

Updating the careers Cold Spots

Updating The Careers & Enterprise
Company prioritisation indicators



About this report

This short report updates The Careers & Enterprise Company's Cold Spots analysis with the latest available data. In addition to the Local Enterprise Partnership level data presented in this report, data is available at the Local Education Authority level on the Careers & Enterprise Company website.

At the end of this report we discuss the way forwards for the Cold Spots analysis.

Publication information

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In brief

This report presents the latest careers Cold Spots data. The careers Cold Spots use a basket of data to identify which areas of the country are most in need of career support. The data informs the priorities of The Careers & Enterprise Company and is available to support other organisations in their prioritisation of initiatives to support the careers of young people.

The analysis of the data shows that there is considerable diversity of need across the country. Some Local Enterprise Partnership areas have no Cold Spots whilst others have five. This geography of need helps us to understand where to target resources across the country.

We have presented a case study of our work in Northamptonshire to show how The Careers & Enterprise Company and the LEP are making a difference locally.

Our analysis shows that the country as a whole is warming up. While it is too early to make causal claims, we are very encouraged that things are moving in the right direction.

Finally, we launch a consultation to look at how we can develop and improve the cold spots in the future, particularly in the light of changes to some of the available data.

1. Introduction

The Cold Spots research defines where young people most need career support. It does this by identifying ten data sources that tell us about: the barriers that young people experience in their careers; where there are high levels of engagement between education and employment; whether young people's career decisions are informed by the opportunities available; and whether they are gaining positive outcomes in terms of their education and employment.¹ Taken together these data allow us to build a basket of indicators which describe the relative need for careers and enterprise activities across the nation. If you are interested in finding out more about the Cold Spots methodology, then our previous reports contain a lot of detail on how the analysis is done.

The original 'Cold Spots' analysis was published in 2015.² A second iteration of the analysis was compiled in 2016.³ This report updates the Cold Spots data to 2017. Alongside the publication of the report we have always published the data on which it is based to allow Local Enterprise Partnerships (LEPs), local authorities and other key stakeholders to drill further into the data in ways that are useful to them.

In this third iteration of the Cold Spots we have updated the indicators where sufficient available data exists. Section 2 presents data for all of the LEPs. Unfortunately, we have lost some of the indicators used in previous years due to changes in the way the data is collected. A lower sample size has meant that we are no longer able to confidently present some of the labour market data at LEP level,

however we still have 8 of the 10 indicators. Section 5 introduces our plan to update the Cold Spots metrics in 2018. We have decided to rethink the Cold Spots after having lost two indicators and to consider the changing labour market and education landscape. In Section 6 we then launch a consultation which will inform how we take 'Cold Spots' forwards in 2018.

1. The full range of indicators and data sources are described in the appendix.

2. The Careers & Enterprise Company. (2015). Prioritisation Indicators. London: The Careers & Enterprise Company.

3. The Careers & Enterprise Company. (2016). Understanding the Careers Cold Spots: The Careers & Enterprise Company Prioritisation Indicators 2016. London: The Careers & Enterprise Company.

2. The prioritisation indicators by Local Enterprise Partnership

Table 1 sets out the prioritisation indicators by LEP. The LEPs are presented alphabetically with the shading showing their relative coldness in each indicator⁴.

