



Careers Week 2014

THE REPORT



MALET LAMBERT SCHOOL



LifeSkills
Created with BARCLAYS

Contents

National Impact	3	Tuesday's Photos	18
A message from NCW	4	Wednesday's Photos	19
About Malet Lambert	5	Thursday's Photos	20
A message from our Head	6	Friday's Photos	21
Contributor profiles	7	Twitter	22
About Employability Charter	12	Impact	23
Events Timetable	13	Conclusion	25
Careers Week Events 2014	14	Student Comments	26
Monday's Photos	17		

Thank you to everyone who supported us during Careers Week

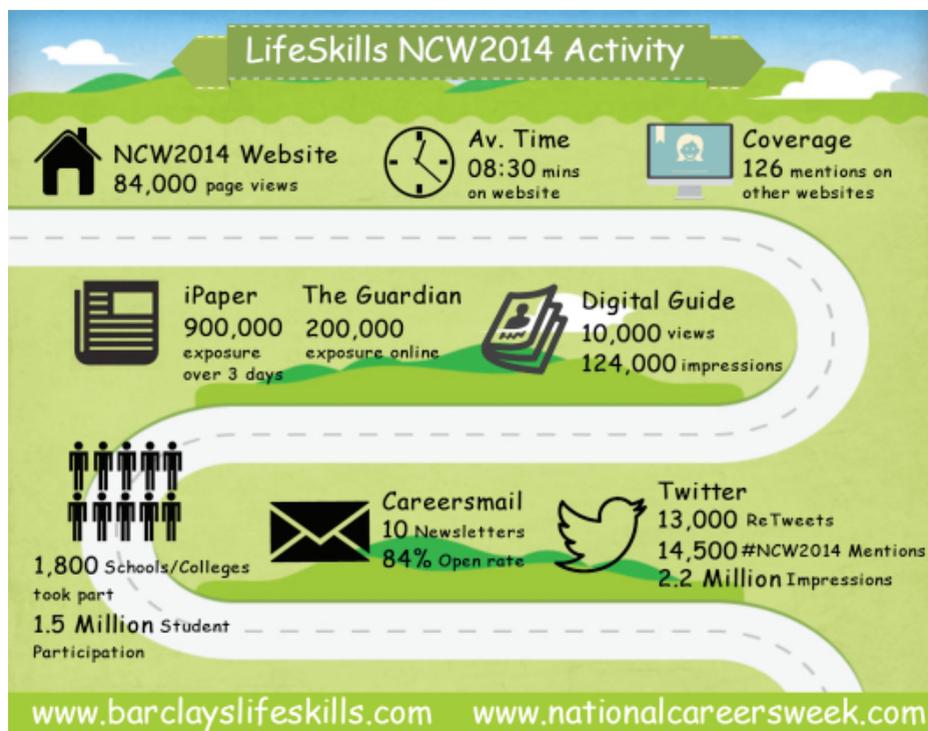


National Impact

National Careers Week (NCW) is a celebration of careers guidance and free resources in education across the UK. The aim is to provide a focus for careers guidance activity at an important stage in the academic calendar to help support young people leaving education.

Take a look at the infographic below to see the amazing impact it had across the country. Next year's National Careers Week has been announced as 2nd - 6th March 2015.

www.nationalcareersweek.com



A message from NCW



This Year's LifeSkills National Careers Week 2014 has exceeded all of our expectations.

We anticipate that over 1.5 million young people throughout the UK took part in Careers activity during the week, which is way beyond what we had predicted.

A particular success for this year's Careers Week was the introduction of Regional Careers Ambassadors.

Stephen Logan, of Malet Lambert School in Hull, led the way in showing what IAG Best Practice looks like in a school during the week and all of the team here at NCW would like to thank Stephen and the Malet Lambert Teachers and Students for another awesome success.

Together we can all make quality IAG in Education the norm rather than the exception – and Malet Lambert are a beacon for others to follow to achieve this goal.

Well done everyone – Hull has become a centre of IAG excellence and you should be very proud to be leading the way.

