

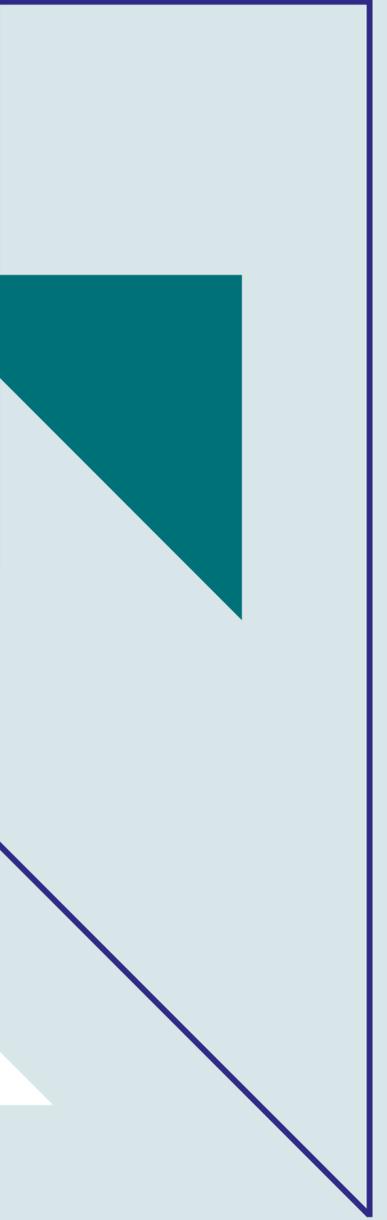
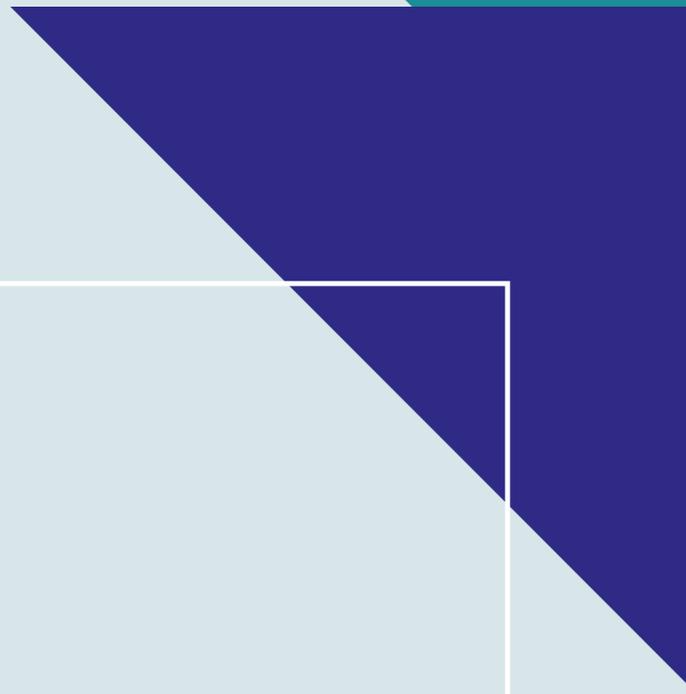
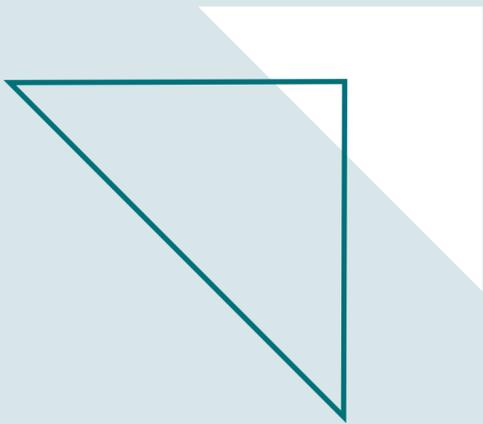
Hertfordshire  
Local Enterprise  
Partnership



10 YEARS

# Hertfordshire Careers Hub

ENTER →



# Executive Summary

The Careers Hub, funded through The Careers and Enterprise Company, will enable our schools and colleges to empower Hertfordshire's young people to acquire job-related skills and expertise, and to actively shape their future careers, as well as boosting the local economy and talent pool, post-COVID-19.

Hertfordshire LEP is urging employers to link up with its team of Enterprise Coordinators who are supporting schools, colleges and providers with the common aim of boosting careers provision for all Hertfordshire's young people by breaking down barriers to opportunities.

The LEP is seeking leaders from our business sectors to join this key partnership to inspire young people and help nurture the skills required by the local economy.



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# Section 1

## Introduction

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# What is the Careers Hub?

Hertfordshire Local Enterprise Partnership (LEP)'s Careers Hub will bring together schools, colleges, employers and providers to drive forward a careers education that will support the ambitions of Hertfordshire's business community and its young people.

Currently, the LEP and its team of Enterprise Coordinators are supporting 110 of the 112 eligible schools within the county.

Each school and its Careers Leader – a key staff member - is individually matched with an Enterprise Advisor, a volunteer from the local business community who is able to provide the voice of industry.

The Enterprise Advisor will work closely with the Careers Leader to create a targeted and highly individual careers programme, depending on the school's strengths and needs.

Through a series of networking and information workshops led by the LEP team, the Careers Hub also develops networks and communication between schools, supporting the sharing of best practice and ideas to create solutions that will maximise the impact of high-quality careers education.

The initiative is funded by The Careers and Enterprise Company whose vision is that all schools and colleges will be part of a Hub over the coming years. Across England there are 40 now in operation.



# Vision

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For every young person to understand the full range of career opportunities available and to help them realise their aspirations and future potential.