Table 1: Cold Spots indicators at the Local Enterprise Partnership level

Source	DfE GCSE and equivalent attainment by pupil characteristics January 2017	DfE revised GCSE and equivalent results 2015/16	DfE revised A level and equivalent results 2015/16	DfE revised A level and equivalent results (Maths and Science) 2015/16	DfE destinations of key stage 4 pupils: 2014/15 destinations for the 2013/14	DfE participation in education and training June 2017	UKCES EPS 2016	UKCES EPS 2016
LEP	% Pupils claiming free school meals (Known to be eligible for and claiming)	% Pupils attaining 5+ A*-C GCSEs (including English & Maths)	% A-levels entered that are STEM (Maths & Science only)	% STEM A-levels that are entered by girls (Maths & Science only)	% In sustained apprenticeship destination post KS4	% 16-17 year olds recorded NEET (not in education, employment and training)	% Employer establishments who had anyone in on work experience	% Employer establishments who offered any work inspiration
National average	13.8%	59.3%	30.9%	42.5%	6.0%	5.4%	38.0%	10.0%
Black Country	18.6%	55.1%	32.4%	42.7%	6.6%	4.5%	35.0%	5.0%
Buckinghamshire Thames Valley	4.5%	73.7%	39.3%	41.1%	4.0%	2.5%	40.0%	11.0%
Cheshire and Warrington	8.4%	65.8%	26.5%	41.5%	6.4%	4.9%	36.0%	8.0%
Coast to Capital	9.6%	65.0%	27.4%	41.5%	4.1%	3.9%	39.0%	8.0%
Cornwall and the Isles of Scilly	10.6%	64.3%	29.1%	43.5%	6.0%	6.3%	27.0%	11.0%
Coventry and Warwickshire	10.4%	64.8%	29.9%	41.8%	5.4%	5.0%	44.0%	14.0%
Cumbria	8.2%	63.3%	29.8%	43.7%	13.0%	6.1%	34.0%	15.0%
Derby, Derbyshire, Nottingham and Nottinghamshire	13.2%	61.2%	28.3%	42.9%	8.6%	4.6%	38.0%	10.0%
Dorset	10.5%	65.9%	28.2%	41.4%	7.6%	7.1%	29.0%	6.0%
Enterprise M3	7.0%	68.2%	27.7%	40.2%	5.6%	5.0%	36.0%	9.0%
Gloucestershire	7.8%	66.4%	29.0%	39.3%	6.0%	3.9%	40.0%	8.0%
Greater Birmingham and Solihull	17.8%	61.2%	31.2%	43.4%	5.3%	4.1%	43.0%	8.0%
Greater Cambridge & Greater Peterborough	9.2%	64.2%	27.7%	40.9%	5.8%	7.3%	32.0%	9.0%
Greater Lincolnshire	11.0%	61.7%	29.6%	40.0%	6.6%	5.3%	33.0%	8.0%
Greater Manchester	16.9%	61.0%	28.2%	44.6%	6.6%	5.6%	36.0%	12.0%
Heart of the South West	11.6%	62.8%	29.7%	42.7%	7.1%	5.4%	34.0%	11.0%
Hertfordshire	6.4%	69.6%	28.4%	42.6%	4.0%	5.8%	37.0%	11.0%
Humber	15.0%	60.6%	24.5%	40.2%	8.9%	6.3%	36.0%	9.0%
Lancashire	13.6%	62.4%	30.1%	42.3%	7.9%	5.6%	42.0%	11.0%
Leeds City Region	14.9%	60.6%	28.9%	42.7%	7.1%	5.6%	36.0%	7.0%
Leicester and Leicestershire	10.1%	62.5%	32.4%	40.7%	6.4%	5.8%	29.0%	6.0%
Liverpool City Region	19.1%	58.9%	28.3%	45.3%	6.6%	8.6%	47.0%	13.0%

4. NB. A change in how the question was asked between the 2014 and 2016 Employer Perspectives Survey means that the Work Inspiration indicator is not comparable across years. It is still useful as a measure of the relative amount of work inspiration between regions.

