



INclusive Pathways Marketing Pack

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Introduction

INclusive Worcestershire recognises the ever-changing education landscape, with education settings constantly seeking ways to enhance your students' career readiness and bridge the gap between school and the world of work.

Inclusive pathways have emerged as a powerful post-16 option to support learners with EHCPs in achieving these goals. By educating learners, parents/carers, and employers on these pathways, you can help better prepare everyone for the future.

This resource pack is designed to help education providers effectively market inclusive pathways to students, parents/carers, and employers. The team has created a robust, comprehensive suite of resources to showcase the unique benefits of inclusive pathways, enhance student engagement, and build strong partnerships with local businesses and organisations. The resources in this pack will provide the guidance and support needed to communicate the value of inclusive pathways within your education setting.

From social media templates and promotional videos to case studies and flyers, this pack equips education providers with everything needed to effectively promote inclusive pathways and drive student success.

Magazines

The INclusive Worcestershire team have developed a series of magazines around inclusivity, employment and the different pathways available to learners. The magazines below are each designed to target a different audience around this agenda.



Worcestershire INclusive Employment

The INclusive Worcestershire team have developed the Inclusive Employment Magazine – your go-to resource when talking to businesses about equity, diversity, and inclusion. This magazine has been designed for **EMPLOYERS**.

The guide provides information, top tips and sign posting for employers to gain a broader understanding of how they can improve their inclusive recruitment and retention. It covers access to work, health adjustment passport and more.

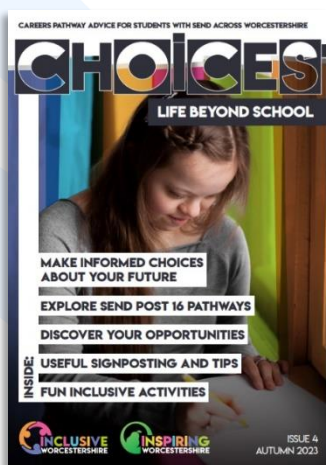
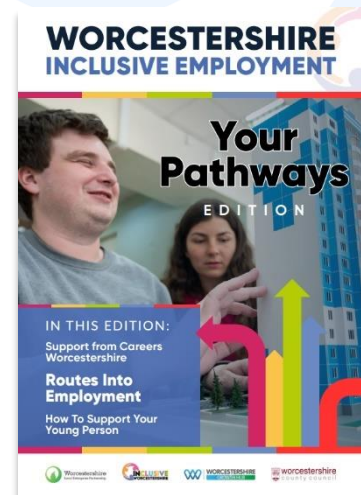
You can view our magazine here: [Inclusive Employment Support - Worcestershire Growth Hub](#).

Worcestershire INclusive Employment: Your Pathways

We have just launched the next in the series: **Your Pathways**. This magazine is targeting parents/carers as we understand the importance of winning them over with this agenda.

The magazine acts as a guide for parents/carers and young person navigating their way into the working world, providing answers to their questions, giving helpful tips and activities and to various resources for more information.

You can view the magazine here: [Worcestershire Inclusive Employment: Your Pathways](#)



Choices: Life Beyond School

We have also developed Life Beyond Schools – the latest in our ‘Choices’ series. The booklet is designed to help students and parents/carers understand the options available post-16, which includes supported internships and apprenticeships for all. This magazine has been designed for **STUDENTS**.

The booklet is also updated yearly with the latest provisions and newest information and is available both in digital and printed formats.

You can view the latest edition here: [Choice Magazine - Life Beyond School, Autumn 2023 \(worcestershire.gov.uk\)](#).

Videos

Animation Videos

INclusive Worcestershire has created three animations targeting students, parents/carers, and employers to educate and inform them about supported internships. These concise videos, each a minute in length, are designed to shed light on the post-16 pathway and its transformative impact on the lives of young people.



The videos were designed to be 'bite-size information', giving viewers a taste into supported internships and leaving them intrigued to learn more. Hopefully, this will insight meaningful conversations around this pathway, and, paired with the other videos we have provided, persuade all parties that supported internships are a sustainable, viable options for any young person with an EHCP.

It's worth noting that the videos' colours and assets often repeat and can be found in the social media posts we have created for you. This was done deliberately to ensure that all parties recognise the videos and social media posts are interconnected, giving you a range of tools for the classroom.

You can view the following videos here:

- Student: [What is a Supported Internship? Student Edition \(youtube.com\)](#)
- Parent/Carer: [What is a Supported Internship? Parent Edition \(youtube.com\)](#)
- Employer: [What is a Supported Internship? Employer Edition \(youtube.com\)](#)

We have also developed two digital case studies for your use. Both show different viable pathways for young people:

Alex

Alex, 19, an apprentice technician, recently undertook a supported internship before moving onto an apprenticeship for all. In this video, we speak to Alex about the supported internship and his apprenticeship.

You can view the video here: [Inclusive Worcestershire - Alex and Audi UK Case Study](#)



Josh

Josh, 16, is currently undertaking a supported internship in the Pathology department at Worcestershire Royal Hospital. Due to his own efforts, he has recently been offered a job within the department as a Medical Laboratory Assistant. In the video, his job coach, teachers and Ward Manager celebrate his successes and achievements.

