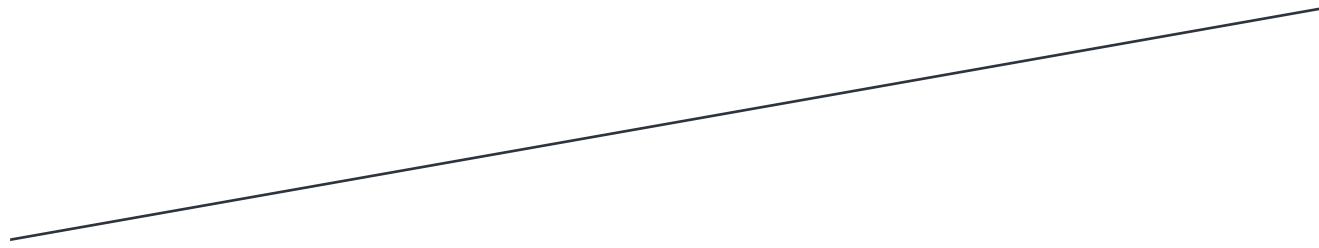


TRURO & PENWITH COLLEGE

CAREERS STRATEGY

**WORKING TO BUILD WORLD
CLASS CAREERS 2026-2029**



MISSION & VISION OF TRURO & PENWITH COLLEGE

Our Mission

The purpose of the College is to provide the best possible learning experience, leading to the highest possible level of achievements by our students.

This will be achieved by working in partnership with individuals and organisations to raise expectations, fulfil potential and promote and support individuals to ensure a skilled, economically successful and socially inclusive community.

Our Values



Truro and Penwith College is built around four fundamental values. Wellbeing, Engagement, Aspiration and Respect.

These core pillars improve life chances by the development of physical, social and emotional wellbeing, embracing opportunities, enabling people to believe in themselves to achieve their aspirations and to understand the importance of playing an active part in creating positive and inclusive communities.

Our Ambitions

LOOK FURTHER

Aspiration: Students gain the confidence and self-belief to set ambitious progression and career goals
Inspiration: Students are inspired by interactions with staff, stakeholders and alumni

REACH FURTHER

Triumph: Students exceed expectation and achieve their full potential
Talent: Lecturers have a passion for teaching and learning and are experts in their field
T&PC Magic: Facilities, enrichment and opportunities are exceptional

GO FURTHER

Progression: Students progress to competitive universities, apprenticeships and jobs that provide strong foundations for successful careers
Prosper: Students develop the skills needed to flourish at university or in employment
Productivity: Students gain the skills employers need, supporting the economy to thrive

WELCOME



Welcome to our Careers Strategic Overview, which provides insight into Truro and Penwith College's approach for 2026 - 2029.

As the Careers Strategic Lead and as the Director of Student Experience, I believe that high quality Careers Information, Advice and Guidance continues to be essential for young people who are transitioning into the college environment as well as those already studying with us. Understanding next steps on their career journey remains vital to personal development, and for this reason we are committed to delivering an effective careers programme that offers advice, experience and meaningful contact with employers to inspire learners and support them in making informed, aspirational choices.

We continue to support young people in preparing for their next steps, whether that is into university, further learning, an Apprenticeship or employment. Our Careers offer remains for all, and we ensure it is adapted and personalised for the benefit of every student. Our team remains focused on understanding the needs, ideas and ambitions of each individual, reflecting our College values of Wellbeing, Engagement, Aspiration and Respect. We remain committed to opening doors, unlocking potential and ensuring individual ambitions are reflected in successful destinations.

Since our previous strategy, our careers provision has strengthened further. The development of the Career Zone across our campuses has enhanced the accessibility and visibility of our guidance services, ensuring students have dedicated spaces, high quality resources and specialist support as they navigate their options. Our Level 6 qualified advisers continue to offer impartial, confidential guidance grounded in up-to-date labour market insight, allowing students to plan confidently for their futures.

