



Effective School Outreach – How to positively impact workforce challenges

Thursday 10th Feb. 10:00 -11:00am

Today's Speakers



James Austen
Sales Director
Cohesion

James.austen@cohesionrecruitment.com



Dave Beesley
Talent Director
Cohesion

dave.beesley@cohesionrecruitment.com



Michelle Smith
CEO

Education Business Partnership

michelles@ebp.org.uk



Caroline John
Talent Acquisition
A2Dominion

Caroline.John@a2dominion.co.uk



606,645 applied to higher education in 2021...
this represents a 5% increase on the previous
year.

A movie poster for 'The Perfect Storm' featuring a man in a dark jacket and red suspenders, standing on a boat with his arms raised, looking towards the camera. The background is a dark, stormy sea with a large wave crashing. The title 'THE PERFECT STORM' is written in large, red, serif font at the bottom right, with horizontal lines above and below the word 'THE'.

THE
PERFECT
STORM

Vacancies for school leaver hires are set to increase by 17% on last year

A movie poster for 'The Perfect Storm' featuring a man in a dark jacket and red suspenders hanging from a wooden beam on a boat. The background is a dark, stormy sea with a cloudy sky. The title 'THE PERFECT STORM' is written in large, red, serif font at the bottom right, with horizontal lines above and below the word 'THE'.

**THE
PERFECT
STORM**

Quantity of applicants have dropped in 2022 with 48% employers reporting fewer applications than last year



THE
PERFECT
STORM

Graduate vacancies have surpassed pre-pandemic levels (up 20% on 2019)

A movie poster for 'The Perfect Storm' featuring a man in a dark jacket and red suspenders, standing on a boat deck with his arms raised, looking towards the camera. The background is a dramatic, stormy sea with dark, swirling clouds. The title 'THE PERFECT STORM' is written in large, bold, red letters at the bottom right, with horizontal lines above and below the word 'THE'.

