
**Manchester City Council
Report for Resolution**

Report to: Economy Scrutiny Committee – 13 November 2013

Subject: Links between Business and Schools in Manchester

Report of: Director of Education & Skills

Summary

This report looks at the links between businesses and schools in Manchester. It considers the motivation for employer /education engagement and outlines a range of initiatives across the City. Representatives from schools and businesses who are engaged in this activity have been invited to share their experience. The report considers how the good practice that exists can be shared more widely and how a city wide framework for employer engagement can be developed.

Recommendations

To note and comment on this report

Wards Affected: All

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Background documents (available for public inspection):

The following documents disclose important facts on which the report is based and have been relied upon in preparing the report. Copies of the background documents are available up to 4 years after the date of the meeting. If you would like a copy please contact one of the contact officers above.

1.0 Introduction

- 1.1 The need for skilled labour to meet the demands of employers now and in the future is critical to the growth and long-term success of the Manchester economy. This is a well rehearsed argument and is a priority both within the Greater Manchester Strategy and Manchester's Community Strategy. However, despite sustained improvement in young people's achievement at both GCSE and A-level, there remains at times a mis-match between the ambition, skills and attributes of young people and many of the vacancies in the City. Meaningful employer engagement in the different stages of a young person's journey through education and training can help bridge that gap, introduce young people to the breadth of employment opportunities in the City, help them to make informed choices and at its best inspire them to succeed, in all aspects of their education and wider achievement. This report provides a snap shot of business school engagement in the City.

2.0 Background

- 2.1 There is track record in the City of close working between business and education. This is reflected in the Manchester approach to academies with significant employers in the key growth sectors sponsoring the City's academies. As well as academy sponsorship and business involvement in governance, there are a range of positive initiatives and productive relationships between businesses and schools in the City. Some of these are described in the main sections of the report but the opportunities for meaningful education business engagement are not consistent across the City. The latest Manchester business survey (2012) showed that 32% of the employers surveyed, reported that they were already supporting schools with 20% likely to do so in the future. This provides a positive platform from which to take this forward,
- 2.1 Although compulsory work experience for all young people is no longer a requirement of the high school phase, many schools continue to place a high value on the many benefits that can be derived from close work with businesses. Such work, examples of which are detailed below, may be linked directly to parts of the curriculum or targeted at particular groups of young people. Examination reforms and changes in the associated curriculum will be factors in headteachers' planning for future opportunities. This paper highlights the importance of strong links between schools and business and the effect this can have on young people's achievement.

3.0 Examples of National Employer School Engagement Activity

There are a range of national organisations and initiatives that promote and facilitate business school engagement, which are accessed by some schools in the City. Some such as Business in the Community have a long track record and evaluate the impact of their programmes. Others such as Inspiring Futures are more recent but can deliver at scale.

Business in the Community (BITC)

- 3.1 BITC is part of the Prince's Trust group of charities that promote Corporate Social Responsibility (CSR). Working with large corporate organisations, the ambition for BITC is for every business to support the creation and growth of enterprise and arts, focusing on areas of greatest need to reduce social deprivation and stimulate economic growth for young people, long term unemployed and reduce barriers to employment.
- 3.2 BITC believe that the most effective way for business to support young people facing social disadvantage is to form long-term partnerships with the schools those young people attend. Business Class provides a systematic and proven framework for developing those partnerships, rooted in long-term, strategic support and collaborative action. Business Class was piloted in Burnley with Manchester & Salford being the second areas where they were rolled out. Employers pay a fee to participate in Business Class.
- 3.3 The core philosophy of Business Class is that the school is the client and determines what it needs from its business partner across 4 main areas: Leadership and Governance; Curriculum; Enterprise and Employability and Wider Issues. The links between businesses and North Manchester schools are set out in section 4.14 and there is a strong focus on the Enterprise and Employability theme.

Inspiring the Future

- 3.4 Inspiring the Future is a free service run by the charity Education and Employers Taskforce. The service aims to get 100,000 volunteers from all professions offering young people information about their own careers and the educational routes they took. Everyone from CEOs to Apprentices can volunteer for *Inspiring the Future*. Recent graduates, school leavers and people in the early stages of their career can be inspirational to teenagers in schools and colleges- being close in age they are easy to relate to; while senior staff have a wealth of knowledge and experience to share.
- 3.4 Talking with young people in a school or college can make a real difference to their perceptions of what jobs are available, and it may inspire them to consider options that they had previously never thought about. Talking to working professionals can also help them get a realistic view on the different routes into jobs and careers, and the current labour market.
- 3.5 The following Manchester High Schools are engaged with Inspiring the Future:
 1. Abraham Moss High School
 2. Burnage Media Arts College
 3. Cedar Mount Academy
 4. Chorlton High School
 5. Levenshulme High School
 6. Loreto College
 7. Manchester Academy
 8. Manchester Creative and Media Academy
 9. Manchester Enterprise Academy

