

## Guidance for Employers

### Introduction

Thank you all for volunteering time during your busy working week to take part in Bucks Skills Roadshow 2020. By accepting visits from the 6<sup>th</sup> to the 10<sup>th</sup> July you are enabling young people across Buckinghamshire to learn more about the variety of local career options and the different routes into them.

The Bucks Skills Roadshow is an innovative initiative that gives students between years 7 and 13 (age 11 to 18) the unique opportunity to get real experiences within Buckinghamshire businesses and an insight into the opportunities available to them locally. Feedback by students in other areas of the country has proven that these visits have a strong impact on behaviour and attainment. Furthermore, studies state that by having encounters with employers at least once a year, students are more likely to earn better salaries, stay in education, and have higher aspirations.

By visiting your businesses, we hope young people leave with a more thorough understanding of the vast array of careers available to them and grow in confidence by getting the chance to talk to employers. We strongly believe that Bucks Skills Roadshow will have a big impact on the students who participate. We have already seen students decide on career paths, take steps to working harder in school, and find work experience placements on visits.

Our aims for the Bucks Skills Roadshow are that these visits become an annual occurrence for schools/colleges, students and employers. As students experience workplaces, have meaningful encounters with employers, and learn more about working towards career goals, we hope to see an increase in attainment, confidence and awareness of local career paths. We are very grateful to those employers who are participating in this event, for contributing to the Buckinghamshire skills agenda, and for promoting the varieties of opportunities in their sector.

Kind regards,

The Bucks Skills Hub team

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## The Booking Process

### 1. We send out to schools a list of employers w/c 20<sup>th</sup> April 2020

In the guidance sent to schools/colleges we will send booking guidance and a list of the employers opening their doors to students. The list will include your company logo, a short bio about what you do, and the details of the visit/s you are open to.

### 2. Schools choose a visit they wish to make

Schools/colleges will be able to choose an employer they wish to visit. Schools/colleges may make multiple visits. We check they are aware of all the details such as specific dates and age ranges, and if they are, we put them directly in contact with you.

### 3. Schools and employers decide a visit and confirm with Bucks Skills Roadshow

When schools/colleges have booked on we will introduce them to you and finalise the arrangements for the visit.

## How visits work

We understand that many of the companies who work with the Bucks Skills Hub have never had groups of young people come to visit their premises. Worries of health and safety, time management and loss of work are shared by everyone involved. All the sectors and varying styles of workplace have something different to offer and every employee has a different story.

The Bucks Skills Roadshow is about sharing your company, your day to day business, what you create/offer/sell, the vast amount of jobs young people will never have heard of, and all the many ways people do them. We do not need a detailed risk assessment, nor does any employee need a DBS certificate. All that is necessary is your willingness to share your business with a young person.

Bucks Skills Roadshow allows a unique opportunity for you as an employer to talk closely with young people, offering an authentic voice for the world of work. Feedback from students states what they enjoy most about visits are:

- Getting to talk to people – 29%
- Physical parts such as machinery or recreating work – 22%
- Learning about new jobs – 20%
- Getting a tour of the workplace - 17%
- Having a fun activity – 10%
- Biscuits! – 2%

You do not need to include all of these elements in your visit for it to be successful, as feedback shows what young people enjoy most is hearing employers be honest about their career journeys.

Students also love to see other young people involved in business, so if you have an apprentice, they might be a great tool too. Below are two examples of how a visit may go for a small and larger business.

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**Example schedule for a smaller company**

10am	Arrival & welcome
10.15am	Introduction to business and day to day activity
10.45am	Tour of site
11.00am	Activity / Demo
11.40am	Q&A
12.00pm	Depart

**Example schedule for a larger company**

10am	Arrival & welcome
10.15am	Introduction to business and day to day activity
10.45am	Tour of departments
11.00am	Workshop
11.40am	Quiz/ Q&A
12.00pm	Depart

**Employer Focus – Barkweb**

Barkweb, a digital marketing agency based in Eastbourne, has taken part in similar events over the last couple of years. Julian Perrot, Managing Director of the company, answered questions on how he and his team of 7 planned their visit.

**How did you plan your visit? / What did you do on your visit?**

“We knew the size of groups we were having, when they were arriving and when they were leaving. The aim was to give them as much information about our industry, tell them a little about us and make sure they leave feeling enlightened and empowered.

I am not sure we really planned very much apart from about a 10-minute discussion between all the staff here. Oh yes, I did do a small power point, but nothing too fancy. I also just came up with ideas in the day or two proceeding (the design question – ‘when you are in the loo look around you and ask yourself what has been designed?’ The answer is ALL of it without exception.) Stuff like that gets them engaged.

