

# EM3 Enterprise Adviser Network: Newsletter 8 - February 2022



*The return to work - supporting Employer Engagement across EM3.*



**As the country opens up, employers are examining the future needs of their businesses - particularly regarding how to improve and retain skills, and address the recruitment issues they identify.**

Within this edition we have included:

- Examples of good practice from across the EM3 region
- Reports from recent activities
- Upcoming news
- Ideas to share

As employer engagement is a fundamental objective for the Careers and Enterprise Team of EM3, if you have an employer related initiative that has either happened or planned in your own organisation, school or college that is suitable for sharing in a future newsletter, please let your Enterprise Coordinator know.

In the meantime, please share this edition with your colleagues. We do hope you find this edition interesting and inspiring.

## In partnership together - our employers and schools



The [Levelling Up White Paper](#) underlined the importance of 'increasing Skills' across the entire workforce.

Within the EM3 LEP, the Careers and Enterprise team are part of the Skills team - focussing on up-skilling future employees by working with the schools, colleges and institutes who educate the next generation.

Our work is primarily to improve the quality of careers programme and therefore ensuring that employers, parents, young people and their teachers know about the options, issues and decisions involved so that both our businesses and their current and future employees have access to the skills they need to flourish. And as a result, ensure that the economy, jobs and skills is as strong and resilient as it can be.

Across the EM3 region, we are building networks and working with our volunteers and stakeholders to support the Skills agenda. To illustrate this, here are some examples of the wonderful activities that our schools have offered in the current academic year:

## The Mountbatten School - linking careers to the curriculum



The careers lead at Mountbatten, **Sindy Shakya** has more energy than is normal for one person!

Determined to give her students face to face experiences for the first time for two years, she used her existing contacts and approached many new ones, so that her careers programme has been enriched with the stories and experiences of employers who live and work near to Romsey.

Since September she has organised:

- a careers fair for years 10 and 11
- 90 mock interviews using 13 external employers/interviewers
- 180 careers interviews
- three college and one HE assemblies.

However, her most ambitious goal is to **link an employer to each curriculum area**.

To date, Business Studies, Modern Foreign Languages and Food Technology students have benefitted from entrepreneurship, marketing and sector specific sessions that have provided insights that would have otherwise been impossible.

Not only has each session been linked to curriculum requirements, but teachers are also reporting that the employer input adds a realism to the classroom which gives them and their students an understanding of how each subject translates into the real world.

## Broadwater school - doing 'mock' interviews for real!



In February, **Broadwater School**, Godalming ran a very successful **Mock Interview** day event in partnership with their Enterprise Adviser **Dan May**.

The successful event emphasised the benefits for students from linking education to employers and enabled students to learn first-hand about the job application process.

With a huge number of diverse professionals involved and a school commitment to include all pupils, **Sonya Turpin** from the Broadwater careers team reported about the day:

*'The Year 11s who attended were buzzing and our professionals seemed to get as much out of it as our students did. Lots of them were first time interviewers. We are incredibly grateful to Dan for recruiting such a great bunch of people to help us! Thank you so much to all our visiting professionals who gave up their time to take our Yr11s though their mock interviews. Such a wonderful growth experience for our young people. We are very proud of our students who conducted themselves brilliantly.'*



## Camberley employers step up - thanks to a winning combination



[Collingwood College](#) are hosting their annual careers fair in March and asked the Careers & Enterprise team to find employers to take part. Demand for companies to participate in similar large events has soared, so a different approach was needed beyond emails or LinkedIn requests.

Lead by **Adam Watts**, our employer engagement team reached out to **Teresa Hogsbjerg of [Surrey Heath Borough Council \(SHBC\)](#)** with details about the event.

Their response was that they were happy to help!

**Cllr Colin Dougan** (Deputy Leader and Business and Transformation Portfolio Holder at SHBC) explained why:

*'The Economic Development Team at Surrey Heath Borough Council are in place to support both businesses and the community seeking employment opportunities...promotion of events like the Collingwood Careers fair to businesses within the Borough is one way in which we can connect businesses with the local community. SHBC would like to thank those businesses who have signed up to support the event.'*

Teresa further assisted us by sharing details of the fair with [Collectively Camberley](#), a not-for-profit organisation who are funded by and working with over 380 businesses within Camberley Town Centre. As a result, Collingwood now have businesses such as **McDonalds, Specsavers, Places Leisure** and others committed to support the fair.

**We would like to thank Teresa from SHBC and Jodie from Collectively Camberley for their support with this event and we hope to work together again on similar projects in the future!**

## **Engaging employers with SEND students - March 2022 conference**



**On March 15th 2022, in collaboration with other CEC teams across the South Central region, we are running our third event that will focus on supporting SEND Students to succeed in careers by focussing on how to engage and include employers in the classroom.**

By bringing you several **case studies** which will describe some employer engagement activities across three different SEND settings we hope to inspire, inform and share with you how you can better engage with employers and:

- enhance your schools careers outcomes
- create an employer based webpage with resources
- help employers to understand how to tailor activities for your SEND students.

We are especially excited to announce that the Careers Leader **Charlotte Strugnell** and Enterprise Adviser **Toby Barnard** from [Hollywater school](#), will be representing EM3 by sharing how they have worked together to increase employer activities and promote the schools opportunities to local businesses.

