

Preparing Young People for the Future:



City of York Careers, Education, Information Advice and Guidance (CEIAG), Enterprise and Employability Offer to schools and colleges

This document has been produced to advise secondary school and college leadership teams and governing bodies how to deliver their statutory duties to provide careers guidance for pupils from years 8 to 13. It had been produced by the Local Authority with a range of local partners who wish to work with schools to provide a comprehensive range of activities which can support and add value to school and college careers education, enterprise and guidance activities. This offer is not an exhaustive list and we hope to work with you add to the range of activities on offer over the coming years.

Secondary schools and colleges can effectively deliver their statutory duties in relation to careers advice and guidance through partnership with the Local Authority, Secondary Schools, National Careers Service, employers, Colleges and training providers, HEIs and the voluntary and community sector to ensure all young people in York have access to high quality independent, impartial, information, advice and careers guidance. This CEIAG, Enterprise and Employability Offer sets out our ambition for a broad framework for careers education, guidance including activities and employer engagement from Key Stage 2 onwards that will equip young people with the right skills and knowledge to make informed decisions and succeed in future employment.

Statutory Guidance: Careers Guidance and Inspiration in schools (March 2015)

- The statutory duty requires governing bodies to ensure that all registered pupils at the school are provided with independent careers guidance from year 8 (12-13 year olds) to year 13 (17-18 year olds).
- The governing body must ensure that the independent careers guidance provided:
 - Is presented in an impartial manner
 - Includes information on the range of education or training options, including apprenticeships and other vocational pathways
 - Is guidance that the person giving it considers will promote the best interests of the pupils to whom it is given.
- Independent is defined as external to the school. External sources of careers guidance and inspiration could include employer visits, mentoring, website, telephone and helpline access. Taken together, these external sources could include information on the range of education and training options, including apprenticeships.
- Impartial is defined as showing no bias or favouritism towards a particular education or work option.

- The non-statutory departmental advice on careers guidance and inspiration in schools sets out some common features of inspirational, high quality advice and guidance.
- Schools should provide access to a range of activities that inspire young people, including employer talks, careers fairs, motivational speakers, college and university visits, coaches and mentors. Schools should also consider the needs of pupils who require more sustained or intensive support before they are ready to make career decisions. High quality mentoring can be an important part of delivering against the duty.

Ofsted School Inspection Handbook January 2015.

Inspectors should explore:

- the extent to which the school has developed and implemented a strategy for ensuring that all pupils in Years 8 to 13 receive effective careers guidance
- the impact of this guidance in helping young people to make informed choices about their next steps
- how well the school meets the needs of all vulnerable groups of pupils, including reducing the numbers who do not continue to education, employment or training
- how well the school works with families to support them in overcoming the cultural obstacles that often stand in the way of the most able pupils from deprived backgrounds attending university.

What constitutes good careers guidance?

Evidence from Ofsted shows that a well designed programme of careers education supported by access for young people to individual careers guidance and work related learning and activities can support high levels of attainment and progression. However provision is patchy and variable in quality.

Gatsby, the Association of School and College Leaders and the National Association of Head Teachers in their report of 2014 on good career guidance written by Sir John Holman have made a judgement of what good looks like in the form of 8 benchmarks identifying different dimensions of good career guidance. For more information visit: gatsby.org.uk/goodcareerguidance

In our offer for providers we have set out how programmes and activities can contribute to the 8 benchmarks.