We always start with a group introduction (by me). This is a good opportunity to engage with them, and find the disrupters and engage with them too! Then we split the group into smaller groups (3 or 4) and they then have 10 minutes in each of our departments (Design, Development, Optimisation and Promotion) where an employee will talk to them and show them examples of what they do and most importantly why they do it our way.

We then finish with another summary group session, with questions from me, and questions from them.”

**What did your employees enjoy most?**

“I think the employees genuinely enjoyed being able to talk to the engaged students. It is much harder for them when they have a group of 4 who just look bored. But even then they can ask questions like: ‘why are you bored...?’ It is also an opportunity to develop themselves a bit as we don’t work with students very often at all!”

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## Possible Tasks

A great way to get young people engaged is to give them a task, so they have to be focused, rather than them sitting down for a whole hour. As we all learn in different ways, by using talks, activities, and listening exercises, we can help make sure as many students as possible are all taking the message on board and have memories to share with friends and family. Apart from activities, tours work well to get people up and energised, and getting in some exciting speakers can catch people's attentions.

## Activities

Activities are a fantastic way to get young people excited about careers, without realising they're learning! Companies have created games revolved around their day to day work, and it is easy enough to take what one person in your team does and make it into a game. For instance, you can ask students:

- how they could market a product you sell
- to design a poster advertising a business
- to engineer a structure using pens and tape
- how they would engage local people into an event

## Demonstrations

If you work in an engineering site or factory, you may be able to give groups a demonstration of how your machinery works, or how you use certain equipment. If you are worried about the health and safety implications of using specific products, feel free to drop the visiting teacher a quick email asking if it is okay.

## Quizzes

Quizzes can be used at the beginning and/or end of your visits. You can utilise them to test what knowledge the students already have of your area of work, you can test them at the end to see what they have learnt, or you can test them at the beginning and end so the students can really see how much they have learnt over their trip! By putting students in two teams it also adds an element of competition which will make them more likely to take part.

## Q&A Session

It would be beneficial for the students if you could fit in a questions and answers session before students leave. By leaving this until the end of the visit, young people are more likely to feel comfortable enough to speak up. If students are still unwilling to engage, you can always try asking them a few questions!

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## Frequently Asked Questions

### *What do the students expect to see and achieve from a visit?*

A lot of the students visiting you will have never been in a workplace, so all the offices, factories and sales rooms are beneficial to them and give a wider view of the world of work. Anything extra you can offer is a bonus! Common feedback from employers about young starters is that they are unaware of basic employability skills such as conversation and dress. Talking to young people in your place of work means they will begin to feel more comfortable around employers and be willing to go out by themselves and improve their skills early.

### *How do schools pick which students visit my workplace?*

Schools/colleges pick who they feel will benefit most from these visits, however, what this means to teachers varies. Some have chosen students who have excelled in classes and are more likely to see a career they want to follow, whilst others choose students who are finding it hard to engage in class and see how education connects to later working life. There are careers teachers who take students out to various visits, and individual subject teachers who take students to further their studies. Some students sign up themselves, whilst others pick from a wide choice. All forms work in different ways, and all have the potential to work well.

### *How many students can I expect?*

Generally, between 12 – 15, which is a minibus size. The number of students you have requested will be given to the schools/colleges when they book. The final number of students will be confirmed shortly before your visit and should be included in your final confirmation email.

### *Do I have to organise transport?*

No. Schools/colleges should have access to a minibus to get to your place of work. If you have access to parking, or know of a place nearby, this would be most useful to tell schools about.

### *How much notice will I have of a school visiting?*

We ask schools/colleges to book at least two weeks before a planned visit to give plenty of warning to you and to ensure they have enough time to organise transport and pre-trip checks, to minimise risk of cancellations.

### *Can I take photos of visits?*

We ask all schools/colleges to get students to sign a separate photo consent form which we collect. If you could just double check on your visit if the students have done so, then you will be free to take photos. Please note, there may be individual students who do not give signed consent. If they are present in the photo at any point, it cannot be used and must be deleted. If you are planning on sending out a press release, no individual names of students can be mentioned.

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### *Will I be responsible for the behaviour of the young people?*

All students will attend visits with at least one member of staff from their school/college. This person will be responsible for the behaviour of the students and ensuring they are listening, engaging with your activities, and practicing good health and safety.

### Publicity

As this is our first Bucks Skills Roadshow, we would like to make sure your great work is shared with the county. There are many ways we are aiming to do this, and if you can join us, that would be fantastic!

### Twitter

@BucksSkillsHub @BBFUK

### Evaluations

We send out an online evaluation form. This form helps us at Bucks Skills Hub to create a programme that is helpful and attainable for you, whilst being rewarding and useful for schools and colleges. This should not take any longer than five minutes and will ask short questions on how your visit went and how the students engaged with it, and asks advice on how to improve for future Bucks Skills Roadshows.

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