

Stoke-on-Trent Opportunity Area

Cornerstone Employer Commitments



Introduction

Opportunity Areas are an important part of the Government's plan for improving social mobility through education. 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 400,000** employer encounters have been delivered.
- **Over 250,000** 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 70,111 meaningful encounters in Stoke-on-Trent 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 Stoke-on-Trent are from the following businesses: Emma Bridgewater, Dougie Mac, Unitas, Department for Work and Pensions, Clay College, Wavemaker, CITB Construction, Skills for Care, Stoke College, Appetite, Seddon, The Washington Partnership Ltd, Intu Potteries, Synectics Solutions and Carse and Waterman.
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.

Stoke-on-Trent 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.

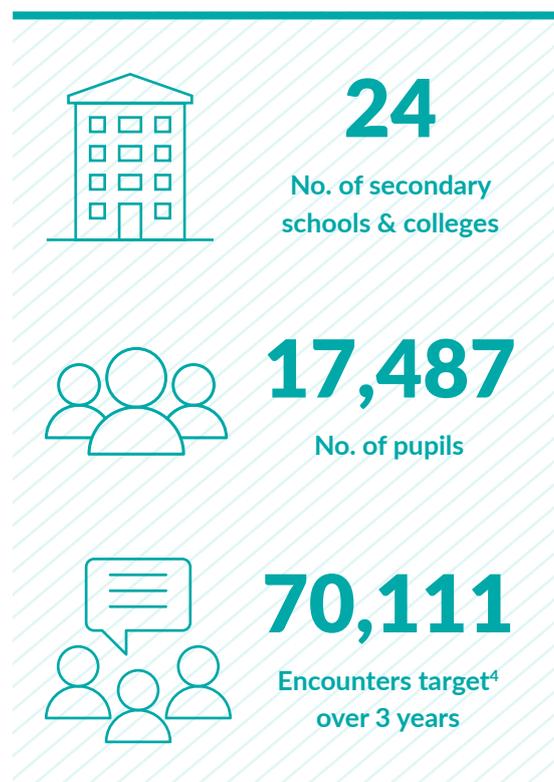
Stoke-on-Trent Opportunity Area's priorities

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 Stoke-on-Trent Partnership Board has identified the following priorities based on the needs of its schools and young people:

- 1** | Improve outcomes in Early Years Foundation Stage.
- 2** | Improve outcomes in English, maths and science.
- 3** | Improve pupil engagement in learning at all stages.
- 4** | Improve the choices young people make from 16 years old. Specific targets include:
 - Stoke-on-Trent will be in the top half of all local authority districts for the attainment of all pupils in achieving maths and English at level two post-16.
 - Raise retention rates for sixteen to eighteen year olds to exceed the national average. Based on 2016 data, this would mean an additional 280 learners continue in the education or training course first selected.

