

Baroness Nicky Morgan Chair  
c/o The Careers & Enterprise Company 120  
Aldersgate St,  
London EC1A  
4JQ

29<sup>th</sup> March 2023

Subject: **Grant Offer Letter for The Careers & Enterprise Company**

Commercial Reference Number – 6925

Dear Baroness Morgan,

1. This letter confirms that a grant will be awarded to **The Careers & Enterprise Company** so that more young people benefit from high impact careers support. The value of the grant is up to £29.7 million for use during the period beginning 01/04/2023 and ending 31/03/2024.
2. Through this grant, the Company is a key partner in delivering the Skills for Jobs white paper and this agreement reflects its role to support government in achieving these aims.
3. To deliver the role, as set out in the Skills for Jobs white paper, the Company shall use all

5. This Grant, and subset of the objectives, have been agreed subject to the Department providing additional funding to the Company in FY23-24, to deliver programmes that will run to the end October 2024. This is on the basis that the Department can only fund activity that takes place within the financial year. Funding will be awarded to the Company via either an extension to this grant funding agreement or a separate grant funding agreement in the next financial year, subject to the outcome of Business Planning for FY23-24.

## **CODE OF CONDUCT FOR GRANT RECIPIENTS AND BRANDING MANUAL**

6. The Grant Recipient agrees to comply with the [Code of Conduct](#) and ensure that its Representatives undertake their duties in a manner consistent with the principles set out in the Code of Conduct. The Grant Recipient shall immediately notify the Authority if it becomes aware of any actual or suspected breaches of the principles outline in the Code of Conduct.
7. The Grant Recipient shall at all times during and following the end of the Funding Period:
  - comply with requirements of the Branding Manual in relation to the Funded Activities;
  - cease use of the Funded by UK Government [Edg 2 m Dep 0.0001088yeW\\*n95.56 842.0](#) directed to do so by the Authority;
  - adhere to the UK Government Branding Policy Guidance available at [2022-06-01-UKG-Branding-Grants-Policy-Guidance-v1.0.pdf \(civilservice.gov.uk\)](#).
8. Branding Manual means the HM Government of the United Kingdom of Great Britain and Northern Ireland Branding Manual Funded by UK Government first published by the Cabinet Office in November 2022, and is available at <https://gcs.civilservice.gov.uk/guidance/marketing/branding-guidelines/>, including any subsequent updates from time to time.
9. The department will notify you of any additional branding requirements you are required to comply with, should follow

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and provide your organisation's bank account details. This will allow us to set your organisation up on the Department's payment system to receive the grant. Payment claims can only be sent to the DfE once the Grant Agreement has been signed and any pre-disbursement conditions have been met. Payments will be disbursed into the bank account number provided through the DfE suppliers' bank details process provided by the Careers & Enterprise Company.

20. Please note that any delays in returning the documents could

**Details of Grant Resource Budget Allocation** The  
**Careers & Enterprise Company, Commercial Reference Number: 6925**

<b><u>Activity</u></b>	<b><u>Cost (FY 23-24)</u></b>
<b>1 Full national roll-out of Careers Hubs</b>	
Delivery against priorities 1-5 to enable Careers Hubs	£15,400,000
Support to enable Careers Hubs	£1,300,000
Staffing to support delivery of Careers Hubs	£2,100,000

**2 Careers and Education**

This is an indicative budget profile which will be formally reviewed and reforecast quarterly and will be kept under review monthly.

The Department will pay this Grant to The Careers

## **List of Activities for which the grant is being paid**

**The Careers & Enterprise Company, Commercial Reference Number:  
6925**

The activities set out in this Grant Funding Agreement (GFA) are in service of five priorities:

**Priority 1: Raise the quality of careers provision in schools and colleges against the Gatsby Benchmarks** through training for the education workforce, targeted support and quality assurance

**Priority 2: Provide more high-quality experiences with employers for students and teachers** – with a focus on current areas of need

**Priority 3: Amplify apprenticeships, technical and vocational routes** – including by supporting the implementation of the Provider Access Legislation (PAL)

**Priority 4: Target interventions for economically disadvantaged young people (Free School Meals (FSM)) those who face barriers**

