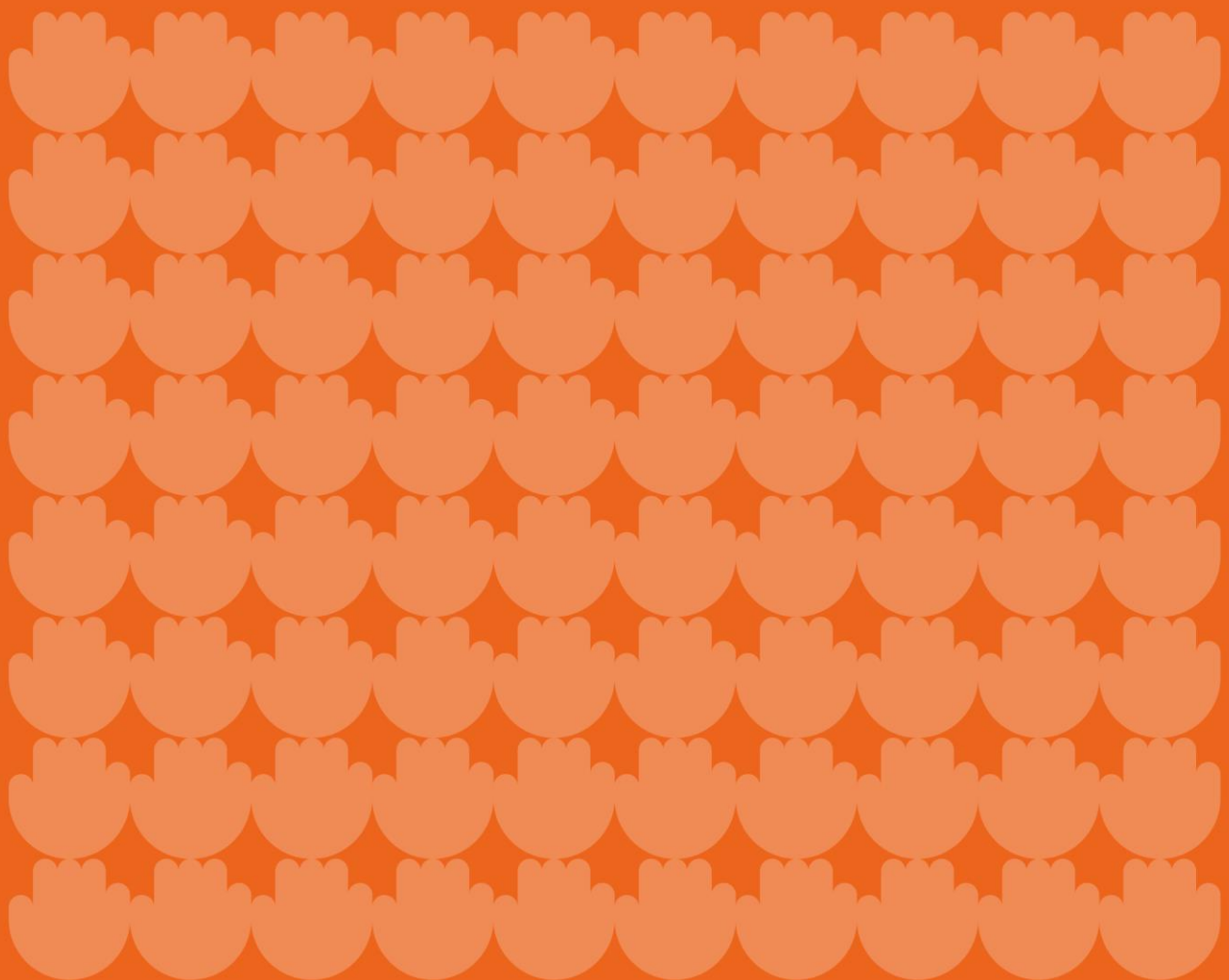


# Greater Manchester Combined Authority Careers Hub

Lever Park School Headteacher Report

September 2022



# GMCA's Careers Hub

GMCA's Careers Hub is a key driver to support Greater Manchester's (GM's) young people to leave education and training ready to succeed in the labour market with a balance of academic and technical, and life ready skills. Our mission is to support and help prepare young people to actively participate and thrive in the economy. We are doing this by building on their ambitions, qualities and skills for them to have fair access to the opportunities available across the sub-region.

