



North East  
**Data Hub**

# Opportunity North East Summary Report

.....

April 2021

# Introduction

---

**Opportunity North East (ONE) is a three year, £24 million, Department for Education (DfE) sponsored project. ONE is part of DfE's commitment to improve education and boost productivity in the North East and Tees Valley areas.**

ONE identified five main challenges that exist across the North East region that are needed to achieve the overarching ambition:

- Challenge 1: too few children continue to make good progress from primary to secondary
- Challenge 2: to unlock the potential of key secondary schools in the North East
- Challenge 3: some schools struggle to recruit, retain and develop great teachers
- Challenge 4: too few young people find a pathway to a good career
- Challenge 5: too few young people progress to higher education, particularly to the top tier universities.

The main focus of ONE pilot is on **Challenge 4 "too few young people find a pathway to a good career"**.

Overall 28 schools are involved, 16 in the North East LEP area and 12 in Tees Valley LEP area. The pilot was developed through consultation with school leads and DfE selected the participant schools. Participant students were selected by schools, up to 30 per school. Challenge 4 specifically supports students through years 10 and 11.

To find out more about the DfE plan can be accessed [here](#).

## Tackling this challenge – joint working

**North East LEP and Tees Valley Combined Authority LEP are working jointly to ensure better pathways to a good career for young people. Examples of this include:**

- Data sharing via the bespoke digital tool which enables LEPs to look at and extrapolate data from a student level up to a whole project level. This gives us the capacity to make informed decisions regarding student needs
- Making best use of resources by co-developing interventions and raising levels of awareness across both geographical areas, examples including joint working with Uni-Connect to provide information on the pathways to university; the National Apprenticeship Service, to provide information and advice on pathways in to an apprenticeship or traineeship and private training providers explaining their post 16 offer, for example, pathways in to the Armed Forces. To date these interventions have been web-based. Our plan is that interventions will become more face to face as Covid restrictions are eased

---

## Making it relevant - Understanding the local picture

**Within the North East LEP area we are working with ONE Vision schools to understand what will really make a difference to young people when it comes to securing employment, apprenticeships or moving to further education. This includes:**

- Regular sessions with career leads planned for the conclusion of each cycle (there are seven cycles in total)
- Detailed information on each student sent to career leads at end of cycle
- Where applicable Adviser provides copies of student action plans to career leads

