



CONSTRUCTION  
EQUIPMENT  
ASSOCIATION

# The Education Landscape

## Index



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# Introduction

A skilled workforce is at the heart of every business. As a business leader you may get enquiries to work with local schools, colleges and universities – and you'll probably have some questions given the education and skills landscape can be complex to understand. There are many different ways to get involved – but which are the best fit for your business, and how will they help connect you to your future workforce, or boost productivity by upskilling your current team?

This Index is an accompanying resource to the Education Landscape: A guide for employers, which describes options for working with schools, colleges and universities, young people\* and older learners, and the benefits of doing so for your business. You can also find out how technical education, including apprenticeships, T Levels and Higher Technical Qualifications, can meet your skills needs. You can find the Guide, along with a range of supporting resources, at [educationlandscape.org.uk](https://educationlandscape.org.uk).

## Using this Index

This Index summarises the different types of activity and schemes your business may wish to get involved with. These activities have been split into five categories, outlined on the next two pages. For each category there may be numerous individual schemes, some of which may be specific to your local area. As schemes change over time, we have not attempted to capture all of these, but any opportunity that you come across should fit within one of the categories. Each activity has its own page and includes the benefits and commitments to help you choose the right opportunities for your business.

Timelines for each opportunity are described as short (completed in one day or less), to longer (up to two weeks) and/or ongoing (an activity that runs for the length of a project, training course, or year etc.).

**Developed in partnership with:**



\*The term young person is used to include students up to age 24. This includes those at schools, colleges, specialist schools or colleges, alternative providers, independent training providers, universities and more.

# Overview

Take a look at the overview of opportunities available to find ones to suit you and your company.

## > Supporting students

From page 6

Much of your future workforce is currently in education. Sharing your knowledge, experience and advice will inspire and inform their career choices - helping them to develop the confidence to move into a role that is right for them - and to be the right employee for you. Opportunities include giving a class careers talk or providing one-to-one mentoring for a student on a longer-term basis.

## > Supporting high-quality teaching

From page 11

Your input into classes will ensure that teachers can share up-to-date knowledge, and gives you the opportunity to shape the skills being taught around your business needs. You could help design a course or support a student project, give teachers the opportunity to find out about current industry practice by hosting a site visit, teach a masterclass yourself, or even donate some equipment or workshop time for students.

## > Providing experiences of the workplace

From page 16

Nothing beats hands-on experience for gaining an insight into working life, and your business can also benefit in a number of ways. Opening your doors to young people is an opportunity to raise awareness and understanding of your organisation and industry, and to help students transition into the workplace. In the longer-term, you could even have a future employee. Activities include hosting short workplace visits or longer industry placement opportunities for older students.

## > **Providing expert guidance**

From page 22

Nobody knows your business like you do. Sharing your knowledge and expertise with government, and with the education institutions around you, will help to influence what is taught so that it is relevant to your business. You could work with a school or college as a governor, or you might contribute to the expert employer panels that shape technical education nationally or locally.

## > **Work-based learning**

From page 25

Helping an individual learn while they work in your business is a great way to develop a motivated, skilled, and qualified employee. For example, apprenticeships offer real job experience while a person studies for a formal qualification. You can adapt these training programmes to meet the needs of your organisation and fill gaps within your workforce skillset. Managing students also offers professional development for existing employees.


## > Supporting students

# Careers talk


Schools, colleges and universities value employers delivering a presentation about career paths in a particular industry or organisation and sharing personal career journeys with students. The host institution will discuss with you the proposed content and timings of your talk, so that you can be confident it will be appropriate for the age and interests of the students and any wider audience members (for example, parents, carers and guardians).

### Headline benefits

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 Support your local community

---

 Build partnerships


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 Staff development


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### Your commitment

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 Delivery time: short

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 Liaison with education institution


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## > Supporting students

# Careers events

Getting involved in careers events enables you to increase young people's understanding of your company or industry and inspire their future career choices. It can also be an opportunity to inform and influence parents, carers and guardians who can play a key role in young people's career decisions. Careers events are usually targeted at students aged 14 and above, and you may be asked to act as an ambassador, contributing to school or college choices events, careers and/or recruitment fairs, speed-networking events, or present a careers talk ([see previous section](#)).