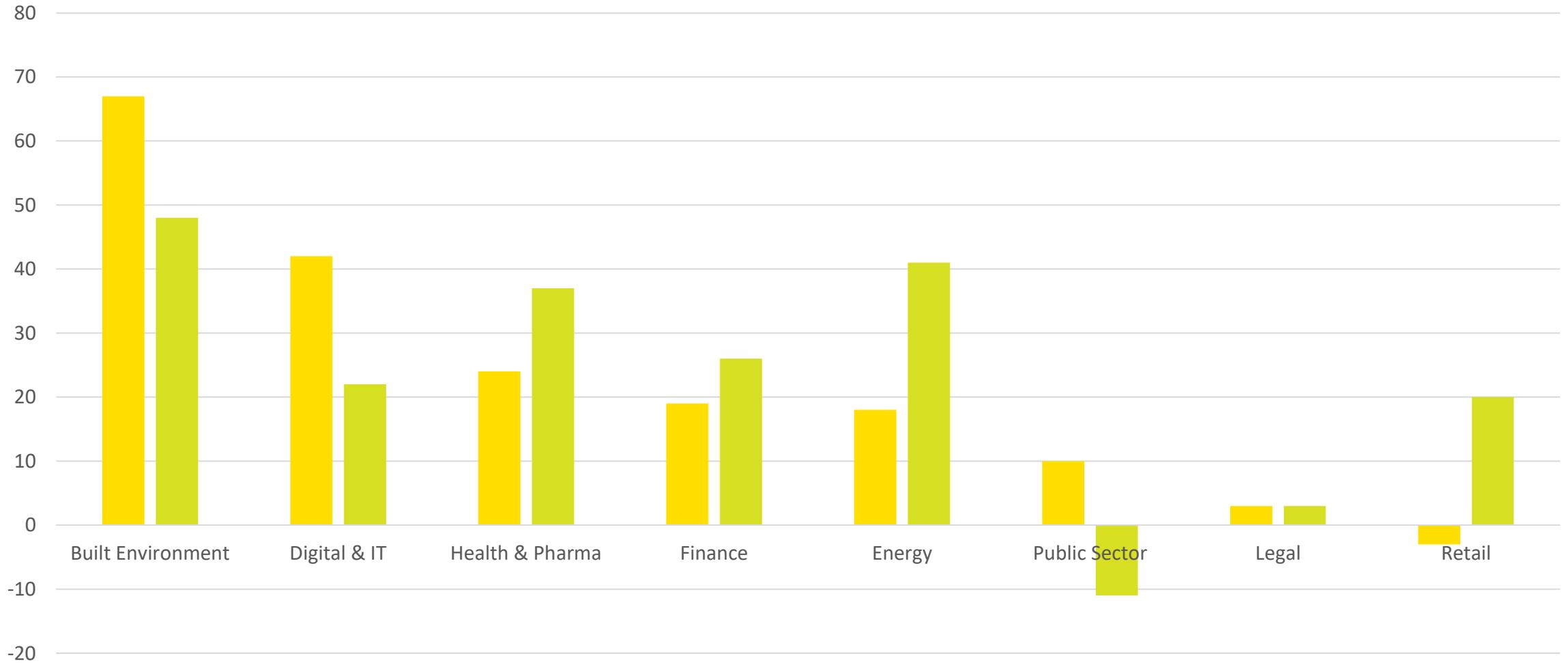
**THE
PERFECT
STORM**



Percentage change in vacancy numbers from 2019 - 2022



Percentage change in vacancy numbers from 2021 - 2022





THE GREAT BRITISH
BAKE OFF

RESIGNATION

40g butter
40g sugar
2 eggs
40g self raising flour
Bake in oven for
10-12 mins
Add eggs one at
a time

Organisations growing again after pandemic and increased recruitment

Need for increased engagement with schools to provide pathways and employability training

School communities represents a huge untapped potential workforce

Fewer emerging talent leaving school and going straight into work



Mandatory Vaccinations U-turn

General exhaustion due to COVID-19

Increasing cost of attraction

Under-representation of Gen Z in the workforce

Declining applications & lower candidate engagement

Brexit: Shortages in other sectors causing pay increases that care can't match

Less willingness of existing staff to pick up additional shifts and responsibilities i.e. buddy programmes

Where is the recognition from the government? A fed up workforce!

Rising agency use, rising agency rates due to staff shortages

Rising turnover due to the internal environment: tired staff / overworked managers / inability to be flexible

**Candidate Landscape
Social Care**

School Outreach with Education Business Partnership

Inspiring our future workforce



Who is Education Business Partnership?