Nick Newman
Founder
National Careers Week

'Exciting to hear that Hull students of all ages are being inspired by first hand experiences of the world of work, and motivated by so many successful business and career people, including national entrepreneurs and innovative thinkers.'

Andrew Swallow, Independent Schools' Consultant

About Malet Lambert



Malet Lambert is a co-educational comprehensive community school for children aged 11-16. Most of our 1400+ students live in the central area of East Hull. We have a dedicated team of both teaching and support staff of approximately 160 people. The majority of our pupils continue their education when they leave us. The school has one of the best examination records in the area, with the latest OFSTED Report (April 2012) noting that:

“The curriculum has some innovative features designed to meet the needs of all students and to provide for a range of pathways, including some vocational courses.”

Ensuring the best standard



At Malet Lambert School, we are committed to employability and enterprise education for all students as part of our contemporary aspirations, providing opportunities for innovation, adaptability, developing skills and a global career ambition. Here are some of the accreditations we have received for our work.

A message from our Head

Dear friends,

I would like to add my total support to Careers Week. The energy of our staff and students and the wide range of activities enabled a real understanding of the world of work.

Today with the exciting opportunities offered by the Siemens Contract in the Humber region we wish to be at the spearhead of getting our students ready for the exciting and rewarding career paths that will be on offer.

Often young people feel frustrated that all the hard work we encourage may not easily translate into the range of jobs they understand to be available. At Malet Lambert we recognise that their talent is considerable and that it is our job to encourage the full range of business and public sector service providers to talent spot and give early guidance. Thank you for your support and a really exciting week.



Jane S. Disbrey

Jane Disbrey



Contributor profiles



Margaret Woodcock
Business and Partnerships Manager at Hull Training

As part of National Careers Week, Hull Training and North Humberside Motor Trades (GTA) held a morning of Vocational Taster sessions at The Craven Park Training and Enterprise Centre. Year 9 pupils had the opportunity to discover more about Apprenticeships and to try their hand at a range of activities including – virtual welding, signmaking, painting and decorating, catering, motor vehicles, business and IT.

“We really enjoyed welcoming the pupils and hope that we were able to explain a little bit more about Apprenticeships and the opportunities they can provide”.



Amy Blenkiron
Pre-entry Careers Adviser, University of Hull

I work in schools and colleges in the area raising aspirations and providing careers advice and careers education for students. National Careers Week is becoming more and more popular but Malet Lambert has the largest NCW programme I've seen for its students, which is great. I have visited different schools and colleges for NCW 2014 providing information on a range of different topics and career areas.



Esther Damary-Thompson
Media & Marketing Manager at Forward and Thinking

I am the Media and Marketing Manager at Forward and Thinking, I bring my creativity and energy to the role. I am a proud ambassador of 2017's UK City of Culture, Hull. My key skills lie in creating and maintaining core relationships, spotting valuable opportunities to take marketing a step further and delivering exceptional events. I had the privilege of meeting with a Year 10 and Year 11 class, to share my passion of marketing.



Phil Benson
Xing Smoothies

I'm an entrepreneur who has set up a high-street food retail outlet (Shambles Kitchen), events company and education social enterprise which helps to support students to run their own smoothie bar enterprises in schools.

I'm a passionate advocate for anything which helps youngsters think about what they can do with their lives beyond the school walls. It is important that they are inspired and informed about what opportunities are available to them. Careers week is a fantastic way to support them moving forward in their lives.



Liz Winn
Wilberforce College

I am the Schools Liaison Manager for Wilberforce College. Although the College offers a wide range of A Level courses, pupils are sometimes surprised to find the range of other opportunities. These include Hair & Beauty, Engineering, Health & Social Care and Uniformed Public Services. I was delighted to have the opportunity to work with Malet Lambert pupils on Public Services' tasks as this is my own teaching subject area. Both groups of pupils were a credit to themselves and to the school and we hope to see many of them again in the future.



Sue Vincent
Forewind

Offshore wind energy offers plenty of career options for young people in Hull and the East Riding of Yorkshire and Forewind's Champions for Wind programme aims to raise awareness via teachers who are creating learning materials to help highlight the opportunities. Being involved in Careers Week was a natural extension of the Champions programme – particularly as three teachers from Malet Lambert have taken part. As the PR & Communications Manager it was my aim to come and give students a personal insight into the Dogger Bank development and hopefully some inspiration about the offshore wind energy industry as a possible career choice.



