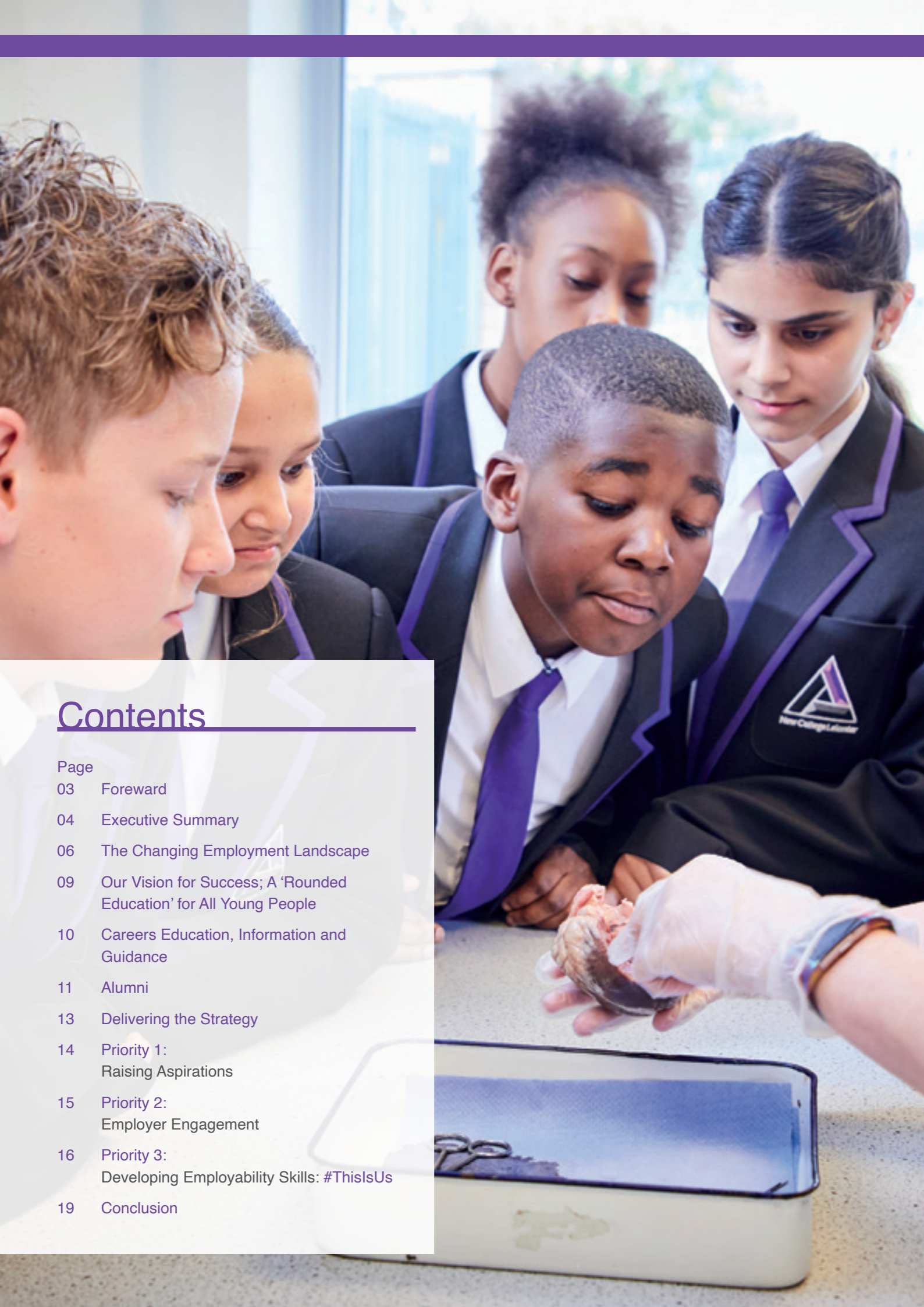


New College Leicester



Careers and Employability Strategy 2020 - 2025

Where you achieve



Contents

Page	
03	Foreward
04	Executive Summary
06	The Changing Employment Landscape
09	Our Vision for Success; A 'Rounded Education' for All Young People
10	Careers Education, Information and Guidance
11	Alumni
13	Delivering the Strategy
14	Priority 1: Raising Aspirations
15	Priority 2: Employer Engagement
16	Priority 3: Developing Employability Skills: #ThisIsUs
19	Conclusion

Foreward

New College Leicester is a highly inclusive 11-18 college based in the west of Leicester city in New Parks. It is a culturally diverse school, at the heart of the community, with a mission to develop well-rounded, resilient young people who will successfully contribute to a global society. The college acknowledges that every young person can only fulfil their life ambitions if they have the skills, support and knowledge to do so.

