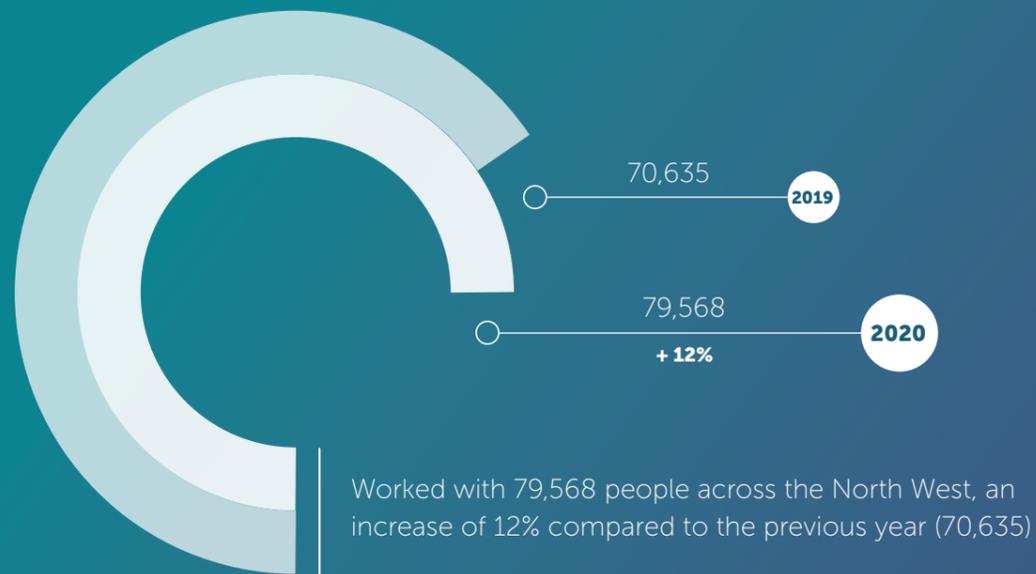




# Impact report

2019 – 2020

# Key achievements



**165**

Worked with 165 schools across the North West

**486**

Sourced work experience placements for 486 school students

The largest provider of the National Careers Service in Lancashire, Cheshire & Warrington and the Liverpool City Region



Supported 15,823 young people who are NEET or at risk of becoming NEET

**15,823**

Engaged with 3,128 offenders

**3,128**

Developed careers guidance infrastructure in Sri Lanka



# CEO foreword



Welcome to our Impact Report covering 2019/20

Over the last year, the Charity has increased the number of people being supported to access and succeed in education, training, and employment.

Our teams have made a real difference to the lives of thousands of young people and adults, delivering high quality programmes in schools, in the community and in prisons.

This year, we have launched new programmes focused on addressing youth violence through Right Choice and expanded our work with schools ensuring that young people receive high quality and independent careers advice and guidance. We also developed on the international front, supporting the progression of careers services in Sri Lanka working with the British Council.

The start of the COVID-19 pandemic occurred at the end of this reporting period, requiring a fundamental shift in our delivery approach, which was done very successfully and ensured our beneficiaries continued to receive the support they needed.

With the significant impact of the pandemic on employment opportunities going forward, especially for young people, we know our services will be needed now more than ever.

The report sets out the impact we are having through data and stories that hopefully provide a window into the work of our excellent teams.

Barry Fletcher

CEO Career Connect

# Who are we



## Our vision:

A society where every individual realises their full potential



## Our mission:

To drive social mobility by enabling more people to access and succeed in education, training and employment

# Our work with schools

We have delivered projects and services that meet the Gatsby benchmarks to 165 schools across the Liverpool City Region, Greater Manchester, Lancashire, Cheshire & Warrington. The Gatsby Benchmarks provide a framework enabling schools to offer high quality careers guidance and employer facing experiences, so their students can make informed decisions about their career pathways. By aligning our offer with the benchmarks, we make it easier for schools to meet these standards.

## How our Education & Business offer enables schools to meet the Gatsby Benchmarks

### 1 A stable careers programme



We provide 'Quality in Careers Standard' accreditation enabling and guiding schools to align their provision to all Gatsby Benchmarks. Our digital portal 'Get Connected' is an integrated part of our wider offer that helps schools provide high quality programmes.

