

East Midlands Combined County Authority Careers and Young People Report



October 2024

Dear Stakeholder,

It is a new academic year and we're thrilled to step into the 6th year of the EMCCA Careers Hub!

We are proud to announce that we now collaborate with 178 secondary schools, support 75 primary schools, and benefit from the partnership of over 300 dedicated employers across the region.

Our progress continues to grow from strength to strength, thanks to the incredible work of our Enterprise Coordinators, who work closely with schools to ensure every young person is empowered by a tailored careers strategy that helps them take the next best step in their journey.

The last three months have brought exciting change, as the Careers Hub found a new home with the East Midlands Combined County Authority (EMCCA). This move strengthens our commitment to young people in the region, providing an ideal platform to continue our funded programmes with the same dedicated team of Hub Leads and Enterprise Coordinators.

We also extend our heartfelt thanks to the stakeholders of the Careers and Young People subgroup. Your unwavering support has been key in building the Careers Hub's presence within the local skills ecosystem, ensuring our work is aligned with the needs of this diverse region.

In this report, you will find a detailed review of the 2023-2024 academic year and an exciting glimpse into the plans for 2024-2025.

Let's continue driving progress and making a lasting impact on the future of young people across the East Midlands!

Many thanks

The EMCCA Careers Hub team.

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Learn about the EMCCA Careers Hub Offer:

The East Midlands Combined County Authority (EMCCA) Careers Hub. The Careers Hub brings together schools, colleges, employers, and apprenticeship providers in Derby, Derbyshire, Nottingham and Nottinghamshire. The goal is to make it easier for schools and colleges to improve how they prepare young people for their next steps. These hubs are replicated across other UK regions.

As a Careers Hub we are proud of our offer, please see it below:

Employer Experiences: How do we connect employers to young people and their teaching staff?

EMCCA Teacher Encounters Programme: This opportunity is for teachers to engage directly with employers to learn and observe how their subject can be applied practically in business and employer recruitment processes.



Teachers will be able to meaningfully use these insights to enrich their curriculum teaching, helping their students build a deeper understanding of opportunities, connections between learning and industry, and the essential skills that need to be honed for different roles. Teachers will enhance their understanding of pathways and routes into employment, in particular technical and vocational options like apprenticeships and T-levels.

EMCCA Open Doors – in collaboration with the Direct Education Business Partnership:

Employers all across the D2N2 region open their doors to young people for employer encounters to showcase their organisation, the reality of the working world, and to learn about opportunities and courses available to better help inform their future!



EMCCA Employer Partner Network:

We are lucky to work with over 300 employees within the EMMCA region. The employers can volunteer to work within schools and colleges, offer employability programmes, pilot new initiatives and support the future talent pipeline within the region.

Get in2 Apprenticeships:

This programme connects schools and colleges with local employers through interactive sessions giving insights into the world of apprenticeships. Students have the opportunity to network with employers and gain valuable tips for crafting successful applications.

SEND Provision: How do we support SEND young people?

Specialist Staff for Special Educational Needs/Disabilities (SEND) schools: The EMCCA Careers Hub has two specialists supporting SEND young people. Julia Matthews is our Nottingham and Nottinghamshire SEND Enterprise Coordinator and Charlotte Bushell is our Derby and Derbyshire SEND Enterprise Coordinator.

Supported Insight Schemes:

This year the D2N2 Careers Hub has funded 4 Supported Insight Schemes. A Supported Insight Scheme supports SEND schools to enable their learners to be prepared for an internship or employed pathway. It includes preparation for employability learning in school, work placements supported on-site by a Job Coach and Employer Mentor, and post placement consolidation of learning in school. Wrap-around career guidance can improve skills recognition and transition planning.



The Adventure Service:

Our new funded programme for school is exploring a social pathway for a young SEND person. The Adventure Service creates pathways for young people to develop key skills through outdoor learning and adventure.



Supporting Teachers: How do we support teaching staff in school?