**Priority 5: Connect careers provision in schools and colleges to the needs of local economies** (as articulated through Local Skills Improvement Plans (LSIPs))

**Key 2023/24 goals include:**

1. 5.5 average performance against the Gatsby Benchmarks across

**Two delivery mechanisms for supporting these priorities are:**

1. Careers Hubs, which bring together schools, colleges, employers and providers at a local level and are contracted against the priorities above
2. Careers and Education Leadership (including a maturity model and support to the wider education/support workforce)

These mechanisms are supported by coordination and coherence with national







**Priority 2: Drive more high-quality experiences with employers for students and teachers**

**By August 2024:**

Experiences of the World of Work:

- 80% of Careers Hub institutions fully achieving Gatsby Benchmark 5 – Encounters with Employers –

self-assessment survey to support achieving a national baseline Local Skills

Improvement Plans (LSIPs):

- Every Careers Hub will have a communication and delivery plan regarding LSIPs embedded in their strategic Hub plan

	<ul style="list-style-type: none"> <li>• A minimum of 80% of institutions in the Careers Hub will receive EA(s) support at least once during the academic year <ul style="list-style-type: none"> <li>• At least 70% of Eas are satisfied with their experience</li> </ul> </li> <li>• At least 70% of educational institutions are satisfied with the support they are receiving from an EA</li> <li>• At least 70% of employers of Eas see the benefit of their staff member being an EA</li> </ul> <p>Teacher Encounters:</p> <ul style="list-style-type: none"> <li>• 1,000 teachers within Careers Hubs participate in an industry encounter supported by Cornerstone Employers and other Hub employer engagement</li> </ul>	
<p><b>Priority 3: Amplify apprenticeships, technical and vocational routes</b></p>	<p><b>By August 2024:</b></p> <p>Provider Access Legislation (PAL):</p> <ul style="list-style-type: none"> <li>• Support the implementation of PAL by communicating changes, co-ordinating Providers and schools through Careers Hubs, supporting</li> </ul>	

resources and tools including using Compass+ to track progress, and being a point of escalation

- Compliance of PAL is monitored and reported nationally through Compass+ completions
- Support schools and providers to record and

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ATE Framework. These initiatives will be designed and delivered collaboratively with due recognition of the role of existing national and local programmes such as ASK

- A pilot with a minimum of 2 Career Hubs for a new Strategic Partnership Fund providing greater flexibility to respond to local careers priorities for young people

Aligning with local partners on broader activities to deliver careers provision:

- Partnering with devolution trailblazers on the careers agenda, working with relevant Mayoral Combined Authorities to convene organisations with a role in careers provision

**Support to enable Careers Hubs By March 2024:**

**Develop and maintain digital products to support the delivery of Careers Hubs**

- Development of existing data collection/management tools, including the Enterprise Adviser Network Register (EANR) used by all Careers Hubs across the country to record activity and track progress against targets
- Development of functionality within digital tools to collect and share data with Careers Hubs to deliver the priorities of increased experiences with



	dashboards produced will include data on impact of businesses on the schools and colleges that they work with	
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**Understand impact and improve quality, targeting and delivery** **By March 2024:**

- Survey practitioner and other audiences across the careers system to understand current practice, barriers to de9738rre64.83 41.28 reW\*nBT/F1 12

- Bring these insights together into a national picture that

<ul style="list-style-type: none"> <li>• Build relationships with employers and partners to share best practice and support schools and colleges and provide encounters for young people</li> <li>• Develop tools, resources, training, and events to enable delivery</li> </ul>		
<b>Total Maximum Cost</b>		<b>18.8m</b>

## 2 Careers and Education Leadership

Activities:	Key Performance Indicators:	FY 23/24 Costs inclusive of VAT and expenses:
<p><b>Priority 1: Raise the quality of careers provision in schools and colleges</b></p> <p>Development of Careers Leadership and Careers Hub Leadership</p> <p>Continuous System Leadership and elevation of professional status</p>	<p><b>By August 2024:</b></p> <p>Quality of Provision:</p> <p>Continued development and roll out of Careers Impact Review System (CIRS):</p> <ul style="list-style-type: none"> <li>• Commence roll out of CIRS self-assessment and peer-to-peer tools available to all Careers Hubs nationally</li> <li>• Deliver trust-to-trust facilitation training to trusts with central strategic careers leadership model to 20 Central Strategic Careers Leaders</li> <li>• Extend the pilot phase to 25 national system reviews including a theme</li> </ul>	

