

National Careers Week

NCW

2ND – 7TH MARCH 2020

The National Careers Week Guide

#NCW2020

Find out how you can help advise and inspire the next generation as they enter the world of work!



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

National Careers Week



Headline Partner:



www.nationalcareersweek.com



School Leavers

Leaving education can be both exciting and daunting, especially when you're facing choices that could change the direction of your future. That's why we've made sure our career options are easy to understand so you'll know exactly what to do and what to expect.

If you're leaving school/college, our apprenticeships are a fantastic starting point. While working towards a recognised qualification and learning a variety of new skills, we'll provide support every step of the way. Our apprenticeship programme is open to people of any background who are the age of 16 and over. It's a fantastic alternative to full-time education, and a unique opportunity to become part of a diverse, challenging and exciting organisation.



Undergraduates or Graduates

If you decide to go to university, don't leave it until your final year to consider opportunities. Whilst you're studying you can meet us on campus at careers events and visit our regional offices for insight days. These provide a fantastic opportunity to speak to our colleagues and decide on which programme's suitable for you. You can also check out our Facebook and Instagram pages, Twitter feed and LinkedIn channels.



Find your path.
Our tops tips on how to apply.

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Impact

Working towards the
Gatsby Benchmarks



A Stable
Careers
Programme



Learning from
Career &
Labour Market
Information



Addressing
The Needs of
Each Pupil



Linking
Curriculum
Learning
to Careers



Encounters
with Employers
& Employees



Experiences
of Workplaces



Encounters
with Further &
Higher
Education



Personal
Guidance

Welcome Welcome Welcome Welcome

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 2nd - 7th 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 careers goals.

Top 10 Tips For hosting a National Careers Week event

- 01 Start with a plan. Which Year groups and pupils? Who will benefit most?
- 02 Ask. Contact local businesses and training providers. Generally people want to help.
- 03 Think about which businesses to invite. What type of local connections need to be made?
- 04 It's all about Leadership. Ensure you have support from the Senior Leadership Team to help get as many pupils involved as possible.
- 05 Use the official hashtag #NCW2020.
- 06 Promote and market your event. Use the National Careers Week free resources.
- 07 Enjoy the event. It's all about having fun and celebrating.
- 08 Say thanks to those who have supported. This helps build positive relationships for the future.
- 09 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.

Facebook
[rbsearlycareers](#)

Twitter
[rbsearlycareers](#)

Instagram
[RBSgradsandinterns](#)

LinkedIn
[royal-bank-of-scotland](#)

Youtube
[RBS Jobs](#)

Our purpose is to lead the way in customer service, trust and advocacy. Our brands are some of the best-known names in our industry – The Royal Bank of Scotland, NatWest, Coutts, Adam and Company, Lombard, Ulster as well as some of our newer brands like Bó and Mettle. We serve over 19 million customers with all their banking needs; our headquarters are in Edinburgh and we have offices in Birmingham, Bristol, London and Manchester as well as in many other communities right across the country.

Making a Great Place to Work.

We're proud of our Great Place to Work and we're committed to providing:



A fulfilling role



Fair pay



Excellent training



Great leadership

We're building a bank for the future and our Early Career programmes are vital if we're going to succeed. We need the right people, with the right skills, doing the right work and we've designed our graduate, intern and apprentice programmes to do just that. Our five Critical People Capabilities™ make sure people joining our programmes develop the right knowledge and skills – those capabilities are:



Improver Innovator



Critical Thinker



Trusted Advisor



Change Ready



Connected

How women are leading the way.

Being inclusive is at the core of who we are. We're the only organisation to feature in the Times Top Employers for Women every year since it was launched, and we're regularly in the top 30% of the Stonewall workplace equality index. In fact, 87% of our colleagues tell us we're doing a terrific job of supporting diversity and we're determined to do even more.

We understand the importance of inclusion and equality and we're making sure all our colleagues have a voice. We pledge to have equal representation of men and women across all our business by 2030 and we've already seen some fantastic results – here's a few of them:

- Women hold 45% of our top 5000 managerial jobs
- 54% of our 2019 interns were female
- 47% of our 2019 graduates were female
- 54% of our 2019 apprentices were female

Inclusion: why it matters to us.

Inclusion matters because we want everyone to feel valued and welcome when they're being themselves at work. We know diverse and inclusive organisations understand customers better and can make better decisions for them, too. We're passionate about creating an environment where everyone can thrive. Being inclusive is in our DNA and here are a few of the ways we're proving it:

- Our goal's to have 14% of our leaders from Black, Asian and Minority Ethnic backgrounds by 2025
- We're founding signatories of the UK government's 'Race and Work Charter'
- Business in the Community and Investing in Ethnicity have recognised our efforts to improve diversity
- 35% of our 2019 graduates came from non-white backgrounds

How we develop our graduates, interns and apprentices.

We have a progressive approach to career development. We know life's not linear and our flexible career opportunities let graduates, interns and apprentices explore different business areas. National Careers Week is a great time to stop, focus and take action on career development – we make sure our colleagues are clear, capable and motivated to succeed in lots of different ways:

- Mentoring
- Entrepreneurial training
- Professional qualifications
- Employee-Led Networks
- Coaching
- Flexible learning
- Rotations in different jobs
- Agile working and training

We make sure everyone's involved in high impact and live projects – things that make a real difference to our customers. We hire people because of their talents and we believe in encouraging our colleagues to use them right from the very start of their journey.

How you 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](#)
- Follow us on social media
- Check out our [Youtube channel](#)

National Careers Week blog

Facebook
[rbsearlycareers](#)

Twitter
[rbsearlycareers](#)

Instagram
[RBSgradsandinterns](#)

LinkedIn
[royal-bank-of-scotland](#)

Youtube
[RBS Jobs](#)

We talk a lot at RBS about helping young people ‘find their path’, so now’s a great time for us to take a moment to celebrate how we’re supporting our own graduates, interns and apprentices with their career journeys.