"Our Careers and Employability Strategy 2020–2025, is a crucial element of our overall vision for every student at New College Leicester. By upholding high expectations and further raising aspirations, we encourage our students to challenge their beliefs around who they are and what they can achieve by way of their intellectual ambitions and career choices".

Jane Brown, Principal

Why do we need a Careers and Employability strategy?

The East Midlands has attracted many high-profile businesses and enjoys state of the art universities and colleges throughout the region. We recognise that the world of work is evolving, and educators must re-consider how we work with our young people to optimise their employability potential. Harnessing the creativity and entrepreneurial spirit of our young people in shaping their own futures is key.

This strategy sets out our vision for the next five years in creating a practise of excellence by ensuring that the curriculum empowers students to make successful life choices through the promotion of careers and employability skills which form a crucial part of our core business at New College Leicester.

We have invested in key staff; the Careers Adviser and the New College Leicester Careers Leader are responsible for ensuring this strategy is aligned with the Careers Development Institute (CDI) Framework and underpinned by the Gatsby Benchmarks. The adviser provides support for all our young people with careers exploration, planning and applications. The New College Careers Leader has overall responsibility for the contribution of colleagues and careers partnerships through developing a vibrant careers programme, ensuring every student has access to impartial

information and guidance. As part of providing a rounded education, staff and students have worked together to identify the skills, values and strengths required for a successful and happy life. As a result, the New College Leicester #ThisIsUs portfolio was established and work continues to embed personal, professional and social skills across the college, preparing our students to make meaningful contributions to society.

As educators, we acknowledge that the promotion of the Careers and Employability strategy of our college is considered as one element of a wider multi-faceted response. As such, this strategy is fundamentally linked to New College Leicester's other strategies of Sports and Physical Activity, Teaching and Learning, Health & Wellbeing as well as Arts and Culture. This allows the college, which prides itself on its innovative approach to partnership working, to pursue a whole systems approach which engages the expertise of local employers, industry and further learning institutions to help determine the improvements we will make together.

Our Strategy:

Our strategy is to ensure that every student can access the university, college, apprenticeships, traineeships or a career of their choice and in doing so that every New College Leicester student will:

- Develop behaviours and skills, such as communication, creativity, problem solving, digital literacy and resilience in the face of opportunity and challenge
- Have exposure to a range of employers and pathways which will inform future aspirations

Our Objectives:

- To create a clear plan for careers education, advice, information and guidance (CEIAG) for every student at New College Leicester in Year 7 through to Year 13
- To engage with employers to raise aspirations through expert knowledge of careers and career pathways
- To ensure students receive impartial, independent advice at all stages of their time at New College Leicester