Gerard Toplass
Founders4Schools

I am a local entrepreneur and investor. I setup my first business in 1996, and since then I have been involved in over 20 startups, acquisitions, disposals and businesses. I love the thrill of business, and the ability to help others create opportunities, and employment. I think the way the world will work is going to change considerably over the next 30 years, and the young people of today will need to be more enterprising and entrepreneurial, as many of them will become self-employed, and maybe not by choice.

I enjoyed National Careers Week very much, and I hope I was able to give a little insight into lows and the highs.



Kit Hargreaves
Managing Director - Levels Scheme

A lot of what we do is about increasing the aspirations and career prospects of young people, so naturally careers week is a great time for us to get involved. Spending an afternoon at Malet Lambert School was a fantastic opportunity to talk to the students about my experiences with career development. I encouraged them to think about the individual skills they possess and how they could use them within an organisation. Normally we rely on our software to do the talking, so it was good to be talking directly to the students and get excited about their futures.



Ross Bennett
Engaging Education

We deliver bespoke workshops, projects, products, creative media and design solutions. We specialise in attainment & engagement, transition and promotion. As part of careers week we delivered a Year 9 assembly at Malet Lambert - focusing on our journey from a Year 10 business project to a full-time, six person organisation. We worked with Year 7 students to design and produce an official National Careers Week boardgame - identifying three different career paths. We will

be manufacturing this as a professional product, hopefully to be used nationwide - produced by Malet students.



Ann Newlove
Author and Employability Champion

Whilst my day job is working on the delivery of Hull's Building Schools for the Future programme and managing the Employability Charter, National Careers Week marked the launch of my book, *Employability What?* and it was a privilege for me to be able to launch it with a school who share my passion for the subject. Helping young people to realise they have the skills needed for their future careers is something I love doing and from CV and employability sessions I've done with the students at Malet Lambert, I know there are some very employable

young people who will make the future very interesting for Hull.



Mark Davidson
Contracts Manager at Hobson & Porter

I am responsible for overseeing projects and ensuring deliveries within specified timescales, quality and budget.

A mini jigsaw house is helping pupils to learn about jobs in the construction industry. Hobson & Porter Ltd is using the house in schools and nurseries across East Yorkshire to generate enthusiasm for the industry. Built to fit like a jigsaw, the Hobson & Porter house flat-packs away, which means pupils can have a go at taking the building apart and putting it back together.



Lee Falcus
HSBC

Having developed a strong relationship with Malet Lambert, I was asked to provide a talk around careers and the available paths into the Banking Sector. With the employment market becoming so competitive, I was delighted to get the chance to talk to the students about their career options. Having studied to post graduate level myself, I am fully aware that a good education does not guarantee you a job at the end and I used my experiences to encourage the students to look at different

career routes and to let them know that they can change career path at anytime, should their desired opportunity not arise.



Lindsey West
Garthwest Packaging and Platform

I was delighted to be invited by Malet Lambert to take part in National Careers Week 2014. I am from Hull myself and established the Platform Expos in 2010 in order to help create a new cluster of videogame and digital content creation businesses in the region. The Initiative has grown significantly and the Platform Studios were opened in Hull in 2013, a free to use 'hack space' for people with an interest in this industry to work, collaborate and create. It's

great to see such talent and enthusiasm for digital creativity at the school. We have a bright future ahead.

About Employability Charter

Written by The Hull Employability Charter Team

The Employability Charter was brought about as a direct result of the Hull Building Schools for the Future Programme and the desire from Hull City Council and those behind the programme to ensure a legacy in skills and training was left. Whilst a lot of good work had been done on the subject of employability, the City's future workforce was lacking in many of the key skills that employers look for when recruiting. It was with this in mind that the group behind the Hull Employability Charter began to look to businesses to get involved, after all, they are the future employers of the City's young people.

