

22/23

# Core Offer for Schools and Colleges



THE  
CHESHIRE AND  
WARRINGTON  
PLEDGE



The core offer is available to all state-funded secondary and special schools and colleges in Cheshire and Warrington.

The offer is fully funded for 2022/23 and puts employers at the heart of inspiring the next generation of young people in Cheshire and Warrington.



1. The offer enables participation in the Cheshire and Warrington Careers Hub, who provide ongoing support with strategic career planning and evaluation aligned with the Gatsby Benchmarks. This also includes support from an Enterprise Coordinator and Enterprise Adviser. (see Appendix A).
2. Access to a series of Pledge employer-led events and programmes that facilitate meaningful employer engagement and support work readiness (see Appendix B).
3. Access to several specific programmes hosted by our employer partners including the NHS and Bank of America. Plus, dedicated Pledge resources that consist of focused industry sector careers guidance for all year groups.
4. 1:1 review with the Enterprise Coordinator, Pledge Facilitator and Careers Leader of each school to review the current practice and agree next steps each term.
5. Half-term Cheshire and Warrington Careers Leader meetings to support them with their role through access to sharing of best practice, CPD, resources and services.
6. An opportunity to build your employer network with multiple businesses and to engage with the Digital Skills Partnership through at least 3 local Pledge operational meetings and Pledge events each term.
7. Access to funded CPD for careers leaders.
8. Gain access to up-to-date Local Labour Market Intelligence (LMI) which has been informed by the Cheshire and Warrington Local Enterprise Partnership's Data and Labour Market Steering Group. This information is designed to help guide students, parents/carers, and staff about future career opportunities within the region and help the schools/colleges ensure their curriculum meets these local needs.
9. Careers Leaders will receive 6 newsletters throughout the academic year (each half-term) signposting to information, resources, and opportunities.
10. Access to funding for Senior Leadership Team, wider school staff and governors. Key topics include what employers want, Data and Labour Market Intelligence, Gatsby Benchmarks, digital skills, developing careers in the curriculum, Ofsted and careers leadership.
11. An invitation to the Annual Conference to celebrate success, share good practice and develop a careers calendar for the following year.
12. Gain access to resources to support schools with their careers provision
13. A Governance structure for the Cheshire and Warrington Pledge, including an overarching employer-led Pledge Board and local Pledge Management groups. The governance structure ensures that the Pledge Partnership is led by what employers and the local economy need.

## Appendix A – Careers and Enterprise Company Careers Hub in more detail

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Careers Hubs drive progress against the Gatsby Benchmarks by enabling schools and colleges and their Careers Leaders to access training and support, and to collaborate in a focussed way, bringing together best practice and local labour market insight.

Each school/college receives tailored ongoing support from the Careers Hub team to enable continuous development of their careers strategy and implementation of a whole school approach that enables all students to make their next best step.

- Supported reviews each term with a dedicated Enterprise Coordinator of your whole school careers provision against the Gatsby Benchmark framework using the Careers and Enterprise Company's Compass assessment.
- Ongoing tailored support from an Enterprise Coordinator to support the continuous development of the school's careers strategy and implementation.
- Matched with an Enterprise Advisor as a volunteer from business to provide sustainable strategic support as a critical friend and connector to the world of business.
- Provide access to funded Careers Leader training and related professional development opportunities to help Careers Leaders to develop their skills and confidence.
- Provide access to funded professional development opportunities for senior leaders, governors, teachers and support staff.
- Support to embed digital tools and evaluation resources such as Compass+ and the Future Skills Questionnaire to enable evidence led review and planning of careers provision.
- Provide the school and Enterprise Advisers with up-to-date local labour market information and signpost to useful resources and offers that can benefit young people and their supporters.
- Share examples of evidenced best practice and quality resources.
- Facilitate collaboration between schools, colleges, employers and wider stakeholders based on collective strategic priorities.

## Appendix B - The Pledge Core Offer

The offer of support with the following events/ programmes, all structured to ensure meaningful engagements for young people which support the schools priorities aligned to the Gatsby Benchmark framework:

### THROUGHOUT THE YEAR

#### 01 Career/ Progression Route Video of the Week (including priority sector employers)

**Year:** Available to all.

**Size:** Form time / registration/  
homework.

**Duration:** 15 minutes.

**Delivery:** Video on website uploaded  
once a week.

**Impact:** Gatsby 2 LMI, inspirational local  
employers for young people and the  
chance to create discussion between  
form tutors and young people.

**Date:** Weekly / fortnightly throughout  
the year.

**Summary:** To include employers talking  
about their careers, and to also include  
post-16 progression routes from Sixth  
Forms, Further Education (FE), Higher  
Education) and Independent Training  
Provider (ITP) to highlight career  
pathways. Tutors can show these during  
form time and discuss them with their  
tutees or set them as homework's for  
young people to watch and then discuss  
in a future session.