RBS have caught up with Daisy and Sabhia. Daisy’s on their Finance apprenticeship, based at our Edinburgh HQ and Sabhia’s a Change and Business Solutions graduate at their Manchester office.

Here’s what they both had to say.



What skills have you developed since joining your programme?

Daisy: I've become very independent and organised since starting my apprenticeship. These are vital attributes for working in a fast-paced office environment and my role involves a great amount of working to tight deadlines so independence and being organised are key.

Sabhia: My most significant development has been regarding my communication skills. I've always been quite confident with communication, however, my graduate experience has really let me hone this to help me succeed. Even things like knowing how to write an email properly to make sure the reader understands your message sounds like something really easy to do but it's definitely a skill! This goes hand in hand with learning how to build your network! It's been crucial to getting involved in some exciting opportunities.

What sort of things are you doing in your day-to-day job?

Daisy: I work with the Regulatory Reporting Team. At the moment, we're busy with year-end reporting. I work with lots of different teams to support the delivery of external reports which can include anything from assisting with organising meetings, to inputting the final numbers for external reporting into the documents before our annual results are announced.

In between this I get to work with an amazing team that is very supportive and eager to help everyone progress.

Sabhia: My placement manager gives me objectives at the start of each rotation, and I spend the majority of my time making sure I achieve them.

So far, I've worked on various projects including helping customer facing teams achieve their service targets, replacing a pan-bank transaction monitoring programme, and creating a learning and development tool.

One of the best things about working here is my opinion's always valued, and I've been able to make a huge difference to the success of the projects I've been involved in.

What sort of things have you done to support your career development?

Sabhia: Recently I've passed the Prince2 project management qualification. I've volunteered to shadow other team members who I don't directly work with, so I get lots of insight into other parts of the business.

Daisy: I'm working through my CIMA qualification so I can become a Chartered Accountant at the end of my apprenticeship. This is a long commitment, but the professional qualification will make sure I have lots of opportunities to progress within RBS and in my future professional life.

What's the one piece of advice you'd offer someone just starting out and looking for these roles?

Daisy: If I could do anything differently, I would have just started the apprenticeship as soon as possible as it has given me so much independence, both in my education as well as professionally and financially.

Sabhia: Be fearless in following your strengths, everything else often falls into place!

Social Media Social Media Social Media Social Media

A guide to getting involved during the week!

The official hashtag for National Careers Week 2020 is **#NCW2020**

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
#SENDED	Special Education Needs
#PrimaryRocks	Primary Educators



National Careers Week



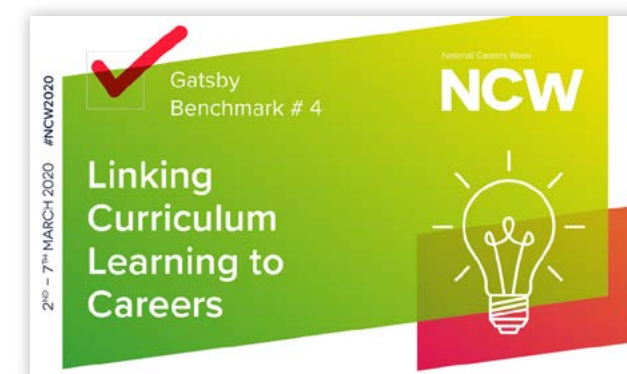
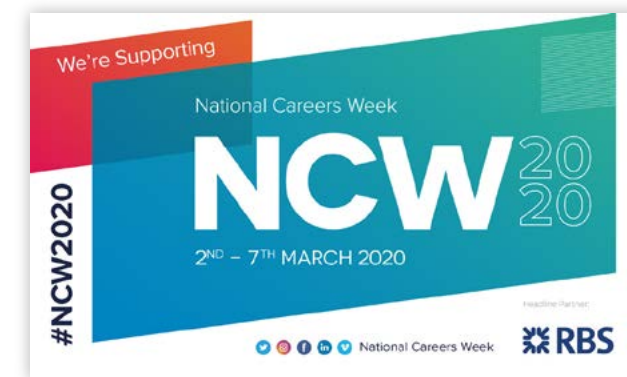
Pledge Campaign

In preparation for Careers Week a number of individuals and organisations have made their pledge using the hashtag **#NCW2020**.

Pledges have included the following:

- A career focused lesson
- Promote and get involved with #NCW2020
- Arrange to visit a local School, College, Training Provider or University
- Leaders – free up staff time to get involved with #NCW2020
- Giving an insight in your career area
- Supporting Careers Events
- Career insights and talks
- Providing Work experience

These are just examples, feel free to make your own pledge. The ultimate aim of the pledge is to give young people better access to careers education, information or guidance.



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 2020. This includes social media posts, templates, and Twitter and Facebook banners.



NURSE.

BIO-MEDICAL SCIENTIST.

CHEF.

CYBER ENGINEER.

MUSICIAN.

HR.

MARINER.

TANK CREWMAN.

**WITH OVER 76 ENTRY LEVEL SPECIALISMS,
THE RANGE OF CAREERS IN THE BRITISH
ARMY MIGHT SURPRISE YOU.**

In each one of these roles there are opportunities to gain qualifications, from a network engineer apprenticeship, to becoming a chartered accountant. You could even gain a nursing degree as a soldier on a full salary, whilst having all your fees paid for by the Army.

HOW CAN THE ARMY SUPPORT YOUR SCHOOL?

Our support for schools' careers education programmes encourages students to explore a wide range of career streams, whilst building employability skills.

- **NEW website** with downloadable resources linking careers to the curriculum including character education, employability skills, cyber security and STEM – launching March 2020.

TEACHER RESOURCES

- **Free careers presentations and workshops** from Army personnel to improve teamwork and problem-solving for years 9-13. To book email RG-NRCOutreachAdmin@mod.gov.uk

WORKSHOP ENQUIRY

- Find out about our **apprenticeship programmes**. Over 98% of soldiers enrol on an Apprenticeship with the British Army: they are getting qualified whilst receiving a full soldier's salary.