The event is open to careers leaders, SENCOs, Enterprise Advisers and anyone with an interest in careers education for SEND students, we hope you can join us. Please register [here](#)

## Independent Training Providers - offering an alternative option



There is an appetite for **Independent Training Providers (ITPs)** to visit schools, to give insight into the employers that they are advertising apprenticeships for, by explaining the types of opportunities and providing information on the roles and exciting prospects.

ITPs support achievement of Benchmark 2, 3, 5 and 7, and the way they deliver apprenticeships can vary to that of the college model. ITPs also explain the options and how to prepare for their sector.

There are ITPs reflecting many sectors, here are a few of the construction based ITPs currently operating across our region:

**[COTRAIN](#)**, is a partner of CITB, in the Construction Industry. They '*recruit, employ and deal with colleges and qualifications; while on-site training is shared across a number of contractors*'.

They coach apprentices with their apprenticeship interview and they can accompany an applicant on the day of their interview. They can also provide money for tools, boots and travel, to get the apprentice started.

The apprentice attends a college for the theory section of the qualification. Many construction roles are for a set period for example four months, so the apprentice will need to move to another employer to gain new experience; COTRAIN can also arrange and support with this. These are called '*shared' apprenticeships*'. [samantha@secbe.org.uk](mailto:samantha@secbe.org.uk) is the contact.

**[Goconstruct.org](#)** is a useful site for construction career information. If you would like to invite one of their ambassadors to visit your schools/colleges, contact: [CA@citb.co.uk](mailto:CA@citb.co.uk)

**[Future Skills Centre for Construction](#)**: Opened in September 2017, the Future Skills Centre in Bordon is a £3.8million facility that offers a wide range of specialist construction courses, designed to meet

the needs of employers in the construction industry. If you would like someone to explain to your students about the FSC and the construction industry, contact [steve.gilder@bcot.ac.uk](mailto:steve.gilder@bcot.ac.uk)

Thakeham Property Developers have produced informative videos that showcase their industry:

- Apprentices and graduates: <https://vimeo.com/554635305>,
- Office tour <https://vimeo.com/554646026>,
- Site tour <https://vimeo.com/554676943>.

*'Overall very pleased with the breadth of information and the focus on pathways into work, transferable skills and so on. This really ticked loads of boxes from my perspective of the careers education the students received, I would love to make this an annual event if at all possible'.*  
(Teacher)

*'I have enjoyed learning about the skills needed in building my CV that I will use. I am interested in interior design when I leave school so creating the mood board really helped.'* (Student)

*'Yes, I have enjoyed it. I enjoyed learning about the different construction jobs involved. The layout of CVs was useful as well as the wide range of apprenticeships'.* (Student)

**If you have students interested in Apprenticeships, working within certain sectors or who just want information about other options, consider inviting ITPS to talk to them.**

**Your Enterprise Coordinator will be sending out a list of Independent Training Providers and video presentations, very soon.**

## Speaking to our parents and carers



Parents/carers have the potential to be huge influencers on their children's education and supporting parents to find high quality, impartial and accessible careers information.

Now, with just over **300 active users** our Facebook page has grown very fast and is proving to be a safe community for the exchange of information.

We launched the Parent Facebook Group to enable parents to post any questions they have on careers and to access events and information. Everyday a number of different posts are added.

Recent posts have included:

- Local and national opportunities including, work experience, work place visits, seminars, events
- College, university and Apprenticeship events
- Labour market information
- SEND opportunities
- Surveys, hints and advice about choosing subjects and transition options.

If you are a career lead, Enterprise Adviser or anyone interested in careers options for young people you are welcome to sign up too. Please also post the link into any of your parent/carer communication channels.

You can join this online community here: <https://resources.careersandenterprise.co.uk/talking-futures>

## Engaging with Link Governors and SLT



**We are very proud of the work we have achieved in EM3 to train and build links with the Career Link Governors in our institutes. We know that we are ahead of many other CEC teams as our work is now being replicated elsewhere.**

Since July, over half of all of our Link Governors have attended one of the training sessions we have created. We are now planning the first of what will be termly networking meetings where Governors can meet and discuss a given theme.

We have also **surveyed the Governors** to identify where and what types of jobs our Governors have, and what themes they would like to meet about.

The feedback has been very helpful as we now know the types of sectors covered and what support their employer could/does offer to schools and colleges. We have also used the feedback to meet with those Governors who are keen to use their own experience of work to engage with their own and/or other schools and colleges.

In response to the questions about which topics our future networking meetings should cover, the responses were weighted towards increasing the quality of work with employers including:

- Work experience
- How to link with employers to create experiences of the workplace
- Employer engagement
- How to link more effectively with local employers

As a result, on 23rd March 2022 we are holding our first Governors networking meeting:

***'How to link more effectively with employers'.***

Invitations will be sent to every Governor in early March. We do hope many of our Link Governors can join us.

## Employer engagement coffee break



### Careers Leaders Coffee Break - Employer Engagement

As we understand how challenging it can be to achieve Gatsby Benchmark 5, on the 17th March 2022 we are running one of our popular coffee break sessions just for our Careers Leaders.

Whether new to the role or in post for a long time, this session will provide insight into best practice around business engagement, including establishing and developing employer links.

If you would like to learn from **Adam Watts**, our Business Development Coordinator. Please ask your Enterprise Coordinator for a registration link.

## Dates for your diary



We have created an events programme for you which is regularly updated.

For more information please [click here](#)

### **Newsletter 8 - February 2022**

*Thank you to all the schools, colleges and colleagues who have contributed to this and previous editions*

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