# Mission Statement

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We will lay the foundations for a collaboration of schools, colleges, employers and providers to work together for mutual benefit and build an outstanding careers education that reflects the needs of Hertfordshire's future economy and supports young people to make their best possible career choices.





**Gareth Dace**  
Strategic Careers Hub Lead

My name is **Gareth Dace** and I am the Strategic Careers Hub Lead. I am employed by Hertfordshire LEP and I lead our Careers and Enterprise Company programme that supports 110 of our schools and colleges in the county. Aligning with the LEP's Skills Strategy around unlocking future talent our vision is for every young person to understand the full range of career opportunities available and to help them realise their aspirations and future potential.

To achieve this we will continue to act as a facilitator between key stakeholders to gain mutually beneficial relationships to support both our schools and young people and Hertfordshire's business community.

We hope that this digital brochure will help to explain to our current and potential stakeholders how we want to work with you and how you can support us to achieve this vision.

# Section 2

## The Wider Hertfordshire LEP Skills Focus

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Skills and employment remain a core strand of Hertfordshire LEP's remit.

Our Skills Strategy (updated in 2021) highlights the significance of Unlocking Emerging Talent and the Careers Hub provides a vehicle to influence and support the next generation to enter the workplace.

The Hertfordshire Opportunities Portal, launched in November 2019, connects young people, schools, colleges and employers as well as providing a wealth of resources showcasing Hertfordshire's economy and future opportunities.



# Section 3

## Our Partner Networks

The effectiveness of our Careers Hub is entirely dependent on the creation of networks and collaboration of different partners.

Our Strategic Management group consists of members representing:

- Hertfordshire LEP
- Hertfordshire County Council (Services for Young People)
- Careers and Enterprise Company
- Herts for Learning
- Amazing Apprenticeships
- Our Cornerstone Employer Group
- Hertfordshire Head teachers Group

This group meets quarterly and has strategic oversight of the Hub's vision and performance.

Additionally, we have an Operations Group of key partners who meet regularly to offer insight and to share our vision.

This group consists of:

- Hertfordshire LEP
- Hertfordshire County Council (Services for Young People)
- Careers and Enterprise Company
- University of Hertfordshire (Widening Participation team)
- StemPOINT East
- School representatives
- Employer representatives
- Hertfordshire Chamber of Commerce
- Herts, Beds and Milton Keynes Training Provider Network
- Economic Development Officer Group

This group's role is more consultative and enables us to ascertain insight from across our stakeholder groups and to ensure we are communicating with the right groups to help achieve our aims.

We also have working groups set up:

[Cornerstone Employer Group](#)

[Careers Leader Working Group](#)

# Careers Hub Key Partnerships

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# Section 4

## Our Schools Network

### Our 110 schools and colleges are at the heart of our Careers Hub.

Through our team of Enterprise Coordinators (part supplied through Services for Young People) and network of Enterprise Advisors we support each school/college individually by working specifically with their Careers leaders.

Typically, we meet three times per year and aim to develop their Careers Education Programme to help meet the Gatsby Benchmarks while also considering how all students could gain a better understanding of the world of work and opportunities available to them.

Our hub is split into four cluster areas based on location. This allows for more localised support and employer input. Additionally, our 19 Special Education Needs schools meet as a group.

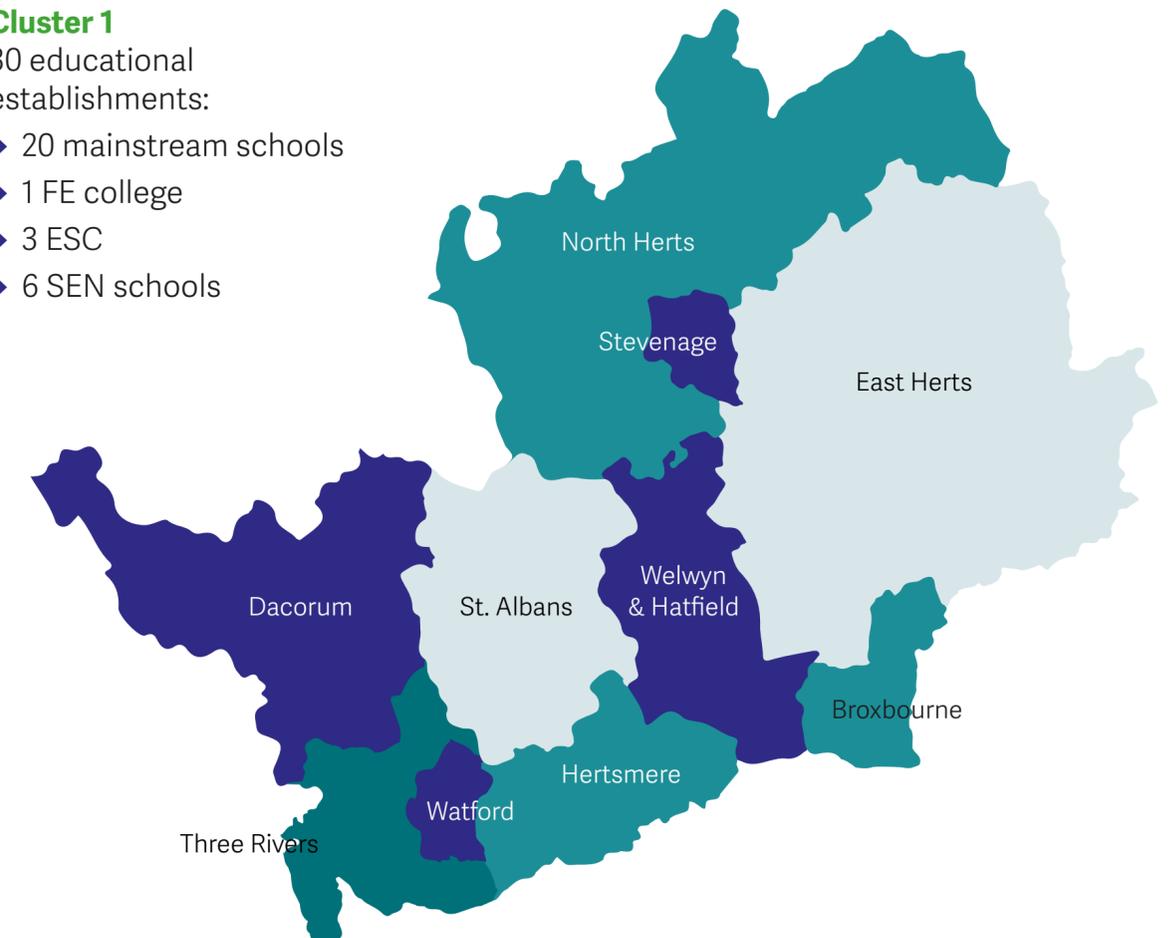
- 110 Schools
- 102 schools have been matched to an EA this year
- 132 Enterprise Advisors