ARMY APPRENTICESHIPS

- **Fund university education** with the British Army. Medical students can receive up to £75,000 at university, students on other courses can receive up to £25,000.

ARMY BURSARIES



**WATCH OUR
YOUTUBE VIDEO
ON APPRENTICESHIPS**

Blogging Blogging Blogging Blogging

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.

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 & 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 & 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.

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 surefire 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.



"The globalbridge platform allows me to SHOW employers and providers what I am capable of, rather than just telling them in words."

- globalbridge student user

#BridgeTheGap

as teachers, we were frustrated that there were a number of barriers preventing young people from connecting with the right opportunities and showcasing their talent

...so we did something about it!

globalbridge is an online platform that allows young people to build a digital profile to showcase their full range of talents, skills, qualifications and aspirations, before connecting them with opportunities in education, employment, and training.

We level the playing field of opportunity by ensuring our users are exposed to a broad range of future pathways that match their interests and talents. We remove many of the barriers to access that exist today.



For students

globalbridge offers a digital showcase for young people to demonstrate their abilities in a safe, online environment in which employers can place exciting and fulfilling careers opportunities before them. Equality is at the centre of our digital platform, ensuring a level playing field for all, regardless of background or ability.



For schools

globalbridge allows teachers to monitor engagement between students and employers, providing schools with digital tools that deliver secure connections between pupils and industry. Built by teachers with first-hand experience of the challenges you and your school faces, globalbridge will help you meet Gatsby Benchmarks.



For industry

globalbridge allows employers to discover the brightest, most engaged students and to connect with them in a secure environment. The platform connects employers to schools and students, allowing you to present opportunities to talented young people from every background.

Download your FREE careers in the curriculum posters here - perfect for Gatsby Benchmark 4

www.myglobalbridge.com/schools

We know that every young person is different and we had to show that young people were more than a list of grades.

Get in touch to find how your school and students can benefit from globalbridge.

Email: hello@myglobalbridge.com
Call: 07394560495

Twitter: @globalbridgeltd
Instagram: @globalbridgeltd
Facebook: @globalbridgelimited

globalbridge

www.myglobalbridge.com

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 NCW website 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 #NCW2020 hashtag!

Promotional Material

A range of posters and activity sheets have been produced, which help to advertise NCW 2020 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.



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.

Events

We encourage your school to get involved with local businesses, a good example of how this can work is a "Careers Café", 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.

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.

careersinracing

Sign up to our Careersinracing newsletter and we will keep you up to date with events where you can find out more about the exciting careers available in racing. We are more than happy to help and can answer your questions. You can get in touch with us via social media on Twitter, Facebook or Instagram. Or you can WhatsApp message us directly on 07342949616. #TeamRacing

Careers in the Horseracing Industry

When people think about Horseracing, the first job that comes to mind is being a Jockey. In fact, there are actually hundreds of different job roles available in the industry from working with horses in a racing yard or stud farm to working on a racecourse itself. With over 700 racing yards and 59 racecourses in the country to pick from! You could find yourself in hospitality, marketing, media or sales.

British Racing is a major industry; worth over £3.45 billion annually to the national economy, it is the second largest spectator sport and is responsible for 85,000 direct and indirect full-time jobs, making it the largest sporting employer.

Did you know that you can study for an Apprenticeship in the Horseracing industry. Attending one of our Training Providers and taking a vocational route can be a great choice for someone who wants to work with animals and have an outdoor lifestyle.

Our aim at Careers in Racing is to help people find a rewarding job role, in an industry that they are

passionate about. We have training available from Apprenticeships to an MBA level. The main providers we work with are the National Horseracing College in Doncaster for more information visit www.thenhc.co.uk and the British Racing School which is located in Suffolk For further information visit: www.brs.org.uk and the National Stud in Newmarket visit: www.nationalstud.co.uk

Careers Fairs

We're keen to work with schools, colleges and universities up and down the country. We have a team of volunteers that currently work in the sport that can come to careers fairs and talk about their experiences. This can support you on Gatsby benchmark number 7 encounters with further & higher education.

Work Experience

We also understand work experience is a vital part of education and career progression. Our team will make every effort to assist with work experience requests, helping you support Gatsby benchmark 6 work experience guides and tools.

Find out more on the Careers in Racing Website

The Career Map

Plot through the different paths on offer in the whole industry

The Job Board

A place to find all the latest vacancies up and down the country. We have an average of 142 live jobs per month

Courses and Training

View a wide range of courses on offer

Video Wall

Take a look at lots of videos including our How to guides

Case Studies

Find out how other people have progressed their careers



NCW 2020 COMPETITION:

INSPIRING THE NEXT
GENERATION OF
CREATIVES WITH
BURBERRY AND
FUTUREGOALS

National Careers Week

NCW X BURBERRY

ENTER ONLINE
NOW >>

CHALLENGE #1

BURBERRY COMPETITION

Design a capsule wardrobe of no more than eight items. The collection should include clothes, accessories and seasonal staples for the unpredictable British weather. Your items can be for a male, female or unisex consumer. You should aim to source and create your items ethically to reduce harmful impact on people and the environment.

To enter please visit: connectr.co.uk/burberrychallenge



WIN A TRIP
TO BURBERRY HQ!



CHALLENGE #2

Free cross-curricular programme

FUTUREGOALS^x
SPOTLIGHT

Students will work in small teams to complete a wide range of tasks in order to stage the biggest and best festival ever! Working alongside leading practitioners, a series of free resources, lesson plans, films and activities have been created to bust the myths surrounding careers in the creative sector and provide a wider understanding of the less traditional, yet in-demand, roles.

