



Lakes College Careers Strategy, outlines how we will provide learners with a careers plan, to develop their knowledge, skills and behaviours, to raise aspirations and to be supported to meet their full potential.

Careers Strategy 2020-2023

Approved: 18th March 2021

Lakes College – Careers Strategy 2020-2023

“Our Mission and purpose is to enable people to recognise, develop and fulfil their potential “

Lakes College is a high quality technical college, serving the area of West Cumbria and mainly the districts of Allerdale and Copeland. We offer a wide range of technical qualifications which are designed to contribute to growth of the local economy as well as enable students to progress onto Higher Education.

Our Values

At Lakes College our Values support alignment with goals and people.

Ready

We are prepared, present and committed to do our best

We take responsibility for our own learning and improvement

We all take the responsibility to do the right thing

Respectful

We deliver constantly high standards for all our customers

We respect and value everyone’s contribution and respect our differences

We respect our environment and the role we play in the community

Potential

Be your best, support and inspire others to be their best

We work together as one college

We are productive, reflective and seek to improve

We embrace opportunities and build resilience

Our values underpin the work that we do at Lakes College, we embrace equality, diversity and inclusion. We offer support to colleagues and students alike, embracing the “one college ethos”. This ethos is reflected in our careers strategy.

We all work to strive to be “Better than good” in all work that we do, with students, partnerships, employer. Delivery of the Beyond Good strategy is supported by four areas of strategic focus:

Learners Achieve:

- We support learners to learn, thrive, progress and challenge themselves to develop their potential and achieve their employment and careers aspirations.
- All learners are engaged I high quality teaching, learning and assessment and personalised support in a positive environment.

Our Offer and Services:

- We actively seek and use all available information, feedback and engagement to ensure our offer and services meet local, regional and national priorities.
- We are closely aligned to Cumbria’s economic needs and priorities, and enable as many people as possible to contribute to economic growth.

Our people

- All staff are committed to our vision, demonstrate our values, and develop themselves in line with our ambitions.
- Everyone is encouraged to innovate and explore new ways of working, including best use of technology.

Our Finances

- We will ensure our long-term sustainability by growing and diversifying our income.
- We will operate efficiently, add to reserves, and invest in technology to support our operations.

This careers strategy sits at the heart of the first two areas of strategic focus and is supported and enabled by the second two.

Responsibility – Good Career Guidance

We have a responsibility to provide good quality, independent careers advice to each person who shows interest in a course at Lakes College. This enables applicants to make informed decisions regarding the choices that are available to them.

We have a responsibility to ensure we develop employability skills that are relevant to the current employment market. Lakes College will support learners to gain the knowledge,

skills and behaviours needed to enhance their employability status whilst gaining a qualification.

We have a responsibility to encourage learners to look at all the available opportunities available to enable to maximise their potential.

We have a responsibility to offer a structured careers plan for individual learners, with strategic interventions throughout their time at college to ensure that learners understand how to maximise their potential and achieve their goals.

The government published the national careers strategy in December 2017 and later published the statutory guidance for college leads and staff in 2018. The Gatsby benchmarks were identified as the main framework for a careers programme within schools and colleges, with the expectation that these will be met by the end of 2020.

Achievements to date as reflected in our latest Compass Careers Benchmark completed in December 2020 are;

Benchmark	December 2020	July 2020
Benchmark 1	88%	88%
Benchmark 2	100%	100%
Benchmark 3	91%	91%
Benchmark 4	100%	100%
Benchmark 5	66%	88%
Benchmark 6	75%	75%
Benchmark 7	41%	41%
Benchmark 8	100%	100%

This refreshed strategy sets out the plan for building on this baseline to enhance our high quality careers system to assist young people choose career opportunities that are right for them. The aim of the strategy is that all young people receive an excellent programme of advice and guidance to meet their individual needs.

Lakes College careers strategy, outlines how we will provide a learners with a careers plan, to develop their knowledge, skills and behaviours, to raise aspirations and to be supported to meet their full potential.

The Gatsby Benchmarks

1. The Gatsby Benchmarks: -

1. A Stable Careers Programme;

- a. Lakes College will have a stable, structured careers programme that has the explicit backing of the senior management team, and has an identified and appropriately trained person responsible for it.
- b. The careers programme will be published on Lakes College website in a way that enables learners, parents, college staff and employers to access and understand it.
- c. The programme will be regularly evaluated, with feedback from learners, parents, college staff and employers as part of the evaluation process.