### Hertfordshire Careers Hub Model

#### Cluster 1

30 educational establishments:

- 20 mainstream schools
- 1 FE college
- 3 ESC
- 6 SEN schools



#### Cluster 2

24 educational establishments:

- 18 mainstream schools
- 1 FE college
- 2 UTC
- 1 ESC
- 2 SEN schools

#### Cluster 3

33 educational establishments:

- 22 mainstream schools
- 1 FE college
- 2 ESC
- 8 SEN schools

#### Cluster 4

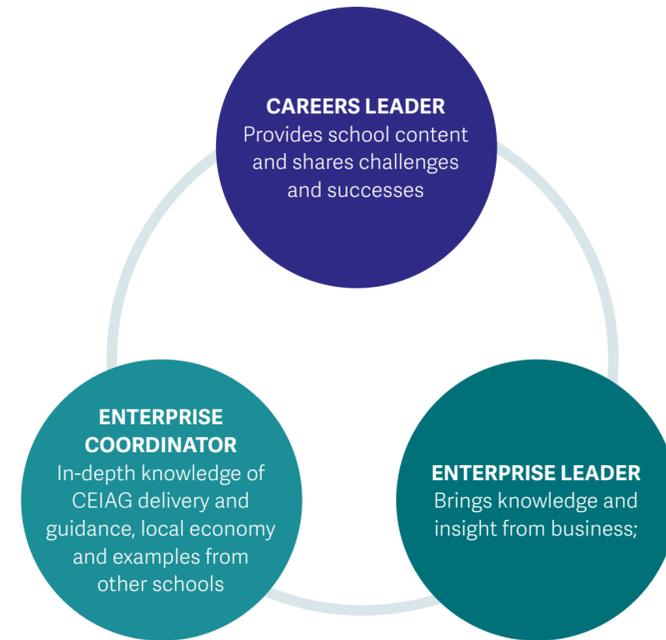
23 educational establishments:

- 19 mainstream schools
- 1 FE college
- 1 ESC
- 3 SEN schools

Through a variety of workshops and networking sessions scheduled throughout the year, Careers Leaders have the opportunity to meet, share best practice and discuss challenges with their peers.

Our team of Enterprise Coordinators have in-depth knowledge of careers education, legislation and an awareness of upcoming initiatives and activities that the school may benefit from.

### School-level relationship



- Will meet 3x times per year
- Use compass report (updated termly) as focus to identify strengths and areas for improvement
- Develop a strategic careers programme aligned to the schools values and improvement plan
- Ensure students gain a better understanding of the world of work and awareness of opportunities available to them
- Develop school relationships with local employers



**Steve Trotter** Careers Hub Operation Lead  
**Jacquie Gascoigne** Enterprise Co-ordinator

Our experience shows schools and colleges are most successful with their careers provision when the Head Teacher and/or Senior Leaders are involved, or at least aware, of the dialogue and plans being proposed.

Our Careers Hub Strategic Lead and Enterprise Coordinators aim to attend local Hertfordshire Secondary School Head Network meetings throughout the year.

# Section 5

## How employers can get involved

We are always seeking employers who can help our Hub collectively or individual schools. Employers will also gain from building relationships with our schools and colleges.

Take a look at some of our Case Studies below:

### Ways for employers to support the Careers Hub.

#### a) Become an Enterprise Advisor (also known as Industry Insight Expert).

Our aim is to match every school/college with at least one Enterprise Advisor (EA). The role of an EA is to provide strategic industry and workplace insight to your school. We currently have more than 120 EAs representing a diverse range of employers in terms of size and industry. We aim to match EAs to schools based on needs and strengths.

EAs can support schools in a variety of ways. As part of our matching process, we try to identify what type of expertise an individual can bring to the role while also finding out from the school exactly what needs they have.

As part of our recruitment and onboarding of Enterprise Advisors we try to establish precisely how you may be able to support a school or college. We have identified a list of common attributes all of our EAs possess but additionally we recognise the different levels of experience and knowledge that will be essential.

We'd like all of our EAs to possess at least one of these:

- A Local Business Champion – someone with really good local networks who may be able to bring other employers and businesses in to support schools.
- An Employer Specific Ambassador – someone who works for a medium or large employer who can utilise the internal resources available to them to support the school. This could include offering workplace visits for students or arranging for different colleagues to visit the and provide students with a meaningful encounter.
- An Industry Specific Ambassador – someone who acts as an advocate for their industry and can provide students with opportunities to gain specific knowledge and experiences within a particular industry.
- An Employment and Recruitment Expert – likely to be someone from an HR role or background who could disseminate their knowledge of the crucial recruitment processes that all young people will be subjected to. This may involve helping the school create activities that will enable students to write CVs, prepare for interview or assessment centres.
- A Strategist – someone who could support the Careers Leader to translate their ideas and vision for a careers plan into a formal, structured and effective Careers Education Programme. A Strategist EA will work closely with the Careers Leader providing coaching and mentoring and setting up better processes.
- A Visionary and Innovator is someone who will be very effective at helping the Careers Leader come up with new ideas and better, more efficient ways of developing a careers programme. If you are someone with big ideas, you could be invaluable.

