



## **Solihull Careers Hub**

# **Working with Employers and Education to Open New Pathways and Opportunities for Young People**

Solihull is one of the UK's strongest performing economies and home to leading employers from diverse sectors, all seeking to build a consistent talent and skills pipeline. However, a modern-day challenge for employers is finding career-ready young people who they can develop and retain as part of their skilled workforce.

## **8 Key Elements to Optimise Student Futures and Business Outcomes**

Social value in education extends beyond merely preparing young people for the workforce. It encompasses the development of recruitment pathways to integrate them seamlessly into your business.

- 1 Engage with schools to understand and embrace the diversity of your future workforce**
- 2 Raise awareness of the breadth of career opportunities and pathways in your sector**
- 3 Inspire, inform, and equip young people to make informed career decisions**
- 4 Broaden young peoples' horizons and raise their aspirations**
- 5 Dismantle social barriers and develop leadership skills that will serve them for life**
- 6 Begin your Recruitment Pipeline at Schools. Embrace work experience, internships, and apprenticeships as pathways into your sector**
- 7 Reduce recruitment expenses by leveraging school pipelines, maximising your Apprenticeship Levy and fostering loyalty through student relationships**
- 8 Work with innovative young minds to shape consumer-led products and services**

### **Why Partner with us?**

Solihull Careers Hub aims to bridge the gap between education and employment. We support schools in delivering careers education with access to diverse career opportunities. Additionally, we help businesses engage with schools to develop capable young professionals and recruitment pathways.

Solihull Careers Hub comprises 24 education institutions across the Borough, including 11 sixth forms, two colleges, an Engineering Technical College, four special educational needs (SEN) providers, two alternative provision (AP) institutions, and one pupil referral unit (PRU).

Our extensive knowledge and experience with Solihull schools and colleges enable employers to develop bespoke relationships that maximise social value, enhance experiences, and deliver optimal benefits to their businesses.



# Engagement opportunities

Every step counts when engaging with schools. We offer three levels of school-employer engagement.

## Level One: Introducing your business to schools

- Careers Talks (30 minutes to one hour) to share insights about your industry and company
- Support Careers Fairs to connect directly with students and educators
- Support Mock Interviews or CV reviews to help students prepare for their future careers
- Become Careers Ambassadors to share your job and career path and inspire students



## Level Two: Educate, inspire students through interactive activities

- Work Experience to provide students with hands-on experience in a real-world work environment
- Host site tours and engage students with your workforce
- Supporting National Campaigns and Focus Weeks such as Apprenticeship Week, Science Week, and Careers Week
- Workshops on character and skills development, employability skills, assessment centres
- Co-deliver small projects
- Facilitate site tours and interactions between teachers and industry professionals



**“It was so interesting to learn the true meaning of engineering and the diversity and breadth of the sector. I look forward to sharing what I learned at Vinci Construction with our students. It will help them see that there’s something for everyone within the construction and engineering sector.”**

**Joy Duffy, SEND\* Teacher – Daylesford academy**

Note:

\*SEND refers to Special Educational Needs and Disabilities



## Level Three: Collaborative commitment between schools and employers

### School-Employer Partnerships

A commitment between a school and employer to work collaboratively over an extended period towards achieving mutual goals. Typically, these partnerships run for a minimum of three years following an initial one-year trial period. Employers often choose to partner with 1-3 schools to maximise limited resources.



**“PR has a real problem with diversity, and one of the reasons for this is that over 80% of PR professionals only became aware of it as a career either at university, or when starting working life. Over 2022-23, we attended over 20 career fairs but felt we weren’t making a real impact or getting our message heard. Solihull Careers Hub, talked to us about a school-employer partnership with Alderbrook. One year on, it’s been the perfect solution to our problem. We’re excited to continue to develop the partnership over the next 12 months, and beyond.”**

**Rebecca Williams, Director – WPR Agency**

### Sector Projects

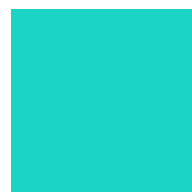
Businesses can target a cohort of young people interested in a career in their sector - co-designing projects with schools, typically for a school year, offering:

- **Targeted Engagement:** providing high-quality experiences that raise aspirations and develop skills
- **Continuous Improvement:** Repeat and refine projects year-on-year, creating effective skills development practices and sustained recruitment pathways for eligible students

### Become a Business Volunteer

As volunteers, Enterprise Advisers use their expertise, networks, and passion to raise the quality of Careers Provision in schools. Working with Careers and Education Leaders in schools, they help to bridge the gap between education and the world of work.

You’ll join a network of like-minded, dedicated enterprise advisors in Solihull. Your participation can make a significant difference in shaping the futures of young people.



## Consider a Focus for SEND

A key focus for our hub is to change the trajectory of outcomes for young people with SEND, so they can confidently offer their talents in pursuit of their highest aspirations, within a mainstream economy that values and enables their contribution.

### **Solihull Careers Hub supports employers to:**

- Equip themselves with the knowledge and awareness to support students with additional needs
- Impact the futures of young people with additional needs in meaningful ways
- Recognise the talents and qualities among these young people that fit perfectly in the modern workplace
- Learn what it means to cultivate and benefit from an inclusive workplace culture



### Next steps

**To play your part in supporting young futures and creating a thriving economy**

**ONE** Join our Employer Forum where we will support you with guidance, resources and training to help you create meaningful and lasting relationships with schools.

**TWO** Share your engagement interests and we will be in touch to plan your tailored approach.

**Scan the QR code to join our forum and express areas of interest:**



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