

# **WORCESTER SIXTH FORM COLLEGE**

## **CAREERS STRATEGY AND ACTION PLAN**

**SEPTEMBER 2018**  
**to**  
**AUGUST 2020**

**Worcester Sixth Form College  
is an active member of the  
Worcestershire Careers Hub  
and supports the development  
of Worcestershire's Future  
Workforce through the  
Worcestershire  
Enterprise Adviser Network**



# WORCESTER SIXTH FORM COLLEGE CAREERS STRATEGY

<b>Contents</b>	
<b>Purpose and aims</b>	<b>4</b>
<b>Background</b>	<b>5</b>
<b>The Careers Strategy</b>	<b>6</b>
<b>The Gatsby Benchmarks</b>	<b>6</b>
<b>Careers Hubs</b>	<b>6</b>
<b>Strategic Careers Leaders</b>	<b>8</b>
<b>Our Careers Team</b>	<b>8</b>
<b>Our Enterprise Adviser</b>	<b>8</b>
<b>Our Current Position</b>	<b>10</b>
<b>Our Objectives</b>	<b>11</b>
<b>Our Action Plan</b>	<b>14</b>
<b>Useful Links / Resources</b>	<b>20</b>

# **WORCESTER SIXTH FORM COLLEGE CAREERS STRATEGY**

## **Purpose and aims**

Worcester Sixth Form College is fully committed to ensuring that all of our students acquire the skills, knowledge and attitudes to manage their learning and career progression.

Worcester Sixth Form College has already established a range of effective careers guidance activities which we hope will guide support our students to achieve positive destinations such Higher Education, Apprenticeships, Technical routes or Employment.

This careers strategy sets out Worcester Sixth Form College's key approaches internally and externally to enhance the current careers guidance activities and participation opportunities already available to our students. The aim is to ensure that students are fully prepared for, and informed effectively, about their next steps and can, therefore, aspire to achieve their full potential. We want to ensure that our students have both the aptitude and interpersonal skills to effectively communicate and add value within the workplace.

The College will collaborate, throughout this strategy, with a range of external agencies to help us ensure we will meet all of the mandatory requirements contained within the Department for Education's new careers strategy. These partnerships will include working alongside The Careers and Enterprise Company (CEC), The Worcestershire Local Enterprise Partnership (WLEP), Worcestershire County Council (WCC), Further Education (FE) and Higher Education (HE) providers, Worcestershire Apprenticeships (WA) and a wide range of local employers.

High quality careers guidance is a crucial part of improving social mobility. Young people make choices based on what they know and what they think is available to them. If our young people are made fully aware of the career pathways and opportunities available to them, they will be more able to make informed choices about which qualifications and career pathways which will enable them to achieve their goals.

The strategy includes measures to further develop and improve the current provision on offer to students and will ensure that Worcester Sixth Form College will meet the eight "Gatsby Benchmarks" as required and as set out within the Department for Education's careers strategy by August 2020.

This strategy outlines our whole College approach to delivering careers guidance to all of our students throughout their education. Careers activity will, therefore, take place throughout a student's time at College as part of the mandatory requirements set by Department for Education and contained within the Gatsby Benchmarks.

## **Background Information**



The Careers and Enterprise Company was set up in 2015 to transform careers and enterprise provision in schools and colleges across England.

The Careers and Enterprise Company had an initial remit to improve employer engagement, through the creation of the Enterprise Adviser Network and support schools to increase the delivery of activities which would help them build long lasting employer relationships (Gatsby Benchmarks 5 and 6).

### **Worcestershire's Enterprise Adviser Network**

The Worcestershire Local Enterprise Partnership (WLEP) and Worcestershire County Council, through their contract with the Careers and Enterprise Company, has been delivering the Worcestershire Enterprise Adviser Network (WEAN) since January 2017 and has placed business leaders within schools to support them with the facilitation of careers related activity and support their achievement of Benchmarks 5 and 6..

Worcestershire was one of the first LEP areas in England to be awarded a central contract with the Careers and Enterprise Company and has been seen as an influential area as the Enterprise Adviser networks were being developed across England.

The WLEP has been leading the way nationally regarding network performance since the delivery of this initiative began and was delighted to become the first LEP area in the country to secure 100% participation from their education establishments. (50x)

The WLEP was also instrumental in demonstrating the need for total inclusion. The WEAN was one of the first areas in the country to also ensure that ALL of our Special Schools and PRU's were allowed to participate within the initiative.