- Resources and activities focus on Key Stage 3 and 4 national curriculum content in three core subjects; Maths, English and Science.
- Alongside a series of launch materials, three resources/activities are available for each subject area.
- Each activity will take 20 – 30 minutes to complete and can be carried out in any order.
- The programme can be delivered as tutor time activities, across a drop down day or in individual subject time.
- The programme will help schools to meet Gatsby benchmarks 2, 4 and 5.



futuregoals.co.uk/spotlight

NCW2020: Free toolkit of 'creative sector' cross-curricular resources

Posters

Film

Lesson
plans &
activities

Class
resources



futuregoals.co.uk/creativetoolkit

FUTUREGOALS

LEP Leeds City Region
Enterprise
Partnership

Working in
partnership
with the

West
Yorkshire
Combined
Authority

BURBERRY
FOUNDATION



start 

"When I first decided to invest in Start, I was excited by its potential to transform the lives of young people and to provide a stronger connection between education and employment. Now that it is being used in nearly 4,500 schools and colleges I am even more excited by its potential. As an employer, I can see huge differences between individuals and how their education has prepared them for their career. Start provides an opportunity to level the playing field and a place for schools, colleges, universities and employers to interact more easily for mutual benefit."

Matthew Riley
Founder & Chairman, Daisy Group
Chairman, U-Explore

Start is a free careers information and advice platform, created by U-Explore and used by students in schools and colleges across the UK. To achieve our vision, we place the young person at the heart of everything we do. Through Start we help schools, colleges, local authorities and employers to meet their priorities when it comes to engaging with young people about their future careers.

For Schools & Colleges

We help you to embed a digital solution as part of your broader careers provision to accelerate progress towards the Gatsby benchmarks and support student transition from school and college to employment.

- Gather data to evidence progress towards the Gatsby benchmarks and improve your careers provision
- Allow students to build a personal digital profile to support transition and future applications
- Access labour market information and activities to link curriculum learning to careers
- Demonstrate that students make informed choices at 14, 16 and 18
- Record and report on every career-related event and activity students take part in

For Local Authorities

We improve the connectivity between your region's schools, colleges, universities and employers by connecting careers information for young people with local opportunities and inclusive growth ambitions.

For Employers

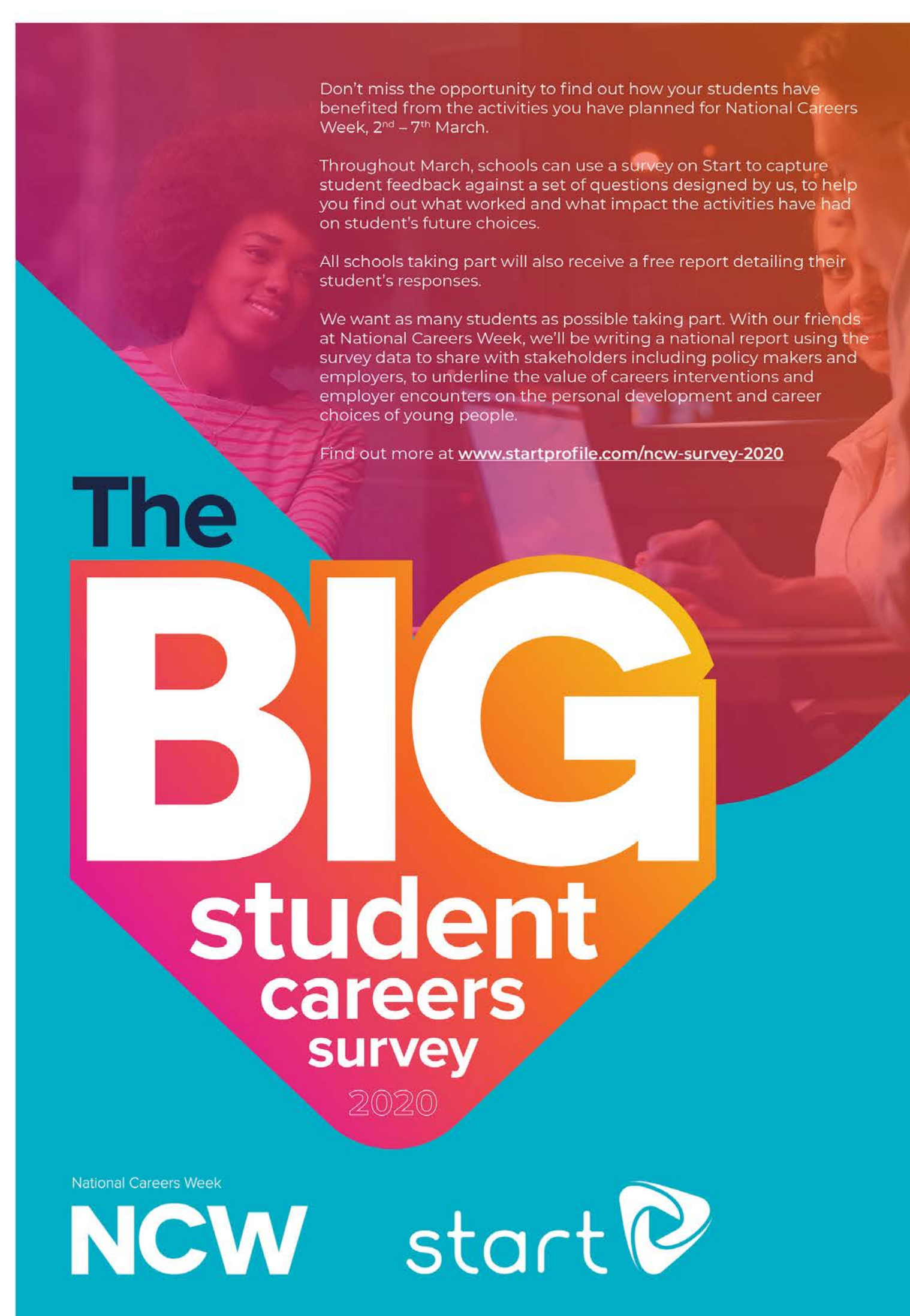
We can reach thousands of students in schools and colleges and help you to positively influence and inform their choices whilst supporting a wide and diverse range of future talent through their educational journey.

Twitter
twitter.com/Start_Profile

Facebook
facebook.com/StartProfile1

Instagram
instagram.com/startprofile1

Website
www.startprofile.com



Don't miss the opportunity to find out how your students have benefited from the activities you have planned for National Careers Week, 2nd – 7th March.