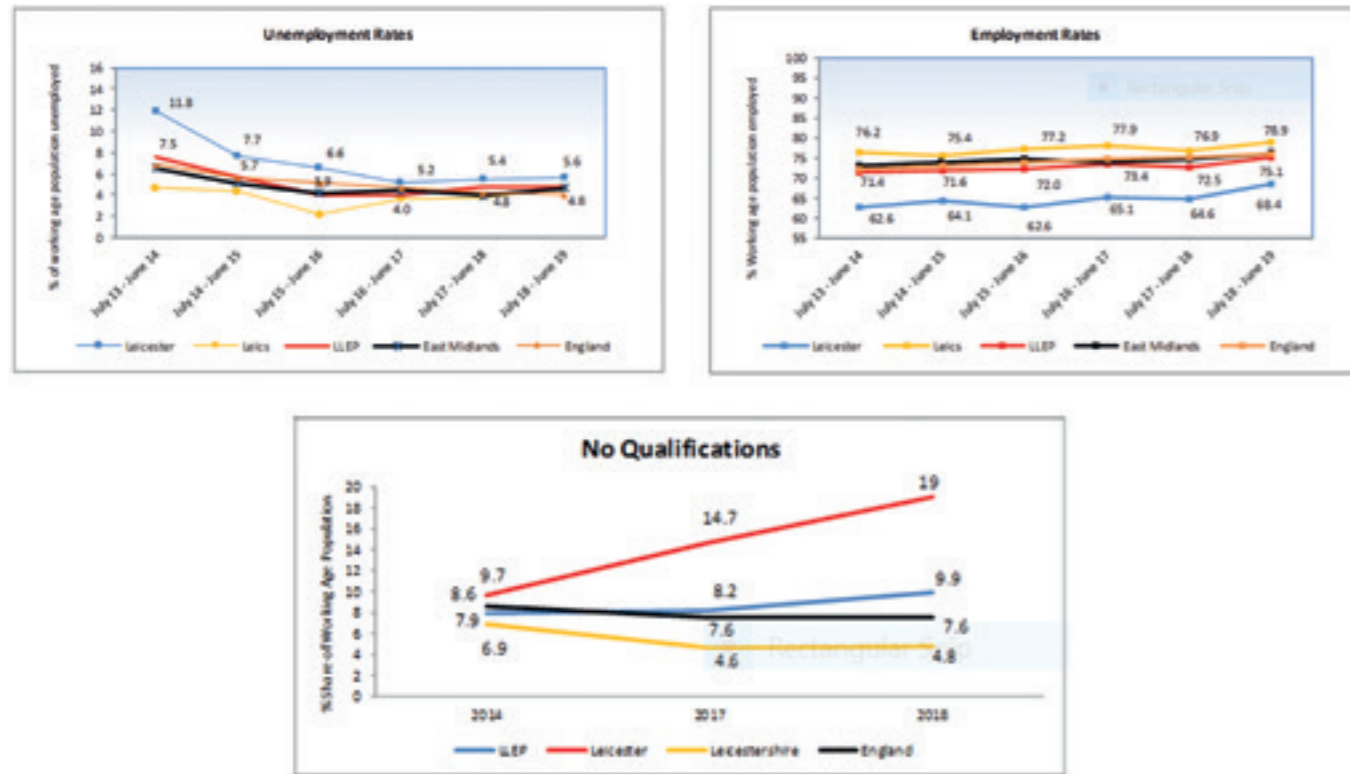
Executive Summary

In developing this strategy, we acknowledge the link between education, economic regeneration, regional collaboration and the provision of enhanced opportunities for our students.

Many businesses have chosen to locate to the East Midlands, such as IBM, Amazon and Hastings Direct. In addition, there are many well-known names that have been established here for many years, including Next, 3M, Caterpillar, Triumph, Dunelm, Santander and Samworth Brothers.

In recent years, Leicester has enjoyed investment in its business and social infrastructure which is now returning significant benefits and generating quality outcomes for the city. With this investment and economic growth comes the need for a skilled and resilient workforce and we believe that New College Leicester will be well placed to deliver a motivated and productive workforce for the future.

LLEP Indicator Set - September 2019



In adopting a whole systems approach, we are keen to sustain New College Leicester's role in the regeneration of Leicester, enhancing both the local and national infrastructure. The strategy will continue to evolve through its engagement with key stakeholders and local industries promoting a broader careers agenda.

Stakeholders already engaged with New College Leicester include:

- University of Leicester
Lestercast
Leicester & Leicestershire Enterprise Partnership
- Leicester City Council
McDonalds
- Loughborough University
Attenbrough Arts Centre



