



NORTHERN CAREERS SUMMIT

CONFERENCE REPORT

Tuesday 12th March 2024

THE CAREERS &
ENTERPRISE
COMPANY


NORTHERN
SKILLSNETWORK

UCAS



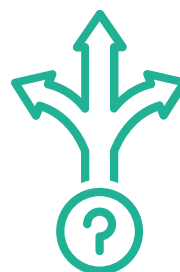
SUMMIT REPORT

[The slides can be downloaded here](#)

Conference Open and Welcome

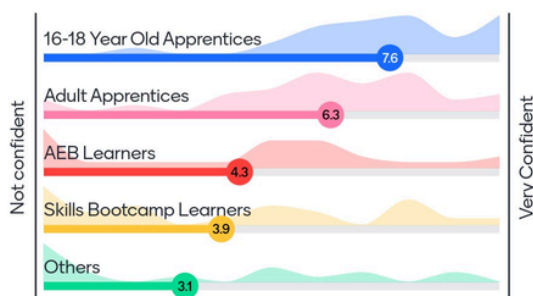
Alex Miles | NSN Co-Chair

Alex opened the conference, stating the importance of **Careers for All**, as highlighted in the [NSN Manifesto 2024](#) and the [NSN Skills Policy Perspective](#). Alex then hosted a number of polling questions with attendees:

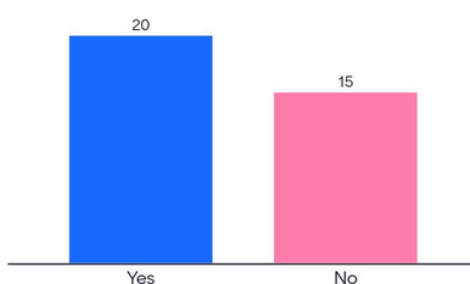


**Careers
for All**

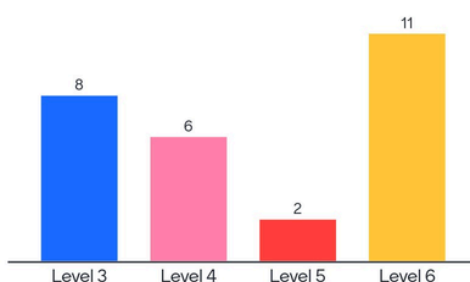
Rate your organisations confidence in delivering and embedding CEIAG



Do you have dedicated, qualified careers advisors within your organisation?



What level of CEIAG qualifications do your staff have?



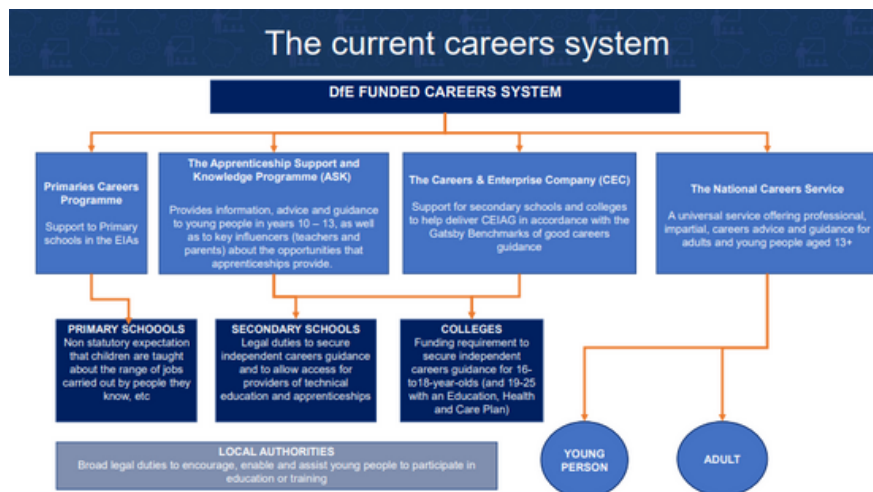
SUMMIT REPORT

The Further Education Careers Landscape

Greg Boone | Head of the Careers Service for Young People Unit
Department for Education

Greg detailed:

- The current DfE funded Careers System:



- Three Priorities for Careers:
 - A Single, Unified Careers System
 - Skills, Training and Work Experience
 - Social Justice
- Forward Look:
 - The first step on this journey is **skills for careers a new digital platform**, designed as a Single Starting Point for careers and skills - to make it easier for people to navigate and source information on careers and opportunities.
 - DfE will:
 - Engage with stakeholders in the coming months
 - Publish a Strategic Action Plan for Careers in 2024

See slides for more information.