### 2 Learning from labour market information



High quality Labour Market Information is embedded across our provision. We use the industry leading EMSI economic and workforce analysis tools to provide students and staff with access to the latest accurate and highly localised information to help them make the right career decisions.

### 3 Addressing the needs of every pupil



Our expert 1-to-1 careers guidance interventions have delivered meaningful, personalised support for young people.

### 4 Linking curriculum learning to careers



We have provided Continued Professional Development to teachers helping drive a 'whole-school' approach to careers, education, information, advice and guidance.

The impact of the work we undertake is shown in our contribution to the performance of schools in Greater Manchester and the Liverpool City Region on key Gatsby Benchmarks. In the latest Careers & Enterprise Company analysis, both these city regions were in the top five

Local Enterprise Partnership areas in the country for the achievement of Benchmark 8 – Personal Guidance, with 77% and 67% respectively against a national average of 57%.<sup>1</sup> Many of the schools we work with in these areas serve disadvantaged communities and are amongst the highest performers.<sup>2</sup>

<sup>1</sup> Careers & Enterprise Company (2019) "State of the Nation 2019" Available at: [www.careersandenterprise.co.uk/sites/default/files/uploaded/1273\\_state\\_of\\_the\\_nation\\_lep\\_analysis\\_2019\\_final\\_1019.pdf](http://www.careersandenterprise.co.uk/sites/default/files/uploaded/1273_state_of_the_nation_lep_analysis_2019_final_1019.pdf)

<sup>2</sup> Careers & Enterprise Company (2019) "Careers and enterprise provision in England's secondary schools and special schools in 2019: Detailed Gatsby Benchmark results" Available at: [www.careersandenterprise.co.uk/sites/default/files/uploaded/1236\\_school\\_benchmark\\_report.pdf](http://www.careersandenterprise.co.uk/sites/default/files/uploaded/1236_school_benchmark_report.pdf)

### 5 Encounters with employers and employees



We worked with the Careers & Enterprise Company to deliver their 'Rate Card' funded provision, providing young people with meaningful and impactful exposure to the world of work.

### 6 Experiences of workplaces



We have delivered extensive work experience placements, enterprise days, business networking events and careers fairs providing exposure to the world of work.

### 7 Encounters with further and higher education



Our extensive knowledge, established relationships and impartial position has enabled us to facilitate encounters and access to Further and Higher Education providers. Our Launch Programme has worked with students who were least likely to consider this route in order to raise their aspirations and awareness of opportunities and their associated career paths.

### 8 Personal guidance



Our delivery of the Careers & Enterprise Company 'Personal Guidance Fund' activities provided personal guidance for students and upskilled careers leaders within our schools.

We have also hosted a Careers & Enterprise Company 'Enterprise Coordinator' which has supported schools to monitor their achievement of Gatsby Benchmarks.

## Added value for schools

We have secured external funding enabling us to provide careers education, information, advice and guidance to 16,232 young people with a value of £244,967 across schools in the North West.



**16,232**  
young people



## Spotlight: Careers & Enterprise Company “Personal Guidance 1 programme”

The Careers & Enterprise Company commissioned Career Connect to deliver Personal Guidance Networks to prepare students from Years 10 and 12 to make informed choices about their futures. The programme was delivered by Professional Advisers who also supported school staff to enhance their understanding of targeted CEIAG interventions.

- We have supported 6 schools in the Liverpool City Region and 6 schools in Salford and Manchester through the project
- 77 staff in these schools have received enhanced Continued Professional Development sessions to support personal guidance
- 53 school staff received training to use our specialist digital careers platform ‘Get Connected’
- 3,419 young people were supported through the programme

## Spotlight: Shaping Futures, “Launch”

Shaping Futures motivates and raises the aspirations of students to consider higher education routeways. The ‘Launch’ programme acts as a gateway to specialist careers advice and resources. It has supported 2,105 young people, 82% of whom live in areas where progression to higher education is well below the national average.

