



Executive Summary

Qdos Career Hubs



Innovation in Career-Led Education

Statutory Guidance Followed



The Rt Hon.
the Lord Baker
of Dorking CH

Introduced by Lord Baker as an amendment to the Technical and Further Education Act 2017, the Baker Clause stipulates that schools “ensure that there is an opportunity for a range of education and training providers to access registered pupils during the relevant phase of their education for the purpose of informing them about approved technical education qualifications or apprenticeships.”

This imperative for impartial career guidance has provided a key impetus for Manor to establish Qdos Career Hubs, as centres for independent support for young people to make fully informed choices about their futures. Manor has shared these plans with the former Secretary of State for Education, Lord Baker, and he is following our progress, to see our plans come to fruition, in support of the critical obligations to guide young people improve their career prospects, with informed choices, to help address the UK’s productivity challenges and address skills shortages.

Endorsements



Paul Grainger
Head of Innovation and Enterprise:
Education, Practice and Society

No area of the curriculum has suffered from institutional selfishness so much as Careers Education. Pupils find their level 2 qualifications ‘empty’ as the choice forced on them does not support decent progression. The subjects chosen for them do not lead to a chosen career. More able students are pressured to remain in the sixth form, and doors are closed against College staff wishing to promote their range of courses. Employers have no role in this system. Individual aspirations are shouldered aside by excessive competition to demonstrate high academic performance: employability is consequently neglected.

In this context the Akkrill Review is timely. There has been a complete failure in careers education policy from the education side: we must welcome this initiative from Manor Property Group to support a fundamental educational need, and facilitate close employer links.



Steve Stewart OBE,
Executive Director,

As a nation we have consensus on what good careers support for young people looks like-The Gatsby Benchmarks. The evidence tells us we’re making slow progress towards them, the problem is our young people are growing up quickly and the economy is developing even quicker, that’s why the work of Manor and development of Qdos Career Hubs is so important. They are helping to accelerate progress.

Welcome



Who is better to lead this essential revolution in employer engagement than industry itself, starting with the right communal facilities to inspire and represent the modern work environment?



What is proposed by Manor?

Widening educational choice and opportunity for young people, Manor is making a significant capital investment, without any cost to others, to establish ground-breaking centres for impartial career guidance and professional technical education.

The Qdos Career Hub will provide labour market informed careers education, raising aspirations and widening young people's knowledge of study and work opportunities available to them. Pilot Hubs will benefit from 2 years of revenue funding from Manor.



Adding value to regional careers educational services

Why is Manor making this community investment?

The Akrill Family, behind Manor, see an opportunity to leave a legacy in the field of Career Guidance across the United Kingdom, with our Qdos Career Hubs and to fill a void, complementing not competing with existing national and regional services.

When I conceived the idea to invest in the design and build of Qdos Career Hubs, I had in mind the very practical issue that schools are not designed to prepare young people for work and life. They are institutions- sometimes quite old- which do not mirror the modern work environment or provide the same inspiration to young people as many modern museums, galleries or training and event spaces. With this in mind, I knew I could put my civil engineering and developer experience to good use if I applied this to the design of inspiring buildings that bring greater access and visibility of career opportunities to young people. As an employer, I could see the increasing skills shortages in my sector and the growing economic imperative to invest in careers education that debunked myths about the jobs available, many of which did not exist when I was training or guiding my children on their career journeys. Through my passion for technology, working with Honeywell and Facebook, I wanted to improve access to technology that showcases our digital economy in action.

Philip Akrill, CEO

Family owned, Manor has a desire to create a heritage in building design, innovation and community impact, starting in Manor's home region, The East Riding of Yorkshire.

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“It is a pleasure to be involved in supporting these innovative plans that will substantially benefit the young people in our region and aligns with our strategic priorities”

Dr Julie Nugent, Director of Productivity & Skills West Midlands Combined Authority

Who are Manor Property Group?

Manor Property Group (Manor) has 68 years of property development experience in retail, leisure, educational & residential, with a development portfolio with a current GDV of £932 million. Family owned, Manor have a desire to create a heritage in building design, innovation and community impact, starting in Manor's home region of The East Riding of Yorkshire.

Manor see an opportunity to leave a legacy in the field of Career Guidance across the United Kingdom, with our Qdos Career Hubs and to fill a void, complementing not competing with existing national and regional services.

