Supporting Worcestershire’s educational establishments to help create your future workforce.
WHO ARE... WORCESTERSHIRE LOCAL ENTERPRISE PARTNERSHIP?

Worcestershire Local Enterprise Partnership (LEP) work closely with partners to ensure the future skills required by employers are available in the county and young people are supported to choose pathways that will support economic growth.

The Worcestershire LEP works in partnership with Worcestershire County Council to co fund skills initiatives for the county such as the Worcestershire Apprenticeship brand, Careers and Enterprise Company programme and the Worcestershire Education Business Partnership. Along with these schemes the Worcestershire LEP and its partners host annual key employment and skills events such as the Worcestershire Skills Show, Worcestershire Apprenticeships Show and the Worcestershire Apprenticeships Awards.

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WHAT ARE THE GATSBY BENCHMARKS?

WHO ARE... THE CAREERS AND ENTERPRISE COMPANY?

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By strengthening links between employers and educational establishments we will:

> Address Skills Gaps - support programmes and events that help to raise young people’s aspirations, improve their work-related skills and raise their awareness of career opportunities across a wide range of sectors in Worcestershire.

> Inspire your future workforce - Engage and inspire students which in turn will help businesses to raise brand awareness, ensuring young people are aware of their company profile and the career roles available.

> Develop employees to support their individual personal development - provide volunteering opportunities for employees to develop their skills and increase motivation.

> Fill future recruitment shortages in the county by raising awareness of career pathways and local opportunities

> Prepare students- for the world of work by making learning more enjoyable, interesting and relevant to their future careers. Ensuring that young people develop a positive attitude to work, and are aware of employer expectations, increasing motivation to do well at school.

> Corporate Social Responsibility - Increase community good will and customer connections, a thoughtful and practical way to give back to society.
Activities employers can engage with to support educational establishments

As an employer or business with years of expertise and knowledge about your industry, could you support educational establishments by helping them to teach young people about different industry sectors and the skills needed to enter those sectors by volunteering your time and knowledge?

Our employer volunteers are fundamental to our success, we would not be able to achieve what we do without the invaluable expertise and experience our volunteers provide. There are many different ways in which employers can volunteer and provide Worcestershire’s young people with meaningful experiences of what the real world of work is like, ensuring that when they leave school, they are well prepared and equipped to enter Worcestershire’s Workforce.

The following activities are great ways that you, as an employer can engage with a local school or educational establishment and support them in creating your future workforce.

- Enterprise Adviser
- Work Experience
- Mock Interviews
- Employability Workshops – CV writing and Applications
- Careers Talk/ Assemblies
- Industry Visits/Opening Doors
- Careers Fairs, Skills and Apprenticeship Shows
- Apprenticeship Talks
- Science, Technology, Engineering and Maths activities
- T Levels
- Junior Internship Programme
- Young Enterprise

The Careers Strategy

In December 2017 the Governments Department for Education (DfE) launched the “Careers Strategy”. This new strategy places the Careers and Enterprise Company at the heart of driving forward careers provision for young people in educational establishments. This enhanced role is to act as a catalyst in the fragmented landscape of careers, supporting programmes that work, filling gaps in provision and ensuring coverage across the entire country.

This new strategy adopted the Gatsby Benchmarks, which were originally developed by the Gatsby Foundation in 2014 by the Gatsby Charitable Foundation. These benchmarks were based on international research and helped identify best practice and guidance for education establishments in order for them to deliver high quality careers guidance to young people across England. These benchmarks have also formally been adopted by OFSTED and will now form part of a school’s inspection process.

Who are the Careers and Enterprise Company?

The Careers and Enterprise Company (CEC) was set up by Government in 2015 to transform careers and enterprise provision in schools and colleges across England.
What are the “Gatsby Benchmarks”?  

The Gatsby Benchmarks are a framework of 8 guidelines that define the best careers provision in schools and colleges. These benchmarks are defined as follows:

1. A Stable Careers Programme  
Every school and college should have an embedded programme of career education and guidance that is known and understood by pupils, parents, teachers and employers.

2. Learning From Career and Labour Market Information  
Every pupil, and their parents, should have access to good-quality information about future study options and labour market opportunities. They will need the support of an informed adviser to make best use of available information.

