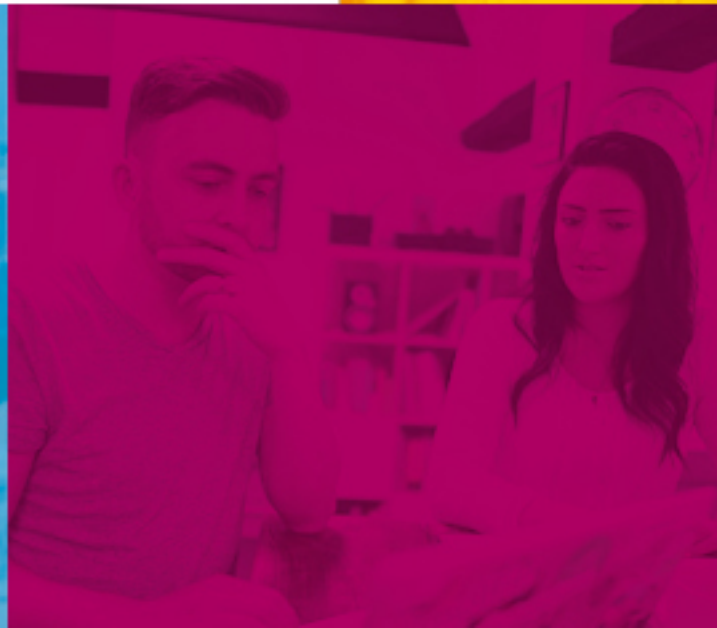
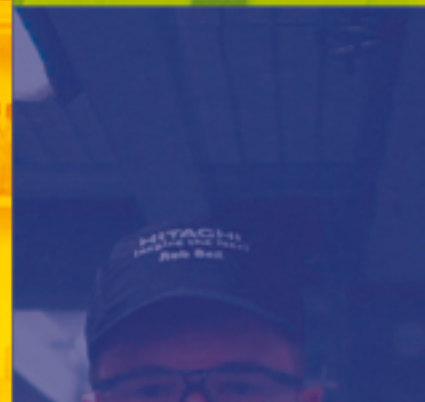


# North East Ambition: future jobs and local opportunities



# North East Ambition: future jobs and local opportunities

## Kehri Ellis

Chief Executive, North Tyneside Learning Trust

Representing the Information, Advice and Guidance Advisory Group  
at the North East LEP



# North East Ambition: future jobs and local opportunities

“Every young person can identify routes into work, supported through experience and exposure to the world of work and exposure to inspiration.

We want them to understand that alongside formal academic qualifications, the value of life and work experiences are incredibly valuable.”



# North East Ambition: future jobs and local opportunities

The North East LEP, along with partners are pleased to be leading the way as the first region to use the Good Career Guidance Benchmarks. The resources we are about to reveal will continue to support you and your young people on this journey to:

- make good career choices
- find the best learning route
- understand the opportunities available for them in the region (as well as across the UK and beyond)
- be well prepared for entering the world of work.



**North East Ambition:  
future jobs and local opportunities**

# **North East Ambition: Teacher Toolkit**

**Lindsey Peek & Denis Heaney**  
Enterprise Coordinators, North East LEP



# North East Ambition: future jobs and local opportunities

## 1. What can't you do in the North East?

Opportunities in key sectors; provides some future trends information and considers people, place and travel to work

## 2. Routes to success

All the different pathways that young people can follow:  
Apprenticeships and jobs with training; Further Education and Higher Education

## 3. Your chance of success

Usefulness of school subjects; employability skills; applications; interviews and employer views

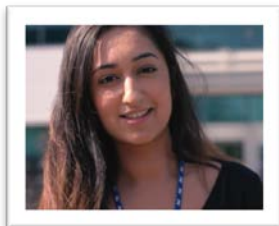




# North East Ambition: future jobs and local opportunities



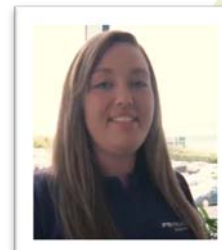
**Construction**



**Languages & Business**



**Business**



**CAD**



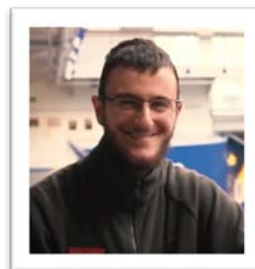
**Retail**



**Digital**



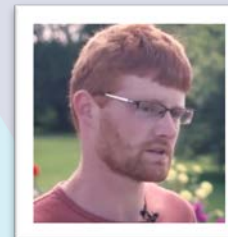
**Manufacturing**



**Heritage & Culture**



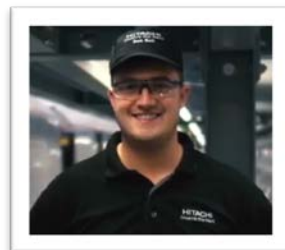
**Health & Science**



**Horticulture**



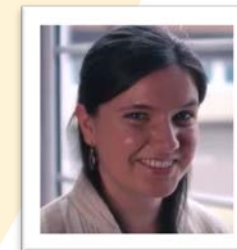
**Drone Technology**



**Engineering & Transport**



**Comms & Marketing**



**Renewable Energy & Design**

# North East Ambition: future jobs and local opportunities

## Video Clip: What can't you do in the North East?





# North East Ambition: future jobs and local opportunities

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**C. 'Your Chance of success'**

- 'Your Chance of Success' video. Embedded in the PowerPoint and available to watch on YouTube.  
<https://www.youtube.com/watch?v=AmEkGveHQY>
- 'Your Chance of success' PowerPoint presentation, which briefly covers four main themes: the usefulness of school subjects, employability skills, applications and interviews, and some employer views
- 'Your Chance of success' teachers' notes, which reflect the themes outlined above, with employability skills grids, which can be used for students from Year 9 where appropriate
- Specimen 'Employability Skills' and 'Taking the Next Step' lesson plans.