The Benchmarks

1	A stable careers programme	Every school and college should have an embedded programme of career education and guidance that is known and understood by students, parents, teachers, governors and employers.
2	Learning from career and labour market information	Every student, and their parents, should have access to good quality information about future study options and labour market opportunities. They will need the support of an informed adviser to make the best use of available information.
3	Addressing the needs of each student	Students have different career guidance needs at different stages. Opportunities for advice and support need to be tailored to the needs of each student. A school's careers programme should embed equality and diversity considerations throughout.
4	Linking curriculum learning to careers	All teachers should link curriculum learning with careers. STEM subject teachers should highlight the relevance of STEM subjects for wide range of career paths.
5	Encounters with employers and employees	Every student should have multiple opportunities to learn from employers about work, employment and the skills that are valued in the workplace. This can be through a range of enrichment activities including visiting speakers, mentoring and enterprise schemes.
6	Experience of workplaces	Every student should have first-hand experience of the workplace through work visits, work shadowing and/or work experience to help exploration of career opportunities, and expand their networks.
7	Encounters with further and higher education	All students should understand the full range of opportunities that are available to them. This includes both academic and vocational routes and learning in schools, colleges, universities and in the workplace.
8	Personal guidance	Every student should have opportunities for guidance interviews with a careers adviser, who could be internal (member of school staff) or external, provided they are trained to an appropriate level. These should be available whenever significant study or career choices are being made. They should be expected for all students but should be timed to meet their individual needs.

CEIAG, Enterprise and employability offer to schools and colleges from partners

Over the next few pages we have set out details of a range of local partners who are able to offer services to schools, young people and parents. This includes one to one guidance for young people, mentoring, support for the curriculum, visits to colleges and universities, work related learning and work experience and employers visits and activities. Some of the activities on offer are statutory and already available to schools, some are available on a traded basis, whilst much of the offer is pre-funded and freely available for schools to take up. It will be effective as part of a well planned and timely framework of careers education information and guidance and work related activities.





City of York Council
West offices, Station Rise
York YO1 6GA

Support with Benchmarks:
1, 2, 3, 7 & 8

Contact/Manager

Steve Flatley | 01904 552367 | steve.flatley@york.gov.uk

John Thompson | 01904 553004 | john.thompson@york.gov.uk

The Local Authority has statutory duties under the Learning and Skills Act 2008 to secure sufficient suitable education and training provision for all young people aged 16 to 19 and for those up to age 25 with a learning difficulty assessment (LDA) or Education, Health and Care (EHC) plan in their area.

It also has to make available to all young people aged 13-19 and to those up to age 25 with an LDA or EHC plan, support that will encourage, enable or assist them to participate in education or training.

The Local Authority Connexions Service offers information, advice, guidance and support to young people age 13 to 19 (and up to age 25 to those who are disabled) at risk of becoming NEET. The 14 - 19 and Skills Team works with providers to secure provision for young people and produces information for young people, parents, schools and colleges on the range of opportunities available.

Statutory services

Secondary KS3,KS4

Targeted Impartial, careers advice guidance and support for young people age 13 to 19 in compulsory and full time education who are vulnerable and/or at risk of disengaging from education. Specialist support for those who have special needs, are Looked After Children and those who their current institution and Connexions have identified as disaffected from education and at risk of NEET, in a one to one or group setting

Traded Services to CYC schools and FE colleges

- Able to assist in developing CEIAG and employability programmes.
- Staff development to effectively advise and support young people in transition.
- Support in working towards national quality standards in careers guidance.
- Any other areas where you may need support.

Free and funded services to schools and FE colleges

- Support and challenge to deliver the new statutory duty in relation to careers guidance and inspiration through the curriculum using the Prepared For the Future and ACEG frameworks. Support for working towards CEIAG Quality Standards.
- Advice and support in commissioning and evaluating independent and impartial careers guidance.
- Annual booklet for parents and young people in years 9 and 11 explaining year 10 and post 16 options.
- Our annual Steps to Success event where young people and parents get the opportunity to meet school 6th forms, colleges, universities, training providers and employers to learn more about post 16 options and the range of higher education and employment opportunities available to them.
- Support for engagement with regional and national projects such as Local Enterprise Partnership (LEP) funded initiatives bringing employers and schools together and European Social Inclusion Fund (ESIF) programmes.
- Support in delivering the Duke of Edinburgh Award for young people.



c/o York St John University,
Lord Mayor's Walk,
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Support with Benchmarks:
2, 3, 4 & 7

Contact/Manager

Paul Murphy | 01904 876349 | p.murphy@higheryork.org

Higher York provides a 'Single Point of Contact' for schools in York, North Yorkshire and parts of East Riding which offers easy access to the outreach activities of the partner HE institutions. A partnership of five local HE Providers (University of York, York St John University, York College, Askham Bryan College and Craven College), Higher York is part of the National Network for Collaborative Outreach.