To date Worcestershire has recruited 70+ Enterprise Advisers and assigned each of them to schools participating within the initiative.

In September 2017, due to the success of the WEAN, the WLEP were given permission to develop and deliver a Middle School Pilot and work with 15 schools covering Wychavon, Redditch and Bromsgrove.

## The Careers Strategy



**Careers strategy:  
making the most of  
everyone's skills and  
talents**

December 2017

In December 2017 the governments Department for Education launched the latest version of their "Careers Strategy". This new strategy places the Careers and Enterprise Company at the heart of driving forward careers provision for young people. Their enhanced role is to act as a catalyst in the fragmented landscape of careers and enterprise, supporting programmes that work, filling gaps in provision and ensuring coverage across the entire country.

This new strategy adopted the Gatsby Benchmarks, which were originally developed by the Gatsby Foundation in 2014 by the Gatsby Charitable Foundation. These benchmarks were based on international research and helped identify best practice and guidance for education establishments in order for them to deliver high quality careers guidance to young people across England. These benchmarks have also formally been adopted by OFSTED and will now form part of their school inspection process.

## The Eight Gatsby Benchmarks of Good Career Guidance are:

- 1) A stable careers programme
- 2) Learning from career and labour market information
- 3) Addressing the needs of each pupil
- 4) Linking curriculum learning to careers
- 5) Encounters with employers and employees
- 6) Experience of workplaces
- 7) Encounters with further higher education
- 8) Personal guidance

## **Careers Hubs**

Since October 2015, the Gatsby Charitable Foundation, in partnership with the Careers and Enterprise Company, has also been running a Careers Hub pilot in the North East Local Enterprise Partnership area. This Careers Hub pilot was put in place to build on the support provided through the Enterprise Adviser Networks to achieve benchmarks 5 and 6 and support schools / colleges to achieve all eight of the Gatsby Benchmarks.

Following the conclusion of this pilot the Department for Education's Careers Strategy has requested that the Careers and Enterprise Company scale up this model by establishing 20 more Careers Hubs across the country, based on the North East Pilot model.

## **What is a Careers Hub?**

A Careers Hub is a group of between 20 and 40 secondary schools / colleges / SEN Schools located in the same geographical area, working with universities, other education and training providers, employers and career guidance professionals to ensure that ALL the Gatsby Benchmarks are delivered in each school and college within the Hub and that careers outcomes are improved for all young people. Schools and colleges within the Hub should have a shared vision of how they will work together to improve outcomes for the young people in their area.

## **Worcestershire Careers Hub**

In July 2018 the Worcestershire LEP, in partnership with Worcestershire County Council were successful in their bid for Worcestershire to be awarded "Careers Hub" status by the Careers and Enterprise Company.

The Worcestershire LEP will develop a careers Hub which will contain the maximum number of 40 educational establishments. The "Hub" delivery team over the next 2 years will work with member schools to ensure not only are they meeting the mandatory requirements set out within the Department for Education's Careers Strategy, achieve all eight of the Gatsby Benchmarks but will ensure that Worcestershire students will receive an increased number of employer encounters and activities which will in turn prepare them for the world of work.

The delivery team will continue to build on the success of our showcase careers event the Worcestershire Skills Show, support the promotion of the apprenticeship agenda working with our partner Worcestershire Apprenticeships, and ensure that ALL schools provide students with the opportunity to meet with FE / HE providers and universities to ensure they can continue to make informed choices about which educational and vocational pathways are open to them.

Work will also continue to expand the range of information available to students, parents, employers and teachers through the "Skills4Worcestershire" careers signposting website.



### **Strategic Careers Leader**

As set out within the Department for Education's Careers Strategy Worcester Sixth Form College is required to have a designated member of our Senior Leadership Team named as our school's Strategic Careers Lead.

Ruth Scotson, Deputy Principal will have the responsibility to make sure that we as a school meet our mandatory requirements and work towards achieving all eight of the Gatsby Benchmarks by August 2020.

Ruth Scotson, Deputy Principal, has agreed to undertake this role.

Ruth Scotson will provide both the Principal and the Governing Body with regular updates on our progress and will work closely with the Worcestershire LEP delivery team, our assigned Enterprise Adviser and local employers to ensure we deliver this strategy.

