

The national newspaper for careers professionals



A university education is "not worth the money"

The Vast majority of 16-19 year olds share this view

Only 13% of students think university is worth £9000 a year. Nearly half say it is not worth the money 'under any circumstances' and only 1 in 8 thinks it represents 'value for money'. Furthermore, between 2009 and 2012, the number considering university dropped from 78% to 57%, as those seeking work grew by 100% from 15% to 30%.

These figures, based on a survey of 1,000 year 12 students (1st year A level/ BTEC) from across the UK, also revealed that while young people consider work experience crucial to getting work, they are very frustrated at the roadblocks that make it so hard to find. More than half of those surveyed (60%) think work experience is 'very hard' to find, 15% do not consider it 'worth trying' and fewer than one in five think it's easy to find. Those who have benefitted from work experience agree that it 'boosts confidence', 'refines choices' and gives a 'massive sense of achievement'.

The survey's respondents demanded a new approach from the government, with most saying they want work experience to feature as part of the national curriculum and many thinking of it as equal to or more important than a qualification. As many as 79% said the government does too little to prepare young



people for the world of work and 78% think it must be made compulsory for mid-sized employers (200 plus) to create entry level jobs.

The research revealed that 16-19 year old students are aware of the soft skills needed in the workplace, with 85% citing inter-personal and communication skills, 79% teamwork and (59%) organisational skills. Students are also highly organised in their search for work. Social Media (61%) and the internet (90%) trump careers offices and job centres which hardly rate at all in the methods students use for finding work.

The teenagers were interviewed in December 2012 by Careers Academies UK, a business-led

charity which gives 16-19 year olds an opportunity to gain structured work experience in multinational companies such as UBS and PWC.

Director of Policy at Career Academies UK, David Walker said: "Education needs to be dynamic and prepare young people for work as well as give them qualifications. It is alarming that students are struggling to find work experience at a time when so many young people are unemployed and figures show that university applications are falling sharply. "We have never seen such a disconnect between the needs of young people, who hunger for workplace skills, and the government, which talks about its value, but is not providing the opportunities."

" We have never seen such a disconnect between the needs of young people, who hunger for workplace skills, and the government "



David Walker
Director of Policy at Career Academies UK

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Find your pull out poster in the centre pages!



News in Brief

White pupils "outclassed" by peers of Nigerian and Chinese descent

White British school children are outperformed by their peers of Chinese, Nigerian and Indian origin, according to the leading think tank, the Institute of Public Policy Research (IPPR).

Figures obtained under the Freedom of Information Act by IPPR showed that the percentage of children classed as white British gaining five A* to C grades at GCSE is below the national average.

While children of immigrants from nine different countries including Bangladesh, Ghana, Sierra Leon and Vietnam perform above the national average but children of Portuguese, Congolese and Yemeni descent are under achieving, the report added.

IPPR associate fellow Jill Rutter said: "London has the highest proportion of migrant children in its schools, yet secondary schools in London have performed better and improved at a faster rate over the last 10 years than elsewhere in the country."

The IPPR found that some migrant communities were being left behind because the government had neglected integration in favour of focusing on its key migration target.

Apprenticeship footballers take home gongs

A number of apprentices picked up awards at the recent 2013 Football League Awards, held at the Brewery in the City of London. Among the winners were apprentices taking part in the Advanced Level Apprenticeship in Sporting Excellence

New statutory duty on careers guidance published

The revised statutory duty on careers guidance for schools has now been published on the website of the Department for Education.

The statutory guidance was first published in March 2012 to underpin the statutory duty on schools to secure independent and impartial careers

(AASE). They were in the running for the three LFE Apprentice of the Year gongs, which eventually went to George Sykes (Barnet FC), Luke James (Hartlepool United FC) and Dimitar Evtimov (Nottingham Forest FC).

These players were selected from a vast and growing pool of young talent being nurtured through the delicate early stages of professional football.