For up to date information and to find out more about opportunities available:

Email: contactus@higheryork.org Web: www.higheryork.org/schools/

Free services to schools and FE colleges from the local HE providers

Services and activities

A range of outreach activities is available to York schools; these are mainly aimed at Key Stages 3 and 4, although some are also available to primary schools.

All the partner universities and colleges work collaboratively to offer a wide range of outreach activities for schools aimed at raising aspirations, encouraging young people to progress to higher education and helping them to make the right choices about their future. The focus is on finding out about HE in general rather than any particular institution. Activities are particularly aimed at young people who may not otherwise have considered progression to HE.

Primary KS2

The Children's University is particularly aimed at Key Stage 2 and offers employer/student led opportunities around different industries.

Web: www.yorkcares.co.uk/programmes/york_childrens_university/

Secondary KS3, KS4, KS5

The partnership's Core Offer available to all secondary schools and colleges includes:

- On site visits and activities which give an insight into HE and a feel for University life:
 - Open days at all partner institutions
 - Academic Taster days at all partner institutions to provide an opportunity to find out more about particular subject areas
 - Opportunities to attend Master Classes and similar events
 - Bespoke visits arranged for individual schools on request
- Talks, presentations and information sessions about various aspects of HE and student life including:
 - Different routes into HE
 - Student finance and funding
 - Applying for HE
 - Writing a personal statement
 - Welfare and pastoral support

Sessions can be delivered by both HE student support teams and by Student Ambassadors and/or Students' Union representatives. They can be aimed at various audiences e.g. pupils, parents and carers, teachers and careers guidance staff

- Attendance at schools' own options evenings and similar events to provide information and answer questions about HE
- Activities to support particular groups of students, for example pupils with special needs and/or disabilities, looked after children, young carers
- Activities targeted at pupils interested in specific routes into HE for example vocational programmes, apprenticeships
- Activities targeted at encouraging progression into non-traditional routes e.g. women into science and engineering

Whilst some activities involve on site visits, a number of these activities can also be delivered on school sites.

University of York

In addition to the Core Offer, some schools and students may be able to access the following events and activities offered by the University of York:

- Green Apples – opportunities across York based FE and HE partners
- Excellence Hub for Yorkshire and Humber – academic taster days and IAG events for a range of age groups and interests
- Next Step York – targeted programme for Year 12 and 13 students
- The Big Deal – enterprise competition for Year 9 and 10 students
- York Science Outreach Centre – science related activities
- YSIS - York Students in Schools – classroom and subject support in schools provided by student volunteers
- Mentoring opportunities – employer and/or student led
- York Cares – mentoring, coaching and business opportunities for young people

Please note that some of these activities have restricted access for reasons of practicality, or because they are specifically designed for pupils eligible for free school meals or the pupil premium and/or have no experience of HE in the family.

Web: www.york.ac.uk/study/undergraduate/outreach/

York St John University

In addition to the Core Offer, some schools and students may be able to access other events and activities offered by York St John University including:

- Green Apples – opportunities across York based FE and HE partners
- North Yorkshire Higher Education Collaboration project – targeted programme for year 7-11 students in Coastal and Selby schools
- York St John University COMPACT scheme – opportunities for KS5 pupils
- Aiming High Primary School project – targeted activities for KS2 pupils in primary schools
- Summer School – a three day residential for targeted year 10 students in schools across the region

Some of these schemes are designed for schools and pupils who meet certain criteria. Please contact us for more information.