Our work with employers has also continued to evolve. Through Employer Connect, our aim of embedding employer influence across curriculum areas has deepened, helping learners understand the expectations of the modern workplace and the opportunities available to them. The introduction of the Employer Connect Advisory Board, formed of leading figures from Cornwall's key industries, has strengthened this further. The Advisory Board now provides strategic guidance, supports curriculum shaping, and ensures our careers provision is responsive to local and emerging labour market needs.

We have also continued to engage nationally with the Careers & Enterprise Company's Maturity Model, enabling us to benchmark our provision, evaluate our strengths and identify areas for continued improvement. This national engagement strengthens our drive for consistency, quality and continuous enhancement across all areas of CEIAG. Alongside this, we work closely with the Careers & Enterprise Company's Careers Hub and the Association of Colleges, ensuring that leaders and managers remain connected to national best practice, sector-leading developments and the latest careers guidance support. These partnerships enable us to share expertise, stay informed about evolving policy and practice, and continually refine our approach so that our students benefit from the most up-to-date and effective careers education available.

As the Employer Connect Advisory Board now oversees our strategic direction for careers, it replaces the previous Careers Strategic Group. This streamlined approach reflects our commitment to ensuring employer voices remain central to our planning, evaluation and long-term development.

We recognise that this is an evolving journey in an ever-changing world, but it is a vital one - supporting our students as they progress into the world of work and enabling them to pursue ambitious careers that reflect their skills, experiences and aspirations.

If you would like to support us in this endeavour, please do not hesitate to get in contact.

Lisa Briscoe

Director of Student Experience

EMPLOYER CONNECT ADVISORY BOARD

The Employer Connect Advisory Board brings together organisations from across Cornwall's key industries to ensure that Truro & Penwith College's careers and curriculum offer remain closely aligned with labour market priorities and future skills needs. Representing sectors including infrastructure and engineering, hospitality, manufacturing, digital and tech innovation, community development, creative industries, housing, food and retail, health, enterprise and business support, the Board provides expert insight to help shape a responsive, employer-informed careers experience for all learners.

The Board supports the College in developing high-quality, future-focused provision by advising on curriculum relevance, informing sector-specific skills development, strengthening employer engagement opportunities and ensuring students benefit from meaningful encounters with industry throughout their programmes. It also contributes to the design of employer-led activities such as discovery sessions, guest speaker programmes, alumni engagement, labour market intelligence use, and sector-specific curriculum co-design.



MEMBERS OF THE EMPLOYER CONNECT ADVISORY BOARD



Lisa Briscoe

Lisa has worked in Further Education for over 30 years across the UK and is currently the Director of Student Experience at Truro and Penwith College. Previously working in the leisure and sports industry in management and more recently in holistic therapies. She has had a strong interest in careers throughout her educational experience and led on the working party to modernise the admissions process for young people as part of her school liaison responsibilities.



Hayley McKinstry

Hayley is the Director of Business Partnerships and Skills at Truro & Penwith College, leading employer engagement and skills development across the organisation. She joined the Senior Management Team in 2021 with extensive experience in apprenticeships, vocational learning, and quality assurance. Hayley builds strong relationships with employers and identifies new partners to create sustainable opportunities for learners. She oversees apprenticeships, employer partnerships, adult learning, employability, and curriculum areas including Construction, Engineering & Motor Vehicle, and Business & Professional studies. A values-driven leader, Hayley is passionate about apprenticeships and committed to ensuring all learners access meaningful opportunities that support their progression and prepare them for the workforce.



Adele Bull

Adele is the Director of People, Culture and Curriculum at Truro and Penwith College, with nearly two decades of experience in further education, following an earlier career in communications and performance within the utilities sector. Adele has responsibility for future curriculum strategy, the University Centre, and the development of people and digital services.



