

Careers Leader Induction



Steve Trotter

Careers Hub Operations Lead Hertfordshire

Agenda

Today will cover:

- Who The Careers & Enterprise Company are
- The roles of the Enterprise Adviser & Careers Leader
- The eight Gatsby Benchmarks
- Performance
- HOP, Local Labour Market Information and local priorities
- Problem-solving, resources and key dates



COMPASS+

THE CAREERS LEADER DASHBOARD

COMPASS
CAREERS BENCHMARK TOOL



HOP
HERTFORDSHIRE OPPORTUNITIES PORTAL

Our missions:

- **To inspire and support young people in the transition to the fast-changing world of work**
- **Strengthen the links between education and employment and help Hertfordshire young people to be more work ready**
- **Raise the profile and quality of Careers Education in schools and colleges by backing the 8 Gatsby Benchmarks**
- **Raise aspirations among young people in Hertfordshire and help every young person find their best next step**



Our priorities:

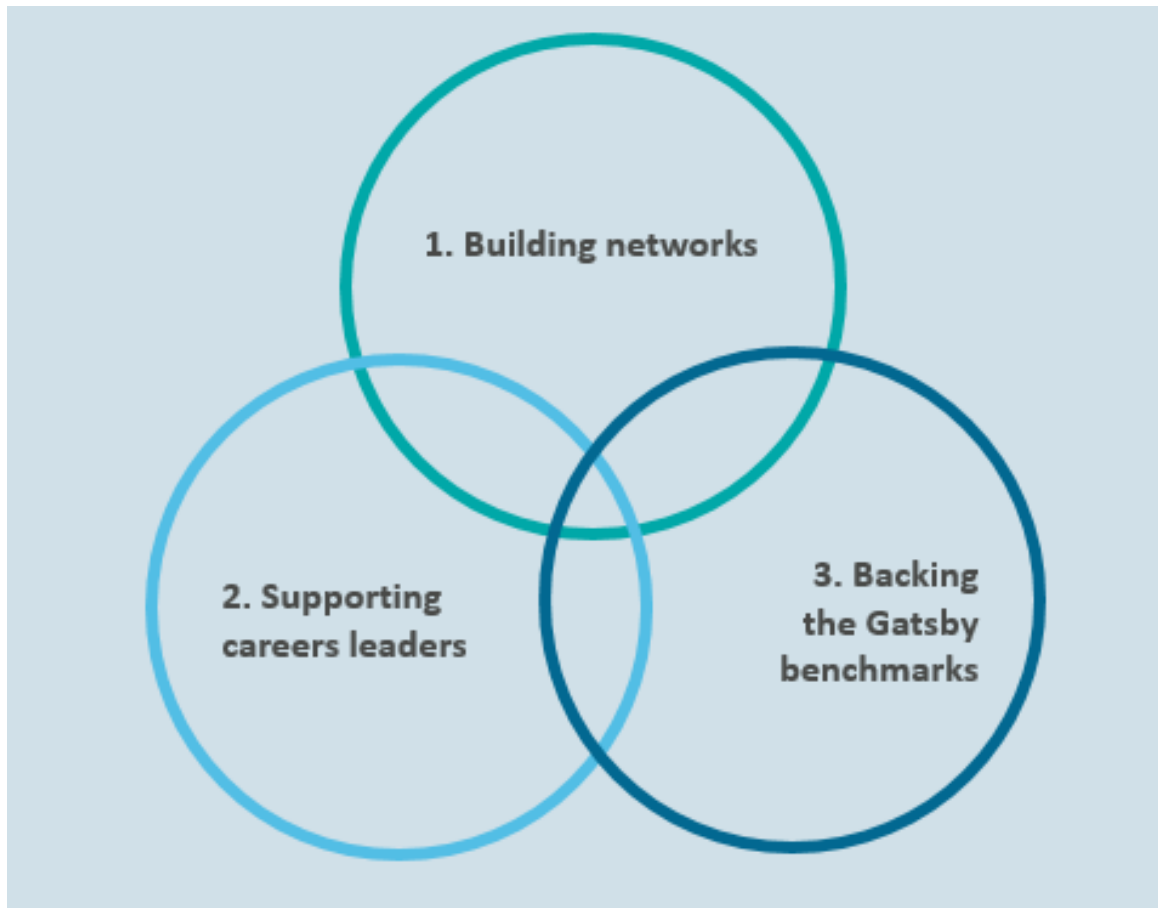
To help every young person find their best next step

- **Priority 1:** Raise the quality of careers provision in schools and colleges against the Gatsby Benchmarks through training for the education workforce, targeted support and quality assurance
- **Priority 2:** Drive more high-quality experiences with employers for students and teachers – with a focus on current areas of need
- **Priority 3:** Amplify apprenticeships, technical and vocational routes
- **Priority 4:** Focus on interventions for economically disadvantaged young people (FSM) and those who face most barriers
- **Priority 5:** Connect careers provision in schools and colleges to the needs of local economies



Encourage schools to start using the future skills questionnaire on Compass Plus

Our role:



Please click the video thumbnail or link below:



<https://youtu.be/B0RUJI-g0uw?si=b-yFxMXSPIN97ql1>

We work with schools, colleges and employers to help every young person find their best next step.

Herts Careers Hub Team Structure:



Gareth Dace- Careers Hub Strategic Lead-Hertfordshire Futures



Steve Trotter- Careers Hub Operations Lead-Hertfordshire Futures, plus EC to Welwyn & Hatfield schools



Chris Downton- Enterprise Co-Ordinator Hertfordshire Futures, Broxbourne & East Herts



Heidi Stroud Enterprise Co-Ordinator HCC, Stevenage and North Herts and some WGC/Hatfield schools



Shea Costello-Enterprise Co-Ordinator-HCC, Watford, Three Rivers & Hertsmere schools



Caitlin Coogan Enterprise Co-Ordinator-HCC, St. Albans & Dacorum schools



Alicia Loxley- Enterprise Co-Ordinator-HCC, SEND schools



What is an Enterprise Adviser?

Please click short video for more info



An EA is a Business volunteer who can help you as a Careers Leader
EAs support your school or college to deliver world class careers guidance to your students.
EAs build strong working relationships with your school or college and provide insight into their organisation/industry

An Enterprise Adviser is...

- A business professional who comes from any industry sector or professional background, be that employed, self-employed or recently employed.
- Dedicated to making a lasting impact on the future outcomes of young people.
- Willing to volunteer their time to achieve positive change in local schools and colleges, using core skills including relationship building and being analytical.

What will they be doing?

- Supporting the school or college's senior leadership team strategically to develop and evaluate their careers plan.
- Providing a valuable employer's perspective on how a school or college can embed labour market information and opportunities into the careers programme.
- Engaging with local businesses and employers in your network to put a wide variety of careers opportunities at the heart of young people's education.

Structure of what we do:

Careers Hub

Groups of schools, colleges, employers and providers within a local area working together to improve practice. Hub Leads oversee the work and target support to local priorities.

Careers Leader

A leadership role overseeing a college or school's provision. Careers Leaders implement and quality assure a careers strategy, network with employers and providers and coordinate the contributions of Careers Advisers and subject teachers.

Careers Adviser

A careers professional who provides personal guidance to students and may also have other roles in relation to the delivery of careers provision.

Enterprise Adviser

A volunteer from business matched with a school or college to provide strategic support on the careers programme.