Throughout March, schools can use a survey on Start to capture student feedback against a set of questions designed by us, to help you find out what worked and what impact the activities have had on student's future choices.


All schools taking part will also receive a free report detailing their student's responses.

We want as many students as possible taking part. With our friends at National Careers Week, we'll be writing a national report using the survey data to share with stakeholders including policy makers and employers, to underline the value of careers interventions and employer encounters on the personal development and career choices of young people.

Find out more at www.startprofile.com/ncw-survey-2020

The BIG student careers survey 2020

National Careers Week

NCW **start** 



INSTITUTE OF THE
MOTOR INDUSTRY
Driving the industry since 1920



570,000+
WORKING IN INDUSTRY

OPTIONS INCLUDE

- APPRENTICESHIPS
- UNIVERSITY
- COLLEGE



39,675,562
VEHICLES
ON ROADS



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



SALARIES
FROM 16K TO
100+K



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

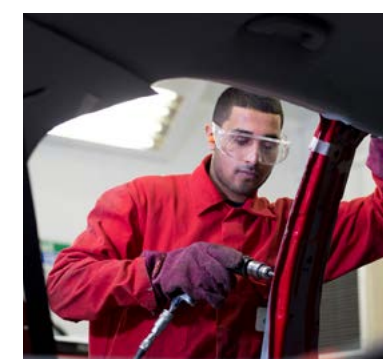
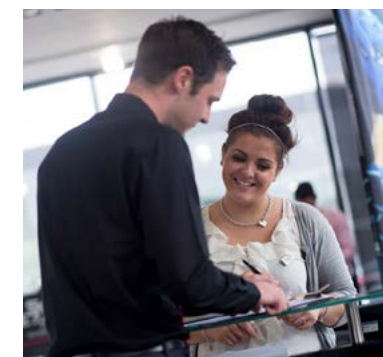
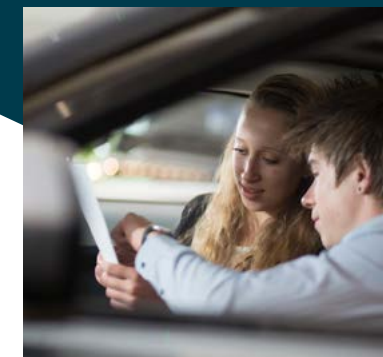
- ✓ 52x curriculum linked lesson plans with real life examples
- ✓ Activities to embed CEIAG into the classroom

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

www.autocity.org.uk

#MotorCareers

Snapshot Snapshot Snapshot Snapshot

From last year's event on social media

Here's a quick overview of the fantastic engagement with CEIAG we saw on our Twitter, Instagram and Facebook pages during NCW2019!

Twitter Statistics Summary:

#NCW2019



264,681,737
POTENTIAL IMPACTS*



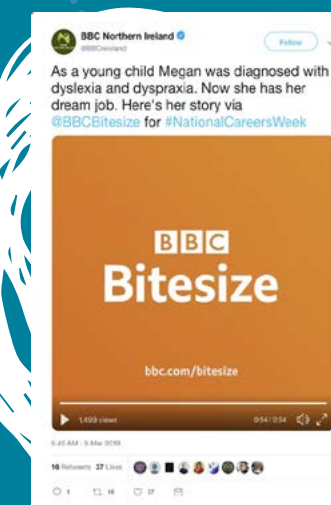
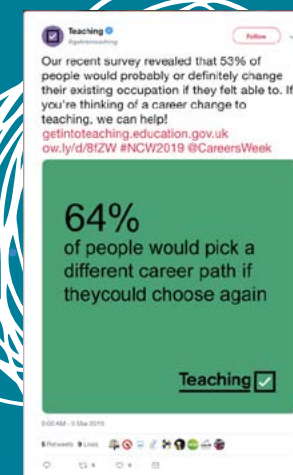
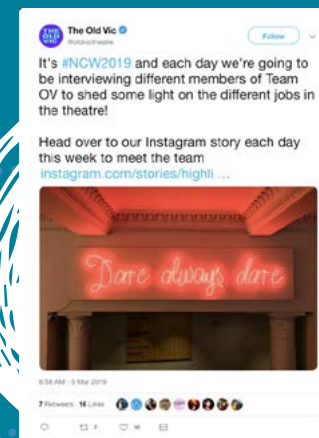
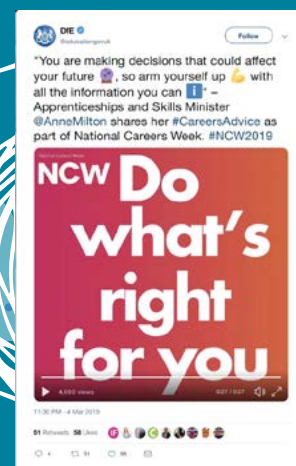
51,401,899
UNIQUE USERS REACHED



