



Careers Update: March 2023

National Careers Week 2023

We are delighted to have welcomed Kathryn Burn, the founder of Pyfamily and My Christmas Pyjamas, BBC Apprentice Finalist and motivational speaker to school. Kathryn is visiting on Wednesday 8 March to speak to Year 9 students, as well as Year 10 and 12 Business Study students.



Kathryn is on a mission to inspire, motivate and empower students to reach their goals and help them believe they can achieve anything when they put their minds to it. Kathryn always knew she wanted her own business, but didn't know where to start. She was driven, ambitious and hardworking. She moved to Australia for two years to see the world and this is when she was inspired and launched 'My Christmas Pyjamas' with just a £50 budget from Australia, on an opposite time zone. Kathryn's successful business is recently expanding to an all year-round range, 'Pyfamily'. Kathryn is keen to share her experience in the real world of business. She will discuss the challenges she has overcome and her entrepreneurial traits, in the hope to inspire more students to follow their dreams.

We are keen to ensure that all students know the desirable entrepreneurial skills and qualities that are vital when starting their own potential businesses in the future. More information about starting your own business in England can be read on [Set up a business - GOV.UK \(www.gov.uk\)](https://www.gov.uk/set-up-a-business).

Students can research successful businesses on the START profile and investigate entrepreneurial skills. Students need to go onto www.careers.startprofile.com. Their username is their full school email and their password is their date of birth, for example 09/03/2010.

Talks with Coventry University Scarborough Campus

All students in Key Stage 3 and 4 are having talks with Coventry University this month in celebration of National Careers Week. It is essential students know all their options

post 16 and post 18. This includes higher education options. Government evidence shows that graduates earn £10,000 more per year than those who do not go to university, proving that a degree continues to be a rewarding investment. The Department for Education show a continued rise, as working-age graduates aged up to 64 earned a median salary of £34,000 in 2018, a rise of £1,000 from the previous year, while their non-graduate peers who chose a different path earned a median salary of £24,000. It is important that students who go to university study for a degree that enhances their earning potential. We are linking our careers education with labour market information, so students are aware of the earning potential in each work sector. Coventry University will also talk about degree apprenticeships, which are an outstanding way to achieve a degree whilst working. There are many more opportunities now for higher level apprenticeships and degree level apprenticeships. Our Sixth Form students who wish to get an apprenticeship after summer 2023 are currently working with Holly Robinson our Careers Guidance Lead.



For more information about opportunities at Coventry University Scarborough then follow this link [CU Scarborough | Coventry University](#).

For more information about degree apprenticeships then follow this link [Degree apprenticeships - Learn more here \(ucas.com\)](#).

Year 11 Free Your Choice Post 16 Option Book

Every child in Year 11 will receive a free book 'Your Choice Talking Up Post 16 Options in East Riding and Hull'. This will help Year 11 students in their decision making about their post 16 options. This book gives tips on the final year of school, if university will be a future option, advice for exams and revision, sector profiles and labour market information.

It is really important all students have a suitable destination that meets their academic and emotional needs. Students can apply for more than one destination and then make their decision after their GCSE results. All students have to stay in education or training until the age of 18. We do not want any students to become 'NEETs' – which means 'not in education, employment or training'.

Students have many more choices now. We have carefully ensured that students have had a range of speakers from lots of varied providers to show the full range of options. Students may wish to book another careers appointment for impartial careers advice with our Careers Guidance Lead, Holly Robinson, by emailing

holly.robinson@driffieldschool.org.uk or dropping into the careers room at lunch or break time on Monday to Wednesday.

Labour Market Information

All lessons during National Careers Week will include how each subject links to future careers and labour market information. It is vitally important that our students know the industries that are growing and offer better future employment opportunities. Parents and carers are encouraged to go onto LMI Humber with their child and investigate this data and look at trends and future employment opportunities. Please visit [Home - LMI Humber](#).

Skills East Riding is another website with important labour market information for our area. Please visit [Skills East Riding](#).

Swift Group Ltd

Our thanks go to Stuart from the Swift Group Ltd for talking to all students in Key Stage 3 and 4 about apprenticeships. Our students now know and understand about apprenticeships, the different levels and future opportunities.

For parent and carer information on apprenticeships, please follow this link [Support for parents and guardians \(apprenticeships.gov.uk\)](#).