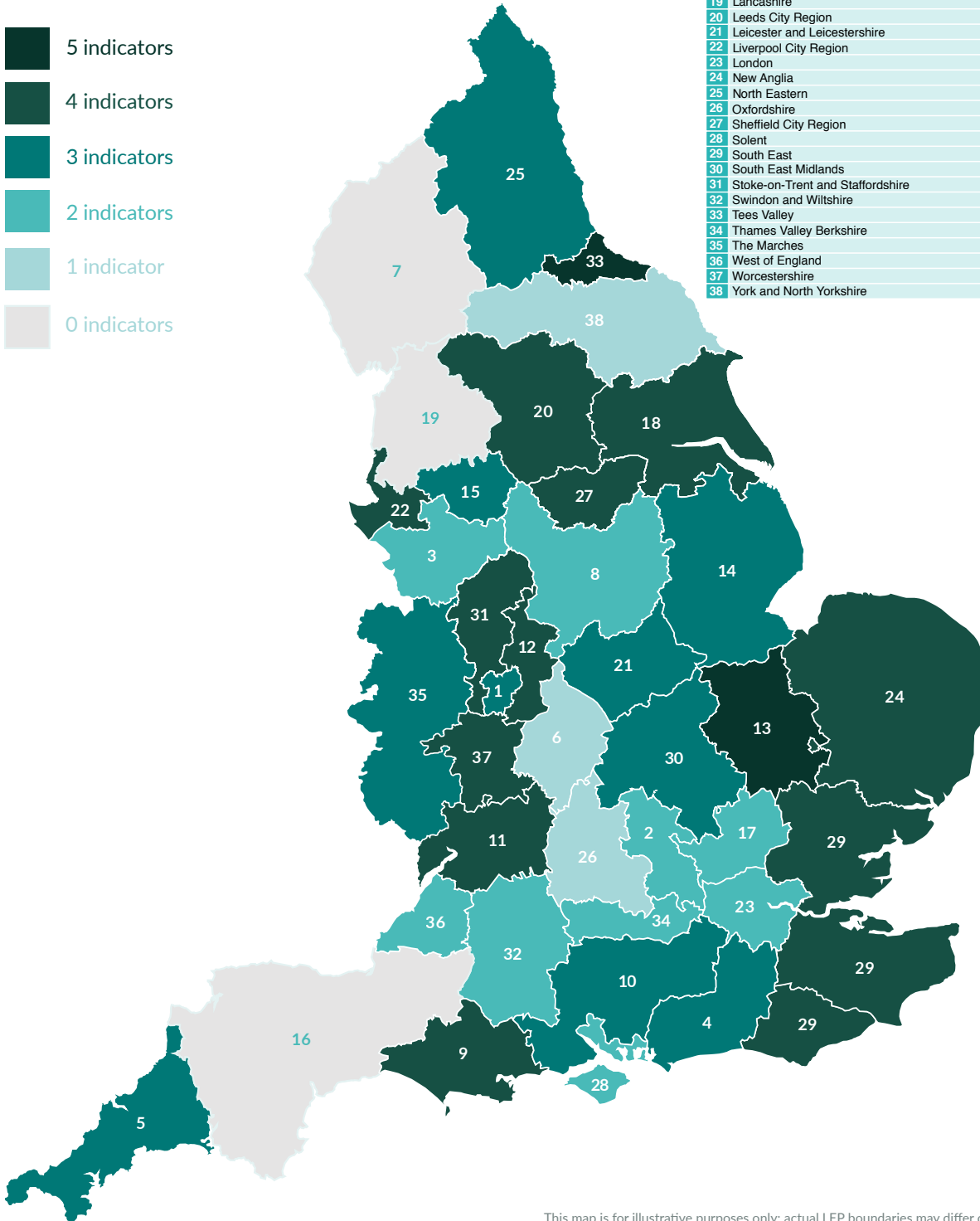
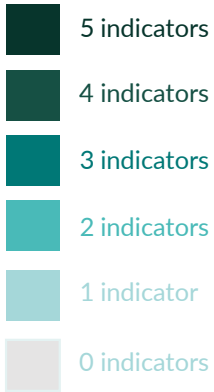
Source	DfE GCSE and equivalent attainment by pupil characteristics January 2017	DfE revised GCSE and equivalent results 2015/16	DfE revised A level and equivalent results 2015/16	DfE revised A level and equivalent results (Maths and Science) 2015/16	DfE destinations of key stage 4 pupils: 2014/15 destinations for the 2013/14	DfE participation in education and training June 2017	UKCES EPS 2016	UKCES EPS 2016
LEP	% Pupils claiming free school meals (Known to be eligible for and claiming)	% Pupils attaining 5+ A*-C GCSEs (including English & Maths)	% A-levels entered that are STEM (Maths & Science only)	% STEM A-levels that are entered by girls (Maths & Science only)	% In sustained apprenticeship destination post KS4	% 16-17 year olds recorded NEET (not in education, employment and training)	% Employer establishments who had anyone in on work experience	% Employer establishments who offered any work inspiration
London	17.0%	66.4%	32.9%	44.6%	2.9%	3.0%	45.0%	12.0%
New Anglia	10.8%	60.5%	27.1%	39.8%	7.0%	8.2%	34.0%	10.0%
North Eastern	15.8%	62.4%	28.1%	41.7%	8.8%	7.1%	39.0%	10.0%
Oxfordshire	6.8%	65.6%	31.2%	41.3%	6.0%	4.7%	37.0%	16.0%
Sheffield City Region	15.4%	60.8%	29.5%	41.0%	9.2%	5.7%	39.0%	8.0%
Solent	10.5%	63.1%	27.9%	40.1%	6.4%	5.4%	35.0%	9.0%
South East	9.6%	64.1%	26.3%	41.6%	5.6%	6.8%	34.0%	8.0%
South East Midlands	9.4%	61.1%	28.1%	41.8%	5.3%	6.3%	37.0%	11.0%
Stoke-on-Trent and Staffordshire	10.4%	58.8%	26.1%	41.1%	8.0%	5.3%	42.0%	7.0%
Swindon and Wiltshire	8.2%	64.6%	28.5%	44.0%	5.3%	4.9%	40.0%	11.0%
Tees Valley	18.7%	59.7%	29.2%	40.8%	7.1%	7.7%	47.0%	11.0%
Thames Valley Berkshire	7.3%	68.5%	34.1%	39.4%	4.8%	5.2%	39.0%	9.0%
The Marches	9.6%	61.5%	30.5%	40.4%	7.0%	8.5%	35.0%	8.0%
West of England	11.2%	62.5%	28.7%	39.2%	7.3%	5.8%	38.0%	13.0%
Worcestershire	9.5%	65.0%	25.7%	39.1%	6.0%	6.2%	43.0%	7.0%
York and North Yorkshire	7.4%	67.6%	28.6%	42.1%	7.6%	4.0%	37.0%	10.0%