### What type of EA have you got?



Common existing attributes, traits and skills:

- Intrinsic passion to support young people’s understanding of the world of work.
- A ‘Critical Friend’ – can challenge and offer advice.
- Empathetic (understands limitations and restrictions of a Careers Leader) and able to develop rapport with an individual in a school.
- Has a vision for desired improvement.
- Positive and enthusiastic.
- Reliable – will follow through with promises.
- Has capacity to offer minimal levels of support (3-4 meetings per year) and willing to physically travel to school.
- A good understanding of the school’s local area (at district or town level).



Based on a November 2021 EA evaluation this is a breakdown of the different industries represented by our EA group:



Hello my name is **Doris Webb** and I am Future Talent Specialist for Computacenter. I am the Enterprise Advisor for Bishops Hatfield Girls’ School, which is in the same town as our Headquarters.

#### What does the role of EA entail for you?

I meet with the school’s Careers Leader once a term along with Steve – our Enterprise Coordinator. In those meetings we discuss the schools’ careers programme highlighting strengths and also identifying gaps. My role is to provide the insight of industry from a large technology-based company helping to ensure that all students are better prepared for the workplace.

Hello, my name is **Jason Lee** and I am The Managing Director of SWR Garages in Hemel Hempstead. I have been the Enterprise Advisor for Astley Cooper School since 2016.



#### What does the role of EA entail for you?

I meet with the school’s Careers Leader once a term along with Lesley – our Enterprise Coordinator...

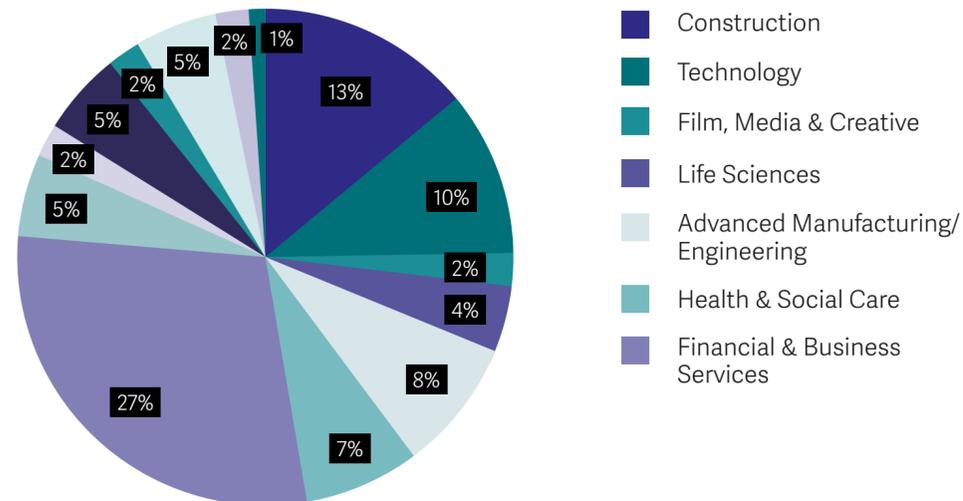
#### What has been your biggest success supporting the school as an EA?

We have supported careers fairs, worked through Gatsby Benchmark reviews, provided “Health & Safety in the Workplace” presentations and received groups of students to our production and testing facility. All our work has been planned together with the school to ensure we filled gaps in the school’s Gatsby Benchmark reviews. We are particularly proud of our support to Astley Cooper’s Work Based Learning Project.

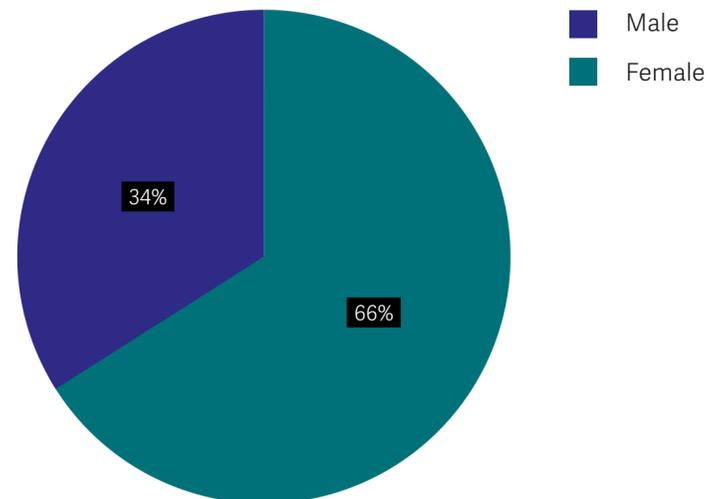
#### How do you and your company benefit from supporting the school as an EA?

The feel-good factor you derive from “doing good” and seeing our staff jump at the opportunity afforded to them to work on various activities and subsequently taking great pride in contributing support at a particularly challenging time for students.

