

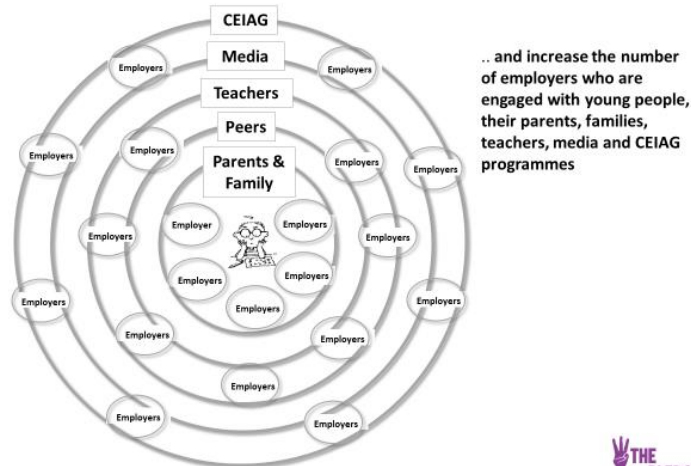
The Pledge

The Cheshire and Warrington Pledge provides the platform for young people, businesses and education to engage for the benefit of the local area.

The Pledge puts employers at the heart of inspiring, communicating and providing information regularly with young people (primary, secondary and higher), showing career pathways and progression opportunities – exciting them about new technologies, offering work experience, apprenticeships and jobs and working with providers to shape provision. It also provides businesses with the chance to help young people to become work ready by giving them the experience of meeting employers and the chance to undertake tasks that help them to develop, demonstrate and explore the skills and qualities that businesses look for when employing young people. The Pledge will act as the glue, bringing together these opportunities in a coherent way.

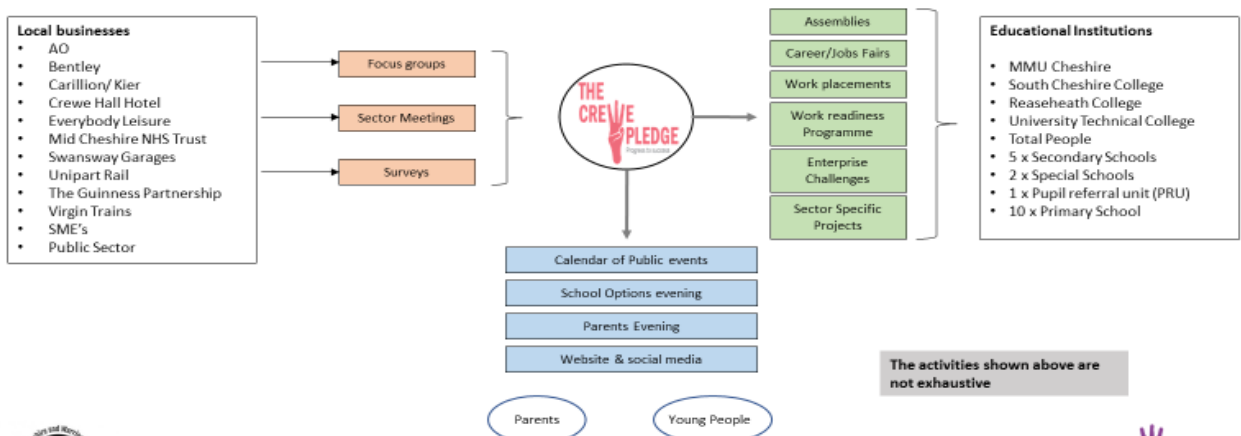
The diagram below shows the main influencers on a young persons choice of progression and career. The diagram shows how The Pledge will put employers at the heart of this decision-making process.

The CW Pledge will help employers move towards the inner circle of young peoples' career influences...



An outline of the structure of each Pledge is show in the diagram using the established Crewe Pledge as an example.

- More co-ordinated engagement with the business community. Businesses in control. (An example of the Crewe Pledge)





The 10 Pledges across Cheshire and Warrington will join 5 or 6 management structures with:

A Management Group. This group will meet at least twice a year, have a formal Agenda and set of minutes with Action Points. The Agenda will be largely common across on Pledge Management groups. It will have a common set of Pledge Terms of reference. The membership will be at least 9, majority from Business and have the following as part of its make-up. Membership will include someone representing LEP Skills Board, at least one large and one SME business, local representation eg. Town Council, a local secondary school, FE college and / or University rep (eg. Higher Horizon), a local authority rep and Pledge staff.