2. Learning from Career and Labour Market Information;

- a. During their study programme, all learners should access and use information about career paths and the labour market to inform their own decisions on study options.
- b. Parents will be encouraged to access and use information about labour markets and future study options to inform their support to the learners in their care.

3. Addressing the Needs of Each Student;

- a. Lakes College Career Programme will actively seek to challenge stereotypical thinking and raise aspirations.
- b. Lakes College will keep systematic records of the individual advice given to each learner, and subsequent agreed decisions.
- c. The records of advice given will be integrated with those given at a previous stage of the learner's education where these are made available. Records will begin to be kept from the first point of contact or from the point of transition.
- d. All learners will have access to these records to support their career development. Lakes College will collect and maintain accurate data for each learner on their education, training or employment destinations.

4. Linking Curriculum Learning to careers;

- a. Throughout their programme of study (and by the end of their course) every learner will have had the opportunity to experience how their subjects help people gain entry to (and be more effective workers within) a wide range of occupations.

5. Encounters with Employers and Employees;

- a. Every year, alongside their study programme, learners should participate in at least two meaningful encounters with an employer. At least one encounter should be delivered through their curriculum area.
- b. Lakes College will record and take account of learners own part-time employment and the influence this has had on their development.

6. Experiences of Workplaces;

- a. By the end of their study programme, every learner will have had at least one valuable and meaningful experience of a workplace, additional to any part-time jobs they may have.

7. Encounters with Further and Higher Education;

- a. By the end of their programme of study, every learner will have had a meaningful encounter with a range of providers of learning and training that may form the next stage of their career. This should include, as appropriate, further education colleges, higher education and apprenticeship and training providers. This should include the opportunity to meet both staff and learners.

8. Personal Guidance;

- a. Lakes College will provide each learner with the opportunity for guidance interviews with a specialist careers advisor at least once during their time at the college.

Implementation of this strategy

The aim of this strategy is to provide a solid framework, incorporating the Gatsby Benchmarks to deliver an inclusive, first—class individualised care Implementation of the strategy will be actively reviewed and the impact and effectiveness of the strategy evaluated. We will seek collaboration from stakeholders to ensure that the strategy provides a sufficient framework for its users

The Strategy will be fully available for staff and the learning community and be publicised in an accessible manner, as per statutory requirements. We will take ownership and work in collaboration with students, tutors, coaches, employers and HE providers to ensure that we allow our learner’s access to all opportunities available, and support them to do so.

Careers Strategy incorporated into the Learner Journey



We will do this by:

- Having a structured careers plan, which is individualised for the learner.
- Each learner will have a “careers” interview prior to being offered a place on a course, from that interview we will establish and advise potential goals.
- This will ensure that the learner gets the correct advice and support pre enrolment, which will ensure that the course they are enrolled on reflects their end goal.
- Once enrolled, a learner will have a **career action plan**, this document will assist in providing a holistic approach to developing and measuring the key skills and competencies to assist the learner maximise their study programme to achieve their potential.
- A learner will have structured appointments with a careers advisor at key stages on their journey with Lakes College. These appointment will serve to check the progress the learner is making with knowledge, skills and behaviours to reach chosen destination.
- Learners will be provided and signposted with relevant careers information to assist their development.
- Learners will be supported with applications via UCAS.
- Learners will have the opportunity to meet with various HE providers and employers during the time they are with us.
- Learners will be supported to develop key employability skills and behaviours.
- Learners will be supported and encouraged to raise their aspirations, challenge stereotypes and improve social mobility, to enable them to reach their potential.
- We will support and encourage a learner through their journey, to achieve a successful transition into their chosen destination.

We will achieve this by utilising our resources at a strategic and operational level. Strategic responsibility for the careers strategy is provided by the Deputy Principal who will report into the Strategic Leadership Team and Corporation within the cycle of business. Operational leadership is provided by the Careers and Admissions Manager providing careers, information advice and guidance and related services. The Careers and Admissions Manager is supported by the Business Engagement Manager in providing learner with interactions with employers and the workplace, the Learner Support Manager in supporting learners in their learning, employability skills development and pastoral support, particularly to SEND learners. Additionally, teaching and learning colleagues provide core subject learning and identify links to careers within this. All roles contribute to this careers strategy and oversight, alignment will be provided by a Careers Committee, chaired by the Deputy Principal.