10. Newall Green High School
11. Parrs Wood High School
12. St Paul's Catholic High School and Specialist Engineering College
13. St Peters RC High School
14. The Co-operative Academy of Manchester
15. Trinity C of E High School
16. Whalley Range 11-18 High School and Business and Enterprise College
17. Wright Robinson College
18. Lancasterian School

4.0 Examples of Employer / School Engagement Activity in Manchester

Education Business Solutions (EBS)

- 4.1 EBS is a specialist organisation based in Manchester that works with primary and secondary schools, colleges, universities and training providers across the North West of England. They are dedicated to developing the employability skills of young people in Manchester schools.
- 4.2 EBS provides a range of activities for students at Key Stage 2, 3, 4 and beyond: some examples are:-
 - **Job taster trials** provide primary school children with the opportunity to meet representatives from business. This is undertaken in the schools and provides a stimulating learning environment for the children
 - **Enterprise activities** The Primary Enterprise Challenge provides pupils with the opportunity to create an exciting new product – a refreshing new line of juice cartons, a fashionable range of handbags or a brand new style of shoes.
- 4.3 Currently EBS are contracted to deliver work experience activity on behalf of 14 secondary schools in Manchester, Enterprise Challenge in 3 of the secondary schools and practice interviews in 7 Manchester secondary schools.

South Manchester Enterprise Network (SMEN)

- 4.4 South Manchester Enterprise Network (SMEN) is a group of large, small and 3rd sector organisations with the vision: 'to build a creative and imaginative network of local businesses in South Manchester, working in a flexible way for the benefit of member businesses as well as and the wider community including schools'. It was set up just over a year ago.
- 4.5 SMEN's offer to schools in their area includes working alongside schools to support the delivery of enterprise activity. One example is where the members worked with Saint Mary's Primary School in Moss Side to run enterprise activity which the school developed very successfully and went on to win a TES (Times Education Supplement) Award for enterprise and community. The Enterprise also works with the Manchester Academy on

their “My Destiny My Legacy” programme delivering mock interviews, career talks with schools etc.

Airport Community Champions Network

- 4.6 Manchester Airport sponsors Manchester Enterprise Academy in Wythenshawe. Following a “Seeing is Believing visit” to Wythenshawe a decade ago, the Airport facilitated the setting up of the Airport Community Champions network. Employers at the Airport agree to release staff for 2 days a year to undertake CSR activity, mainly in the Wythenshawe area. Employees generally put in additional personal time on their volunteering activities. Examples include: World of Work days with primary schools where the school is turned into an Airport for a day and children get to experience many of the diverse jobs at the Airport; literacy and numeracy mentoring with primary school children; mentoring with high school students; work experience; school governors and enterprise challenges. Evaluations of the activities of the Community Champions network are very positive with employers, employees, schools and young people all reporting positive benefits. The Airport Community Champions Network supports itself through a small number of fund raising activities.

BW3

- 4.7 Business Working with Wythenshawe (BW3) is an organisation of businesses who volunteer their time and resources to engage and work in partnership with schools, colleges and other organisations to support the regeneration of Wythenshawe. All BW3 members share a common goal of supporting local people, via a range of measurable educational, training, employment and community initiatives.
- 4.8 Members of BW3 are: Manchester Airport, Manchester City FC, The Manchester College, Wythenshawe Forum Trust, Wythenshawe Community Housing Group, Microsoft, Shell, University Hospital South Manchester, Manchester City Council, Wythenshawe FM, Lloyds TSB, The Village Hotel, Stratevista, Danwood, Laing O'Rourke, Modus Visual Media, Nabarro Poole, Open University, Ruck Ltd, Shieldforce, Trafford Media and Tempo Marketing.
- 4.9 Projects that BW3 support in Wythenshawe schools include:
- Aspirational Mentoring
 - High School Get Hired Events:
 - Schools Workshops - application forms, C.V, interview skills, job search, up skilling and individual mock interviews
 - Work in Primary Schools with year 6 pupils to develop numeracy skills through fun, interactive problem solving activities based on business situations.
- 4.10 Over the past 6 months:
- 184 secondary school pupils have participated in “Get Hired” events;
 - 61 primary school pupils took part in “Numbers at Work” (ongoing programme)

- 6 students have benefitted from ongoing mentoring relationships

4.11 The Bright Futures Project, run by the Bright Futures Education Trust, is an innovative one year work experience programme for secondary school or college students designed to raise the aspirations of all young people in terms of career opportunities. Based on a successful US model, employers are asked to ring fence administrative or technical roles that can be taken by young people on a part time basis over the course of a year (5 young people each working on the job for a day a week). Experience shows that because young people have real responsibility, they build confidence and work related skills and attributes.