1-2-1 Support: Every school or college that is part of the Careers Hub has a designated Enterprise Coordinator staff member from the Careers. The Enterprise Coordinator will help ensure that the best local careers and enterprise provision is made available to schools and colleges in their area by acting as a core link to existing provision.

CPD: The Careers Hub has funded Continued Personal Development from provider Complete Careers to support all schools in meeting the requirements of the Gatsby benchmark framework.

Parental Engagement: How do we support parents and carers of young people?

Apprenticeship Community Awareness Events: Events in local places for local people to understand more about apprenticeships and meet employers offering them.

Learn About Apprenticeships Broadcast: Live webinars throughout the year to provide inspirational and informed content to build knowledge and understanding of providers and pathways to students.

If you are interested in any of the programmes and support we offer please do not hesitate to contact us.

Impact Report 23/24:

CAREERS EDUCATION:

The National Careers Leaders' Conference focused on enhancing careers programmes by setting quality aspirations, overcoming delivery barriers, and engaging stakeholders. Key insights included:

- Gatsby Foundation review on future changes to the Gatsby Benchmarks.
- Understanding various quality accreditation systems (matrix, Quality in Careers Standard, Careers Impact System).
- Best practices for creating career management skills and integrating work experience and personal guidance.

Outcomes for 2023/2024: 55 out of 60 spaces filled, with 88% Senior Leadership Team (SLT) attendance. Focus areas included networking, alignment with CDI frameworks, and adopting AI for careers education, leading to improved Benchmark scores, stronger collaboration, and innovation in digital tools. Attendees came from Derby, Nottingham, Chesterfield, and Rushcliffe.



Attendee Types: Mainstream Schools (64%), SEND Schools (16%), FE Colleges (9%), PRU/AP (7%).

Feedback and Future Actions:

Positive Feedback: 96.9% of attendees reported positive experiences, and 100% expressed interest in attending next year.



This offer continues to significantly impact the careers education landscape by fostering a culture of collaboration, strategic alignment, and innovative thinking among Career Leaders. The sustained positive feedback and commitment to future participation highlight the programme's value in overcoming institutional barriers and driving quality improvements.

The Careers Hub will fund this opportunity again in 24/25 academic year and we intend to offer 60 spaces to Careers Leaders in this region.

Careers Impact System Review:

The Careers Hub is piloting the [Careers and Enterprise Company Peer-to-Peer \(P2P\) Reviews through the Careers Impact System](#) to standardize careers education locally. Facilitated by trained Hub staff, these reviews involve Careers Leaders reflecting on their progress against the Benchmarks.

Partnering with Archway Trust in 23/24 the EMCCA Careers Hub conducted three pilot reviews. In 24.25 we aim to expand this to include Alternative Provision, Special

Education Needs and Disabilities, Further Education, and mainstream institutions. With a target of 10% participation, 18 institutions will engage this year, ensuring equal geographic coverage and inclusivity across school types.

Ensuing support for all - Communities of Practice:

In the 2023/24 academic year, all educational institutions involved with the Careers Hub had access to a dedicated Community of Practice designed to meet their specific needs.

Communities of Practice play a vital role by:

- Educating: Gathering and distributing valuable information on key questions and challenges faced in practice.
- Supporting: Facilitating meaningful interactions and fostering collaboration among members.
- Collaborating: Helping groups initiate and maintain ongoing learning and development.
- Encouraging: Highlighting and promoting members' contributions through discussions and knowledge sharing.
- Integrating: Empowering members to apply newly acquired insights to drive real, impactful change in their work.

Through our communities of practice, we will deliver support for our: mainstream institutions, Further Education colleges, Alternative provision and SEND settings.

EMPLOYER EXPERIENCES:

Open Doors:

EMCCA Careers Hub partners with Direct Education Business Partnership (CIO) to deliver the 'Open Doors' programme. Open Doors enables our employers all across the East Midlands Combined County Authority region to open their doors to young people for employer encounters to showcase their organisation, and the reality of the working world, and learn about opportunities and courses available to better help inform their future!



