

Careers Sector Stakeholders Alliance

Many of the responses received from businesses, employer organisations, professional bodies and Sector Skills Councils referenced some of the many initiatives they support or deliver in partnership with third sector organisations, careers advisers, schools and colleges.

This short Annex captures a snapshot of some of these schemes and activities. It shows that employers are not just concerned about careers education and guidance in schools and colleges, but have also heeded the call from the CBI Director General, John Cridland, that ‘...businesses need to roll up their sleeves and get stuck in...’

These activities also offer the opportunity for greater collaboration between employers, professional careers advisers, schools and colleges. Ultimately, it is by working together that all stakeholders with an interest in careers education and guidance can provide far more effective help to young people than either could do on their own. This sits at the heart of the Careers Alliance campaign.

Dame Ruth Silver
Chair, Careers Alliance

Keith Herrmann
Convenor, Careers Alliance



CAREERS SUPPORT:

- ACCA has developed a resource pack to assist teachers and careers advisers based in schools and colleges. The careers resource pack contains useful careers information designed to assist students in outlining the benefits of a career in accountancy.
- Interested students can register for ACCA Potential, a free monthly e-zine full of tips and advice on careers in finance and accountancy. Students can register at www.accaglobal.com/potential.
- The ACCA offers support to its students to help them navigate the varied career options they have in accountancy or finance.

www.accaglobal.com/uk/en/qualifications/accountancy-career/ukschoolleaver.html

www.accaglobal.com/uk/en/student/acca-qual-student-journey/sa.html



CAREERS SUPPORT:

- Atkins works with schools, colleges and universities to deliver STEM initiatives in the UK. Atkins provides support on STEM careers to 7 to 19 year olds through the Big Bang Fair. Atkins is currently enhancing the co-ordination of their STEM programme; further integrating it into graduate development, producing Atkins' wide STEM content and presentations, and promoting STEM-related work experience programmes.
- As part of the London 2012 Games legacy programme, Atkins provided internships to seven people each of whom had recently studied STEM subjects.
- Atkins has launched the 'Budding Brunels' scheme to introduce young people, particularly those from areas with high levels of poverty, to engineering.

www.careers.atkinsglobal.com/career-path



CAREERS SUPPORT:

- The Access to the Professions Group, a partnership of 15 professional bodies, aims to support those providing careers information and advice and influence policy formers when considering the role of professional bodies in economic growth and in widening access to the professions.
- 2013 saw the inaugural Professions Week, the focal point of work to highlight all that professional bodies do to increase access to the professions.
- With Professions Week 2014, the Access to the Professions Group aims to encourage a wider range and number of professional bodies to become involved.

www.professionsweek.org



CAREERS SUPPORT:

- An important part of achieving the CIOB mission centres on improving perceptions of the construction industry in schools and colleges where it is often perceived as a career for low achieving boys.
- There is a lack of awareness of the range of professional jobs and careers in the construction industry. Construction Management as a profession requires higher level leadership and management skills as well as STEM skills.
- There is also a pressing need to address diversity issues in the industry and recruit more females and ethnic minorities.

www.ciob.org/content/career-zone

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Note: The information outlined in this Annex to Briefing Note 13A has been collated by the author from the letters of support received from the organisations profiled herein and by sourcing information from their websites. It offers a snapshot view of careers initiatives provided by the organisations which responded to the Careers Alliance campaign.



CAREERS SUPPORT:

- Discover Risk is an award-winning campaign from the Chartered Insurance Institute that reveals the breadth of opportunity in the insurance profession to those still in education, with a particular focus on the variety of ways to enter the world of work. Supported by many employers, the campaign blends an interactive website, featuring employer profiles and case studies from different countries, with employer supported events delivered into schools, colleges and universities.
- Discover Fortunes is an interactive event that introduces the financial planning profession to those in schools and colleges. Supported by employers, the event offers local and regional employers the opportunity to build links with their future workforce.

www.discoverrisk.co.uk



CAREERS SUPPORT:

- The Chartered Institute of Patent Attorneys is a founder member of the Professions Week initiative and has a history of working with specialist publications such as the Inside Careers Guide to provide advice and guidance on becoming a Chartered Patent Attorney. The guide is available via the link below and can also be obtained from university careers offices or direct from CIPA.
- Patent attorneys promote and protect intellectual property such as patents, trade marks, copyright and designs and provide advice and guidance to individuals, small businesses, industry and international companies. Further information can be found on the CIPA website.

www.cipa.org.uk/pages/about-careers

www.insidecareers.co.uk/patent



CAREERS SUPPORT:

- CIPR has a section of their website dedicated to careers advice and case studies. It contains general information about public relations and is aimed at individuals interested in starting a career in the PR profession.
- CIPR has developed a Careers Guide in partnership with the Public Relations Consultants Association (PRCA). This enables them to go into schools and talk to students about the Public Relations profession.

www.cipr.co.uk/content/careers-cpd/careers-advice-and-case-studies

www.cipr.co.uk/careers



CAREERS SUPPORT:

- Creative & Cultural Skills has worked to improve advice in their sector including developing a website resources which is increasingly used by schools, colleges and universities as the authoritative voice of creative industries advice to young people.
- The Creative Choices website showcases the wide range of careers within the creative and cultural industries and how to get in to them, and promotes job and training opportunities.
- Creative & Cultural Skills runs live events in arts venues throughout the UK to introduce young people to the less visible jobs in the sector. These activities have reached over 70,000 young people in a single year.

www.ccskills.org.uk/careers



CAREERS SUPPORT:

- The Deloitte Employability Skills programme has helped 40,000 young people develop the skills and behaviours they need to secure and sustain quality employment.
- Deloitte recruits school leavers through its Brightstart programme - students join a structured five-year programme, with training and full support to gain professional qualifications.
- Deloitte supports Teach First, the Deloitte Employability, Deloitte 21 and the Education and Employers Taskforce.

<http://mycareer.deloitte.com/uk/en>

CAREERS SUPPORT:

- The Engineering Construction Industry Training Board (ECITB) has an interactive online Career Progression Route Map tool to make it easier for school leavers and graduates to find rewarding jobs and manage their careers in the engineering construction industry.
- The ECITB Engineering Experience run in conjunction with the Smallpiece Trust provides a course for Year 9 students to be mentored by real-life engineering construction professionals from leading companies like Babcock, Doosan and Siemens. Students are informed about the diverse career opportunities available; from professional engineers, project managers and supervisors, to technicians, craft engineers and semi-skills operatives.
- The ECITB Schools Roadshow has a mission – to help attract 60,000 more people into engineering construction over the next ten years. The schools tour visits about 150 schools nationally with an interactive, theatre in education roadshow, designed for students aged 13 to 16 to learn about careers in the engineering construction industry.

www.careers.ecitb.org.uk/



CAREERS SUPPORT:

- Inspiring the Future aims to get 100,000 people from all sectors and professions volunteering to go into state schools and colleges to talk about their jobs, careers, and the education routes they took.
- An Inspiring Women campaign aims to get amazing women roles models to talk with girls in state schools and colleges.
- During 2014 the focus of Inspiring the Future will expand bringing English primary schools on board through their Primary Futures campaign.
- The Taskforce's activities also include using volunteers to promote apprenticeships, encouraging young people to learn languages and to broker employer interest in becoming governors in local schools and colleges.

www.educationandemployers.org

www.inspiringthefuture.org

CAREERS SUPPORT:

- Supporting National Grid with developing careers materials for schools and colleges.
- Co-ordinating National Grid, UK Power Networks, EON and Alstom in creating a “power village” stand at the Big Bang Fair.
- Using UKCES funding to develop a career platform called GreenSTEM. It offers five CPD modules for educators (mapped across L6 to support using LMI in IAG), a career planning tool and a three-tiered certification process to support educators, employers and learners with “career learning”.
- Initiating an Energy Efficiency Industry Partnership (EEIP) focusing on transforming the skills environment which includes working with career influencers.
- Developed with employers and the National Skills Academy for Power, ‘Think Power’ is a great resource that showcases careers within the Power industry.

www.euskills.co.uk/careers



CAREERS SUPPORT:

- The IAB has produced a careers guide for the bookkeeping and accountancy professions. This provides useful information regarding various job opportunities, training options and qualifications and assists someone who may be considering a career in these professions.
- There is a dedicated careers section on the IAB website which provides further information on various routes to a bookkeeping career as well as progression routes, access to job vacancies and further advice on how to have a career as a bookkeeper.
- The IAB contributes regularly to the FLSP's monthly e-newsletters and sponsors their virtual work experience initiative - 'Get In Get On' and the Directions service
- IAB students and members are able to gain access to CV and interview advice.
- The IAB has recently completed a campaign called, 'Bookkeeping is Important', to highlight the importance of bookkeepers and the valuable work they carry out.

http://www.iab.org.uk/pub/careers_leaflet_-_the_accounting_profession_2014.pdf

<http://www.iab.org.uk/career>

CAREERS SUPPORT:

- The ICAEW works with a number of employers in providing a co-ordinated approach to careers support for schools and colleges; this includes running business games, work experience toolkits for employers and students, career insight presentations and skills sessions. They currently reach out to in excess of 3,500 schools and colleges, a figure which continues to grow.
- ICAEW supports a variety of school-leaver routes into the Chartered Accountancy profession, in addition to those offered during and post university.
- ICAEW has also worked in partnership with specialists and employers to create two Higher Apprenticeship programmes: Higher Apprenticeship in Assurance/Audit and Higher Apprenticeship in Tax.

<http://careers.icaew.com/>



CAREERS SUPPORT:

- The Tomorrow's Talent events brings together young people still in education with hiring managers of organisations responsible for day-to-day hiring. These events provide young people with networking and 1-2-1 interview coaching, while also intended to change perceptions of hiring managers.
- ManpowerGroup is working with a number of schools around the UK sharing local labour market intelligence from the Manpower Employment Outlook Survey (MEOS) that supports both teachers and students in understanding availability of jobs, and how the curriculum relates to specific careers.

<http://www.manpowergroup.co.uk/research-innovation/manpower-employment-outlook-survey/>

http://www.manpowergroup.co.uk/media/132074/man_rep_event_tomtal_localauthorities_eval_a4l_v3.pdf

CAREERS SUPPORT:

- National Grid is working with companies such as Whitbread, Costain, CapGemini, Compass Group and others to create Careers Lab to bring together business, teachers and careers advisers to inspire the next generation about the world of work by linking schools to businesses of all sizes.
- Careers Lab makes careers advice an integral part of the curriculum, not a bolt on or afterthought, and uses employer involvement through four structured modules to help young people understand the world of work and the career opportunities available to them.

www.nationalgrideducation.com/

www2.nationalgrid.com/UK/Our-company/Education/Careers-Lab/



CAREERS SUPPORT:

- A report published by the Recruitment & Employment Confederation's Youth Employment Taskforce, led by Baroness Prosser OBE, makes practical recommendations. These include revamping careers services, stimulating demand for new staff, raising awareness of the changing employment landscape and harnessing different routes into work such as internships and temporary assignments.
- Under the REC's Youth Employment Charter, a voluntary initiative that helps REC members play an active role in helping young jobseekers, recruiters have supported over 20,000 young people with careers advice, CV and interview techniques.

www.rec.uk.com/news-and-policy/policy-and-campaigns/example-news-item

https://www.rec.uk.com/___data/assets/pdf_file/0018/124056/REC-Youth-Employment-Case-Studies.pdf



CAREERS SUPPORT:

- The Royal Academy of Engineering works with partners to ensure that more young people study science, technology, engineering and mathematics (STEM) subjects in schools, FE colleges and universities.
- The Academy works on enriching education outcomes by bringing real-world engineering practice into the student experience.
- Tomorrow's Engineers is the Academy's partnership with Engineering UK and the Lloyds Register Educational Trust which engages school pupils with hands-on engineering activities. This has funded more than 30,000 young people to engage with activities provided by Young Engineers, the Smallpiece Trust, The Engineering Development Trust (incorporating the Industrial Trust) and Primary Engineer.
- Through funding provided by BAE Systems and the BG Group, the Academy is working with teachers and pupils at more than 100 schools. This augments the STEPS at Work Programme which has provided one-day industrial placements for 1,300 teachers per year since 2005.

