

## Employer engagement in action

Three Career Colleges opened in September 2014, with several more planning 2015/16 openings. We are hugely encouraged by the support these colleges are receiving from employers.

Here are some shining examples:



### Employer engagement in Bromley College's Hospitality, Food and Enterprise Career College

A group of over 15 employers sit on the College's advisory board and focus group.

The **Modern Pantry** has helped develop flipped learning activities including videos and interviews with staff.

The **Quality Chop House** has helped with recruitment in 2014 and provided some flipped videos including descriptions of job roles within the business. Demonstrations for students have also been given.

The owner of **Aribaca Spice, Bunmi Olokosi** has recently engaged with the College's apprenticeship programme and is providing access to customer service training which he conducts with staff in his restaurant.

**Wright Bros' Richard Kirkwood** visited the College and gave a fish preparation demonstration for students. Richard has also volunteered his time to come and assess practical exams.

Chefs **Allan Pickett (Piquet Restaurant)** and **Chris and James Tanner (Kentish Hare)** will be involved in guest chef evenings throughout the academic year along with several other supportive activities.

**Aqua@ The Shard** has allowed three separate visits for students to visit their restaurant, which included demonstrations and a tour of their kitchens.

### Hugh Baird's Hospitality and Visitor Economy Career College

has extremely close links with industry partners, ensuring its students can take advantage of some great employment opportunities including work experience and apprenticeships.

Michelin-starred chef, **Kenny Atkinson**, has come and spoken to students, cooking with them and providing insight of the industry.

**Chef Adam Franklin**, owner of the **Yacht Club** in Liverpool, has been working with students via a culinary literacy programme, Eat my Words. Sponsors of this event included Hilton, Churchill & Taylor Shaw.

The MD of **Signature Living, David Hughes**, has visited the college, giving students an insight into the hotel industry. The company has also offered work experience/shadowing placements for the 14-16-year-olds.

**Pulse events agency** has offered recruitment opportunities to the post-16 group, as well as talking to younger students about event management and what's involved.

**Thomas Cook** shared their interview process with the college, enabling all students to have an industry standard interview.

### Career College North East (South Tyneside)

Opening in 2015, CCNE has already engaged with several leading employers.

**Siemens** and **Ford Aerospace** are both supporting the development of the new Career College's curriculum. Once the college opens to students in September 2015, both companies will be offering work experience opportunities to students alongside many other exciting activities.

For further information about Career Colleges and how your business can get involved, please visit [www.careercolleges.org.uk](http://www.careercolleges.org.uk) or contact [enquiries@careercolleges.org.uk](mailto:enquiries@careercolleges.org.uk)



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14-19 Preparing young people for work



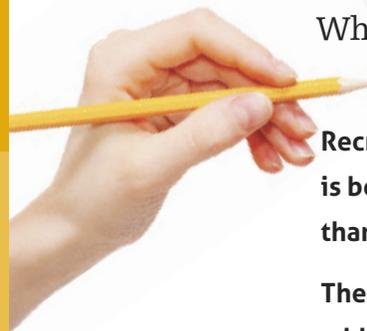
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## A guide for employers

Why get involved with a career College?



Recruiting a skilled and motivated workforce is becoming more of a challenge for employers than ever before.

The Career Colleges Trust wants to help industry address this growing issue. We want employers to have direct access to people with the right skills to ensure their businesses can continue to grow successfully – both now and in the future.



## What is a Career College

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Career Colleges are new, career-led models of education for 14–19-year-olds.

Students receive first class vocational training in a particular specialism, alongside rigorous academic teaching and studying for GCSEs in core subjects.

But what separates a Career College from a general FE college is *pioneering employer engagement, on a level not seen before.*

We want to encourage industry to take a leading role in the design and ongoing delivery of the training and development of young people. This will assure students and their parents that they are being taught the latest industry-relevant skills, meeting the needs and requirements of future employers.



Putting employers in the driving seat will ensure that every Career College student has a clear line of sight to work – something that is arguably missing from today's education system, which many believe lacks quality careers guidance and advice.

## Engaging employers

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There is a huge amount of support for Career Colleges across all industries. This isn't surprising considering the huge skills shortages many employers are facing and the struggle they are having to find adequately skilled employees.

Becoming involved with a Career College is not just about developing your company's CSR strategy – but more about addressing the need to 'futureproof' your workforce.

There are many advantages for businesses to engage with a Career College:

- An opportunity for you to access a skilled and motivated future workforce
- A guarantee that students are equipped with knowledge and skills that fully meet the needs of the sector/business
- Opportunities for your staff to develop their skills, via mentoring and coaching young people
- Being part of a pioneering, innovative and national educational movement – which brings with it a variety of national PR and marketing opportunities.

## How you can get involved

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There are many ways your business can engage with Career Colleges and at very different levels. Finding time to get involved may not always be easy for a business but we can offer a range of suggestions that will allow employers of all sizes to hopefully pledge offers of support.

Here are some examples:

- Being part of an advisory or steering group of a Career College – helping set the mission and strategic direction
- Providing 'on the job' project work and real work scenarios for students
- Industry open days
- Masterclasses
- Shaping the training and development that young people receive
- Quality work experience and employment opportunities
- Mentoring, coaching and shadowing
- Practical and realistic careers advice
- Provision of learning materials for learners including hardware, software, laptops, desktops, books
- Hosting events in partnership with the Career College Trust and the FE College for learners and parents to learn more about the particular industry.

As well as offering the practical support highlighted above, employers have the ability to enthuse and excite young people by setting high aspirations and nurturing ambition. A 14-year-old will be far more 'career-motivated' if they are learning from experts, have exposure to a workplace that interests them and can see the 'end point' of their education.