This year we have been able to undertake over 50 visits reaching over 1200 students. Young people being able to visit a workplace helps them to engage in the idea of working and be inspired to consider sectors and job roles for the first time.

We are pleased to share that we are working in collaboration with the Direct Education Business Partnership (DEBP) CIO once again to bring Open Doors to EMCCA Schools and Colleges. We will be focussing on priority sectors for the region, including green, digital, creative, manufacturing, hospitality, retail and construction.

Teacher Encounters:



A teacher encounter provides educators with the opportunity to engage directly with employers, gaining insight into career pathways relevant to their subjects and observing how their subject knowledge is applied in real-world business settings.

In March, the Careers Hub held its first Teacher CPD conference, designed to upskill local teachers on the region's economy, industries, and skills needs. The event focused on key priorities,

including digital skills, renewables & hydrogen, and STEM, in collaboration with the region's Institute of Technology.

35 teachers (including 6 Maths and 6 Science, reflecting a focus on STEM)

28 schools and colleges from across the D2N2 area

Institutions included: 2 SEND, 5 colleges, 2 PRUs, 1 MAT lead, and 18 mainstream schools

12 employers including Coca-Cola, Cadent, National Grid, NHS, JCB, and Bloc Digital

24/25 Plans:

The Careers Hub will expand the success of teacher encounters by increasing both the number and geographical spread of events. A focus on construction and renewable energy sectors will ensure teacher knowledge is aligned with local priority industries and skills needs.

Future Skills Campaign:

UK Atomic Energy: Sessions will be developed to help teaching staff understand atomic energy and its applications.

Skills in Need Campaign:

Health and Social Care: Curriculum resources will be created for schools to support education around health and social care topics.

Employer standards

The EMCCA Careers Hub is trialling an initiative with a select group of employers to implement and assess the impact of the newly launched Employer Standards framework. This framework serves as a structured approach to foster effective engagement between employers and educational institutions, including schools, special schools, and colleges.

The Employer Standards aim to achieve several key objectives: inspiring exploration by exposing young people to various sectors and businesses, developing skills by equipping them with necessary attributes for future career success, and fostering sustainable partnerships between employers and educational institutions.

Feedback from employers who have already implemented the Employer Standards has been encouraging. They report significant benefits such as closing skills gaps, enhancing their talent pipelines, and improving diversity within their workforce. Moreover, they appreciate how the standards highlight areas for improvement in their engagement strategies, thereby enhancing their impact on educational outcomes.

INCLUSION:

The Careers Hub is dedicated to supporting every young person in taking their next best step by ensuring inclusive and equal access to opportunities and resources, regardless of their background, abilities, or circumstances. We understand the importance of promoting social mobility and making sure young people with disabilities, special educational needs, or those from marginalized groups have the same career opportunities as others.

To achieve this, we collaborate with 31 Special Educational Needs and Disabilities (SEND) institutions and 10 Alternative Provision (AP) educational settings, providing tailored support to young people who might face barriers to accessing guidance and opportunities. Our dedicated staff for SEND work closely with these institutions, ensuring that the unique needs of each student are recognised and addressed. Additionally, we have created a Community of Practice for SEND, AP, and Further Education (FE) settings, where educators and practitioners can exchange best practices, resources, and strategies to improve careers education inclusively.

By implementing these specialised supports and encouraging collaboration across SEND, AP, and mainstream settings, we ensure that all young people, no matter their challenges, have access to high-quality career advice and the opportunities they need to succeed. This reflects our strong belief in the value of diversity in the workforce and our commitment to making sure every young person has the chance to achieve their goals.