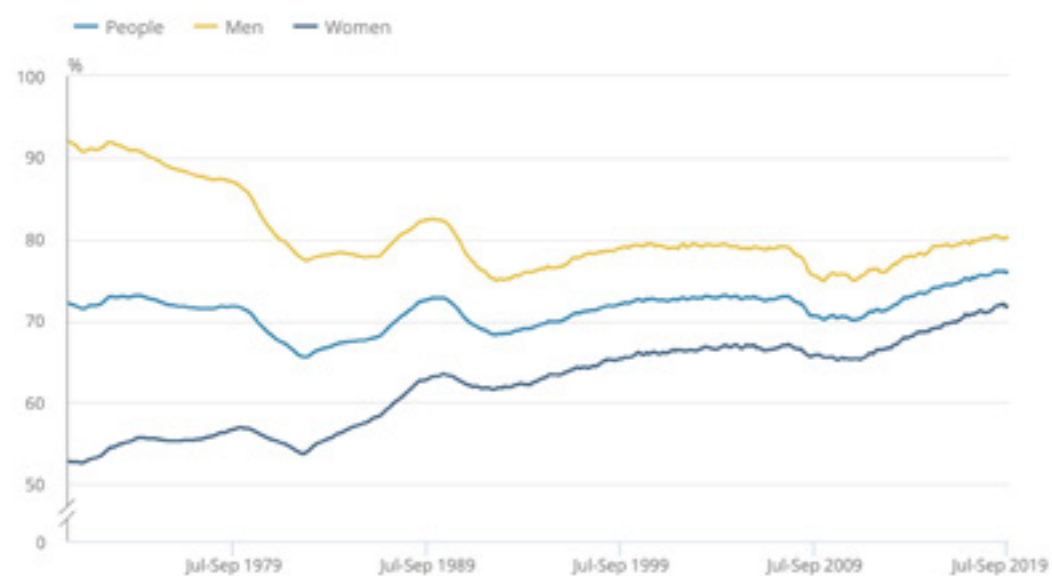
The Changing Employment Landscape

Business confidence is the foundation upon which future investment, innovation and job generation is built. Companies are conscious of the on-going skills gap and how this will affect competitiveness for UK businesses in the long term. The UK is currently experiencing an increase in employment rates which demonstrate a change in workforce practises.

The graph below provides the latest data from the Office for National Statistics; UK employment rates (aged 16 – 64 years) Seasonally adjusted January to March 1971 to July to September 2019

Employment rate for all people increased 0.5 percentage points on the year, to just below the record high employment rate

UK employment rates (aged 16 to 64 years), seasonally adjusted, January to March 1971 to July to September 2019



With reference to the employment estimates for July to September 2019 by employment type, it clearly demonstrates a changing workforce:

- there were 27.62 million paid employees (84.3% of all people in employment), 110,000 more than a year earlier
- there were 4.96 million self-employed people (15.1% of all people in employment), 195,000 more than a year earlier

The boom in the 'gig' economy has implications for how young people plan and organise their future career pathways. Our students will require a portfolio of skills and an agile approach to their working lives to ensure they enter the competitive markets successfully. Key attributes include:

- Building self-confidence and self-reliance
- Developing strong communication skills
- Promoting positive and informed attitudes to work
- Developing professional networks
- Promoting organisational skills, leadership and initiative





Our Vision for Success; A 'Rounded Education' for All Young People

While teaching and learning remain our core business at New College Leicester, we recognise that the efficacy of any young person's journey through education is measured not only through successful examinations, but also through their access to opportunities and a well-developed ambition to succeed. We want our students to be ready for employment with the necessary skills-set to enable them to secure meaningful work, so they may enjoy the benefits and freedom associated with economic independence.

Our vision for success therefore is driven by five key intersecting strategies which places our young people at the heart of our decision-making process and at the centre of the systems we have created:

- Our **Teaching and Learning strategy** ensures that all our young people are fully challenged and engaged in an education that prepares them all for their future;
- Our **Arts and Culture strategy** develops vital life skills such as creativity, critical understanding, empathy and collaboration – all important for building resilient individuals and communities;
- Our **Sports and Physical Activity strategy** ensures that every student has access to first class sports facilities and physical and health education - an offer which extends to the wider community;
- Our **Health and Wellbeing strategy** ensures that every member of the school community has the knowledge, tools and confidence to take care of their own health and wellbeing and to encourage those around them to do the same.
- Our **Careers and Employability strategy** ensures that we provide timely and impartial careers knowledge which raises aspirations and unlocks every student's potential to succeed.

Careers Education, Information and Guidance

The Careers programme is developed with reference to the Gatsby Benchmarks and the Career Development Institute (CDI) framework. The key areas are:

- 1 A Stable Careers Programme
- 2 Learning from Careers and Labour Market Information
- 3 Addressing the Needs of Each Pupil
- 4 Linking Curriculum Learning to Careers
- 5 Encounters with Employers and Employees
- 6 Experiences of Workplaces
- 7 Encounters with Further and Higher Education
- 8 Personal Guidance

New College Leicester continues to embed the programme of careers education and guidance through:

- a distinct programme of careers education and activities
- working with our Departmental Career Champions to create the links between curriculum learning in the classroom and careers and employability

Every student has multiple opportunities to liaise with employers to learn about the world of work and the skills that are valued in the workplace. Our careers guidance programme allows students to discover all of the opportunities available to them, which includes academic, vocational, trainee and apprenticeships.