### Headline benefits


 Support your local community


 Build partnerships

 Staff development

### Your commitment

 Delivery time: short

 Liaison with education institution

 Preparation time may be substantial (e.g. for a stand at a careers or recruitment fair)


## > Supporting students

# Preparing for job applications

Employers can provide invaluable advice and support on writing CVs, completing job applications and interviews. Activities you can take part in include offering CV feedback or workshops, practice interviews and Q&A sessions. All of these will help students to build their confidence, develop essential communication and presentation skills, and identify potential job vacancies.


### Headline benefits


 Support your local community

 Build partnerships

 Staff development

### Your commitment

 Delivery time: short

 Liaison with education institution



#### Further information

[resources.careersandenterprise.co.uk/resources/transition-skills-mock-interviews-andcv-workshops-what-works](https://resources.careersandenterprise.co.uk/resources/transition-skills-mock-interviews-andcv-workshops-what-works)




## > Supporting students

# Employer mentoring

Mentors provide a positive role model for young people. You work one-to-one with a student, typically aged 14 or above, to help build their confidence, develop their resilience, and support their aspirations. Some mentors also help students to develop particular subject knowledge and skills. You will build your relationship with a student through regular meetings over an extended period of time. In some cases, the mentor-student work has a specific goal, such as preparing for an apprenticeship or job applications, or for higher level study at college or university.


### Headline benefits


 Support your local community

 Build partnerships

 New talent

### Your commitment

 Delivery time: ongoing

 Liaison with education institution



Further information


[resources.careersandenterprise.co.uk/resources/effective-employer-mentoring](https://resources.careersandenterprise.co.uk/resources/effective-employer-mentoring)


## > Supporting students

# Supporting extra-curricular activities

Employers can help students to develop essential skills – such as teamwork, communication and problem solving – by getting involved in a range of extra-curricular activities. These activities include school clubs, and skills or entrepreneurial competitions at local, regional or national events. Your support could be in the form of setting challenges, running workshops, mentoring teams, and/or judging competitions.


### Headline benefits

 Support your local community


 Build partnerships


 Staff development

### Your commitment

 Delivery time: short

 Equipment

 Liaison with education institution

 Preparation time may be substantial (e.g. for workshops)

## > Supporting students

# Contributing facilities or specialist equipment


Schools and colleges may not have access to industry-standard equipment on site. Employers can help by donating or loaning equipment including machinery, tools, computer hardware and software or workshop items. Alternatively, you may wish to consider providing occasional access to your premises where possible. Some colleges also host manufacturers' equipment, enabling local companies to view demonstrations on their sites.

### Headline benefits

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 Support your local community


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 Build partnerships


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### Your commitment


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 Equipment and/or facilities

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 Liaison with education institution

---

 Preparation time may be substantial


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## > Supporting high-quality teaching

# Professional development for teachers

Employers can give teachers first-hand experience of their industry through professional development opportunities such as site visits, short placements for teachers, or longer-term part-time working arrangements between the institutions. These opportunities help to maintain teachers' knowledge of the latest technical and professional developments in your industry, including present and future career opportunities, and the knowledge, skills and behaviours required for different roles. Teachers use these insights to inspire their students and keep the teaching curriculum up-to-date.


### Headline benefits


 Support your local community


 Build partnerships

 Staff development

### Your commitment

 Delivery time: short/ongoing

 Equipment and/or facilities

 Liaison with education institution



#### Further information

[resources.careersandenterprise.co.uk/resources/teacher-cpd-delivered-employers-what-works](https://resources.careersandenterprise.co.uk/resources/teacher-cpd-delivered-employers-what-works)


## > Supporting high-quality teaching

# Providing specialist input for classes


Employers can share specialist knowledge with students in a variety of ways, such as advising on new technologies, processes and services within a specific industry. You could act as an 'Industry Associate' – getting involved in a range of activities with students including presenting masterclasses, helping to deliver workshops or lectures.

