

The NCW Guide to

# Getting Involved

## Getting Involved

### Getting Involved



This interactive pdf  
contains links to websites,  
resources and features.  
Look out for the icon  
above, which shows  
interactive content.

National Careers Week

# NCW

4<sup>TH</sup> – 9<sup>TH</sup> MARCH 2019

#NCW2019

@careersweek

[Nationalcareersweek.com](http://Nationalcareersweek.com)

# EMPOWERING POSITIVE CHANGE THROUGH CAREERS EDUCATION

National Careers Week

# NCW

4th - 9th March 2019



@CareersWeek

#NCW2019



www.nationalcareersweek.com

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# Welcome

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National Careers Week (NCWCIC) is a celebration of careers guidance and free resources in education across the UK. The aim is to provide a focus for careers guidance activity at an important stage in the academic calendar to help support young people leaving education. With youth unemployment remaining high and employers citing that young people are ill prepared with the basic skills needed for employment, there has never been a bigger need for careers guidance to be promoted and celebrated in education.

National Careers Week is the perfect platform to advise and inspire the next generation as they enter the world of work. National Careers Week, which takes place between the 4th and 9th of March, encourages education providers to bring together students, local employers and advisers through careers events and activities. During National Careers Week it is up to every school, academy and college to offer careers advice and guidance to their students with support from NCW in providing free resources, information on current career opportunities and advice on activities and exercises to run.

**What?**  
National Careers Week is driven to improve the life chances and social mobility of those that need it most.

**How?**  
We will achieve this by continuing to work with all stakeholders responsible for addressing the issue of quality CEIAG provision in the UK.

**Why?**  
To support all to understand, realise and fulfil their career goal.

**When?**  
Events are taking place between the 4th and 9th of March 2019

National Careers Week

# NCW

“Careers education can be vital to helping children choose the right path in life. The support National Careers Week provides schools is really valuable, so I would encourage school leaders and children alike to get involved and find out more.”

SEAN HARFORD HMI,  
National Director, Education, Ofsted

Having an awesome time celebrating day one of National Careers Week 2018! #NCW2018

## Top 10 Tips

For hosting a National Careers Week event

- 1 Start with a plan. Which Year groups and pupils? Who will benefit most?
- 2 Ask. Contact local businesses and training providers. Generally people want to help.
- 3 Promote and market your event. Use the National Careers Week free resources.
- 4 It's all about Leadership. Ensure you have support from the Senior Leadership Team to help get as many pupils involved as possible.
- 5 Use the hashtag #NCW2019.
- 6 Promote and market your event. Use the National Careers Week free resources.
- 7 Enjoy the event. It's all about having fun and celebrating.
- 8 Say thanks to those who have supported. This helps build positive relationships for the future.
- 9 Evaluate. What was the impact of the event or careers activity? This helps shape future activities based on feedback.
- 10 Start small, Dream Big but most of all Start.

# RBS: Who we are and what we do.

Our brands are some of the best-known names in our industry – The Royal Bank of Scotland, NatWest, Coutts, Adam & Company, Lombard, Ulster Bank and many more. We serve over 19 million customers with all their banking needs; our headquarters are in Edinburgh and we have offices in Manchester, Birmingham, London and Bristol as well as in many other communities right across the UK.



## Making a great place to work

We want RBS to be a great place to work for everyone so we're committed to providing:



A Fulfilling Role



Fair Pay



Excellent Training



Great Leadership

To be ready for the future, we need the right people, with the right skills, doing the right work and our Graduate, Internship and Apprenticeship programmes are a fantastic way to build skills needed for a successful career. Our five people capabilities will make sure everyone joining one of our programmes will develop the right knowledge and skills; helping us build the bank of the future. Those capabilities are:



Improver Innovator



Change Ready



Critical Thinker



Connected



Trusted Advisor

Everyone joining us is absolutely crucial to our future and our success.

## How we help our graduates, interns and apprentices

National Careers Week's a great time for people to stop, focus and take action on their career development. We talk about helping people find their path at RBS, and events like these are a chance to show people how we're living it, too. Whether you join as an apprentice or graduate, we help people in lots of different ways:

- Mentoring
- Entrepreneurial development
- Professional qualifications
- Employee-led networks
- Coaching
- Flexible learning
- Agile working and training
- Online learning courses
- Professional development
- Rotations in different roles
- Technical training and development
- Charity work

The key thing is to make sure our graduates, interns and apprentices are involved in high impact and live projects. We hire people because of their talents and we believe in encouraging our colleagues to use them right from the start – turn the page to hear from Moshope and Nazmul, a graduate and apprentice respectively who'd like to share their thoughts on their development.

## How people can find out more?

There are lots of things you can do to find out more about our great place to work and our opportunities:

- Visit [jobs.rbs.com](http://jobs.rbs.com)
- Have a read through our blogs page
- Follow us on social media
- On our website

## A word from Nazmul Khan, Relationship Management apprentice



During my short time at RBS, I've improved and developed lots of different skills and I feel that I'm really helping the bank achieve its ambition to be number one for customer service, trust and advocacy. My self-confidence has improved and my colleagues and buddy have helped me settle in – knowing that I have their knowledge and support to help me is amazing. My customer service skills have definitely come along (as well as my verbal and written communication) and I've come across lots of different queries so my problem solving skills have improved significantly. When I joined the apprenticeship, I didn't have lots of technical knowledge but that's improving all the time. One of the most enjoyable parts of my experience is knowing that every day I go into work, I'll learn something new.

My fellow apprentices have also been incredibly helpful and we have built up a great network in case we need help, or just to share the experiences we've had.

RBS has helped support my career development in a few different ways - these are some of the things I'm up to:

- **Training days** – dedicated training workshops away from my desk so I can develop transferable skills
- **Online courses** – building up my technical knowledge so I'm more effective in the day job
- **Regular 1-to-1s** – I work closely with my line manager; discussing my progress and setting objectives for the year ahead so I can better steer my development
- **Career Development Days** – an internal careers fair so I can have a better understanding of the range of career options open to me
- **Networking events** – hosted by our multi-cultural network; this has been an important part of my career development

I'm looking forward to continuing to develop my skills which will hopefully put me in good stead to have a long and successful career with the bank. I've only just started to learn about all the roles available and I'm looking forward to finding the one that best suits my career goals.



## A word from Moshope Salami, Technology graduate



I've completed two rotations and I've developed lots of different skills as well as enrolling to study professional qualifications to support my career development. Some of the skills I've learned are:

- **Project management** – working with our change teams to deliver on several live projects
- **Global stakeholder management** – working with colleagues and clients in India, EMEA, APAC and in the Americas
- **Teamwork** – working with lots of colleagues from different teams such as software engineers, business analysts, scrum masters, senior management as well as external suppliers
- **Leadership** – being the lead on multiple projects since joining the programme

I was completely new to the world of Technology when I joined the programme so I've learned so much technical knowledge, too. I've managed to get involved in lots of tasks like security testing, cyber security, and incident response as well as cloud computing.

Early Careers provide training in each placement and, at the moment, I'm studying for three professional qualifications:

1. **PRINCE2** – certificate in project management
2. **Agile project management**
3. **Certified Information Security Management**

After I've finished the programme, I'll have lots of skills that I can use in lots of different roles in the bank. The graduate programme's ideal for development because it allows you to immerse yourself in many different types of work. That's useful because it lets you figure out exactly where your interests do (or don't) lie – I now know I have a keen interest in cyber security and I'll be able to develop in this even more in the future.



# Social Media Guide to Social Media Social Media Social Media

The official hashtag for National Careers Week 2019 is **#NCW2019**

Please ensure you use this in your Social Media activity and tag the relevant Social Media platforms. This helps build momentum and we often trend throughout the week. We will endeavour to RT, share your posts and include a selection of your tweets in our Report. There is a lot of great content being shared on the various Social Media platforms, any sharing would also be greatly appreciated.