Since its inception in late 2012, the Charter has gone from strength to strength and has recently been adopted by the Humber LEP as a tool by which to increase skills right across the region. Putting it simply, the Employability Charter is nothing more than a commitment. Businesses are asked to sign up to the Charter in order to recognise the work that is being done alongside education providers to embed employability skills. Many companies already work with schools, colleges and universities delivering tried and tested programmes but we firmly believe that there is an opportunity for every business to get involved.

Malet Lambert School is our education partner, being instrumental in our establishment and working with businesses on the pilot of the Charter. With the work they have done with us on this, it is easy to see why they lead the way in this area with things like National Careers Week and are embedding employability skills into everything they do.

Events Timetable

Monday

Hull Training

Apprenticeship taster sessions at Craven Park

Phil Benson

Teambuilding activities and stress management

Tuesday

Wilberforce College

Army drills and Public Services activities

Sue Vincent

A talk about careers in renewable energy

Kit Hargreaves

Enterprise activity with the Levels Scheme

Wednesday

Engaging Education

Year 7 creative workshop - designing a board game about careers

Lindsey West

Careers and developments within the games industry

Founders4Schools

A group of members talk about their careers so far, and how to be successful in business.

Ann Newlove

The employability skills you need in your future career

Careers Fair

Thursday

Esther Damary-Thompson

What a career in marketing involves and how to get there

Amy Blenkiron

The benefits of studying for a degree at the University of Hull

Mark Davidson

A session about the opportunities available in the construction industry

Wyke College

The benefits of qualifications in a science subject and what careers they could lead to

Friday

Lee Falcus

Financial careers in HSBC

Careers Week Events 2014



On **Monday 3rd March**, we launched our events schedule for National Careers Week 2014 and the week was a whirlwind of activities!

To start the event, a group of 40 Year 9 students visited **Hull Training** at Craven Park to take part in some taster activities to show the range of apprenticeships available to them once they finish Malet Lambert.

In small groups they got to try out Engineering, Catering, Business, Construction and Motor Vehicle Engineering.

The hands-on activities like smoothie making, decorating, virtual welding and circuit making really engaged the students and helped them understand the types of courses they could do and what jobs they could get in the future.

Meanwhile, back at school, Year 10 were taking part in a leadership and team building challenge with entrepreneur Phil Benson of **Xing Smoothies**. During this they were even taught a dance routine, to demonstrate how exercise can help relieve stress.

On Tuesday, Y8 and Y9 students who were interested in a future career in Public Services were put through their paces by **Wilberforce College** in a military training exercise and team building activities.

Students had to practise a military drill before showing their prowess in listening and communications games, to give them a practical feel of what a Public Services course is like.



Year 9 student Wes, who was applauded for his effort and commitment during the tasks, said, "The activities we've done today have been so much fun, I've really enjoyed it. I already know I'd like to do a course in this subject and I'll definitely be looking at Wilberforce."

Engaging Education, who help us run creative transition activity sessions for primary school pupils, took over the LRC for half a day on Wednesday to work with Year 7 students on a board game showing all the different ways to get to a successful career from school.

Students worked in groups to produce a concept and write their quiz cards. Engaging Education will then look at all the designs and create a real board game from them that the students can play.



Alongside these course taster sessions, we've also seen some leaders in business grace our classrooms to talk about how they got where they are today, what employability skills you need to succeed and what job opportunities are available in their area.

Our speakers have included **Kit Hargreaves (The Levels Scheme)**, **Gerard Toplass (entrepreneur and business investor)**, **Andrew Garvey (marketing consultant)**, **Michael Oughtred (owner of Jacksons Bakery)**, **Ann Newlove (Business Manager at ESTEEM, and author of 'Employability what?')** and **Esther Damary-Thompson (Marketing Manager)**.

Sue Vincent, from wind farm company **Forewind**, also went the extra mile - or even the extra 214 miles - to get here. The PR and Communications Manager travelled all the way from London for the day to chat to Y7 and Y9 about the opportunities that will be available to them in a variety of skills areas once a brand new offshore wind farm has been constructed at Dogger Bank in the North Sea.