### Headline benefits

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 Support your local community

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 Build partnerships


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 Staff development


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### Your commitment


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 Delivery time: short


---

 Equipment and/or facilities

---

 Liaison with education institution

---

 Substantial preparation time

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## > Supporting high-quality teaching

# Helping design a course

Employer input can add real relevance to educational programmes to bring the curriculum to life and equip young people for the transition from school or college into the workplace. You can support teachers in a range of ways, from giving feedback on the curriculum content, to co-designing courses. For particular topics you may help with designing a specialist lesson or workshop or being involved in case studies and projects (**see the next section**).

### Headline benefits

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Support your local community

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Build partnerships

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Staff development

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### Your commitment

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Liaison with education institution

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Preparation may be substantial (e.g. for co-designing courses)


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## > Supporting high-quality teaching

# Setting and supporting student projects

With employer projects students address a ‘real-life’ challenge experienced by a local employer – their client. You will be involved throughout the project, working with teaching staff in designing and setting the task, reviewing students’ progress, receiving the final product or report and feeding back to students. In some cases, a project could be a formal requirement of a student’s qualification, and at higher levels, students can work on solutions for your real business challenges.

### Headline benefits


 Support your local community


 Build partnerships


 Fresh perspectives


 Staff development

### Your commitment

 Delivery time: ongoing

 Equipment and/or facilities

 Liaison with education institution

 Substantial preparation time



Further information

[skillsbuilder.org/universal-framework](https://skillsbuilder.org/universal-framework)


## > Providing experience of the workplace

### Workplace visits

Hosting a short workplace visit for an individual or group of students gives them an overview of your company and industry, and an insight into the working environment. It is also a great opportunity to inspire their future work experience and career choices. The visit could be a few hours or a full day, and include presentations, site tours, hands-on experience and/or Q&A sessions.


#### Headline benefits


 Support your local community


 Build partnerships


 Staff development

#### Your commitment

 Delivery time: short

 Equipment and/or facilities

 Liaison with education institution

 Substantial preparation time



#### Further information

[resources.careersandenterprise.co.uk/resources/experiences-work-place-bm6-step-step-guide-employers](https://resources.careersandenterprise.co.uk/resources/experiences-work-place-bm6-step-step-guide-employers)



## > Providing experience of the workplace

### Job shadowing

This gives young people the opportunity to spend time observing (shadowing) one or more employees for a short period. This offers the student a snapshot view of a role, working life, and your organisation. Job shadowing usually takes place over one to three days. It can form the early part of a short work experience.

#### Headline benefits

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Support your local community

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Staff development

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#### Your commitment

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Delivery time: short/longer

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Equipment and/or facilities

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Liaison with education institution

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## > Providing experience of the workplace

# Short experiences of workplaces

Short periods of work experience can provide a useful introduction to the workplace. Students typically spend several days within a company undertaking a number of activities under supervision. The experience will help develop students' general understanding of the workplace, build their confidence, possibly influence their choice of career path, and support their preparation for the transition from school or college into employment. Alongside this, you have the opportunity to showcase your company and industry.

### Headline benefits

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 Support your local community


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 Staff development


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### Your commitment


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 Delivery time: longer


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 Equipment and/or facilities

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 Liaison with education institution

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 Substantial preparation time

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 Supervision and line management

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## > Providing experience of the workplace


# Longer placements

### T Level industry placements for 16-19 year olds

During an industry placement a student spends an extended period of time with an employer as part of their formal education programme. They gain essential workplace knowledge and skills that employers seek, thus helping to prepare them for employment or further training. Placements may be delivered in one block or spread over the duration of the student's course. Placements also give you an additional resource for your team, and an opportunity to introduce a student to your company and industry. You may use the placement to assess a student's capability with a view to future recruitment, for example, for an apprenticeship or other job role.


#### Headline benefits

 Support your local community


 Build partnerships


 Staff development

 New talent

 Fresh perspectives

#### Your commitment

 Delivery time: ongoing

 Equipment and/or facilities

 Liaison with education institution

 Substantial preparation time

 Supervision and line management



Further information  
[employers.tlevels.gov.uk](https://employers.tlevels.gov.uk)

[gov.uk/guidance/industry-placements](https://gov.uk/guidance/industry-placements)


## > Providing experience of the workplace

# Longer placements

### Placements and internships for HE student


Many higher education (HE) courses include a period of up to a year spent in industry, enabling students to build their knowledge and skills in the workplace setting. Students have the opportunity to develop relevant industry and essential skills. Longer placements also give you additional resource for your team, and you can use the opportunity to assess a student's capability, often recruiting direct from the placement programmes.