Steve Hailstone | Senior HMI FE & Skills; North East, Yorkshire and Humber Ofsted

The Technical and Further Education Act requires Ofsted to 'comment on the careers guidance provided to all relevant students in institutions in the further education sector'. Although the statutory duty only applies to colleges, for consistency Ofsted apply it to all FES providers. Steve presented on where Careers sits within inspection and things to consider relating to **Rationale, Roll Out and Impact**. He also provided examples of judgments about careers from recent inspection reports. See slides for more information.

Steve also highlighted **Ofsted's Big Listen** - a wide-reaching and comprehensive effort to hear from the full range of professionals and providers Ofsted works with, as well as the parents, carers, children and learners Ofsted works for.



[Take part in the Big Listen here.](#)



Department
for Education

Ofsted

[Click here to view Ofsted's Independent Review of Careers Guidance - September 2023](#)

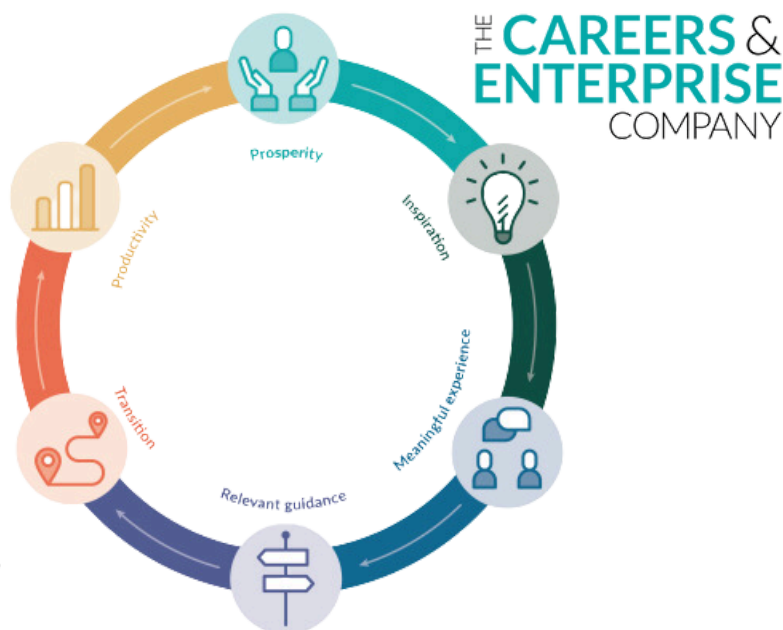
SUMMIT REPORT

Oli de Botton | CEO The Careers & Enterprise Company

Oli talked through CEC's vision for meeting ambitions of Employers and Young People, and mission to work with schools, colleges and employers to help every young person find their best next step through a place based and national approach.

- **92% of secondary schools and colleges in Careers Hubs**
- **96% of students are receiving employer encounters every year**
- **Young people are twice as likely to report awareness of apprenticeships by year 11**
- **£150m saved each year due to reduction in NEET young people**

See slides for more information.



Shona Taylor | Business Engagement Manager UCAS

UCAS

Shona took attendees through the strategic decision 2-3 years ago to showcase apprenticeship pathways within UCAS to support providing parity of offers. "UCAS is a trusted source of information and advice for millions of people... and an independent charity with an objective to 'advance, and assist in the advancement of, education'."

Project Next Generation:

- 57% know "a little" when it comes to post-18 options
- 47% agree they have no idea what career they want to do in the future
- 42% say family/friends do a similar job and that's influenced their choices

Shona highlighted a number of key resources on the [UCAS website](#), for parents & carers and educators including their 2024 adviser toolkit and free online training.