We are committed to working with our Headteachers and Principals to provide every young person with a quality careers education offer which includes employer encounters in each year, a curriculum which offers strong connections to the world of work and opportunities to gain an insight into the full range of academic and technical pathways.

Together with our Headteachers and Principals, local authorities, key stakeholders and partners at the Careers and Enterprise Company (CEC), we recognise that connecting young people to the world of work is vital in equipping them with the skills, knowledge and experience to progress on to meaningful careers. The CEC continues as the national body for careers education in England working with schools, colleges and employers to help every young person find their best next step.

It is well known that those who have less experience, lower levels of attainment and/or fewer connections always fare worst in times of hardship and recession, however we know that the Covid pandemic and recovery period has affected many young people not just those from disadvantaged backgrounds. From the recent #BeeWell survey results<sup>1</sup>, although young people have shown a bounce back in their hope and optimism for the future coming out of the pandemic, it is clear inequalities still exist. There is a 15-percentage point gap in confidence in skills for girls and boys and SEND young people are less likely to feel they will have equality of opportunity

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<sup>1</sup> You can find out more information about #BeeWell and view the 2021 results here: <https://uomseed.com/beewell-neighbourhoods/2021/>

in their careers. Please refer to page 5 of this report for further information about the #BeeWell survey and results.

We are working to ensure that each school and college careers programme is differentiated to meet the needs of all young people and has youth voice at its heart. We will be utilising our Headteachers and senior leaders who are part of the New Capabilities for a New World programme<sup>2</sup> to continue to support the development of this and utilise the learning they have gained from collaborating to co-create new ways of unlocking potential for young people in their schools and to focus on how we shape education in a way that supports young people access the economic opportunities across the region.

Careers Leaders are working collaboratively to create innovative and strategic approaches to careers education. To support this collaboration, we have partnered with Bright Futures to create the first network of Specialist Leaders for Careers Education. Specialist Leaders for Careers Education are now working with senior leaders to improve the quality and provision of Careers Education, ensuring that all young people leave school inspired, ready for their life ahead and equipped for work and lifelong learning.

It is these strategies that drive our work when supporting Careers Leaders to develop innovative approaches within their careers programmes, and more widely across the curriculum. Focusing on students experiencing a progressive careers journey that aligns to the GM strategies will put youth voice at the heart of their careers education.

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<sup>2</sup> [Issue-15.pdf \(futurumcareers.com\)](#) Pg 40

# Working with you to prepare young people for learning and work

We must work together to add value and capacity to your strategic careers programme. Now more than ever in this period of recovery and uncertainty, we must ensure that your careers strategy and programme meet the needs of every young person in your school, taking on board their opinions, thoughts and feelings and ensuring that we continue to provide them with the hope and optimism they need for their future careers. Together, we will find new and innovative ways of doing this building on the successes and learning of the past academic year.

Daniel Prendergast and I will work with you to maintain the development of careers education provision at Lever Park, with the support of your Enterprise Adviser, Richard Attwood.

We ask for your continued support with this, ensuring that your careers programme is responsive to and aligns with your wider school improvement priorities and the needs of the GM economy. This will require a strategic response that is embedded and owned by all staff with the leadership and buy-in of you as Headteacher, the senior leadership team and governing body.