### Headline benefits


 Support your local community


 Staff development


 New talent


 Fresh perspectives

### Your commitment

 Delivery time: ongoing

 Equipment and/or facilities

 Liaison with education institution

 Substantial preparation time

 Supervision and line management


## ➤ Providing experience of the workplace

# Volunteer opportunities

Volunteering opportunities can provide students with experience of the workplace and career inspiration. The opportunity will often be arranged between the student and the employer, and there will not be formal requirements – such as length or goals – specified by the student's school, college or university. Volunteers would not be expected to be responsible for specific roles or projects.


### Headline benefits


 Support your local community


 Staff development

 New talent

### Your commitment

 Delivery time: ongoing

 Equipment and/or facilities

 Substantial preparation time

 Supervision and line management



Further information  
[gov.uk/volunteering](https://gov.uk/volunteering)

[resources.careersandenterprise.co.uk/resources/involving-young-people-volunteering-what-works](https://resources.careersandenterprise.co.uk/resources/involving-young-people-volunteering-what-works)


## > Providing experience of the workplace


# Contributing to national, regional or local skills planning

Employers can provide labour market intelligence to inform planning for education and skills provision at local, regional and national levels. At the national level, panels of employer groups develop standards for apprenticeships, which also inform the development of some technical qualifications. These standards describe the knowledge, skills and behaviours that an occupation requires. They are overseen by the Institute for Apprenticeships and Technical Education.

At a local level, organisations such as Combined Authorities and Councils convene skills boards to inform their planning, and employer representative bodies around the country are developing Local Skills Improvement Plans to resolve skills shortages, sharing their knowledge of labour market needs in order to shape the education and training provision on offer. Local providers also recruit employers to their own skills boards for different curriculum areas (see 'Helping design a course' section).


### Headline benefits


 Support your local community

 Build partnerships

 Staff development

### Your commitment

 Delivery time: ongoing

 Substantial preparation time



#### Further information

[instituteforapprenticeships.org/about/our-work/what-we-do/](https://instituteforapprenticeships.org/about/our-work/what-we-do/)


[gov.uk/government/publications/identifying-and-meeting-local-skills-needs-to-support-growth/local-skills-improvement-plans-lsips-and-strategic-development-funding-sdf](https://gov.uk/government/publications/identifying-and-meeting-local-skills-needs-to-support-growth/local-skills-improvement-plans-lsips-and-strategic-development-funding-sdf)

## > Providing experience of the workplace

# Acting as a governor

As a local school or college governor you will be a member of the governing board, with direct input into the institution's strategic direction. For example, you could be called upon to uphold the institution's vision, ensuring strong financial management and appropriate policies are maintained. You may also be able to take the lead on particular interest areas such as careers provision, curriculum development and/or links to industry.


### Headline benefits


 Support your local community

 Build partnerships

 Staff development

### Your commitment

 Delivery time: ongoing

 Substantial preparation time



Further information

[gov.uk/become-school-college-governor](https://gov.uk/become-school-college-governor)

## > Providing experience of the workplace

# Enterprise adviser

Enterprise advisers partner with a local school or college to help them improve their connections with industry and develop and implement their careers strategy.

Enterprise advisers may also be asked to get involved in delivering Careers events ([see Careers events section](#)).

### Headline benefits



Support your local community



Build partnerships



Staff development

### Your commitment



Delivery time: ongoing



Significant preparation time



Further information

[enterpriseadviser.careersandenterprise.co.uk](http://enterpriseadviser.careersandenterprise.co.uk)



## > Work-based learning


# Apprenticeships


Offering apprenticeships is an effective way for any company to grow talent and develop a motivated, skilled and qualified workforce. Those starting an apprenticeship are aged 16 or older. They will also be studying at a local college or training company for off-the-job training and are usually released for one day a week to complete this. There are minimum wage requirements for apprentices. On completing their apprenticeship an individual is competent to undertake the occupation they have trained for. They could also move to a more senior apprenticeship.