### **Our Careers Team**

Ruth Scotson will lead our team which will include the following staff members:

Linda Roberts - Head of Student Services  
Jan Whitehorne - Careers Advisor  
Kath Fox – Careers Advisor  
June Devonport - Work Experience Officer  
Anne-Marie Mead – Work Experience Officer  
Lin Bingley – Student Services Coordinator  
Teresa Millico-Smith - Administrator



### Our Enterprise Adviser

Through the Worcestershire LEPs Enterprise Adviser Network Worcester Sixth Form College are delighted to have been assigned our own designated enterprise adviser. Emma Jeffries will be supporting our careers team to assist us to facilitate careers related activity which will help us achieve Gatsby Benchmarks 5 and 6.

May we introduce our assigned Enterprise Adviser.....



Emma Jeffries

Southco Manufacturing Ltd

HRD Manager

### Current position at Worcester Sixth Form College

Students are currently receiving the following careers related support or participating within the activities listed below during their time at College:

Careers Advice Provision			
	Autumn Term	Spring Term	Summer Term
First Year	<ul style="list-style-type: none"> <li>• Apprenticeship talks</li> <li>• Careers appointments on request</li> <li>• Early Applicant's day (preparation for Oxbridge, medicine, dentistry &amp; veterinary science)</li> <li>• Opportunity to sign up for NCS activities</li> <li>• Professional Programmes (timetabled careers enrichment lessons)</li> <li>• Promotion of external careers related events</li> <li>• Promotion of university masterclasses</li> </ul>	<ul style="list-style-type: none"> <li>• Careers appointments on request</li> <li>• Financial awareness (university)</li> <li>• National Careers /Apprenticeship week key speakers &amp; information stands</li> <li>• NHS work experience programme</li> <li>• Opportunity to sign up for NCS activities</li> <li>• Professional Programmes (timetabled careers enrichment lessons)</li> <li>• Promotion of UCAS conference</li> <li>• Study Abroad Fair</li> <li>• Work experience week</li> </ul>	<ul style="list-style-type: none"> <li>• Careers &amp; University Fair</li> <li>• Careers appointments on request</li> <li>• Personal statement workshops</li> <li>• Promotion of careers related events</li> <li>• University application workshop</li> <li>• University summer schools</li> </ul>

	<ul style="list-style-type: none"> <li>Promotion of university summer schools</li> <li>Work experience</li> </ul>	<ul style="list-style-type: none"> <li>'Where Next?' tutorials (work &amp; study options after College)</li> </ul>	
<b>Second Year</b>	<ul style="list-style-type: none"> <li>Apprenticeship talks</li> <li>Careers appointments on request</li> <li>Opportunity to sign up for NCS activities</li> <li>Personal Branding tutorials (21<sup>st</sup> century skills for employment, identifying personal skill-sets; developing &amp; maintaining an online reputation)</li> <li>Personal statement/ UCAS workshops</li> <li>Promotion of external careers related events</li> <li>Promotion of university masterclasses</li> <li>University bursary &amp; Scholarship presentations</li> <li>Work experience</li> </ul>	<ul style="list-style-type: none"> <li>'You're Hired' Employability lessons for 2<sup>nd</sup> years still seeking work/apprenticeships</li> <li>Careers appointments on request</li> <li>Higher Apprenticeship talks</li> <li>Personal Financial Budgeting skills – for independent living, university &amp; the world of work</li> <li>Promotion of external careers related events</li> <li>Student Finance talks (university)</li> <li>Work experience week</li> </ul>	<ul style="list-style-type: none"> <li>Additional CV writing; interview skills; application form support</li> <li>Careers &amp; University Fair</li> <li>Careers appointments on request</li> <li>Promotion of external careers related events</li> </ul>

**Teaching staff contribute to the delivery of careers guidance through:**

- Employer visits during classroom lessons.

**Local Employers contribute to the delivery of careers guidance through:**

Work Experience Placements

**Parents contribute to the delivery of careers guidance through:**

Support to arrange work experience / parents employer participation

## **Our Objectives for 2018 to 2020**

### **1. A Stable Careers Programme**

- To ensure the careers programme is delivered by individuals with the right skills and experience. The College will, wherever possible, use qualified careers professionals to offer advice and guidance to all, or the overwhelming majority, of our students.
- To enable students to have an understanding of the full range of opportunities available to them, the skills that are valued within the workplace and to have first-hand experience of a work environment.
- To develop and publish a careers programme that will raise the aspirations of all students regardless of academic ability and which is tailored to meet their individual needs wherever possible.
- Ensure our Careers Strategy is fully supported by the College's Senior Management and is approved by the Governing Body.
- To ensure there is a clear focus on the activities which support enterprise, employability skills, workplace experiences and qualifications which employers' value.
- Regularly evaluate our careers strategy to determine the impact of our careers related activity based on the feedback provided to us by students, teachers, employers and where appropriate parents.
- To maintain high quality careers provision endorsed by the Careers and Enterprise Company and to review the improvement of our programme by using the Compass evaluation and Tracker tools.

