

## Careers and Enterprise – the relationship between the two

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# The Careers & Enterprise Company

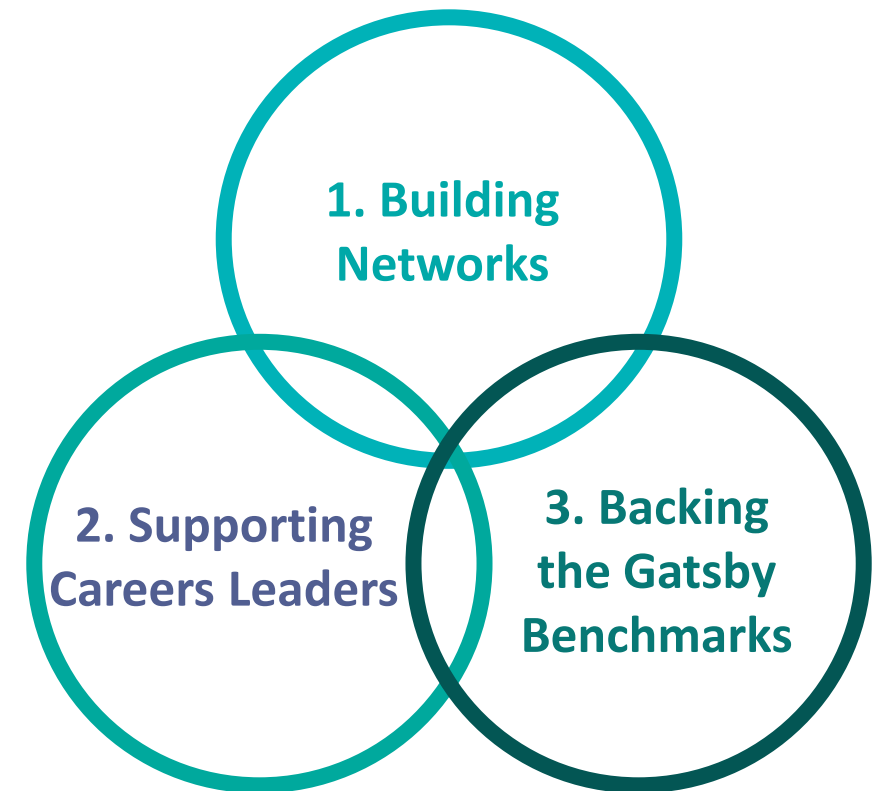
**Our mission is to prepare and inspire young people for the changing world of work**

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.

We work with Local Enterprise Partnerships to build a national network which now links over 4,500 schools and colleges to employers.

We have also funded hundreds of programmes to provide high quality employer engagement activities to young people where they are most needed.

The Government's Careers Strategy published in December 2017 expanded our role.



# What's the “enterprise” in Careers and Enterprise

A well-rounded and diverse careers education experience is fundamental in helping young people develop the knowledge and skills they need to make informed choices.

- We support the development of enterprise skills by;
- building the quality, scale and capacity of business expertise available to schools;
  - developing capability through Careers Leader training;
  - supporting delivery through the funding of enterprise programmes;
  - investing in thought leadership to develop understanding of what works;
  - sharing knowledge and learning with partners and through advocacy to shape best practice.



# What do we mean by enterprise at CEC?

## Providing opportunities:

The work that The Careers & Enterprise Company does is about ensuring every young person has multiple experiences of the world of work.

The learning from these varied experiences is transformative, allowing those young people to go on and make informed decisions about their future.

Given the large percentage of the UK population who set up their own business, or work for a small or medium sized business, we need to ensure the encounters we support in schools and colleges are representative of the working population and therefore include entrepreneurs and small business owners.

- **Building a network of Enterprise Advisers, senior business volunteers**
- **42% are self-employed or work in small or micro businesses**
- **Give an hour campaign, to date 50% are from small or micro business, a rich pool of entrepreneurial role models mobilised in schools and colleges**
- **c20% of Cornerstone Employers are SME businesses and bring their entrepreneurial perspective to supporting a community of schools and colleges**
- **Employer Advisory Groups include diverse representation**



# Enterprise in CEC Context

- \*Enterprise for All highlighted: enterprise education is not only about encouraging young people to consider self-employment and entrepreneurship, but also about fostering 'a can-do and positive attitude and equipping people with the confidence to develop a career and vocational interests'.
- The skills developed through Enterprise activities are fundamental key skills we know are key to ensuring young people are well prepared for the world of work
- Part of CEC role is to ensuring every young person has multiple experiences of the world of work. The learning from these varied experiences is transformative, allowing those young people to go on and make informed decisions about their future
- We must ensure the encounters we support in schools and colleges are representative of the working population and therefore include access to enterprise education

\*Young, D. (2014). Enterprise for All. London: UK Government.

# What does that look like in reality for schools?

- Supporting Careers Leaders through training
- Development of skills through the delivery of Gatsby Benchmarks
- Our partnership work with CDI and Skills Builder informs Career Leader professional development
- Development and promotion of Youth Social Action Toolkit
- Promoting self-employment / enterprise as a viable careers option
- Targeting investment into piloting and delivering new activity



# Examples of funded activities promoting entrepreneurial skills and activity

- The Princes Trust 'Achieve' Programme
- Envision 'Community Apprentice' Programme
- Manufacturing Institute 'Make It' Challenge
- Young Enterprise 'Tenner Plus'

## Additional activity

- Awareness raising of high-quality programmes via Resource and Provider Directories
- Partnership working to embed enterprise and key skills into the careers sector and education at large
- We researched what works in terms of 'Business games and competitions' interventions







**Thank you**  
**Questions?**