### Feedback: Vicky Jones – St Chad’s Catholic and Church of England High School:

*“St Chad’s are delighted to be working with Career Connect. We have taken advantage of the wide range of careers provision over the past few years. These have included some excellent sessions on Challenging Stereotypes, Jobs for Tomorrow, Employability, Resilience & Citizenship. These sessions are coordinated and delivered by the fantastic Career Connect staff and volunteers from local businesses. It’s a superb opportunity for pupils to learn about the world of work and consider some of the local companies who they may not have heard about even though they are right on their doorstep”.*

### Feedback: Nicola Schofield – Calderstones School:

*“The provision we have received through Shaping Futures has been invaluable to our students. The workshops, sessions and talks have been highly informative, relevant and professional and have helped our students to develop key soft skills that are much needed in today’s working world. We are particularly grateful for the support provided during lockdown for some of our most vulnerable students where they were able to access virtual careers’ guidance with a trained advisor.”*

## Case Study: Year 11 transitions

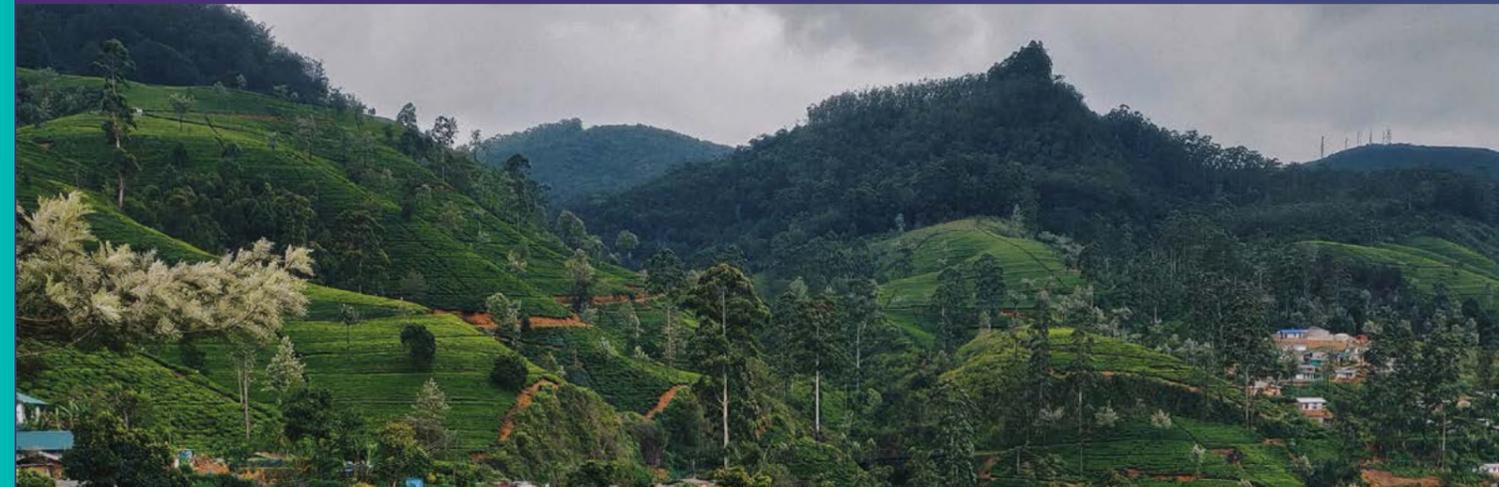
Y was a Year 11 student who wanted to study A Levels and had an interest in careers which involved helping people. After discussions with her Careers Adviser, Y decided she wanted to pursue a career in nursing. Her Adviser talked her through pathways including the Level 3 Nursing Cadet Health and Social Care which better suited her practical learning style. Y did not achieve her predicted GCSE results and did not meet the grades of her conditional college offer. Her Careers Adviser supported and encouraged Y to contact the college to discuss the situation and after several phone calls Y secured a place on her chosen course. The Careers Adviser received the following feedback from Y's mum:

*"Can I please thank you for everything you have done for myself and my daughter! We would have been lost without you. You really have gone above and beyond and are a credit to your profession!"*



# Developing careers guidance in Sri Lanka

The Sri Lankan government has set an ambitious target to create one million jobs by 2025 to develop the country's economy and boost the standard of living for all Sri Lankans. Working in partnership with the British Council, Career Connect undertook a comprehensive review of the careers landscape across Sri Lanka. We developed a roadmap to help put the country at the forefront of global competitiveness through an internationally benchmarked national careers guidance system.