## Our asks of you

This report focuses on six key areas detailed below with a specific ask of you:

### **1. School/college progress report – how does your careers provision meet the needs of all young people?**

- Meet with your Careers Leader (CL), Enterprise Coordinator (EC) and Enterprise Adviser (EA) to discuss next step in the development of your careers strategy and careers programme;
- Review the progress of your careers strategy to date and reflect on the successes, challenges and areas for development;

- Build capacity for the development and delivery of your careers programme within your school. Are there other staff members that could form a 'Careers Coalition' with your Careers Leader?

## **2. #BeeWell – find out how your young people feel about their health and wellbeing, future, careers education and preparation for adulthood**

- Review the results from the #BeeWell survey and work with your #Beewell Lead, Careers Leader, Enterprise Coordinator, Enterprise Adviser and SLT to develop a response to the findings.

## **3. GMACS – connect your young people to GMACS, set lessons and support them with their careers inspiration, exploration and management**

- Did you know, young people across Greater Manchester asked for one platform where they could explore and manage their own careers? The Greater Manchester Careers and Apprenticeship Service (GMACS) is our response to this need, and we currently have over 100,000 young people and 120 schools and colleges using GMACS across Greater Manchester.
- Familiarise yourself with the website and how this can support you and your students.
- Register your institution to ensure that all young people in GM have access and are able to continue to build their careers plans and make informed decisions about their future.

## **4. Developing meaningful connections to the world of work**

- These are priorities outlined in the [Schools White Paper 2022](#) to ensure careers education is linked to the curriculum (numeracy and literacy), behaviour and attendance.
- Your EC and EA are here to support you to develop your approach to employer engagement and support employers to build links to the world of work into the curriculum.

- Work with your Subject Leaders, Careers Leader, Enterprise Coordinator and Enterprise Adviser to embed careers into the curriculum using your employer network.

## **5. Transition – consider the transition needs for all young people and the challenges they face**

- Provider Access Legislation update - The Skills and Post-16 Education Act 2022 sets out new requirements on the number and types of encounters schools will need to deliver for their pupils with providers of technical education or apprenticeships. We will keep you up to date with the latest information and guidance available regarding Provider Access Legislation and how we can best support you to meet the new requirements.
- Consider how you will engage with colleges, sixth forms and training providers to fully support all students/learners in Year 8-13 with their transition journey.

## **Your school's progress to date**

The fundamental objectives of the Greater Manchester Careers Hub are to work with Careers Leaders to ensure that careers education is on par with other strategic priorities within the school/college development plan, develop a pan GM model for improvement and create a sustainable model of business communities supporting school and college leavers.

We now need our Careers Hub to speak as one voice and improve the system as a community approach by July 2023 our ambition is to create 12 collaborative Communities of Practice, including the already established SEND CoP and FE CoP, which Headteachers and Principals are bought into. Schools and colleges will benefit from support, innovation and guidance alongside challenge and deep-dive scrutiny from your Enterprise Coordinator, Enterprise Adviser and peer review. We will continue to work with employers to ensure they understand how their role can enhance collaboration, outcomes for young people, and system leadership development across GM.

As your Enterprise Coordinator, I will be working with your school and Enterprise Adviser, Richard Attwood to drive forward the development of a strategic careers programme and implementing the Government's Careers Strategy (December 2017) and revised Statutory Guidance (updated July 2021).

The Gatsby Benchmarks are an important framework, which enable schools and colleges to create progressive careers programmes that address the needs of all pupils. However, our work with schools and colleges goes beyond the benchmarks; we work with school and college leaders to embed careers into every aspect of school and college life and to add value and capacity to college improvement to ensure Greater Manchester's young people are able to actively participate and thrive in the economy.

## Progress

It has been a pleasure to start working with Daniel Prendergast recently as Lever park has joined the GM Careers Hub, who has worked hard to ensure significant progress has been made in a number of benchmarks. The eight benchmarks are outlined below.

### The eight Gatsby Benchmarks

The Gatsby Benchmarks define what is considered world-class in careers guidance.



