

Become a Cornerstone Employer



**Our mission is
to prepare and
inspire young
people for the
fast-changing
world of work.**

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1 | About The Careers & Enterprise Company

Our role is to link schools and colleges to employers and help them to deliver world class careers support for all young people by:

- 1. Building Networks:** linking schools and colleges to employers and other external careers providers through the Enterprise Adviser Network and Careers Hubs.
- 2. Supporting Careers Leaders:** providing training and support for Careers Leaders in schools and colleges.
- 3. Backing the Gatsby Benchmarks:** supporting implementation of a best practice standard for careers support, the Gatsby Benchmarks, with tools and targeted funding.

The ask of business

- **Backing the Gatsby Benchmarks**
 - Meet school and college demand for employer support. Employers are essential to Gatsby Benchmarks 5 and 6 and have a role to play across all benchmarks.
- **Building Networks**
 - Provide senior staff to volunteer as Enterprise Advisers, providing strategic support to secondary school and college teams.
 - Become a Cornerstone Employer in an Opportunity Area or Careers Hub to work with your network and the local Enterprise Coordinator to ensure all young people in the area have the opportunity they need to be prepared and inspired for the world of work.

2 | What is a Cornerstone Employer?



Cornerstone Employers work together with their networks, the wider business community and the local Enterprise Coordinator or Hub Lead, to ensure all young people in an area have the opportunities they need to be prepared and inspired for the world of work.

Who can be a Cornerstone Employer?

Approximately 20% of Cornerstone Employers are SMEs or micro businesses.

A Cornerstone Employer can be a large or small business, and a local or national employer, provided they are:

- 1. Experienced in engaging with education.**
- 2. Dedicated to investing time and resources.**
- 3. Committed to working with other Cornerstone Employers.**
- 4. Willing to galvanise their business networks.**
- 5. Focused on sustainability and acts as an ambassador.**

Why become a Cornerstone Employer?

Becoming a Cornerstone Employer opens up many opportunities for your organisation and staff, such as:

- Ensuring all young people in your area have the opportunities they need to be prepared and inspired for the world of work.
- Giving back to your community and supporting the growth of your local economy.
- Engaging and developing your current workforce.
- Inspiring young people about your sector or industry.
- Developing the skills required for your future workforce and building your talent pipeline.



Employers play a crucial role in supporting young people to understand the world of work. KPMG are proud to work closely with schools, colleges, and fellow employers to improve the social mobility of children and students in Opportunity Areas. Together with our fellow Cornerstone Employers, we encourage all local businesses to contribute where they can in supporting the needs of our schools, colleges and young people.

Roisin Sharkey, Roisin Murphy:
Directors, Head of Corporate
Responsibility, KPMG



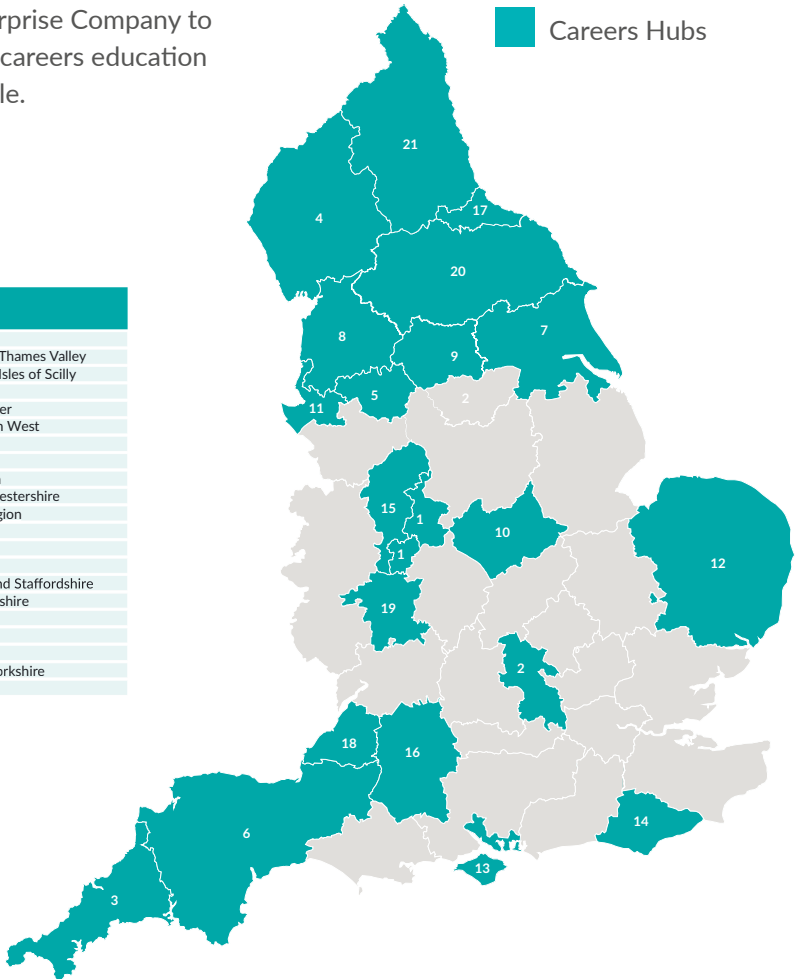
3 | Where are Cornerstone Employers needed?