We will continue to work with the local enterprise partnership and complete compass analysis 3 monthly to measure against Gatsby bench marks, we will look to put in place a

feedback system so parents and students can feedback on how they feel their career plan has been developed and supported

We will measure our success against destination data and course progression data. We will measure progress by a one college approach through meetings with other departments and existing partners.

Retention data of students during the year

Achievements of career goals this should improve achievements

Strategically the implementation of the above points should impact the achievements of our students.

Headline priorities over the period of this strategy are detailed below and detailed implementation plan for 2020/2021 is attached at Appendix 1.

2020/21	2021/22	2022/23
Restructure Careers functions and appoint key staff	Implement full careers learner journey for 2021/22 academic year	Matrix re-accreditation
Review and approve new Careers Strategy	Seek accreditation for Quality in Careers standard	
Establish Careers Committee	Secure QCF Level 6 Diploma in Career Guidance and Development qualification for Careers leader	
Engage key stakeholders in development and implementation of refreshed strategy		
Research Quality in Careers Standard and undertake baseline assessment		
Run National Careers Week event		
Review and implement refreshed learner career journey		
Review destination and progression data collection methodology and how this is utilised in curriculum planning		

2020/21 Actions	Timescale	Responsible Person	Progress	Status
Review progress against 2018 careers strategy to inform update	Dec 20	Admissions, Recruitment and Careers Manager	Completed	Completed
Restructure Careers functions and appoint key staff	Jan 21	Deputy Principal/ Admissions, Recruitment and Careers Manager	In progress	
Support two staff to L4 Certificate in careers Leadership	Jan 21	Admissions, Recruitment and Careers Manager	Cath W almost completed A Norman – Enrolled L4	
Engage key stakeholders in development and implementation of refreshed strategy	Feb 21	Admissions, Recruitment and Careers Manager	In Progress	
Update careers strategy and publish on college web-site	Mar 21	Admissions, Recruitment and Careers Manager	In progress	
Establish internal Careers Committee	Mar 21	Deputy Principal/ Admissions, Recruitment and Careers Manager	To be done	
Evaluate benefits of using Compass + tool	Apr 21	Admissions, Recruitment and Careers Manager	To be complete with LEP end of March	
Research Quality in Careers Standard and undertake baseline assessment	May 21	Admissions, Recruitment and Careers Manager	To be done	

2020/21 Actions	Timescale	Responsible Person	Progress	Status
Submit Careers Annual report to SLT and Corporation	Sept 21	Admissions, Recruitment and Careers Manager		
Run National Careers Week event	Mar 21	Admissions, Recruitment and Careers Manager/Marketing Manager	Plan in place	
Utilise Vector local LMI database to inform curriculum offer and provide learners with local LMI data	Apr 21	Admissions, Recruitment and Careers Manager	In progress	
Review destination and progression data collection methodology and how this is utilised in curriculum planning	Jun 21	Deputy Principal/ Admissions, Recruitment and Careers Manager		
Review and implement refreshed learner career journey	Mar 21	Admissions, Recruitment and Careers Manager	In progress – structure planned	
All learners to be supported in development of CV	Jun 21	Admissions, Recruitment and Careers Manager		
Utilise Vector LMI database to inform curriculum offer and provide learners with local LMI data	Apr 21	Admissions, Recruitment and Careers Manager/Careers Team		
Review use of learner records platforms- EBS, Salesforce and e-	Apr 21	Working careers group		

2020/21 Actions	Timescale	Responsible Person	Progress	Status
tracker to support learners' careers aspirations and plans				
Secure minimum of one employer engagement session for each learner	Jun 21	Business Engagement Manager		
Under COVID-19 conditions secure work- placement (or simulated placements) for all L2 and L3 learners.	March- July 21	Business Engagement Manager		
Secure Lakes College placements, with application and interview practice to supplement external work-placements under COVID-19 conditions.	March- July 21	Business Engagement Manager		
Every student to have careers interview with trained advisor regarding progression and next steps.	March 21	Admissions, Recruitment and Careers Manager/Careers Lead	All level 3.2 have been offered L6 Appointment to date	