KEY	In Need	OK	Good
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Map⁵

Cold Spots map

No	Local Enterprise Partnership	No
1	Black Country	3
2	Buckinghamshire Thames Valley	2
3	Cheshire and Warrington	2
4	Coast to Capital	3
5	Cornwall and the Isles of Scilly	3
6	Coventry and Warwickshire	1
7	Cumbria	0
8	Derby, Derbyshire, Nottingham and Nottinghamshire	2
9	Dorset	4
10	Enterprise M3	3
11	Gloucestershire	4
12	Greater Birmingham and Solihull	4
13	Greater Cambridge and Greater Peterborough	5
14	Greater Lincolnshire	3
15	Greater Manchester	3
16	Heart of the South West	0
17	Hertfordshire	2
18	Humber	4
19	Lancashire	0
20	Leeds City Region	4
21	Leicester and Leicestershire	3
22	Liverpool City Region	4
23	London	2
24	New Anglia	4
25	North Eastern	3
26	Oxfordshire	1
27	Sheffield City Region	4
28	Solent	2
29	South East	4
30	South East Midlands	3
31	Stoke-on-Trent and Staffordshire	4
32	Swindon and Wiltshire	2
33	Tees Valley	5
34	Thames Valley Berkshire	2
35	The Marches	3
36	West of England	2
37	Worcestershire	4
38	York and North Yorkshire	1



This map is for illustrative purposes only; actual LEP boundaries may differ due to overlaps.

5. Some of the shift relative to last year is not a change in performance but driven by losing two of the indicators. The model is therefore weighted stronger towards education than the labour market and areas with a stronger performance in these indicators will appear lighter. That is why we are also looking at change since 2015 and also why we are going out to consultation on next year's approach.

3. Case study – Northamptonshire⁶

The Careers & Enterprise Company used the Cold Spots model to target investment funding and to date has spent 75% in Cold Spots and provided young people with an extra 250,000 encounters with employers. The other strand to our model is the growth of the Enterprise Adviser Network, a network of business volunteers that partner with schools to provide strategic support on their careers provision. In this case study we demonstrate what warming of the Cold Spots looks like on the ground with an example of a group of schools that first benefitted from the Careers & Enterprise Company model.

The pilot programme 'Enterprise for All' that became the framework for The Careers & Enterprise Company Enterprise Adviser Network, began in Northamptonshire in January 2015. Since then the Network has doubled in membership from 16 to 33 schools and colleges. The schools in Northamptonshire have continued to lead the way as the programme develops and many are now into their third year of working with an Enterprise Adviser, SEMLEP and The Careers & Enterprise Company.

The Enterprise Adviser Network provides the schools and colleges with an Enterprise Coordinator to work with school and college leadership teams to build careers

and employer engagement plans. In addition, The Enterprise Coordinators work with an Enterprise Adviser in each school (a senior volunteer from business), who helps drive employer engagement with students through unlocking relationships with other local businesses.

