



STROUD AMBITIONS 2016

Evaluation Summary Report

November 9th 2016

Background

The Stroud Ambitions Event, held in November each year at Stratford Park Leisure Centre, has grown in strength and quality over the last four years to become a very popular interactive and high quality, well-respected Careers Event, organised by the Stroud District Council and SGS College, Stroud Campus.

From its inception in 2013 it has been embraced by eight Stroud schools (Fig 1) as a main feature of their Careers Education programme for up to 1,000 Year 9 students. The premise of the Ambitions Event is that young people need inspiration and hands-on knowledge about future employment, at an early age, before their first major choice of subjects at 14 when they select their GCSE/BTEC subject programme. Employers and training providers offering a range of interactive workshops about their sectors is an effective and rewarding way of achieving this.

The Ambitions Event takes six months of careful planning, involving Council and College staff, with support from the Stroud District Local Strategic Partnership (LSP) to engage employers from 28 Job sectors in age-appropriate workshops during the daytime. Universities and Further Education institutions join the event in the evening, to showcase the educational progression opportunities to parents and students in a browsing style format; and additional businesses also attend, further-supporting adults looking to change careers or seek employment. In the lead up to the event, schools' teachers and careers staff work together with a programme of tutorials to support students in selecting 5 sectors to attend so that they are prepared to ask relevant questions and reflect on their experience afterward when they begin to choose their options for GCSE

At this event, 966 students took part during the daytime and 602 parents and students visited the evening session. 47 employer/training providers represented the 28 employment sectors at the daytime session; 10 University and FE institutions, 2 independent Careers Guidance organisations, 2 Community & Voluntary Groups, plus a number of additional businesses attended in the evening. A full list of participants can be found on ps 7-9, (Fig 2).

Conclusions and 2017 plans

The Event provided the best opportunities and outcomes yet in its four year history (based on the following feedback) to engage young people with the world of work and careers. There was unanimous support from all stakeholders (students, parents, employers, and training providers) to continue to run the event annually in its present format. There was a consistent request to expand the range of employers exhibiting but that is constrained by the size of the venue. Good use was made of outdoor space this year (e.g. by the Army) and efforts to consolidate use of space to allow engagement with as many exhibitors as possible is constantly reviewed by the organisers

Wednesday November 8th 2017 has been proposed as the date to hold the next Stroud Ambitions Event and Stratford Park Leisure Centre provisionally booked for this. We are delighted that a large number of businesses and organisations have already expressed an interest in participating.

School 2016	Ambitions was well organised	Ambitions helped me think about the future
ALL SCHOOLS	97.2 (2015 comparison 96%)	87.8 (2015 comparison 77%)
Archway	100%	84.7%
Marling	99.1%	83.6%
Maidenhill	100%	98%
Rednock	88.1%	89.7%
Stroud High School	100%	87.7%
Thomas Keble	96.8%	88.3%
Wycliffe	100%	80%
Shrubberies	100%	75%

Fig 1 Daytime Student Evaluation (census)

When asked if they particularly enjoyed an interactive workshop, the 10 mentioned most by the yr9 students were:

- | | |
|-------------------------------------|----------------------------------------------|
| 1. Army (74) | 6. Broadcasting & Media (42) |
| 2. Sport & Leisure (61) | 7. Royal Air Force (32) |
| 3. Animal Health & Welfare (54) | 8. Advanced Engineering & Manufacturing (30) |
| 4. Emergency Services - Police (49) | 9. Automotive Engineering (27) |
| 5. Hairdressing & Beauty (48) | 10. Legal Services (21) |

Suggestions for improvement included:

- | | |
|-------------------------------------|-----------------------------------|
| • Longer workshops | • Better signage |
| • More interactive stands | • Less crowded |
| • Able to pick companies on the day | • Could hear some speakers better |

Employer Evaluation (census)