Sample of Manor's UK-wide developments



Our Qdos Portfolio

- 160 Career Hubs in 5 years, across the UK
- Bespoke Technical Colleges, aligned to local priorities
- Undergraduate & post-graduate accommodation in appropriate major cities
- Qdos Careers App - A freely available app and website, to provide young people with signposting, collectively, to all major education routes and career options
- Qdos Life's Journey

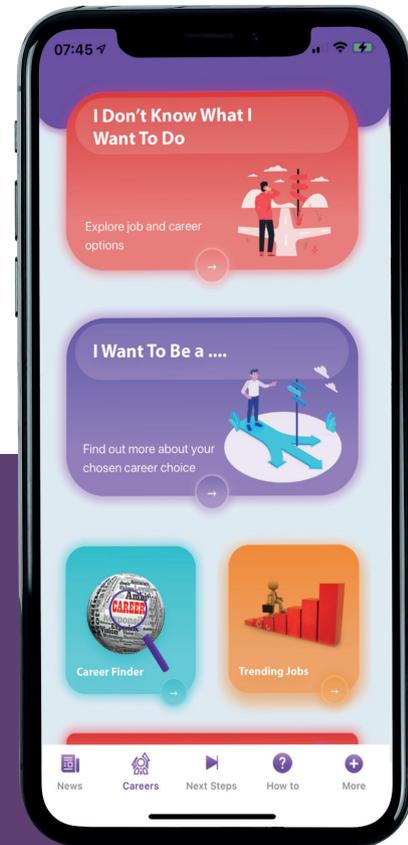


Qdos Careers App

As a Board Member of Careers England, Manor put our national 'lockdown' time to good use- developing a new app - **the Qdos Careers App** - to help young people, parents/carers, careers advisers and educators through this difficult time.

This user-friendly App includes:

- News on national and regional summer activities programme e.g. virtual open days and summer camps, careers events, new careers resources
- Careers information (by job, by sector, and inspiration for those not sure what they want to do- tools and quizzes from national authoritative sources)
- Education route mapping (qualifications needed for jobs and impartial information on where to study)
- University entry (UCAS) preparation
- Job market navigation and volunteering opportunities
- Tools and guides to prepare for jobs and training applications (e.g. Apprenticeships and employment, internships, careers events calendar and online guides)
- My Profile - where you store information (private to you, on your device) and articles that are useful to you/ those you support



The Qdos Careers App is available on all Apple and Android devices.



App store for Apple IOS devices, using this link

<https://apps.apple.com/us/app/id1524921452>



Google Store, for Android devices, using this link:

<https://play.google.com/store/apps/details?id=com.hongwei.careersapp>



“ For young people, finding careers information which is current and impartial can be difficult. Just relying on Google is not the answer. Apps like this, which have been developed with the support of career development professionals and young people, can provide fast and easy access to key primary information sources on jobs, learning opportunities, apprenticeships and higher education.

The Qdos app is being launched at just the right time.”

Jan Ellis, CEO of the Career Development Institute



“ Following the Covid-19 pandemic, it's clear that young people are facing a tough time when it comes to employment. Getting the right careers advice is not always easy, yet never before has it been so important. High quality careers education must be accessible to all young people; it's simply a must have in today's changing economy.

Recognising this and wanting to support young people into fulfilling jobs, the Akrill Family behind Manor, has invested in developing this pioneering, one-stop resource. The Qdos Careers App provides students, parents, carers and careers leaders and all educators with a single source of authoritative information relating to all aspects of careers education.”

The Akrill Family's spokesperson



“ Careers England welcomes the launch of the Qdos Careers App.

It is important that all young people and their parents know where to find information on careers and learning options at key transition points in education and on entry to the labour market. The fact that the app has been designed in consultation with careers professionals has helped to ensure its relevance and its utility.”

**Kieran Gordon,
Executive Director, Careers England**

“ As a former CEO and Principal of a college, I appreciate the challenges of providing sufficient, tailored careers education guidance, that is impartial and fully accessible. I wish to express my gratitude to Careers Experts across the U.K. (from Careers England, the CDI, local authorities, independent organisations, schools, colleges and university) and students for spending time informing the App's development. This has included direct engagement with Youth MPs, current school and college students, with diverse needs and experience, including visual impairment, dyslexia, and other requirements.”