Other hashtags you may also want to include in your tweets to reach a wider audience are as following:

|                |   |
|----------------|---|
| #SLTchat       | Senior Leaders  |
| #Ukedchat      | Teachers and Leaders  |
| #Careers       | Various organisations and individuals involved with careers |
| #Employability | All things employability                                    |
| #Ented         | Enterprise Educators  |
| #Enterprise    | Enterprise Education  |
| #CEIAG         | Careers Education Information Advice and Guidance           |
| #PHSE          | Personal, Social and Health Education                       |
| #SENED         | Special Education Needs                                     |
| #PrimaryRocks  | Primary Educators   |

## Key Messages

Before, during and after Careers Week we try to promote a variety different messages. We encourage you to join in on social media.

### In Build up to the Week

- Promoting the week - 4th – 9th March 2019
- Collaboration and sharing good practice
- Pledge campaign
- Promoting our new website packed full of FREE Resources - [www.nationalcareersweek.com](http://www.nationalcareersweek.com)
- Encouraging all stakeholders to get involved with the week
- Using the social hashtag #NCW2019

### During National Careers Week 4th – 9th March

- Promoting possible careers routes, stories and discussion
- An opportunity to promote your work around careers and involve a wider audience
- Location of Events

### After National Careers Week

- Reflecting on the week
- Sharing good news stories
- Evaluation and Case Studies
- Promoting Careers Week 2020

## Our Official Social Media Accounts

### Facebook

@nationalcareersweek

### Twitter

@careersweek

### Youtube

National Careers Week

### Instagram

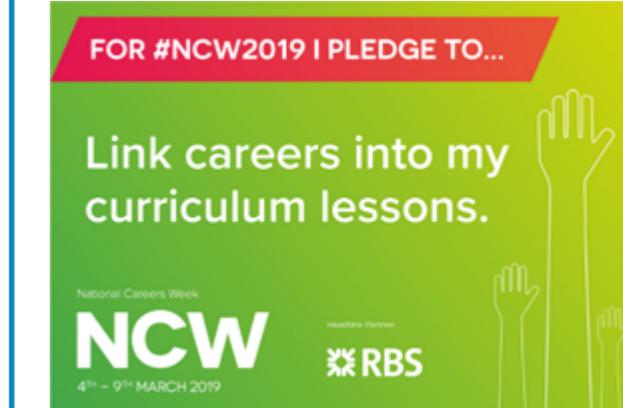
@careersweek

### LinkedIn

National Careers Week CIC

## Resources

We have a useful graphics pack available on our website, which you can use across all of your social media accounts and the web, which will help you to promote NCW 2019. This includes social media posts, templates, and Twitter and Facebook banners.





**570,000+**  
WORKING IN INDUSTRY

**OPTIONS INCLUDE**

- APPRENTICESHIPS
- UNIVERSITY
- COLLEGE



**SALARIES**  
FROM 16K TO  
**100+K**



**150 JOB ROLES**  
FROM WHEN VEHICLE  
LEAVES PRODUCTION LINE  
TO WHEN IT GETS SCRAPPED

**9**  
SUBSECTORS



**17K+ JOBS**  
CREATED IN 2020

## HOW WE CAN SUPPORT YOU TO EMBED CEIAG INTO YOUR CLASSROOM WITH 5/8 GATSBY BENCHMARKS

### BENCHMARK 2

- Career Labour Market information
- Info on 150+ job roles



### BENCHMARK 3

- Info and advice on options after school



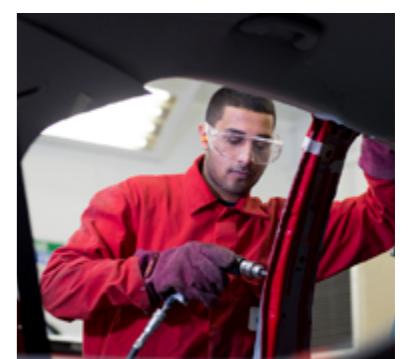
### BENCHMARK 4

- 52x curriculum linked lesson plans with real life examples
- Activities to embed CEIAG into the classroom



### BENCHMARK 5

- Linking employers and networks to career fairs and talks
- Team competitions to win days out



### BENCHMARK 6

- Work Experience guides
- Virtual Reality and 360° films
- See another side of automotive at our days at Santa Pod



Contact the IMI Careers team to find out more

**01992 511521**

[careers@theimi.org.uk](mailto:careers@theimi.org.uk)

[www.autocity.org.uk](http://www.autocity.org.uk)

[#MotorCareers](#)



# Blogging

## Blogging

# Guide to

# Blogging

## Blogging

# Blogging

Firstly, we'd like to say a huge thank you for wanting to contribute an article to National Careers Week.

We love to receive guest contributions and it's a great way for you to get your name out there! Here's your comprehensive guide to writing an article for NCW...

### Topic

Often people find information about careers dry and serious. We are looking for engaging, interesting and well-researched articles that will inspire the reader. See across the page for a list of example topics that we currently cover on our site.

Please remember however that we are a community interest group dedicated to improving the career readiness in people. We therefore won't publish blogs that are politically biased, sales pitches for commercial organisations, contrary to our published aims and objectives or defamatory/illegal.

### Punctuation

Are your punctuation skills perfect? Unfortunately, if you're not up to scratch it means more work for us and less likelihood that your post is accepted. Make sure you know how to use commas, apostrophes, semicolons, and dashes correctly.

### Vocabulary and Sentence Structure

You want people to read your blog. So, keep your vocabulary varied and make sure that your sentence structure isn't repetitive.

### Facts, Figures, Claims and Hyperlinks

If you're making a bold claim you need to back it up with facts and figures. The best way to do this is with hyperlinks. Links to current, relevant content are a great way to educate your reader, and prove your knowledge and expertise, without interrupting the flow of your article.

Make sure hyperlinks are from reputable sites and, if you're linking to an article, ensure it's been published in the last two years (but the more recent the better!).

### Clear and Concise

If you're waffling on too long about the same thing, your readers are going to switch off. Therefore, it's good practice to streamline your thoughts and write in clear and concise sentences and to make sure your paragraphs should be short and sweet to help ease the reader's eyes; aim for five sentences tops.

### Proofread

If you're waffling on too long about the same thing, your readers are going to switch off. Therefore, it's good practice to streamline your thoughts and write in clear and concise sentences and to make sure your paragraphs should be short and sweet to help ease the reader's eyes; aim for five sentences tops.

### Audience, Language and Tone

As a specialist careers education site, we cater for a range of audiences mainly drawn from parents, careers advisers and teachers; though their experience level may range from zero to expert.

Articles should be friendly and knowledgeable in tone. Though also try to refrain from unnecessarily technical language. If you do use technical terms or abbreviations it's good practice to explain them once not each time you use the term.

Contractions are encouraged for a conversational tone. Please do not write in first person. While a personal touch is great, your opinion needs to be backed up with quotes from experts, statistics, and studies.

### Keep it Original

We request that all guest blogs are exclusive to NCW and are your own original work. We also request that you avoid re-writing previously published content.

### Topics

Funnily enough our website is full of information about career learning and aimed at teachers, careers advisers and parents! While articles on these topics can be quite dry and serious, we're looking for engaging, interesting, and well-researched articles. Some of the topics we cover on our site are:

- Employer Engagement - How schools can work with employers and vice versa
- Innovative ways to teach careers learning
- Articles about particular work sectors
- Sharing good practice in careers learning or advice
- Job-related news (although, please refrain from writing anything overly political)
- Incorporating careers into subject lessons
- Time saving hints and tips for teachers & careers advisers

Please check our existing content before starting to write your blog, as we're not looking for articles on topics recently covered.

### Length, Format and Structure

Word count should be at least 500 words. Titles should be compelling and informative. For example, 'How to get pupils motivated' is a little bland. However, '6 sure-fire ways to get pupils buzzing' has much more life.

While tone should be knowledgeable, try to refrain from unnecessarily technical language. If you do use technical terms or abbreviations, it's good practice to explain them once not each time you use the term.

### Author Bio

At the end of your article, please provide a couple of lines about yourself and a link to your site and/or social media, if you wish. If you could also send across an appropriate headshot or company logo to go with your article.