Tim Moody

Tim is the Employability and Careers Lead and has worked in the Careers sector for over 20 years; always alert to new ways of delivery and the utilisation of modern resources, he is keen to ensure best practice will inspire students to realise their career goals. Tim holds the Postgraduate Certificate in Careers Leadership and the Level 6 in Careers Guidance and Development.

MEMBERS OF THE EMPLOYER CONNECT ADVISORY BOARD



Olaf Marshall-Whitley

Appointed in October 2023, Olaf Marshall-Whitley serves as the College's Careers Governor, drawing on his wider governance role as Skills Lead Governor and Vice Chair of the Quality of Education and Skills Committee. He brings extensive insight from his previous work in offshore renewables and workforce development, experience that continues to inform his contribution to careers education across Cornwall. Olaf also has a strong interest in Cornwall's industrial and engineering heritage, enriching his strategic oversight of the College's careers provision.



Steve Roberts

Steve Roberts is an Enterprise Coordinator from the Cornwall and Isles of Scilly Careers Hub. Steve works with both industry and education to establish and nurture relationships with business sector bodies in order to facilitate their engagement with schools and colleges. Steve has responsibility for working alongside Further Education to help build capacity and knowledge - identify and share relevant Careers related training and CPD for staff to support cross campus careers delivery, SEND, Compass evaluation and the Internal Leadership reviews.



Andy Wallis

Andy is a Learning and Development Specialist at Cormac and has over 10 years' experience in training, Apprenticeships and early career development. He is passionate about supporting young people to make informed decisions about their futures by ensuring that they have had high-quality careers advice and guidance.

BACKGROUND

Truro and Penwith College has committed itself to maintaining Investor in Careers status (now called the Quality in Careers Standard Award, through Investor in Careers), first awarded in 1996.

The Quality in Careers Standard, delivered through Investor in Careers, provides a comprehensive framework through which the organisation, delivery and evaluation of Careers Education, Information, Advice and Guidance (CEIAG) can be continually strengthened. Truro and Penwith College has maintained a long-standing commitment to high-quality CEIAG and was successfully awarded the Quality in Careers Standard through Investor in Careers in April 2024. In addition, the College achieved the Matrix Standard in 2023, demonstrating the strength and effectiveness of our information, advice and guidance services.

In line with statutory expectations and our College values, we remain committed to offering informed, impartial, supportive and timely careers and welfare guidance. This begins at pre-entry through meetings, interviews and events, and continues throughout a student's journey. Guidance includes support around course choices, personal development, welfare concerns, and progression into university, apprenticeships, further study or employment.

Our support system ensures that information, advice and guidance is accessible across the College. CEIAG is delivered collaboratively by Heads of Faculty and Deputies of Faculty, Careers Advisers, Your Future Kernow advisers, Industry Engagement Consultants, the Career Zone team, and staff within the Future Skills Institute. This provides a holistic model that connects academic, pastoral and career development support.

We utilise the Navigate platform to record, track and evaluate all career-related, enterprise and industry placement activity. This ensures students have a comprehensive record of their experiences, encounters and achievements, enabling meaningful action planning and consistent progression support. Career resources are also shared through the Career Champions network to ensure staff remain informed, confident and able to embed careers learning within their curriculum.

The College delivers a broad and ambitious range of workshops, talks, presentations and employer engagement events, including major Careers Conventions at all campuses, featuring universities, training providers, apprenticeship specialists, employers and alumni. Equality, diversity and inclusion is a central feature of our careers programme, ensuring all students see themselves represented and have access to personalised, barrier-free pathways.

Students engage with CEIAG through their Tutorial Programme, complemented by Skills Clinics delivered by the Career Zone, with a particular focus on resilience, creativity and the skills required for success in the modern workplace. Alongside this, students are encouraged to participate in industry placements, employer-led sessions, sector visits, enrichment opportunities and university or College open days. Individual Learning Plans and Action Plans remain an integral part of this process, reflecting personal aspirations, achievements and development needs.