Supported Insight Schemes:

After another successful year working with the DEBP to deliver their Supported Insight Scheme programme, we are thrilled to be able to bring this to a further 4 SEND schools this academic year. This programme supports SEND schools to enable their learners to be prepared for an internship or employed pathway. It includes preparation for employability learning in school, work placements supported on-site by a Job Coach and Employer Mentor, and post-placement consolidation of learning in school.



Wrap-around careers guidance can improve skills recognition and transition planning. Work is currently being undertaken to identify the four employer partners who are pivotal to this programme's success, before we identify the four schools, however there will be two schools from the Derby/Derbyshire area and two from Nottingham/Nottinghamshire.

he Adventure Service:

A new partner for the EMCCA Careers Hub this year is the The Adventure Service | Day Service | United Kingdom a day service provider for whom young people on a social care pathway may choose to attend once they leave school. As we consider the wider offer to our SEND schools within the Careers Hub, we must acknowledge the varying needs of our young people and recognise that the best next step is not always an education or employment pathway. We must show equity for and promotion of all pathways, and an understanding of cohort needs across the wide variety of schools and colleges we serve. We will be supporting four schools across the EMCCA region to access the Adventure Service's "Popcorn" programme, which is a 5 week taster of the providers' services. We will work with them and the selected schools to identify learners who may go onto this route upon leaving their school, and we will also work with the



PROMOTING ALL PATHWAYS

Digital Online Learning Sessions:

The digital online learning sessions are put in place for young people, parents and carers and a way to access information from education providers, employers and sector experts around the local labour market that they live in.

Digital online learning sessions provide a flexible, accessible way for young people, parents, and carers to learn about local labour market trends, career pathways, and required skills from education providers, employers, and industry experts. These sessions remove geographical barriers, offering participants the opportunity to engage at their convenience. For young people, they offer early exposure to career options, helping them make informed education and training decisions. For parents and carers, they provide valuable insights to guide and support their children's career choices. Interactive features further enhance understanding and offer personalised advice, making

Impact 23/24: 38,00 views across the EMCCA region.

Apprenticeship Awareness Events:

Following on from the success of the three pilot events in partnership with Chesterfield Borough Council, we are pleased to be commissioning this programme again in the Chesterfield locality, also extending to two other districts; Mansfield and Derby city.

Taking into consideration the learning from the pilots, the Chesterfield events will follow a similar agenda, however all three events will cover the three priority sectors for Chesterfield; Manufacturing/engineering, construction and health and social care. They will also be opened up to schools in the Bolsover and North-East Derbyshire areas. We are excited to start the planning process with Mansfield and Derby city colleagues to shape their events.

young person's parents and carers to ensure that they have a full understanding of the pathways available to their young person.



Get in2 Apprenticeships:

The Getin2 Apprenticeships initiative, targeting 16 upper-quartile FSM schools and PRUs across EMCCA, provided 2,100 students with direct exposure to apprenticeships and local employers. The program focused on increasing understanding, debunking myths, and inspiring students to consider apprenticeships.

Outcomes:

16 schools (4 PRUs, 12 mainstream) engaged.

24 employers, including Cornerstone, RAF, Navy, and Siemens, participated.

1,300 Year 9 students involved.

Understanding of apprenticeships increased by 150%; interest rose by 66%.

The initiative aimed to boost awareness of vocational pathways, enhance employer engagement, and support progress towards the Gatsby Benchmarks for disadvantaged students.

This programme will be continued in to the 24/25 year.



COLLABORATION WITH LOCAL AUTHORITIES AND RELEVANT PARTNERSHIPS:

START LMI Platform Funded from Careers Hub for each Local Authority and District:

The EMCCA Careers Hub has funded Labour Market Information support pages that are accessible for young people within the EMCCA area.

Succeed in Ashfield:

Liam Jackson, Operational Hub Lead sits in this partnership and is a contributor giving updates of Careers Hub activities and gives insight into the wider Department for Education national strategy.

Broxtowe and Employment Skills Board:

Liam Jackson, Operational Hub Lead sits in this partnership and is a key contributor giving updates of Careers Hub activities and gives insight into the wider Department for Education national strategy.