### Feedback and Publication of Content

If we ask you to correct something, please do so. The ability to take criticism on board and amend your work is an essential writing skill. The editorial decision to publish content rests with NCW.



# Microsoft Apprenticeships: empowering the workforce of the future

As the digital revolution continues, many of today's most common jobs are evolving as the pace of technology increases. Similarly, a lot of new, previously unheard-of jobs are starting to emerge, and it's important we equip young people with the skills needed to make the most of these exciting opportunities.

90% of newly emerging jobs require digital skills of some kind, and 72% of UK employers are unwilling to even interview candidates who don't have the requisite IT knowledge<sup>1</sup>. This means that thousands of jobs are left unfilled, as many otherwise promising candidates don't have the right skills or experience to step into a digital role.

This is why we've developed the Microsoft Apprenticeships programme. As a key part of the Microsoft Digital Skills programme, it's our mission to help upskill our partners and customers, and to help young people future-proof their careers through training and qualifications.

Microsoft Apprenticeships deliver the skills that school leavers need to help businesses grow in an increasingly digital world.

**Find out more about the programme**

[microsoft.com/en-gb/athome/digitalskills/apply/](https://microsoft.com/en-gb/athome/digitalskills/apply/)



## Apprenticeships

## What is the Microsoft Apprenticeships programme?

The Microsoft Apprenticeships programme began in 2010 and has seen nearly 20,000 people gain qualifications through apprenticeships working with Microsoft partners and customers, ranging from large corporations to local companies. Since launch, the programme has fulfilled 4,000 apprentice roles each year<sup>2</sup> with expanding roles across sales, marketing, technology and business.

Microsoft Apprenticeships are designed by and for Microsoft partners and customers and delivered by our learning partners, combining online and classroom learning with a real job. The programme covers the most in-demand roles and requirements, and caters for all levels, from Level 3 right up to L6 and L7 Degree Apprenticeships.

### Microsoft Apprenticeships offers:

- An effective alternative to university – and to university fees
- Roles to suit your learning style
- A chance to work for innovative Microsoft partners and customers
- Gain industry recognized qualifications in a real working environment
- Earn while you learn
- A range of careers, not just technical careers
- A pathway into stable employment - 90% of apprentices stay on with their employer<sup>3</sup>

### Hear from a Microsoft Apprentice

[microsoft.com/en-gb/athome/digitalskills/apply/](https://microsoft.com/en-gb/athome/digitalskills/apply/)

**"The on-the-job experience is vital because you can't learn that in a classroom."**

Sophie Ware, Marketing Apprentice, Microsoft

**4000**

apprentice roles fulfilled each year

**90%**

of apprentices stay on with their employer

**90%**

of newly emerging jobs require digital skills



## What roles are available?

Microsoft Apprenticeships are not just for those who are looking to pursue a technical career - we also have a range of roles available including apprentice roles in digital sales and marketing, data science and analysis, project and business management, cloud systems administration and app development.

**Follow us on Twitter**

@MicrosoftEducationUK  
[twitter.com/microsofteduk](https://twitter.com/microsofteduk)



1- House of Commons Science and Technology Committee (2016) Digital Skills crisis. Second report of session 2016-17

2- Reports from Microsoft Learning Partners

3- Reports from Microsoft Learning Partners

# Resources

## Resources

### Guide to

# Resources

## Resources

We've designed some great FREE resources for teachers and career leaders to use with students in all educational settings. You'll find them on the website [nationalcareersweek.com](http://nationalcareersweek.com), where you can also sign up for our regular email newsletter.

We have a range of Social Media graphics to download and use on your websites, Twitter pages and other digital displays. Use them as Twitter banners or in the TV displays around your school or college. The Primary and Secondary graphics will inspire students to find out more about different careers and can provide talking points / conversation starters in any lesson or Tutor time.

The resources are free to use and will blend into many lesson plans – don't keep it a secret, share how you use them on Social Media with the #NCW2019 hashtag!

### Activities

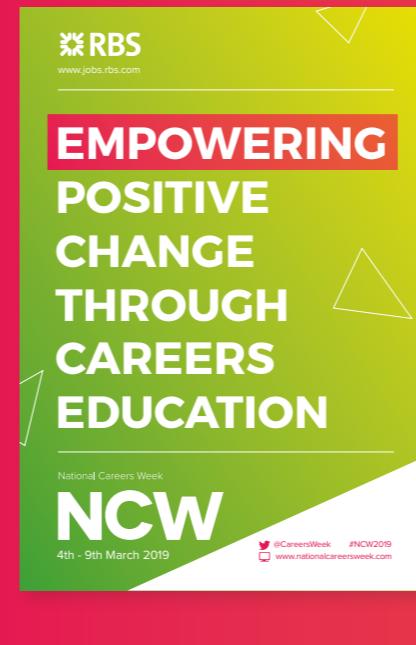
We've provided a range of different activities which you can do with your students, which will encourage them to think about their future careers and the skills that they would require to achieve their goals.

Our resources include instructions for how to run the activities, printout sheets and presentations to show the class.



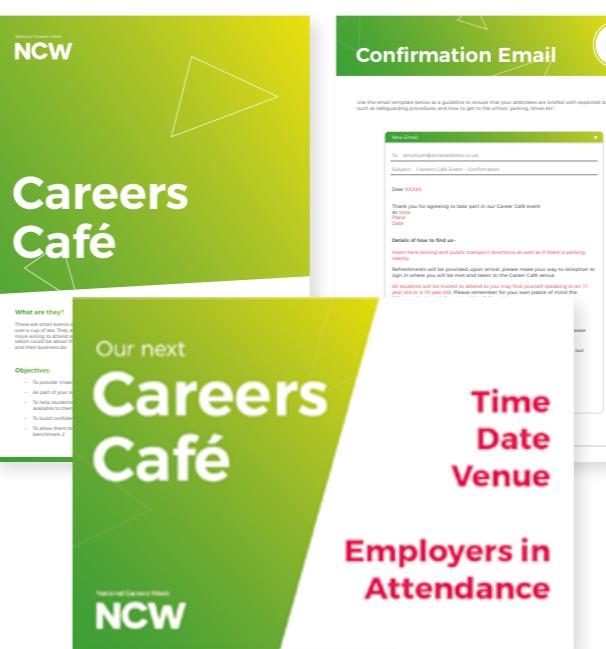
### Posters

A range of posters and activity sheets have been produced, which help to advertise NCW 2019 to people, or inspire students to find out more about different careers and can provide talking points / conversation starters in any lesson or tutor time.



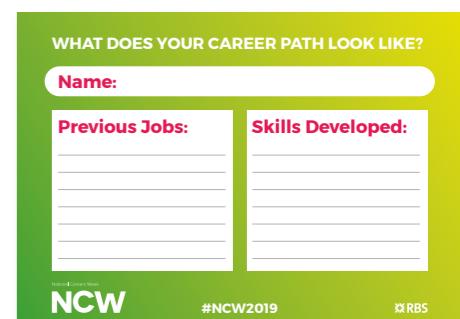
### Events

We encourage your school to get involved with local businesses, a good example of how this can work is a "Careers Cafe", where people from a range of different sectors are invited into your school to speak to students about their industry and answer any questions which students may have. In order to make this an easy process, we have provided materials which help with the organising and running of the event. These can all be found at [nationalcareersweek.com](http://nationalcareersweek.com), along with resources for a range of other events.



### Door Plaques

Door Plaques allow you to display the different jobs and roles you've had and open them up for discussion. Students will see different sides to you – even helping them to realise that you have a life OUTSIDE school!



### Assembly PowerPoint

The Assembly PowerPoint gives you a ready-made introduction to National Careers Week for assemblies across your school or college.



# #CareersatSea



# Careers at Sea

Official NCW2019 Sponsor

Over 90% of the UK's trade is carried by sea on commercial ships, collectively known as the Merchant Navy. This is a vital part of the economy and also supports travel and hospitality such as passenger and cruise ships. A career at sea can offer highly transferable skills and the chance to develop both practical and technical skills, outside the 9-5 job structure. However, a career in shipping can be overlooked. 'Careers at Sea' is a promotional body for Merchant Navy careers and seeks to enlighten people to the career opportunities available on board ship and beyond.