**Ms. Louise Cowcher, Director of English and Education at the British Council, Sunday Times (Sri Lanka), 17th February 2019:**

*"The Careers Guidance project (as part of the TRANSFORM programme) aims to support the development of a robust system that will allow young people to make informed choices about their future education and work, allowing them to contribute to Sri Lanka's fast-tracked economic growth. This will certainly help young people gain employment and job satisfaction. Access to a competent workforce is also a priority for Sri Lanka in fostering private sector led growth, attracting foreign investment and becoming competitive in global markets. Career guidance is an essential tool that can be embedded in school programmes and practices, guiding young people to make informed, non-conventional and eventually profitable choices about their career trajectory after school. TRANSFORM will engage with all key stakeholders from both government and the private sector to ensure the formation of a skilled and competent workforce".*



# Our work with young people who are NEET or at risk of becoming NEET

Supporting unemployed young people to recognise and reach their potential

Our teams work innovatively across the Liverpool City Region, Manchester and Salford to provide personalised and intensive support, information, advice and guidance. This enables young people to recognise their potential, understand how to access opportunities and achieve their aspirations.

We design our services to be available when young people need them and deliver through accessible channels and locations using skilled professionals. We target support at those who are most vulnerable, providing each young person with their own dedicated practitioner to fully assess their needs and work with them to overcome their barriers to progression.

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## Case study: supporting care leavers

S was a care leaver living in supported housing who was due to start a work trial that would have led on to an apprenticeship, however the placement didn't go ahead due to the introduction of COVID 19 restrictions. S worked with his Adviser to look at alternative opportunities and over the summer completed a 'Riding to Success' bike maintenance course. S received excellent

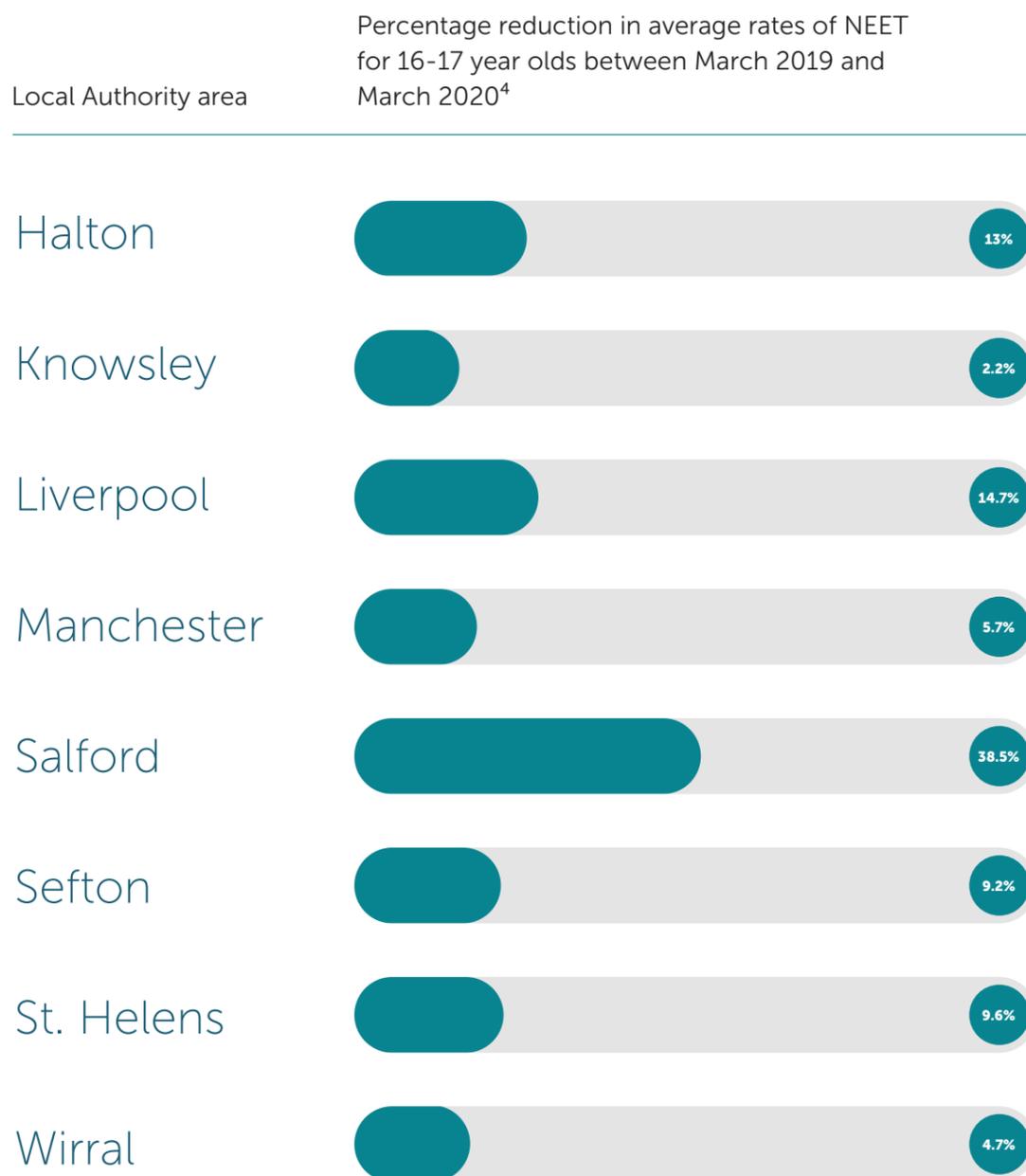
feedback from course tutors and despite a personal setback during the course, with the support of his Adviser and other professionals, he continued to participate fully, developing his resilience.