### SEPTEMBER - OCTOBER

#### 02 Multi-School Local Pledge Structured Careers and post-16 Fair (including work experience, internships, placements and volunteering and digital skills)

**Year:** Recommended Year 10 (to  
support work experience, volunteering,  
extracurricular) and Year 9 (to support  
options choices).

**Size:** Whole year group.

**Duration:** 45 minutes – 1 hour per  
school, ideally 9:30 to 5:30 and open to  
the public after school.

**Delivery:** Face-to-face.

**Impact:** Gatsby 2, 5 and 7 plus a chance  
for young people to source work  
experience, volunteering or enrichment  
opportunities.

**Date:** September / October

**Summary:** Working in collaboration  
with multiple schools to deliver a  
'town wide' careers fair to help free  
up Careers Leaders and employers'  
time. Implementing best practice  
models including speed networking and  
booklets to support engagement and  
outcomes. We will encourage employers  
to promote work experience and job/  
apprenticeship openings. Within the  
event we will invite local Sixth Forms  
to help with Gatsby Benchmark 7 and  
charity organisations to support those  
seeking volunteering and enrichment  
opportunities as part of their Duke of  
Edinburgh awards.

## 03

### Pledge Explore Programme

**Year:** Year 10/11.

**Size:** Targeted cohort x 15 (e.g FSM, SEND, at risk of NEET).

**Duration:** 6 sessions throughout the year.

**Impact:** Gatsby 2, 3, 5 and 7. Inspiration for targeted students and opportunities to develop and practice employability skills.

**Date:** Launch from September throughout the year.

**Summary:** The Pledge Explore programme is a programme targeted at a group of students that the school identifies as most in need and who do not have the same opportunities to know about different careers as their peers. The small cohort number (around 15) allows a minibus to be utilised to physically go on site trips to companies and education establishments in the locality. This minimises cost and time out of the curriculum. A series of 6 sessions will be designed with the school, but typically include a trip to the local college, a university, different businesses, and voluntary sector organisations. Alongside the programme will be a booklet to complete and an element of parental engagement in the form of a celebration event at the end of the programme.

#### Possible Plan

##### September

Event 1 – at local FE provider – bringing schools together

##### October

Event 2 – Careers Fair – attending the town-wide event

##### November-December

Event 3 - each school – visit to an employer

##### January

Event 4 – a charitable sector organisation to explore enrichment/ volunteering

##### February

Event 5 – apprenticeships and Jobs Fair – attending an existing event

##### March

Event 6 - each school – visit to an employer

##### April

Event 7 – graduation – with parents

## JANUARY - APRIL

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### 04

## Employment Readiness Programme

**Year:** Year 13.

**Size:** All students who are undecided about university/don't want to go to university or are actively seeking employment/apprenticeships.

**Duration:** 5 sessions (the fifth one being the Mock Assessment Centre).

**Impact:** Gatsby 3 and 5. Students in Year 13 looking for an apprenticeship are ultimately successful.

**Date:** Launch from September to January / February

**Summary:** This programme is for Year 13 students and provides alternative pathways for those who do not want to go to university. It is a programme of 5 sessions delivered per school to the designated cohort (can be delivered as individual sessions to help boost existing programmes):

- Session 1: ASK apprentices, what are apprenticeships and meet the apprentices Q&A
- Session 2: CV masterclass with employer input
- Session 3: CV one-to-ones with employers - virtual delivery recommended
- Session 4: How to prepare for an interview/virtual interview and assessment centre
- Session 5: Mock assessment for multiple schools/colleges

### 05

## Mock Assessment Centre

**Year:** Year 13.

**Size:** All students who are undecided about university/don't want to go to university or are actively seeking employment/apprenticeships.

**Duration:** Half-day

**Impact:** Gatsby 3 and 5. Students in Year 13 looking for an apprenticeship are ultimately successful.

**Date:** January / February

**Summary:** The Mock Assessment Centre can be run as a stand-alone event and is the opportunity for up to 50 students to have the experience of an assessment centre environment to help them feel more prepared and confident for the 'real thing'. This will also be a chance for employers to talent spot as we employ a panel of employers who are actively recruiting to run the sessions. Throughout the day the employers will capture feedback for each student, and they will be given immediate feedback after every task, and written feedback afterwards. There are four main elements of the day that make up the half-day event: Group Task, Mock Interview, Tour, and Meet the Apprentices.

**06**

**Apprenticeship and Jobs Fair – One per Local Authority (LA), in partnership with LAs and Local Colleges (including work experience, internships, and volunteering)**

**Year:** Year 11-13.

**Size:** All students who don't want to go/ are undecided about university or are actively seeking employment/ apprenticeship or who are going to university and are looking for part-time work.