3. Addressing the Needs of Each Pupil  
Pupils have different career guidance needs at different stages. Opportunities for advice and support need to be tailored to the needs of each pupil. A school’s careers programme should embed equality and diversity considerations throughout.

4. Linking Curriculum Learning to Careers  
All teachers should link curriculum learning with careers. For example, STEM subject teachers should highlight the relevance of STEM subjects for a wide range of future career paths.

5. Encounters with Employers and Employees  
Every pupil should have multiple opportunities to learn from employers about work, employment and the skills that are valued in the workplace. This can be through a range of enrichment activities including visiting speakers, mentoring and enterprise schemes.

6. Experiences of Workplaces  
Every pupil should have first-hand experiences of the workplace through work visits, work shadowing and/or work experience to help their exploration of career opportunities, and expand their networks.

7. Encounters with Further and Higher Education  
All pupils should understand the full range of learning opportunities that are available to them. This includes both academic and vocational routes and learning in schools, colleges, universities and in the workplace.

8. Personal Guidance  
Every pupil should have opportunities for guidance interviews with a careers adviser, who could be internal (a member of school staff) or external, provided they are trained to an appropriate level. These should be available whenever significant study or career choices are being made. They should be expected for all pupils but should be timed to meet their individual needs.
In July 2018 the Worcestershire LEP, in partnership with Worcestershire County Council developed a careers Hub as part of the Careers and Enterprise Company Programme working with the majority of Educational Establishments across Worcestershire including all secondary schools, Special educational needs schools, Pupil referral units, Further Education colleges and the university. The Career Hub delivery team works with educational establishments to ensure not only are they meeting the mandatory requirements set out within the Department for Education’s Careers Strategy and achieving all eight of the Gatsby Benchmarks, but ensuring that Worcestershire students receive an increased number of employer encounters and activities which will in turn, prepare them for the world of work in Worcestershire.

This strategy is designed to provide a long term vision for Worcestershire that supports our local employers to fill the skills gaps and recruitment shortages that are found in our economy today.

To make this strategy come to life, Worcestershire LEP needs the support of its businesses to highlight the opportunities and careers in county to its young people – if you are finding it hard to recruit and find the skills you need, then The Careers Hub delivery team can assist to support you to succession plan and create your future workforce.
The Worcestershire Careers and Enterprise Programme is supported by volunteers from businesses across the county. These volunteers act as Enterprise Advisers, working closely with local schools and colleges to help develop a practical careers plan and prepare students for the world of work. They use their knowledge of the local business landscape to support an educational establishment careers team to develop an effective careers plan and to create opportunities for a school or college's students. As an Enterprise Adviser you'll work with a Headteacher, Senior Leadership team member or careers lead to develop a careers plan that gives students multiple opportunities to learn about work. This role is the perfect opportunity to share your insights about job opportunities and the key skills that Worcestershire businesses need.

Enterprise Advisers are a key route for educational establishments to gain support to meet the Gatsby Benchmarks 5 and 6.

**Benchmark 5:**
**Encounters with Employers and Employees**

Every pupil should have multiple opportunities to learn from employers about work, employment and the skills that are valued in the workplace. This can be through a range of enrichment activities including:

- Visiting speakers
- Mentoring
- Enterprise Schemes
- Talks and websites
- CV Workshops
- Mock interviews
- Mentoring
- Employability workshops
- Employer-delivered classroom learning

**Benchmark 6:**
**Experiences of Workplaces**

By the age of 16, every pupil should have had at least one experience of a workplace and by 18, one further such experience, additional to any part-time jobs they may have had.

- Workplace visits and experience
- Volunteering and citizenship
- Work shadowing

Volunteering as an Enterprise Adviser can be incredibly rewarding. You'll be supported by a trained, full-time Enterprise Coordinator and have access to a range of practical resources to help you in the role. You can also benefit from peer support from other volunteers and broaden your network of contacts further.

Being an Enterprise Adviser is a great opportunity to:

- use your experience and network to inspire young people
- develop your interpersonal and strategy skills and gain new experiences as a role model to young people in your area
- deepen your connection to the local community
- build your company's reputation

**Work Experience**

Worcestershire Education Business Partnership (EBP) works closely with schools and employers to ensure a comprehensive database of work experience opportunities are available for young people to easily access through their educational establishment.

