



WEST LONDON
CAREERS HUB

Employer Engagement Enterprise Coordinator

SUPPORTED BY
MAYOR OF LONDON

THE **CAREERS &
ENTERPRISE**
COMPANY

Careers Hubs Priorities

CEC's priorities for 2023/24

THE CAREERS &
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IMPROVE CAREERS PROVISION

Raise the quality of careers provision in schools, special schools and colleges against the Gatsby Benchmarks through training for the education workforce, targeted support and quality assurance

DRIVE MORE HIGH QUALITY EMPLOYER EXPERIENCES

Drive more high-quality experiences with employers for students and teachers – with a focus on current 'cold spots'

AMPLIFY VOCATIONAL ROUTES

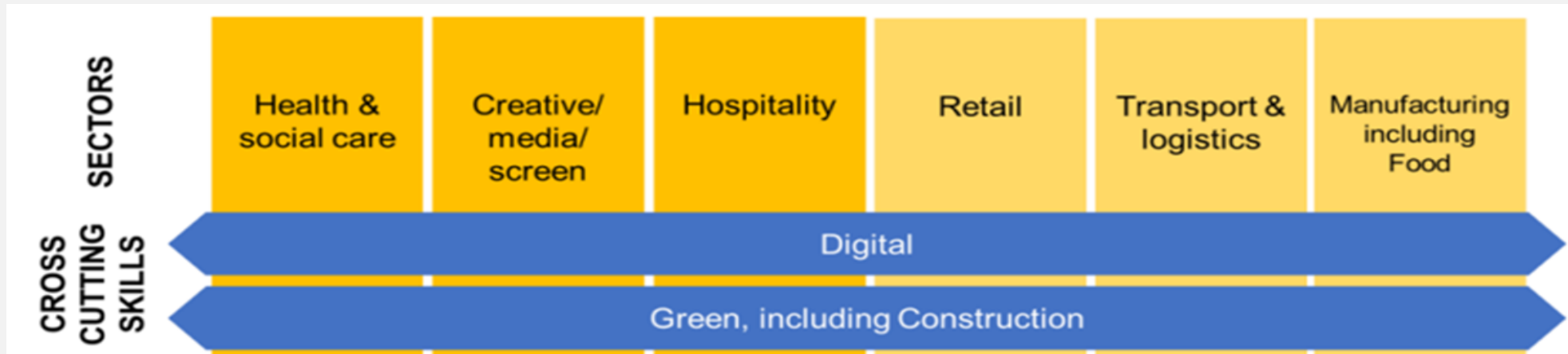
Amplify apprenticeships, technical and vocational routes – including by supporting the implementation of the Provider Access Legislation (PAL)

FOCUS ON DISADVANTAGE

Focus on interventions for economically disadvantaged young people (FSM) and those who face most barriers – through identifying and addressing the needs of specific cohorts

CONNECT CAREERS PROVISION TO LOCAL ECONOMIES

Connect careers provision in schools and colleges to the needs of local economies – as articulated through Local Skills Improvement Plans ([LSIPs](#))



52.8% of west London workforce



- Health and Social Care (11.5% employment)
- Retail (16.6% employment)
- Creative (3.2% employment)
- Transport and Logistics (10.2% employment)
- Hospitality (7.5%)
- Manufacturing (3.8%)



- Networking with Local Employers & Individuals to grow our EA network.



- Focus on increasing career activities within the LSIP sectors.



- Working with the Cornerstone Employer Group.



- Coordinating school events requests with our Enterprise Advisors and Employer Network



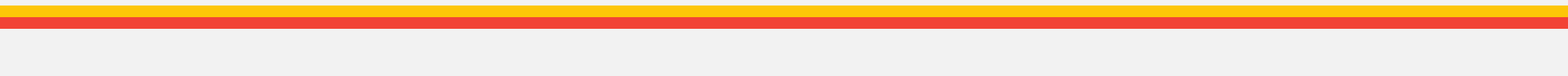
- Promoting employers to complete Employer Standards & offer support for Teacher Encounters

Who are Enterprise Advisers?