Web: www.yorks.j.ac.uk/study/visit-us.aspx



18-19 Colliergate,
York YO1 8BN

Support with Benchmarks:
1, 2, 3, 4, 5 & 6

Contact/Manager

Angela Kavanagh 01904 656 655 | email: angela.kavanagh@aspire-igen.com

The National Careers Service, supported by qualified careers advisers, has helped millions of people improve their working lives by providing information, careers and skills advice that's tailored to the individual. The Government has now asked the National Careers Service to play a role in connecting schools to opportunities to deliver inspirational careers activities.

Free and funded services to schools and FE colleges

The National Careers Service Inspiration Programme in York and North Yorkshire provides a portal for schools and colleges, promotes effective employer engagement, an understanding of the job market and quality, planned CEIAG with impact so that young people can make good decisions about their futures.

The Inspiration portal - <http://inspiringyandh.co.uk/> includes:

- Local job market information
- Employer section introducing employers to how they can work effectively with schools and colleges
- A brokerage facility to put employers in contact with schools and colleges
- Resources to help inspire young people
- An events calendar
- Links to organizations that can support with inspirational activities, quality CEIAG and employer engagement.

Free impartial services to young people and parents:

The National Career Service offers information and professional advice about education, training and work to adults and young people age 13 years and over. Pupils and their parents can access support via a website, helpline and web chat.

The website <https://nationalcareersservice.direct.gov.uk>

The website is all age and includes job profiles, skills tests, course searches, job search advice and job market information. A mobile website and app is also available.

National Contact Centre Tel: 0800 100 900

To support pay-as-you-go clients and those with no access to landlines, there is a facility to book a free call back on the website.





IT Centre, Innovation Way,
York Science Park,
Heslington, York, YO10 5NP

Support with Benchmarks:
2, 3, 4, 5 & 6

Contact/Manager

Yvonne Emmerson 01904 567616 | email: yvonne@nybep.org.uk

Based on over 20 years' experience as an Education Business Partnership, NYBEP offer a wide range of services to schools/colleges that support careers education, enterprise, employability, the personal development of students and employer engagement.

Statutory services

Primary KS2

We can support statutory areas of the curriculum but do not formally deliver statutory services.

Secondary KS3, KS4

We can support statutory areas of the curriculum but do not formally deliver statutory services.

Traded Services to CYC schools and FE colleges

Services and activities

Many of our services are purchased by school/college customers however, we actively seek funding from employers, government and other agencies allowing us to offer some services free of charge or at subsidised rates.

Primary KS2

Some of our programmes are differentiated for use with primary age students. Modules include finance and maths, science, aspirational career thinking and understanding where I live. More information can be found on our website: <http://www.nybep.org.uk/719/buildandtrade>

Secondary KS3, KS4

Most of our services are aimed at secondary age students, particularly KS4. These include: Work Experience – different levels of service, all include access to placement database and health and safety vetting (placements can be pre or post-16, block or extended)

Our learning modules include enterprise programmes, careers fairs, events and speed networking, aspirational/inspirational careers sessions, careers and curriculum related STEM programmes, CV and interview experience plus broader employability programmes. Information can be found on our website: <http://www.nybep.org.uk/721/exploreandtrade> Key to all our delivery is direct contact with local employers/apprentices.

We will also support schools by brokering links with employers to meet specific curriculum needs.

We can also support schools with access to U-Explore on-line careers resources.

Free and funded services to schools and FE colleges

Services and activities

We actively seek funding from employers, government and other agencies allowing us to offer some services free of charge or at subsidised rates, however, this does vary over time.

Current examples include:

- The provision of STEM Ambassadors to support relevant curriculum areas (STEMNET funded)
- Employability programmes targeted at students at risk of NEET (ESF funded)
- Our annual Inspirations STEM event (sponsored)
- Employer-led programmes and challenges – most of these have elements of enterprise learning whilst providing information about work roles/opportunities within specific sectors or with individual employers – in York we will frequently have a number of employer programmes available during a typical year.