Our careers guidance ensures students are:

- aware of their current strengths and interests
- aware of options in the labour market, both regionally and nationally
- cognisant of the relevance of the school curriculum to their chosen pathway
- acquiring the skills and behaviours necessary to attain their desired employment

A brief overview of our provision in each key stage, mapped against the Gatsby Benchmarks, is set out below:

Key Stage 3

- Introduction to START - an online careers platform designed to connect 11-18 year olds with their future career potential 2 4
- Assemblies to introduce the concept of higher education 7
- University visits 7
- Employer engagement encounters to discover the opportunities in the world of work 2 5
- Students research Labour Market Information and the changing job market 2

Key Stage 4

- Workshops exploring different pathways at Post 16 and Post 18 including apprenticeships, colleges and university 4 7 8
- Careers fairs to meet a range of providers including apprenticeships, employers and HE/FE organisations 2 3 4 5
- University Summer School 7
- Connexions Adviser 1:1 Guidance for completion of application process for Post 16 8
- Year 11 Mock Interviews 5 7
- Personal statement/CV Writing Workshops 1 8

Post 16

- Work experience placements 6
- Workshops for students on university choice to inform Post 16 choice 3 7 8
- Employability skills day to incorporate CV writing, development of work skills and employer engagement through mock interviews 2 4 5 8
- Enterprise activities such as Enterprise Challenge and NCS with The Skills Service 2 4 5 8
- Careers opportunities throughout the curriculum 4



“New College Leicester is my foundation. It has made me who I am today. I am an extremely proud student of NCL. It has challenged me, strengthened me, and made me the very best version of myself”.

Janvi Pala, BA Hons English & Education, MA in Education Practise. Alumni

Alumni

New College Leicester has an established alumni network recruiting former students with the aim of continuously developing our employer network.

Our alumni community allows us access to role models from a wide range of backgrounds, careers and experience. In addition, our alumni support work placement opportunities, student mentoring and our employer engagement activities. For example, we have alumni working in a wide range of careers ranging from Events Management (Brit Awards, Royal Ascot) to medical careers, as well as those pursuing undergraduate and postgraduate courses.

We know that the sharing of alumni stories can transform students’ motivation to succeed. Research has shown that students hugely benefit and are inspired to work harder in school having met and

worked with former students. They are shown to gain a better understanding of the real-life application of their studies, while the personal stories of alumni encourage them to be more ambitious and confident about what they can achieve in the future.

At New College Leicester we are proud of our alumni network as it expands each year. Students are invited back to give presentations in assemblies and meet students at our annual Careers Fair and Year 11 mock interviews.

When young people see others like themselves have succeeded, they are encouraged to believe they can too. They work harder and have higher expectations of success. It is a powerful resource to help students achieve what they are capable of.



Delivering the Strategy

Values ► Purpose ► Vision ► Priorities

The delivery of this strategy requires a collaborative, whole systems approach with our students placed at its heart. Key drivers of the strategic change are the leadership team and the designated Careers Leader who will ensure that the strategy is fully integrated into the fabric of the college.

