

Vocational Pathways

Cornerstone Employer Case Study

Background

Most employers in our Cornerstone group promote apprenticeships as opportunities within their industry. These can be difficult to recruit for as some young people don't consider this type of transition.

Additionally some parents don't promote this route and can lack knowledge about local employers and the opportunities they offer. Careers Leaders may themselves have limited knowledge, making it difficult to highlight the benefits.

National Apprenticeship Week 2022 allowed us to align these issues and, by using real local young apprentices, to show students the routes taken, and the networks and experiences available.

Aims

- Provide insight into the daily life of an apprentice within Cornerstone Employers' businesses.
- Introduce student to apprenticeships, traineeships and T Levels to raise awareness of different options and provide an alternative to university.
- Highlight the benefits of 'earn while you learn'.
- Engage and inform parents so they understand the opportunities and benefits.
- Signpost sources of apprenticeship opportunities and vacancies information across Liverpool City Region.



It was fantastic that LCR Cornerstone Employers were involved with National Apprentice Week 2022. Through events like this with schools and colleges we can share information on a range of different apprentice routes and opportunities into employment. It brings to life the impact Cornerstones can have in raising the aspirations and attainment of all our young people

Lesley Penton

Partnerships Director, The Regenda Group

Actions

- Gained commitment from businesses – we had 25 apprentices from 9 businesses, including Jaguar Land Rover.
- Agreed clear objectives for the sessions with standardised presentation templates.
- Ensured diversity of presenters - including gender, race and stage of qualification.
- Invited The Ask Project and training provider, The Learning Foundry, to deliver the introduction for the week.
- Developed a clear brief for Cornerstone presenters, with consistent format.
- Obtained presentation drafts early to help with consistency, marketing and shared ambassadorial role between Cornerstone employers.
- Provided pre-work for students to better understand the businesses.
- Recorded sessions so schools can access at another time of their convenience.



It is important to inspire the next generation of employees within the construction industry. The sessions were a huge success in providing the students with an insight into the variety of roles the industry has to offer, along with an understanding into the different career paths which are open to them, allowing them to make educated career choices for the future.

Julie Baker, Social Value Manager at
Keepmoat Homes

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Outcomes

Early Wins:

- 780 students accessed the events across the week.
- Supported Careers Leaders to inspire young people with easy to access info on real live apprentices.
- Challenged stereotypes by showcasing girls in engineering, advanced manufacturing, land development. Highlighting there are no barriers to being able to work in any sector or job role.
- Demonstrated the power of collaboration - Cornerstone Employers can see the difference they are making by working together, providing a broad perspective on opportunities as well as highlighting their own company supporting future recruitment drives.

Emerging:

- Strengthening relationships between the Hub, Cornerstone Employers and local training providers.
- Raising awareness of local employment opportunities and highlighting options for young people.
- Increasing parental knowledge and engagement.

Learnings

- Keep sessions tight and ensure all employers given equal time and support. 45-minute sessions worked well, allowing for Q & A with live chat to engage the young people as well as employers.
- Select apprentices/staff who are engaging (ideally with some experience of presenting) and also those who can help challenge stereotypes.
- Make it easy for the employers to be involved by providing them with templates, ask for succinct information.
- Careers Hubs should provide clear briefings, and take a leadership role in hosting and managing behind the scenes, keeping everyone involved, to time and on track.
- Students who engaged in pre-work are more engaged in the sessions.

- Choose your virtual platform carefully and check all employers can access it.
- Record the sessions as some schools have trouble accessing sessions in real time due to their curriculum structure.

Next Steps

Build on this success by agreeing regular collaborative projects for our Cornerstone Employer group. They have so much to give and are passionate about supporting our city region's young people.

Link to [learn more](#)

Link to [the videos](#)

Relates to Careers Hub Coordinated Actions



Amplifying technical and vocational routes



Effective transitions



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

Relates to Gatsby Benchmarks

2 | Learning from career and labour market information.

5 | Encounters with employers and employees.

7 | Encounters with further and higher education.

How did the work align with the Cornerstone Employer role?



Helped to promote the hubs and the role of careers and education



Helped to embed careers education in the Cornerstone Employers' organisations



Helped to achieve better outcomes for young people



Focus on STEM