S is now undertaking a Customer Service traineeship with a view to starting an apprenticeship when this is completed.

## The importance of engaging with young people

Our skilled staff employ a range of tailored approaches to engage young people who may be at risk of becoming NEET or NEET. They provide support, often working in partnership with other agencies, to meet individual needs and help young people access and sustain positive outcomes in education, employment and training.

Our approach is underpinned by maintaining regular contact with young people through a range of tracking approaches, including home visits. Our tracking services are amongst the best in England<sup>3</sup>. This enables us to identify who needs support and to provide it when needed. Our work has helped drive the reduction in the numbers of young people who are NEET in all the local authority areas in which we operate.



Research from Centrepoint<sup>5</sup> estimates the cost saving of supporting a young person aged **16-17** to remain in education or learning is **£3,300** per year. Over the reporting period we have supported **15,823** young people. We have also provided **47,957** meaningful contacts with young people, their parents and other professionals working with them. A total of **8,519** young people have been supported into education, training and employment (EET), generating an estimated cost saving of **£28,112,700**.

## Spotlight: the value of early intervention in Sefton

Building on past year-on-year improvements, **95%** of Sefton 16-18 year olds were in EET in March 2020, including an increase of **3%** amongst 18-year olds compared to the previous year. The introduction of our early intervention work, targeting young people identified as potentially at risk of

becoming NEET, resulted in **5,122** Sefton 16 year olds in EET in March 2020<sup>4</sup>. We have also delivered improvements for the most vulnerable groups of young people, for example improving learning outcomes for 16 and 17 year olds with Special Educational Needs by **9%** in the past year.

## Spotlight: specialist intervention: Right Choice

This pilot, funded by the Merseyside Violence Reduction Partnership, developed an early intervention model for young people aged 13-16 displaying risk factors associated with escalation to offending behaviours.

awareness, understanding grooming and criminal exploitation, behaviour and consequences. Working in a cross-sector partnership, we supported **47** young people and delivered **369** interventions in a three-month period. Through the programme, the young people have been equipped with strategies and understanding that will decrease their likelihood of becoming involved in violence or criminal activity.

Bespoke high intensity coaching and development focused on increasing resilience, with themes including anger management, gun and knife crime

<sup>3</sup> Evidenced by the 'not known' rates (i.e. proportion of young people we are unable to contact) recorded on the National Client Caseload Information System and their related performance tables produced by the Department for Education.