---

## Utilising expertise

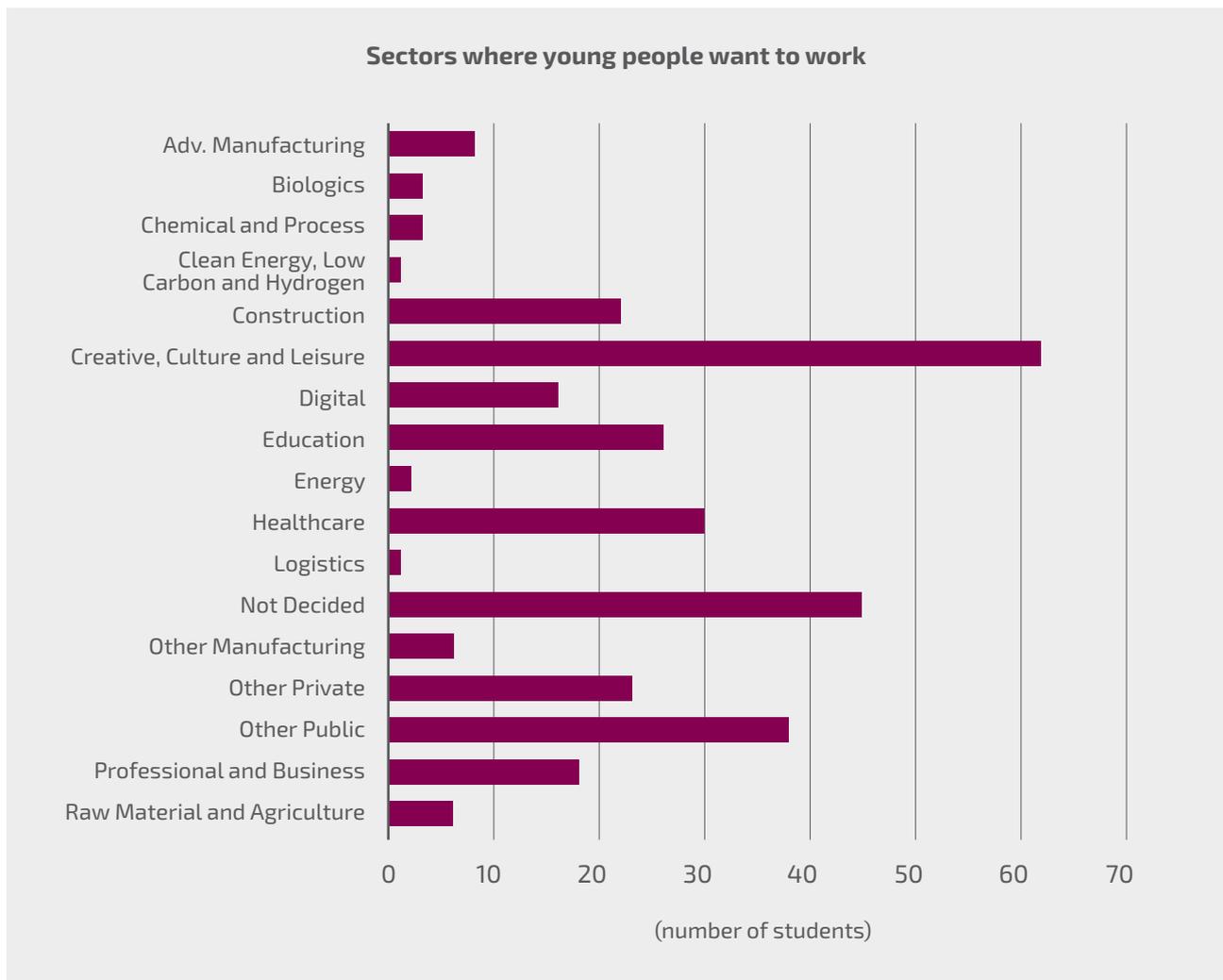
**To meet Challenge 4 we have developed and commissioned a two-year enhanced offer of personalised advice and guidance for up to 30 young people in each ONE Vision school to help them to make the best of their strengths, interests and aspirations:**

- Each student will be offered up to seven personalised interviews. Year 10 interviews are scheduled for Sept 2020, Dec 2020, March 2021, June 2021. To ensure we reach as many students as possible we will flex dates to suit schools. Year 11 dates will be agreed in conjunction with schools.
- Level 6 Advisers are facilitating the interviews and are responsible for collecting data across a range of career related areas. This includes preferred sector, type of job in the sector, post 16 plans and pathways and levels of career based knowledge. This information is being analysed to ensure we provide a credible and relevant offer to students.