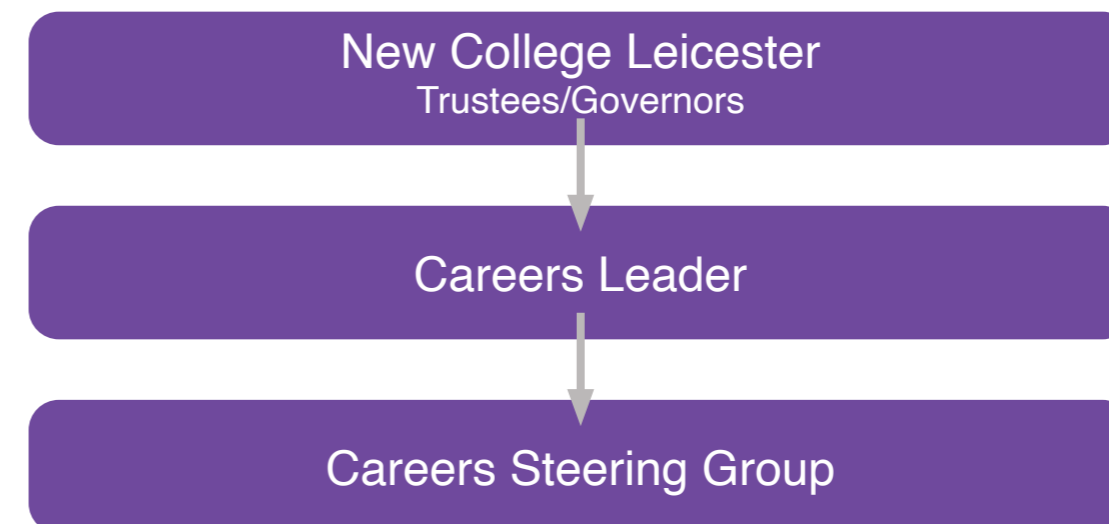
Through the Careers Steering Group and Departmental Career Champions, we will engage with a variety of partners from public and private sectors to advise and challenge us as we move forward.

Values: Respect, Responsibility, Resilience, Resourcefulness

Purpose: To empower students with the knowledge, skills and understanding to allow them to make successful life choices and meaningful contributions to society.

Vision: To deliver the College's academic, social and economic aims through the Careers Strategy framework

- Priorities:**
- 1: Raising Aspirations
 - 2: Employer Engagement
 - 3: Developing Employability Skills



Priority 1: Raising Aspirations

At New College Leicester, we maintain high expectations of our young people from the moment they join the college and throughout their secondary school career. In meeting these high expectations, students unlock many barriers to individual progress and experience success at various stages. They also continuously develop essential employability skills throughout their time at the college.

Raising the aspirations of our young people builds upon the foundations created by our high expectations through shaping self-belief and challenging their beliefs around who they are and what they can achieve by way of their intellectual ambitions and career choices.

This aspirational culture forms part of our everyday interactions with each student and underpins the curriculum so that every young person assimilates the key message that they can have ambitious career and life aspirations.

In addition, the college has invested its resources in:

- i. Open access to a fully resourced careers library
- ii. The provision of START; the online careers platform specifically designed for 11-18 year olds and available here to each student from Year 7 onwards
- iii. Promoting the potential careers in Science, Technology, Engineering and Maths (STEM) through industry-based learning. For example, working with local employers and creating apprenticeship opportunities for our students
- iv. Establishing outreach programmes with local universities to expose our young people at an early stage to consider undergraduate programmes of study as well as higher level apprenticeship qualifications

"I truly believe that without my experience during my time at New College Leicester, I would never have soared to the heights I have now, and I believe anything is possible for all students that attend there".

**Charlotte Boyer, Senior Events Manager
New College Leicester Alumni**



Aims:

- a) Creating co-constitutive working with prestigious universities to improve access to higher education for New College Leicester students
- b) To promote the #ThisIsUs portfolio across the curriculum to embed raising aspirations and to develop key employability skills and attributes
- c) Empower our young people to make informed and ambitious decisions

Priority 2: Employer Engagement

"In the ever-changing labour market, I believe that now, more than ever, there is a social responsibility on employers to engage with educational institutions to ensure that tomorrow's work force is skilled and ready for the world of work; with the correct blend of educational and employability skills to enable them to be a good fit for industry."

Angus Fraser - McDonald's

At New College Leicester, we appreciate the value of working with employers to gain an understanding of the challenges and opportunities of bringing young people into the workplace. Through a collaborative sharing of skills, knowledge and vision, we are developing a reputation for creating young people who are well prepared to enter the world of work. Employers share with us their approaches to human resources so that we can proactively improve the employability competencies and job prospects of our young people.

Working with employers further enables New College Leicester to provide impartial careers guidance across a range of pathways such as university, apprenticeships and other vocational pathways. We will continue to take full advantage of the new investment and development of apprenticeship provision in the UK, by working closely with apprenticeship providers who can offer a high-calibre route into employment and higher education.