## Tidal Tuesday

Careers at Sea is sponsoring National Careers Week throughout the week and in particular on Tuesday 5th March, 'Tidal Tuesday'. There are sponsored training career opportunities available for those looking to start a cadetship; this leads to becoming a Deck, Engine or Electro-Technical Officer. Other routes include supporting staff (known as ratings) who can receive professional qualifications to work at sea, which are recognised around the world.

Training includes time at college for practical and academic work at nautical colleges as well as experience at sea. Tidal Tuesday will allow the opportunity to explore these roles, supporting STEM subjects and demonstrating how this can be used in day-to-day job roles.

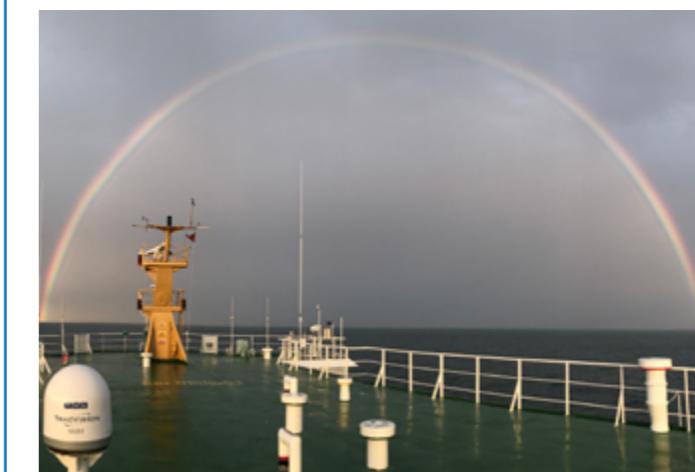
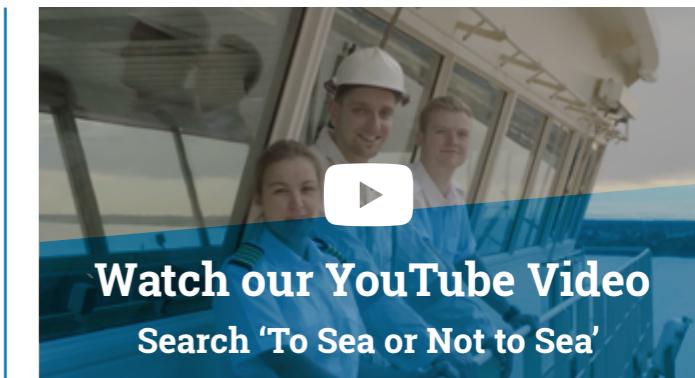
## Careers at Sea Ambassador Visits

Schools and Youth groups can participate by contacting Careers at Sea to request a visit from one of our Ambassadors and find out more about what a career at sea is like!



[careersatsea.org](http://careersatsea.org)

[@careersatsea](https://twitter.com/careersatsea)



# Design an App Competition

# Competition

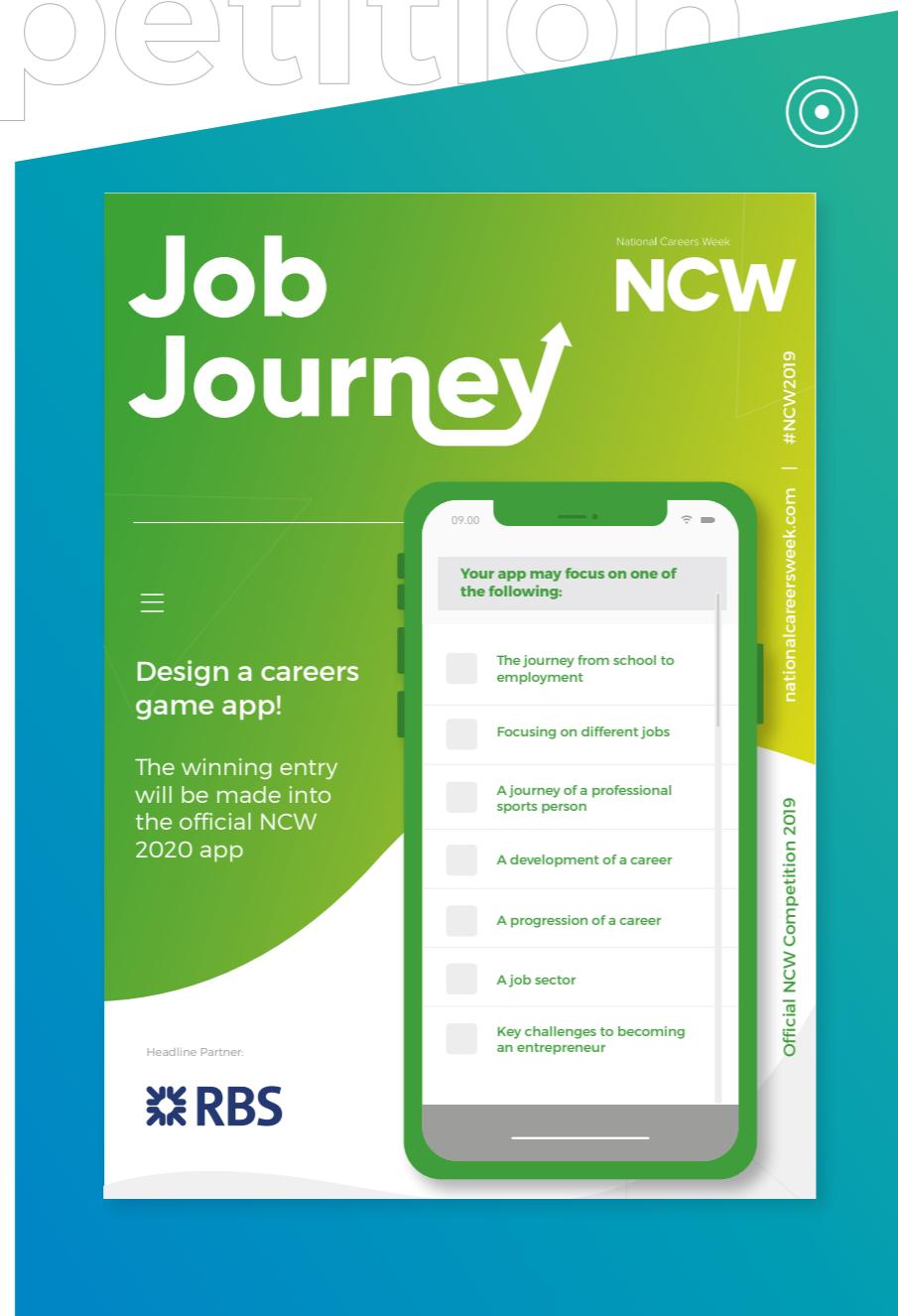
# Competition

This is your big chance for your students to get involved in National Careers Week and work together to create something special.

The Job Journey App Challenge, designed for students in Key Stage 2-4, allows groups of students to exhibit their creativity and design skills with the chance to win some great prizes for your school/college.