Primary KS2

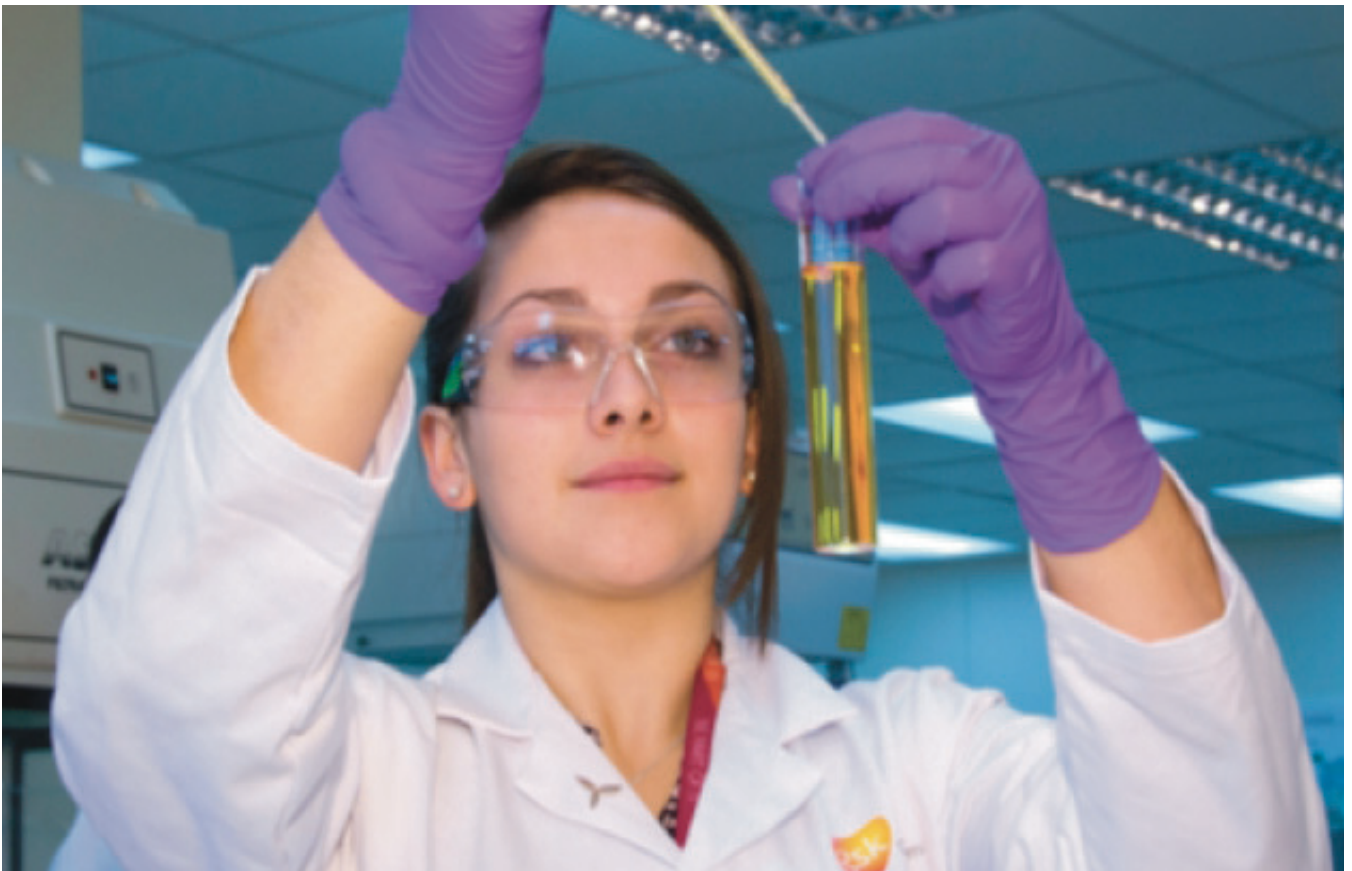
Some of the above services are relevant at KS2 but mainly KS4.

Secondary KS3, KS4

Most of our services are targeted at KS4 students. We also work in KS3 and post-16.