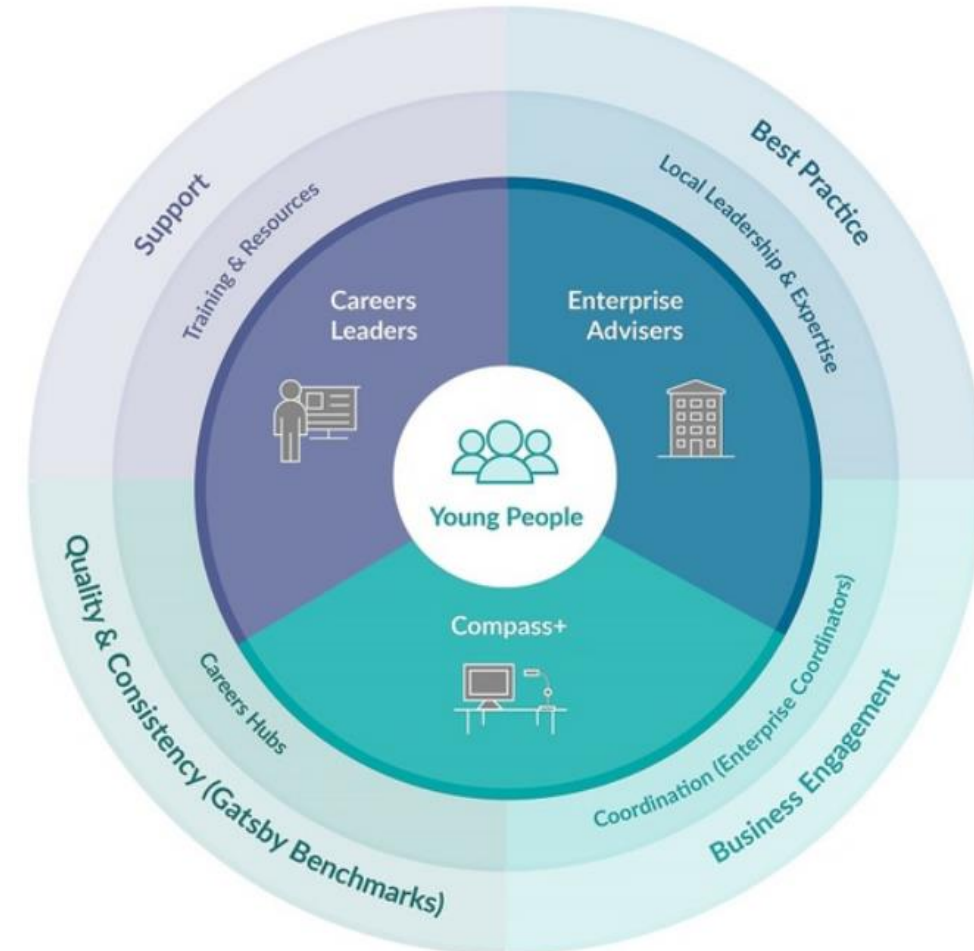
Cornerstone Employer

Provides the employer voice and leadership within a Careers Hub and works nationally, with other cornerstones, on shared careers-related priorities.

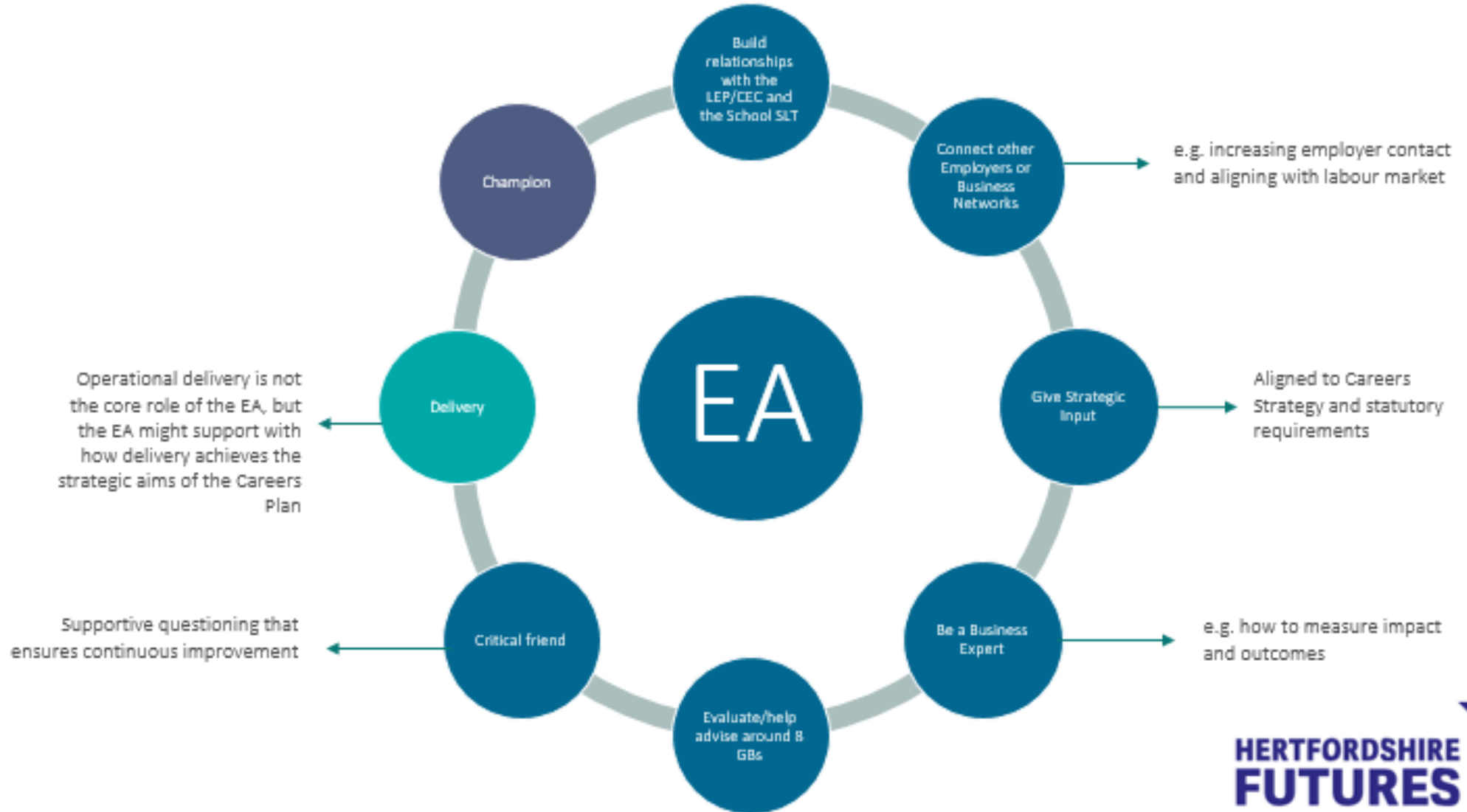
Careers Hub Key Partnerships



The Careers & Enterprise Company's Model



What does an EA do to help you?



What could an EA get involved in?

- Careers Strategy and Programme-What is going on in each year group, what are the aims and impact?
- Mock Interviews
- Mock Assessment Centres
- Experiences of the workplace project-Could they host 10-12 students for a visit, chat and tour? Or have some students for 1 day work shadow?
- Give a careers talk to include pathways into their business or sector to include Apprenticeships (to help your school with its Provider Access Legislation-PAL)
- Get involved in linking careers to a curriculum subject
- Collaborate and innovate new ideas around Gatsby Benchmarks your school/college is working towards
- Launch a careers or enterprise competition for the students

What could an EA get involved in?



- Mentor some students interested in their sector or students from a free school meal background
- Help elevate the school's alumni network/parents to get involved in the careers programme
- Support an apprenticeship group to be more work/application ready
- Create a business breakfast to get more employers to engage with your school/college
- Help the school with an employer engagement strategy



Key deliverables



As many schools using Compass Plus and the Future Skills Questionnaire as possible

**Compass Plus & Future Skills Questionnaire
Gatsby Benchmark Compass completions each term with each school/college**

Hosting Teacher Encounters

Getting Teachers out to visit employers and gather real world scenarios and bring the curriculum to life in the classroom

Careers Leader Training

Careers Leader short courses and full FREE Level 6 Training (Has your Careers Leader signed up to this?)

Workplace Experiences

Trying to get more young people out on workplace visits and tours



New Enterprise Adviser structure (matching)

Over the last 8 years we have matched EA(s) to one school or college (1-2-1 support)

The Careers and Enterprise and Hertfordshire Careers Hub are happy for that to continue, but also move towards a more flexible approach where EAs can work with more than one school or in certain ways and match skills and needs e.g.