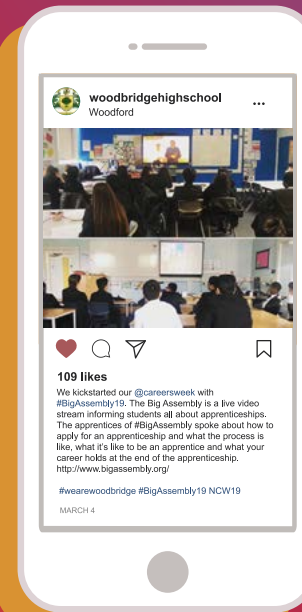
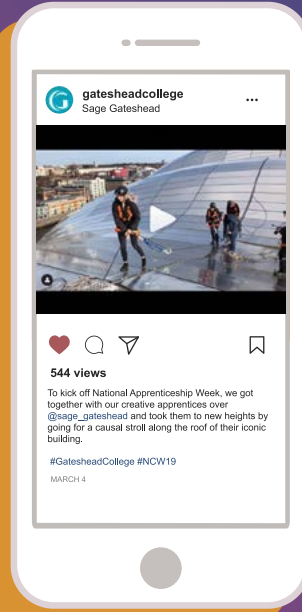
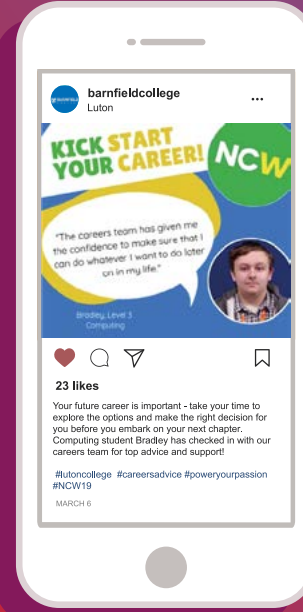
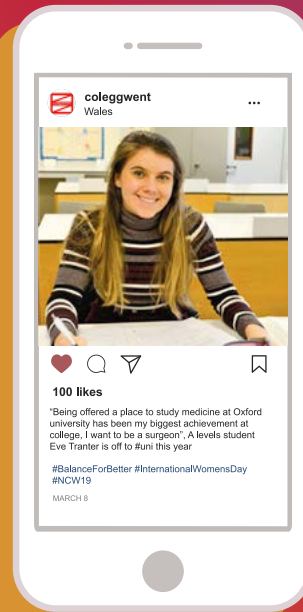
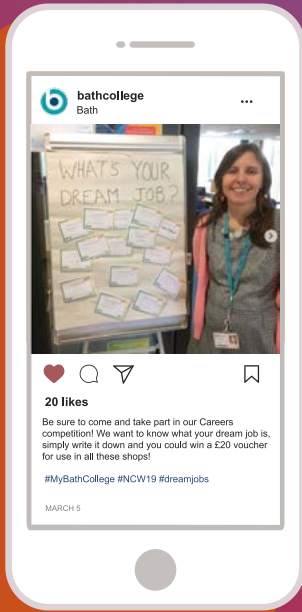
10,951
CONTRIBUTORS

Data supplied by Tweet Binder covering
Feb 8, 2019 - Mar 10, 2019

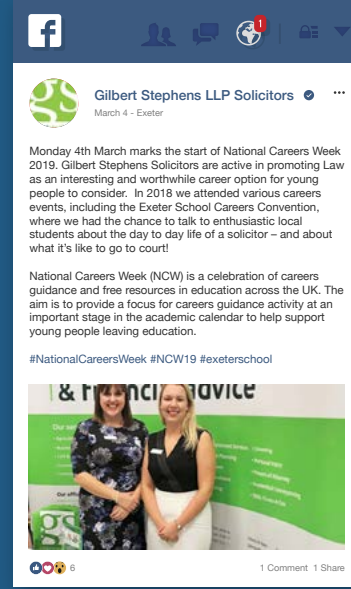
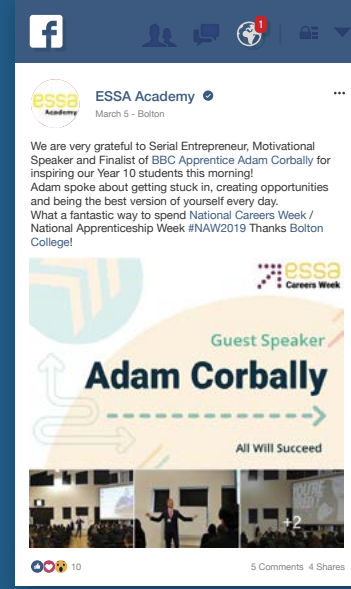
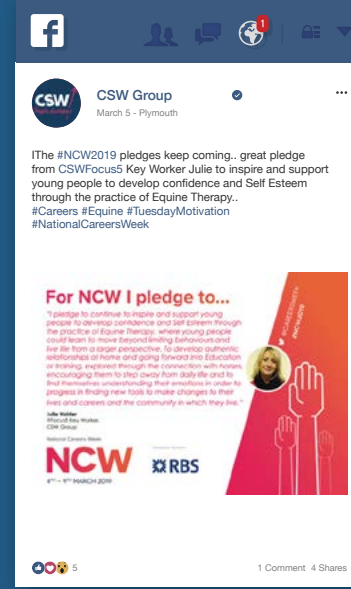
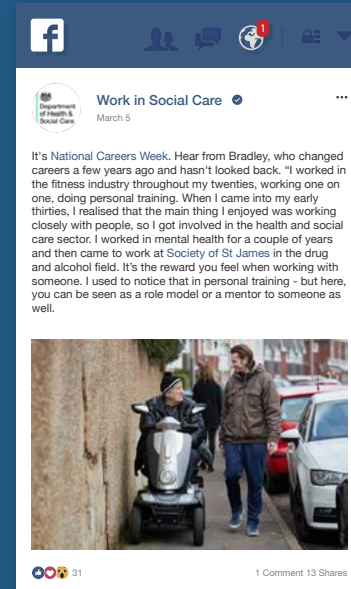
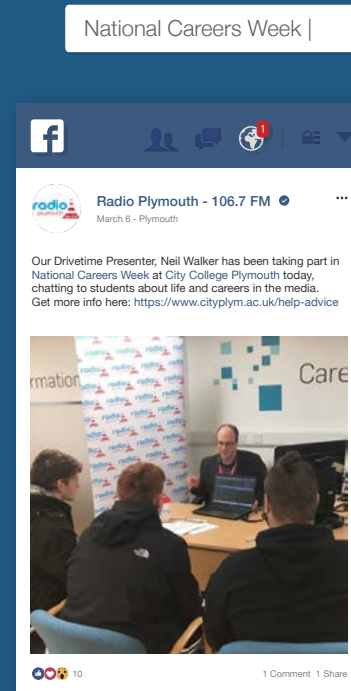
Twitter



