nikki’s interest in engineering, and her interest in the subject has grown from that initial spark. Nikki’s Greenpower journey has allowed her to explore areas of all STEM subjects, and also helped her connect with employers.

Nikki said, ‘Having my involvement in Greenpower on my CV when I applied for university and placements really helped me stand out. The contacts I made at Greenpower also helped me to arrange my work placement during my degree.’

Nikki has now finished her engineering degree at Plymouth University and has secured a job at a cutting-edge composite technology company, Formaplex, as a Junior Project Engineer. Her new job is a result of completing a very successful placement year at Formaplex during her degree.

With the current skills gap in the UK, engineers can be hard to find. Greenpower not only addresses the skills gap, but also the gender imbalance within the sector. Over 35% of Greenpower participants are female.

She comments on her experience as a female engineer:

‘On my university course there were only eight girls out of 110 students, so I am pretty used to being in this environment. To be honest, I don’t really think about it; both at university and at Formaplex now everyone has been really friendly and helpful. I just feel like a valued member of the team.’

The skills Nikki learnt during her involvement in Greenpower, with the support of industry mentors, have all been transferable to the workplace. To be able to build a car skills, teamwork, communication and resilience are all required during the project and are all very desirable skills for employers.

Nikki’s Greenpower experience features in the following video:

www.youtube.com/watch?v=9jnbxbPTS8w
The board

Christine Hodgson (Chair)
Christine Hodgson FCA is Chairman of Capgemini UK plc. She also chairs the Capgemini Group Sustainability Board and the UK Women’s Business Network. Christine is a Non Executive Director of Standard Chartered Bank and Ladbrokes Plc.

Steve Holliday (Deputy Chair)
Steve Holliday recently stepped down as CEO of National Grid plc and was a Non Executive Director of Marks & Spencer plc from 2004 to 2014. He is also chairman of the board of trustees at Crisis, the homeless charity.

Claudia Harris (CEO)
Claudia Harris joins from McKinsey & Company where she was a partner in the London office. She has previously worked for the Prime Minister’s Delivery Unit and is on the Steering Committee of the 30% Club.

Lord David Young (Deputy Chair)
The Rt Hon The Lord Young of Graffham CH DL has had a varied and distinguished career since graduating from University College London. After practising as a solicitor for a year, he entered the world of business, founding the first of many enterprises in 1961. He served in the Cabinet as Secretary of State for Employment and Secretary of State for Trade and Industry. In 2010, he was appointed as the Prime Minister’s Enterprise Adviser.

Brian Lightman
Brian Lightman is acknowledged as an authority on the English & Welsh education systems. He was General Secretary of the Association of School and College Leaders (ASCL) from 2010 to 2016. He served as president of the Association in 2007-08.

Dame Julia Cleverdon DCVO, CBE
Dame Julia Cleverdon DCVO, CBE is a passionate and practical campaigner who has gained an international reputation for ‘connecting the unconnected’, inspiring individuals and organisations to work together for the common good. Dame Julia is the Vice President of Business in the Community and Vice Patron of Teach First.
A thank you from Claudia

My first year as Chief Executive of The Careers & Enterprise Company has been challenging and inspiring. Challenging because there is so much that we can do for young people and there is a need to act quickly and respond to the rapid changes occurring in the way we work. Inspiring because of the people we have had the privilege of working with. I would like to thank the employers and providers of careers and enterprise activities who have been so quick to step up to the plate and collaborate in helping introduce young people to the world of work. I want to thank the schools and colleges who have responded so enthusiastically to the opportunity to discover new ways to improve the knowledge and skills of their students. I want to thank our partners – the Local Enterprise Partnerships, foundations and charities that have worked with us and the companies that have very generously provided pro bono support. I would like to thank the government – the ministers and civil servants who identified the need for an organisation that can join the dots and have backed and supported us. I want to thank the Board for their wisdom and guidance in charting the best way to establish ourselves and the whole team here for their dedication to achieving our objectives. But most of all I want to thank the many young people I have met who have displayed such curiosity, aspiration and determination and shown that if we can only give them the right support, they will build a bright future for our country.