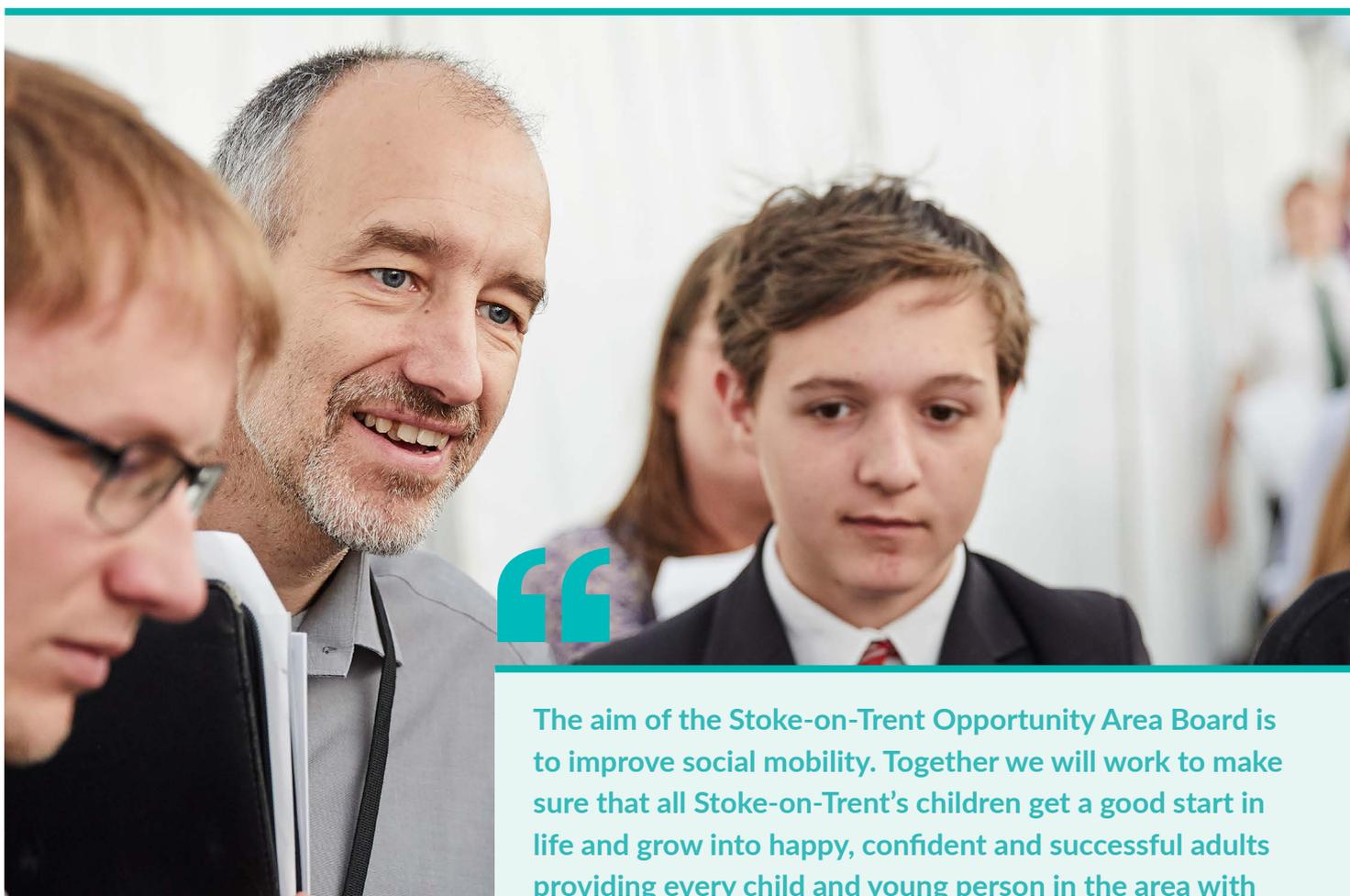
Key figures of Stoke-on-Trent



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 Stoke-on-Trent will focus on:

1. Connecting schools and colleges to employers, recruiting more Enterprise Advisers to ensure every secondary school and college has access to this support.
2. Designing and delivering an ambitious programme of employer encounters.
3. Raising aspirations and engagement with young people through employer mentoring.
4. Providing support and guidance towards career pathways including apprenticeships and targeted STEM activity.
5. Galvanising business support through customer/client networks to support the delivery of the Cornerstone commitments.
6. Providing support and resources for teachers and providing CPD opportunities.
7. Celebrating success and promoting Opportunity Area and Cornerstone work.



The aim of the Stoke-on-Trent Opportunity Area Board is to improve social mobility. Together we will work to make sure that all Stoke-on-Trent's children get a good start in life and grow into happy, confident and successful adults providing every child and young person in the area with the chance to reach their full potential in life. Ultimately, this means helping young people in Stoke-on-Trent to get a good job and therefore we are providing additional investment in equipping young people across a range of important skills and capabilities. The connection between businesses, local employers and young people is critical to making that happen.

Liz Barnes
Vice Chancellor and Chief Executive,
Staffordshire University
Carol Shanahan,
Managing Director Synectics Solutions Ltd
Co-chairs of the Stoke-on-Trent
Opportunity Area Partnership Board

Cornerstone Employers in Stoke-on-Trent



University Hospitals of North Midlands NHS Trust

Serving around three million people across Staffordshire and North Wales, UHNM is one of the largest hospital trusts in the country. Its 10,000 strong workforce provides the full range of emergency treatment, planned operations and medical care from our two hospitals in Stafford and Stoke-on-Trent.