To recognise and support ongoing development, the College has also introduced the Take Your Career Further Awards, aligned to the Career Development Framework, enabling learners to track their progress in key competencies and celebrate milestones as they advance in confidence, skill and employability.

Through the breadth of CEIAG opportunities, impartial information and personalised guidance available to them, students are supported to make informed, rational and aspirational decisions as they shape their education, careers and future lives.

THE SIX LEARNING AREAS

The Career Development Institute (CDI) also provide a framework that looks at six areas. We regularly audit the curriculum to measure how we are evidencing these areas against the framework



THE GATSBY BENCHMARKS

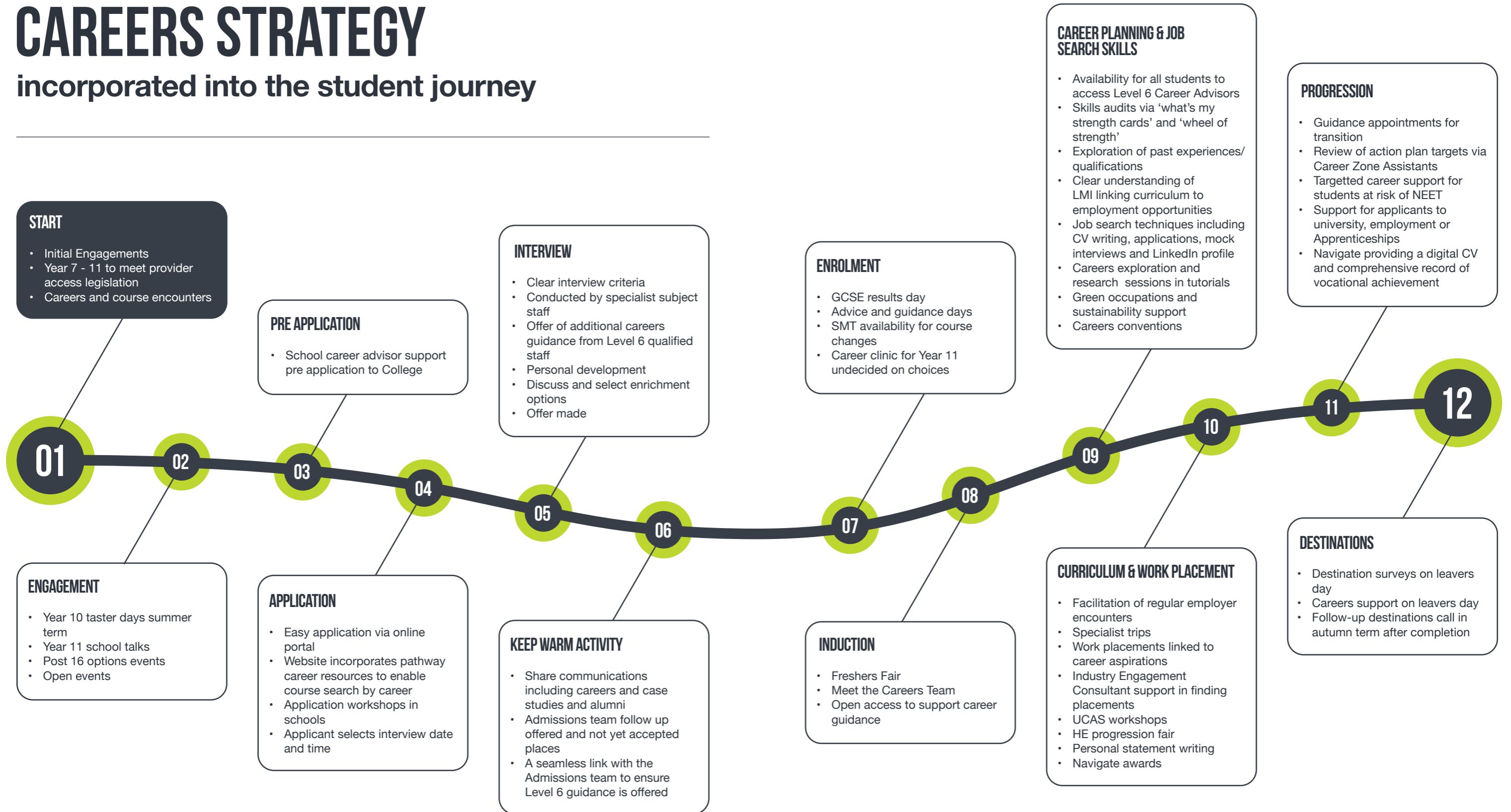
The College is committed to the highest possible standards in Careers Education, Information, Advice and Guidance (CEIAG) through a set of standards which define best practice.