**Duration:** All day.

**Impact:** Gatsby 3 – helping young people to find an apprenticeship, volunteering or part-time job.

**Date:** February.

**Summary:** Working with each LA and college providers to support a 'town-wide' apprenticeship and jobs fair. Ensuring that all employers have active job/apprentice vacancies or can offer work experience and placement opportunities. This would be an in-person event hosted in a central location within the LA geographically and organised in conjunction with the LA and local colleges.

**07**

**Spring into Careers – Virtual Live**

**Year:** Year 7-9.

**Size:** Whole year groups.

**Duration:** 1.5 hours in the evening.

**Impact:** Gatsby 2, 3, 5, and 7. To inspire and inform Key Stage 3 students.

**Date:** Summer term.

**Summary:** A collection of videos throughout the year showcasing 'A Day in the Life' vlogs to inform and inspire about different occupations and opportunities available locally, including local Labour Market Information. This would be an online event hosted in the evening, set as homework where possible to ensure engagement. An online chat to include two-way engagement. Pre- and post-work in school to maximise impact.



## 08 End of Year Apprenticeship Vacancy Virtual Event

**Year:** Year 11-13 leavers.

**Size:** Students looking for, but who have yet secured an apprenticeship.

**Duration:** 1 hour sessions per sector (throughout the day).

**Impact:** Young people to secure an apprenticeship opportunity.

**Date:** Wednesday 13th July TBC.

**Summary:** Targeting Year 13 students who are waiting to secure an apprenticeship. Working with schools to send out information to students and parents to ensure attendance at the event and reaching out to employers through local colleges who are struggling to recruit to apprenticeship vacancies. The event would take place on Zoom and would group each sector eg. Finance and Admin, Health and Social Care etc. Employers would introduce themselves and their company and talk through their opportunities. Students then have the chance to ask any questions. We would connect students to employers and vice versa after the event.

## ANYTIME

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## 09 Employability Half-Day

**Year:** Year 10.

**Size:** Whole year.

**Duration:** Half-Day.

**Delivery:** Face-to-face.

**Impact:** Gatsby 2, 5 and 7. Helping young people develop confidence.

**Date:** Anytime.

**Summary:** Born out of feedback from schools that young people need to build their confidence due to Covid. Young people will learn the key skills and digital skills that employers look for when recruiting young people. They will undertake assessment centre style tasks and develop employability skills. They will also meet and hear from several adults who will share their career journey (including apprentices and graduates). The Pledge will facilitate the half-day and will include employers and education partners (HE/FE/ITP) working directly with students.

## 10 Virtual Work Experience

**Year:** Year 10-12.

**Size:** Groups of 15-20 per employer – whole year allocation.

**Duration:** 1 – 5 days.

**Impact:** Gatsby 6.

**Date:** Anytime.

**Summary:** Groups of students working remotely on a work-related task set by an employer. Typically, the employer will meet with a group of students at the start of the programme and be set a task. They will work on this as a group and present back at the end of the programme, receiving feedback from the employer. Students will have a catch up with the employer mid-programme to ask questions and get feedback on initial ideas. This can be hybrid, whereby the students meet the employer either at their premises or in school at the launch, middle and/ or end of the programme. A great way for more young people to work with an employer than traditional work experience allows, and to work with employers unable to offer work experience face-to-face.

## 11 Sector Specific Work Experience

**Year:** Year 10-12.

**Size:** Groups of 15-20 per employer – whole year allocation.

**Duration:** 1 – 5 days.

**Impact:** Gatsby 6.

**Date:** Anytime.

**Summary:** A group of around 15 students spend up to a week exploring a specific sector, e.g., digital or STEM. Ideally, students apply and are interviewed for the programme. Students spend the week visiting employers to find out what careers exist in the sector and develop employability skills undertaking tasks set by employers. They will meet graduates and apprentices and visit higher education, further education, and training providers to understand the progression routes into the sector.

## Resources/Recommendations:

**Post-16 or 18 assembly** - Within a school to help young people understand the progression routes available to them, including employers adding their perspective.

**Post-16 or 18 parents/ carers event** – Either within a school or across a town, and could be face to face or virtual, including employers offering their perspective.

**LinkedIn assembly** – To help Year 10-13 students understand the benefits of having an active LinkedIn profile, how to set an effective profile and get the most out of it. Supported by an employer.

## Get Involved

To find out more about the core offer, join any events or to book any activities please contact any of the Cheshire and Warrington Pledge Team, or email [pledge@cheshireandwarrington.com](mailto:pledge@cheshireandwarrington.com).

The work of the Cheshire and Warrington Pledge is fully funded for 2022/23 thanks to the delivery team and funding from the following organisations, and we also want to thank our many Pledge Partners for their time, energy and support. To discuss how your organisation can get involved in providing support, helping to shape the direction and work of the Cheshire and Warrington Pledge or to provide funding to support our great work then please also contact us at [pledge@cheshireandwarrington.com](mailto:pledge@cheshireandwarrington.com).

Funded by:

- European Social Fund
- Careers and Enterprise Company
- Westminster Foundation
- NHS
- Bank of America

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