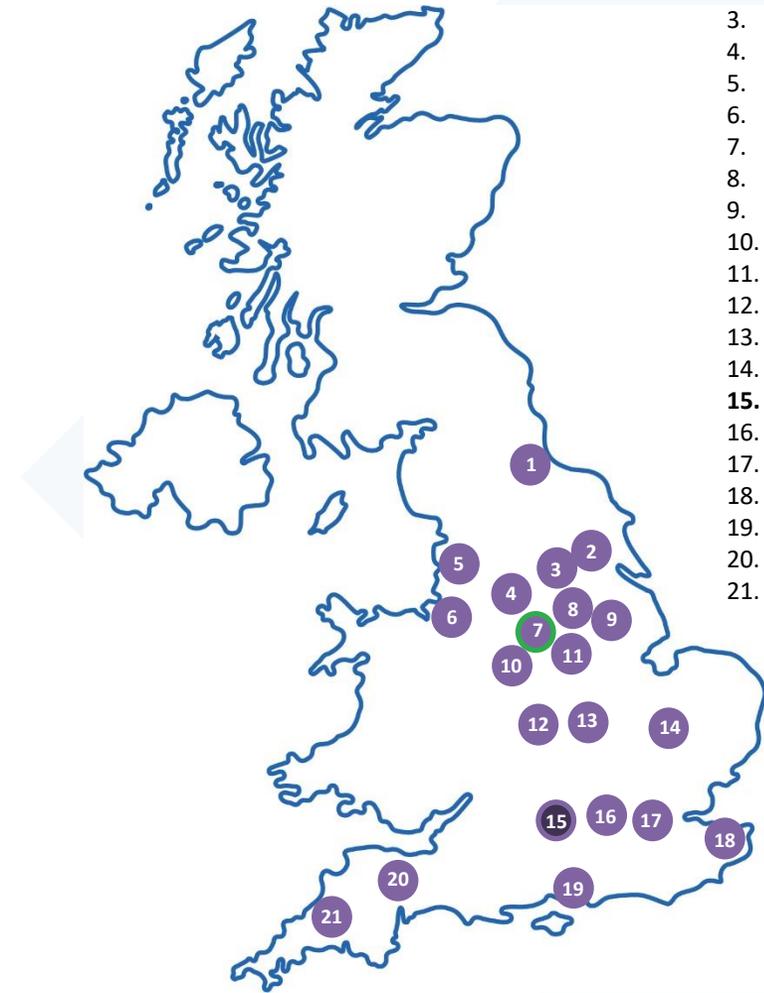
- We are a not-for profit company and our Mission is:
“to unite education and business to inspire and equip our future workforce for tomorrow’s workplace”
- We have over 25 years’ experience and **know** exactly **what works**
- **National network** of specialist professionals
- Our work **directly influences** the **career choices** young people make
- We work with businesses to create and deliver high impact campaigns and activities in schools and colleges to **Inspire, Educate, Develop Skills and Raise Aspirations**



Our Services

Established national network delivers a range of School Outreach services including:

- School/college engagement
- Multi-channel communication campaigns
- In-school events/activities/ workshops to:
 - Raise awareness of career pathways/options
 - Improve employability skills
 - Raise aspirations
 - Support students to make informed decisions on next steps
- Co-deliver with employers from all sectors

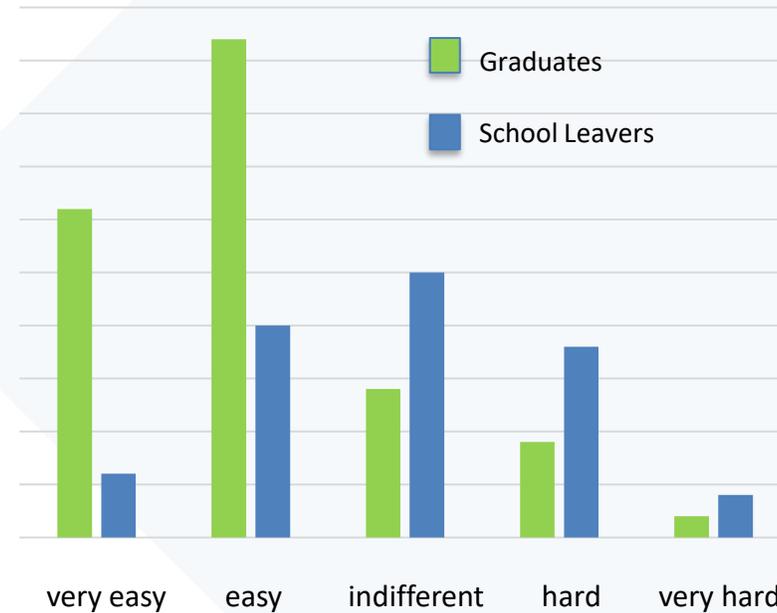


1. Durham
2. Heslington
3. Leeds
4. Bradford
5. Accrington
6. Liverpool
7. Derbyshire
8. Sheffield
9. Lincoln
10. Cannock
11. Nottingham
12. Birmingham
13. Leicester
14. Cambridge
- 15. Newbury**
16. Slough
17. London
18. Ramsgate
19. Portsmouth
20. Taunton
21. Bodmin

Why consider School Outreach?