Swift Group Ltd are always looking for enthusiastic people that are willing to learn. They are a large business and have opportunities in many areas and can offer wide and varied careers and apprenticeships. Their core business is manufacturing caravans and motorhomes with around 80% of their employees involved in making components (in their machine shop, cabinet shop and GRP department) or assembling their products on the assembly lines.

They also have a diverse range of office-based opportunities and recruit individuals with a variety of skills and experience to meet the specific needs of each department. Key areas include Design; Engineering; Supply Chain/Purchasing; Customer Services; Sales; Marketing; Finance; Human Resources and IT. For more information follow the link [Are you ready to come help us achieve our ambitious goals? \(swiftgroup.co.uk\)](#).



East Riding College

Our thanks go to Lorna from East Riding College. She has now visited all our Key Stage 3 and 4 students this term. She has discussed apprenticeships at all levels, vocational opportunities at college and the new T levels.

For more information about the new T Levels follow this link [T Levels - East Riding College](#).

For more information about apprenticeships at East Riding College follow this link [Apprenticeships - East Riding College](#).

For more information about courses at East Riding College follow this link [East Riding College](#).



BBC Bitesize Careers Tour

Driffield School and Sixth Form welcomed the fabulous BBC Bitesize Careers Tour to school on Tuesday 24 January. It was a dynamic, informative, interactive day with Year 7, 8, 9 and 10 students fully engaged in the tour.

The day was hosted by Martin Dougan, the famous TV presenter and Paralympics wheelchair basketballer. Martin first came to prominence when he was talent spotted to be a commentator for the Paralympics and that was his route into journalism and presenting. He has been a torch bearer for the Olympic and Paralympics torch. He was the main presenter for Newsround and has worked in many roles since breaking into presenting for both the BBC and Channel 4. Martin is an inspiration as he is so determined to succeed. In his free time, he is now playing wheelchair rugby league and still continues with his basketball.



We welcomed BBC researchers' and BBC production management assistants Oliver Hill, Amelia Sierant and Amelia Smith who helped organise the student questioning. Oliver, lead researcher described his job as his, 'dream job'. He said he loved every moment of working for the BBC.

Theia Waits and Jake Rodgers completed the team of AV engineers and organised all the lighting, the set and the audio throughout all the performances.

The event was produced by Karl Taylor who is focused on ensuring students know about their future career opportunities and the 'soft skills' required in the workplace. Karl has worked in production for the BBC for eight years in all areas of children's TV. Martin Dougan introduced three local representatives onto the question panel, who had been sourced by the researchers to talk about their careers, the qualifications needed and work experience required and what employability skills are desirable in their work sectors. We were fortunate the panel included; Aaron Cheeseman, who is a local photographer and videographer, Claire Williams, General Manager of the Grimsby Auditorium, and George Smith BBC Radio presenter at BBC Lincolnshire. They talked about their successes, overcoming their failures, why it is necessary to be resilient, determined and constantly work hard.

The event also showcased the many varied careers available at the BBC and the need for outstanding communication, the ability to problem solve, to be creative and think differently, to be an active listener, to be effective as part of a team and at times be a leader. For more information about careers in the BBC follow [Make the moments that matter. Join the BBC. - Careers](#) and for more information about careers support follow [Careers - BBC Bitesize](#)

Talking Futures

Talking Futures have produced some excellent conversation cards, which can support parent and carers in having productive career conversations with their child about their career plans <https://www.talkingfutures.org.uk/conversation-cards/>.

Future Events

Countryside Careers Evening on Wednesday 24 May 2023 from 4 – 8 pm

Driffield Agricultural Society are hosting this new event to showcase the wide variety of careers which have their roots based in rural East Yorkshire. The event is open to all students and past students and parents or carers.

There will be over 60 businesses from a variety of industries, including agriculture (both livestock and arable farming), agricultural related industries, engineering/mechanical engineering, conservation, renewable technologies, supermarkets and supply chains, professional practices, and local and further education establishments.

This event is designed to work twofold:

- 1) To give the next generation an insight into the opportunities for employment in the rural setting.
- 2) To assist our rural businesses to find their next new team member.

This is a superb opportunity for students, past students and parents or carers to meet local and national employers, businesses, colleges, and apprenticeship providers to help plan next steps and future opportunities.

The event will be held on the Driffield Showground and is completely free to enter.

Please put this date in your diary as this will be an excellent opportunity to get free impartial careers advice, to network, to gain potential part time or full-time future employment, or to seek out an apprenticeship.