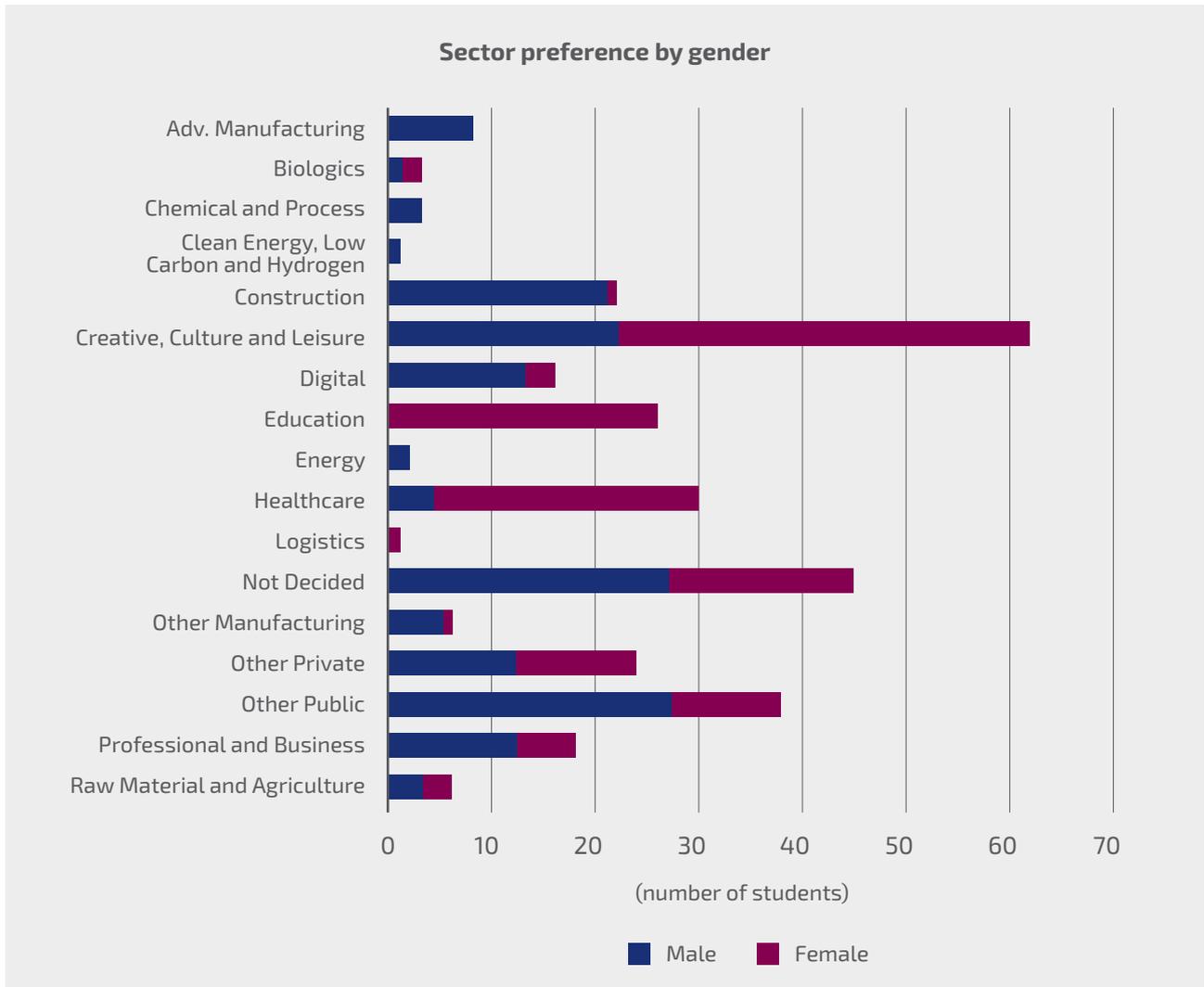
## Project Data

To date, we have completed two of the seven planned student interview cycles. 333 assessments have been completed in cycle 2. To date, up to 30 students per school have engaged with the project. Whilst this is very early data, some of the emergent themes from Cycle 2 are presented below:

### Where people want to work



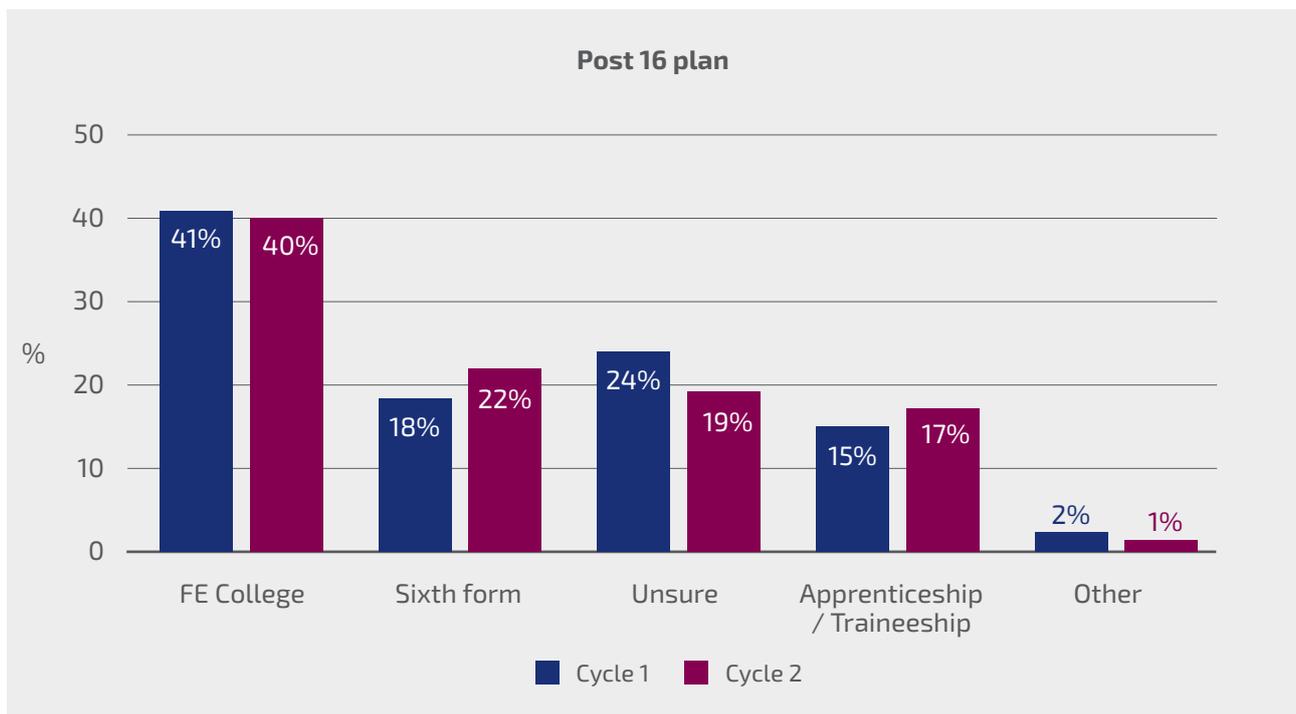
- Cultural and Creative sectors remain the most popular destination
  - 20% of the cohort wanting to work in this sector
- 15% of the cohort are undecided about which sectors they want to work in
- There is minimal interest in Logistics, Clean Energy, Advanced Manufacturing. As these are key growth sectors in the North East LEP area, we will be talking to our partners about how we can best improve awareness and interest in these sectors



- In terms of gender, males were more interested in working in advanced manufacturing; chemicals; clean energy; construction and energy
- Females were more interested in biologics; creative culture and leisure, education, health care logistics. No females expressed an interest in working in the advancing manufacturing or energy sector.

### Post 16 plan

When asked about their post 16 plans, 40% were interested in attending a Further Education College. Importantly the proportion of young people who were unsure about their plan reduced from 24% to 19% between Cycle 1 and Cycle 2 with more than expressing an interest in Sixth Form and Apprenticeships this reflected a increase in the knowledge of progression pathways.