An EA may be more strategic and help a school working on their Careers Strategy, whilst also still supporting their current school (Targeted Support)

An EA who has capacity to be operational can help multiple schools in an ad hoc way for example support two schools with a provider access talk on apprenticeships and some other schools with mock interviews etc. (Agile EA)

We are also moving towards more local networking sessions supported by an employer, training providers/local college and in term time Careers Leaders as well as EAs



Herts Careers Hub Networking Events



Shea Costello (He/Him) • 1st
Enterprise Coordinator at The Careers & Enterprise Company
1w •

Bringing the Gatsby Benchmarks to Hogwarts!!
It was a fantastic Hertfordshire Careers Hub, networking event hosted by **Warner Bros. Studio Tour London**. A massive thank you to **Julie Green** and all the team at **Warner Bros. Studio Tour London** for making the event as magical as possible. Networking in the great hall was amazing!! Thank you to our guest speakers **Julie Green** from **Warner Bros. Discovery**, **Christopher Dacosta-Jackdeo** from **West Herts College**, **Denise Manning** from **Queens' School (Bushey)** & **Andy Jervis** from **The Air League**. Thank you to all of our Career Leaders and Enterprise Advisors for all your hard work in creating positive careers programmes enabling our young people to make their best next step [#Careers](#) [#HertsCareersHub](#) [#Networking Hertfordshire Opportunities Portal \(HOP\)](#) [Hertfordshire Local Enterprise Partnership](#)
Celebrating a decade of delivery



Steve Trotter • You
Careers Hub Operations Lead
2mo • Edited •

BIG WELL DONE to **Alicia Loxley** and **Chris Dowton** for their informative SEND Networking event at **Hertfordshire Zoo** with great guest speakers including **Chris Eley** **Rebecca Healy Educational and Sporting Futures Apprenticeships MA** ...more



Lesley Leggett and 40 others

2 comments

Next Herts Careers Hub Networking events

Heidi Wednesday
16th October Cell & Gene Therapy
Catapult Sycamore House Stevenage
3.45pm-5pm

Caitlin Wednesday
23rd October
3.30pm-5pm Britvic
Hemel Hempstead

More dates and locations to follow soon



HOP INTO APPRENTICESHIPS AND T LEVELS

Hertfordshire
CAREERS HUB

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Taking place on **Wednesday 29th January from 17.30 - 19.00**, this free of charge **online** event is specifically for parents, carers and students. Who would like to explore apprenticeship and T Level options available.

The HOP into Apprenticeships and T Levels Virtual Careers Fair is in its third year and has been a successful way for employers and training providers to showcase apprenticeship and T Level opportunities to hundreds of parents, carers and students across Hertfordshire.



The event is a collaboration between Hertfordshire Careers Hub, Amazing Apprenticeships, Hertfordshire Employers and the Bedfordshire & Hertfordshire Provider Network.

Last year's event had 600 parents sign up and over 30 employers and providers.

[Parents & Carers please sign up here](#)

[Employers, Colleges and Training Providers please sign-up here](#)

Careers Leader role



1st steps:

Check you are named as Careers Leader on your school/college's website

Upload a careers programme for this academic year (ask your EC for help and examples)

Legal duty to have your careers policy uploaded to website (your EC can help with examples)

Legal duty for Provider Access Talks (get these booked in now)
Year 8/9/10/11/12 & 13
Year 9, 11 and 13 **by 28th Feb 2025**

Complete compass with your EC/EA
December/March and July

<https://youtu.be/NZN4-xZmcyU?feature=shared>

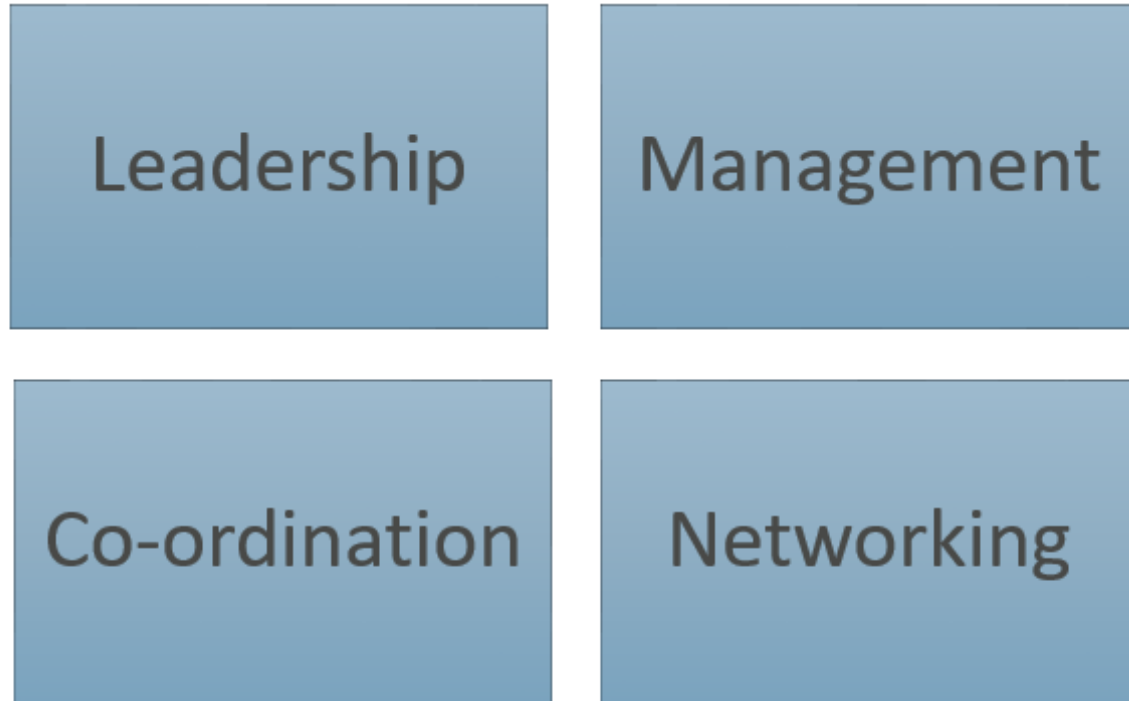
Careers Website Examples

[Queens' School Bushey Careers](#)

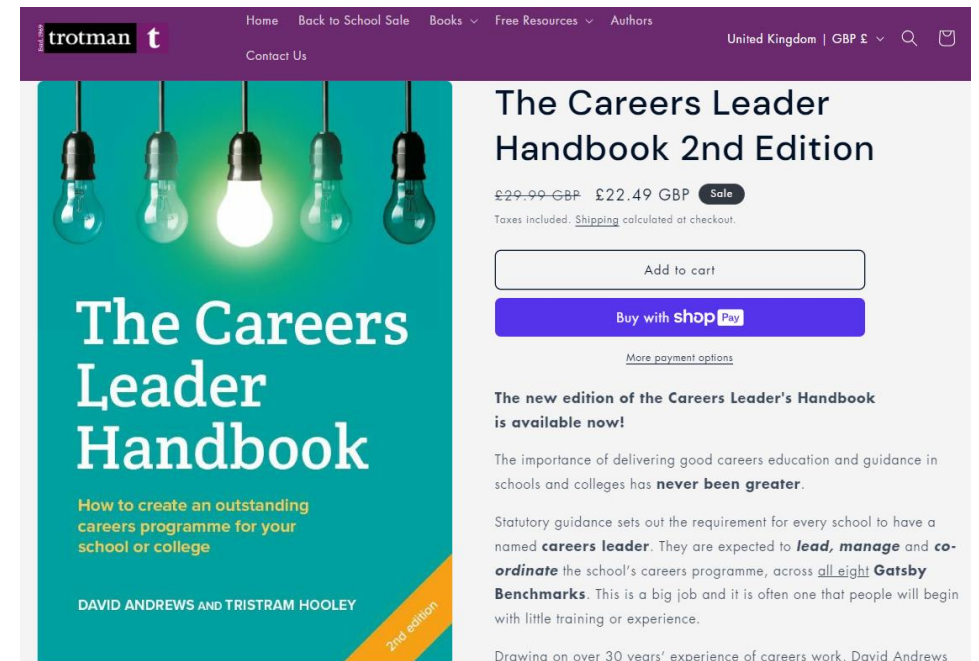
Year 7	Year 8	Year 9	Year 10	Year 11	Year 12	Year 13
<p>Year 10</p> <p>Autumn Term</p> <p>Generation Hertford : 21st October 2024 STEAM Fortnight : 11th to 21st November 2024</p> <p>Spring Term</p> <p>Interview Skills workshop by Navigating Careers : January / February National Apprenticeship Week Assembly : 10th to 16th February 2025 Careers Week Assembly : 3rd to 7th March 2025 Big Interview Day : 7th March 2025</p>						

[Careers Education – Presdales School & Sixth Form | Ware | Hertfordshire](#)

The jobs of careers leadership



- On top of all this Careers Leaders are often Teachers or Senior Leaders in school so need as much and help and support that they can get from their EA and EC.