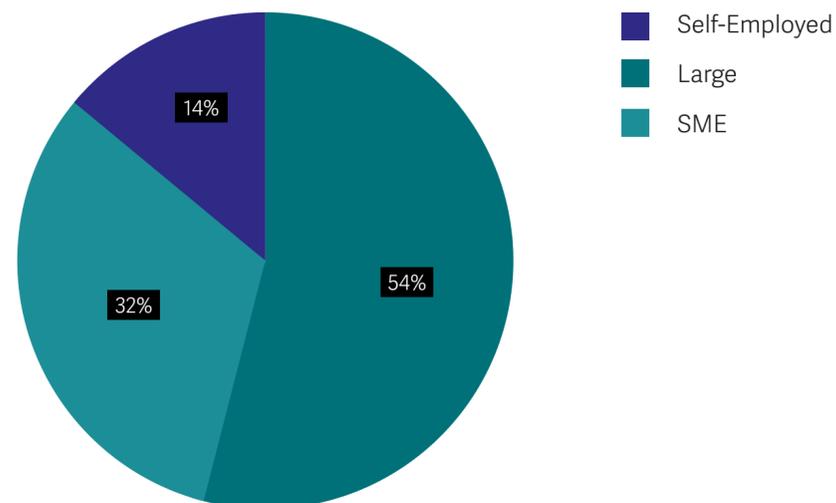
### Breakdown of Industries represented by our Enterprise Advisor's (Dec 2021)



### Gender breakdown of our EA's



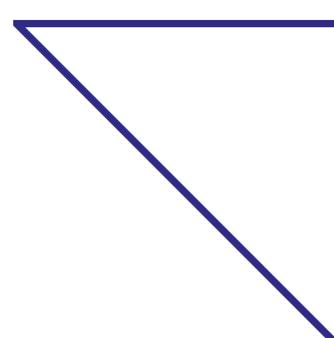
### Size of business represented by our EA's (Dec 2021)



All Our Enterprise Advisors are supported throughout the onboarding process. We complete a full DBS check and ask you to read and complete a Terms of Reference document.

We will invite you to an Induction Workshop to set the scene. These tend to run online usually for a couple of hours. You will be invited to attend our Careers Leader workshops and these provide great opportunities to hear about challenges from local schools. We hope you will be able to network and share ideas with our other EAs particularly those local to you. Your Enterprise Coordinator will always be your first port of call and they will accompany you at all school meetings, setting the agenda and leading the meetings.

For further information about becoming an Enterprise Advisor please visit The Careers and Enterprise Company.



**b) Support our Careers Hub Cornerstone Employer Network**

Our Cornerstone Employer Network is a group of Hertfordshire-based employers that represent our Key Priority Sectors who come together to help provide solutions to the collective challenges faced by our schools and college network.

The Cornerstone Network comprises a central group of employers that meet three times per year and aims to provide collective strategic solutions to the challenges identified for schools and colleges.

**Find out more about what a Cornerstone Employer does**



For more information [click here](#).

**We believe that working collaboratively with other local employers will have impact on schools and young people because...**

The Network is being developed to include a second layer of seven subgroups representing each of our Key Priority Sectors as identified by Hertfordshire LEP. The aims of these subgroups is to identify particular challenges faced by each industry in terms of skills gaps and current and future demand for particular roles. These subgroups will raise awareness of the range of opportunities available for young people within their industry. Each subgroup will feed into the central Cornerstone Network group.

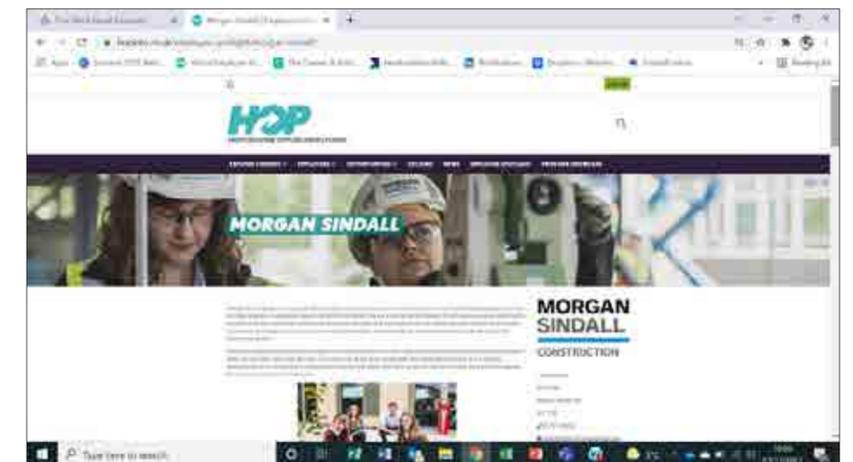
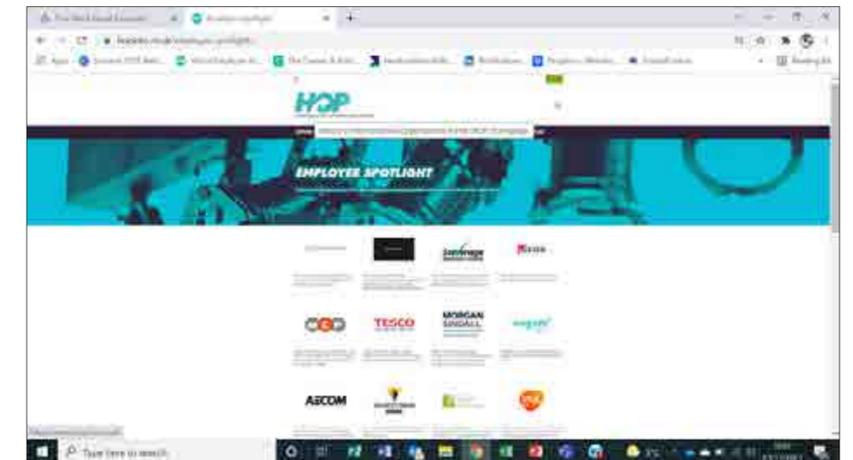


Hi, I'm **Norma Odain-Hines**, Social Value Manager in Northern Homes Counties for Morgan Sindall. We are delighted to sit on the Construction Industry sector group within the Hertfordshire Careers Hub where we collaborate with other companies including those within our supply chain. The subgroups work well to identify challenges for our industry whilst also identifying the best ways to promote the tremendous range of opportunities that will be available to students in Hertfordshire.

