



**Our mission is  
to prepare and  
inspire young  
people for the  
fast-changing  
world of work.**

## About The Careers & Enterprise Company

Our role is to link schools and colleges to employers and to help them deliver world-class careers support for all young people by:

1. Building Networks: Linking schools and colleges to employers and other external careers providers through the Enterprise Adviser Network and Careers Hubs.
2. Supporting Careers Leaders: Providing training and support for Careers Leaders in schools and colleges.
3. Backing the Gatsby Benchmarks: Supporting implementation of a best practice standard for careers support, the Gatsby Benchmarks, with tools and targeted funding.

## About this roadmap

To help get you started, we have created this roadmap of what success could look like through your journey.



## What does success look like?



As an Enterprise Coordinator, you sit at the heart of the Enterprise Adviser Network. It is your knowledge, guidance and connections that help education and employers come together to deliver impactful careers and enterprise programmes for young people. These programmes will make a huge difference to pupils and employers.

Every school, college and local labour market faces different challenges, and what success looks like for each one will differ. This is where your expert insights are of great importance in helping guide and provide advice to Enterprise Advisers, teachers and employers.

Your valuable knowledge and connections will also help ensure that local careers and enterprise partnerships are created and maintained and provision provided to schools and colleges. Your role is also important in helping to get head teachers and members of the senior leadership team on board and actively involved in the programme.

## Key deliverables

As an Enterprise Coordinator, your role is to work with schools and colleges to develop their careers provision plans overall. Key areas to focus on are providing opportunities for young people to experience encounters with employers and employees, as well as first-hand experiences of workplaces.

# PHASE 1

## Starting out

### Create connections

- **Meet** – get to know your Regional Lead (RL) and agree ways of working (communication methods, reporting mechanisms and level of support required)
- **Connect** – speak to your RL about joining Facebook Workplace
- **Support** – ask your RL about a support system and putting you in touch with other Enterprise Coordinators
- **Training** – attend the Enterprise Coordinator induction and Enterprise Coordinator national training, which takes place throughout the year

### Establish governance between the LEP and Enterprise Adviser Network

- **Embed** – work with your Skills Lead to ensure the Enterprise Adviser Network is embedded into the skills strategy, e.g. through steering committees that include representatives from education, business, local authority, key stakeholders and LEP
- **Report** – agree regular reporting methods into relevant boards, e.g. LEP Skills Board
- **Approval** – agree project plan with your Skills Lead, including budgeting, reporting and performance management indicators
- **Assess** – review school/college safeguarding policy

### Establish the local and national context

- **Review** – familiarise yourself with the latest government careers strategy and careers guidance. We will play a core role in its implementation, and we will keep you updated via Workplace and our website. Read the [The Careers & Enterprise Company Implementation Plan](#) which sets out our approach to delivering the Careers Strategy
- **Research** – read national reports and legislation about your local labour market
- **Segment** – your LEP/RL will help you map out your beacon employers and employer bodies to ensure your business development aligns to the LEP's priority sectors
- **Identify** – your RL will help you identify your target schools/colleges. This will include cold spot clusters and beacon schools/colleges
- **Meet** – arrange meetings with local service providers such as National Careers Service, National Citizen Service, Apprentice Support and Knowledge or Jobcentre Plus Schools Advisers
- **Connect** – make contact with your local careers programme providers funded by The Careers & Enterprise Company
- **Stay informed** – register on key career programme providers' websites for alerts regarding enterprise competitions etc.
- **Understand** – build your knowledge on cold spot data at total and school level. Our [cold spot data guide](#) can help you with this



### QUICK WINS

- ✓ Have an initial meeting with your Regional Lead
- ✓ Check out the 'Where the Work is' Local Market Information (LMI) website
- ✓ Connect to the CIPD to support your Enterprise Adviser recruitment (via your Regional Lead)
- ✓ Review the Enterprise Coordinator induction pack
- ✓ Register on national websites to ensure you are alerted about new enterprise activities and competitions
- ✓ Attend and present at business networking events to raise the profile of the Enterprise Adviser Network activity in your area