**Gatsby Benchmark 1**  
A stable careers programme



**Gatsby Benchmark 5**  
Encounters with employers and employees



**Gatsby Benchmark 2**  
Learning from career and labour market information



**Gatsby Benchmark 6**  
Experiences of workplaces



**Gatsby Benchmark 3**  
Addressing the needs of each pupil



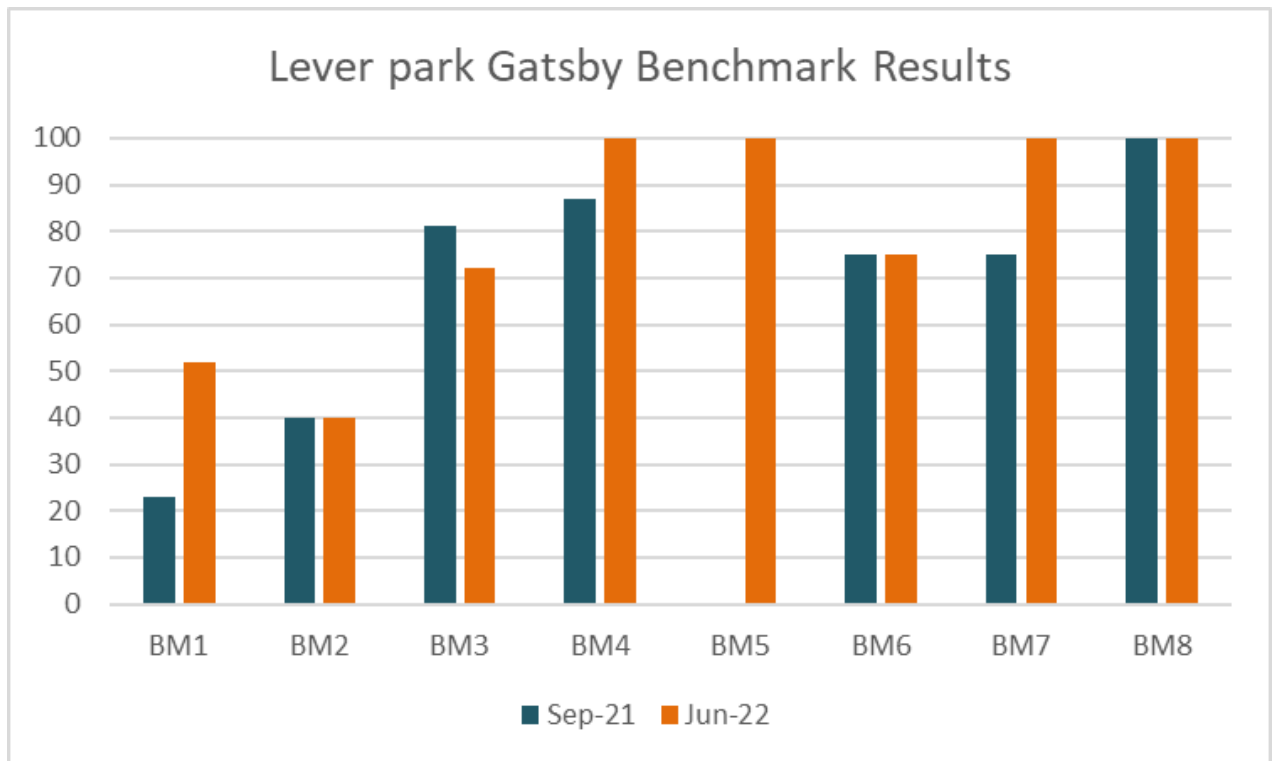
**Gatsby Benchmark 7**  
Encounters with further and higher education



**Gatsby Benchmark 4**  
Linking curriculum learning to careers



**Gatsby Benchmark 8**  
Personal Guidance



#### Areas of best practice and celebration

- Developing employer engagements.
- Achieving three benchmarks at 100%.
- Development of careers information on the website.

#### Areas for development

- Develop the relationship between the new EA and CL.
- Increased SLT or Governor engagement.
- To develop more feedback opportunities to inform the careers programme.