www.raeng.org.uk/education/

www.tomorrowsengineers.org.uk/home/



CAREERS SUPPORT:

- The RSC supports schemes such as Chemistry at Work and ChemNet and works with the STEMNET Ambassadors scheme. These schemes highlight the range of careers available to young people who study chemistry.
- The RSC is about to launch a new careers education website which will showcase the opportunities available to young people who study chemistry at all levels. This website will be designed to be used by young people with help and guidance from careers professionals, parents and teachers.
- The RSC has partnered with Cogent to offer a range of higher apprenticeships hosted in SMEs to support young people who are seeking an alternative career route to university into the chemical sciences.

www.rsc.org/education/



CAREERS SUPPORT:

- At Semta we believe it is vitally important to ensure careers guidance starts in schools at a young age to ensure students can make informed decisions about their education and career pathway.
- Semta support and encourage others to participate in events such as The Big Bang Show, The Skills Show and the Farnborough Air Show which all highlight the careers available to young people especially within the advanced manufacturing and engineering sectors.

www.semta.org.uk/careers

SIEMENS

CAREERS SUPPORT:

- Siemens is investing heavily in employer engagement given the importance of careers education and guidance in schools and colleges.
- Examples of Siemens engagements include:
 1. The Siemens Crystal www.thecrystal.org
 2. Sponsorship of the Big Bang Fair www.thebigbangfair.co.uk
 3. Support for Green Power www.greenpower.co.uk
 4. Support for UTC's www.utcolleges.org
 5. STEMNET ambassador programme www.stemnet.org.uk
 6. Online job advertising with online advice
 7. Education portal with resources for teacher and online games linked to school curriculum Key Stages www.siemens.co.uk/education/en
 8. School programmes near our main sites to encourage girls into engineering.

Summit SKILLS

CAREERS SUPPORT:

- Building services engineering offers a wide range of career opportunities to do with electricity, heating, running water, and plumbing, e.g. from installing a light display for 40,000 people at a music festival to providing running water in a brand new skyscraper office complex.
- SummitSkills has a dedicated 'Good Day' careers website where students can learn all about what building services engineering is about, meet people in the sector and discover career opportunities.

<http://www.goodday.org.uk/>



CAREERS SUPPORT:

- The Bar Council's Bar Placement Weeks, operating in Birmingham, Leeds, London and Manchester, offer over 120 high-achieving Year 12 students from low-income backgrounds a week's high quality work experience at the Bar each year. Alongside training from the Advocacy Training Council and visits to local Courts, the students get a practical taste of life as a barrister that helps them to reach an informed decision about their future careers. These are run in partnership with the Social Mobility Foundation, Sutton Trust's Pathways to Law programme and AimHigher West Midlands.
- Our 'Speak up for Others' scheme delivers informative and engaging careers talks from barristers in over 500 state schools each year.
- Each year, we run five regional Careers Days to inform and advise Year 12 students across England and Wales on a career as a barrister. Running in Cardiff, London, Birmingham, Liverpool and Leeds, the days offer talks and panels from current practitioners alongside practical activities to offer students a taste of life at the Bar.
- The Bar E-Mentoring Service, launching this summer, pairs current state school-educated Year 13 and first year undergraduate students with a junior barrister mentor. This will offer students bespoke support to help them navigate the transition from further to higher education whilst enhancing their understanding of the Bar.

<http://www.barcouncil.org.uk/becoming-a-barrister/how-to-become-a-barrister/>



CAREERS SUPPORT:

- Wates has partnerships with a number of schools across the UK under the Business in the Community 'Business Class' programme, with some 8,509 students supported this way with CV workshops, careers fairs and mentoring.
- The Wates Apprenticeship Training Academy has provided 40 new apprenticeship opportunities to date.
- Wates 750 work placements each year, delivers two Prince's Trust 'Get into Construction' schemes and supports the new National Skills Academy for Construction.
- Over 725 people have completed their accredited Building Futures programme with 55% moving into employment or further training.
- Wates are an employer sponsor of the Greenwich University Technical College.

www.wates.co.uk/why-wates/we-connect/transforming-communities