<sup>4</sup> NCCIS data for NEET by Local Authority

<sup>5</sup> Centerpoint "Is prevention cheaper than cure" (2016) Available at: [www.centrepoin.org.uk/media/1702/is-prevention-cheaper-than-cure.pdf](http://www.centrepoin.org.uk/media/1702/is-prevention-cheaper-than-cure.pdf)

# Our work with offenders



## Preventing reoffending

Career Connect's 'Achieve North West Connect' subsidiary supports offenders in custody and the community to overcome barriers to employment and reduce reoffending through delivery of the HMPPS CFO3 and New Leaf projects. Case Managers working across 11 prisons supported 148 individuals into education and 285 individuals into employment. The CFO3 programme exceeded enrolment targets by 1253 (67%), demonstrating the appetite for this holistic and personalised support offer.

We provide intensive support to individuals who are not engaging with mainstream services. Our Case Managers work with offenders to address their wider barriers such as accommodation, substance misuse and mental/physical health issues and shape a future without reoffending. We focus on supporting offenders to secure employment following release/community sentence which reduces the likelihood of reoffending<sup>6</sup>.

## Case study: overcoming barriers to achieve a goal

B had worked with his Case Manager since leaving custody and had successfully addressed barriers that were preventing him from accessing employment. By becoming more motivated and setting goals, B successfully completed a forklift truck training course and obtained a counterbalance licence. He wanted to progress to secure employment just at the point when England went into COVID19 lockdown. B and his Case Manager communicated regularly via phone calls, texts and emails, as B was keen not to lose his momentum. With this continued support,

B soon secured a job as a Forklift Truck Warehouse Operative. At the time B was due to start his job, government guidance advised against the use of public transport, so B's Case Manager sourced funding to buy B a bicycle, helmet and high visibility jacket.

<sup>6</sup> Ministry of Justice (2019) "Economic and social costs of reoffending" Available at [https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/814650/economic-social-costs-reoffending.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/814650/economic-social-costs-reoffending.pdf)



# Career Support for Adults

We offer a range of careers support for adults including National Careers Service provision.

## Life after redundancy

Around 10% of total customers accessing our services are facing redundancy or have recently been made redundant. In light of COVID 19, we expect to see this number increase.

The National Careers Service, in partnership with Job Centre Plus, provides a comprehensive and flexible service for organisations making redundancies or re-deploying staff. We provide impartial careers guidance, re-orientation and transitional support. Redundancy situations can be difficult, and our practitioners provide support at this time of uncertainty and transition. We provide a skills and job matching service focusing on work in growth sectors, diagnostic skills assessments to determine qualifications and/or upskilling requirements for specific roles, and assistance accessing funding for training.

Organisations we have supported include: Thomas Cook, Mothercare, Debenhams, Age UK, Age Concern, Typhoo Tea, Tesco, Cammell Lairds, John Lewis, Homebase and Slater & Gordon.

## Case study: upskilling and creating jobs

L, aged 52, had lost her job and managed to secure temporary employment, but when this ended she decided to get advice about a career change. L wanted an office-based job that didn't involve working evenings and weekends as she had done this for many years. An NCS Adviser reassured L that a new career at any age was possible and

L was supported to consider options and signposted to a local training provider who offered a range of courses that would enable her to gain the skills needed for office roles. L is undertaking an IT course and is planning to enrol on further courses to increase her skillset and feels positive about her new career path.

## Supporting BAME customers

1,490 of our National Careers Services customers were from BAME communities. Career Connect has worked in partnership with Job Centre Plus to support refugees. Our Arabic speaking Professional Advisers are fully embedded within communities across the region, making careers support accessible and enabling us to support 286 Arabic speaking customers. Our staff support specific customer

groups to overcome barriers including: assistance in accessing ESOL provision to help improve language skills and socialisation and signposting to healthcare and other local provision. By providing diagnostic needs analysis, skills assessment and professional guidance, we have been able to promote aspiration and enable customers to plan their next career steps.

## Partnership working

We work in partnership with over 100 organisations to deliver the National Careers Service across Liverpool City Region, Cheshire & Warrington and Lancashire. This ensures we reach those communities in which customers may

not traditionally engage with services that enable them to access opportunities. By making partnership an integral part of our delivery we ensure our offer complements that of partners and avoids duplication.

## Partners and funders :



### Get in Touch!

 **Career Connect HQ Liverpool,**  
7th Floor, Walker House  
Exchange Flags  
Liverpool L2 3YL

 0151 600 7700

 [adviser@careerconnect.org.uk](mailto:adviser@careerconnect.org.uk)



@connectmycareer



@connexionslive