## Enterprise Adviser recruitment

- **Familiarise** – review the Enterprise Adviser role description to understand what makes an effective Enterprise Adviser
- **Support** – we have a partnership with the CIPD to support your Enterprise Adviser recruitment. Speak to your RL for contact details
- **Endorsement** – use your LEP to support you with Enterprise Adviser recruitment. It would be beneficial for the Chair or CEO to meet Enterprise Advisers regularly. They can play an active role and endorse the work of Enterprise Advisers. LEP Board members may also be interested in supporting or signing up to be Enterprise Advisers
- **Checks** – Enterprise Advisers must have a DBS check in place prior to starting in school
- **Match** – when pairing your Enterprise Adviser with a school/college, consider the school/college priorities and the skill set of the Enterprise Adviser to ensure a match is suitable

## School recruitment

- **Research** – check Ofsted reports and identify key contacts including governing bodies and specialisms in target schools
- **Identify** key head teacher groups and forums. Review your cold spot data to identify school and colleges in need of support
- **Contact** – send an introductory email. Contact schools and local head teacher forums to arrange exploratory meetings/presentations

## Marketing and communication

- **Collateral** – we have a suite of marketing and communications material to help support Enterprise Coordinator and Enterprise Adviser activities
- **Plan** – map out your marketing requirements with your LEP
- **Channels** – consider existing communication and marketing channels you could tap into, such as those of your local and regional stakeholders, media opportunities and speaker platforms
- **Inform** – share slide overview about the EAN, which can be shared with the LEP board and stakeholders, contact your Regional Lead for latest version.

## Tools and tracking

- **EAN Register** – you will need to submit data each month for the EAN Register
- **Compass** – ensure schools complete Compass within three months of joining the Enterprise Adviser Network to compare themselves against the eight Gatsby Benchmarks and identify strengths and areas for improvement
- **Tracker** – ensure schools joining the network have started a plan on Tracker within six months of joining the network and encourage them to develop the plan throughout the year

# PHASE 2



## QUICK WINS

- ✓ Build relationships with Senior Leaders who will become your Network Champions
- ✓ Help the Enterprise Adviser to make contact with key personnel in school/college or relevant student groups (young leaders etc.)
- ✓ Support Enterprise Advisers in reviewing provision and identifying gaps in their school/colleges
- ✓ Introduce key partners that can help deliver activity (e.g. National Careers Service, National Citizen Service, National Apprenticeship Service, The Careers & Enterprise Company mentoring provision or funded partners)
- ✓ Produce your 'localised pitch' as a tool for Enterprise Adviser's to promote the aim of the Enterprise Adviser Network
- ✓ Set Enterprise Adviser meeting dates
- ✓ Establish deadlines and responsibilities with Enterprise Advisers Work with your Skills Lead to establish an Enterprise Adviser Network steering group and Network meetings

# Establishing and developing your network

## Inductions and support

- **Induction** – provide each Enterprise Adviser (or group of Enterprise Advisers) with an induction
- **EA Roadmap** – take your Enterprise Advisers through the [Enterprise Adviser Roadmap](#) to help them understand the journey ahead
- **Identify** – understand your Enterprise Adviser's motivations for being involved, what they hope to get from the opportunity and their strengths that will add value
- **Plan** – establish your network meetings for the year to keep Enterprise Advisers informed and share best practice
- **Expectations** – set clear expectations with a Memorandum of Understanding
- **Tailor** – provide Enterprise Advisers with localised messages/tools about the programme and the local market situation (known as 'your localised pitch')
- **Connect** – encourage your Enterprise Advisers to use Facebook Workplace and LinkedIn Groups to connect to other Enterprise Advisers
- **Enable** – Support your Enterprise Adviser in organising at least one employer encounter a year from year 7 to 13
- **Support** – accompany your Enterprise Adviser when they go on visits

## Stay up to date with the education landscape

- **Review** – the summary of the school/college careers programme will be published on its website. This will include contact details for the named careers leader – ensure they are involved from the outset
- **First meeting framework** – review the first meeting framework

## Establish an agenda and strategic priorities for school/college meetings

- **Planning** – agree yearly priorities broken down into SMART objectives
- **Insight** – facilitate an understanding of the key priorities with the school/college (parental engagement, raising teacher knowledge base, etc.)
- **Delivery** – support the school/college and Enterprise Adviser in agreeing frequency of meetings, key staff to be involved, key dates and deadlines for actions
- **Attend** – add value by attending meetings between the school/college and Enterprise Adviser. Agree [the agenda](#) in advance, facilitate and chair the meeting, take notes, record actions and help ensure meetings are kept on track and links made to local and national provision

