

North East Ambition's Career Benchmarks: Primary Pilot

Contracting opportunity – Project proposal

The North East Local Enterprise Partnership (LEP) is seeking to appoint an organisation to design and deliver a range of career-related learning resources as part of North East Ambition's Career Benchmarks: Primary Pilot. Specifically, we want an organisation to deliver high quality video materials and accompanying resources to be used in a range of primary settings across the region.

Background

The North East LEP, working with the EY Foundation, is currently delivering the Career Benchmarks: Primary Pilot. The pilot runs across two academic years (2019/20 & 2020/21) and is supported by funding from the European Social Fund, EY Foundation and the Local Growth Fund.

We are working with and supporting 70 primary schools from all 7 local authorities across the North East LEP region to begin to build careers aspiration and inspiration from an early age. This is a key part of the region's Strategic Economic Plan described as North East Ambition.

The project builds on the success of the original Good Career Guidance Benchmark Pilot that took place between 2015 and 2017 in 16 of the region's secondary schools and colleges. This pilot was recognised as transformational and led the way for a new approach to careers guidance in England, outlined in the DfE's Careers Strategy, which was launched in December 2017. We are determined that our North East primary schools will be at the forefront of national development for developing a similar framework suitable for all primary schools in England.

The benchmarks for primary schools are:

1. A stable careers programme
2. Learning from career and labour market information
3. Addressing the needs of each pupil
4. Linking curriculum learning to careers
5. Encounters with employers and employees
6. Experiences of workplaces
7. Encounters with further and higher education
8. Personal guidance

This pilot is not about asking a four-year old to choose a career. It is about exploring how we open up possibilities, broaden horizons and help children and their families see that anything is possible. It is also about equipping children with the skills that will ultimately help them achieve their ambitions, regardless of their starting points.

Pilot Aims & Objectives

The Career Benchmarks: Primary Pilot has the following specific aims and objectives:

Aims:

- To translate the Good Career Guidance Benchmarks for use and implementation in primary settings
- To embed these Benchmarks in 70 primary schools in the North East LEP area
- To test the Benchmarks in action; documenting the conditions, support and capacity needed by schools to make measurable and rapid progress towards the achievement of the Benchmarks

Objectives:

- To build capacity within and between the pilot schools to deliver a consistent, comprehensive and high-quality career education for all pupils that meet the standards of the Primary Benchmarks
- To test the impact of the Primary Benchmarks on pupil outcomes and whole school culture in a diversity of settings over two academic years
- To identify the problems and barriers to the comprehensive implementation of the Primary Benchmarks within different schools and localities and identify solutions and opportunities to overcome these issues
- To create a sustainable and replicable approach to the implementation of the Primary Benchmarks that can be applied at scale in other areas of England

Innovation Funding

A fund has been established to support the schools involved in the primary pilot to create innovative approaches to achieving the Primary Benchmarks.

The fund is designed to develop sustainable methods for schools to reach beyond their own resources, create new partnerships, extend existing networks and develop or enhance careers guidance systems, structures and opportunities.

Collaboration and partnership working should be part of the process of innovation. We are especially interested in the scalability and replicability of activities that are sustainable.

We are looking for someone to work with to deliver the following objectives as part of an innovative project over the remainder of the academic year. Project outputs and milestones are described in the table following.

- Work with two clusters of schools to create resources and templates of best practice to support transition from primary school to secondary school from a careers perspective
- Work with a school and employers to create short videos showcasing key employment sectors from the point of view of primary aged children

Output	Milestone
Engagement with two Secondary Schools and Primary feeders to scope development process of transition best practice.	December 2020
Scope development of key employment sector videos with one primary school.	December 2020
Children to visit five different workplaces representing various sectors of the NE economy.	January 2021
Design of a joint transition outline incorporating career related learning.	January 2021
Five peer-led videos showcasing sectors of the economy to primary school children.	February 2021
Teacher resources to support the delivery of videos in the classroom.	February 2021
Family resources to support delivery of the videos in the home environment.	February 2021
Delivery and testing of events and best practice in relation to the above.	February 2021
Creation of a scheme of work with supporting resources.	March 2021
All resources to be on the NEA website, working with our designers and developers.	March 2021
Presentation of both resources to pilot schools at a full network meeting in the form of CPD.	March 2021



Submission Details

We are seeking a partner who can create and compile best practice careers education resources, predominantly within a primary setting.

The quotation document should provide day rates, with total costs of no more than £9,000 for delivery of the above outputs. We would also expect to see information around the following:

- Specific details about the resources which will be produced and how these could be implemented in primary school settings (please include details of potential additional costs)
- Confirmation that you are able to work within the identified timescales to produce project milestones, and commitment to deliver project despite external factors impacting on these

Submissions should be no more than 2 pages in length and must be returned via email to matt.joyce@nelep.co.uk before **12:00 noon on Monday 30 November**.

We will be assessing the quotations based on how they meet our requirements and value for money. Bidders will be notified if they have been successful by 12:00 noon on Friday 4 December.