### **2. Learning from Career and Labour Market Information**

- To encourage and increase the use of online careers tools and packages across all year groups. Working with our own careers team, key partners, stakeholders, local and national professional bodies.
- To utilise and then support the development of labour market information to ensure staff and students are informed in their decisions and the advice being given. Work with the Worcestershire LEP and the Careers and Enterprise Company to help establish key priority areas which need to be developed.
- To promote the values of labour market information to parents /carers (where appropriate) to access and understand this information. To investigate careers and opportunities in learning, work and apprenticeships and how these meet the local and national priorities.

### **3. Addressing the Needs of the Student**

- To develop mechanisms to report, track and monitor compliance in relation to the Careers Strategy objectives.
- To develop accurate tracking systems to ensure students are able to keep track of their own experience, record and access the advice they have received and monitor the agreed actions and next steps

- Ensure that a programme of activity takes place which raises the aspirations of all students and challenges stereotypical thinking in terms of equality and gender.
- To ensure that students with particular vulnerabilities and those who are at risk are appropriately supported and identified through close working relationships with the full range of educational and support agencies.
- To ensure that careers guidance for learners with special educational needs and disabilities (SEND) is differentiated, where appropriate, and based on high aspirations and a personalised approach. Careers guidance for learners with SEND should be based on the student's own aspirations, abilities and needs.

#### **4. Linking Curriculum Learning to Careers**

- To ensure that subject teachers across the whole College support the delivery of careers education and guidance and are able to link the content of curriculum with careers, even in lessons which are not specifically occupation led. Subject specialist staff can be powerful role models to attract students towards their field and the careers that flow from it.
- To integrate national initiatives and project opportunities within the curriculum to enhance that range of careers related activity taking place within College. E.g. Young Enterprise.
- To ensure that careers related activities are built in throughout the College year and not just towards the end of any given topic / subject being delivered.

#### **5. Encounters with Employers and Employees**

- To ensure that students receive at least ONE meaningful encounter with and employer during every year they are at College.
- Increase the number of activities which are conducted within school with the support of local employers.
- To ensure that students have the opportunity to improve employability skills and their understanding of and awareness of entrepreneurship
- To enable learners to gain the confidence to compete in the labour market by providing opportunities to gain the practical know-how and attributes that are relevant to gaining employment.
- Develop marketing materials for employers which will help them easily understand the impact of their involvement, the breadth of options available to them and the ways in which they can show they meet their corporate social responsibility.
- Create mechanisms where parents and alumni can express their interest to actively support employer related activity taking place within the school.
- The College will also encourage students and parents to attend careers events such as the Worcestershire Skills Show held annually in March and the Worcestershire Apprenticeship show held annually in October.

#### **6. Experiences of the Workplace**

- To ensure that students receive at least ONE further meaningful experience of the workplace during their time at College.

- To increase the number of employer workplace visits which will take place to enable students to gain more of an understanding of the wide range of employment opportunities available within specific industry sectors based in Worcestershire.
- To strengthen our links with local employers and support our Enterprise Adviser to facilitate careers related activity within College.

### **7. Encounters with Higher Education**

- Ensure all / overwhelming majority of students has been provided with information about the full range of apprenticeships including higher level apprenticeships through the Worcestershire Apprenticeships activity offer.
- Ensure all / overwhelming majority of students have experienced meaningful encounters with universities.

### **8. Personal Guidance**

- Ensure all / overwhelming majority of students has had at least TWO interviews with a professional careers adviser by the end of year 13.

### **Promotion of Careers related activities**

Worcester Sixth Form College will encourage the promotion of ALL careers related activity which takes place within the College through the creation of case studies and will share this activity through our Twitter account and other social media channels.

This careers strategy document along with any case studies documents that are created will be placed on the College's website. These will also be shared with the Worcestershire LEP to be used to promote best practice across ALL careers hub member schools.

This promotion will enable us, and our partner organisations, to be able to capture the evidence we are required to provide both OFSTED and the Careers and Enterprise Company and demonstrate that the activity taking place within our school meets the requirements set out within the Department of Education's Careers strategy.