Work experience is one of the most important links between employers and schools. It provides an opportunity for young people to experience first-hand (and often for the first time) what happens in a 'real' working environment.

For employers, of any size and in any sector, the process to register their company to offer a work experience opportunity is simple and straightforward. From pre-placement health and safety visits to preparing placement descriptions for students, the team will guide you through every step in setting up your work experience opportunity.

Employers are needed throughout the year to provide work experience opportunities for students in year 10 (age 15 years) upwards who will have a wide range of interests and are studying a variety of courses/subjects. Placements range in length from 3 – 5 days, or can be extended placements over a longer period, usually 1 day per week. Placements can be flexible and tailored to suit the availability of the business.

Lack of experience is the number one reason that employers turn young job applicants away.

80% of young people felt they were more attractive to employers following work experience.

**Top Tips for Delivery**

- Support the student in completing their work experience log book over the course of the week. Rotate them around as many different departments as possible
- Be willing to provide the student with a formal reference regarding their time with you, these references can be the key to supporting applications for their first job.

Worcestershire Education Business Partnership enquiries@webp.org.uk

The Worcestershire Careers and Enterprise Programme is supported by volunteers from businesses across the county. These volunteers act as Enterprise Advisers, working closely with local schools and colleges to help develop a practical careers plan and prepare students for the world of work. They use their knowledge of the local business landscape to support an educational establishment careers team to develop an effective careers plan and to create opportunities for a school or college's students. As an Enterprise Adviser you'll work with a Headteacher, Senior Leadership team member or careers lead to develop a careers plan that gives students multiple opportunities to learn about work. This role is the perfect opportunity to share your insights about job opportunities and the key skills that Worcestershire businesses need.

Enterprise Advisers are a key route for educational establishments to gain support to meet the Gatsby Benchmarks 5 and 6.
Mock Interviews

Interview preparation and practice workshops equip young people in Years 10-13 (age 15-17 years) with the skills and knowledge they need for future job interviews.

These Mock Interviews give students the chance to put their new skills into practice with business professionals in a supportive and familiar environment. Business volunteers give students constructive feedback and discuss ways they can improve further.

- Good and bad interview techniques
- Great first impressions
- Good body language
- The skills and qualities employers look for
- Their own personal qualities and how to articulate these on CVs and application forms

47% of students said they had increased their confidence in having a mock interview by over 50%

93% of business volunteers said they felt they had made a significant difference to young people

Employability Workshop

Working with the teaching teams, an employer delivers a lesson in the classroom to provide students with an understanding of what may be required during a formal application process, writing a CV, completing an Application and what are the key information you would expect to see within a covering letter.

Employability skills such as self awareness, timekeeping and communication skills should be included.

Top Tips for Delivery

- It is important to put students at ease and to use prompts if they cannot answer any of the questions you ask them.
- If possible, find out from teachers about any upcoming job interviews the students may have and tailor the interview accordingly.
- It is also worth tailoring the level of interview difficulty depending on the year group of the student. Start with a light touch interview for years 7s and work towards a comprehensive application process including a more formal mock interview for years 12 and 13.
- Many employers utilise their HR teams as well as industry specialists to undertake this type of activity.

Ensure that the workshops have a high level of interaction and discussion topics which ensure all pupils have the opportunity to participate.

Use examples of good and bad CVs you have received in the past and provide young people with activities (in small groups or as an individual) where they can demonstrate they have understood the knowledge you have shared with them.

Explain how the use of actual job descriptions and personal specifications can be used to ensure that CV’s / Covering Letters and completed applications can be tailored to suit the job role concerned.

Should you use online application systems within your organisation perhaps these could be used as a visual demonstration for students to understand a modern application process.

Many employers utilise their HR teams / specialists to undertake this type of activity.

The workshop could include the local labour market, what types of jobs are available, different career pathways and jobs of the future.

Worcestershire Education Business Partnership enquiries@webp.org.uk
**CAREERS TALKS & ASSEMBLIES**

An employee/s delivers an informational or inspirational talk related to their specific employer/job role/industry sector to a group of students.