**Ruth Gilbert, Group Education Director
for the Manor Property Group**

Proposals



Qdos Career Hub and Qdos Technical College

These two facilities are the means to deliver new fast track career-led training and aspirational career guidance. Young people and their parents are not always aware of the vastly changing employment and study opportunities. They need the means to make informed choices, beyond the study subjects at school.

These bespoke work-inspired environments will support young people to explore and capitalise on realistic career opportunities, and thereby improve their long-term prosperity. The first of these Qdos Education Campuses is planned in Melton, East Riding, home to Manor Property Group. This is to address rising youth unemployment in the region, low current take up of apprenticeship opportunities, and open new training opportunities to young people and adults, addressing the tragic economic impact of COVID-19.

Manor will provide bus transport for students from schools, with DBS checked drivers and full supervision, enabling 150 students per day to access the Qdos Career Hub, without any burden on schools or colleges. This will drive informed career decisions- based on labour market intelligence, and without any bias to education routes in individual schools or colleges.



Widening choice for young people - improving career prospects for our communities

Widening Educational Choice



In our digital, global, and fast changing economy, our young people need a broad range of skills and experiences. This includes clear education pathways to open their opportunities to enter new and growing industry sectors.

Knowledge of career opportunities and commercial expertise are often absent from the core curriculum in mainstream schools, and our school educators are mainly subject specialists. The Qdos Technical College will provide alternative education pathways, to work, university and degree apprenticeships, based on sectoral work opportunities, with plenty of work-related skills-based activity, to inform young people's career choices for the future.

Most young people don't know what they don't know. They have no or limited experience of engineering, healthcare, digitech careers, applied science.... many sectors which have growing opportunities. Manor intend to address this critical need.

Local skills shortages (including health and technology) are increasing, with a greater regional need for higher level skills in a broad range of sectors. Training and careers education in our facilities will widen knowledge and inspire informed choices for young people, their parents, and educators.



How many 12-16 year olds will know about Degree Apprenticeships? What about careers in cloud technology, cyber security or data analytics, and the routes to get there? Yet, they will make decisions about which GCSEs/A levels they sit at this age and shape their futures. Employers and university admissions officers don't have the capacity to visit every individual school but could effectively commit to more efficient regional activity in a Qdos Career Hub.

Preparing students for life and work

What is a Qdos Career Hub?



A Career Hub will:

- Provide impartial advice and guidance on all 3 pathways at 16 – academic, technical and apprenticeship routes
- Allow young people the opportunity to get “hands on” experience of the world of work through workshops and presentations from established business leaders
- Provide practical experience with job search, applications and interview techniques
- Support employers source local talent
- Raise the profile of technical education and apprenticeship routes

Each Career Hub will have access to:

- Business Partnership Coordinator
- Schools Liaison Coordinator
- Centre Manager
- Presentation/Exhibition space
- Breakout rooms
- Coffee shop/café facility
- Reception
- Office suite



What are the benefits of Career Hubs?

For schools, colleges and education providers Career Hubs will:

- provide the opportunity to showcase the full range of academic, technical and apprenticeship routes on offer in the local area
- signpost students to the range of facilities in the local area to support their studies
- provide access to a flexible, creative learning environment to enhance the student experience
- provide a learning environment to support continuous professional development for staff
- demonstrate to quality inspectorates the full commitment and engagement to providing impartial advice and guidance to enrolled students
- enrich the student experience with access to guest speakers, industrial visits, taster sessions and recruitment fairs

For employers Career Hubs will:

- enable local businesses to access young people, to provide advice, support and inspiration in career opportunities
- provide the opportunity for employers to source local talent for work, work placement and apprenticeships

Amidst our economic recession, and rising youth unemployment, it's even more critical to get objective guidance on growing career opportunities.

Stepping stones to success



For Young People - Ensuring Informed Career Decisions

Flexible facilities are required to service a wide range of activities and age groups.

Providing a hub for national and regional support services, educators and employers to work with young people, our goal is to ensure that, through career guidance and inspiration, we support 100% of students leaving for full time education, employment or training.

Based on international case studies and national best practice, we will start with sample activity and customise to each region.