With the network now well established, an evaluation study has been conducted to understand how the programme has impacted the schools, students and staff involved in the pilot. The evaluation consisted of collating administrative data and a survey of the schools.

Headline results from the schools that completed the survey show that:

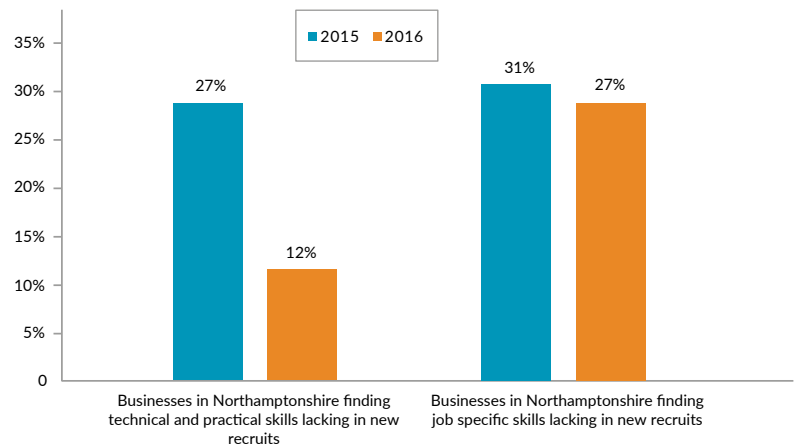
- **100%** agree that students are **more informed** about the education and career opportunities available to them.
- **89%** agree that students have **more employer encounters**.
- **89%** agree that students are more **informed about apprenticeships**.
- **83%** agree that students are **better prepared for work**.
- **94%** of staff agree that they have better **networks with employers** and other career leads.
- **83%** agree that the school is better **connected to local employers**.

6. The Northamptonshire LEP merged with the South-East Midlands LEP in 2016 which is why it does not appear in the tables. However, the unit of Geography designated the LEP still exists and we have been able to disaggregate data to track progress.

In terms of harder metrics, we looked at school performance data. The percentage of pupils achieving 5 GCSE's A-C* is 1% higher for pilot schools than the Northamptonshire average. Progression to higher education has increased. For schools in the pilot the 2015/16 participation rate is 13% higher than the national average, and 16% higher than the Northamptonshire average. In

terms of labour market outcomes a survey of businesses in Northamptonshire found a reduction in technical and practical skills found lacking in new recruits from 27% to 12% between 2015 and 2017 and a reduction in job specific skills lacking in new recruits from 31% to 27% over the same period - Figure 1.

Figure 1: Skills found lacking in new recruits - 2015 and 2017



Schools had the following to say about the Enterprise Adviser Network:

“It has been transformational! It was the kick start to our Raising Aspirations Programme that we have run for 1 year now when we started EAP - it has been an exceptionally successful first year and we hope to build on the success to secure even more impact this year. Outcomes for all students have improved and we are closing the gap with disadvantaged students. The ethos and climate at the college has changed and you can feel the difference!” Assistant Principal, The Latimer Arts College

“Being part of the programme has focused the school on outcomes for our young people and encouraged us to look wider than we previously had at the options for our young people. Working with an Enterprise Adviser has enabled us to access a wider business community for visitors into school as well as groups to go out to.”
Executive Headteacher, Northgate School Arts College

4. Progress since 2015

By updating the Cold Spots indicators every year, we can track progress. Changes in LEPs' performance for each of the indicators is relatively subtle year on year but now we have three years of data which provides a more meaningful time period for comparison. In this time The Careers & Enterprise Company has gone from start-up to an established part of the careers system and we are now starting to evaluate impact (see case study on Northamptonshire in section 3).

The methodology for identifying an area as cold on a given indicator is as follows; if the area falls within the bottom third of the range for that indicator it is designated 'In Need'. With each iteration of the Cold Spots a new 'In Need' cut off is created from the bottom third of the range of that year's data. However, in the analysis below we have used the 'In Need' cut off from 2015 and applied this to the 2017 data so that we can make like for like comparisons over time. In Table 2 we look at the change in the number of indicators between 2015

and 2017, for the seven indicators that we have compiled data for. The work inspiration indicator is not comparable across years as the question asked in the Employer Perspectives Survey was slightly different between 2014 and 2016. For this reason, we have only looked at seven indicators in this table. The results in Table 2 are encouraging as there has been a reduction in the number of indicators deemed cold of 40.9% between 2015 and 2017 based on these 7 indicators.