Apprenticeships take a minimum of 12 months to complete. The overall time will vary depending on the level of apprenticeship and an individual's prior learning and experience:

- Intermediate apprenticeships (up to three years)
- Advanced apprenticeships (up to four years)
- Higher (up to four years) and degree apprenticeships (up to six years).

### Headline benefits

 Fresh perspectives


 Support your local community


 Build partnerships


 Staff development


 New talent

### Your commitment

 Delivery time: ongoing

 Equipment and/or facilities

 Liaison with education institution

 Substantial preparation time

 Supervision and line management



Further information


[apprenticeships.gov.uk/employers](https://apprenticeships.gov.uk/employers)


## > Work-based learning

# Supported internships


Supported Internships are a structured, work-based programme for 16–24 year olds with Special Educational Needs and Disabilities (SEND). Interns spend the majority of their time at the workplace, undertaking a placement that lasts between six months and a year. Alongside their time with the employer, each intern also completes a study programme at their school or college, which includes studying English and maths. A dedicated member of staff at the school or college works with employers to support the internship process.

### Headline benefits


 Support your local community


 Build partnerships


 Staff development


 Fresh perspectives

### Your commitment

 Delivery time: ongoing

 Equipment and/or facilities

 Liaison with education institution

 Substantial preparation time

 Supervision and line management



#### Further information


[gov.uk/government/publications/supported-internships-for-young-people-with-learning-difficulties/supported-internships](https://gov.uk/government/publications/supported-internships-for-young-people-with-learning-difficulties/supported-internships)


## > Work-based learning

# Employment support programmes

The Government has introduced several schemes to provide help and training to young people and adults looking for work, who may not have a set of formal qualifications, may have been through alternative education routes or who may be facing other barriers to the workplace. They all benefit from employer involvement, by offering either work experience or providing advice and guidance.

### Headline benefits


 Support your local community


 Build partnerships


 Staff development


 New talent

### Your commitment


 Delivery time: ongoing

 Equipment and/or facilities

 Liaison with education institution

 Substantial preparation time

 Supervision and line management

 Further information  
[find-employer-schemes.education.gov.uk](https://find-employer-schemes.education.gov.uk)

## > Work-based learning

# Upskilling your workforce

Opportunities to upskill or reskill across your workforce are offered through a wide range of models – from developing basic maths, English and digital skills, through short courses for technical upskilling (for example, Skills Bootcamps), to longer courses leading to formal qualifications.

A wide range of organisations work with employers on these opportunities – from professional bodies and trade associations, to colleges, universities and training providers. Specific programmes are designed to strengthen higher technical education, including through Higher Technical Qualifications. Institutions working in this area include Institutes of Technology (IoTs), which are collaborations between existing further education colleges, universities, and leading employers. Some of the range of government programmes offer financial incentives. There are also free resources, such as the Skills Builder Universal Framework, that you could build into your own recruitment and training to help develop your staff.

### Headline benefits



Build partnerships



Staff development

### Your commitment



Delivery time: ongoing



Liaison with education institution



Supervision and line management



Further information

[find-employer-schemes.education.gov.uk](https://find-employer-schemes.education.gov.uk)

[institutesoftechnology.org.uk](https://institutesoftechnology.org.uk)

[skillsbuilder.org/universal-framework](https://skillsbuilder.org/universal-framework)

# About the CEA

The Construction Equipment Association is the trade association representing the UK construction equipment industry since 1942. We are recognised by the UK Government as the **voice** of the industry.

## Our mission

To represent the interests of our members within the UK construction equipment industry, in a globally changing competitive environment.

## Our vision

To be the voice of the construction equipment industry, deliver value to our and excellence to our members, be a positive influencing factor on government policy, and directly contributing to the sustainability and growth of the sector.

# Next steps

For further information, please see our accompanying resource The Education Landscape: A guider for employers or visit [educationlandscape.co.uk](http://educationlandscape.co.uk)

If you have any questions about anything within this guide, please contact [info@educationlandscape.co.uk](mailto:info@educationlandscape.co.uk)



## For more information

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