**c) Join HOP's employer spotlight section**

Hertfordshire Opportunities Portal (HOP) ([www.hopinto.co.uk](http://www.hopinto.co.uk)) includes an Employer Spotlight Section. Any Hertfordshire based business can add their profile to this page, which means students will be able to find out more about the opportunities on offer.

To add your company's information onto HOP get in contact and we'll send you a template to complete. You should also provide a video that can be embedded onto your page too.



# Section 6

## Our Strategic Themes

The Careers and Enterprise Company (CEC) set out seven main strategic themes that all Hubs should be working towards.

These will ensure genuine impact can be made in ensuring students maximise their potential to achieve an aspirational future.

**Our Strategy Group has identified a local priority for each theme.**

**THEME 1 – Amplifying Vocational and Technical Routes**  
**Increasing awareness of and interest in technical education and apprenticeships.**

### Local Priority:

We want to raise awareness of the ever-changing landscape of technical and vocational routes including the roll out of T Levels to students, parents, teachers and employers. We recognise the importance of managing expectations of students and employers particularly while the availability of T Levels requires greater clarity and development.

Apprenticeships are a key priority for the LEP and play a vital role in growing our local economy, as evidenced in our Strategic Economic Plan. We aim to increase the total percentage of young people aged 16-24 in employment with training, including apprenticeships and traineeships, working towards the national average through heightened awareness of young people, their families and teachers.

### What we're doing:

- We've run, in partnership with Amazing Apprenticeships, our fourth [annual parents' perception survey](#), which generated a massive 2,826 responses from parents/carers from 53 different schools. Each participating school has been issued with their own bespoke report detailing the findings. The aggregate report, including recommendations, will be used to develop the LEP and county's skills agenda.
- We've run, in partnership with Amazing Apprenticeships, [a survey for teachers](#) to ascertain their understanding of technical and vocational routes. This survey generated over 300 responses.
- Working closely with our four Further Education College partners and network of Independent Training providers to help them promote technical and vocational opportunities.
- Delivering a workshop for Careers leaders and Teachers about technical and vocational routes.
- Observing closely and offering support to The Broxbourne School and West Herts College – the first two sites in the county to offer a T Level for students from September 2022. We will ask them to share their experiences with other schools and colleges across the network.
- Promoting the ASK Apprenticeships Service which offers all schools and colleges a range of free workshops and resources for students, teachers and parents/carers.

### What impact we will see?

We will start to see, through survey responses, that parents and teachers have greater understanding and awareness of technical and vocational routes. We will also see more young people are choosing technical and vocational routes at key decision times.



**THEME 2 – a Self-improving system**  
**Delivering the Gatsby Benchmarks,**  
**understanding the impact of their work and**  
**setting priorities for improvement.**

**Local Priority:**

Hertfordshire LEP aims to meet CEC targets through structured workshops and guidance for careers leaders and key staff from all 110 partner schools and colleges.

We will collect and analyse school Compass data regularly to identify areas of weakness, sharing best practice with careers leaders as well as externally with employers and wider stakeholders, to highlight what schools are achieving.

**What we're doing:**

- Our team of Enterprise Coordinators aims to meet with every school, along with their Enterprise Advisor, at least once per term to discuss their careers programme and plan. The Gatsby Benchmarks feature prominently within all these conversations.
- Collecting Compass Data on a termly basis from all schools to identify individual and collective progress, areas of strength and development needs.
- Delivering a range of workshops for our Careers leaders and relevant teaching staff that cover all Gatsby Benchmarks. These sessions take place virtually but are recorded and made available to watch back. [Watch them here.](#)