Question posed	% Agree
I believe that students attending gained an understanding of the skills, qualifications & behaviours needed in the sector I represented	100%
I was asked key questions about my sector/business/organisation during the daytime/evening sessions	92%
Stroud Ambitions provides an opportunity to pass on knowledge & share skills with young people needing guidance for their next steps & adults looking to change careers	100%
The event helps to strengthen local partnerships & further develop business/education links	100%
Stroud Ambitions was well organised	100%
I will consider future involvement in events & activities with students organised by SDC & SGS College	100%

Quotes regarding the best aspects included:

- *This is the most successful careers event I've been to yet. So many interested young people finding out about outdoor careers. It has been really worthwhile*
- *The buzz in the room & the children's engagement*
- *The organisation & care for the stall holders is great. The best event!!*
- *Having quick sessions which students have booked, so they will engage & get to ask questions & learn*
- *Seeing so many people showing youngsters what their business was all about*
- *The event is really well organised & all the students know where they are supposed to be going to*
- *We had access not only to yr9 pupils but also other contributors & in the evening session parents & family members*

Suggestions for improvement included:

- *Additional announcements are kept to a minimum as students then miss things that are being said by us or other students*
- *Give more time for businesses to network with one another*
- *More older students for the university section in evening - more 6th formers could benefit from attending*

Parents' & Adults' Evening Event feedback

Question posed	% Agree
The wide variety of businesses, organisations & learning providers at the event showed me what opportunities are available locally	99%
The people I spoke to helped me better-understand the skills, qualifications & behaviours employers need	99%
The event offered information to people with wide-ranging interests & abilities	97%
There was an opportunity to learn more about apprenticeships & work placements	97%
Stroud Ambitions should be an annual event	100%

Quotes regarding the best aspects included:

- *Learning that you can do lots of interesting things without having a degree*
- *Seeing companies I was not aware of previously*
- *It's important that the kids actually realise what they are at school for*
- *The positive attitude of the employees & opportunities available/different routes eg degree vs apprenticeships*

Suggestions for improvement included:

- *Even more diverse careers present*
- *More discussion about what the future roles in organisations were like, not just the entry needs*
- *More universities*

Student Evening Feedback

Question posed	% Agree
The wide variety of businesses, organisations & learning providers at the event showed me what opportunities are available locally	97%
The people I spoke to helped me better-understand the skills, qualifications & behaviours employers need	99%
The event offered information to people with wide-ranging interests & abilities	97%
There was an opportunity to learn more about apprenticeships & work placements	95%
I am now clearer about what my next steps will be in my future education &/or towards a career	96%

Quotes regarding the best aspects included:

- *Being able to interact with people of specific jobs & careers that I am also interested in*
- *I got to learn about things I didn't know and about a wider variety of jobs*
- *You could ask questions about anything and they would answer it*
- *Detailed info on paths to the best future*
- *I am finding it really difficult to find what I would like to be. Hearing from different people was really helpful*
- *I was able to get an insight on a realistic perspective of what is involved in the profession & their attitudes towards it*

A suggestion for improvement included:

- *Even greater variety of careers*

STROUD DISTRICT AMBITIONS EVENT

2016 SESSION DETAILS

SESSION	STUDENTS ARRIVE	WORKSHOP ONE	WORKSHOP TWO	WORKSHOP THREE	WORKSHOP FOUR	WORKSHOP FIVE	STUDENTS LEAVE	ATTENDANCE NUMBERS	SCHOOLS ATTENDING
WEDNESDAY 9th NOVEMBER MORNING	9.15	9.25-9.45	9.50-10.10	10.15-10.35	10.40-11.00	11.05-11.25	11.35	517	Maidenhill 112 Rednock 197 Thomas Keble 132 Wycliffe 76
WEDNESDAY 9th NOVEMBER AFTERNOON	12.30	12.40-1.00	1.05-1.25	1.30-1.50	1.55-2.15	2.20-2.40	2.50	449	Archway 195 Marling 123 Shrubberies 10 Stroud High 121
WEDNESDAY 9th NOVEMBER EVENING EVENT	4.30	OPEN EXHIBITION STYLE EVENT WITH EMPLOYERS, UNIVERSITIES, COLLEGES AND GUIDANCE CENTRE					7.30	602	ALL YEAR 9 TO 13 STUDENTS & PARENTS INVITED