- “Children can only aspire to what they know exists“ (Prof Dr Ger Graus OBE)
- Over **50%** of students interested in applying for university for 2022 also registered an interest in apprenticeships. Yet over **30%** of school leavers received **ZERO** information on apprenticeship schemes (Source: UCAS 7/21)
 - Targeted provision of relevant, impactful information
 - Timely engagement of ‘passive’ audience – inspire and inform young people
- Growing receptiveness from schools/colleges, increasing focus on student destinations and employability (expectation for schools to achieve The Gatsby Benchmarks). EBP support you in navigating this landscape and resourcing

Access to Career Information



Source: UCAS 7/21

Who are A2Dominion Group?

Not just a housing association



We're a housing company with a social purpose – not for profit



We're also one of the G15, the largest group of charitable housing associations in London

We are one of the UK's leading care and support providers.

2,500 supported and sheltered homes
190 specialist care and support employees

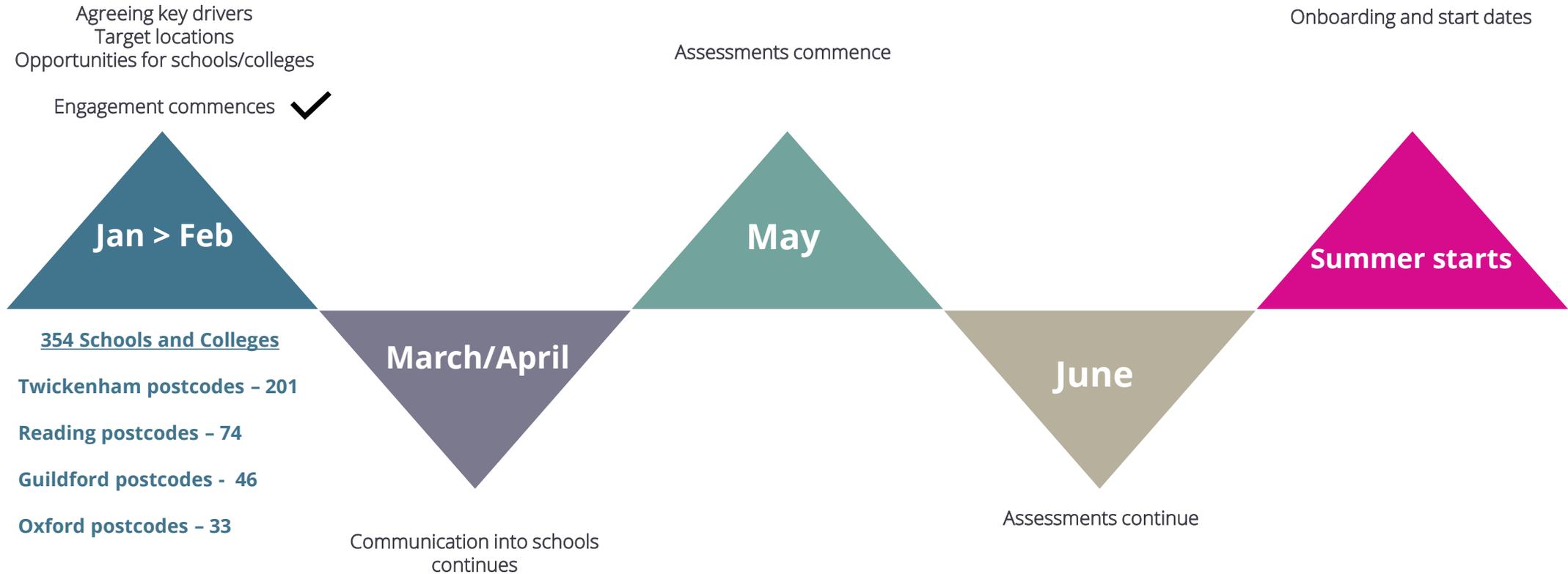
Why school outreach?

And why now?



How are Cohesion supporting us?

Schools' engagement programme





Q & A

www.cohesionrecruitment.com