An Enterprise Adviser is:

- A business professional who comes from any industry sector or professional background, be that employed, self-employed or recently retired.
 - Willing to volunteer their time to achieve positive change in local schools and colleges, using core skills including relationship building, influencing and strategic planning.
 - Dedicated to making a lasting impact on the futures of young people.
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How do Enterprise Advisers help?

- Raise the quality of Careers Provision.
 - Connect to more employers and increase high quality experiences for young people.
 - Develop the knowledge and skills of Careers Leaders and Education Leaders.
 - Boost skills pathways including apprenticeships, technical pathways and vocational routes.
 - Focus on interventions for economically disadvantaged young people.
 - Align careers provision to local economic needs.
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Attribute	Typical Business Position	Key Traits	Benchmark this will typically support
<p>Local Business Champion</p> <p>Make introductions to the local business community with your school developing new relationships and contacts to build menu of employee interactions, workplace visits and knowledge of the local labour market information</p>	<p>A local business owner or member of a local business network group, e.g. Business Bank Manager, local SME or standalone business owner.</p>	<p>Pro-active approach</p> <p>Good local connections</p>	<p>2, 5, 6</p>
<p>Employer specific ambassador</p> <p>Utilise companies own internal resources to support Gatsby Benchmark attainment. This could involve providing employees to visit school and/or interactions with students, inspirational support including tackling gender bias and perceptions, providing apprentices to interact with students. Providing work experience or offering workplace visits. Working with school/college staff to develop careers curriculum to match the needs of business.</p>	<p>Employed by a Medium or Large Organisation</p> <p>Is able to influence in own organisation and has holistic contacts and knowledge of different roles and departments.</p>	<p>Large company recruitment and skills/development expertise</p>	<p>2, 3, 4, 5, 6, 7</p>
<p>Employment and recruitment expert</p> <p>Share knowledge of recruitment processes ensuring that school/college has systematic activities in place to educate students about how to prepare for a recruitment process including knowledge of pro-active approaches (e.g. LinkedIn, CV writing) and an understanding of interview and assessment centre processes.</p>	<p>HR Professional; Recruitment Expert, either self-employed or working within a business.</p>	<p>Recruitment and selection expertise</p> <p>Basic employment law knowledge</p>	<p>5</p>
<p>Strategist</p> <p>Help develop school or college's Careers Strategy aligned to ongoing school development plans</p> <p>Able to offer insight into creating and developing a strategy and action plan for careers activity.</p>	<p>HR Professional</p> <p>Strategy Consultant</p>	<p>Well organised</p> <p>Visionary</p> <p>Strategic Mindset</p>	<p>1</p>

Attribute	Typical Business Position	Key Traits	Benchmark this will typically support
<p>Innovator and visionary</p> <p>Innovation and creative Ideas.</p> <p>Able to suggest and carry out enterprising solutions to challenges either specific to careers education and/or wider school/college matters.</p>	<p>Entrepreneur</p>	<p>Visionary</p> <p>Problem Solver</p>	<p>All</p>
<p>Sector specific ambassador</p> <p>Provide sector specific careers information.</p> <p>Able to share knowledge and resources to a specific industry including the range of opportunities and career options within, future skills gaps and/or to explore the links between different curriculum and subject areas.</p>	<p>Employed or previously employed within a specific industry with good, up to date, holistic knowledge of different careers and future opportunities.</p> <p>May be a member of an industry body or professional membership organisation.</p>	<p>Deep understanding of an industry or sector</p> <p>Able to facilitate connections with a broad range of sector experts</p>	<p>2, 4</p>
<p>Alumni enabler</p> <p>An ex-student, member of staff, parent who has good knowledge of the school/college ethos/ values and can align that to industry and employability knowledge. Able to reach out to wider alumni network to provide student inspiration in form of employer/ employee interactions, University, FE College advice and guidance.</p>	<p>An ex-student, staff member or parent with a good knowledge of school/ college ethos and values. Any of the other listed attributes would be beneficial.</p>	<p>Personal experience of the school/college and local area</p> <p>Personally motivated to support the work of EA's locally</p>	<p>1, 2, 3, 5, 7</p>
<p>Careers education expert</p> <p>Provide detailed knowledge of Careers Education Policies and tactics to achieve Gatsby Benchmarks.</p>	<p>Previous experience working in a school/college or in Careers Education industry</p>	<p>Careers expert able to navigate through national, regional and local offerings</p>	<p>All</p>