Of school children who were surveyed once they had received careers talks involving employers:

- **58%** thought it useful in deciding on a particular career pathway
- **39%** thought it useful in securing employment upon completion of their journey through education
- **37%** thought it useful in planning their route into Higher Education or undertaking an apprenticeship

Industry specific assemblies are key to ensuring that young people are aware of all the industries across Worcestershire and get a clear understanding of what different roles entail and the routes available to them to get into that role.

These types of activities ensure that young people are aware of their local businesses and what they do, but also understand the supply chain associated with them.

**INDUSTRY VISIT/OPENING DOORS**

A key way to engage young people in careers is through employers who can offer the opportunity of opening their doors to students. Industry visits mean a business prepares for a group of students (usually around 20 but numbers are negotiable) to visit employer premises and find out about that industry, the different job roles, the qualification requirements for entry as well as career progressions and what the employer expectations are.

A visit to an employer should be an informative, positive experience and should motivate the students to want to reflect on their own skills, gain greater understanding of industries they are interested in and support them to make more informed choices.

Workplace visits can be a useful alternative and achieve many of the same outcomes as work experience.

**WHAT CAN EMPLOYERS GAIN THROUGH HOSTING A WORKPLACE VISIT?**

- PR Opportunities (Press & Social Media)
- Brand Awareness
- Provide an opportunity for your employees to get involved with community engagement
- Promoting your business and industry to your future workforce
- Opportunity for Corporate Social Responsibility (CSR)

For Redditch, Bromsgrove and Wyre Forest Districts there is an established Opening Doors to Business Programme brochure that employers can be listed in as offering workplace visits. www.openingdoorstobusiness.com

**TOP TIPS FOR DELIVERY**

- An overview of the business and what it does. Tailor your delivery to suit the audience.
- Examples of the different job roles within the business and within the sector.
- An example of the qualifications and wider employability skills required for employment in the industry sector and what students should do to best prepare themselves for applications.
- It is often useful to bring younger members of your own team e.g. Apprentices / Graduates / Trainees with you when you are delivering these talks as young people tend to relate better to their peers.

**TOP TIPS FOR DELIVERY**

- Work with the school prior to the visit taking place in order to produce a meaningful lesson plan which can be shared with others as a model of best practice. Link the visit to a piece of curriculum work which can take place both before and after the visit.
- Ensure you demonstrate as widely as possible the many different job roles and departments within your organisation and the range of entry routes which are potentially available to students.
- Allow opportunities for students to speak to staff members at all grades including those recent entrants who they can gain insights from.
Careers Fairs can range from a large-scale event at a central location such as the Worcestershire Skills Show which takes place each Spring with hundreds of Worcestershire employers showcasing their business with over 5000 school students and job seekers attending to smaller-scale in-school events covering a range of business sectors, Post 16 Career options, Futures Days, World of Work Days and Meet the employer Days.

The annual Worcestershire Apprenticeship Show focuses on businesses who both have apprentices themselves or are wishing to recruit into their business, offering them the opportunity to showcase their business and the benefits apprenticeships bring to Worcestershire's young people. This event annually sees around 3000 young people and their parents in attendance.

Regardless of the size of the event, Careers Fairs provide the perfect opportunity for businesses to raise their profile and for students to discover what is out there in the world of work, exploring different entry routes and potential career pathways and all in one single location.

Worcestershire Apprenticeship Hub is a one stop shop for everything and anything to do with Apprenticeships and supports schools, parents, young people and employers with impartial information, advice, guidance and support.

Employers and apprentices engaging with apprenticeship activities delivered in schools helps to:

- Increase awareness and understanding of the Apprenticeship programme.
- Where an Apprenticeship can take you in your career.
- Helping to prepare young people for the world of work and to enhance their employability skills by understanding the importance to employers of attitudes, reliability, qualifications and skills.
- Progression opportunities through Higher & Degree level Apprenticeships.
- Support young people to consider how to prepare their apprenticeship application.
- Showcase your own business and Apprenticeship programme to young people.
- Succession planning your workforce, 1 in 3 are over 50
- 90% of apprentices stay in employment
- 89% of employers reported that apprenticeships improved their business

Top Tips for Delivery

- Make sure everyone on your stand is prepared.
- Young people are more engaged if they can undertake a “Have A Go” style activity relating to your industry sector and/or highlighting a particular job role within your business.
- Have different sets of material available depending on the particular year groups visiting your stand. Teachers should also be catered for as part of this activity to support their understanding of careers.