We are audited against these benchmarks through Compass Report by the Cornwall Careers Hub.



CAREERS STRATEGY

incorporated into the student journey



INTENT

- Provide a stable and structured careers programme which is open to all our students. This should incorporate the transition from school to college, our own student body and university centre undergraduates and graduates.
- Provision is personalised, provides opportunities to identify and respond to the needs of the individual and builds upon previous learning and experience.
- The Careers Service will be inclusive, recognises and promotes equality and diversity and challenges stereotypes (i.e. is sensitive to faith, culture and background). Offers guidance for any student to assist with retention and reduce the potential of NEET.
- Ensure all CEIAG is delivered by highly qualified personnel with access to Continuous Personal Development.
- Create aspirational opportunities through aligning with the CIOS Local Skills Report 2021-2030 to meet local and regional needs including current and future skills to support the economy and promote entrepreneurship. Working closely with external stakeholders to provide a world class careers service which meets emerging opportunities, builds high value and highly skilled careers available locally whilst reducing outdated perceptions. Consideration that some careers promotion would meet national and international demands.
- Recognising that data (labour market intelligence) and technology support career choices and recognising that easy admission processes aid transition from school to college post 16 applications.
- The strategy will continue to work within a framework of appropriate confidentiality, data protection, record keeping and safeguarding policies (available in other college policies).
- Involves collaborative approaches and partnerships, tutorial, supportive services and external agencies notably Careers Enterprise Company, Careers Hub, Link Governor, Your Futures Kernow, Employer Connect Board and Student Council.
- Contributes to widening participation and raising aspirations through our access plan (available separately) managed HE Access and Participation Officer and produced in association with Careers Strategic Lead.
- Align our careers programme and offer to established frameworks such as the Careers Development Institute, Careers Enterprise Company and Matrix Accreditation.

IMPLEMENTATION

- Inspiring futures - Our team of staff are relevant, up to date and ready to help you navigate the modern careers and education landscape creating curiosity and excitement, about future pathways.
- Inspiring curriculum learning to careers - Careers education is embedded within all programme areas. Lecturers draw from their own sector specific insights, many of whom have expertise gained through past employment. Aligning the focus of subject to job opportunities is a motivational way of students recognising realistic choices.
- Inspiring personal guidance - Information, Advice and Guidance is a core component of the student experience. Starting from our outreach within schools and the open events that regularly occur throughout the year, guidance is given addressing the needs of each individual. The tutorial programme ensures that termly reviews of progress happen, where action points are recommended as a way of researching future ideas. All students have access to Level 6 qualified Careers guidance professionals gaining impartial support. This helps students explore their futures using decision making models, interpretation of labour market information and application of career theory models.
- Inspiring destinations - We want you to achieve the very best outcomes that match your ambitions. We support you every step of the way with your intended destination and feel this is an integral part of the student journey. We track, monitor and review student destinations so we can highlight wider trends associated to education, employment and training. This can be inspirational for present students and inform our curriculum design and the advice we give.
- Inspiring sustainable careers - Whilst sustainability and environmental issues are under scrutiny across the World, Truro and Penwith College point the looking glass on future jobs and how sustainability is a core component of the labour market. Opportunities exist in human, ecological, economic and environmental areas and we must ensure that we are alert to corporate and social responsibility. Now, more than ever, there is the need for our future workforce to learn about and implement more sustainable practices and to also recognise that green careers will be represented in all sectors.
- Inspiring work placement - This will enhance your understanding of jobs and careers. Placements can provide you with industry knowledge and skills to take you further (e.g. communication, resilience, teamwork, creativity, academic skills and physical literacy) demanded by the contemporary labour market. Our focus is on your future and we want to ensure you make successful transitions from and to your next steps. Truro and Penwith College harnesses the capacity of employer engagement through Employer Connect, so that you make meaningful connections to the labour market. Our recording platform 'Navigate' will ensure you undertake employability awards and have a comprehensive record of achievement, Digital CV and log of placement activities.
- Inspiring resources - Support students to understand labour market information, using the Lightcast platform, disseminate trends, forecasts, salary and opportunities on a local and national level. The benefits of recognising core strengths and employability skills enable students to direct themselves towards their chosen pathways with confidence. Significant resources, such as Katherine Jennick's 'What's your strengths cards' empower students to unlock their potential. Not only do we ensure that students have this self-awareness, we also ensure the recording platform Navigate logs careers, enterprise, enrichment and work placement activities including a reflection response and psychometric test.