The screenshot shows the Trotman Indigo website interface. The top navigation bar includes links for Home, Back to School Sale, Books, Free Resources, and Authors. The main content area features a product listing for 'The Careers Leader Handbook 2nd Edition' by David Andrews and Tristram Hooley. The product image shows a teal cover with five light bulbs, one of which is illuminated. The price is listed as £22.49 GBP (on sale from £29.99 GBP). Below the price are buttons for 'Add to cart' and 'Buy with shop Pay'. A promotional text states: 'The new edition of the Careers Leader's Handbook is available now! The importance of delivering good careers education and guidance in schools and colleges has never been greater. Statutory guidance sets out the requirement for every school to have a named careers leader. They are expected to lead, manage and co-ordinate the school's careers programme, across all eight Gatsby Benchmarks. This is a big job and it is often one that people will begin with little training or experience. Drawing on over 30 years' experience of careers work, David Andrews

The role of careers leader: Leading

- Leading the team of teachers, administrators, external partners and others who deliver the careers programme
- Advising senior leadership on policy, strategy and resources
- Reporting to senior leaders and governors
- Reviewing and evaluating the careers programme
- Preparing and implementing a careers development plan
- Understanding the implications for career guidance of changes in education, training and the labour market
- Ensuring compliance with legal requirements to provide independent career guidance and access to providers of technical education and apprenticeships



The role of careers leader: Managing



- Planning schemes of work for careers education and other activities
- Briefing and supporting teachers delivering the careers programme
- Monitoring teaching and learning in careers education and delivery of the careers programme
- Supporting tutors providing initial information and advice
- Managing the work of the careers adviser and other staff, including the careers administrator
- Monitoring access to, and take up of, career guidance
- Managing the careers budget
- Managing own CPD and supporting CPD for the careers team



The role of careers leader: Co-ordinating

- Managing the provision of careers and labour market information
- Managing the careers section of the school's or college's website
- Liaising with the PSHE leader, and other subject leaders, to plan their contribution to the careers programme
- Liaising with tutorial managers, mentors, SENCO and head of sixth to identify pupils needing guidance
- Referring pupils to careers advisers



The role of careers leader: Networking

- Establishing and developing links with FE colleges, apprenticeship providers and universities
- Establishing and developing links with employers
- Negotiating service level agreement with the local authority for support for vulnerable young people, including SEND
- Commissioning career guidance services
- Managing links with the LEP and other external organisations
- Identifying sources of funding for careers related projects and writing bids
- Building a network of alumni to help with the careers programme



Careers roles in schools

Link Governor	Advocate for careers Support and challenge	
Senior Leader	Overall responsibility for careers and line manager for Careers Leader	assistant head or deputy head
Careers Leader	Day-to-day leadership and management for careers Middle leader	teacher, other professional
Careers Adviser	Provision of personal career guidance to young people	internal or external: professionally qualified at level 6 or above
Careers Administrator	More routine organisation and administration	support staff



Careers Leader Training

- Online short introduction
 - [Online learning modules | The Careers and Enterprise Company](#)
 - Full Level 6 Careers Leadership Course (accredited or non-accredited) Worth £3000 for FREE.
 - Upon completion your school or college will receive a bursary of £1000 to help pay for cover/put towards careers budget
- [Careers Leader training | The Careers and Enterprise Company](#)



- **Module 1. Careers leadership & the careers landscape**
 - The value of careers
 - The role and value of Careers Leader
 - Key statutory duty relating to careers inc. PAL
 - The Gatsby Benchmarks
 - The role and value of Careers Hubs
 - The role and value of an EA
 - Effective use of Compass+
- **Module 2. Strategic planning and impact evaluation**
 - The value of a strategic careers plan
 - Impact evaluation
 - Parental engagement within the careers programme
- **Module 3. Labour Market Information and Pathways**
 - Available routes at key transitions including technical and vocational
 - How to access labour market information & intelligence
- **Module 4: Linking careers to the curriculum**
 - Career related learning outcomes
 - Supporting staff to highlight the relevance of their subject to future careers
- **Module 5: Encounters with employers & providers and experiences of the workplace**
 - What makes an encounter with an employer/provider meaningful
 - What makes an experience of the workplace meaningful
- **Module 6: Personal Guidance**
 - Approaches to personal guidance
- **Module 7: Funded Careers Leader Training**
 - The value of funded Careers Leader training

Questions for Careers Leaders



Who are the other allies you can mobilise to support careers and what will they need to support you?

What are the priorities highlighted in your school recovery plan, school improvement plan or strategic careers plan?

What role can the Link Governors and Enterprise Adviser's have in highlighting the relevance of careers in the context of future employment?

What areas of your programme support achievement or improvement against these priorities?

What opportunities exist to provide content/activities as part of homework or extra-curricular activity?

What learning outcomes are relevant in the current landscape and why?

What destinations for your young people have been impacted?
How can you build NEET prevention into careers planning?

What evidence of the impact of your programme will help you influence SLT thinking on careers?

How could existing interventions be adapted to meet priorities?



The eight Gatsby Benchmarks

The Gatsby Benchmarks define what is considered world-class in careers guidance.



Gatsby Benchmark 1
A stable careers programme



Gatsby Benchmark 2
Learning from career and labour market information



Gatsby Benchmark 3
Addressing the needs of each pupil



Gatsby Benchmark 4
Linking curriculum learning to careers



Gatsby Benchmark 5
Encounters with employers and employees



Gatsby Benchmark 6
Experiences of workplaces



Gatsby Benchmark 7
Encounters with further and higher education



Gatsby Benchmark 8
Personal Careers Guidance



Our digital tools



Compass: evaluation tool to audit a school/college's current careers provision against the eight Gatsby Benchmarks



Compass+: this is our new tool to help schools benchmark, manage, track and report on their careers programme.

[Register for your Compass/Compass+ Account](#)

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Takes around 20-30mins to complete
Ideally with CL, EA and EC present

Completed once a term/3times a year
(Dec/March/June)

Key benefits for Careers Leaders

-  **Save time and plan with ease.** Quickly map out your careers programme for the academic year.
-  **Be more strategic and targeted.** Create custom cohorts so you can target relevant careers interventions to the students most in need.
-  **Measure and monitor effectively.** Create detailed reports and data visualisations to monitor performance.
-  **Collaborate with colleagues.** Encourage collaboration by allocating tasks, sharing contacts and allowing colleagues to contribute to your careers education programme.
-  **Reach and build a wider network.** Receive intelligent recommendations for activities and store your careers partners in one place.

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Compass Data Summer 2024 out of 8

Hertfordshire currently averaging 6.60/8 Gatsby Benchmarks

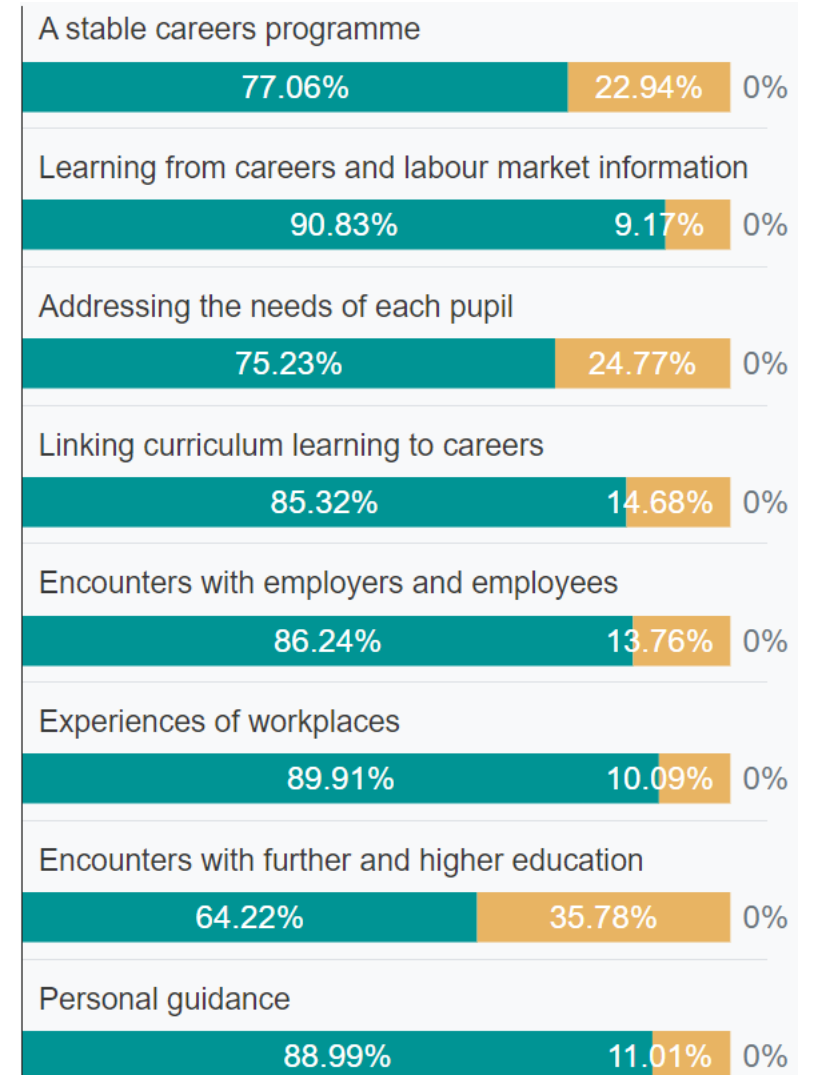
4760 schools working towards Gatsby Benchmarks in England via The Careers & Enterprise Company