Employer standards for careers education

Inspire young people for their best next step



Provide meaningful opportunities



Be inclusive



Evaluate and improve

Prepare young people to be career ready



Build essential skills and explain their relevance



Prepare young people for application processes



Raise awareness of pathways into work

Collaborate for success



Engage over the long term



Partner with others



Value the engagement



Requesting Support

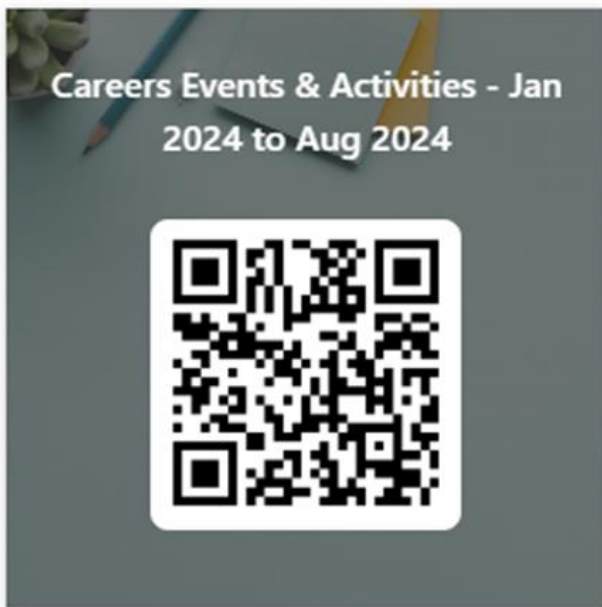
CL - Completes online support request form

WLCH - Details added to EA / Employer support flyer

WLCH - Communicates out to EA & Employer network every 2 weeks

WLCH - Connects EA / Employer offering support to CL to arrange final details

Support for your events & activities



<https://forms.office.com/e/Xe2E9i318H>

School / College events for
March to August 2024

**WEST LONDON
CAREERS HUB**



Here are the school / college events in our hub that have requested support from Enterprise Advisors & Employers. If you can volunteer your time, please contact me so I can share the full details of the events.
Email : mcarter@edt.org

Borough: Barnet

Careers Fair	13/03/2024 11am to 2pm	Mill Hill County High School
Careers Fair	28/03/2024 9.30am to 12.30pm	Ashmole Academy
Mock Interviews	10/05/2024 12.30pm to 3pm	Kisharon Noé School

Borough: Brent

Careers Fair	13/03/2024 9:50am to 12:40pm	St Claudine's Catholic School for Girls
Careers Fair	24/06/2024 8.30am to 3pm	Woodfield School

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Teacher Encounters



- **Unpacking the Credits**

Date: Tuesday 14th May

Time: 9:30 am – 13:00pm (Venue: The Lyric Theatre, Lyric Square, King Street, London, Greater London, W6 0QL)



- **Bridging the Gap**

- June to July
- 3 step approach - Pre training for teacher's / employer visit / follow up training to build lesson plans
- Signed up employers – Lords Group / JKS Restaurants / Framestore / Southwestern Trains / CCEP / Kido Schools / Mace / TfL

Thank you!

Contact me: Matthew Carter , EEEEC

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