Pupils are asked to concentrate on one area of employment and develop ideas for one of the following:

- 1 The journey from school to employment
- 2 Focussing on different jobs
- 3 A journey of a professional sportsperson
- 4 The development of a career
- 5 The progression of a career
- 6 Focussing on a job sector
- 7 The key challenges to becoming an entrepreneur



A promotional poster for the Job Journey App Challenge. It features the NCW logo and the text "Job Journey NCW". Below this, it says "National Careers Week" and "#NCW2019". It includes a smartphone icon showing a list of app ideas. The poster also mentions that the winning entry will be made into the official NCW 2020 app. The RBS logo is at the bottom. The text on the poster reads:

Job Journey NCW  
National Careers Week #NCW2019  
Your app may focus on one of the following:  
The journey from school to employment  
Focusing on different jobs  
A journey of a professional sports person  
A development of a career  
A progression of a career  
A job sector  
Key challenges to becoming an entrepreneur  
Design a careers game app!  
The winning entry will be made into the official NCW 2020 app  
Official NCW Competition 2019  
Headline Partner: RBS

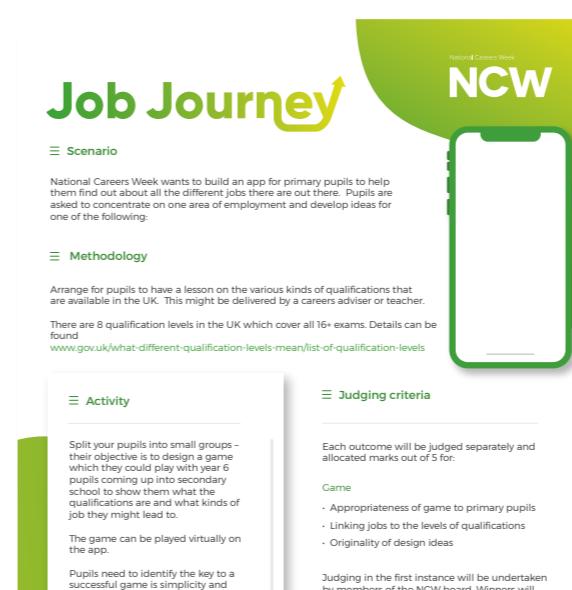
**“**National Careers Week is a really important initiative because it is an opportunity throughout school to make sure that young people have the chance to see the full breadth of what is on offer, ask questions, think about their subject choices and what they ultimately want to do in life.

**DAMIAN HINDS MP**  
Secretary of State for Education

## Resources

We have provided everything you need to get involved with the competition, including promotional posters and flyers, instruction sheets for teaching staff and worksheets for students. These can be found at [nationalcareersweek.com/ncw-2019-app-challenge](http://nationalcareersweek.com/ncw-2019-app-challenge). There is also a promotional video to show students and get them excited about taking part in the event. Remember, the winning game will be made for real and used for NCW2020!

## Instructions



A document titled "Job Journey" with sections for Scenario, Methodology, Activity, and Judging criteria. It provides instructions for pupils to design a game app based on one of the specified scenarios. It also details the judging criteria and the process for selecting winners.

## Worksheets



A document titled "Job Journey Research Profile" with sections for "Current Mobile Apps" and "What does the App do? Likes: Dislikes:". It provides a template for students to research and compare different mobile apps.

## Presentation



A document titled "Job Journey" with sections for Scenario, Methodology, Activity, and Judging criteria. It provides instructions for pupils to design a game app based on one of the specified scenarios. It also details the judging criteria and the process for selecting winners.



# CALLING ALL SCHOOLS AND COLLEGES!

- ▷ Fully funded, online and offline employability resources for your institution
- ▷ Meet Gatsby Benchmarks without any financial costs
- ▷ Accredited, interactive online modules
- ▷ Free lesson resources
- ▷ Free tutor time materials covering both careers and British values



[bereadygroup.org](http://bereadygroup.org)



"The high quality, industry relevant CPD resources and opportunities the website provides have been great to enable the students to achieve their career goals."

**Josh Lampard**  
Head of Sixth Form  
Farlingaye High School

▷ Get in touch with us today to receive your free demo site and resource pack!

**At Be Ready we are on a mission to unlock your pupils' potential and enhance their career opportunities.**

Be Ready aims to bridge the skills gap in the marketplace by offering students fully funded, accredited resources which enable them to develop key employability skills, gain labour market insights and achieve CPD certification.

Our bespoke online micro sites and free lesson packs are a fantastic way of meeting Gatsby Benchmarks and delivering accredited key skills training without any extra work.

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Call us today on **0207 622 9399**  
Or email us via [info@bereadygroup.org](mailto:info@bereadygroup.org)

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# Case Studies

## Case Studies

### 2018 Case Studies

# Case Studies

## Case Studies

### Case Studies

#### Gatsby Benchmarks

The government has adopted the 8 benchmarks which all aim to improve careers guidance for young people. The benchmarks define world-class career guidance, these are.



Linking  
Curriculum  
Learning  
to Careers



Addressing  
The Needs of  
Each Pupil



Learning from  
Career &  
Labour Market  
Information



A Stable  
Careers  
Programme



Encounters  
with Employers  
& Employees



Encounters  
with Further &  
Higher  
Education



Experiences  
of Workplaces



Personal  
Guidance

There are a number of case studies available to view online, these show how a range of different schools and colleges used National Careers Week to increase students' awareness of careers.

On this page we will concentrate on one; Tresham College of Further and Higher Education, and see how their students benefited by taking part in NCW2018.

National Careers Week allowed a campus wide approach to raising the awareness of Careers across 3 campuses, meeting the needs of learners with what were identified as the most relevant sessions.



#### Overview

A menu of sessions (workshops and talks) were arranged for staff to book in advance. Teaching staff were the best placed to know which sessions would benefit the learners. This could be targeting those who were not intending to progress to University. These included; Alternatives to University, Apprenticeships, Traineeships, How to create a Successful CV, Creating an Online profile, Interview Preparation, Multiple Mini Interviews (MMI's) Which career? How Kudos can help and Job Search. To help engage students not involved in sessions a Careers Campus Quiz was also launched, this allows learners individually or in groups to search for and find careers related information on the careers platforms in the college.

#### Context

Sessions were primarily aimed for learners:

- (i) Level 3 not looking to progress to University.
- (ii) Learners level 1, level 2 and level 3, any age, potential NEET, from lower Social Economic groups across all 3 sites from various subject backgrounds. Sessions would take place in the learner's typical timetabled room or appropriate room where PC's were required. This could be at any campus at any time.

Sessions were adapted accordingly to meet the learner's academic level and learning style. This included changing how the session was delivered, activities and the use of sweets as incentives to help learners engage.



#### School/Organisation

Tresham College of Further and Higher Education

#### Region

Midlands

#### Type of School

Further Education College

#### Resources

Planning started approx. 1 month before the event with various partners/ departments. We reviewed what worked well last year and what was mentioned as improvements for 2018. Developments were made and meeting to train key staff arranged.

Energy and motivation for the event was passed to all involved and was seen by learners and staff. What definitely worked well was having lesson plans for all sessions, activities and quizzes. Staff were more likely to involve their learners if they knew it was planned with objectives, how it embedded maths and English, differentiated etc.

#### Benefits

Creating a menu of sessions for staff to book meant sessions were as tailored to the need of the students opposed to delivering a session where only a handful will find it useful. This also allowed staffing to be considered, we knew who we could deliver to at what time and rearrange a session to the following week if required. The learners would also have been consulted on what they would like deliver, this allowed a 'buy in' as learners were invested in being present.

#### Evaluation

Feedback was reviewed from 2017 NCW to help develop 2018 sessions. Feedback was collected via the use of JOTFORM software via iPads. This allowed feedback to be seen by all colleagues involved as soon as session had taken place. Feedback was rated against OFSTED criteria to measure success. All entries for feedback were entered into a prize draw to maximise feedback collected. We can see which level, subject and campus had participated and which areas we can target next year.

#### Updates

The week was very successful with the awareness of careers and careers resources being raised. On the back of the week we have had learners book 1:1 mock interviews, help with finding Apprenticeship vacancies and help with creating CVs. Feedback will be pulled into a report, publicised on our careers page and disseminated to staff. Learners through feedback have cited their new understanding of progression routes, alternatives and feel more employable as a result of the sessions they have partaken in.

# Inspiring and preparing young people for the fast-changing world of work



The Careers & Enterprise Company was established in 2015 to help link schools and colleges to employers in order to increase employer engagement for young people.