Provider Panel

Kate Roberts | Head of Careers | Learning Curve Group
Sarah Boyd | Assistant Principal - Apprenticeships & Adult | Wigan & Leigh College
Dean Coleman-Walker | Business Development Director | Appris

The provider panel all shared some of their best practice CEIAG including:

- The development & rollout of CareersPro
- Making careers information accessible, hosting on websites
- Undergoing the Matrix Assessment
- Putting CEIAG training in place for all staff - working on changing the mindsets of staff
- Implementing points of CEIAG within the apprenticeship journey
- Better signposting across developments
- Implementing progression panels - reviewing in-college progressions on to apprenticeships
- Hosting careers talk and interview events
- Utilising the Gatsby Benchmarks
- When work experience is not an option - providing different insights e.g. panel discussions with apprentices & employers, utilising peers

SUMMIT REPORT

Personal Development & Careers within Ofsted

Alex Miles | Managing Director - YLP | Co-Chair - NSN

Alex shared the importance of Careers within the Personal Development (PD) judgement within Ofsted Inspection.

To gain the highest grades within PD, the expectations include:

- Exceptional personal development
- Consistently & extensively promoted and offered
- Provider goes above & beyond the expected
- Develop talents beyond vocational
- Wide, rich experiences
- Actively contributes to society (within the community, workplace, provider, with peers)
- Very high participation that ALL learners benefit from
- Unbiased information & locally relevant
- High quality careers guidance and additional encounters of the world of work (visits, guest speakers, carousel curriculum, peer support).

Key considerations to ask internally:

- Where does careers education fit within the whole organisation vision?
- How can careers support the delivery of organisations priorities?
- How does our understanding of careers and its place in your setting shape the response students receive?
- Is the careers programme based on what is right for your students or what you offer provision wise?
- How does the careers programme meet the personal development needs of your students?
- How do you measure and track the impact of careers interventions?
- Is there a progressive careers programme with learning outcomes set to support the strategic careers policy?
- How are subject teachers and tutors supported to highlight the relevance of careers across the curriculum?
- Do all teaching staff know the learning objectives in the careers programme?
- Do all staff feel able to deliver careers learning alongside curriculum learning and teaching?
- Is Careers part of your CPD / workforce development plans for the year ahead?

Careers Toolbox:

- LMI data from MCA or Lightcast
- Industry related developments and updates
- Jobs board and number of locally relevant opportunities
- Case studies / success stories from previous learners / apprentices
- Suite of guest speakers / industry experts
- Industry talks / thematic tutorials
- Careers Hub contacts
- Apprentice visits to schools
- Careers magazines and articles
- Careers section added to all leadership meetings

See slides for more information.

SUMMIT REPORT

Afternoon Open

Nina Dixon | NSN Co-Chair

Nina opened the afternoon session with a number of polling questions focused on parent engagement, key themes include:

- **In what ways do you feel that parents/carers are a barrier to uptake?**
 - Lack of understanding and knowledge generally
 - Hard to engage
 - They understand the “traditional route” of A Levels and University
 - Lack of knowledge of apprenticeships
 - Continuing unconscious bias
- **What do you want parents/carers to know, understand and be able to do?**
 - More interaction
 - Understand all options available
 - Be able to compare pathways
 - How to access information
 - Encourage their children to choose the route that is right for them
 - The value of apprenticeships
- **What is the best way to support parents/carers to be able to do this?**
 - Effective communication
 - More involvement
 - Start conversations early
 - Provide information from trusted sources/individuals
 - Setting targets
 - Involving them in reviews and milestones (where appropriate)

Facilitated Discussion

Alison Sadler | The Careers & Enterprise Company

How can we deliver high quality careers education in ITPs?

Alison set the scene of the discussion including an update on the work CEC have done to date:

- Education Development Team National Work 23/24
- Training and Resources Available
- Compass for ITPs - available now!
- ITP Careers Hub Pilot

See slides for more information.