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- **Develop your network** – with employers, schools/colleges or Enterprise Advisers
  - **Communicate** – add value by sharing communications with schools/colleges in the network, and with those outside the network, such as news, activities or new career programme providers
  - **Network** – identify opportunities to network with employers, create innovative ways of using employers' offers of support, enable new employers to shadow an existing Enterprise Adviser, raise awareness of provision
  - **Launch** – hold a launch or celebration event to raise the profile of the network locally
  - **Media** – use local press to advertise to employers. Highlight successes and achievements to your RL

### Share best practice with your community

- **Workplace** – encourage your Enterprise Advisers to join and communicate via Facebook Workplace
- **Achievements** – share success, achievements and flag events with The Careers & Enterprise Company via Network News
- **Communications** – consider your communications channels and frequency of contact with your network of employers, schools/colleges and careers programme providers

PHASE

3



## QUICK WINS

- ✓ Explore the offers of your local careers programme providers funded by The Careers & Enterprise Company and share with your network
- ✓ Connect to local careers programme providers and services
- ✓ Encourage the SLT members to meet the Enterprise Adviser at their business premises
- ✓ Encourage the school to invite the Enterprise Adviser to key activities e.g. awards ceremonies
- ✓ Check your school has completed Compass
- ✓ Establish a strategy for reward and recognition of your Enterprise Advisers

# Building careers and enterprise plans

## Delivering a successful careers and enterprise plan

- **Strategic direction** – it will be your Enterprise Adviser's strategic input and guidance that will help their school/college develop a successful and sustainable careers and enterprise plan
- **Attend** – support your school/college and Enterprise Advisers by attending meetings, providing support, noting decisions and actions and ensuring links are made to local and national provision

## Support Enterprise Advisers to review current provision (audit)

- **Facilitate** – attend meetings and help facilitate discussions around careers and enterprise provision. These discussions form the basis of strategic direction and planning for the careers and enterprise plan
- **Advise** – provide Enterprise Advisers with suggestions for filling identified gaps, for further discussion with the school/college
- **Compass** – ensure schools/colleges complete [Compass](#) within three months of joining the Enterprise Adviser Network or support Enterprise Advisers to suggest this

## Adding the detail to support Enterprise Advisers

- **Tactics** – using results from Compass, and your knowledge of local and national provision, help to build a more detailed plan of activities
- **Resources** – support the Enterprise Adviser and the school/college to ensure the plan is well resourced, with priorities agreed and timeframes for delivery
- **Themes** – share and report high-level themes from across your network with your RL e.g. – what do apprenticeships look like across the region?
- **What works** – read our [What works](#) reports for more information to support Enterprise Advisers adding strategic value
- **Providers** – share our [provider directory](#) tool with Enterprise Advisers and schools/colleges to enable them to search for relevant careers activity providers

## Strategic planning and support

- **Development** – provide continued learning and development for the Enterprise Advisers at network meetings and regular communication via LinkedIn, Facebook Workplace or email and cascade information from Network News
- **Objectives** – help Enterprise Advisers to set objectives for each year group and specific cohorts
- **Tracker** – ask the school/college and Enterprise Adviser to complete the [Tracker planning tool](#) to encourage them to evaluate and so you can monitor progress



- **Maintaining contact** – regularly review the progress of your Enterprise Advisers with face to face meetings supporting them and offering guidance
- **Recognition** – start planning and talking to your wider stakeholder group about recognising and rewarding your Enterprise Advisers

### Providing direction to Enterprise Advisers

- **Coordination** – it's the role of the Enterprise Coordinator to help ensure activities are as simple and as joined up as possible
- **Diligence** – Enterprise Coordinators need to be aware of any conflicts of interest and apply due diligence to working relationships