Top Tips for Delivery

- Employers, current or ex apprentices going into schools to share their experience has a real impact on students’ perception of Apprenticeships and schools particularly enjoy ex-students returning to their school to tell their story.

CEC Team – cec@worcestershire.gov.uk

Worcs Apprenticeship Hub - 0300 666 3 666 info@worcsapprenticeships.org.uk
STEM education is increasing in popularity—more schools are implementing STEM learning into their curriculum and making it an integral part of their delivery.

By exposing students to STEM and giving them opportunities to explore STEM-related concepts, businesses are supporting young people to develop their passions and understand how this can be applied to a career.

STEM talks and/or workshops provide students with that important opportunity to spend time gaining an insight into a specific business sector, the career opportunities in STEM and the pathways available, for example; Engineering/Construction, Healthcare/Science, Technology/IT, Finance.

An employer talk lasts normally around 15 minutes and can be to either a whole year group assembly or a smaller group of targeted students.

Schools may choose to have more in depth workshops for smaller groups of students (maximum class size of 30); these sector workshops will normally be 45-60 minutes long and are more interactive, ideally starting with a brief talk or presentation followed by a ‘hands on’ activity which gives the students the opportunity to complete inspiring, practical challenges.

**THE AIM OF STEM ACTIVITIES ARE TO:**

- Foster ingenuity and creativity
- Encourage tech use
- Teach problem-solving
- Build resilience
- Encourage experimentation
- Encourage teamwork
- Encourage knowledge application
- Encourage adoption
- Grow STEM passions

**FEMALES INTO STEM**

These talks can be particularly beneficially when aimed at non-traditional entrants to STEM careers. For instance, traditionally many females do not consider entering high technology business sectors, even though they have the skills and qualities that are desired. Offering Females into STEM workshops aims to address this by giving females the opportunity to experience the types of roles that are available in the sector, raising self-confidence and awareness of career opportunities as well as significantly raising female students’ aspirations.

**T LEVELS**

T Levels are new vocational routeway courses commencing in September 2020 in Worcestershire aimed at 16-18 year olds, following GCSEs and are an alternative to A Levels (broadly similar to 3 A Levels). These 2-year courses have been developed in collaboration with employers and businesses to tailor the content to meet the needs of industry and prepares students for the world of work.

T Levels offer students a mixture of classroom learning and ‘on-the-job’ experience. T-level students will be required to complete a meaningful work placement of 45-60 days in length over the two years of their course, covering a minimum of 315 hours. This placement varies from the typical work experience model in that it has been designed to be a long-term project conducted by a student which adds real value to the student and the employer alike. An example would be a student supporting to implement a new social media marketing strategy or new IT package into an employer.

T Levels provide both the knowledge and experience needed to open the door into skilled employment, further study or a higher apprenticeship.

T Level courses include the following compulsory elements:

- a technical qualification, which includes:-
  - core theory, concepts and skills for an industry area
  - specialist skills and knowledge for an occupation or career
- an industry placement with an employer

Worcesshire LEP and its partners are looking to engage employers who can support a meaningful work placement element.

T Levels represent a great opportunity for employers to consider strategies to succession plan and fill future permanent roles within their organisation.

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Worcs Apprenticeship Hub - 0300 666 3 666 info@worcsapprenticeships.org.uk

CEC Team – cec@worcestshire.gov.uk
JUNIOR INTERNSHIP PROGRAMME

Research has proven that employers working with students during their full-time studies has a positive impact on their development and progress. The Junior Internship Programme is a 2-year programme available to Year 12 and 13 (age 16-18 years typically), giving them a valuable opportunity to be matched with an employer from whom they will receive monthly mentoring and a minimum of 2-weeks of work experience for each year of the programme (4 weeks in total). The programme also has a wraparound of experiences that students gain access from employer talks, industry insights and visits that highlight the world of work in Worcestershire.

The Worcestershire LEP programme has a host of local employers supporting the programme but is looking for more employers across a wide range of sectors to participate and host interns within their businesses.

This programme has gained success for both young people and employers who have taken on their junior interns into permanent role within their organisation at the end of their internship, which would not have otherwise happened without this intervention.