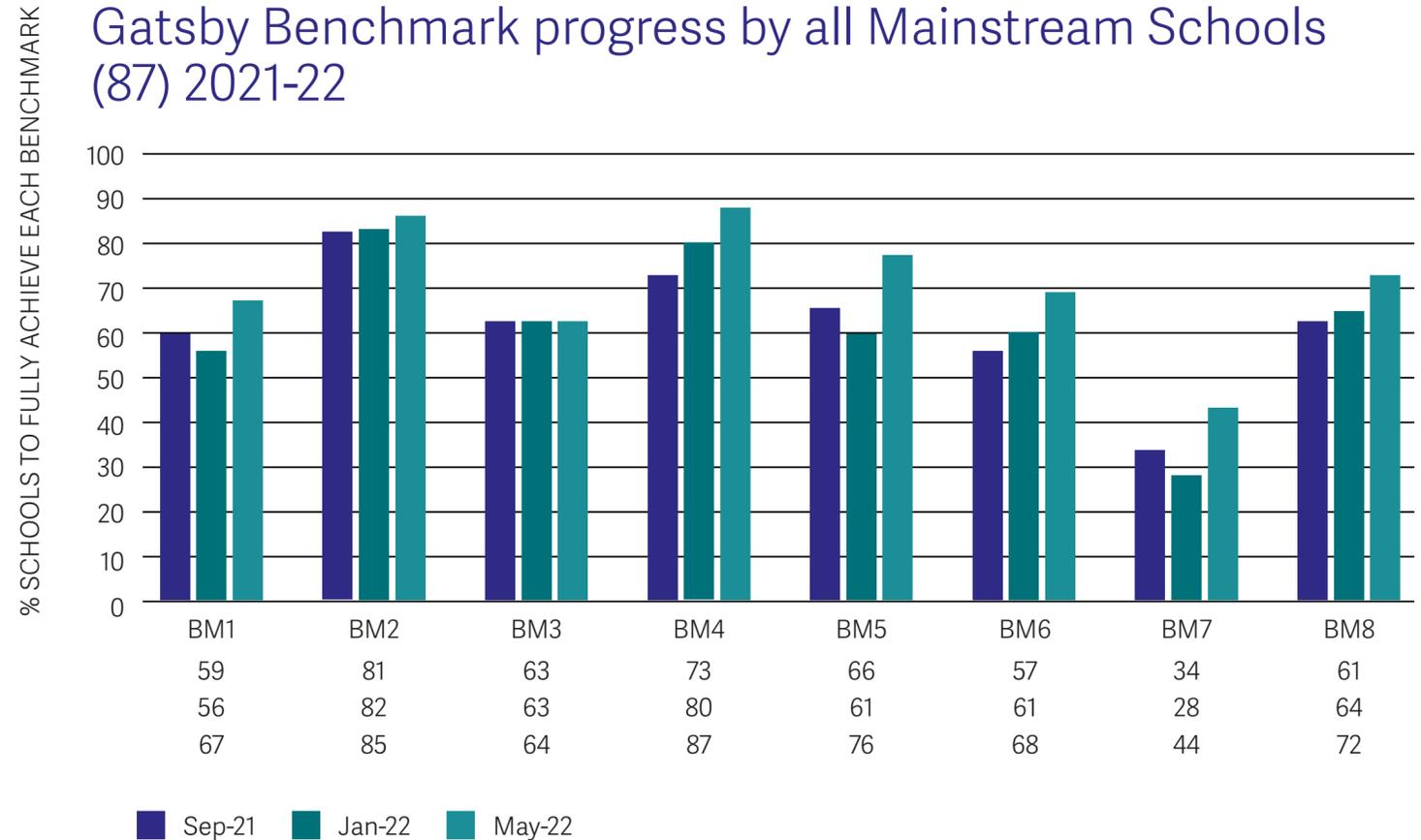
- Creating resources to enable Careers leaders to meet different areas of The Gatsby Benchmarks. These are available on HOP.
- Recognising best practice and impact and sharing case studies.
- Encouraging all schools to onboard to Compass - CEC's digital tool for tracking progress and individual student's achievements.
- Working alongside our partners from Herts for Learning to cover aspects of careers education within relevant training and training workshops delivered to teachers.

**What good will look like:**

Schools' individual and collective attainment against Gatsby Benchmarks will improve – specifically Benchmark 1 which we expect 70% of our schools/colleges to meet 100% by August 2022 and then to 90% in 2023 and to record significant improvement in Benchmarks 5 and 6.

All schools and colleges will update their Compass register on a termly basis allowing us to generate accessible data that highlights areas of strengths and weaknesses.

**Gatsby Benchmark progress by all Mainstream Schools (87) 2021-22**



### THEME 3 – Effective Transitions Supporting young people most at risk through transitions.

#### Local Priority:

The Careers Hub will supplement work already being undertaken throughout the county to support young people most at risk. This includes Pathways to Success and the Care Leavers Programme. The Careers Hub will ensure that all schools and colleges are aware of existing - and new - opportunities delivered in Hertfordshire.

Hertfordshire LEP has identified 'the missing middle' as a group in need of support and the Effective Transitions Fund (via CEC) provides an opportunity to pilot a programme of mentoring support and career inspiration in North Herts, Stevenage and Welwyn Hatfield.

We also recognise that within the county there are many students 'at risk' due to parent pressure to follow unsuitable career options specifically regarding Higher Education course choice.

#### What we're doing:

- We were successful in applying for £200,000 additional funding from CEC (funded through JP Morgan Chase) to provide a programme of regular mentoring sessions for 150 Year 10 students receiving free school meals and considered to be 'mildly disengaged'. Delivered in partnership with Services for Young People, the 2 ½ year programme for will support students from 13 schools to research different post-16 options and attend tailored FE College visits and meaningful encounters with employers and employees to try and raise aspiration levels.
- Supporting our delivery partner Department for Work and Pensions (DWP) to deliver focused workshops and 1:1 sessions to students most in need of support when considering their future options.
- Observing and supporting the delivery of existing programmes that our partner Services for Young People are currently running. We will work with them to identify conclusions to help inform future initiatives.

#### What impact do we hope to see?

**Short-term:** our Effective Transitions Programme pilot will help evaluate the impact of mentoring for mildly disengaged young people receiving free school meals.

**Long-term:** we will have identified the most effective strategies that have genuine impact in supporting young people, particularly those from disadvantaged backgrounds, to make the most effective transitions into post-16 and post-18 options.

We will see a reduction in the number of students, particularly those from disadvantaged backgrounds, dropping out of post-16 and post-18 options or changing course as the first choice wasn't necessarily the right choice for them.

### THEME 4 – REMOVING BARRIERS Tackling disadvantage in partnership with Cornerstone Employers

#### Local Priority:

Young People, who through family, socio-economic or cultural background, disability, or attainment level are only provided with a limited range of options.

This may be particularly prominent for young people with special educational needs (SEN). There may well be existing data recorded by Hertfordshire County Council (HCC) and this

should be used through the Careers Hub prism to identify which students (and schools) are most in need of support from employers to raise student awareness of different career opportunities through employer interactions. Hertfordshire Careers Hub aims to identify our main priority groups and then devise an operational plan, that will, incorporating HOP, aim to remove barriers and raise awareness of all options.

#### What we're doing:

- Working with our partners at HCC and Services for Young People to analyse the data available to them that will identify the types of young people and the barriers they typically have to overcome to achieve successful employment outcomes.
- Our Generation events target those students with the most profound barriers to attend and meet with employers and providers.
- Engaging with Headteachers from our SEN schools to identify particular barriers that prevent students from achieving successful employment outcomes.
- Actively asking Careers leaders what they perceive to be the main barriers for particular groups of students at their schools and colleges.
- Asking our Cornerstone Employers and network of EAs to help establish better ways of providing positive and meaningful encounters for students who face barriers.