Michelin

Michelin makes car tyres in Dundee, and remanufactured truck tyres in Stoke-on-Trent. From its commercial headquarters in Stoke-on-Trent, it offers the Michelin Group's full range of services and products, including telematics systems, mobility apps and tyres for vehicles ranging from bicycles to aircraft. Michelin Travel Partner – the world-famous Michelin Stars – is in Hertfordshire.



Autonet Insurance

Autonet Insurance is an insurance broker, first established in 1998 in Stoke-On-Trent; this was the opening chapter in what has become a very successful insurance story. After just two years we hit a turnover of £1 million. Success continued year after year and we have grown to become one of the UK's largest insurance brokers with over 700 employees and a turnover in excess of £130 million.



KMF

KMF Group is a leading precision sheet metal fabricator offering sheet metal design, fabrication, integration and engineering services in the UK and Europe. Our manufacturing facilities offer expert sheet metal fabrication, precision engineering, design and profiling, CNC punching, metal forming, laser cutting, welding, paint coating, electromechanical integration, assembly and more.



Stoke City Football Club

Stoke City Football Trust's Community Trust was founded in 1989 and became a registered charity in 2004. Formerly known as the Club's Football in the Community scheme or Community Programme, the Trust engages with people in many varied ways to stimulate an environment in which they can realise their potential and subsequently accomplish more in whatever walk of life they choose for personal and professional development.



Seddon

Seddon provides end-to-end integrated property services for customers across the North West and Midland regions. The company was established in 1897. Seddon has come a long way, growing from a small family business to a national company employing over 700 people. The HQ is in Bolton, and the Stoke-on-Trent office is one of three offices.

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 Stoke-On-Trent Opportunity Area.

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

Examples include:

1 Connect schools and colleges to employers, recruit more Enterprise Advisers to ensure every secondary school and college has access to this support		
Who	Category	Commitment
Autonet Insurance	Enterprise Advisers	To identify one additional Enterprise Adviser and form a succession plan.
Seddon		Explore additional Enterprise Advisers both locally and nationally.
UHNM		Identified one Enterprise Adviser.
All*		To promote the benefits of the Enterprise Adviser role internally and externally to identify an additional five Enterprise Advisers.
All*		Cornerstone Employers to attend one Enterprise Adviser Network meeting (termly) to provide an update and a link to the Enterprise Adviser business community.

2

Design and deliver an ambitious programme of employer encounters

Who	Category	Commitment
All*	Speed networking/ Careers carousel	Deliver a speed network event in November/December targeted at Year 7 and Year 8 for all schools.
All*	Experiences of the world of work	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 twenty five employees in your local office.
All*	Employer encounters	Support the ambition of The Careers & Enterprise Company to have all employers engage with at least one young person (preferably in Year 7 or Year 8) for every seven employees in your local office.
KMF	Work experience (1-2 week block or regular/weekly commitment)	Provide 75 work placements for Year 10-13.
Stoke City FC		Provide four/five work experience per week for Year 9-13.
UHNM		Provide approximately 400 work experience placements each year across both hospital sites.
Michelin		Manufacturing site work experience for maximum five days (Offer four placements).
Michelin		Potential to offer 2 day placements at Michelin Head Office.
Autonet Insurance		Provide work experience placements.
Stoke City FC		Business games and young enterprise activity
KMF (supported by other Cornerstones)	Young Engineer of the Year (YEOTY) Competition open to Year 10 (20 schools).	
Michelin	Provide sponsorship and business support for judging enterprise competitions (March 2019, two employees).	
Autonet Insurance	Deliver the 'introduction to risk' game to Year 7.	
	Support school initiatives such as enterprise days.	
		Deliver a session on resilience.