During our first three years, we have worked with Local Enterprise Partnerships to build a national network which now links more than 2,000 schools and colleges to employers. We know there is great work happening to inspire and support young people, and we want to help schools and colleges build on this. We do this 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

## Resources for Careers Leaders, schools and colleges

We provide a range of resources available for everyone working in careers education:

-  Our free, online training course for Careers Leaders
-  Joining our Network to benefit from a dedicated Enterprise Adviser
-  Evaluating your current careers activity using our Compass tool
-  Finding a careers activity provider using our online search tool
-  Support with meeting the requirements of the government's Careers Strategy
-  Understanding the Gatsby Benchmarks

Visit [careersandenterprise.co.uk](http://careersandenterprise.co.uk) to find out more.



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# Education

# Education

## Careers

# Education

# Education

# Education

**Is your school meeting the statutory guidance for careers education?**



| Requirement  | Yes                   | Partially             | Not Yet               | Requirement   | Yes                   | Partially             | Not Yet               |
|--|-----------------------|-----------------------|-----------------------|---|-----------------------|-----------------------|-----------------------|
| All pupils in years 8-13 must receive careers education.   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Schools must provide information to Local Authorities about pupils that require further intensive support.  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Schools must fully comply with the Baker Clause <sup>1</sup> and publish their policy on the school website.   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | The Governors know they have legal responsibility in ensuring that the statutory guidance is complied with and take an active interest.   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Have in place a programme of careers education by September.   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | There should be a link governor with responsibility for careers education.  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| By September schools should have defined the role of and appointed a careers leader <sup>2</sup> .   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Schools must ensure that young people are clear about the requirement to stay in education until 18 and what it means for them. In particular, they must be clear that young people are not required to stay in school. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Schools should start to work towards meeting the Gatsby Benchmarks by 2020 – The CEC provides an online tool to monitor progress towards this <sup>3</sup> . | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Pupils should have at least one interview with a careers adviser in KS4 and KS5.  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Any careers adviser employed or otherwise provided by the school should be on the CDI Professional Register <sup>4</sup> .                                   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |   |                       |                       |                       |
| Where pupils have EHC plans, their annual reviews must, from year 9 at the latest, include a focus on adulthood, including employment.                       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |   |                       |                       |                       |

**“** It's vital young people get to experience workplaces and access high level careers advice. Job titles and functions which appear on adverts or job descriptions don't always accurately describe what a job actually is or indeed the workplace culture that the employer may provide. This is where employers need to step-up and engage with schools and colleges.

**PHIL JONES MBE**  
Managing Director, Brother UK



# Educating, training and setting standards in anaesthesia, critical care and pain management



## A career in anaesthesia

Did you know that anaesthetists form the largest single hospital medical specialty?

Their skills are used in all aspects of patient care and they are responsible for providing care to a patient before, during and after their operation. The role of an anaesthetist goes beyond providing anaesthesia to patients. As a specialist doctor, their key responsibilities also include:

- getting a patient ready for surgery and looking after them afterwards
- resuscitation and stabilisation of patients in the Emergency Department
- pain relief in labour and obstetric anaesthesia
- intensive care medicine
- pain medicine
- transport of acutely ill and injured patients
- pre-hospital emergency care.



## For students

To pursue a career in anaesthesia, you will need to attend medical school following higher education. The application process for medical school can be extremely competitive, so it is important to be proactive and plan. With the help of your school, organise work experience or placements at a hospital as this may help cement your career aspirations. Here are some further steps to help you on your journey:

- download the '[your future in anaesthesia](#)' brochure from our website
- attend medical careers fairs to speak with anaesthetists directly
- have a look at medical school entry requirements
- contact the [Royal College of Anaesthetists Training Team](#) if you have any further questions.

## For schools

Help your students make well-informed career choices by maximising your understanding of less generic career paths such as anaesthetics. Why not try the following:

- contact the Royal College of Anaesthetists about your local career fairs and we can arrange for a local representative to attend
- request materials from the College on a career in anaesthesia (we will post these out to you free of charge)
- contact the [Royal College of Anaesthetists Training Team](#) for more information.



## Find out more

Visit our website: [www.rcoa.ac.uk](http://www.rcoa.ac.uk)

RoyalCollegeofAnaesthetists

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RCoAYouTube

training@rcoa.ac.uk

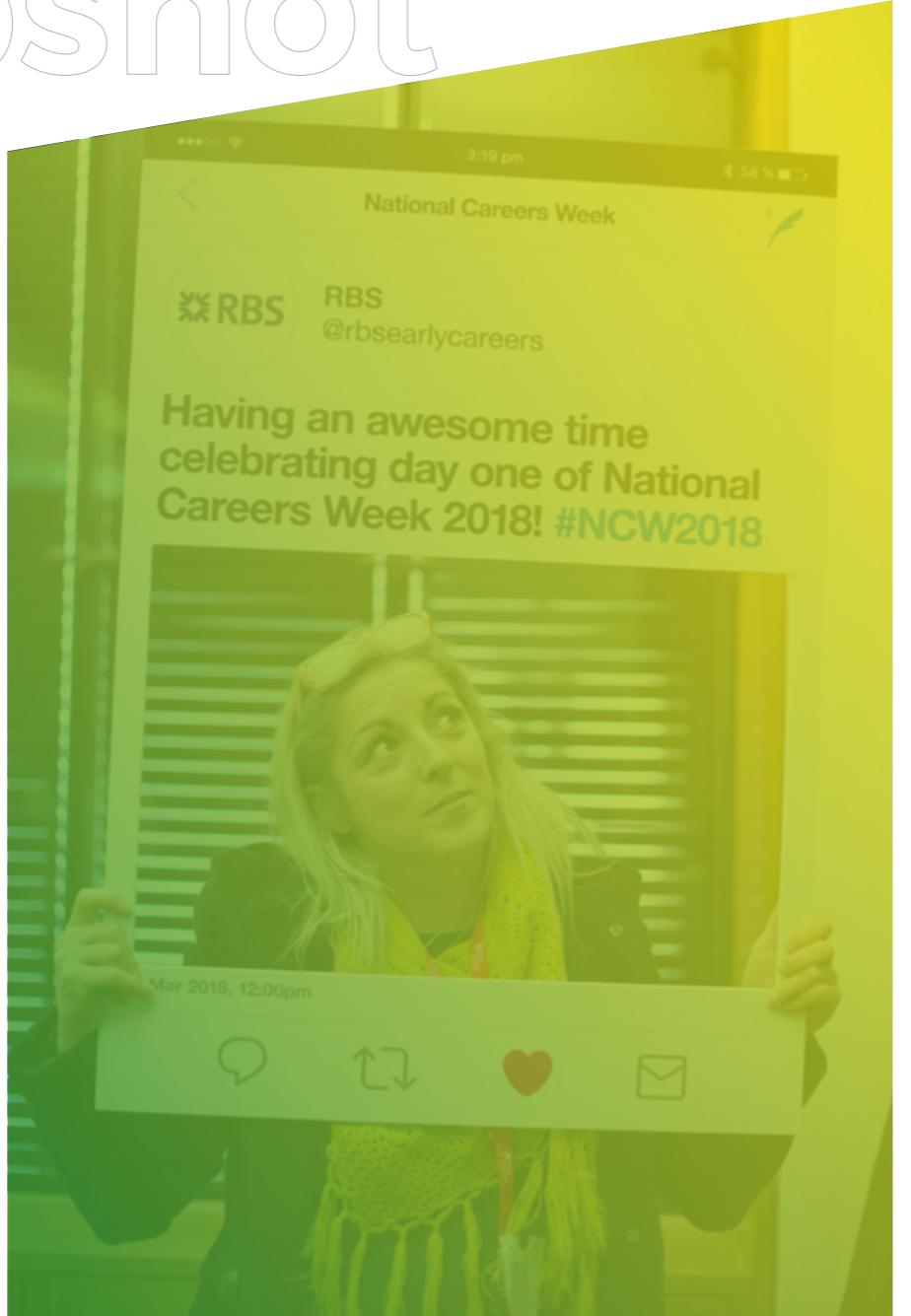


# Snapshot Snapshot 2018 Social Media Snapshot

Here's a quick overview of the fantastic engagement with CEIAG we saw on our Twitter, Instagram and Facebook pages during NCW2018!

