

**Enterprise M3 Board
29 March 2018
Enterprise Adviser Network – Capital to Revenue– Item 6**

Proposal to Expand Careers Advice in every Enterprise M3 School and College through Business Engagement

Enterprise M3 Board is asked to:

AGREE the expenditure from the Capital to Revenue Transfer fund of £344,000 is approved to fund the expansion of the Enterprise Adviser Network for the period 2018-20.

1. Background

- 1.1. Our work on developing our Industrial Strategy has highlighted the importance of business engagement and awareness of future business needs and opportunities by young people in order to ensure we have the talent needed for our future economy. Our work is advocating that we ramp up activity so that we are delivering at scale across the whole area rather than a piecemeal approach. We have been running a successful programme of Enterprise Advisers to support 18 schools and colleges in Rushmoor and Waverley using funding from the government backed Careers and Enterprise Company and matched by Enterprise M3 operational revenue funds. Feedback has been excellent and in line with our strategy and government policy we now wish to expand the network to all 127 schools and colleges in the Enterprise M3 area utilising money from the Careers and Enterprise Company with a 50% match of £344,000 from the Enterprise M3 capital to revenue fund. The total project cost is £688,000.
- 1.2. The Careers and Enterprise Company identify LEPs as a critical partner to running the Network and all LEPs are running the scheme. The Government are encouraging significant expansion the programme. The Enterprise M3 CEC scheme is small compared with others but nevertheless to date we have drawn in 37 businesses including people from Capgemini, Balfour Beatty, nDreams, The Pirbright Institute and many SMEs. Interest and demand is high and we currently have a long list of employers wishing to engage plus a long list of schools keen to work with us, even before promoting the opportunity.
- 1.3. We are working closely with county councils and other organisations such as Hampshire County Council's career hub and Surrey Employment and Skills Board to ensure our programmes align and complement. A number of local authorities have been supporting the programme and are encouraging the expansion of the programme to other areas. To date we have delivered the service through Basingstoke Consortium (now run by EBP South) and SATRO to ensure alignment with local partners. This approach has worked well.
- 1.4. The EAN is a national network based on a prescribed model which connects schools and colleges with employers and careers programme providers and supports them to work together to provide effective work experiences for young people.
- 1.5. The EM3 Board in September 2017 agreed an outline proposal for a £3m fund made possible by a capital revenue swap through HCC. We proposed to use this fund to develop a future pipeline of activities and to support activities identified through our industrial strategy work and in particular highlighted the Careers and Enterprise Company activity and other skills related activity. We agreed that any proposal for use of these funds would be fed through PMG and Board in the same way as for our LGF projects. PMG members considered the proposal on 15 March and fully endorsed the approach. PMG members

were especially keen to see employers involved with an international focus involved in this programme highlighting skills needed for future sectors. The Board have already agreed that £1,503,000 be used on the Design Advancement and Future Scheme Development Fund leaving a balance of £1,153,000. We propose to utilise £344,000 of this fund on careers activities. Future proposals will follow and will be linked to further Industrial Strategy activities and will produce outcomes that can be measured against our priorities and reported to Government.

- 1.6. The Careers and Enterprise Company will be matching our funds of £344,000 with £344,000 for a 2.5 year programme of £688,000 allowing us to run the programme until August 2020.
- 1.7. The funding will be used to mainly employ staff and run the service. Enterprise Advisers are volunteers from business.

2. Details of the Project

- 2.1. Expansion of the EAN will enable recruitment of up to six Enterprise Coordinators (1 Senior Enterprise Coordinator and 5 Enterprise Coordinators) to work with 127 schools and colleges to engage, at minimum, on a one to one basis with a local business person. The EM3 Growth Hub will play a part in encouraging employers from the scale up programme to engage with schools.
- 2.2. Outputs will be based on The Careers & Enterprise Company 'cold spot' prioritisation indicators¹, these are baselined in Annex A and will include:
 - Improve % A-levels entered that are STEM (Maths & Science only) from the bottom third to middle/top third in terms of the Careers and Enterprise Company measured 'cold spots'
 - Improve % STEM A-levels that are entered by girls (Maths & Science only) from the bottom third to middle/top third in terms of the Careers and Enterprise Company measured 'cold spots'
 - Improve % In sustained apprenticeship destination post KS4 from the bottom third to middle/top third in terms of the Careers and Enterprise Company measured 'cold spots'
 - Improve % Employer establishments who had anyone in on work experience from the bottom third to middle/top third in terms of the Careers and Enterprise Company measured 'cold spots'
 - Improve % Employer establishments who offered any work inspiration from the bottom third to middle/top third in terms of the Careers and Enterprise Company measured 'cold spots'
 - At least 4 employer and workplace encounters for each young person at each school and college
 - Improved investment in both resources and time from schools and colleges in careers activity, to be baselined per institution
- 2.3. The EAN will offer every school a senior volunteer from business who helps unlock relationships with other local businesses. Evidence shows that for those schools with an Enterprise Adviser, supported by an Enterprise Coordinator, has seen the number of encounters with employers increase by 50%. This is critical as young people are two times more likely to be unemployed, but the evidence shows that 86% are less likely to be NEET (Not in Employment, Education or Training) and earn 18% more after four or more employer encounters.