Further additional services

We frequently customise or expand our services to meet the specific needs of schools and employers and like to be creative and innovative in using our expertise to respond to new opportunities.





West Offices, Station
Rise, York YO1 6GA

Support with Benchmarks:
2, 3 & 5

Contact/Manager

Beverley Wills 01904 553008 | beverley.wills@york.gov.uk

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York Apprenticeship Offer (supported by funding from Leeds City Region)

The YAO partnership is made up of the 'main six' training providers delivering Apprenticeships in the city (Babcock Training, CITB, LearnDirect, YH Training Services, York College and York Learning), along with the Local Authority Connexions Team and the National Apprenticeship Service.

Co-ordinated by the LA 14-19 and Skills Team, the **YAO is an impartial free service aimed at schools to improve the understanding and knowledge about the Apprenticeship route and encourage more young people to consider this option as a progression route.** The offer helps schools to meet their statutory duties around Careers Education Information and Guidance (CEIAG).

Since the YAO began in April 2012, approximately 125 sessions have been delivered to over 6500 young people still in education.

Free and funded services to schools and FE colleges

Services and activities

School inputs – The Apprenticeship inputs are flexible to meet the needs of the target groups. Ranging from overview presentations to full year groups/assemblies, targeted sessions to young people that have expressed an interest in Apprenticeships, practical sessions on how to apply, attendance at staff training/governor meetings etc.

Weekly Apprenticeship Vacancy Bulletin – this takes two forms: 1) the latest vacancies shared with schools, to be displayed on noticeboards; and 2) an e-shot of the latest vacancies, top tips, vacancy of the week, details of events and videos, emailed direct to anyone (young people, careers co-ordinators, parents) that has expressed an interest.

E: york.apprenticeships@york.gov.uk

Apprenticeship facebook page (yorkapprenticeships) - Used to keep in touch with individuals that have expressed an interest in Apprenticeships. Similar to the bulletin, it provides the latest information on events, vacancies and top tips.

Apprenticeship Recruitment Events – held once or twice a year at City of York Council West Offices, at which young people and parents can meet with recruiting employers, training providers and employment agencies

Apprenticeship Recruitment Service for Smaller Businesses – the Business Engagement Team is funded to work with smaller businesses to increase the take-up of Apprenticeships amongst 16-24 year olds. The team has already worked with 100 SMEs to create 86 different high quality Apprenticeship opportunities in everything from Para-legal to Insurance Broking to Social Media and Marketing to Dental Nurse, Pharmacist and Funeral Directing! This is an important strand of work to open up opportunities for young people

York Apprenticeship Talent Match – as part of the talent match process for young people and businesses, the team is starting to offer a more tailored service to help young people find and move into Apprenticeship opportunities. This includes support with CV writing and interview technique. We are currently reviewing how this service can be extended.

Secondary KS3, KS4

The majority of school inputs are to young people in Years 10-13 (both KS4 and KS5). However we have also attended events for young people as young as Year 6 (KS2).

Further additional services

In addition this service is also available to other groups of individuals including JCP claimants, city wide events etc.



Cares is an initiative of
Business in the Community

C/O University of York, Careers,
Heslington, York YO10 5DD

Support with Benchmarks:
2, 3, 5 & 6

Contact/Manager

Jacqui Gunter, Manager 01904 432499 | jacqui.gunter@york.ac.uk

York Cares is an employee-volunteering charity with 40 employer members and access to 24,000 employees. York Cares currently co-ordinates York Children's University and is extending its programmes into secondary schools. See www.yorkcares.co.uk for more details.

Free and funded services to schools and FE colleges

Services and activities

Student and employee led activities designed to excite children and young people in learning, broaden horizons and raise aspirations.

Primary KS2

York Children's University including employer/student-led modules shaped around different industries and including a workplace experience (e.g. Law and Justice, Money, Retail, Advertising), Children's University lectures and the Children's University Passport to Learning scheme and annual graduation ceremony at the University of York.

Secondary KS3, KS4

Under development

One-to-one mentoring – school students who are at risk of underachieving work through 'personal challenges' with university mentors and attend a confidence-building day hosted by an employer.