England Average 5.90/8

113 in Hertfordshire including SEND, Colleges and ESC's

-  **Gatsby Benchmark 1**
A stable careers programme
-  **Gatsby Benchmark 2**
Learning from career and labour market information
-  **Gatsby Benchmark 3**
Addressing the needs of each pupil
-  **Gatsby Benchmark 4**
Linking curriculum learning to careers

-  **Gatsby Benchmark 5**
Encounters with employers and employees
-  **Gatsby Benchmark 6**
Experiences of workplaces
-  **Gatsby Benchmark 7**
Encounters with further and higher education
-  **Gatsby Benchmark 8**
Personal Careers Guidance



Your school/college's compass report:

Institution Report

Bishop's Hatfield Girls' School



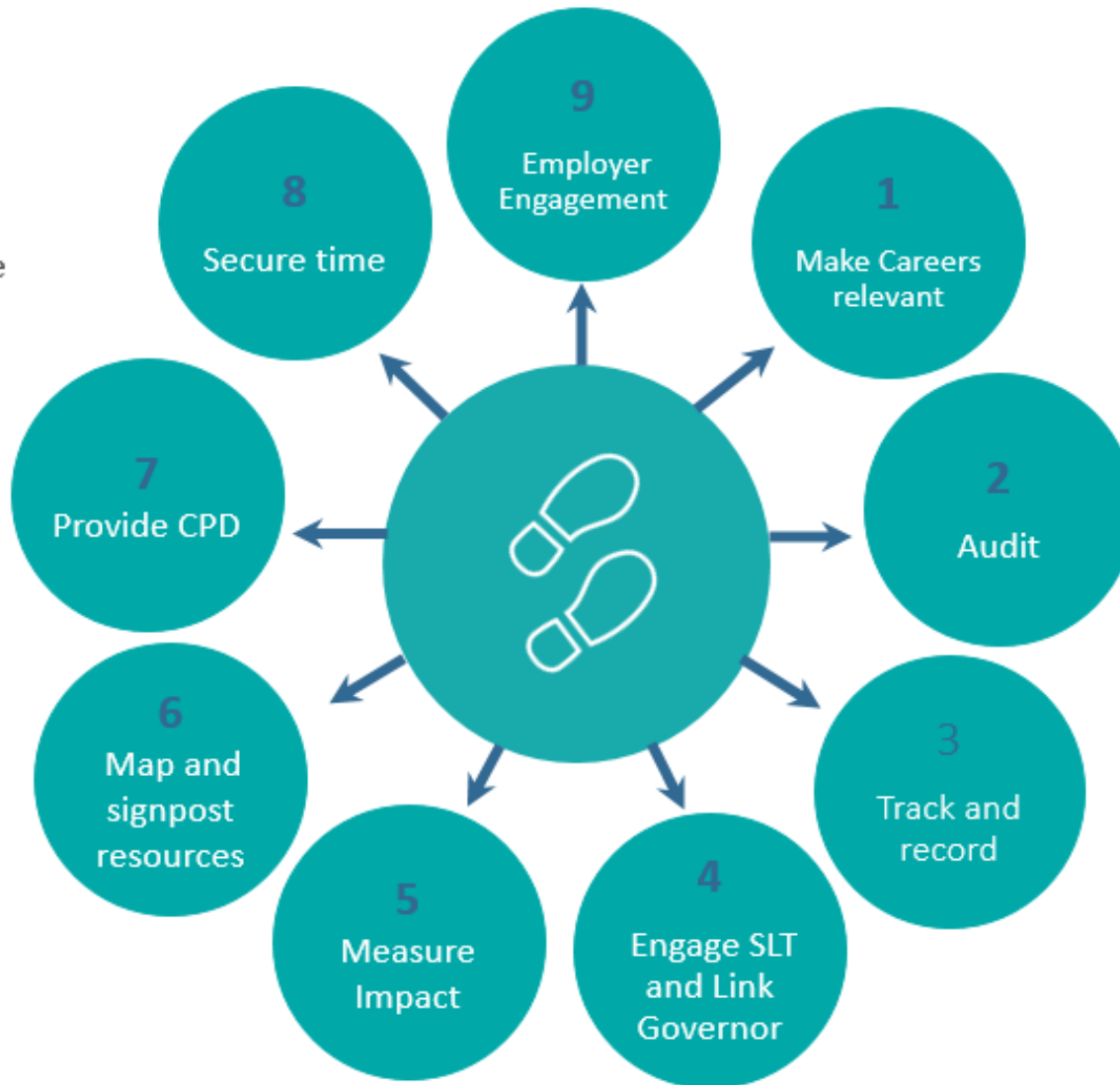
URN:	137757	Institution Opportunity Area:	–
LEP:	Hertfordshire	Burberry:	No
Date institution joined the network:	07-04-2016	Heathrow:	No
Is it currently matched:	Yes	National Grid:	No
CEC institution type:	Mainstream	Compass+ on boarding status:	Moved to compass+
Institution HUB:	Hertfordshire	Compass+ date of last on boarding status change:	17-09-2022

Latest whole Compass completion (31-03-2023)

Benchmark 1	100%
<i>Does your school have a careers programme that: - Is written down?</i>	Yes
<i>Does your school have a careers programme that: - Is approved by the board of governors?</i>	Yes
<i>Does your school have a careers programme that: - Has the explicit backing of senior leadership?</i>	Yes
<i>Does your school have a careers programme that: - Has resources/funding allocated to it?</i>	Yes
<i>Does your school have a careers programme that: - Is regularly monitored?</i>	Yes
<i>Does your school have a careers programme that: - Has both strategic and operational elements?</i>	Yes



Your Enterprise Co-Ordinator will help and support you as the Enterprise Adviser and the school/college's Careers Leader to...



What type of EA do you think you need?

	ATTRIBUTE	TYPICAL BUSINESS POSITION	KEY TRAIT	BENCHMARKS THIS WILL TYPICALLY SUPPORT	WHAT WILL THE EA GAIN (in addition to the individual traits listed above)					
1	LOCAL BUSINESS CHAMPION 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	A local business owner or member of a local business network group, e.g. Business Bank Manager, local SME or standalone business owner	Pro-active approach Good local connections	2, 5, 6	Greater prominence in local business community as a connector to school(s)/college(s)	5	INNOVATOR AND VISIONARY Innovation and Creative Ideas. Able to suggest and carry out enterprising solutions to challenges either specific to careers education and/or wider school matters.	Entrepreneur.	Visionary; Problem Solver	ALL
						6	SECTOR SPECIFIC AMBASSADOR Provide Sector Specific Careers Information. 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	Employed or previously employed within a specific industry with good, up to date, holistic knowledge of different careers and future opportunities. May be a member of an industry body or professional membership organisation	Deep understanding of an industry or sector able to facilitate connections with a broad range of sector experts	2, 4
2	EMPLOYER SPECIFIC AMBASSADOR 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 staff to develop careers curriculum to match the needs of business.	Employed by a Medium or Large Organisation. Is able to influence in own organisation and has holistic contacts and knowledge of different roles and departments	Large company recruitment and skills/development expertise	2, 3, 4, 5, 6, 7	Able to secure future talent directly from a school/college and establish a talent pipeline into your organisation Build understanding of careers and education trends to identify future developments that will help businesses HR/Recruitment strategies.	7	ALUMNI ENABLER Alumni Networking An ex-student, member of staff, parent who has good knowledge of the school ethos and values and can align 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.	An ex-student, staff member or parent with a good knowledge of school ethos and values. Any of the other listed attributes would be beneficial.	Personal experience of the school/college and local area. Personally motivated to support the work of EAs locally.	1, 2, 3, 5, 7
						8	CAREERS EDUCATION EXPERT Provide detailed knowledge of Careers Education Policies and tactics to achieve Gatsby Benchmarks	Previous experience working in a School/College or in Careers Education industry.	Careers expert able to navigate through range of national, regional and local offerings	ALL
3	EMPLOYMENT AND RECRUITMENT EXPERT Share knowledge of recruitment processes ensuring that school 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.	HR Professional; Recruitment Expert, either self-employed or working within a business	Recruitment and selection expertise. Basic employment law knowledge	5	As above	9	OPERATIONAL SUPPORT Operational Support This is not really the description of an EA but can be of short-term benefit. Able to provide hands on support for existing careers activities	Knowledge and experiences in employment and in industry.		5
						8	CAREERS EDUCATION EXPERT Provide detailed knowledge of Careers Education Policies and tactics to achieve Gatsby Benchmarks	Previous experience working in a School/College or in Careers Education industry.	Careers expert able to navigate through range of national, regional and local offerings	ALL
4	STRATEGIST Help develop school's Careers Strategy aligned to ongoing school development plans.	HR Professional. Strategy Consultant.	Well organised. Visionary. Strategic Mindset	1	Build understanding of careers and education trends to identify					

It is good to work through the careers programme for the year ahead
 Look at or complete compass together once per school term
 Look at/revisit careers strategic plan-what are the main aims this year?