Fig 2 2016 Participants

Sector	Participants
Advanced Engineering & Manufacturing	ARC Energy Resources Ltd
	Renishaw plc
	Fluid Transfer International
	Delphi Diesel Systems Ltd
Animal Health & Welfare	Stroud District Council, Animal Welfare
	Teckels Animal Sanctuaries
Armed Forces	British Army; Royal Air Force; Royal Navy
Automotive Engineering	S & B Automotive Academy Ltd
Broadcasting & Media	Stroud District Council, Communications
	SGS College, Broadcasting & Media
Business & Entrepreneurship	Federation of Small Businesses
Catering, Food & Hospitality	Waitrose
	Gloucester Services
Computing & Cyber Security	Strategic IT Management Ltd
	Eurolink Connect Ltd
	SGS College, Computing & ICT
Construction & the Built Environment	NKS Contracts (Central) Ltd
	SGS College, Construction
	Construction Industry Training Board
	Quattro Design Architects
	Stroud District Council, Planning
Creative Arts & Crafts	Art Couture Painswick
	SGS College, Creative Arts & Crafts
	Steve Marshfield Photography
Design & Graphics	Steve Roberts, Footprint Design
Education	SGS College, Early Years

	University of Gloucestershire
Emergency Services - Police	Gloucestershire Constabulary
Environmental & Agricultural Sciences	Forestry Commission Westonbirt, The National Arboretum
Financial Services	Lloyds Bank
Hairdressing & Beauty	SGS College, Hairdressing & Beauty
	Calcot Spa
Health & Wellbeing	Care UK, Scarlet House
	Healthwatch Gloucestershire
	2Gether Trust
	Stroud Court Community Trust
	Gloucestershire Care Services Trust
Legal Services	WSP Solicitors
Marketing & Advertising	Zeta Printing Services
	Wheatley Printers
Medical & Nursing	Greiner Bio-One
	NHS Gloucestershire Clinical Commissioning Group
	Gloucestershire Hospitals NHS Foundation Trust
	The Orders of St John Care Trust
Performing Arts & Music	SGS College, Performing Arts & Music
	Stroud District Council, Subscription Rooms
	Giffords Circus
Recruitment	First Base Employment
	Omega Resource Group
Renewable Energy & Power Industries	Severn Wye Energy Agency
	Western Power Distribution
Retail & Sales Management	Sainsbury's Supermarkets Ltd
Science & Maths	Tomorrow's Engineers
	Highways England
Security & Fire Specialists	Allcooper
Sport & Leisure	Stroud District Council, Sports Development
	RUSH Skatepark
	SLM Everyone Active

	SGS College, Sports
Tourism & Culture	Stroud District Council, Museum in the Park
Community & Voluntary Groups	OPENhouse Stroud
	Forwards Gloucestershire
Universities, Schools & Colleges	University of Bath
	University of Bristol
	University of Cardiff
	University of Gloucestershire
	University of the West of England (UWE)
	GROWS network, incorporating: GlosCol, Royal Agricultural University, Hartpury College, University of Gloucestershire, SGS College
	Archway Sixth Form
	Stroud High School Sixth Form
	Marling School Sixth Form
	Cirencester College
Independent Careers Advice	Job Centre Plus
	Schools' Careers Service (SGS)

Further details regarding Stroud Ambitions 2016, including testimonials, photographs and sponsors are available via <http://www.stroudambitions.co.uk/>

J. Walker (SGS College); J. Godwin, P. Davis (Stroud District Council); L. Haines (Local Strategic Partnership)