Group coaching – school students explore a particular academic subject and related industry over 4-6 weeks supported by university students and local employers. Subjects/industries might include healthcare and nursing, finance, media and marketing, engineering, science and technology etc.

Annual take-over day – teams of school students take-over the boardroom and tackle a real-world problem supported by employees.





Sim Balk Lane, York, YO23 2BB

Support with Benchmarks:
2, 3 & 7

Contact/Manager

Lucy Walker (Senior Marketing Officer, Schools Liaison)

01904 770239 | lwalker@yorkcollege.ac.uk

The College is the largest provider of 16-19 education and work based learning in the sub region and offers a wide range of subjects, levels and modes of study. During the 2013/14 academic year there were 8,300 students, of whom 6,500 were in EFA/SFA funded education (i.e. 16 – 18, adult provision and apprenticeships). 2,300 were funded by other means e.g. Higher Education (approx 600), International students (approx. 150), approximately 71 were on schools links programmes and the remainder were on full cost provision.

Free and funded services to schools and FE colleges

Secondary KS3, KS4

Attendance at:

- parent/carer Events
- school assemblies, careers events, group tutorials (year group presentations)
- cross city CEIAG events e.g. 'Steps to Success' Event (held in October)

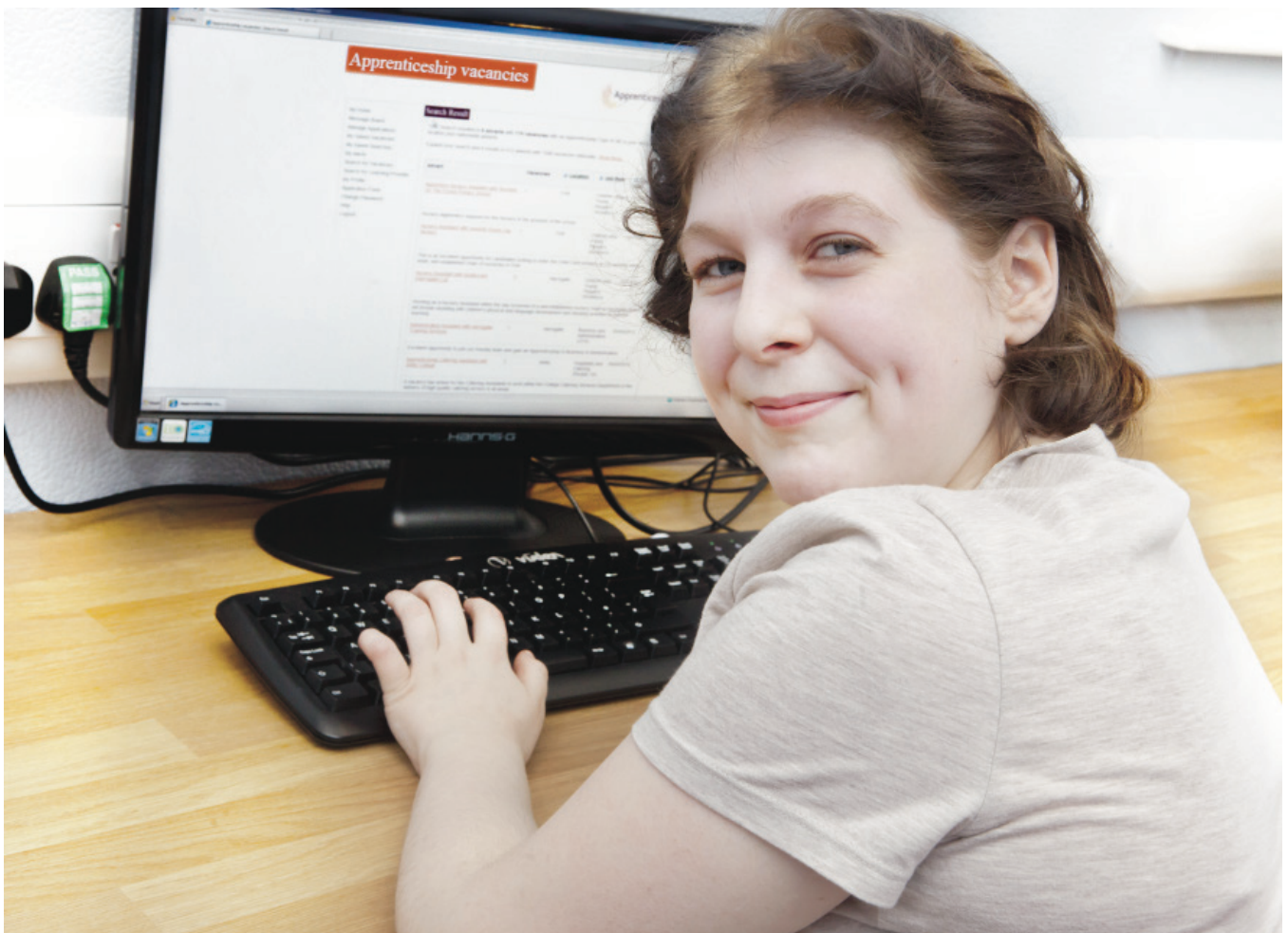
Hosting prospective students through Taster Events and New Student Days