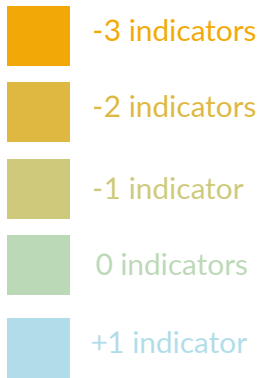
We are now seeing that the country is 'warming up'. As the map on page 15 shows, almost everywhere across the country has become warmer since the Company started. While it is too early to make claims about causality, we are very encouraged that things are moving in the right direction.

Table 2: Change in number of indicators since 2015 - 7 indicators using the 2015 thresholds

Indicator	Number of Cold Spots 2015 (7 indicators)	Number of Cold Spots 2017 (7 indicators)	Change since 2015
Black Country	4	2	-2
Buckinghamshire Thames Valley	2	1	-1
Cheshire and Warrington	2	1	-1
Coast to Capital	4	2	-2
Cornwall and the Isles of Scilly	4	2	-2
Coventry and Warwickshire	1	1	0
Cumbria	2	1	-1
Derby, Derbyshire, Nottingham and Nottinghamshire	2	1	-1
Dorset	3	3	0
Enterprise M3	3	2	-1
Gloucestershire	2	2	0
Greater Birmingham and Solihull	3	1	-2
Greater Cambridge & Greater Peterborough	4	4	0
Greater Lincolnshire	3	3	0
Greater Manchester	3	1	-2
Heart of the South West	3	1	-2
Hertfordshire	2	2	0
Humber	4	2	-2
Lancashire	2	1	-1
Leeds City Region	3	1	-2
Leicester and Leicestershire	3	2	-1
Liverpool City Region	4	3	-1
London	2	1	-1
New Anglia	4	3	-1
North Eastern	2	2	0
Oxfordshire	1	0	-1
Sheffield City Region	3	1	-2

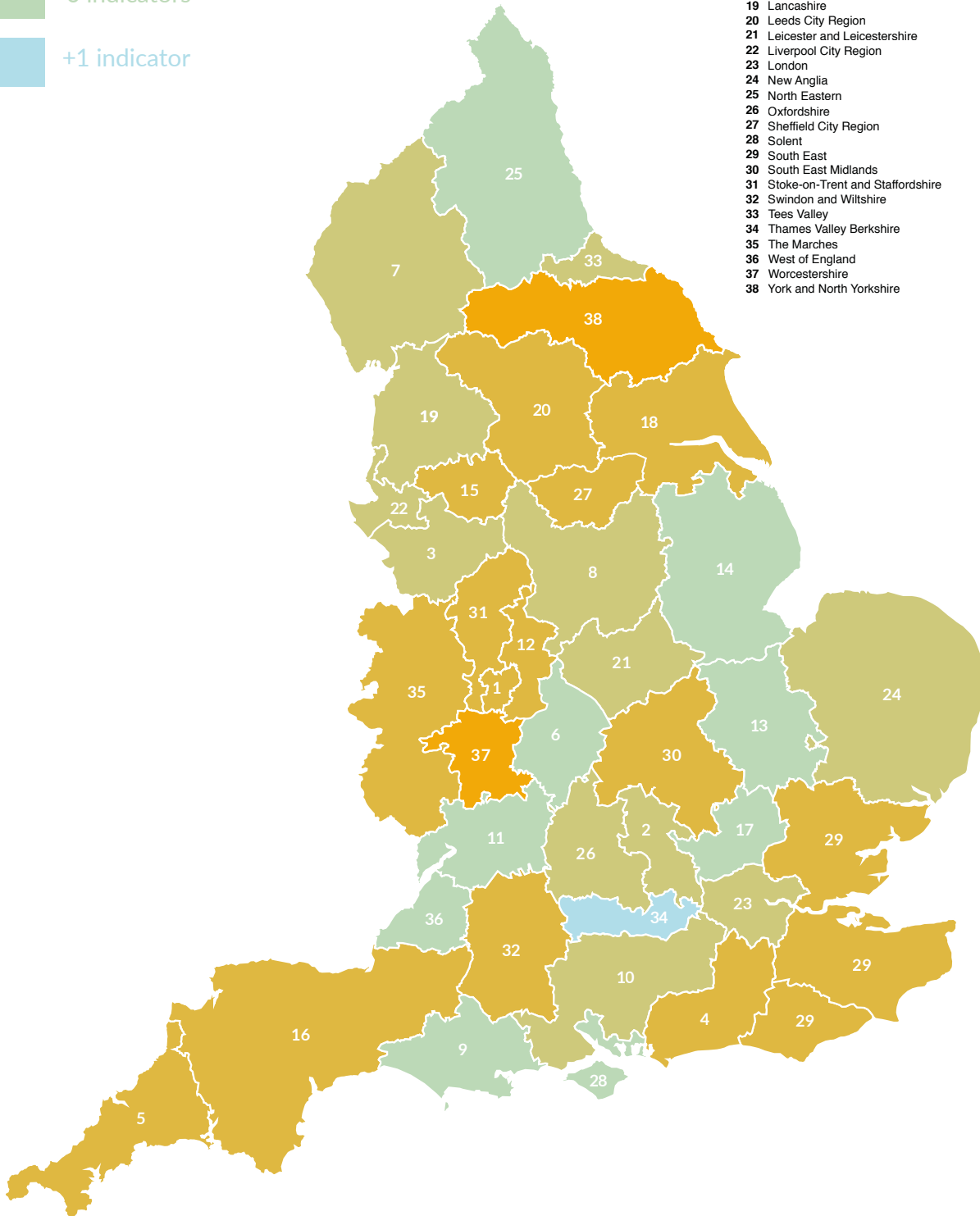
Indicator	Number of Cold Spots 2015 (7 indicators)	Number of Cold Spots 2017 (7 indicators)	Change since 2015
Solent	2	2	0
South East	3	1	-2
South East Midlands	3	1	-2
Stoke-on-Trent and Staffordshire	3	1	-2
Swindon and Wiltshire	3	1	-2
Tees Valley	5	4	-1
Thames Valley Berkshire	1	2	1
The Marches	4	2	-2
West of England	2	2	0
Worcestershire	5	2	-3
York and North Yorkshire	4	1	-3
Total	110	65	-45

