



Accelerate

Welcome to the November edition of Accelerate – the newsletter to inform and engage partners in the 'Yorkshire and Humber 14-19 Challenge' programme.

In this edition:

- Information about the 'Big Conversation, Yorkshire and Humber' event which will take place on 12th February in Leeds,
- An update on our work to support Local Authorities with their Employer Engagement Strategies, and progress on the overarching regional strategy,
- A request for information from those schools that have used and benefited from the 'Families of Schools' analysis.

Big Conversation, Yorkshire and Humber – 12th February 2010

On the 15th September 2009, Sir Stuart Rose, Executive Chair of Marks and Spencer and Chair of Business in the Community (BITC), launched a national call to action to businesses to improve the first experience of work for over 500,000 young people nationally every year. His platform was the 'Big Conversation' event, where 100 of the country's leading CEOs and 100 young people came together to have a 'Big Conversation' about the world of work experience.

Yorkshire and Humber have opted to be the second region to hold such an event, with the possibility of holding more localised versions to follow. The event, which will be held on 12 February 2010, will be attended by Rt Hon. Ed Balls MP. The region's Education Business Partnerships will play a key role in securing young people to attend and ensuring that effective follow-up mechanisms are in place.

Chief Executives and Managing Directors will hear directly from young people about what worked for them when they went on their placements, and how work experience could be improved. Having captured the attention of these senior figures, the campaign offers three simple tools, called 'Insights'. The first is an opportunity for the employer to find out about the young person - attitudes, aptitudes, talents, ambitions etc. The second insight provides an introduction to the different types of jobs that exist in the organization. The third insight is called "careers happen": this is an opportunity to say how people got to where they are

today, making the point that careers often take unexpected turns. It's less and less common for someone to start a job when they leave school or college and still be doing essentially the same job 10, 20 or 30 years later.

As well as raising the quality of Work Experience placements for a young person in our region, we are also keen to promote the importance of the many ways employers can help support education, such as mentoring, mock interviews, workshops, diploma support, apprenticeship places and so on.

Further details about the event will be issued over the coming weeks, however if you would like to discuss your organisation's involvement in the event, please do get in touch with a member of the Challenge team – details are at the bottom of this newsletter.

Supporting Employer Engagement planning – locally and regionally

Earlier in the year, Local Authorities took on the responsibility for producing Employer Engagement Strategies that express how the work-related learning needs of young people will be met through the collaboration between schools, colleges, employers and other work-based providers. Many areas had the benefit of being able to adopt and adapt strategies and plans that had already been developed by supporting agencies, such as Education Business Partnerships. The key aim of the strategy is to anticipate the demand for employer engagement in the education of young people.

The Challenge team has supported a number of Local Authority areas with the ongoing development of their plans and has begun to develop a regional Employer Engagement strategy that clearly articulates the economic and social need for employers to engage with the education sector.

Families of Schools

In the White Paper ***Your child, your schools, our future: building a 21st century schools system***, the Government pledged to extend the "Families of Schools" approach nationally, saying:

"We will encourage and support schools to regularly visit each other to learn about excellent practice on national priorities or in cutting-edge new practice. The 'Families of Schools' approach has been successful in promoting local school-to-school support by providing benchmarking information that makes it easy to identify similar schools with strong performance."

All schools and Local Authorities have now received the Yorkshire and Humber analysis in the 'Families of Schools: A tool for Schools' pack. The Challenge team

is keen to hear from schools and local authorities that have already used the information to support improvement plans, and are interested in taking the approach further in future.

In the next edition we'll be giving details of a series of taster visits that Key Stage 3 students will be making to FE colleges early in the new year.

Contact Us

If you would like to discuss any aspect of the Challenge in more detail, please contact Janette Gudgeon –

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Alternatively, visit the website – www.yh14-19challenge.co.uk.