Feedback from the discussion included:

- Adopting a whole provider approach to careers and the involvement of employers
- Partnering with organisations who specialise in CEIAG
- Embedding throughout the learner/apprentice journey
- Collaboration - sharing best practice with other providers

SUMMIT REPORT

Facilitated Discussion (Continued)

Shona Taylor | UCAS

Empowering Careers Through Collaboration

Alison set the scene of the discussion providing an update on UCAS's Project Next Generation, an in-depth study of 13-17 year olds, which delves into how young people shape their futures, from subject choices to careers paths.

Feedback from the discussion included:

- *Empowering students to understand soft skills*
- *How soft skills can be translation into the workplace - during the application and interview process*
- *Standardisation in support to allow for easy access for all*

Sharon Walpole | Careermap

Parents and the All-Age Offer

Sharon set the scene of the discussion and showcased some of the ways Careermap have been engaging parents e.g. through their "Essex Careers - your guide to local employment and skills", in partnership with Essex County Council.

Feedback from the discussion included:

- *Involvement of parents is vital*
- *Engaging with adult learners, who are parents, to support their children*
- *Changing parent's mindsets and encouraging involvement*
- *Having up to date, accessible information available*

OUR SPEAKERS



Sharon Walpole | Head of Partnerships and EDI Lead

Sharon is currently Head of Partnerships and EDI Lead of Careermap Ltd, an early careers platform which provides independent information about careers and qualifications linked to live opportunities. Sharon edits Careermap's suite of Careermap publications, builds networks and partnerships, and develops new products in response to the ever changing jobs market. Having worked in the sector most of her career, she is passionate about the issues that face young people today. Having been publisher of Careermap for Inclusion for over two years and eight editions, she has become well versed in the issues of creating an inclusive workplace and diversity in recruitment.



Greg Boone | Head of the Careers Service for Young People Unit

Greg is a career civil servant who has worked in a variety of employment and education-related policy and delivery roles. Greg heads up the Department for Education's (DfE's) Careers Services for Young People Unit which manages DfE's relationship with the Careers and Enterprise Company and with the Apprenticeship Support and Knowledge programme key contractors. Greg's previous roles include working on the Opportunity Area Programme, Disabled Students' Allowance, Free Schools Programme, the Child Poverty Unit and on Widening Participation in Higher Education.



Department
for Education

OUR SPEAKERS



Kate Roberts | Head of Careers

With a diverse career spanning various industries, I've consistently found my passion in education. Now at LCG, where I eagerly pursued an opportunity to contribute to an organisation that aligns with my values and vision. Joining this large, multifaceted, successful independent training provider in September 2022, I initially immersed myself in the employability division, where I was inspired by the dedication and expertise of my colleagues. My goal is to enhance our comprehensive CEIAG offerings and position Learning Curve Group as a pioneering force in the Independent Training Provider careers sector. I welcome conversations with anyone and everyone, eager to connect and make a positive impact.



Steve Hailstone | Senior HMI in Ofsted's North Et, Yorkshire and Humber

Steve has responsibility for the delivery and quality of further education and skills inspections in the region. He has worked for Ofsted as HMI and Senior HMI for the last 11 years. Prior to working for Ofsted, Steve gained extensive experience of leading and managing in the further education and skills sector as a senior manager in a college and as principal of a large community learning and skills provider.



Oli de Botton | CEO

Oli is the CEO of The Careers & Enterprise Company – the national body for careers education. Prior to this he was a Headteacher at a school which pioneered new ways of working with employers - including the introduction of extended work placements for all Year 10s and 12s. He also co-founded the national charity Voice 21 which works with schools to promote and develop the skill of speaking in young people. Oli was one of the first cohort of Teach First teachers in 2003 and has extensive teaching experience in a range of roles. He has also worked in education policy and strategy as a government education advisor.

OUR SPEAKERS



THE CAREERS &
ENTERPRISE
COMPANY

Alison Sadler | EDT Consultant

Alison Sadler works for the national Education Development Team at the Careers and Enterprise company, providing specialist careers education support and resource to the Further Education and Skills sector. Alison has 22 years' experience in the FE sector, working first as Lecturer in Business management, then on a NEET prevention and enterprise project in the Northwest of England, followed by 10 years college leadership experience covering 16-18, apprenticeship, HE and Adult provision.