**Priority 1: Raise the quality of careers provision in schools and colleges**

**By January 2024:**

- Develop and deliver online professional careers awareness training for the

**Priority 4: Focus on interventions for economically disadvantaged young people (Free School Meals (FSM)) and those who face barriers**

Qualifications, Professional Learning and Development

	<p>ongoing CPD to enable efficiency and sustainability</p> <ul style="list-style-type: none"> <li>• Develop and deliver teacher development through online learning modules for careers awareness and linking curriculum with careers in line with the expectations of good practice in the Gatsby Benchmarks. Training delivered to 2,000 subject teachers</li> <li>• On-going development of the CEC Teacher and Wider Education Workforce Development Strategy</li> </ul>	
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**Priority 1: Raise the quality of careers provision in schools and colleges**

**By August 2024:**

Careers

Centralised professional learning and development

**Tools, resources, and guidance including digital development and engagement**

- Deliver coordinated audience engagement activity (for example digital newsletters, targeted resources such as bespoke PAL support to audiences, training notifications and updates, sharing guidance and best practice, event and provider updates via Digital Hub) for all audiences:
  - Hub Leads
  - Careers Leaders
  - Education Leaders
  - Enterprise Coordinators
  - Enterprise Advisers
  - Young People/Parents
  
- Deliver Excellence Seminars to elevate professionalisation of Careers Leadership

**those who face barriers**

Hub

Connecting and Collaborating

SEND transition to Further Education (FE) focus – development of an online module and engagement activity including 2 SEND specific *What Works* videos

Half-termly targeted events and activities for practitioners within Col focus (NEET reduction, Gypsy, Roma and Traveller (GRT), Looked After Child (LAC), Special Educational Needs Coordinators)

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Develop strategic partnerships and run half



ITP sector development:

- Deliver 50 online inductions
- Deliver 50 distance learning training places
- Col administered/supported in partnership with Association of Employment and Learning Providers (AELP) through half-termly events

By January 2024 develop guidance for FES practitioners and make available via AoC and AELP sites, entitled:

*Effective Careers Approaches for employed apprentices*

○ **Careers Delivery Providers:**

Continue to grow the community of Careers Delivery Providers and develop the Provider Director to amplify profiles and develop practice

- At least three times a year engage with sectors through national themed roundtables and Advisory Groups for the purpose of supporting continuous improvement in careers provision from:
  - Education leaders
  - Education sectors
  - Young people representative of target programmes

<p><b>Evaluate all communications activity that supports the delivery of Careers and Education Leadership</b></p>	<ul style="list-style-type: none"> <li>Quarterly and annual evaluation of communications activity submitted to DfE</li> </ul>	
<p><b><u>Develop and maintain digital products to support the delivery of Careers and Education Leadership</u></b></p> <p>Increase usage of Compass+ in schools and with other key audiences</p>	<p><b>By August 2024:</b></p> <ul style="list-style-type: none"> <li></li> </ul>	

	<ul style="list-style-type: none"> <li>• Discovery into the collection and use of destinations data</li> <li>• Scoping and initial development of a Virtual Careers Hub for Careers Leaders, integrating with other key digital products</li> <li>• Scoping the development of a digital tool and processes to support CIRS <ul style="list-style-type: none"> <li>• Pilot and rollout of Compass evaluations for ITPs</li> </ul> </li> <li>• Discovery into the feasibility of developing Compass+ for ITPs and FE Colleges</li> <li>• 90% customer satisfaction for users of Compass+ digital products support</li> </ul>	
<p><b><u>Staffing to support the delivery of Careers and Education Leadership</u></b></p> <ul style="list-style-type: none"> <li>• Team to manage ongoing development delivery and of training and digital tools for Careers Leaders and wider education stakeholders</li> </ul>	<p>Delivery of the KPIs set out above</p>	<p>£2.1m</p>

**CENTRAL SUPPORT COSTS**