2

Design and deliver an ambitious programme of employer encounters

Who	Category	Commitment
Seddon	Mock interviews/ CV workshops (transition skills)	Interview skill and CV writing workshops are available on demand all year (45 students on three sessions).
Autonet Insurance		Assist with mock interviews for local schools.
Michelin		Provide Managers to conduct mock interviews throughout the year.
Stoke City FC	Volunteering	Year 9 – 13 Stoke City offer 40 volunteering places open to all schools.
UHNM	Inspiring events	Deliver one event.
Seddon		Deliver one event.
Autonet Insurance	Careers Fair	Attend careers fairs.
Autonet Insurance	Employer talk	Deliver talks at school assemblies.
Autonet Insurance	Other	Deliver various sessions to schools at their request.
Michelin	Careers Fair	Participate in careers events targeted at Year 7 and Year 8 for all schools.
Michelin	Other	Inspiring male and female events.
Michelin	Employer talk	Deliver two talks at assemblies.

3 | Raise aspirations and engagement with young people through employer mentoring

Who	Category	Commitment
UHNM	Employer mentoring	Provide mentoring support via Career Ready.
Michelin		
Autonet Insurance		Provide mentoring support to students in Year 10 and Year 12 through Career Ready.
All*		Consider ways in which you can support raising aspirations through mentoring. Work with the Enterprise Coordinator to ensure this meets local need.

4

Provide support and guidance towards career pathways including apprenticeships and targeted STEM activity

Who	Category	Commitment
Seddon	Employer talk	Inform young people of Labour Market Information and relevant career pathways (2 x 15 students).
Stoke City FC		Apprenticeship talks are on demand all year.
Michelin		All year as required by requests from schools through Enterprise Advisers/Enterprise Coordinators.
Autonet Insurance		Deliver 'options for GCSE choices' talk to Year 8. Deliver resilience sessions to Year 12 and teachers. Employability session for Year 10.
UHNM		Provide clinical and science taster sessions for Years 10 and 12.
Seddon	Work taster session	Provide two/three sessions for a total of 45 students.
Stoke City FC		Provide work taster sessions as required for Year 9 – 13.
Michelin		Host See Inside Manufacturing for 50 students.
Autonet Insurance		Host workplace visits for Year 10.
UHNM		Internships and holiday placements
Stoke City FC	12 places available from August 2018.	
UHNM	Apprenticeships	Apprenticeships are advertised via NHS Jobs (30+ 12/18-month Year 12). Promote apprenticeships available in the NHS.
Stoke City FC		Provide up to six apprenticeship places.
Michelin		Provide five apprenticeship places in Business Administration, three in Engineering and one in Marketing.
KMF		Provide a minimum of 16 apprenticeships each year.
Autonet Insurance		Provide apprenticeship places.
Autonet Insurance	Careers fair	Attend careers fairs for Year 10 and Year 11.

4

Provide support and guidance towards career pathways including apprenticeships and targeted STEM activity

Who	Category	Commitment
Michelin	Careers fair	Attend two organised STEM careers events.
		Attend two organised careers events.
		Attend two Post-18 apprenticeship careers event.
Stoke City FC	Employer involvement in curriculum	Curriculum enrichment activities available, working with the Enterprise Coordinator to ensure these meet local need.
Seddon		Provide two sessions of curriculum enrichment activities.
UHNM		Curriculum enrichment activities offered to Year 12.
All*	Speed networking/ Careers carousel	Deliver two Cornerstone Employers led speed network events for Year 7/8 and Year 10 December and March.
All who have graduates in their local teams*	Championing social mobility	To provide a minimum of two graduates to speak with students in schools and colleges at an assembly or year group session (to be agreed with the school and college) to share their story and hints/tips.
All who have apprentices in their local teams*		To provide a minimum of two apprentices to speak with students in schools and colleges at an assembly or year group session (to be agreed with the school and college) to share their story and hints/tips.
All*		Encourage employees to deliver a talk at their old school.
Autonet Insurance	Mock interviews/ CV workshops (transition skills)	Hosting mock assessment centre days for Year 12.