Instagram



Facebook

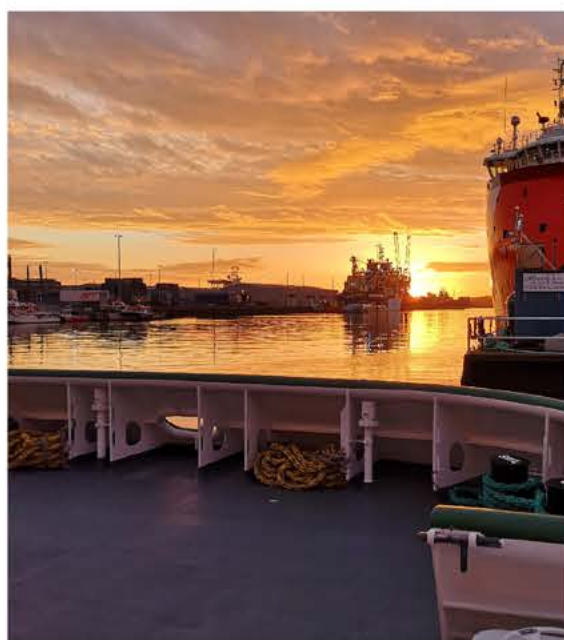


careers at sea

Twitter [@careersatsea](#)

Instagram [careersatsea](#)

Website www.careersatsea.org



Watch our YouTube Video

Click on the link above or search
'To Sea or Not to Sea'

Did you know that over 95% of goods come in and out of the UK by sea? That makes shipping a vital part of our economy!

Careers at Sea will tell you all you need to know about how to start a career in the Merchant Navy.

The Merchant Navy is a term used to describe commercial shipping. Think of container ships that carry around 11,000 containers or tug boats working closer to shore guiding and moving vessels in and out of ports. But there's more; cruise ships and ferries carry people from shore to shore, not to mention the research vessels that survey environmental and coastal data around the world.

Research, transport, support and travel - and that's just the start. The Merchant Navy is part of a global economy impacting our daily lives from the food we eat to the things we own and use every day.

Find out how you can be part of this industry and work on board ship.

www.careersatsea.org/merchantnavy

www.careersatsea.org/choose-your-role

Careers at Sea Ambassadors

We have a team of Ambassadors who all have experience in the Merchant Navy at various stages in their career; currently training or working within the industry. They can attend careers fairs and events around the UK, speaking more about their own experiences and routes into Merchant Navy careers, free of charge. Contact us to find out more.

For updates on **#TidalTuesday** visit:
www.careersatsea.org/tidaltuesday2020

#careersatsea



Free, flexible learning for pupils and staff

NCW sponsor, BeReady, is passionate about providing lifelong learning – both for pupil and staff development.

BeReady understands that in today's world, effective teaching blends classroom-based learning with interactive online methods. Their unique approach empowers young people with the skills they need to get ahead in life.

Professional development is equally valuable for staff, who are able to undertake university degrees in management and leadership without having to take time off-site to do so.

Most importantly, the expert, accredited opportunities are offered at no cost – because BeReady firmly believes learning should be open to all.

We caught up with Founder and CEO Kyle Burrows to find out more...

So how does BeReady support pupils in their personal development journey?

We offer schools a bespoke world-class learning management system which contains free, CPD accredited employability, careers and well-being resources for every single pupil. They have been created to help prepare students for the next step in their lives, and promote the benefits of self-development and lifelong learning.

Is the content able to fit within the curriculum?

Yes, all the content is designed to fit within the curriculum. It meets the eight Gatsby Benchmarks, including nationwide labour market information, personal guidance and encounters with employers and higher education.

So how does learning take place?

The online platform uses video-rich, interactive micro-learning. This can be accessed on any device, wherever and whenever is convenient. It also contains pre-prepared classroom sessions and short tutor or form time modules that can be easily downloaded, providing a variety to suit all learning styles.

Is a school able to track pupil progress and success?

Absolutely. Pupils are given their own log-in and each can be set specific goals. Teachers can measure student engagement, and track completion rates and outcomes.

And all this is free for schools?

Yes, it sounds too good to be true but it really does come at no cost to the school!

We know the huge importance of employability and well-being training but understand how limited school budgets are.

We are able to deliver our services by accessing employer recruitment budgets and utilising Apprenticeship Levy spend.



It sounds brilliant! What about the degree courses for staff?

We partner with UK universities to offer schools bespoke undergraduate and Master's degree programmes, enabling staff to become more effective managers and leaders. In addition to helping Teaching Assistants become qualified teachers.

They've been designed with experts from a range of industries, so learners benefit from understanding the best of business practice. We've also worked with those in the education sector to make sure content is specifically tailored and contextualised to be of most benefit. Providing solutions to the daily challenges that teachers and those in education face.

A big issue schools have is finding time for staff to take such courses

We fully understand the pressures in terms of time in the education sector. By using our innovative learning platform, those undertaking a degree are able to study wherever and whenever suits them best, rather than having to take time away from school travelling to attend classes.

What's more, because content is tailored to the individual and organisation, learning is immediately applicable and incorporated into their day-to-day job.

Who runs the courses?

Our team of education experts have created the programme with university partners. The university is the awarding body and provides academic and personal tutors to ensure both the individuals and organisations are getting the most out of the course.



How can people find out more?

We'd love to talk to anyone who's interested about how we can help upskill students or staff (or both!).

There's information on our website, bereadygroup.org, or you can email info@bereadygroup.org for pupil enquiries, or for staff development degrees@bereadygroup.org.

“Schools have been very impressed with the quality of BeReady's free resources for pupils. The CPD accredited training resources are a real motivator for students and help schools to meet the Gatsby Benchmarks. The university degrees programmes tailored for education are a fantastic innovation, especially as they're funded via the Apprenticeship Levy.”

Brian Lightman
Board Member of the Careers and Enterprise Company
(former General Secretary of ASCL)

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 #NCW2020!

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.