## #BeeWell 2021

With your help, #BeeWell surveyed nearly 40,000 Year 8 and Year 10 pupils in Greater Manchester on their wellbeing in Autumn 2021. I am delighted to include the overall GM briefing [here](#).

With your support, the #BeeWell survey will lead to the richest insights into young people's ideas, strengths and challenges in any place in the country – supported by a



coalition of schools, community leaders and wider partners committed to responding to our young people and making Greater Manchester an even better place to grow up.

The #BeeWell team signed up 93% of mainstream secondary schools in Summer 2021, as well as special schools, PRUs, independent schools and Alternative Provision. At least 3 in 4 schools were signed up in every local authority in GM and 60% of all young people in that age bracket in the city region and represents the biggest survey of its kind in the country.

Key findings from the #BeeWell survey 2021 are:

- Young people have shown improved positivity in their hope and optimism for the future coming out of the pandemic.
- Inequalities still exist between boys and girls with points gaps of 15% and 16% in confidence and life satisfaction, respectively
- SEND young people are less likely to feel they will have equality of opportunity in their careers.
- Across several life readiness measures, including confidence in skills and control over job prospects, young people report an increase in preparedness for life when compared with pre-pandemic levels.
- 63% of young people agree/strongly agree that their careers education has been helpful.

This is an exciting opportunity to celebrate young people's wellbeing, listen to their voices and act on what they tell us. I have been working with your Careers Leader and Enterprise Adviser to interpret the results and provide support on possible next steps:

- How the results can be utilised and integrated into the wider activity within the school environment such as mental health and well-being
- Inform your careers strategy and careers programme, and the wider PSHE curriculum
- Inform interventions for targeted cohorts

Crucially, the intelligence from the #BeeWell programme will enable you to take an evidence-based approach, driven by young people's voice, to the wellbeing and personal development of your students.

## **GMACS**

Alongside our Careers Hub, GMCA manages the Greater Manchester Apprenticeship and Careers Service (GMACS), which incorporates Xello software. You can view the GMACS website [here](#).

GMACS is currently being used by 100,000 young people and 120 schools and colleges in Greater Manchester. Data shows that young people are still showing interest in traditional subjects/career options.

GMACS has recently been refreshed to ensure young people can connect to employers within Greater Manchester's priority sectors to discover different roles, skills needed and pathways within the sectors and has hosted 65 live sessions through the Mayors Meet Your Future Campaign (MYF). MYF has enabled over 60,000 young people connect with Greater Manchester employers within priority sectors, experience the workplace and learn about the changing labour market. We are continuing to develop Meet Your Future to offer opportunities as a response to GMACS analytics, priority sector skills needs and youth voice.

### **Our ask of you**

GMACS is available for you to use now, but to make the most of all of its features please do join over 100 schools and colleges already using the platform and sign up by contacting us at – [gmacsenquiries@greatermanchester-ca.gov.uk](mailto:gmacsenquiries@greatermanchester-ca.gov.uk).

## **Developing meaningful connections to the world of work**

We know that connecting with employers is incredibly powerful for young people; a young person who has four or more meaningful encounters with an employer is 86% less likely to be NEET and can earn up to 22% more during their career<sup>3</sup>. Connecting with employers can offer young people a valuable insight to different industries, an understanding of the skills needed within the world and the impact of Covid on the

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<sup>3</sup>Education and Employers Taskforce

labour market. Connecting with employers that represent them and their communities can support young people to realise their aspirations and challenge stereotypes.

## **Embedding careers into the curriculum**

By developing a strategic approach to linking curriculum learning to careers and developing a coherent rationale for embedding careers in subject learning makes subjects more relatable and relevant to everyday and working life. Real-life contexts and examples from the world of work can make subjects easier to understand and help students feel more engaged in their learning. Above all, linking curriculum learning to careers can boost achievement and help students to progress.

