Ensuring the right mix of IAG is given to the right people to make informed decisions

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Case Study Plymouth – delivering IAG across 14-19 year olds

There is a city-side IAG strategy:-

- A Connexions team leader leads and chairs the IAG strategy group
- The group is made up of representatives from: schools and FE colleges, training providers, the local authority, education business partnership, youth service, voluntary and community sector, a parent
- In addition there are linked employers through the Chamber of Commerce
- The Connex group of young people are involved in design.

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The strategy consists of 6 strands of work

A city-wide IAG policy:-

- Developing i-plymouth and the 14-19 prospectus
- Promotion of the relevance of IAG through industry/ education events
- Development of IAG resources
- Work with parents
- An employer engagement strategy and LMI development for IAG

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Work with education

- All schools and colleges have carefully negotiated Partnership Agreements
- There is a Careers Association that is made up of teachers/lecturers and careers staff and promotes Investor in Careers
- A website will be ready at the end of this term to support all delivery staff

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OFSTED

The 14-19 survey by Ofsted awarded a Good for IAG work across the partnership

Diplomas

- Particular focus at the moment on diplomas; every group is expected to deliver group sessions at options evenings, assemblies and develop and provide taster session prior to options choices

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Connexions' work in education

- All work is organised on a team basis in education.
- Connexions PAs see 80% of young people in education
- Connexions' work in the community is via locality teams and staff work as part of these throughout the city

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Areas for concern

- A really challenging labour market, the old industries are still dying and replacement sectors and regeneration slow to lift
- Apprenticeships need to be trebled
- There needs to be more tailored provision
- Clear focus on developing, communicating and maintaining progression routes

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The biggest challenges in Plymouth and the peninsula

- Low aspiration and confidence of population
- Lack of dynamism in the labour market
- Few platforms to enter the labour market for any age group
- Lack of social mobility

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Policy challenge

The role of independent careers information, advice and guidance needs to be redesigned and focused on raising aspirations and increasing dynamic career planning for individuals

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