SharpFutures Experience Days

- 4.12 In Partnership with Manchester City Council SharpFutures engaged with five schools from North and East Manchester, to deliver a full day experience of Creative Digital Sector at The Sharp Project including a combination of tours, workshops, taster sessions and overviews.
- 4.13 Five schools attended the Creative Digital Experience Days, 103 pupils were engaged against a target delivery of 100 pupils, 64 pupils signed up to the National Apprenticeship Service (NAS) website against a target delivery of 50 pupils.

What the students thought.....

"I have enjoyed the graphics design team and I now want to become a graphic designer."

MCMA student.

"I loved the way they made the 3D shape with the 3D printer. I thought it was really creative and in the future I would like to do something like that."

St Peter's R.C. High School student.

"Today I learned that lots of jobs are opening up to do with technology. My favourite workshop was the product design."

The East Manchester Academy (TEMA) student.

What the employers thought.....

"It was great to meet Manchester's new talent and share our passion for product design with them. Hopefully we will see some of them back here with their own businesses in a few years!"

Bryn Morgan and Henry James, Inventid.

"It's so important that we engage with local young people and make them aware of the thriving Creative Digital Sector in Manchester. There are opportunities out there for them and it's great that SharpFutures experience days can open the doors to a world that some didn't even know existed."

Colin Boulter, Neilson Reeves Photography.

BiTC Business Class in North Manchester

- 4.14 Through Business in the Community, Business Class programme, the following business /school relationships have been set up in North Manchester:
- Yorkshire Bank with Abraham Moss High School
 - Wates with St Matthew's RC High School
 - KPMG with Manchester Creative Media Academy
 - PWC with Our Lady's RC High School
 - The Co-operative with the Co-operative Academy
- 4.15 Activities include: master classes in literacy, CPD for staff, mentoring head teachers and careers events. Wates provides a more detailed case study of the activity and impact of master classes.

Case Study: Wates Working in Manchester

- 4.16 Established in 1897, Wates is one of the UK's largest family-owned construction services and development companies employing over 2,367 people with a turnover of £1.2bn. Part of the Wates Group, Wates Living Space is one of the UK's leading affordable housing contractors, working with social housing providers, it builds and refurbishes in the region of 30,000 homes for residents each year through the New Build and Decent Homes programme.
- 4.17 Wates Living Space takes its commitment to supporting the communities in which it works and the people within them very seriously. Its national 'Reshaping Tomorrow' programme is its Corporate Social Responsibility (CSR) promise to ensure effective delivery to its customers, supply chain and wider community stakeholders.
- 4.18 Wates 'Business Class' partnership with North Manchester's St Matthew's RC High School, has seen Wates run its bespoke 'Careers in Construction' course. Project highlights include:
- 14 events held;
 - 3,405 hours of student interaction engaging with 786 students;
 - Working with 137 business staff;
 - Wates investment value of £61,156;
 - Assisting 14 students into further education and training;
 - Creating an estimated 16-24 'NEET saving' of £606,264 for the city of Manchester;
 - Approximately 96 days of Wates time has been invested in this initiative;
 - An additional monetary investment of approximately £20,000.
- 4.19 The school has seen a marked improvement in attendance since the start of the programme and attainment has improved across a number of subjects over the last term, most notably English – with 40% of students on the course

achieving a better grade as the course has progressed. Grades are highest for construction, with 76% of students achieving a C or above.

- 4.20 Following the success of the employability programme 'Careers In Construction' programme with St Matthew's, it was suggested at a BITC cluster meeting that we develop a city wide 'employability passport'. This will focus on key skills and attributes valued by employers. Wates has led on the development of the passport with BITC and sought endorsement from MCC's education team.

5 Conclusion

- 5.1 This report provides an overview of some of the very valuable activity that is taking place between businesses and schools in the City. It includes national organisations that run programmes, which can benefit Manchester schools. Some of these organisations charge businesses for their engagement e.g. BiTC and Bright Futures while others charge schools for the service e.g. Education Business Solutions. More of the activity is co-ordinated through local networks e.g. BW3 and South Manchester Enterprise Network. There will be many more examples of business school engagement at a local level not captured by this report. In addition to business engagement in schools, businesses also provide opportunities for young unemployed people and older adults looking to move (back) into work e.g. work experience, interviewing skills, interview guarantees etc.
- 5.2 Over the past few months the Director of Education and Skills and Head of Regeneration have met with a number of business leaders and organisations providing employer /education engagement. There is a need to ensure that there are a number of accessible ways for all businesses and schools in the City to engage with each other. To develop a more consistent approach to business engagement across the City's education, skills and employment priorities, it is proposed that we develop a framework for engagement. This would provide a menu of activities and promote a range of ways for businesses to engage. Using the City's leadership and influencing role and existing partnerships we would pro-actively encourage engagement to meet priorities and address any gaps. This approach will be developed over the coming months.