From regional discussions underway, potential services have been defined as follows:

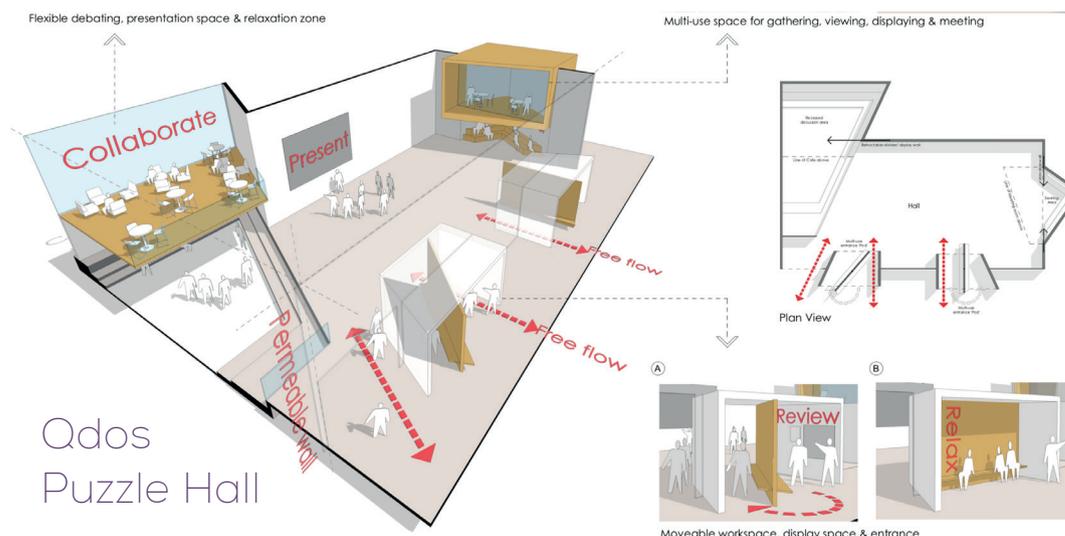
	Students Years 7-9	Students Years 10, 11 and 12	Staff CPD
Personal Development	Knowing yourself: - <i>Identifying strengths, opportunities & aspirations</i> Life skills: Work tasters & competitions		Takeaway digital toolkit and signposting
		Getting the most from work experience	
Career Exploration	Knowing the labour market Careers of today and tomorrow Are these real careers?		Follow up assignments to work on at school
University Options	Know your options. What's University like?	- <i>Russell Group Universities</i> - <i>Application process</i> - <i>Study & work options</i> - <i>Bursaries</i> - <i>Living away from home</i>	
Apprenticeships	Know your options & case studies - <i>including Degree Apprenticeships</i>		
Parent Guidance	All students visiting the Qdos Career Hub will take away a Parents' Guide - <i>options for progression in education & work.</i>		
Careers & Networking Events	Pathways - <i>exploring options (with regional opportunities highlighted) e.g.</i> • Careers in STEM day • National Apprenticeship Week		• Careers in our Digital Economy • National Careers Week

The Qdos Career Hub will make use of a range of national resources and references including these key organisations:



Qdos Career Hub - Inspiring flexible space

Conceptual diagrams of versatile space in the Qdos Career Hub



Qdos Career Hub days in the "Puzzle Hall" and adjoining space could include:

1. Speakers from the world of work
2. National Careers Service, labour market and the needs of employers
3. Virtual and real workplace visits and planning work experience
4. Work 'taster' events such as competitions
5. Careers fairs and career networking events
6. Further and Higher Education options and guidance
7. Access to creative online resources and labour market intelligence
8. Help with career management skills like CV building, job searches and job interviews.

Working with school-based careers advisers and the regional Careers Leader, each Career Hub will devise a programme of support which widens careers education for young people, harnessing technology unavailable in most schools, with a bespoke service for the region.

How do I find out more?



We offer the opportunity of virtual roadshows and direct enquiry. If you would like to find out more, please contact us or see our website below.

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Group Education Director

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www.qdos-career-hub.com



App store for Apple IOS devices, using this link:
<https://apps.apple.com/us/app/id1524921452>



Google Store, for Android devices, using this link:
<https://play.google.com/store/apps/details?id=com.hongwei.careersapp>

"I must admit after many years of frustration trying to enhance and embed education: employer partnerships my spirits are again lifted and I feel that there is real hope that we can provide the level of careers, employability and enterprise education that our young people deserve... My current role is to champion and shout about all the great things we have in Rotherham and this is certainly something that will feature in the great assets that we have in our town."

Jackie Freeborn, Custodian, Rotherham Pioneers. Chair, Women in Business



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