Careers Hubs

Careers Hubs are set up by The Careers & Enterprise Company to help transform careers education for young people.

 Careers Hubs

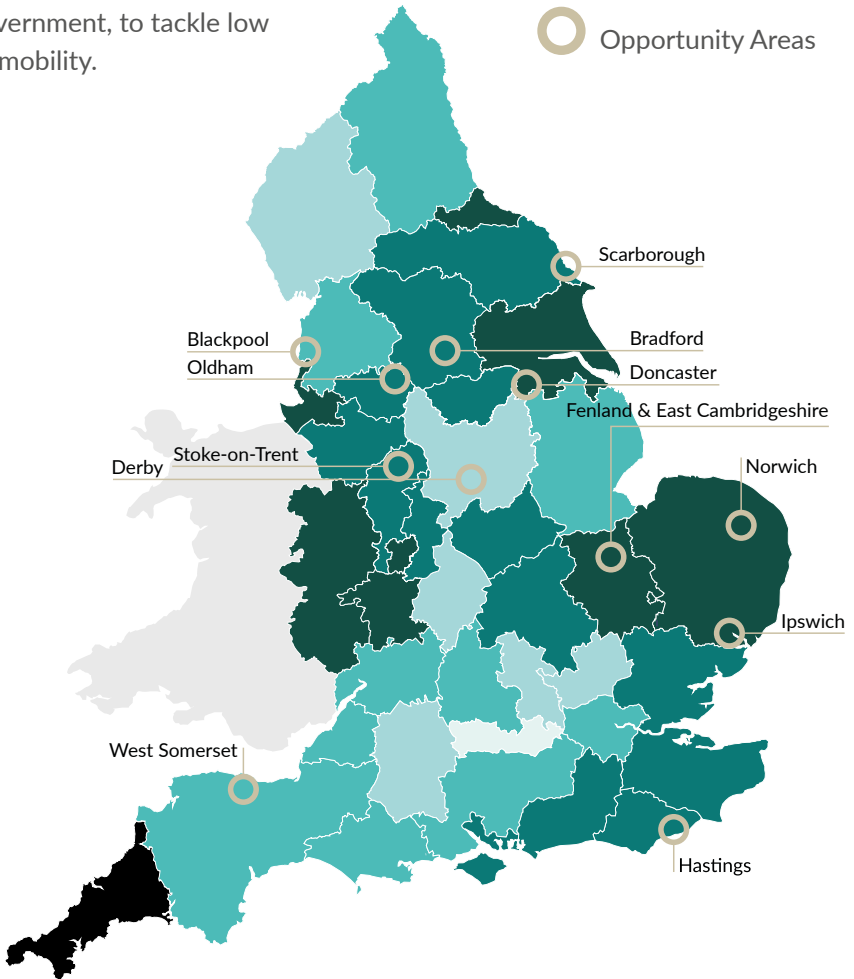
No	Careers Hub
1	Black Country
2	Buckinghamshire Thames Valley
3	Cornwall and the Isles of Scilly
4	Cumbria
5	Greater Manchester
6	Heart of the South West
7	Humber
8	Lancashire
9	Leeds City Region
10	Leicester and Leicestershire
11	Liverpool City Region
12	New Anglia
13	Solent
14	South East
15	Stoke-on-Trent and Staffordshire
16	Swindon and Wiltshire
17	Tees Valley
18	West of England
19	Worcestershire
20	York and North Yorkshire
21	North Eastern



Opportunity Areas

Opportunity Areas are identified by Government, to tackle low social mobility.

 Opportunity Areas



4 | About Opportunity Areas

Opportunity Areas are an important part of the government's plan for improving social mobility through education¹. A geographical spread of 12 coastal rural, and urban areas were identified with the aim of testing what works in a range of different communities and spreading best practice to other areas of the country.

Our role in Opportunity Areas

As part of the Government's Opportunity Area programme, The Careers & Enterprise Company has committed to work with Local Enterprise Partnerships (LEP), local authorities, careers providers, employers and educational establishments to ensure that each of the 170,000 young people at school or college in these Opportunity Areas has four or more encounters with the world of work during their secondary school and college years.

The support of our national network is supplemented by £1 million of investment directly available to schools and colleges, providing encounters with the world of work through funded programmes, activities and opportunities.

1. All 12 areas featured in the lowest performing areas (excluding City of London and Isle of Scilly due to size) in both the 2016 Social Mobility Commission's Index (<https://www.gov.uk/government/publications/social-mobility-index>) and the Department for Education's own analysis of school performance and capacity to improve published in the Achieving Excellence Areas (AEA) methodology paper <https://www.gov.uk/government/publications/defining-achieving-excellence-areas-methodology>).

Why do we focus on encounters?