NEW AGILE EA
 INVOLVED IN SPECIFIC
 PROJECTS POSSIBLY WITH
 MORE THAN ONE SCHOOL

Teacher Encounters Event



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Format of the day:

Throughout the day you will participate in some key-note presentations, have the opportunity to attend sector-based workshops, led by employers, and also network with a wide range of represented priority sector-based organisations.

09:15	Arrival and Networking
09:45	Welcome – <u>Key Note</u> - Presenting Hertfordshire (Hertfordshire Futures)
10:00	Sector Focus 1: Hertfordshire’s Film & Media Industry (Hertfordshire Film Office and Sky Studios)
10:40	Break
10:50	Workshop 1 – choose one of five sector-based workshops (see below)
11:40	Workshop 2 – choose one of five sector-based workshops
12:30	Lunch – Exhibitor Networking available featuring...
13:15	Sector Focus 2: Hertfordshire’s Environment & Sustainability Sector
14:05	Workshop 3 – choose one of five sector-based workshops
14:55	Break
15:05	Sector Focus 3: Hertfordshire’s Life Sciences Industry (Roche)
15:45	Action Plans and plenary
16:00	Close



Friday 17th January Roche WGC

HOP- Herts Opportunities Portal



Login

- Explore Careers
- Employers
- Opportunities
- Sectors
- Skills Bootcamps
- Employer Spotlight
- Provider showcase
- Generation Career Fair Hub
- News
- Events
- Case Studies
- Retrofit
- HOP into Construction

THE PREMIER GATEWAY IN HERTFORDSHIRE TO EXPLORE CAREER OPPORTUNITIES

JOBS, APPRENTICESHIPS, COURSES

EMPLOYER QUESTIONS

STUDENT QUESTIONS

Keywords

Types of Opportunity

All Opportunities

Within

All of HOP

Search

THE TWIN-TRACK APPRENTICESHIP TOOLKIT

[Hertfordshire Opportunities Portal \(hopinto.co.uk\)](https://hopinto.co.uk)

THE CAREERS & ENTERPRISE COMPANY

HERTFORDSHIRE FUTURES



Login

- Explore Careers
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- Employer Spotlight
- Provider showcase
- Generation Career Fair Hub
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- Case Studies
- Retrofit
- HOP into Construction

THE GATSBY BENCHMARKS

PLEASE CLICK ON EACH BENCHMARK FOR USEFUL RESOURCES.

GATSBY BENCHMARKS



GATSBY BENCHMARK 1

Find out more about Gatsby Benchmark 1



GATSBY BENCHMARK 2

Find out more about Gatsby Benchmark 2



GATSBY BENCHMARK 3

Find out more about Gatsby Benchmark 3



GATSBY BENCHMARK 4

Find out more about Gatsby Benchmark 4



GATSBY BENCHMARK 5

Find out more about Gatsby Benchmark 5



GATSBY BENCHMARK 6

Find out more about Gatsby Benchmark 6



GATSBY BENCHMARK 7

Find out more about Gatsby Benchmark 7



GATSBY BENCHMARK 8

Find out more about Gatsby Benchmark 8

NEW ENTERPRISE ADVISER INDUCTION

Please find our video and slides for our New Enterprise Adviser Induction for any new EAs to role here in Hertfordshire. Please contact your Enterprise Co-ordinator for any more support and resources.

[Download the Slides PDF version](#)

[GATSBY BENCHMARK RESOURCES \(hopinto.co.uk\)](https://hopinto.co.uk)

Labour Market Information posters and growth sector posters on HOP



For Gatsby Benchmark 2 Labour Market Information/National Careers Week we have new Herts labour market information (LMI) posters to use with your students, parents and teachers with hard copies being sent to your Head: [Using Labour Market Information \(hopinto.co.uk\)](https://hopinto.co.uk)

HOP LIVING AND WORKING IN WELWYN HATFIELD

WHAT QUALIFICATIONS DO PEOPLE HAVE?

LEVEL 4 (degree or equivalent)
ENGLAND 43.1%
HERTFORDSHIRE 48.8%
WELWYN HATFIELD 46.1%

LEVEL 3 (A-level and equivalent)
ENGLAND 61.3%
HERTFORDSHIRE 63.7%
WELWYN HATFIELD 60.4%

GETTING AROUND

30 - 50 minutes by train to London
40 minute drive to Luton Airport
1 hour drive to Cambridge

TOP 5 EMPLOYMENT SECTORS

- WHOLESALE AND RETAIL**
Work in: Sales, Merchandising, Customer Service
- HEALTH**
Work in: Nursing, Social Care, Medical Practitioners
- BUSINESS ADMINISTRATION AND SUPPORT SERVICES**
Work in: Administration Support, Business Professionals, Marketing Specialist
- PROFESSIONAL, SCIENTIFIC AND TECHNICAL ACTIVITIES**
Work in: Engineer, Tech Specialist, Law, Scientific
- ARTS, ENTERTAINMENT AND RECREATION**
Work in: Art & Illustration, Tourism, Photography

DISCOVER SOME OF THE AMAZING EMPLOYERS ON YOUR DOORSTEP...

TESCO is a leading retailer, with 360,000 employees, serving millions of customers every week, in their stores and online. Their mission is to be the champion for customers, helping them to enjoy a better quality of life and an easier way of living.

MORGAN SINDALL GROUP is made up of 6600 talented people working to create long-term, sustainable value in the Built Environment. They create inspiring places that enhance the communities in which we live, learn, work, play and care.

ROCHE is a global pioneer in pharmaceuticals and diagnostics. Their aim is to detect illnesses – such as cancer, infectious and cardiovascular disease – early, and treat them with life-saving and life-changing medicines.

COMPAUTCENTER is a leading independent technology provider trusted by large corporate and public sector organisations. They help their customers to source, transform and manage their technology infrastructure to deliver digital transformation, enabling users and their business.

CRANE & STAPLES has been providing expert legal advice to residents and businesses in and around Welwyn Garden City for over 80 years.

HOW MUCH DO PEOPLE EARN ON AVERAGE?

	LIVING IN	WORKING IN
HERTFORDSHIRE	£36,045	£33,902
WELWYN HATFIELD	£33,947	£31,635
ENGLAND	£31,490	£31,490

SOURCE: NOMS

WWW.HOPINTO.CO.UK

hertfordshire LocalEnterprise Partnership

WORKING IN HERTFORDSHIRE'S FILM, MEDIA AND CREATIVE INDUSTRY

DISCOVER SOME OF THE AMAZING EMPLOYERS ON YOUR DOORSTEP...

- WARNER BROS. STUDIOS LEAVESDEN** offers 350,000 sq. ft. of sound stages, Europe's biggest tanks, a 100-acre back lot and extensive workshops and offices.
- SKY STUDIOS ELSTREE** is a brand new state-of-the-art film and TV studio launched in partnership with NBCUniversal. It has ambitions to become the world's most sustainable studio.
- ELSTREE STUDIOS** offers over 60,000 sq. ft. of filming space, 3 live audience ready stages, 44 production village companies and 95 years of filmmaking experience.
- IGL FILMS** (Welwyn Garden City) is an award-winning production company and creative agency that creates video and animation to help businesses bring their products and brands to life.
- PEARLDROP** (Stevenage) creates video content for everything from customer-facing viral marketing campaigns to internal training and health and safety packages.

SOME OF THE MOST NEEDED FILM AND MEDIA ROLES IN HERTFORDSHIRE

- EVENT PRODUCER
- GRAPHIC DESIGNER
- SOCIAL MEDIA EXECUTIVE
- JUNIOR CREATIVE ARTWORKER
- PLUMBER, ELECTRICIAN, CARPENTER
- SET INTERIOR DESIGNER
- LIGHTING ENGINEER
- PERFORMANCE DANCE TEACHER
- COSTUME DESIGNER
- EDITOR
- WRITER

16,000 EMPLOYEES WITHIN THE INDUSTRY IN HERTFORDSHIRE

IS THIS THE INDUSTRY FOR YOU? YOU WANT TO BE PART OF THE EXCITING CREATIVE AND ENTERTAINMENT SECTOR.