¹ https://www.careersandenterprise.co.uk/sites/default/files/uploaded/cold_spots_report_2016.pdf

- 2.4. The data shows the LEP area needs to focus on improving the percentage of STEM A-levels taken, particularly by girls. The EAN will be pivotal to ensuring local labour market information is included in careers guidance for schools and colleges to encourage uptake of these subjects, by highlighting the opportunities of STEM, digital and apprenticeship careers in the Enterprise M3 area.
- 2.5. The percentage of employers taking someone on work experience or providing work inspiration is decreasing in the Enterprise M3 area when demand and need is increasing. The Network will help raise the need for quality and relevant work placement opportunities through the relationship with the Enterprise Adviser and the wider local business community.
- 2.6. The Careers and Enterprise Company are developing performance dashboards for each LEP area using three monitoring and evaluation methods to evaluate the network, report impact and delivery of outcomes.
- 2.7. The network of businesses engaged with the programme will be a key facilitator for the LEP to engage with a wide range of sectors and business leaders. It will be essential that these business people understand the LEP area and our economic strengths to support the delivery of good quality careers strategy advice.
- 2.8. The Network is ready to scale up at pace. It is proposed that the Enterprise Coordinators will be recruited into Enterprise M3 through an open recruitment process over the spring/summer period for the start of the academic year in September 2018. We will continue to work with our key delivery partners to access established connections and networks with schools, colleges and employers and their organisational expertise and infrastructure to maximise the pace of delivery of the expansion of the EAN. To support this way of working the Enterprise Coordinators will initially be seconded to the delivery partners and the Senior Enterprise Coordinator will work directly for Enterprise M3 to provide the linkages and line management between the organisations and prepare to bring the service in house.
- 2.9. As the Network and Enterprise Coordinators become established the reliance on delivery partners will reduce with the expectation that the programme can be delivered fully in house. This proposal will also further strengthen the future sustainability and capability of the LEP in the skills arena and will be a valuable mechanism in gaining closer involvement by the LEP with local businesses.
- 2.10. If the Network is unable to expand the Enterprise M3 schools and colleges will struggle to meet the Government's ambitious target to embed the recommendations from the Careers Strategy by 2020. Enterprise M3 will be the only LEP running either the smallest Network or without a Network at all.
- 2.11. The Senior Enterprise Coordinator will be key to ensuring the sustainability of the Network beyond August 2020 and the Careers and Enterprise Company are already working on alternative sources of funding to continue this programme.

3. Recommendation

- 3.1. In consideration of the Careers and Enterprise Company's model and evidence set out in this paper, the Enterprise M3 Board members are asked to support the expansion of Enterprise Advisers from business in every school and college, totalling 127 institutions by August 2020 drawing on a total Enterprise M3 revenue funds of £344,000 for the period from April 2018 to August 2020.

Sarah Carter
Head of Skills
21 March 2018

Annex A

The Careers & Enterprise Company 'cold spot' prioritisation indicators and Enterprise M3 Baseline

Indicator	Good Performance	In Need/Cold Spot	Enterprise M3 2016 Baseline
Improve % A-levels entered that are STEM (Maths & Science only) from the bottom third to middle/top third in terms of the Careers and Enterprise Company measured 'cold spots'	34.84%	29.98%	27.7%
Improve % STEM A-levels that are entered by girls (Maths & Science only) from the bottom third to middle/top third in terms of the Careers and Enterprise Company measured 'cold spots'	43.97%	41.72%	40.2%
Improve % In sustained apprenticeship destination post KS4 from the bottom third to middle/top third in terms of the Careers and Enterprise Company measured 'cold spots'	8.2%	5.4%	5.6%
Improve % Employer establishments who had anyone in on work experience from the bottom third to middle/top third in terms of the Careers and Enterprise Company measured 'cold spots'	40%	34%	36%
Improve % Employer establishments who offered any work inspiration from the bottom third to middle/top third in terms of the Careers and Enterprise Company measured 'cold spots'.	20.33%	15.67%	9%