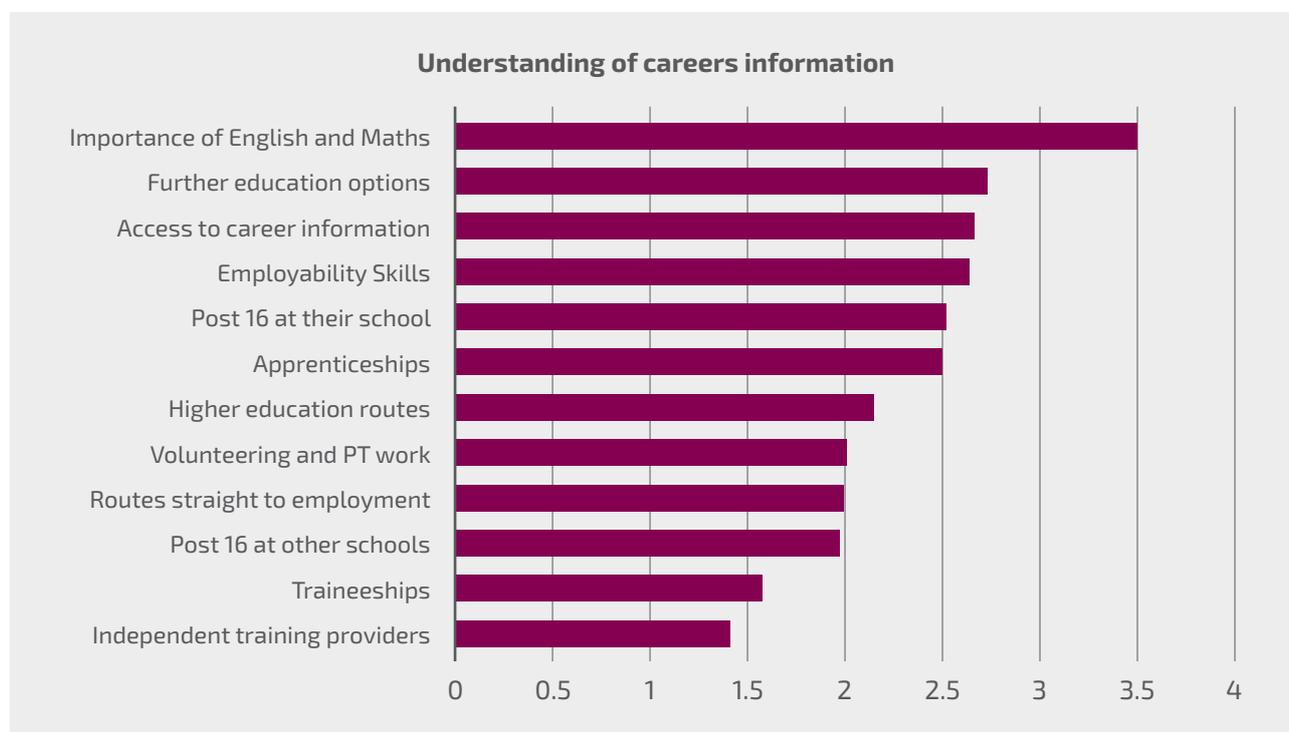
### Levels of post career and post 16 knowledge

As part of the interview discussion Level 6 Advisers collate information on levels of understanding around careers and career information. Knowledge is assessed against key subject areas and this information is then ranked against a framework which scores student knowledge on a scale of 1 (very little knowledge) to 5 (excellent knowledge).



**Positively, the highest rated response was the 'importance of english and maths' (3.5), followed by 'further education options' (2.7) and 'access to career information' (2.7)**

Areas that students were less knowledgeable about included: independent training providers and traineeships.



## Next Steps

**Covid-19 has disrupted delivery but we can continue to work closely with ONE Vision schools to ensure delivery continues. Restrictions have meant a move to virtual delivery; on a positive note this does mean that the virtual experiences can be shared wider than the selected cohort and hopefully will support any student needing additional advice and guidance.**

Using our evidence base we continue to build upon existing links with businesses to improve knowledge around apprenticeships, traineeships and other opportunities for young people. For example:

- Bespoke sessions on key areas of:
  - Accessing Apprentice pathways
  - Routes in to Uniformed Services
  - Routes in to the Health Sector
- Virtual career breakfasts with local businesses
- Collaborative work with colleges
- Virtual business tours
- Resilience building sessions with elite athletes

We are also sharing project level data with our partners so that they can see, albeit from a limited number of students, the aspirations and changing trends within the cohort.