

# Careers in the Curriculum

## Cornerstone Employer Case Study

TESCO



THE CAREERS & ENTERPRISE COMPANY

### Background

In 2021 CEC delivered a series of masterclasses and webinars to help staff in schools and colleges embed careers within the curriculum. As part of pandemic recovery, CEC were keen to support schools with high quality resources on 'careers across the curriculum' that can be delivered, at pace, by subject teachers within timetabled lessons.

CEC worked with Academies Enterprise Trust and their curriculum staff, Careers Leaders, and Cornerstone Employers to co-create the resources. These resources have been shared with Careers Leaders across England and are hosted on the CEC Resources Directory.

Tesco have worked with the CEC as a Cornerstone Employer in Hertfordshire since 2019, where they also provide Enterprise Advisers. As part of the development of curriculum resources, Tesco worked with CEC and AET to develop resources for [English](#).

### Aims

Tesco aimed to support young people to understand the Retail sector and the varied careers available. By working with CEC and AET they were able to draw on expertise from across the business – Recruitment, Engineering and Marketing and Communications and develop high quality KS3 & KS4 curriculum resources that reflected the world of work.

This ensured that Tesco could reach thousands of young people in areas of the country where they might not be able to send volunteers into the classroom.



**Too often, students see our subject as having no relevance to their future. This is a great resource to make direct links between what they are learning today and where this could take them tomorrow. This resource helps students to discover new and exciting career choices and teachers to build their skills ensuring that they are ready to take on any challenge.**

Lisa Ashes, English Subject Expert  
Academies Enterprise Trust



**As a Cornerstone Employer we are committed to helping young people understand how the subjects they study at school link to future career opportunities and build their employability skills. We were delighted to be part of the Gatsby Benchmark 4 pilot working alongside expert subject leaders for English to help them create and deliver high quality resources that put teaching and learning in the context of the world of work.**

Samantha Sullivan Pre-employability and  
Work Placement Manager - Tesco

### Actions

As part of the project we did the following:

- Took part in an Employer Briefing
- Reached out to internal colleagues to volunteer to take part
- Attended a collaboration meeting with CEC & AET Teachers to develop lesson ideas for Yr7, Yr8, Yr9 and Yr10 English Curriculum
- Identified a lead person for each lesson and then worked with the lead teacher from AET to shape the lessons in the context of the world of work
- Attended a review meeting with CEC & AET
- Signed off lessons

Following the success of the pilot through the Careers Hub we delivered local webinars on BM4 to careers leaders and employers showcasing our experience and how creating meaningful content to link the curriculum to careers can bring the subject to life and can highlight the skills and potential career paths available.

Building on our knowledge and the experience of our colleagues we've been able to create and deliver further lesson plans in Food Technology, computer science and business studies for our partner school-Barnwell.

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### Challenges

We had to consider the most appropriate colleagues to engage to support the project and outline from the start how much time they would need to invest. By sharing a clear brief and the impact the project would have, our colleagues were more than happy to share their insight and experience with the AET team. Agreeing brand guidelines upfront and the sign off process is a vital part of process.

### Outcomes

#### Early Wins:

These English resources allow curriculum staff to engage students and support subject progress, at pace, whilst connecting them to the world of work.

The resources were highlighted in CEC's Careers Leader communication and hosted on the Resources Directory. Since being uploaded the resources have had 1239 views.

This work has ensured that Tesco could reach thousands of young people in areas of the country where it might not be possible to send volunteers into the classroom.

#### Emerging:

Since working on the pilot project we have continued our partnership with AET to develop further resources for:

- math, computing and geography

This work will allow more young people to gain an insight into the breadth of future career opportunities.

BM4 was identified by the Cornerstone Employer Group as an area that employers could provide long-term tangible support for our schools in Hertfordshire. The resources created by Tesco have, at local level, been of great use for Barnwell School but also provides a blueprint for how other employers can support their partner schools.

These resources have been shared across the county and throughout our network of Enterprise Advisers and it is no coincidence that Benchmark 4 is the Hub's highest scoring area of Gatsby with 84% schools fully achieving (as at Easter 2022).

### Relates to Careers Hub Coordinated Actions



Careers education as part of economic recovery



Employers build long term sustainable, mutually beneficial partnerships with schools and colleges

### Relates to Gatsby Benchmarks

4

Linking curriculum learning to careers.

### How did the work align with the Cornerstone Employer role?



Helped to achieve better outcomes for young people

### Learnings

1. Keep an open mindset – explore and the solution will present itself
2. Understand the objective – discuss and seek clarity where necessary
3. Plan & communicate – It takes time and effort
4. Enjoy & make it real – feel fantastic about bringing things to life

If you are interested in replicating the work of Tesco and AET then we have produced a [guide](#).