Cold spots map - change since 2015*



No Local Enterprise Partnership

- 1 Black Country
- 2 Buckinghamshire Thames Valley
- 3 Cheshire and Warrington
- 4 Coast to Capital
- 5 Cornwall and the Isles of Scilly
- 6 Coventry and Warwickshire
- 7 Cumbria
- 8 Derby, Derbyshire, Nottingham and Nottinghamshire
- 9 Dorset
- 10 Enterprise M3
- 11 Gloucestershire
- 12 Greater Birmingham and Solihull
- 13 Greater Cambridge and Greater Peterborough
- 14 Greater Lincolnshire
- 15 Greater Manchester
- 16 Heart of the South West
- 17 Hertfordshire
- 18 Humber
- 19 Lancashire
- 20 Leeds City Region
- 21 Leicester and Leicestershire
- 22 Liverpool City Region
- 23 London
- 24 New Anglia
- 25 North Eastern
- 26 Oxfordshire
- 27 Sheffield City Region
- 28 Solent
- 29 South East
- 30 South East Midlands
- 31 Stoke-on-Trent and Staffordshire
- 32 Swindon and Wiltshire
- 33 Tees Valley
- 34 Thames Valley Berkshire
- 35 The Marches
- 36 West of England
- 37 Worcestershire
- 38 York and North Yorkshire



* based on the 7 comparable indicators and using the 2015 thresholds for what is cold.

5. Relaunching the Cold Spots in 2018

Since the publication of the first Cold Spots analysis in 2015 there has been much change in terms of government, education, and the labour market. The period has seen three governments and a vote to leave the European Union. There have been education reforms to GCSE's, technical education, and the introduction of an apprenticeship levy. We have also lost 2 of our original 10 indicators.

During this period the Cold Spots analysis has helped The Careers & Enterprise Company and other key stakeholders to understand relative need across the country. In order to be pro-active to changes in the careers landscape and enable our stakeholders to feed in to the model, this year we are launching a review of the Cold Spots.

A number of elements have led us to the conclusion that now offers a good moment to take stock of the Cold Spots analysis and consider its limitations and scope for development. These include:

- the loss of two of the indicators,
- changes in policy,
- nuances in the evolution of the labour market,
- and new data which we could use at school level.