Film, media and creative services could be for you if...

DON'T FORGET

The industry offers a wide range of non film and media roles such as...

ENGINEERING, RESEARCH, MARKETING AND PUBLICITY

DID YOU KNOW?

THERE WILL BE MORE STUDIOS IN HERTFORDSHIRE THAN IN HOLLYWOOD BY THE END OF THE DECADE.

BROUGHT TO YOU BY HOP Hertfordshire LocalEnterprise Partnership

Hertfordshire LocalEnterprise Partnership

HERTFORDSHIRE CAREERS HUB

THE CAREERS & ENTERPRISE COMPANY

WWW.HOPINTO.CO.UK

hertfordshire LocalEnterprise Partnership

New preparing for workplace experiences lesson, worksheets and video

Hertfordshire
CAREERS HUB

THE CAREERS &
ENTERPRISE
COMPANY

HERTFORDSHIRE
FUTURES

GETTING READY FOR A WORKPLACE EXPERIENCE

If you are a young person about to go on a workplace experience, a Careers Leader or Teacher supporting young people, or a parent of someone going on a placement here are some useful resources to help prepare for a workplace experience or visit.

Hertfordshire
CAREERS HUB

THE CAREERS &
ENTERPRISE
COMPANY

Amazing
Apprenticeships



The resources include:

- What to do before your placement
- How to impress the employer whilst on placement
- How to audit your skills before and after your placement and ideas how to boost your skills.

[Getting ready for a workplace experience \(hopinto.co.uk\)](https://hopinto.co.uk)

HOP
HERTFORDSHIRE OPPORTUNITIES PORTAL

HOP INTO APPRENTICESHIPS AND T LEVELS

Hertfordshire
CAREERS HUB

THE CAREERS &
ENTERPRISE
COMPANY

HERTFORDSHIRE
FUTURES

Taking place on **Wednesday 29th January from 17.30 - 19.00**, this free of charge **online** event is specifically for parents, carers and students. Who would like to explore apprenticeship and T Level options available.

The HOP into Apprenticeships and T Levels Virtual Careers Fair is in its third year and has been a successful way for employers and training providers to showcase apprenticeship and T Level opportunities to hundreds of parents, carers and students across Hertfordshire.



The event is a collaboration between Hertfordshire Careers Hub, Amazing Apprenticeships, Hertfordshire Employers and the Bedfordshire & Hertfordshire Provider Network.

Last year's event had 600 parents sign up and over 30 employers and providers.

[Parents & Carers please sign up here](#)

[Employers, Colleges and Training Providers please sign-up here](#)

Generation event dates

Hertfordshire
CAREERS HUB

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HERTFORDSHIRE
FUTURES

GENERATION EVENTS 24-25

Hertfordshire
CAREERS HUB

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COMPANY






EVENT TITLE	DATE	SPECIAL INSTRUCTIONS	VENUE	BOOKING
GENERATION DACORUM	WEDS 2 ND OCTOBER 2024	£60 per exhibitor cost	SHENDISH MANOR, HEMEL HEMPSTEAD	Cindy Withey cindy@communityactiondacorum.org.uk
GENERATION HERTFORD	MONDAY 21 ST OCTOBER 2024	NO TWILIGHT SESSION	BEAM THEATRE, HERTFORD	Chris.Dowton@hertfordshirefutures.co.uk
GENERATION HERTSMERE	WEDNESDAY 6 TH NOVEMBER 2024		HILTON DOUBLETREE, ELSTREE (OFF A1)	Lesley.crisp@hertsmere.gov.uk
GENERATION BISHOP'S STORTFORD	WEDNESDAY 4 TH DECEMBER 2024		HERTS & ESSEX SPORTS CENTRE	Chris.Dowton@hertfordshirefutures.co.uk
GENERATION WELWYN HATFIELD	FRIDAY 7 TH FEBRUARY 2025		FIELDER CENTRE, HATFIELD	Steve.trotter@hertfordshirefutures.co.uk
GENERATION BROXBORNE	WEDNESDAY 18 TH MARCH 2025		TBC	Chris.Dowton@hertfordshirefutures.co.uk
GENERATION WATFORD AND THREE RIVERS	TO BE CONFIRMED – POSSIBLE END MARCH		TBC	
GENERATION STEVENAGE	THURSDAY 15 TH MAY 2025		KNEBORTH BARNES	Mena.Caldbeck@stevenage.gov.uk ; Heidi.stroud@hertfordshire.gov.uk
GENERATION ST. ALBANS	TO BE CONFIRMED – POSSIBLE JUNE 2025		ROTHAMSTED RESEARCH, HARPENDEN	Caitlin.Coogan@hertfordshire.gov.uk




Hertfordshire Skills Framework:

Hertfordshire Skills Framework

The skills that Hertfordshire employers value



Personal & people	Hertfordshire understanding
Motivation and ambition 	<ul style="list-style-type: none"> ▶ Actively participate ▶ Show enthusiasm ▶ Knowledge of the sector ▶ Pursue aspirations and goals
Confidence 	<ul style="list-style-type: none"> ▶ Willing to meet new people ▶ Able to hold conversations with peers, managers and customers ▶ Recognise own strengths and able to present these
Respect and good manners 	<ul style="list-style-type: none"> ▶ Listen and learn ▶ Recognise the feelings of others ▶ Be polite ▶ Remain calm
Determination and resilience 	<ul style="list-style-type: none"> ▶ Commitment to get things done ▶ Learn from mistakes and accept criticism ▶ Resist distractions ▶ Adapt to changes
Adaptability 	<ul style="list-style-type: none"> ▶ Flexible to cope with changing demands ▶ Able to apply knowledge to different situations
Teamwork 	<ul style="list-style-type: none"> ▶ Cooperate with others ▶ Recognise skills in others ▶ Value contribution from others

Technical & practical skills	Hertfordshire understanding
Numeracy 	<ul style="list-style-type: none"> ▶ Apply simple mathematical concepts ▶ Understand simple arithmetic ▶ Understand costs and expenditure
Literacy 	<ul style="list-style-type: none"> ▶ Able to express yourself in writing ▶ Understanding of business etiquette verbally and in writing ▶ Able to explain yourself verbally
Business and customer awareness 	<ul style="list-style-type: none"> ▶ Understand commercial realities ▶ Able to professionally communicate with customers ▶ Manage your time effectively
Analytical and problem-solving skills 	<ul style="list-style-type: none"> ▶ Investigate systematically ▶ Identify problems ▶ Look for better ways and suggest solutions ▶ Plan and organize tasks
Digital technology 	<ul style="list-style-type: none"> ▶ Understand the development in technology for business ▶ Basic knowledge of IT
Qualifications 	<ul style="list-style-type: none"> ▶ Achieve qualifications valued by employers

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Provider Access Legislation (PAL)

What is the provider access legislation?

The provider access legislation introduced in January 2018 requires all maintained schools and academies to publish a policy statement setting out opportunities for providers of technical education and apprenticeships to access Year 8-13 pupils, and to make sure the statement is followed.

What are the new requirements of the provider access legislation?

The updated provider access legislation specifies schools must provide at least six encounters for all their students:

- Two encounters for pupils during the 'first key phase' (Year 8 or 9) that are mandatory for all pupils to attend
- Two encounters for pupils during the 'second key phase' (Year 10 or 11) that are mandatory for all pupils to attend
- Two encounters for pupils during the 'third key phase' (Year 12 or 13) that are mandatory for the school to put on but optional for students

To promote the quality and consistency of provider encounters, the legislation includes a new set of minimum information that the school must ask the provider to give pupils during each encounter.

When will the updated provider access legislation be enacted?

The updated provider access legislation came into force on 1 January 2023.

What support is available to Careers Leaders to help meet the requirement?

- Several resources will be released in November to support your understanding and implementation of PAL
- Compass+, the online self-evaluation tool will also be updated to enable you to record, track and evidence against the new requirement
- If your school is in a hub, your Enterprise Coordinator is available to help signpost you to relevant information and support conversations about PAL with your Senior Leadership Team. More info will become available here: <https://www.careersandenterprise.co.uk/fe-skills/provider-access-legislation/>

If you have any further questions, please do not hesitate to contact: provideraccess@careersandenterprise.co.uk



Theme weeks NAPW Feb NCW March



**SKILLS
FOR LIFE**
APPRENTICESHIPS

National Apprenticeships
Week 2025 (NAPW) 10th Feb
2025



National Careers Week 2025
(NCW) 3rd March 2025

 **International
Women's Day**

International Women's Day
2025

March 8th 2025

Further research if of interest

What are the Gatsby Benchmarks?