Social media is a great way to spread the word and share some of the fantastic activities that happen across the country during National Careers Week.

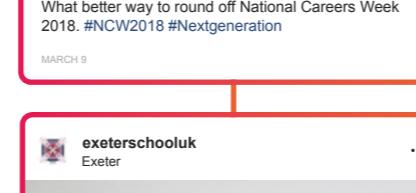
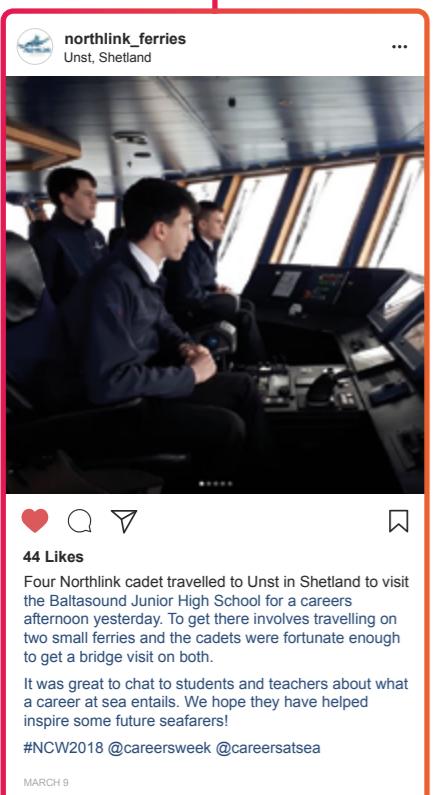
During the week in 2018, the hashtag #NCW2018 was used 4,625 times, by almost three thousand contributors, reaching a potential eight million unique users. By using the hashtag and sharing your activities, you are helping to spread the word of CEIAG across the country and connecting more eager students with employers, giving young people an insight into what amazing careers are available to them in the world after education.



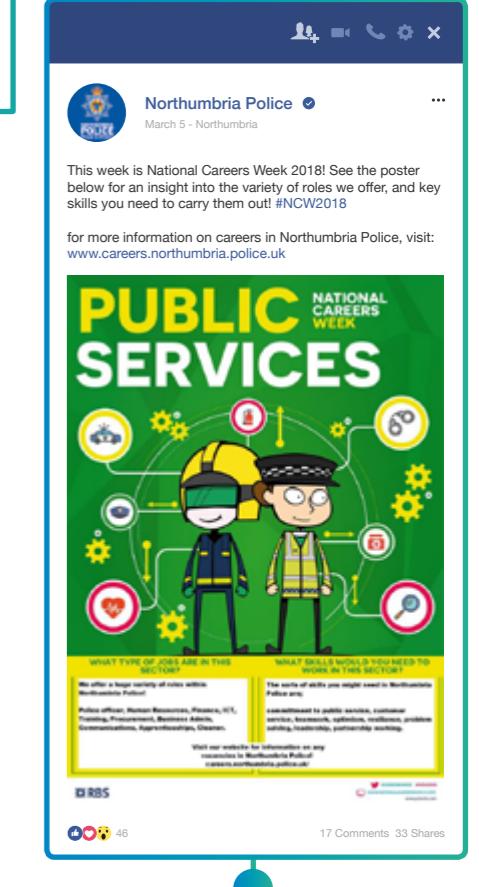
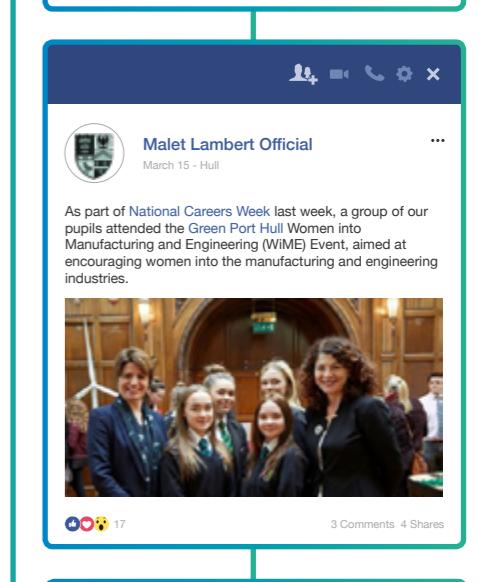
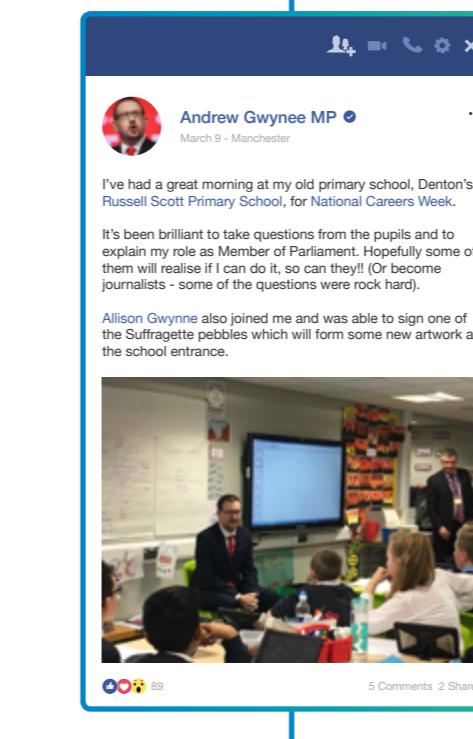
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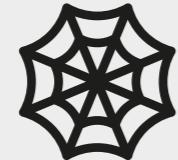
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Find the right path for you



## CAREERS ARE LIKE SPIDER WEBS

You'll start in one direction and have options and changes along the way.  
You'll gain experience and qualifications that may open new doors.

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**“**It is important that we encourage young students to think about STEM careers and to understand what is on offer. Events like this bring young people directly into contact with people doing those roles and gives them a chance to see products and understand more about what people do on a day to day basis.

**ELAINE LANCASTER**  
Chief Technical Officer, Ideal Boilers



## Are you interested in health but don't know where to start?

Answer some simple questions and get some ideas for a career in health in just ten minutes. **There are more than 350 roles in the NHS** - something for everyone!

[www.healthcareers.nhs.uk/findyourcareer](http://www.healthcareers.nhs.uk/findyourcareer)



# Health Careers

When people think about working in the NHS, doctors, nurses, midwives and paramedics generally come to mind. But, says Alan Simmons, careers specialist at Health Careers, there are more than 350 roles available in health. "There are many clinical roles of course, that require years of study or training," he says, "but there are many non-clinical roles too that are essential to the running of the NHS, and the training for these is often through an apprenticeship or on the job".

### How we can help

Health Careers is where you'll find out about careers in:

- The allied health professions
- Ambulance service team
- Dental team
- Health informatics
- Healthcare science
- Management
- Medical associate professions
- Medicine (being a doctor)
- Midwifery
- Nursing
- Pharmacy
- Psychological therapies
- Public health
- The wider healthcare team

The website has a compare roles function, course finder and all sorts of information specifically for careers advisers and teachers in the Career planning section. To help individuals discover roles that might suit them, we've developed a new online careers tool.

Visit [www.healthcareers.nhs.uk/FindYourCareer](http://www.healthcareers.nhs.uk/FindYourCareer).

Our suite of careers literature - very useful for careers libraries or events - sets out information about each career category. They are available to order from [advice@healthcareers.nhs.uk](mailto:advice@healthcareers.nhs.uk) or 0345 60 60 655. You can also download them from the Health Careers website: [www.healthcareers.nhs.uk](http://www.healthcareers.nhs.uk).

You or your clients can ask us questions via email or over the phone on weekdays too. We're also on social media – Facebook, Twitter, LinkedIn and Instagram.

**Explore Career Opportunities**  
[www.healthcareers.nhs.uk](http://www.healthcareers.nhs.uk)

As well as the main Health Careers information service, we also run the Step into the NHS campaign for school age students.