AASE is a structured training and development programme, featuring a number of different sports for 16-19 year olds, who have a real chance of excelling in their sport by competing professionally on a national or world stage. The programme length varies depending on the sport but can be from six months to 24 months.

New report: Migrants needed to fill professional entry level roles

Computer games designers need to be recruited from outside Europe because British graduates lack the necessary skills and experience, to take on entry level roles, according to a new report.

Produced by the Home Office's Migration Advisory Committee, the report blamed the 'deficiencies' in university courses which industry experts claim are failing

guidance on the full range of 16-18 education or training options, including apprenticeships for pupils in years 9-11 (13-16 year olds). This new statutory duty, which was introduced in September 2012, will help schools to prepare for the extension of the duty down to year 8 (12-13 year olds) and up to years 12 and 13 (16-18 year olds) from September 2013.

An equivalent requirement will be included in college funding agreements to extend access to independent and impartial careers guidance to young

to adequately teach the skills required. The report also attributed the lack of talented home grown computer 'whizz kids' to a brain drain to the US and Canada. Engineers and design managers should also be added to the list of 'shortage occupations' according to the Committee. However, it said that around 30 occupations should be removed from the list including specialist theatre nurses and special needs teachers.

McDonald's to recruit more young people

Fast food chain McDonald's has put the hiring – and training – of young people at the forefront of a campaign to create 2,500 new jobs this year across the UK.

Last year of the 3,500 people hired for newly-created roles in the company, 70% of recruits were under the age of 21.

All employees of the firm have access to nationally-recognised qualifications as a benefit of working for the company, ranging from certificates in English and maths to a foundation degree for restaurant managers.

McDonald's, which has a UK work force of 91,000, invests over £40m in training each year, and last year worked closely with the London 2012 Games around training and youth employment issues.

people up to the age of 18 in FE Colleges and Sixth Form Colleges. New guidance for colleges will be published shortly.

For more information visit: www.education.gov.uk/childrenandyoungpeople/youngpeople/participation/g00205755/statutory-careers-guidance-for-young-people

www.education.gov.uk/childrenandyoungpeople/youngpeople/participation

Jill McDonald, the company's UK chief executive officer, said: "Whilst today's job market is hugely competitive, we offer many people their first experience of work and we're focused on doing what we can to help more young people get into quality jobs and careers. To help young people get on in life, it's crucial for major employers like us to keep investing in training and people development, because companies like ours can make a big difference through the jobs we create and the support we provide."

Business secretary Vince Cable, who recently visited a branch of McDonald's, praised the company's training offering.

A degree for free in Sweden

Increasing numbers of UK students are enrolling at universities in Sweden, where some degree courses are taught in English. Sweden's Lund University received 639 applications from the UK to start in the next academic year, a 15% rise on 558 last year. The key attraction for UK students is the fact that studying in Sweden is free. It's free for all EU students and European passport holders.

UK universities can now charge up to £9,000 per year in tuition fees, although differences across the UK mean that home students from Northern Ireland, Scotland and Wales often do not pay.



Smart Advice's editor

Award-winning journalist Adeline Iziren is the editor of Smart Advice. Adeline previously spent ten years writing for the Guardian's education and careers section Graduate. She has also edited a number of magazines, including a lifestyle title for students. Adeline has won six journalism awards, including a Work Foundation gong for her features published on the Guardian's website.

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How to go from zero to hero with your own business!

By Roxana Hall and Cynthia Mosengo

The latest unemployment figures revealed that the number of 16-24 year olds seeking work has increased, peaking at over one million. Sylvia Marshall, a top entrepreneur and business advice columnist for the Daily Mirror, believes entrepreneurial young people who can't find work should consider setting up their own businesses. Here she tells Smart Advice about her journey from £0 to a £1m and offers business tips career professionals can pass on to entrepreneurial students

Like many young people, Sylvia Marshall was unclear about her career path after leaving school and so ended up working in a range of different jobs before finding her niche as a trainer, with an insurance company. However, despite her hard work, Sylvia was unfortunately made redundant and thought "I'm going to try it on my own, until I find a proper job?". But Sylvia never looked back, going on to transform her company, Able Training - which trained employees in the insurance industry - into an international success, with clients as far afield as Russia, Poland and the USA.