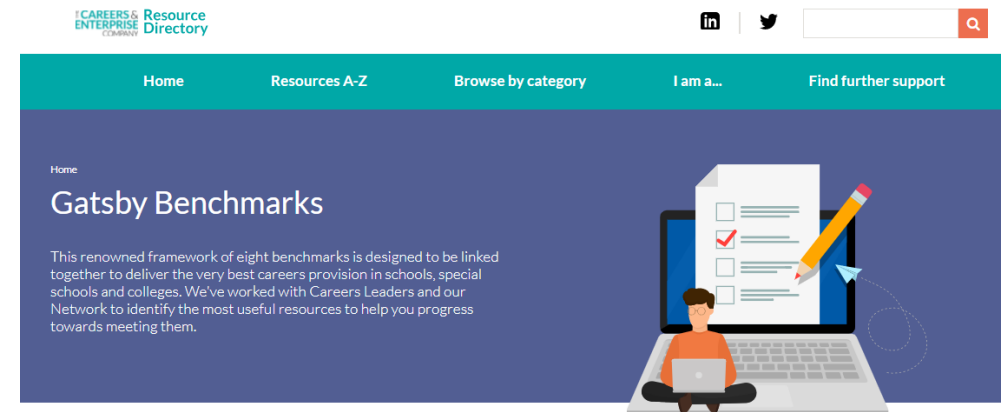
The Gatsby Benchmarks were developed on behalf of the Gatsby Foundation by Sir John Holman, which aimed to highlight what 'good careers work' looked like. They provide a clear framework for organising the careers provision at your school or college.

These benchmarks have been accepted as best practice by the Government and as a Careers Leader, it is your responsibility to oversee the implementation of the benchmarks in your school, special school or college.

The 8 Gatsby Benchmarks are:

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

For more information on the Gatsby Benchmarks visit The Careers and Enterprise Company resource directory by clicking the below page:



Another useful resource is the Gatsby Benchmark FAQs please click on this thumbnail for more info:



FREE Careers Leader Induction Modules:

- **Module 1. Careers leadership & the careers landscape**

- The value of careers
- The role and value of Careers Leader
- Key statutory duty relating to careers inc. PAL
- The Gatsby Benchmarks
- The role and value of Careers Hubs
- The role and value of an EA
- Effective use of Compass+

- **Module 2. Strategic planning and impact evaluation**

- The value of a strategic careers plan
- Impact evaluation
- Parental engagement within the careers programme

- **Module 3. Labour Market Information and Pathways**

- Available routes at key transitions including technical and vocational
- How to access labour market information & intelligence

- **Module 4: Linking careers to the curriculum**

- Career related learning outcomes
- Supporting staff to highlight the relevance of their subject to future careers

- **Module 5: Encounters with employers & providers and experiences of the workplace**

- What makes an encounter with an employer/provider meaningful
- What makes an experience of the workplace meaningful

- **Module 6: Personal Guidance**

- Approaches to personal guidance

- **Module 7: Funded Careers Leader Training**

- The value of funded Careers Leader training

[Careers Leader training | The Careers and Enterprise Company](#)

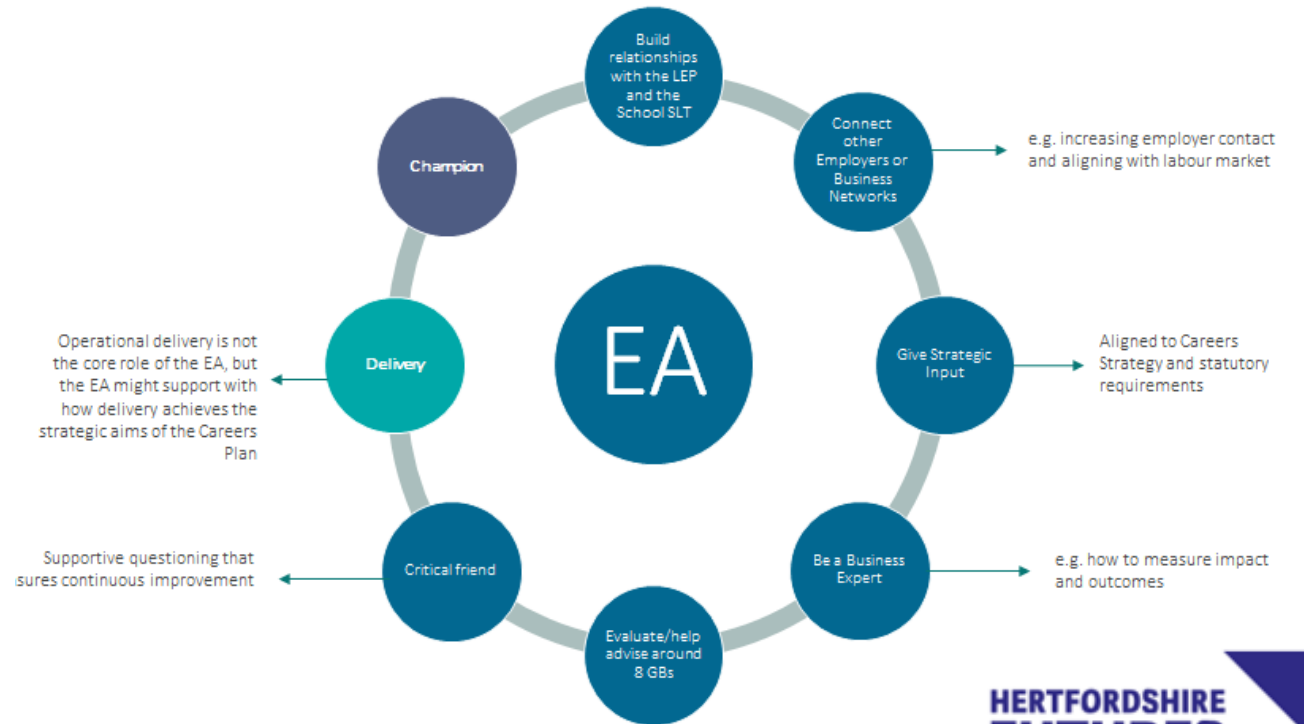
Are you a new Careers Leader?

Access our FREE online induction learning modules to better understand the value of the role and the careers education landscape in all settings.

[Online learning modules >](#)

Quick Quiz






- Q: What does EC stand for?
- A: Enterprise Co-Ordinator
- Q: What is Gatsby Benchmark 4?
- A: Careers in the curriculum
- Q: How many Gatsby Benchmarks in Hertfordshire currently hitting on average out of 8?
- A: 6.60/8
- Can you name a role of an EA?
- Q: Roughly how long does the Compass Audit take?
- A: 20-30mins
- Q: Can you name a skill from the Hertfordshire Skills Framework?









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Hertfordshire Skills Framework

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- Employer Spotlight
- Provider showcase
- Generation Career Fair Hub
- News
- Events
- Case Studies
- Retrofit
- HOP into Construction
- Watford Opportunities

RESOURCES FOR CAREERS LEADERS

Discover everything an educator would need to provide good careers education

GATSBY BENCHMARK RESOURCES

This renowned framework of eight benchmarks is designed to be linked together to deliver the very best careers provision in schools, special schools and colleges. They've worked with Careers Leaders and their network to identify the most useful resources to help you progress towards meeting them

[GATSBY BENCHMARK RESOURCES →](#)

THE TWIN-TRACK APPRENTICESHIP TOOLKIT

Hertfordshire Careers Hub and HFL Education have Launched The Twin-Track Apprenticeship Toolkit designed to support post-16 students to apply simultaneously for both an apprenticeship and a degree.

[Explore →](#)



ALL ABOUT APPRENTICESHIPS

Dive in and discover everything about Apprenticeships



HIGHER EDUCATION

Learn about the different paths that can be taken for higher education



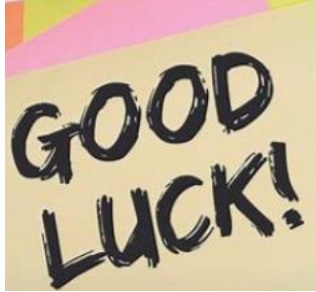
HOP LESSON PLANS





Explore 6 lesson plans to support your careers education activity in schools. Including labour market information, post-16 decisions, work experience, choosing career pathways, developing employability skills and growth employment sectors.

VIRTUAL EMPLOYER ENCOUNTERS

Discover a series of webinars that feature interviews with local employers from a range of industries. Gain an insight into their career path and get

Good luck in your new role 😊



			
The Gatsby Benchmarks	Careers Leader Training	Tools and Resources	Parental engagement

[Careers Leaders | The Careers and Enterprise Company](#)

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