



WP2 Case Study: Wolverhampton Education Business Partnership (EBP)

General Information on VET Organisation	
Institution:	Wolverhampton Education Business Partnership (EBP)
Type of Institution:	City Council team
Locality and Country:	Wolverhampton, UK
Course name and level:	Not applicable
Target Group of Course/Curriculum:	All students, levels and subjects. Years 7-13 (ages 11 – 18)
Pedagogy used?	Not applicable. Depending on the activities and initiatives different pedagogies will be used.
Is the course accredited?	Not applicable
Statistical Information (if relevant)	There are 17 secondary schools within the City of Wolverhampton who work with Wolverhampton EBP
General Information on Business involved	
Name of Business:	Not applicable. Schools in Wolverhampton work with a wide range of businesses.
Number of employees:	Not applicable. Schools in Wolverhampton work with a wide range of businesses.
Area of involved Business:	Schools in Wolverhampton work with businesses across a wide range of business sectors and industries
How is the Business involved in the curriculum?	In various ways – please see detailed description and examples below.

Engagement profile of business: In what way(s) does the business cooperate in various ways – please see detailed description and examples below.

This case study focusses on the city-wide provision for education and business links within Wolverhampton. It provides details of a model used by Wolverhampton EBP to assist schools with developing, planning and maintaining links with business. The model can be applied to all year groups and curriculum areas and encompasses all links with business. Although not focussing on one school's provision, this case study does provide examples of activities. For detailed information regarding how one Wolverhampton school, North East Wolverhampton Academy, has implemented this model, please see the specific case study.

Background and rationale

Wolverhampton EBP is aware of research from the Government's Employers Taskforce which indicates that there is a positive relationship between how many employer contacts young people experience at school:

"New British evidence shows statistically significant positive relationships exist between the number of employer contacts (such as careers talks or work experience) that a young person experience in school (between the ages of 14 and 19) and: Their confidence (at 19-24) in progression towards ultimate career goals; The likelihood of whether (at 19-24) they are NEET or non-NEET; and Earnings if salaried.

The 7% of young adults surveyed who recalled four or more activities while at school were five times less likely to be NEET and earned, on average, 16% more than peers who recalled no such activities. The findings are not linked to highest level of qualification."

Education and Employers website, February 2012

It is also a requirement of the Office for Standards in Education, Children's Services and Skills (Ofsted) to work with employers and the model implemented in Wolverhampton is one way to plan and support this.

4+ campaign and World of Work models

As a result Wolverhampton EBP has developed 2 key initiatives.

The 4+ campaign aims to support schools in ensuring that young people experience 4 or more engagements with employers.

These employer engagement targets are set within an annual planning process through which schools plan and co-ordinate their needs and how they will link to, enhance and support, the curriculum. The planning process is called the 'World of Work Plan' and provides a model, supported by a route map overview to plan, develop and maintain employer engagement. World of Work encompasses all external engagement, transition to work, work experience, careers education, IAG

and employer engagement and links. The initiative is not compulsory for schools but does provide a useful model to help them plan and support employer engagement and may well provide a useful evidence base to articulate their engagement programme and aspirations.

The plan document, route map template and exemplar can be seen in Annexes 1, 2 and 3. These highlight some examples of activities and initiatives.

Once completed, the route map, in a single document incorporates both existing and new ideas. It also enables any gaps to be identified and as a result the EBP or other organisations can offer support in these areas.

Each route map is different and is adapted to the schools' needs. It therefore provides a model that is flexible and that can be tailored to specific characteristics and needs. For example, some schools have linked the process to a curriculum review and aligned it to their careers and IAG frameworks. Evidence of careers and IAG is important for Ofsted and this ensures planning and associated evidence is clear and available.

A wide range of employer engagement activities, events and initiatives can be seen within the city. Activities range from subject specific to cross-curricular and focussed on a specific year group(s) or common across all ages. Activities can also have a direct influence on the curriculum and can be linked to curriculum plans.

Each school and the EBP will have regular yearly reviews with an aim to keep the process flexible and fluid and up to date.

The plans also enable the EBP to target, recruit and engage employers through a co-ordinated and city-wide approach.

Useful Links

Education and Employers

<http://www.educationandemployers.org/research/its-who-you-meet-why-employer-contacts-at-school-make-a-difference-to-the-employment-prospects-of-young-adults/> (accessed 29/10/14)

Wolverhampton Secondary Schools

<http://www.wolverhampton.gov.uk/article/2338/Secondary-schools>

Wolverhampton EBP

<http://www.wolverhampton.gov.uk/article/3343/Wolverhampton-Education-Business-Partnership>

Ofsted employability research

<http://www.ofsted.gov.uk/inspection-reports/our-expert-knowledge/employability-learning-and-skills>

World of Work Plan
Statement of Commitment

The aim of this process is to improve the quality of engagement between education and business and support the 4+ campaign.

SCHOOL DETAILS

Name		Contact/s:
Address		
Phone Fax Email		

ENGAGEMENT PROFILE

Identify which areas the school currently deliver / support?

Work Related Learning		Work Experience / Placements		Industry Visits	
Employability (Work) Skills		Enterprise		Careers / IAG	
STEM		Teacher Placements			

4+ PROFILE - Existing Provision

Activity	Focus (Yr group & Subject)	Numbers	Completed	Evaluation / Review

4+ PROFILE – Additional Provision (Areas the school want to develop and if support required)

Activity	Focus (Yr group & Subject)	Numbers	Date (term etc)	Support Required



World of Work Route Map

Year 7

Employability Skills
Introduction
Enterprise Skills Introduction
Exploration of job market and

Year 9

Employment sectors & jobs
locally
Entrepreneurs
Choices

Year 11

Develop a career / transition
plan
Motivation and positive
attitude at work

Year 13

Develop a career / transition
plan
CV's, applications &
interviews

Year 8

Understand how and why
business operates.
Assessing personal skills &
qualities

Year 10

Qualification benefit & value
Developing employment skills
& qualities
Financial capability

Year 12

Effective working practices
Transition
Choices
Sources of careers info and

KS3

Outcomes
Learn about
careers and
work inc.,
skills
requirement

KS4

Outcomes
Experience
of work
extends
understandi
ng of careers

KS5

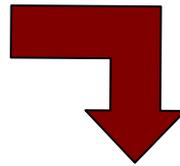
Outcomes
Learn for
work to
understand
the extent of
opportunitie



World of Work

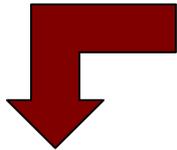
Year 8

Employability Skills
Introduction
Enterprise Skills Introduction



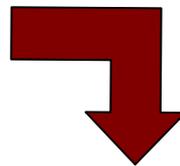
Year 9

Employment sectors & jobs
locally
Entrepreneurs



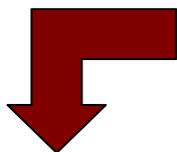
Year 10

Qualification benefit & value
Developing employment skills
& qualities



Year 11

Develop a career / transition
plan
Motivation and positive



Year 12

Effective working practices
Transition
Choices

Learning Outcomes

Pupils will:

- Develop employability & enterprise skills
- Understand job markets & sectors
- Experience the work place
- Know how to

Delivery Methods

- Skills workshops
- Careers events
- IAG support
- Work placements
- Employer visits
- Guest speakers
- Business challenges
- Practice job