An “employer encounter” is an opportunity to learn from employers about work, employment and the skills that are valued in the workplace. This can be through a range of enrichment activities including visiting speakers, mentoring and enterprise schemes. There is a strong evidence base to endorse the benefits of providing young people with access to employers, working people and experiences of the workplace. Research carried out by Education and Employers Taskforce² underpins our commitment to guarantee four or more encounters to every young person in Opportunity Areas:

Higher volumes of school-mediated employer engagement (four or more encounters) are associated with reduced incidence of Not in Education, Employment, or Training (NEET) by up to 86%.

Undertaking individual employer engagement activities is associated with reduced incidence of being NEET by up to 81%.



2. Percy, C. and Mann, A. 2014. School-mediated employer engagement and labour market outcomes for young adults Wage premia, NEET outcomes and career confidence. In Mann, A., Stanley, J. and Archer, L. (Eds.), Understanding Employer Engagement in Education. London & New York: Routledge, pp.205-220.

How we engage in Opportunity Areas

- 1** | Employers are identified to support the Opportunity Area schools and colleges.
- 2** | Cornerstone Employers work strategically with the Enterprise Coordinator, building individual and collective commitments into a plan that determines activity in response to local school and college need.
- 3** | Regular roundtables and 1:1 meetings keep progress on track, to ensure that all schools and colleges in the Opportunity Area are able to provide meaningful encounters and workplace experiences.



5 | About Careers Hubs

As part of the Careers Strategy, published in December 2017, the government tasked The Careers & Enterprise Company to establish Careers Hubs across the country, allocating £5 million over a two-year period to support them.

Starting September 2018, 710 secondary schools and colleges are working within a Hub and there will be at least one Hub in every region of England outside of London. Each Careers Hub consists of up to 40 local schools and colleges working together with universities, training providers, employers and career professionals to improve careers education for young people. This means that one in five secondary schools and colleges in England will be part of a Careers Hub.

The Hubs are based on a successful model piloted in the North East during 2015-17. During the pilot, the majority of schools in the area managed to meet most of the Gatsby Benchmark standards for excellent careers guidance. New funding announced in October 2018 means that from next year, we will be able to establish 20 additional Careers Hubs across England, meaning we can roll out this model even further.

Support in Careers Hubs

All Careers Hubs will have access to support and funding to help them meet the eight Gatsby Benchmarks of excellent careers education. This includes:

- A 'Hub Lead' to help coordinate activity and build networks.
- Access to bursaries for individual schools and colleges to train 'careers leaders'.
- Central Hub Fund of equivalent to £1k per school or college.
- Support from a community of Cornerstone Employers.

How we engage in Careers Hubs

- 1. Schools, colleges and employers are identified to form the Careers Hub.***
- 2. Cornerstone Employers work strategically with the Hub Lead, Lead School and other local employers, building individual and collective commitments into a plan that determines activity in response to school and college need.***
- 3. Regular roundtables and 1:1 meetings keep progress on track, to ensure that all schools and colleges in the Hub are moving towards achieving all eight Gatsby Benchmarks.***



Sirius Minerals



The Enterprise Adviser from Sirius Minerals (siriusminerals.com), linked to Caedmon College Whitby, organised a six-week programme called Inspiring Girls for a targeted group of Year 9 girls who were at risk of disengaging from their studies.

The aim being to inspire them and provide a glimpse into potential future careers. The school worked with Sirius Minerals to develop a programme that saw the Year 9 girls have weekly visits to Sirius Offices, as well as a visit to the mining site currently under construction. The girls visited various departments at Sirius Minerals and undertook a range of tasks intended to help them build employability skills, including: team work, communication, resilience, problem solving and punctuality. Additionally, the girls had an opportunity to explore the potential careers and different pathways available to them.

Caedmon College Whitby were delighted with the programme: "It's a fantastic opportunity for our students to gain first-hand experience of what it is like inside such a large organisation. The girls have reacted very positively and the feedback we have received from their tutor coordinating the project and visits has been excellent".

We have been excited about this project since we first met with the school to discuss the idea. It has taken some time planning, but we found our staff more than willing to put themselves forward to get involved, which has really developed and enhanced what we have been able to offer the students. The students have been a credit to the school and we hope it is something we can continue for other students in the future".



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Caedmon College Whitby

6 | How to get involved

- 1 | Explore the Cornerstone Employer role with The Careers & Enterprise Company, local Hub Lead and / or local Enterprise Coordinator to agree suitability for all.
- 2 | Review and sign the Cornerstone Employer Commitment Form.
- 3 | Identify a main and a senior contact for us to work with.

4 | Draft a press release about your motivations in becoming a Cornerstone Employer, to share with your networks.

5 | Liaise with your Hub Lead / Enterprise Coordinator to set regular 1:1 meetings and to be included in roundtables with other Cornerstones.

THE CAREERS &
ENTERPRISE
COMPANY

The Careers & Enterprise Company

2-7 Clerkenwell Green
Clerkenwell
London EC1R 0DE

www.careersandenterprise.co.uk



For more information about
Cornerstone Employers, please contact:
employers@careersandenterprise.co.uk