### Ways for Enterprise Advisers to get involved

- **Developing a culture** – presenting to the whole SLT to encourage a cultural shift across the school/college
- **Endorsement** – engaging support from the governing body
- **Training** – helping to deliver labour market teacher training
- **Embedding** – supporting subject heads to bring more relevance into their curriculum
- **Insight** – offering insight days at their workplace for teachers or speaking at parent events about the network or labour market
- **Reviewing** – evaluating activities with your support
- **Networking** – using their network and the Enterprise Adviser Network to support business breakfasts hosted by the school/college
- **Visibility** – attending parents' evenings to engage with parents about the role in the school/college

PHASE

4



## QUICK WINS

- ✓ Encourage school/college to repeat Compass Tool to highlight progress
- ✓ Encourage Enterprise Advisers to help schools/colleges develop an evaluation strategy to identify impact
- ✓ Encourage Enterprise Advisers to hold student focus groups for direct feedback
- ✓ Ask Enterprise Advisers for referrals to support Enterprise Adviser succession planning
- ✓ Celebrate success through an event and communications
- ✓ Share learnings with LEP boards and The Careers & Enterprise Company through local reporting routes
- ✓ Encourage Enterprise Advisers to promote and highlight successes of the partnership

# Implementation and impact

## Implementing the plan

- **Progress tracker** – use our [progress tracker](#) to monitor the Enterprise Advisers in your network
- **Guide** – use What Works research to inform activities, i.e. mentoring, work-related learning and enterprise competitions
- **Embed** – work with Enterprise Advisers and schools/colleges to embed careers provision into the ethos of the school/college, driving activity through the curriculum
- **Track** – check whether planned activities have been implemented and followed through on
- **Engagement** – ensure there is engagement and commitment from Senior Leadership Team and governing body (especially where more regular contact has been delegated to other school/college staff)
- **Assist** – support Enterprise Advisers in engaging Senior Leadership Team and governing body to be involved in progressing the plan
- **Monitor** – continue to attend and observe Enterprise Adviser and school/college meetings to ensure the partnership is working

## Measuring specific impact

- Ensure schools/colleges and Enterprise Advisers continue to work towards the following goals and measurements:
- **Development plan** – school/college has a completed development plan published on its website
- **Programme tracking** – programme impact tracking is in place and being evaluated
- **Stable careers plan** – reflecting the needs of individual students
- **Relationships** – management of sustainable employer relationships
- **Adoption** – careers relevance is embedded in curriculum subjects
- **Knowledge** – increased understanding of careers opportunities and needs (based on student choices/destinations)
- **Academic routes** – consistency of guidance for post-16 vocational and academic routes
- **Parental awareness** – parents/guardians are aware of Labour Market Information and opportunities
- **Employer encounters** – at least one employer encounter a year from years 7 to 13
- By the age of 16, every student should have had at least one experience of a workplace, additional to any part-time jobs they may have
- By the age of 18, every student should have had one further such experience, additional to any part-time jobs they may have
- **Synergy** – activity planning focused on The Careers & Enterprise Company's [What Works research](#) and best practice



## Measuring regional impact

- **CPD** – use CPD activity for Enterprise Advisers to review the regional economic impact
- **Evidence** – provide feedback and evidence from regional bodies, boards and skills strategy groups to your Skills Lead
- **Profile awareness** – opportunities for high level strategic debate and discussion

## Rewarding and recognising your network

- **Event** – to recognise the success and achievements of your Enterprise Advisers and schools/colleges hold a celebration event. This will also help raise the visibility of your Enterprise Advisers and schools/colleges within the LEP across the region and will garner wider recognition from local partnerships and strategy boards
- **Networking** – invite LEP CEO or Board Member to Enterprise Adviser Network meetings to share wider LEP economic strategy and strengthen local business engagement
- **Case studies** – create case studies to demonstrate the impact the Enterprise Adviser and Enterprise Adviser Network has on the school/college and its students. Use our case study template to capture the information
- **Best practice** – continue to highlight best practice and innovative solutions across your network

## Retention and sustainability

- **Partnership working** – regularly review the progress of the Enterprise Adviser and school/college relationship and identify whether it is still fit for purpose
- **Succession planning** – create an Enterprise Adviser succession plan that takes into account learnings from current Enterprise Adviser experiences. Detail how to develop and nurture new Enterprise Advisers, schools/colleges and sectors as well as the preparation steps for the next transitional phase of the programme
- **Recognition** – celebrate and thank Enterprise Advisers for their successes and commitment

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