@Oak_Academy taking on the NCW Job Journey App Competition



@Founders4School delivering an aspirations session at Harlow Green Primary School



@WoodlandEstates delivering a careers talk with the NCW PPT at Isleworth & Syon Boys School



@PrestonCollege displaying their 'I want to be...' frames



@WestholmeSchool delivering an assembly with the employability skills presentation

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 learner 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:

#NCW2020

National Careers Week

NCW

Careers in the NHS

When people think about working in the NHS; doctors, nurses, midwives and paramedics generally come to mind. But there are 350 different careers in the NHS, probably more than in any other organisation in the world! And you'd be surprised how many of them don't require a degree, aren't directly patient-facing, or aren't clinical or hands on.

Where else can you be part of a service that interacts with almost 1.5 million patients every 24 hours?



Are you interested in the NHS 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

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.

We have a range of printed materials to inspire you to consider a career in the NHS. Take a look at www.healthcareers.nhs.uk/literature and order copies by emailing advice@healthcareers.nhs.uk or phoning 0345 60 60 655.

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

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.stepintothens.nhs.uk

There's an annual schools competition for Key Stage 2 and 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

Health Careers resources and the Gatsby benchmarks

The National Careers Strategy places great emphasis on the importance of the Gatsby benchmarks. See how our resources can help you meet them.



 www.healthcareers.nhs.uk

 advice@healthcareers.nhs.uk

 0345 60 60 655

 @HealthCareersUK

 /HealthCareersUK

 HealthCareers

 Health Careers

 @HealthCareers

Explore Career Opportunities

www.healthcareers.nhs.uk

Visit our page on the
National Careers Week website

Supporting schools & colleges to deliver world class careers support

We know there is great work happening to inspire and support young people, and we want to help schools and colleges build on this. That's why we're delighted to support National Careers Week.

We support schools and colleges to deliver world class careers provision and prepare your students for the fast-changing world of work. 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 huge range of training, resources, guidance and support for everyone working in careers education. Get in touch or visit our website to find out about:

- Our guide for new 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
- Our Closing the Gap report
- Our State of the Nation report

If you have any questions or want to find out more, please email or call us on 0207 566 3400.

Guidance

We produce a huge range of guidance on all aspects of careers education and guidance. For the full range, see our website

Understanding the role
of the Careers Leader

The Gatsby
Benchmark Toolkit

Personal Guidance:
What Works

Careers in the Curriculum:
What works



NCW and RFF – Piloting a new Launch, together!

January 2020 saw a brand new partnership put into practice.

National Careers Week and the Rio Ferdinand Foundation worked together in 2019 to put in place some development sessions for students in two Salford-based centres – Oasis Academy MediaCityUK and Eccles Sixth Form College.

The LAUNCH Yourself programme is designed to support young people in understanding themselves better, assessing their skills and abilities, putting their ambitions ahead of them and learning how best to express themselves – for whatever kind of learning future and career they choose.

We worked with Year 10 girls at Oasis Academy MediaCityUK – chosen because another project was supporting some of the boys in this year – and Year 12 students at Eccles Sixth Form College on the Sport and Public Services Level 1 course.

LAUNCH YOURSELF

MOTIVATION, INFORMATION, INSPIRATION.

Victoria Lowe from the Rio Ferdinand Foundation (RFF) contacted a number of centres who the foundation works with and asked which ones would like to be part of the Launch Yourself Pilot Scheme and responses from Calum Berry at Oasis Academy at MediaCityUK and Nick Whittaker at Eccles Sixth Form College enabled the scheme to take off.

The four week programme – led by NCW's Enterprise Director Bernie (Andrew Bernard) was a challenging and student-focused set of exercises which encouraged self-reflection and ambition to come to the surface and culminated in interview skills training with some business and employability volunteers through the RFF in Greater Manchester.

After a quiet start, the groups of young people began to open up their thinking and attitudes to the future and by the end were able to fully articulate their plans – as well as hopefully seeing the importance of choosing the correct approach to learning along the way!

Nick Whittaker, teacher of sport and public services at Eccles College said: “...In the few days after the interviews which were on the Tuesday just gone, it is clear to see the learners are still thinking about it as they appear to be more switched on in class and are discussing getting part time jobs as they enjoyed the interview process and I think it has broken down the fears and barriers they may have once faced in relation to applying for a job”.

“The nature of a level one learner can be challenging for a variety of reasons and I think their involvement in the scheme set up by RFF and NCW has really given them a real insight in to the skills that will be necessary when they leave college”.

Calum Berry, Careers Teacher at Oasis Academy:MediaCityUK said: “We found that the programme was incredibly engaging for the students and delivered in a really relatable way by Bernie. I felt it did a tremendous amount for the students’ confidence and they were always enthusiastic about the sessions and excited to attend the following week. One thing I felt was particularly good about the programme was the way it built students up to the practice interviews delivered at the end of the course. It speaks volumes that when I spoke to one of the students afterwards about the interviews she said “I didn’t want to do it...but then I did it”. I would certainly recommend the programme.”

Bernie said: “We are really pleased with the results for the young people on the Launch Yourself programme...as well as making our resources and events free for participants, it has been fantastic to spearhead our first steps into delivery with the Rio Ferdinand Foundation. Supporting young people with their career skills and aspirations is our mission and we really want to be able to support young people in all circumstances and at all stages of their learning and career journey.”

In the future we want to deliver these programmes across the UK and will be looking for sponsorship to make this happen”.

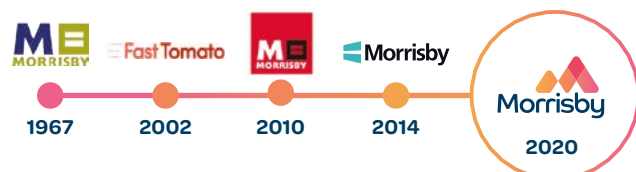


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FOUNDATION

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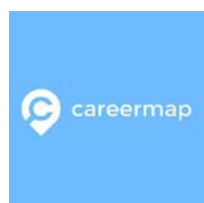
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Thank you to our partners



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Empowering positive change through careers education.

2nd - 7th March 2020

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2ND – 7TH MARCH 2020

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