**What impact do we hope to see?**

**Short-term:** we will gain a clearer picture of which young people face the most challenging barriers.

**Short-Term:** We will focus Cornerstone Employers support on students most at need of information and aspiration to overcome barriers.

**Long-term:** Hertfordshire will have in place better systems to ensure that those young people most in need have access to careers information and can achieve more aspirational futures.

**THEME 5 – ELEVATING THE STATUS OF CAREERS LEADERS****Local Priority:**

Ensuring every school/college has a designated Careers Leader who, supported by our team, is able to effectively create, deliver and sustain a careers programme.

We will ensure they can access CEC support and resources as well as the wealth of resources available locally including HOP and Hertfordshire Skills Framework.

Providing opportunities for Careers leaders to receive peer support and guidance and promote the role of Careers Leader to Senior Leaders and Governors.

**What we're doing:**

- Supporting each of our Careers Leaders through individual support and guidance via our Enterprise Coordinators and Enterprise Advisors.
- Delivering cluster-based Careers Leader networking sessions throughout the year that will allow Careers Leaders to build relationships with others and share ideas and best practice.
- Delivering Careers Leader networking sessions for specialist sites – FE Colleges, SEN Schools and ESCs as these sessions allow for more nuanced conversations.
- Creating a Peer Mentor scheme so that experienced and effective careers leaders can support new and inexperienced post holders.
- Delivering new Careers Leader induction sessions so that new leaders into post can gain entry level information about the role and support available to them.
- Promoting [free CEC training courses](#) with a bursary to all Careers Leaders.
- Attending local Headteacher consortium group meetings to explain the Careers Hub offer and how the role of Careers Leader is essential to the success of individual schools' careers programmes.
- Delivering a workshop for Careers Governors to highlight the role of the Careers Hub, the significance of an effective Careers Leader and the strategic importance for each school and college to offer an impactful careers programme.

- Working alongside our partners from Herts for Learning to ensure careers is covered within training and Continuing Professional Development programmes.

**What impact do we hope to see?**

**Short-term:** More Careers Leaders will have attended formal training to better understand the role.

**Long-term:** All Headteachers and Senior Leaders will recognise the importance of an effective Careers Leader.

**Long-term:** Careers Leaders will build relationships with peers organically and create a sustainable network of information and best practice sharing.

**THEME 6 – Careers education as part of economic recovery****Engaging with emerging local skill improvement plans and employers to position careers education in the context of the local labour market****Local Priority:**

Ensure current LEP and county strategies are incorporated into careers education and communication is provided to schools and Careers leaders.

The promotion of Hertfordshire's Key Priority Sectors:

- Construction and Built Environment
- Life Sciences
- Engineering
- Technology
- Film, Media and Creative
- Health and Social Care Science
- Financial and Business Services

The Sector Action Plans, which are in development - Cell and Gene Therapy, Film and Media Production, Engineering and Manufacturing, Smart Construction and Clean Growth – are also Key Priority Sectors. Additionally, the strategies will align to Visit Herts skills needs within Tourism and Hospitality and have closer alignment with Emerging Local Skills Improvement Plan, which is currently in development.

**What we're doing:**

- Updating our district-level labour market information infographic posters that will be available on HOP and to all schools
- Developing Cornerstone Employer Network structure to incorporate industry sector groups that will help inform current and future skills needs.

- Delivering [live weekly careers webinars](#) all students can access to highlight roles, industries and employers within Hertfordshire.
- Our 'Generation' events provide opportunities for young people to meet with local employers at careers fairs. To date these events have run in:
  - [Broxbourne](#) (June 2022)
  - Stevenage (Dec 2020)
  - Watford (March and November 2021)
  - [Hitchin](#) (Nov 2021)

These will be repeated, in partnership with key local partners to provide inspiration for students.

#### What impact do we hope to see?

**Short-term:** All young people will have access to digestible local labour market information to inform them about local opportunities and skills needs.

**Short-term:** Build the number of 'Generation' events across the county in a sustainable manner.

**Short-term:** Learn, in greater detail, about the skills gaps that our key industries are trying to overcome and work with schools and colleges to help prepare young people to fill these gaps.  
**Long-term:** There will be far more effective entry routes from schools and colleges into roles and industries that are more relevant to Hertfordshire's economy.

### THEME 7 – Employers build long-term sustainable, mutually beneficial partnerships with schools and colleges

Working hand in glove to develop the talent pipeline and opportunities needed to meet skills gaps and future jobs.

#### Local Priority:

- Alignment to LEP Priority Sectors and using HOP as a platform to highlight these to young people via schools.
- Development of Cornerstone Employer Group and Enterprise Adviser Network to ensure employer interactions with individuals are meaningful and that schools and colleges can build sustainable links.
- Recognise the different sectors/businesses in different parts of the county (e.g. Science in Stevenage, Film and Media production in Hertsmere).

#### What we're doing:

- Raising the profile and effectiveness of our Enterprise Advisors to ensure they are able to make impact with their school and offer industry insight.
- Updating and building the capacity of HOP to provide an impactful resource that will help connect young people and employers specifically through the Employer Spotlight section.

- Working with our Cornerstone Employers to identify best practice and most effective ways for employers to engage with schools and young people.

#### What impact do we hope to see?

- Young people and employers using HOP more frequently.
- All schools and colleges utilising their Enterprise Advisors more effectively. This will be reflected in more structured careers plans that incorporate employer involvement to greater impact.
- Employers of all sizes will feel more confident supporting schools and gaining better pipelines of talent.

# Contact

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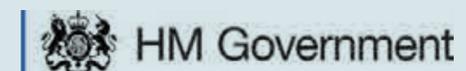
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