New College Leicester is an active member of the Leicester and Leicestershire Enterprise Partnership (LLEP). Through this partnership, we have the privilege of working with Angus Fraser, our Enterprise Adviser and franchisee of McDonald's restaurants in Leicester.

The partnership seeks to:

- Undertake strategic planning; developing skills in communication and strategy development.
- Build strong working relationships and provide insight into the local business community and the opportunities available in the local labour market.
- Support the development of the New College local business network.

The college is also a member of The Leicester and Leicestershire Enterprise Partnership (LLEP) Careers Hub, which comprises of 20 schools. Careers Hubs are a central part of the Government's Careers Strategy, published in December 2018. The strategy aims to improve careers education nationally and help prepare young people for future employment.

Aims:

- To place New College Leicester as the number one employer/school of choice
- To actively engage employers in a working partnership that will result in opportunities for our students to be involved and experience the world of work
- To offer a variety of opportunities for students to explore the different apprenticeship pathways and apprenticeship levels



Priority 3: Developing Employability Skills: #ThisIsUs

At New College Leicester our students develop the confidence to embrace the responsibilities and opportunities that life has to offer and to become valued members of the local community and beyond. Fundamental to the success of our third priority is the embedding of our four core values of:

RESPECT ► RESPONSIBILITY ► RESILIENCE ► RESOURCEFULNESS – the values we hold most dear.

The New College Leicester #ThisIsUs portfolio has been created in collaboration with staff, students and governors to identify the skills, strengths and values required for a successful life in the world of work. Students at New College Leicester are already proficient in building resilience, problem solving and leadership.

These transferable skills are needed to compete in a fast moving, complex and competitive world, where the nature of work and employment is constantly evolving. Equipped with a portfolio of transferable skills spanning all roles and sectors, our students will be well placed to navigate the changing economic landscape and uncertain times ahead.

Aims:

- a) To assist young people to make a successful transition from education to the workplace
- b) To encourage students to recognise their skills, strengths and values as a key element in employability success - #ThisIsUs
- c) To continue relationship building with prospective employers to ensure our students are equipped for employment in the 21st century



Motivated	Open minded	Thirst to succeed	Resilient	Leader	Team player
Accepting of others and self	Aiming high with high expectations	Literate and Numerate			
Love of learning	Independent	Optimistic	Self confident	Kind	
Qualifications	Supportive	#ThisIsUs	Polite and well mannered		
Creative	Fair	Ambitious	Forgiving	Thirst for Knowledge	
Honest	Respectful	Self-belief	Reflective	Key Employment skills	
Responsible	Brave	Key Life Skills	Self aware	Empathetic	
An "I can" mentality	Communication skills	Resourceful	Perseveres	Critical thinker	

#ThisIsUs



Conclusion

Central to our Careers and Employability Strategy 2020–2025, is the steadfast belief that every student at New College Leicester has the ability and ambition to contribute meaningfully to the world of work and to enjoy the economic and wellbeing benefits that ensue.

This strategy responds to the demands that our students make of us; that in addition to providing an all rounded academic education, our students desire the crucial experiences, insights and knowledge that every young person requires to successfully enter a competitive job market.

This strategy will align with, and contribute to, the other strategic priorities of the college; Teaching and Learning, Health and Wellbeing, Sports and Physical Activity and Arts and Culture. This will define New College Leicester as innovative and distinct in the

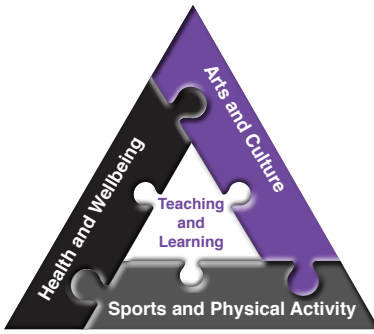
educational field; a place where the students are at the heart of everything it does. The strategy will support the long-term development of the students and staff, and will engage the local business communities and academia in delivering outstanding progress for all.

We believe that the strategy will succeed in its vision with effective leadership and co-constitutive partnerships with employers and education institutions.

We are confident that the New College Leicester #ThisIsUs portfolio of skills, strengths and values, will transform the strategy from the written word to actions, attitudes and achievement.

We are delighted to share our vision for success with you and invite you to join us on our unique journey.





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