5 | Galvanise business support through customer/client networks to support the delivery of the Cornerstone Employer 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.
		Cornerstone Employers to hold a wider employer business breakfast as a collective, frequency to be determined, to ensure the 'ask' of the local business community is in line with the needs of the schools and colleges and addresses Opportunity Area priorities. Cornerstone Employers to host and invite their networks to attend.
All*		For the schools where you have staff acting as an Enterprise Adviser, advertise particular requests from these schools to your networks.
UHNM		Create a compelling ask and offer for staff to volunteer and drive delivery of encounters.
UHNM		Client roundtable discussion to galvanise business community/supply chain.
Stoke City FC		Client roundtable discussion to galvanise business community/supply chain.
Michelin	Provide School Governors	Promote benefits to employees of becoming a school governor.
UHNM		

6 Provide support and resources for teachers and providing CPD opportunities		
Who	Category	Commitment
Michelin	Teacher CPD	To provide work place visits and employer encounters for teachers.
Stoke City		
UHNM		
Seddon		
Michelin		Work with Stoke on Trent Association of School, Colleges and Academy Leaders (SASCAL) to develop a strategic plan of CPD activity/offer for all schools.
Autonet Insurance		Provide resilience sessions and workplace visits for teachers.

7

Celebrate success and promote the work of the Opportunity Area and Cornerstone Employer

Who	Category	Commitment
All*	Employer engagement	To promote working with young people internally and externally at networks events, roundtables and meetings with suppliers, clients and customers.
All*	Championing social mobility	Work collaboratively with local business and trade organisations i.e. chamber and FSB.
All*		Work with The Careers & Enterprise Company to showcase your work via a local PR media campaign.
All*		Work with 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*	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.
All*	Promoting work of Opportunity Area and Cornerstone Employers	Provide list of all schools in the Opportunity Area that your organisation is working with so that the Enterprise Coordinator can identify any gaps in distribution to be addressed.
Stoke City, Michelin		Member of the Opportunity Area Partnership Board, feeding into strategic priorities and representing Cornerstone Employers.
UHNM, Autonet		Represent Cornerstone Employers on priority four sub groups.
UHNM, Stoke City	Sharing best practice	Providing a resource to the Opportunity Area to help with mapping community engagement project.

* 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 Stoke-on-Trent Opportunity Area

Programme provider	Programme details
Young Enterprise	Enterprise education, enterprise activities, employer delivered employability skills and interaction with local community, mentoring with an employee. Years 9-13. Learn to earn information on career options to enable students to make informed choices and prepare for future career destinations. Young People in Years 9-13.
Future First	Future First Alumni: role modelling the future Core Programme & World of Work Days Officer will provide expert, hands-on support to help kick start and grow your alumni network. Years 7-13.
EDT (Engineering Development Trust)	First Edition Hands-on STEM activity days supported by industry professionals, including family challenge and opportunities to explore apprentice and undergraduate pathways. Years 7-11 GO4Set and Engineering Education Scheme Project and solve a real-life industry problem. Years 11-13.
Teen Tech	Career Insights Assembly; Teen Tech Awards; Teen Tech Careers Experience Event; Teen Tech City of tomorrow-regional competition; Teen Tech City of tomorrow-school events; Teen Tech Innovation Day; Teen Tech Young Ambassador programme. Years 7-11.
Business Enterprise Support/The Inspirational Learning Group	The UK's largest Enterprise and Employability Competition. Years 7-10. My Perfect University - Full year group enterprise programme which sets the students the task to develop a new 'Perfect University'. Years 7-10.
Business in the Community	Employability for Everyone - Enterprise Activity will develop important work-related employability and enterprise skills by taking part in a business led challenge. Years 9-11. Workplace Visits - Students gain insight into the range of jobs within an organization and sector. Years 9-11. Employer Supported Career Learning - Students will have the opportunity to take part in a range of workshops supported by local business volunteers.

Appendix 1

Programmes and activities funded by the The Careers & Enterprise Company and selected by schools and colleges in the Stoke-on-Trent Opportunity Area

Programme provider	Programme details
National Literacy Trust	Words for Work Mentoring with an employee. Years 8-9, including SEND ⁵ students. Employer delivered employability skills workshops. Employer- led career learning role play with students, networking with employers. Employers will be encouraged to share any work experience or apprenticeships opportunities that they may have.
The White Room	Digital Advantage is an enterprise development programme where schools and college compete to build the best digital business. Employer delivered employability skills. Years 10-13, including SEND students.

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

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