### **Why this matters:**

- Subject teachers are highly influential – students are 18 times more likely to be motivated to learn if their teachers know their hopes and dreams.
- Students feel more engaged in their learning when they perceive the relevance of what they are studying to their own and other people's lives.

### **Our ask of you**

- We will support your Subject Leaders to embed careers into the curriculum by providing access to and signposting them to resources and best practice examples and helping to forge links with subject specific employers.
- Department and faculties can adapt existing schemes of work and lesson plans which demonstrate how career relevant learning will be embedded in their teaching. They can devise lessons that include career-related learning, as part of settling activities, starters, within the main body of lessons when introducing new skills or concepts or as a plenary.
- We can support in reviewing your enrichment and educational visits and the opportunity to include a careers focus, adding another dimension to these

# **Transition**

We know that Covid has impacted the transitions of our young people and the pathways they aspire to. The #BeeWell survey shows that:

- Year 10 want to pursue their interests as follows – 50% in University Technical Colleges or Studio Schools, 49% in school sixth form and 67% in further education or sixth form college.
- Less than 50% of young people are considering an apprenticeship or traineeship, with inequalities between girls and boys. However, we know that these are in demand by employers so there is a mismatch between young people's aspirations and the demands of the local economy.
- More than 1 in 3 young people in Year 10 were considering starting a business after their GCSEs.

Now these findings (amongst others) have been brought to the forefront, we all have a role to play in supporting young people with transition and GMACS is our service for this. As noted in the [Schools White Paper 2022](#) and [Skills White Paper 2021](#), we also need to ensure there is improved professional development for teachers and leaders with an understanding of apprenticeship and technical routes.

## **Provider Access Legislation**

We must be aware of the upcoming changes to the [Provider Access Legislation \(Baker Clause\)](#) with a new law expected to come into force in January 2023. The Skills and Post-16 Education Act 2022 sets out new requirements on the number and types of encounters schools will need to deliver for their pupils with providers of technical education or apprenticeships. We will keep you up to date with the latest information and guidance available regarding Provider Access Legislation and how we can best support you to meet the new requirements.

**The Provider Access Legislation specifies schools must provide at least six encounters for all their students – two in Years 8 and 9, two in Years 10 and 11 (pupils in these year groups will be expected to access these encounters) and two in Years 12 and 13 (encounters need to be made available to all students in these year groups).**

A Government consultation on these changes was open between June and July, to which GMCA submitted a response on behalf of the Greater Manchester Careers Hub.

We know improving students' knowledge of apprenticeship and technical education pathways, alongside other learning pathways is the key to supporting young people find their best next step. Much good work has been and is being done across GM, with 61% of schools and colleges providing opportunities for their young people to learn more about and interact with a range of pathways and providers. Whilst this is positive, there is still more that can be done from us all to ensure every young person has the opportunity to make an informed choice about the range of academic and technical pathways available to them. The Provider Access Legislation will become a key mechanism to further help our young people understand and take-up a range of pathways and we are keen to support our schools and college to meet and evidence this updated requirement as part of wider progressive careers programmes.

### **Our response**

Over the last academic year, we supported your Careers Leaders to develop a careers programme that supported your students through their transition process and access different transition offers from local and national partners that are aligned to the ongoing work of the GM Careers Hub.

We will be continuing to support your Careers Leader to further develop transition plans next academic year focussing on all students including the most vulnerable, not least LAC, SEND and potential NEETs.

### **Our ask of you**

By maintaining your commitment to the statutory guidance, providing careers guidance to all students/learners from Year 8 to Year 13 (including leavers) and adhering to the Provider Access Legislation will enable your young people to make well informed decisions about their futures.

This is vital to ensure that all pupils are aware of the benefits of apprenticeships, T Levels and other approved technical education qualifications and can consider them, alongside academic options, when making decisions about their next steps.

Your Enterprise Coordinator and Enterprise Adviser are on hand to support your Careers Leader to develop links to a range of providers and programmes to support you to adhere to the Baker Clause and help you ensure that all your students move on to positive and appropriate destinations.

