

To: All Norfolk Headteachers and Chairs of
Governors

Date: 18 February 2014

My Ref: GB/cr/indlet

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Dear Headteacher and Chairs of Governors

Developing Norfolk's Future Workforce

You will be very aware that skilled and work-ready young people are critical for our economic success. Therefore, under the framework of 'A Good School for Every Norfolk Learner', a five year strategy 'Developing Norfolk's Future Workforce' has been written.

Why are we doing this? Today's economy, people's lives and technological advances are rapidly changing. The fast-paced development of available jobs and the skills required by employers are being shaped by the forces of globalisation and the political, social and environmental landscape. We do not know today what some of the future job roles may be, but it is clear that we must provide a priority sector focus and communicate about the businesses that operate within them.

Employers understand the business case for recruiting young people, but often struggle to identify individuals with the skills and attitude required in the workplace. To prepare young people for their adult lives, schools must combine their focus on academic rigour with strong vocational training opportunities and better preparation of all young people for the realities of work. This will require coordinated interaction with employers.

Skills & Employment Manifesto January 2014

www.britishchambers.org.uk


The aim is to increase interest and aspirations whilst also providing sector related information to support the understanding of the fast-paced changing sectors for young people, parents, carers, teachers and careers guidance professionals.

Developing Norfolk's Future Workforce Strategy includes a series of strategic actions which are being developed to provide schools with tools to incorporate into the curriculum. These include a calendar of events, labour market intelligence 'infographics' linked to the priority growth sectors and a series of 'YouTube Channel' style videos covering a number of career pathway subjects such as Apprenticeships, The Changing World of Work and Preparation for Work. To ensure teachers and careers guidance professionals are aware of the changing key sectors, a series of nine Continuing Professional Development (CPD) events across the County will be available to attend.

This strategy is to be launched during National Apprenticeship Week (March 2014).

I look forward to our continuing work with you in improving educational standards for Norfolk's children and young people.

Yours sincerely

A handwritten signature in black ink that reads "Gordon Boyd". The script is cursive and fluid, with the first name "Gordon" and the last name "Boyd" written in a single continuous line.

Gordon Boyd
Assistant Director, Education Strategy and Commissioning
Children's Services, Norfolk County Council