She said, "The new wind farm is of great importance to Hull, and other towns and cities along the north east coast. It will bring hundreds of new, skilled jobs to the area during development and construction, and also once it is built - which will be more relevant to these students as they will be at school leaving age when this comes about.

"This is the first time we have really been into a school and coming to Malet Lambert during Careers Week was the perfect choice for us. "We have a strong relationship with Malet Lambert, as three teachers here are ambassadors for Forewind.

"The students were great, especially the Year 7 class. They had lots of well-thought out, pertinent questions and were very interested in the industry.

"It was a pleasure to come and speak to students. I hope I've inspired some to think about a career related to the wind-farm industry as they get older. Many young people don't even realise it is an option."



The biggest event of the week was **Careers Fair**, attended by Year 9, Year 10 and Year 11.

Representatives from colleges, training providers and national employers (armed forces, police force) were on hand to answer

questions about taster days, open evenings and specific course queries.

Students had half an hour in groups to ask questions and find out more about courses and training and many commented that they had found out some really useful information, especially about taster courses at college.

Business champion and maths teacher, Mrs Shaw, who led the organisation of this year's event hopes students took a lot away from the activities they attended this week.

She said, "We've been able to put on some great sessions during this event, due to the strong industry links we have as a school.

"Anecdotal feedback from students has been brilliant, with lots of praise going to practical activities and to our speakers, who created some engaging tasks and presentations for their classes.

"Our aim wasn't to ensure that all students have a specific career in mind, but to show them all the various ways they can be successful after school and leave them understanding the options available to them and the wide range of jobs that are out there.

"We'll be formally evaluating the event with our students, which will give us a good starting point for next year's National Careers Week."

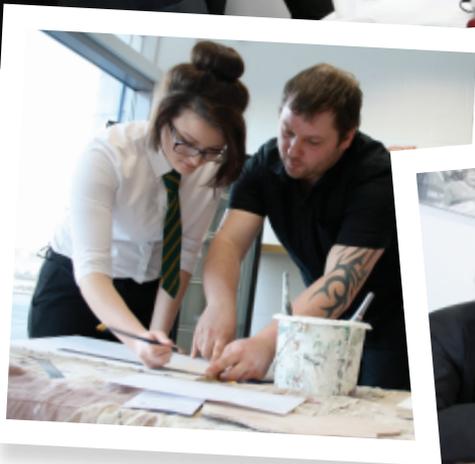
Assistant Headteacher Stephen Logan also commented, "We are proud to have been a part of National Careers Week. Providing our students with quality careers information, advice and guidance is an essential part of preparing students for their future employability.

"I would like to thank our business community, colleges, training and further education providers for not only supporting this event, but for supporting us throughout the year. I would also like to thank Nick Newman, founder of Careers Week, and his team."

Thank you to everyone who contributed to our Careers Week:

Hull Training
Phil Benson (Xing Smoothies)
Wilberforce College
Sue Vincent - Forewind
Kit Hargreaves - Levels Scheme
Engaging Education
Lindsey West - Garthwest Packaging and Platform
Gerard Toplass, Andrew Garvey, Martin Shaw & Michael Oughtred - Founders4Schools
Ann Newlove - Esteem
Esther Damary-Thompson - Forward & Thinking
Amy Blenkiron - University of Hull
Mark Davidson - Hobson & Porter
Wyke College
Lee Falcus - HSBC

...and all colleges and training providers who attended our Careers Fair!