UCAS

Shona Taylor | Business Engagement Manager

Shona is responsible for cultivating business engagement relationships on behalf of UCAS, within the apprenticeship employment field. Shona's role is to assist apprenticeship provider organisations and the apprenticeship sector as a whole, gain exposure to a wider audience, allowing the public to make more informed decisions about their future career pathways. Shona is passionate about assisting UCAS with creating stronger parity between traditional HE routes and apprenticeships.



West
Yorkshire
Combined
Authority

Michelle Burton | Head of Service, Employment & Skills

With a career spent designing, influencing and delivering policy and initiatives that have a real and lasting impact on people, businesses and communities, Michelle is currently responsible for employment and skills at the West Yorkshire Combined Authority. She oversees support for all-age careers, adult training and for employers, as well as influencing the system through devolution. Following the West Yorkshire devolution deal and election of the first Metro Mayor for the region, the Combined Authority is now responsible for around £100m per annum of employment and skills funding.

OUR SPEAKERS



Sarah Boyd | Assistant Principal - Apprenticeships and Adults

Careers advice and guidance for apprentices has been a focus in many recent Ofsted reports. For over four years, Sarah has been actively involved in a drive to improve apprenticeship delivery at Wigan and Leigh College, resulting in a 'strong contribution' to skills and 'good' Ofsted judgement for apprenticeships in 2022.



Dean Coleman-Walker | Business Development Director

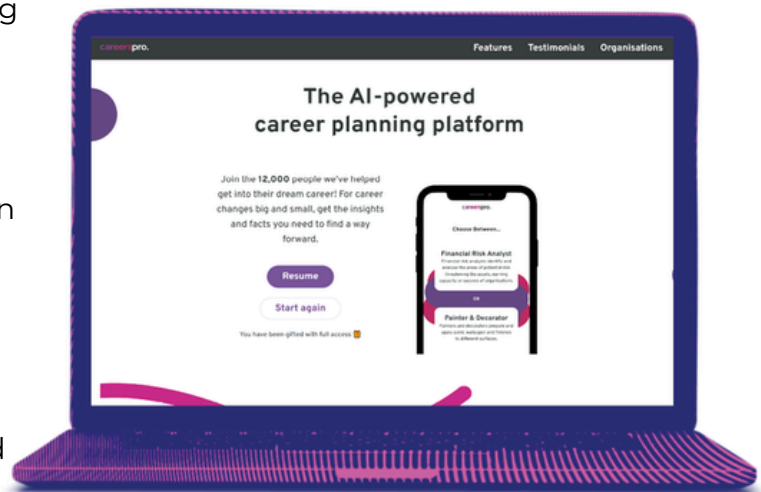


MEET OUR EXHIBITORS



careerspro.

Complementing the growth of Learning Curve Group's existing Ed-Tech solutions, CareersPro is designed to provide individuals, young or old, with the tools and resources to make informed choices about their education and career paths. This platform harnesses the power of artificial intelligence to deliver personalised recommendations, guidance, and costings that are tailored to each individual's unique skills, interests and aspirations.



[Click here to view the CareersPro Brochure](#)

[Click here to view an example Career Report](#)



QDP empowers colleges to enhance the lives of their students and staff. Our comprehensive range of products and expertise equips you with the necessary tools to effectively listen to the needs of your audience, strategize interventions, and measure the impact of your efforts. Rest assured, QDP will be with you every step of the way, from project inception to data interpretation. Let's engage in a conversation about how QDP can truly make a difference and contribute to shaping a better tomorrow through the invaluable insights of those who matter the most.

[Find out more here.](#)

NORTHERN SKILLS NETWORKS



Julie Shawcross
julieshawcrossconsulting@gmail.com



Gary Martin
GaryM@lcwc.ac.uk



Julie Lappin
julie.l@gmlpn.co.uk



Ian Lomas
ian@gmlpf.net



Nina Dixon
Nina@lancsforum.co.uk



Sue Outhwaite
sue@nelp.co.uk



Jayne Vose
jaynevose@southyorkshireprovidernetwork.com



Alex Miles
Alex.Miles@wylp.org.uk