OUR CAREERS OFFER

- To ensure that access to IAG is available to all students, either by self-referral or by recommendation of tutor.
- To provide a visible, professional and confidential space where students can actively engage in career exploration.
- To provide impartial, unbiased IAG to students from advisers who are qualified to the appropriate level and who are members of the Career Development Institute and on the CDI professional register.
- To ensure that IAG is readily offered whenever significant study or career choices need to be made.
- To keep systematic records on learners' experiences of careers and enterprise activity via Navigate, so students can easily access, reflect upon, pinpoint where key decisions have been made and to act as a portfolio of vocational achievement.
- To provide a breakdown of local and national labour market information so that students have firm ideas of trends, regional variations, opportunities, and skills required to navigate career pathways.
- To embed careers within all programme areas, highlighting the relevance of subjects studied to future careers.
- To ensure that work placements are available to all students within their programme of study. These should be specific to subject area or link with long term aims.
- To incorporate career themes within the tutorial scheme of work that are relevant and up to date, including green and sustainable careers.
- To facilitate career and employability awards. The Take Your Career Further Awards aligns with our ambition of Look, Reach and Go Further.
- To provide support in conducting effective job search skills.
- To provide IAG on a range of future options including all levels of Apprenticeship, higher education, gap years, voluntary work and full-time /part time employment opportunities.

- To ensure that all students have access to a range of education and training providers (including Apprenticeship and HE).
- To provide meaningful encounters with employers through a range of activities presentations, employer led projects and career conventions which link with Employer Connect.
- To embed the Career Development Institute's framework within the programme.
- To ensure that the offer is tailored to individual need and those with SEND.

ASSESSING IMPACT

A key fundamental of our strategy is to assess the quality of our impact and whether it fully addresses the Gatsby benchmarks, meets the Education Inspection Framework Requirements as well as the Investors in Careers.

This will be achieved by:

- The Employer Connect Board holding the careers plan to account and evaluate its effectiveness.
- The compass benchmark report and grid will enable the college to ascertain how it is performing against the criteria. This report is analysed by the Careers Hub and feedback given.
- Accreditation by Matrix and Investors in Careers to demonstrate quality of the information, advice and knowledge given.
- Increase in number of quality careers interviews and IAG sessions (including schools liaison programme).
- Utilisation figures of Career Zone.
- Invitation to careers events and public speaking engagements.
- Increase in the number of work placements and encounters undertaken.
- Final destination reports for Truro and Penwith learners.
- Student outcomes for university based on the UCAS report.
- Student feedback and case studies including Alumni.
- Career themed data captured through the use of Navigate.

TRURO & PENWITH COLLEGE CAREERS

email: careers@truro-penwith.ac.uk