An Employers group. This group will meet at least three times a year, have a formal Agenda and set of minutes with Action Points. The Agenda will be largely common across on Pledge Management groups. It will have a common set of Pledge Terms of reference. The membership will be at least 5 and include a chair, a large and SME business and an organisation representing wider businesses (eg. Chamber of Commerce)

An Education Group. This group will meet at least three times a year, have a formal Agenda and set of minutes with Action Points. The Agenda will be largely common across on Pledge Management groups. It will have a common set of Pledge Terms of reference. The membership will be at least 5 and include a chair, secondary schools, an HE rep (eg. Higher Horizons), a FE rep and ideally primary and special school representation.

The employer and education group may meet together.

Task and finish groups will be established if needed.

A representative of each Pledge will also be invited to join the overarching **Pledge Executive Group**. This will allow each Pledge to feed into, and benefit from being part of a wider network of opportunities and experience.

Activity of each Pledge

Each Pledge will offer the following opportunities which puts employers at the heart of inspiring, communicating and providing information for young people.

1. A **Careers Fair** – with at least 20 exhibitors made up of at least 10 employers, 2 FE providers, 2 HE providers and 2 opportunities to undertake activities to enhance a future CV.
2. An **Employment Readiness Collapsed Day** for a whole year group – a chance to meet employers, FE colleges, universities and those promoting a strong future CV.
3. **Assemblies** – including an outline of skills required by employers, future CV, progression routes and assemblies led by employers.
4. An **Employment Readiness Programme** over time – with opportunities to meet employers.
5. An **Explore Programme** over time – targeted at a group of Vulnerable Learners (eg. SEN, Cared for, at Risk of NEET – a chance to explore progression routes and secure an appropriate progression and gain support to ensure the progression is followed. This may also include a chance to meet with employers.
6. A **Volunteer Opportunities Week** – to highlight the benefits for future CV and development of skills employers value. This may include a Volunteering Opportunities Fair.
7. A **visit to a University** – for students. This could be for a whole year group, or a targeted group.



8. An **Employment Readiness Accreditation** – a mock assessment centre led by business, for students, probably Year 13, looking to progress onto an apprenticeship or employment.
9. **Sector Specific Opportunities**, including STEM and Digital sectors.
10. Opportunities to take part in **National Competitions with local employer support** eg. Young Enterprise, Proshare, Mock Trial, Siemens Roller Coaster Challenge
11. Co-ordinated **link up with other provision** available locally eg. NCS programme, Career Ready, Work experience etc.
12. Support with other **out of school activities** to enhance employability skills and develop future CV eg. unfirmed services.
13. The opportunity to **map employability skills** achieved through the YouthFed App.
14. A Pledge wide **annual celebration**.

Each Pledge will also offer the following developmental opportunities:

A) For Employers

1. **Employer support and sharing practice** sessions eg. **How to take on an Apprentice**, how to run effective **work experience**, how to **talent spot** future workers
2. A **Young Professionals network**, hosted through the local Chamber of Commerce,
3. **Support visits** to individual employers

B) For Parents

1. A town wide **IAG support evening for parents**
2. An input to **Parents Meetings** (eg. Options Evening) to discuss the skills and qualities employers look for, how to develop a strong Future CV and local and national labour market information.
3. A **Business Open day** where employers welcome parents/ carers and their young people
4. The **Careers Fair** to stay open into the **evening** for the wider community to benefit

C) For Schools

1. Each school to have an **Enterprise Advisor** from business to support them, set up by Enterprise Co-ordinators from the Careers and Enterprise Company
2. **Support visits** to individual schools
3. An input to **Staff Meetings** – to upskill staff on Labour Market Information, and trends in employment and progression opportunities, eg. Apprenticeships, FE and HE changes.
4. A session to review and plan progress against the **Gatsby Benchmarks**

The activities outlined are not exhaustive. They are also not all run b the Pledge, which will act as the glue in ensuring the opportunities are offered, communicated and evaluated.