Bolsover Partnership Board:

Laura Wilkins, Operational Hub Lead sits on our Bolsover Partnership board and is a key contributor giving updates of Careers Hub activities and gives insight into the wider Department for Education national strategy.

Chesterfield Skills Action Plan:

The EMCCA Careers Hub continues to be a key partner driving the progress of the skills and young people strand. We are currently providing support through our Teacher Encounters, Open Doors, ATE events and Primary programmes.

Made in Chesterfield:

Laura Wilkins, Operational Hub Lead is part of the MiC steering group. The MiC programme offers interactive workplace visits to local Chesterfield businesses, specifically for Chesterfield schools and the college.

DANCOP Steering Group:

Lana Jay the Strategic Hub Lead sits on the DANCOP Steering Group and works closely with Denise Jelly the Deputy Head of DANCOP to ensure our strategies are aligned, communicative and collaborative. EMCCA Careers Hub and DANCOP teams meet termly to share strategies and align ways of working.

Derby City E4E Board:

Lana Jay the Strategic Hub Lead sits on the Employers for Education Board and has done since September 2023. In this role Lana offers a Careers and Young People wider regional perspective and gives insight into the wider Department for Education national strategy.

Derby Promise:

Lana Jay the Strategic Hub Lead sits on the Derby Promise board as a LEP representative to support the vision and progression for the area through this valuable and exciting social mobility initiative. Lana started this position in February 2024.

Derby City Get in 2 Diversity Event:

The Careers Hub was thrilled to partner with the City Council for this engineering careers fair. Alongside providing funding for the event, colleagues supported throughout day, hosted workshops, and invited local schools and the college to attend.

Derby City Supported Employment Forum for SEND, Vulnerable young people:

in January 2024. Lana provides updates of Careers Hub activities and gives insight into the wider Department for Education national strategy.

Gedling Employment and Skills Board:

Liam Jackson took over from Lana Jay at Gedling Employment and Skills board in 2022. He is a key contributor giving updates of Careers Hub activities and gives insight into the wider Department for Education national strategy.

Institute of Technology Partnership with D2N2 Careers Hub:

July 2023 marked the start of the IOT and Careers Hub partnership. In March 2024 we hosted our first collaboration.

LSIP Steering Group:

Lana Jay the Strategic Hub Lead joint this board in 2023 and has continued to support the Stage 2 LSIP group/work and LSIF group.

Make it Mansfield, Growth and opportunities:

The Careers Hub has recently been invited to join the “Make it in Mansfield” group under the growth and Opportunities strand led by Mayor Andy Abrahams. Liam Jackson is set to support strand 4.3 “Help employers and education providers use local career opportunities to inspire learners of all ages to fulfil their potential”.

This is a new Group with a strong focus on business connectivity to the local workforce and addressing local skills needs.

Newark and Sherwood Skills and Employability Group:

Liam Jackson, Operational Hub Lead sits in this partnership and is a contributor giving updates of Careers Hub activities and gives insight into the wider Department for Education national strategy.

North Notts Skills and Employment Board:

Liam Jackson took over from Lana Jay at this Employment and Skills board in 2022. He is a key contributor giving updates of Careers Hub activities and gives insight into the wider Department for Education national strategy.

Nottingham City SEND Employment Forum:

Laura Wilkins, Operational Hub Lead, has been invited to join these meetings, which will ensure that the Careers Hub has a stronger partnership with the SEND work across the city.

Public Sector Compact:

Lana Jay Gayler created this group in 2023 and has continued to support local need and provides updates of Careers Hub activities and gives insight into the wider Department for Education national strategy. Lana recently presented to the Compact in 2024.

STEP Programme Collaboration Team:

Lana Jay Gayler created this group in 2023 and has continued to support local need and provides updates of Careers Hub activities and gives insight into the wider Department for Education national strategy.