Sylvia envisaged growing a business just in London and doesn't believe going global should be an aspiration.

"If you start a business and it goes no



further than your local area, so what? If it's earning you a living, that's great," she told the Limelight team. "The only things you should be concerned about is whether or not it is making a profit and if you're enjoying it, because if you're not, you're not going to make a profit."

Ten years after launching Able Training - which she eventually sold - Sylvia decided to buy the premises of a former high street bank and transform it into prestigious offices.

The bank's transformation was watched by thousands as Sylvia broadcast her exploits, at a time when video streaming was in its infancy.

This ambitious under-taking was not without its challenges, as Sylvia ended up losing a lot of money, because, "the builders didn't know what they were doing and I didn't know what I was doing". But then she began taking classes in bricklaying, plumbing and other core trade skills and this inspired the creation of another business - Cosy Homes Online.

Sylvia was flat broke when she launched the business in 2002 and so she really did go from £0 to a £1 million. Now of course she's smiling all the way to the bank!

"At www.cosyhomesonline.com, we cover some major building rescues and if you want some inspiration from live projects in action, our video updates are the place for you," said Sylvia.

"Equally, if you want to tackle some work yourself, our sister site at www.bubsdogdiy.com, shows you how."

"I was born in Thornton Heath and left school at 16. There is nothing special about me, [but] I knew what I wanted to do and I went out there to get it"

Sylvia Marshall

So what's the secret of going from £0 to a £1m? "Work hard and honestly. There's no magic formula," Sylvia revealed.

"I was born in Thornton Heath and left school at 16. There is nothing special about me, [but] I knew what I wanted to do and I went out there to get it."

The entrepreneur's e-book entitled *Zero to a Million*, reached the number two slot on Amazon's best-selling book list for small businesses. The e-book is available to readers at a reduced price of £3.04 (rrp £9.95) at www.cosyhomesonline.com/limelight where every purchase triggers a much needed contribution to Limelight, a national magazine which gives young people a chance to develop business, communication and team work skills, while having fun interviewing everyone from popstars to politicians!

For more information on Limelight, visit: www.limelightmag.co.uk

If building a business were easy, then everyone would be doing it. There are some people though, who were born to do business - they have the entrepreneur gene. Are you one of them? If you can honestly answer yes to six or more of the following questions then you have the highly desirable e gene.

1. Are you willing to take risks?
2. Do you have one or more goals you want to achieve?
3. Are you optimistic?
4. Do you make the most of opportunities?
5. Are you motivated and willing to work long hours?
6. Do you believe in yourself?
7. Can you bounce back after setbacks?
8. Can you stand by your actions despite criticism?
9. Can you make decisions?
10. Do you have the potential to lead people?

Narrowly failed the test, but have a passion you're eager to turn into a business? Then don't rule out pursuing your passion. Passion can drive you to build a successful business, according to one expert on entrepreneurship. Now that you know where you stand, read Sylvia's top tips for business success

Top tips for budding entrepreneurs

- If you've got an idea for a service or product, find out if people want what you would like to offer, by doing your research
- Learn something from everyone you meet. Often someone who has never done what you're doing, can come up with a brilliant idea you can use
- Write a business plan - if your product or service is in demand - it only needs to be a few pages long
- Don't spend money you haven't got and only buy the things you need
- Take risks, because without risk taking you may be stuck in the same place
- Make sure your business is making a profit and you're enjoying running it, because if you're not, you're not going to make a profit
- Use social media, if you want to grow quickly. Urge everyone you know to ask five people to follow you
- If you start a business and fail, you are still a success because the skills you'll have learnt, will make you more employable



Sylvia with the Limelight team