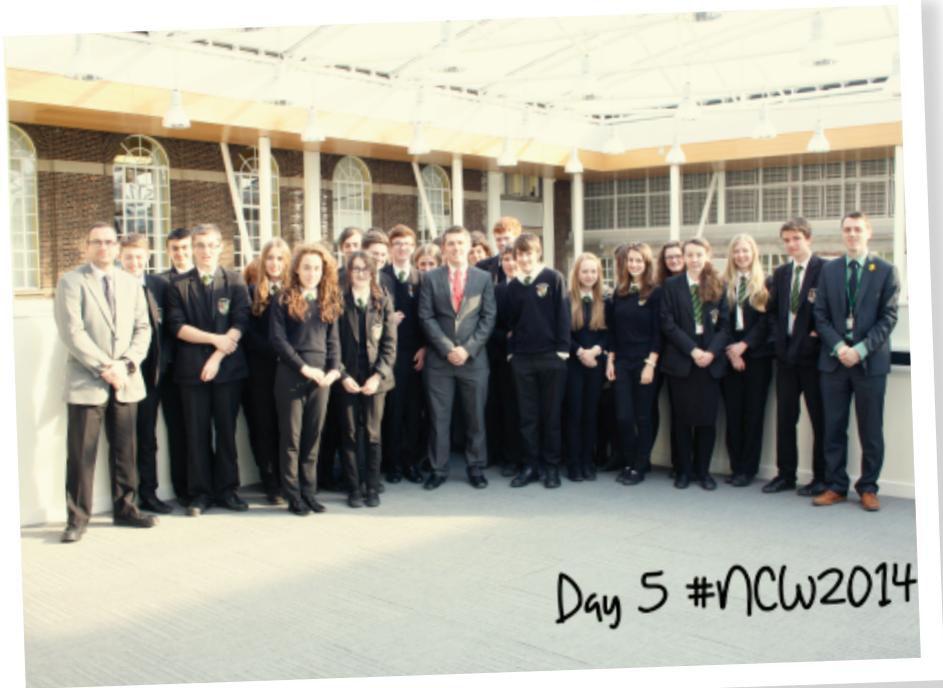
Monday's Photos



Tuesday's Photos



Wednesday's Photos



Friday's Photo

Twitter



Esther DT @Estie_dt - Absolutely loved talking to @maletlambert students for @CareersWeek #inspirational and some super marketers of the future #gogetit

Garthwest Creative @G_W_Creative - @maletlambert thanks very much for inviting me today. Great bunch of young people, lot of talent, some #digital #entrepreneurs for sure!



Ann Newlove @AnnNewlove - @CareersWeek @CareersDefender @maletlambert the students were fab, and I really appreciate their patience when the photographer showed up!

Mike Cargill @stemmymike - @maletlambert very busy at careers week. Good IAG going on.



Engaging Education @EngagingE - Final 5 mins until deadline @CareersWeek boardgame designs looking great! Can't wait to transform them! @maletlambert pic.twitter.com/uDTGm8Oh5A

Hull Training @HCCTraining - Thanks @maletlambert for inviting us to your careers fair today #NCW2014 #NAW2014 Lots of info for pupils on its way...



NationalCareersWeek @CareersWeek - @maletlambert @WilberforceSFC @TheLevelScheme fantastic - you guys rock as a school :) #NCW2014

Impact

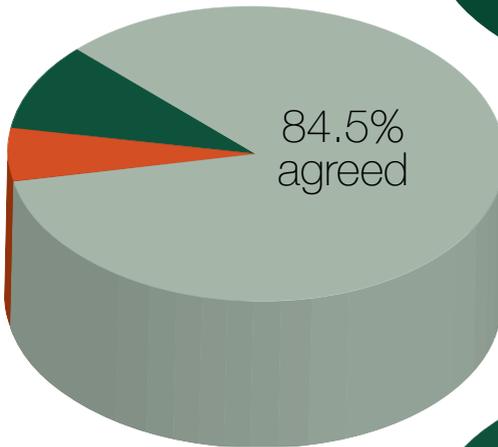
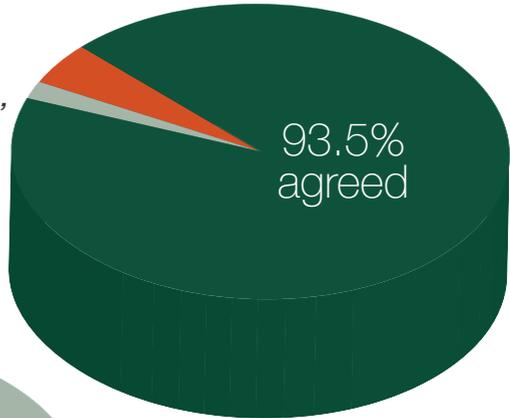
We asked our students what effect their participation in Careers Week had on their outlook on their future careers.

