



Cheshire and Warrington
**Sustainable and Inclusive
Growth Commission**

THE
CHESHIRE AND
WARRINGTON
PLEDGE



Case Study



Inclusive Economy

Cheshire and Warrington Careers Hub

This case study shows an example of how young people in schools in Cheshire and Warrington, with priority to disadvantaged areas, are being supported with high quality careers advice and employer engagement, which aligns with our objectives for creating a sustainable and inclusive economy.



Schools, colleges and employers working together to help every young person find their best next step.

Local employers are struggling to recruit the talent they need and there is a mismatch between our local labour market needs and young people's careers knowledge and aspirations.

Our higher than national average disadvantage gaps also constrain the economy by failing to support all young people to reach their potential. Those eligible for free school meals and living in areas of deprivation have lower attainment, meaning the academic standards that pupils reach in assessments. These pupils also achieve poorer progression outcomes, such as higher education and training, than their more affluent peers.

Quality careers education and meaningful employer engagement can help inspire young people to achieve more, equip them with the knowledge to make informed decisions about their future, and prepare them for the workplace by developing the skills employers want. This is especially true for young people from disadvantaged backgrounds who may lack professional connections in the workplace or career guidance through family networks and rely more heavily on school/college led support and guidance.

[The Careers and Enterprise Company's 'Ready for the Future' report](#) focused on post-16 education. It states that high-quality careers advice for young people dramatically improved career-readiness for the most economically disadvantaged students.

Young people in receipt of Free School Meals typically report lower career readiness than their peers but good careers provision has the potential to make up for this. Students in schools with the strongest careers provision are more career ready than those in schools not achieving the expected standards.

When young people, educators and employers work together with purpose there are benefits to all.




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


Theme:

 [Inclusive Economy](#)

Location:

 Cheshire & Warrington

Challenges addressed:

-  Labour market information failures
-  Local employers struggling to recruit young talent with the skills they need
-  Higher than national disadvantage gaps in attainment and progression between young people eligible for free school meals and living in areas of deprivation and their more affluent peers
-  Raising standards of careers education so that every young person is supported to make their best next step



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Key objectives of the project

- Support schools and colleges to raise standards of careers education and deliver a strategic approach that helps every young person find their best next step.
- Increase quality employer engagement with the 21 schools affiliated with the Careers Hub, which were identified as high priority and within deprived areas of Cheshire and Warrington. This engagement aims to inspire and inform young people about local career opportunities.
- Connect each school to a volunteer from business to act as a critical friend and support increased connections with local employers, helping bridge the gap between education and employment.

Outcomes

- Cheshire and Warrington Careers Hub, which sits within the Pledge Partnership, has facilitated Cheshire and Warrington's schools and colleges to achieve higher than the national average for careers education. Find about more about the Careers Hub [here](#).
- Accelerated progress in Careers Education standards in the 21 identified schools, surpassing the rest of the local network and contributing to Cheshire and Warrington being the area with the fastest progress nationally last academic year (2020/2021).
- An increase in the number of young people experiencing meaningful employer engagement and work experience across the 21 school/colleges during the academic year 2021-22 (and continuing still). Evidence shows that increased employer engagement helps young people to achieve more in terms of both academic achievement and progression into employment. This has a positive impact on reducing those young people identified as Not in Education, Employment or Training (NEET). Find more about NEET [here](#).
- This included a number of targeted employer-led activities for young people and families from disadvantaged communities including community careers events and award-winning mentoring from Bank of America employee volunteers.
- 94% of schools/colleges have been matched with a volunteer from business (Enterprise Advisor) helping them to connect with the local labour market.
- Expansion of the Careers Hub to all state funded schools and colleges across Cheshire and Warrington including specialist provision, 85 in total as of May 2023.

**Get in contact with the Pledge [here](#):
The Pledge - Cheshire and Warrington.**



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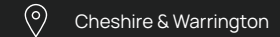


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


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