Provision of Guidance Interviews, held at York College on a fortnightly basis

5 Open Events held throughout the year (for FE and apprenticeships), 3 for HE

Further additional services

- Information events held for Careers Advisers
- Some College/School curriculum links for specific subjects/topics exist
- Production of annual Course Guide (Prospectus)
- Hosting small group, or family, visits to the College
- Participation in Green Apples initiative
- Invitation to College events for prospective new students
- Oxbridge event held for those aspiring to progress to top universities
- Employer Engagement events also held to promote apprenticeships
- Bespoke sessions for KS4 to raise aspirations of students and explain College HE offer
- Stands with information re HE and Higher Apprenticeships for careers events for Sixth Forms





Askham Bryan, York, YO23 3FR

Support with Benchmarks:
2, 3 & 7

Contact/ Manager

Mary Hair (Schools Liaison) 01904 772277 | mary.hair@askham-bryan.ac.uk

Askham Bryan College is a specialist land-based College operating on a dispersed model across the North of England. The College offers Further and Higher Education courses to the land-based sector and beyond. The College is predominantly land-based with around 78% of full time FE course provision in 2013/14 defined as land-based (81% including HE). New programmes have extended the offer to Sport (Football and Outdoor Adventure Sport) and Uniformed Public Services (at York).

The 2013/14 student population was made up of 1627 16-18 year olds (the great majority of whom are following full-time courses). There were also approximately 530 work based learning students studying for land-based NVQs. The College also provides a range of Higher Education courses at Foundation and Honours degree levels accessed by around 497 students.

Free and funded services to schools and FE colleges

Secondary KS3, KS4

Attendance at:

- School progression events
- School assemblies, careers events, bespoke group tours of the College, feed into NYBEP's series of careers engagement sessions with schools across the City.
- Attendance at 'Steps to Success' Event (held in October at the racecourse)
- Up to 6 Taster sessions held on Wednesdays on set dates
- Up to 4 Saturday Morning open events split between Higher Education and Further Education
- At least 6 Information Evenings held throughout the year (for FE and Apprenticeships)

Further additional services

- The College hosts the Opportunities Fair for Entry and Level 1 provision.
- Production of Prospectus and spin off information materials.
- Group tours on request.
- Participation in Green Apples initiative.
- Will attend initiatives such as speed networking and mock interviews.
- Link into to STEM events where possible (Big Bang and Inspirations).
- Bespoke sessions for KS4 to raise aspirations of students and explain College HE offer.
- Information stand with information re Higher Education/Apprenticeships for Sixth Forms.
- Run commercial events such as 'Lambing Day' and 'Countryside Day' to showcase the College resources and estate.





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with an
Apprentice
in York