**Visit Step Into the NHS**  
[www.stepintothenhs.nhs.uk](http://www.stepintothenhs.nhs.uk)

As well as our annual schools competition for Key Stage 3, we launched a suite of careers resources for use in primary schools, including a competition where kids can win great prizes. These have been designed to help raise aspirations, challenge career stereotyping and put learning into context for the future.

### Job Opportunities

Jobs and apprenticeships are advertised on the NHS Jobs website, so have a look to see what's available in your area.

The type of apprenticeships available is up to the local NHS, but there are more and more apprenticeship opportunities in everything from estates, health and social care. Look out for degree apprenticeships in nursing, midwifery, healthcare science and many of the allied health professions, housekeeping, IT, business admin and accounting.

**Visit the NHS Jobs Website**  
[www.jobs.nhs.uk](http://www.jobs.nhs.uk)

### Health Careers resources and the Gatsby benchmarks

The National Careers Strategy places great emphasis on the importance of the Gatsby benchmarks.

In his blog for National Careers Week 2019, Alan Simmons at the Health Careers team has outlined how our various resources can support most of the benchmarks, by detailing specific resources against each one.

**Read Alan's NCW Blog**  
[www.nationalcareersweek.com](http://www.nationalcareersweek.com)

# Impact

# Impact

# Impact

# Impact

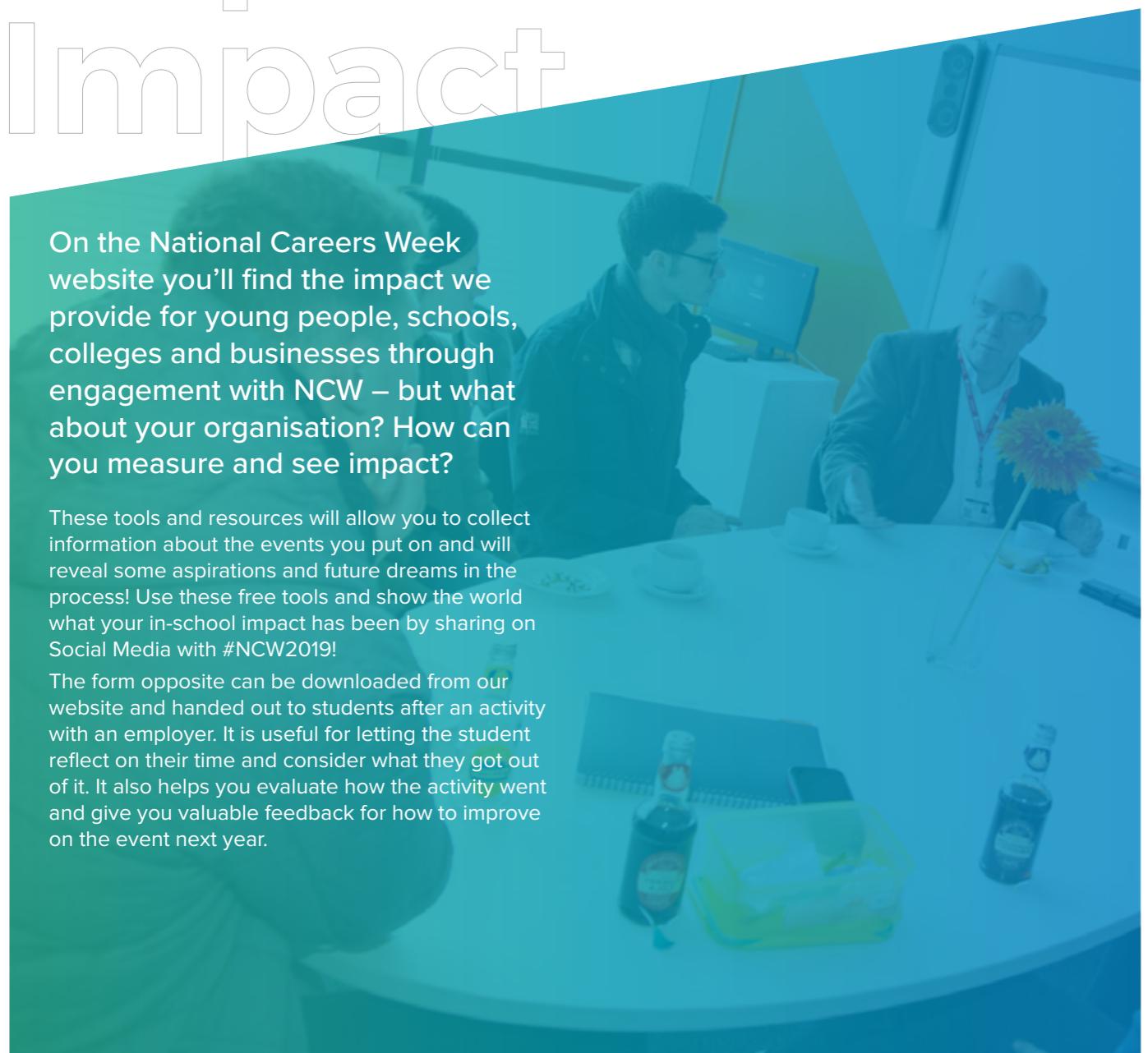
# Impact

# Impact

On the National Careers Week website you'll find the impact we provide for young people, schools, colleges and businesses through engagement with NCW – but what about your organisation? How can you measure and see impact?

These tools and resources will allow you to collect information about the events you put on and will reveal some aspirations and future dreams in the process! Use these free tools and show the world what your in-school impact has been by sharing on Social Media with #NCW2019!

The form opposite can be downloaded from our website and handed out to students after an activity with an employer. It is useful for letting the student reflect on their time and consider what they got out of it. It also helps you evaluate how the activity went and give you valuable feedback for how to improve on the event next year.



## Evaluation of Employer Activity

Activity:

Location:

Date:

Year Group:

After taking part in this activity...      Strongly Agree      Agree      Neither      Disagree

|  |  |  |  |  |
|--|--|--|--|--|
| I understand the working world better  |  |  |  |  |
| I've learned things that I never would have thought to ask about                             |  |  |  |  |
| I have learned about jobs that I'd not heard of before                                       |  |  |  |  |
| I have found out more about the job and career opportunities in the industry and the company |  |  |  |  |
| I understand that these opportunities are for males and females from all backgrounds         |  |  |  |  |
| I think I would like to do something like this   |  |  |  |  |
| The event helped me with making choices about the future                                     |  |  |  |  |
| It was good to talk to and learn from people who work for the company                        |  |  |  |  |
| The visitors gave me a good impression of the company  |  |  |  |  |

This activity has made me resolve to pay more attention in a subject from now on.

Subject(s)

NCW

#NCW2019

# The National Careers Service

The National Careers Service provides information, advice and guidance across England to help you make decisions on learning, training and work. The service offers confidential and impartial advice and is supported by qualified careers advisers.

## For Schools

We produce an **e-pack** for schools and colleges. It's a comprehensive tool designed to complement existing careers provisions and assist with the delivery of impartial careers, advice and guidance.

We offer **virtual whole class careers sessions to schools** and colleges which are free, flexible and adaptable presentations for students, delivered by the National Careers Service via Skype. To receive the e-pack or organise a careers session call 0800 100 900.

## For Students

Young people can access our service a number of ways – through our helpline, website or our social media channels.

Our free careers helpline and web chat service provides impartial careers information, advice and guidance – delivered by professionally trained careers advisers. Our website includes a range of job profiles, a skills health check tool and a course finder.



**National  
Careers  
Service**

Helping you take  
the next step



0800 100 900

[nationalcareersservice.direct.gov.uk](http://nationalcareersservice.direct.gov.uk)

@NationalCareers

Bring it on!  
Bring it on!

# Bring it on!

Bring it on!

Bring it on!

- Day 1 **RBS**
- Day 2 **Careers At Sea**
- Day 3 **Health Careers**
- Day 4 **IMI**
- Day 5 **Be Ready**

National Careers Week

# NCW

4<sup>TH</sup> – 9<sup>TH</sup> MARCH 2019



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National Careers Week



4<sup>TH</sup> – 9<sup>TH</sup> MARCH 2019



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#### Contact Us

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