6. Consultation – developing the Cold Spots

The Cold Spots model has served us well but given the considerations outlined in section 5 we will be launching a consultation to inform the development of future analysis. We plan to relaunch an updated version of the Cold Spots in 2018. The goal of this new analysis is to:

- provide a picture of careers and enterprise need at a local level; and
- allow us to target resources at least at LEP level but ideally at Local Authority level and even below.

6.1 Call for evidence

In the first stage of this consultation we will be inviting stakeholders to submit evidence and suggestions. Given the considerations outlined in section 5, we will seek thoughts on:

1. Data we should use as a basis for the Cold Spots. The process of young people transitioning from school into work spans education, further and higher education, and the labour market. There are plenty of data sources which might be relevant. A strong preference for existing and publicly available data is shown as there will not be scope for significant new surveying. Ideally we are looking for data which is sufficiently granular to allow us to make comparisons at the LEP level (although Local Authority or school level is even better).
2. How the indicators are combined and turned into Cold Spots. The Cold Spots analysis has used a particular methodology to combine metrics and to turn them into a ranking. We would be interested in hearing more about how other similar analyses have worked and especially on how these have been used to create rankings and target funding.
3. Presenting the data. What has worked well and what could be improved with the way that we have presented the data in the past? We currently publish the data as an excel spreadsheet and disseminate the findings through reports and presentations. What formats would you find it useful to have the data presented in?

We are happy to receive written evidence now. Please submit your evidence to: research@careersandenterprise.co.uk.

We will also be organising a series of consultation seminars in the autumn to further gather stakeholder's views.

Appendix 1

Sources of data for the 2017

Data source	Indicator	URL
DfE GCSE and equivalent attainment by pupil characteristics January 2017	% Pupils claiming free school meals (Known to be eligible for and claiming)	https://www.gov.uk/government/collections/statistics-gcses-key-stage-4
DfE revised GCSE and equivalent results 2015/16	% Pupils attaining 5+ A*-C GCSEs (including English & Maths)	https://www.gov.uk/government/statistics/revised-gcse-and-equivalent-results-in-england-2015-to-2016
DfE revised A level and equivalent results 2015/16	% A-levels entered that are STEM (Maths & Science only)	https://www.gov.uk/government/statistics/a-level-and-other-16-to-18-results-2015-to-2016-revised
DfE revised A level and equivalent results (Maths and science) 2015/16	% STEM A-levels that are entered by girls (Maths & Science only)	https://www.gov.uk/government/statistics/a-level-and-other-16-to-18-results-2015-to-2016-revised
DfE destinations of key stage 4 pupils: 2014/15 destinations for the 2013/14	% In sustained apprenticeship destination post KS4	https://www.gov.uk/government/statistics/destinations-of-ks4-and-ks5-pupils-2015-revised
DfE participation in education and training June 2017	% 16-17 year olds recorded NEET (not in education, employment and training)	https://www.gov.uk/government/publications/participation-in-education-and-training-by-local-authority
UKCES Employer Perspectives Survey 2016	% Employer establishments who had anyone in on work experience	https://www.gov.uk/government/publications/employer-perspectives-survey-2016
	% Employer establishments who offered any work inspiration	

Appendix 2

Indicator boundaries

Indicator	Min	Max	Range	Good	Cold/in need	What is good?
% Pupils claiming free school meals (Known to be eligible for and claiming)	4.5%	19.1%	14.6%	9.4%	14.3%	low
% Pupils attaining 5+ A*-C GCSEs (including English & Maths)	55.1%	73.7%	18.6%	67.5%	61.3%	high
% A-levels entered that are STEM (Maths & Science only)	24.5%	39.3%	14.8%	34.4%	29.5%	high
% STEM A-levels that are entered by girls (Maths & Science only)	39.1%	45.3%	6.1%	43.2%	41.2%	high
% In sustained apprenticeship destination post KS4	2.9%	13.0%	10.1%	9.6%	6.3%	high
% 16-17 year olds recorded NEET (not in education, employment and training)	2.5%	8.6%	6.0%	4.5%	6.6%	low
% Employer establishments who had anyone in on work experience	27.0%	5.0%	20.0%	40.3%	33.7%	low
% Employer establishments who offered any work inspiration	5.0%	16.0%	11.0%	12.3%	8.7%	low

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