“I think it is important to learn about the world of work at school”

93.5% agreed

2% disagreed

4.5% neither agreed nor disagreed



“This session has made me think more about my future”

84.5% agreed

6% disagreed

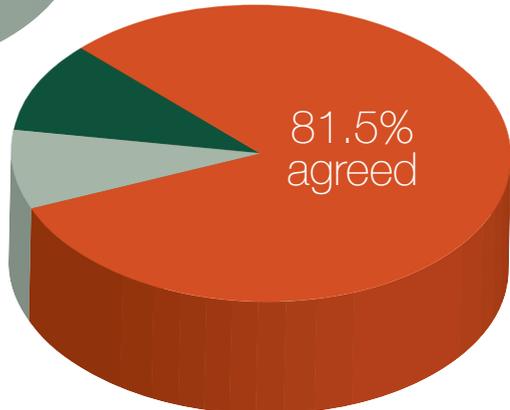
9.5% neither agreed nor disagreed

“I would like to attend more careers and enterprise related activities”

81.5% agreed

8.5% disagreed

10% neither agreed nor disagreed



Hull Training Evaluation

We asked pupils to score as follows:-

5	=	Brilliant!
4	=	Really enjoyed it
3	=	It was OK
2	=	Didn't really enjoy it
1	=	Really didn't like it

In general, how much did you enjoy the morning at Hull Training?

92% rated 5 or 4, while
8% rated 3
0% rated 2 or 1

What did you think about your sessions in....

Construction

94% rated 5 or 4, while
6% rated 3
0% rated 2 or 1

Motor Vehicle

75% rated 5 or 4, while
25% rated 3
0% rated 2 or 1

Catering

87% rated 5 or 4, while
13% rated 3
0% rated 2 or 1

Engineering

91% rated 5 or 4, while
9% rated 3
0% rated 2 or 1

Conclusion



Claire Shaw
Business Champion and teacher of Maths

“Careers Week 2014 has been a great success. Throughout this week, all pupils have participated in a careers-focused activity; from quizzing their form tutor about careers in their specialist subject to learning the skills needed in public services careers.

“Careers and Enterprise Education is an important aspect of preparing our students for the future. Careers Week provides a fantastic opportunity for our students to think about their future careers and generate awareness of the wide variety of opportunities and careers available after leaving school.

The success of Careers Week is down to our partnership work with the local business community, further education and training providers. Their time and support is invaluable and greatly appreciated during Careers Week and throughout the year.”

Stephen Logan
Assistant Headteacher

“As a Regional Ambassador for Careers Week, I am immensely proud of the great week organised by Claire and her team.

“We are grateful to our business and further education community for supporting us, not only in Careers Week but throughout the year. Careers information advice and guidance is an essential part of the work we do to prepare our students for their future. We are passionate about developing partnerships and opportunities that enable our students to experience careers, enterprise and employability to help them make key decisions.

“I would like to also thank Nick Newman and Sam Douglas for all their hard work coordinating Careers Week on a national scale. We look forward to supporting next year’s event and continuing to offer our students the very best careers guidance.”



Student Comments

'I think this was a great way to get pupils to think about their future career plans.'

Layla (Year 7)

'If you work hard, eventually you can reach your goal'

Lena (Year 8)

'It is a shame our teacher missed this. She would have **LOVED** it!'

Jessica (Year 11)

'I really want to work with Engaging Education on another project!'

Oliver (Year 7)

'I would love a job like Esther's in marketing. I hope I can meet her again'

Bethany (Year 10)

'Superb! I learned about how to relax when I am stressed about exams!'

Molly (Year 10)

'The speaker was very good and it has given me ideas on what to study after school'

Liam (Year 10)

'I found out about the sort of information that you should put in your CV'

Lee (Year 10)

'I've learned that gap years after college can be useful to explore your future'

Millengel (Year 8)



'I want to be involved in more enterprise activities'

Elise (Year 8)

'I now know that there are over 10,000 different courses at university. That's amazing!'

Joel (Year 8)

'Wow! A terrific session!'

Callum (Year 11)