The Junior Intern recruitment process includes an online application process, following by a speed interviewing event – all of which provides additional valuable experience for the students when applying for ‘real’ jobs.

WHAT HAPPENS NEXT IN 4 EASY STEPS:

1. Contact the CEC Team cec@worcestershire.gov.uk
2. Provide a one-page ‘employer profile’ for the JIP Handbook appendix (we can provide an easy-to-complete template)
3. Email us a link to your company video that we can link to the JIP website for students to view to get an idea of the company. Ideally the video messaging should include information about your organisation, industry, employer brand and types of careers available. If you don’t have a video of this nature, we can visit your organisation to record a short video to capture the key points.
4. A representative from your business to be available for the Speed Interviewing event to be held in December

YOUNG ENTERPRISE

Young Enterprise works in partnership with local schools, businesses and volunteers in Worcestershire to inspire and equip young people each year to learn and succeed through enterprise developing key employability skills outside of the classroom.

Together they work to ensure that young people grow up with the life skills, knowledge and confidence they need to succeed in the challenging world of work.

Engagement of volunteers from industry and business is a vital ingredient in helping young people develop the confidence and knowledge to start work, and to gain an understanding of the skills and attitudes valued by employers and start-up businesses alike.

Worcestershire is looking for more employers to become business mentors to company programme teams. This role mentors young people to develop a business from scratch and advises on challenges such as finance, marketing, research and development of products as well as production and many others.

Find out more www.young-enterprise.org.uk/NTLTF
The University of Worcester is an outstanding university which unlocks the potential of our graduates. Students leave the university not just with a qualification, but with the knowledge and transferable skills that you are looking for in your workforce.

Whether you are looking to recruit a permanent role or for an innovative talent to work with your business on a shorter-term project, discover how your organisation can engage with and recruit our students and graduates.

1. ADVERTISE YOUR VACANCIES
Advertise your opportunities to our students and graduates on our online portal myCareer directly and free of charge. We post full time jobs suitable for graduates and part time jobs for students as well as work experience opportunities.

2. ATTEND A CAREERS FAIR
Come and meet our talented students and showcase your organisation and opportunities.

Our Careers Fairs are a fantastic opportunity to advertise your graduate and placement vacancies, as well as network with large numbers of Worcester students in one location. Stands are free, and available for businesses with roles for graduates or placements/internship opportunities.

3. CONNECT WITH UNIVERSITY OF WORCESTER STUDENTS
Meet our students on campus to promote the vacancies and opportunities your organisation has to offer, as well as to help them build the employability skills you’re looking for in your recruits.

Attend a Career panel in areas such as Criminal Justice or Working with Children, contribute to The Worcester Award by supporting mock interviews, run a skills workshops, or bring an information stand on campus to promote your opportunities.

4. PLACEMENTS, WORK EXPERIENCE AND VOLUNTEERING
We are always looking to work with employers who can offer a sandwich year or shorter placement to help students develop their employability skills.

For further information
Contact careers@worc.ac.uk or go to www2.worc.ac.uk/careers/employers

LET US KNOW HOW YOU CAN SUPPORT US TO ‘CREATE OUR FUTURE WORKFORCE’...

☐ Enterprise Adviser
☐ Work Experience
☐ Mock Interviews
☐ Employability Workshops
☐ Industry Specific Assembly/ Presentation/ Workshop
☐ Industry Visits/Opening Doors
☐ Careers Fairs, Skills and Apprenticeship Shows
☐ Apprenticeship Talks
☐ STEM activities
☐ T Levels
☐ Junior Internship Programmes
☐ Young Enterprise
☐ Work with University of Worcester

NAME


EMAIL


COMPANY


MOBILE NO.
GET IN TOUCH...

CEC TEAM AND JUNIOR INTERNSHIPS
cec@worcestershire.gov.uk

WORCESTERSHIRE APPRENTICESHIP HUB
0300 666 3 666 info@worcsapprentice.org.uk

WORCESTERSHIRE EDUCATION BUSINESS PARTNERSHIP
enquiries@webp.org.uk

YOUNG ENTERPRISE
020 75491980 or info@y-e.org.uk

UNIVERSITY OF WORCESTER
Careers@worc.ac.uk or 01905 855166