If you wish to use the film in segments, rather than show it in its entirety, the film timings are below:

Intro	00:00-00:50
School Subjects at work	00:50-03:36
Employability skills	03:36-05:50
Taking the next step	05:50-09:50
Employers views	09:50-13:50
The Last word	13:50-14:35
Thanks/Logos	14:35-14:54
Out-take	14:54-15:24

Each of the PowerPoints and accompanying teacher notes contain a range of activities that can be used in large group lessons or in




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**5. Sources of Labour market information and careers resources**

**Free careers resources**

- For the classroom, individual young person and/or practitioner
- [www.icould.com](http://www.icould.com)  
Large selection of careers videos and broad range of articles
- [www.careersbox.co.uk](http://www.careersbox.co.uk)  
General Careers Information and videos on a variety of occupational areas
- [www.plotr.co.uk](http://www.plotr.co.uk)  
Interactive Careers website with teacher resources
- <https://nationalcareersservice.direct.gov.uk>  
Job profiles, skills healthcheck, LMI and lifelong learning account
- [www.startprofile.com](http://www.startprofile.com)  
Brand new site from u-explore launched in Jan 2016
- [www.getinfofar.gov.uk](http://www.getinfofar.gov.uk)  
New-look national apprenticeship website: vacancies, role descriptions and resource materials
- <https://www.stem.org.uk/library/collection/103798>  
STEM Careers in the Curriculum Teacher Toolkit
- <https://www.healthcareers.nhs.uk/career-planning/offering-career-isa/teaching-resources/patient-journey-toolkit-teachers>  
NHS Patient Journey Toolkit
- <https://www.myworldofwork.co.uk/my-career-options/choosing-my-subjects>  
School subjects at work
- <https://successschool.org/advice/details/508/What-are-my-GCSE-Options>  
School subjects at work

[http://www.bbc.co.uk/schools/websites/11\\_16/site/business\\_study\\_s.htm](http://www.bbc.co.uk/schools/websites/11_16/site/business_study_s.htm)




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**North East Ambition: What can't you do – People, Place and travel to work**

**Lesson Plan for Year 10 and 11 students**

The aim of this lesson is to help students broaden their understanding of NE population trends and the resulting increase of opportunities for young people and the travel to work patterns across the region, all of which should assist in raising aspiration amongst young people.

Steps	Activity	Resources	Time
Introduction	Outline intention to look at People, Place & Travel to work	Module 5 of NEA: WCYD Rowspoint Slide 27-30	2 minutes
Presentation	Introduction to NE Population	NEA: WCYD Rowspoint Slides 31-6	10 minutes
Presentation and discussion activity	Provide overview of Place and Travel to work patterns – and discuss issues raised in presentation	NEA: WCYD Rowspoint Slide 37-40	10 minutes
Activity 1	Students spend 5 minutes completing their map and then share their results with someone else in the group	WCYD NEA: WCYD Rowspoint Slide 39 Teacher must make provide enough copies of the 'My family and friends job map' for each student	10 minutes
Feedback	Feedback from students on sectors	Whiteboard/Flipchart to capture results of discussion, particularly the kinds of jobs and the work locations  If possible, teacher could create a geographical map on the flip chart – or place pins on a real map to show spread	15 minutes
Presentation	Final travel to work	As the mapping develops this is likely to show the patterns for the next 2 slides NEA: WCYD Rowspoint Slide 42-43	5 minutes
Summary	What have we learnt?	NEA: WCYD Rowspoint Slide 44	3 minutes




# North East Ambition: future jobs and local opportunities

## Employer observations

We have talked to employers and some of the things they say are:

'We don't necessarily go looking for graduates – it is more important that there is the aptitude for the work. As a small company we need people who can add value from day one'

'I want to see some self-confidence and someone who can tell me what they're good at, that's all'

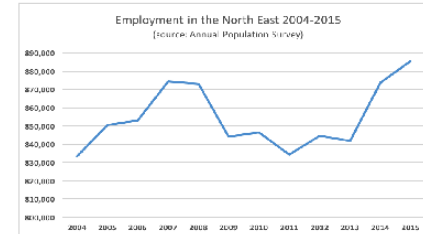
'Confidence and communication skills are very important, as you have to be able to work well together and need to be willing to learn new skills as you go'

'One graduate said, 'I'm here to change the business. I showed her the door'



## How many people are working in the North East?

There are currently around 888,000 people working in the North East.



## Employability skills



## The region's top ten sectors

Accommodation & Food Services  
Business Administration and Support Services  
Construction  
Education  
Health and social care  
Manufacturing  
Professional, Scientific and Technical  
Public Administration  
Retail  
Transportation and Storage



# North East Ambition: future jobs and local opportunities

Excellent to get the students highlighting their own transferable skills and thinking about applying them to different sectors.

I can use it for myself so I am aware of the different routes, which will help me in my one to ones.

Great for tutorials

A great starting point to differentiate for our students.

I feel the resources can be adapted to work with any of our groups.

The videos are fresh...they use young people who students can identify with.

# North East Ambition: future jobs and local opportunities



# North East Ambition: future jobs and local opportunities

## How to access the North East Ambition: Teacher Toolkit

1. Go to **[www.nelep.co.uk/improving-skills/north-east-ambition](http://www.nelep.co.uk/improving-skills/north-east-ambition)**
2. Register by entering **your name, institution and email address.**
3. You will get an email with **a link to Dropbox where you will be able to download the resources.**
4. Let us know how you get on, **we'd really appreciate your feedback.**





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**THE LAST WORD...**