You can watch the short, minute video here: [Inclusive Worcestershire - Supported Internships Case Study Highlight Video, Josh, NHS - YouTube](#)

You can watch the longer version here: <https://youtu.be/92Gsep0XFA4?si=V-uptKDTRGJADnYV>.

H2O Café Case Study

Many businesses are embracing inclusive employment, including the H2O Café in Malvern. The business works as a co-operative, employing 16 members of staff, all who have learning disabilities. This opportunity to achieve meaningful, paid employment has led staff members to thrive, improving their employability skills, growing their knowledge around hospitality, building self-confidence, developing their customer service and so much more.



You can learn more about H2O Café here: [Inclusive Worcestershire - H2O Café Case Study \(youtube.com\)](#)

Special Educational Needs Pathways – National Careers Week 2021

For National Careers Week 2021, the Worcestershire LEP worked with partners across the county to share and highlight all the great careers work taking place in the county.



In this episode, Careers Hub Manager, Matt Tope explores the various pathways and support available for SEND students in the county. Matt speaks with educators, employers and the Careers and Enterprise Company to learn more about what support is there to help SEND students into the world of work.

You can learn more here: [Running a Business from Anywhere: Vivi et Margot \(youtube.com\)](#)

Upcoming Videos

INclusive Worcestershire has numerous upcoming videos about inclusive pathways, including:

- Animation Videos, consisting of:
 - Apprenticeships for All
 - Self-Employment
 - Local College
 - Training Providers
- Case studies, including a visual version of Theo's case study below

These will be published in the second half of 2024/early 2025 and are free for your use.

Posters


INclusive Worcestershire have created a wide range of resources for your use, which you can find [here](#).

One of these resources includes our 'Famous People with SEND' activity, featuring eight posters of renowned individuals who have lived with or are living with disabilities yet have achieved great careers.

These posters have been designed for classroom use, either alongside the activity or as a source of inspiration. We believe it is important to highlight that disabilities can affect anyone, including famous people. We hope these inspiring figures will motivate your students to pursue their career aspirations.

You can find the posters and the related activities here: [Famous people with SEND activity \(worcestershire.gov.uk\)](#)

1




Steven Hawking

A theoretical physicist, astrophysicist, cosmologist, and eminent scientist

SEND: Stephen Hawking was diagnosed with ALS (Amyotrophic lateral sclerosis) at age 21 and was only given 2 more years to live. He actually lived until he was 76 years old.

He had been paralysed from head to toe for over thirty years and used a voice synthesiser to be able to communicate, and a wheelchair that he operated through slight movements of the head and eyes. None of this prevented him from developing his activity as an exemplary researcher and professor. His work became so famous it gave him the platform to make his illness known to the world. Becoming one of the most respected stories was taken to the cinema

2



Stevie Wonder

An American singer, songwriter, musician, and record producer.

SEND: Blind

He was born six weeks premature which, along with the oxygen-rich atmosphere in the hospital incubator, resulted in retinopathy of prematurity, a condition in which the growth of the eyes is aborted and causes the retinas to detach, causing him to become blind.

Stevie Wonder has sold over 100 million records worldwide, making him one of the best-selling music artists of all time.

He has won 22 Grammy Awards. He was the first Motown artist and second African American musician to win an Academy Award for the 1984 film The Wh

5



Justin Timberlake

Singer, song writer, producer, and actor

SEND: ADHD and OCD


Justin formally known for being a part of the Band NSYNC and then a very successful solo artist

Throughout his solo career, Timberlake has sold over 32 million albums and 56 million singles globally, and a further 70 million records with NSYNC, making him one of the world's best-selling music artists.

Over his career Timberlake has won ten Grammy Awards, four Emmy Awards, seven American Music Awards, three Brit Awards, nine Billboard Music Awards and eleven MTV Video Music Awards.

Throughout his life Justin has lived with ADHD and OCD both through everything he has done.

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Warwick Davis

Actor

SEND: Davis was born with spondyloepiphyseal dysplasia congenita, a rare form of dwarfism.

Warwick Davis has Appeared in: Star Wars/ Harry Potter/ Extras/ The Hitchhiker's Guide to the Galaxy/ The Chronicles of Narnia and much more.

When Davis was 11, his grandmother heard a radio advertisement calling for people who were 4 feet (120 cm) tall or shorter to be in Return of the Jedi. To Davis, who was a fan of the Star Wars films, it was a dream come true.

During the filming of Return of the Jedi, Mark Hamill bought Davis every Star Wars action figure he did not have.

Warwick has had a very successful acting career and continues to do so.

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Daniel Radcliffe

Actor

SEND: Dyspraxia

Best known for starring in Harry Potter, Daniel Radcliffe was diagnosed with Dyspraxia as a child, however this didn't hold him back and he has overcome many challenges during his career.

"Do not let it stop you," he said. "It has never held me back, and some of the smartest people I know are people who have learning disabilities. The fact that some things are more of a struggle will only make you more determined, harder working and more imaginative in the solutions you find to problems."

Daniel is estimated to be worth £94 million and continues to act in blockbuster films.

Case Studies

We have included three written case studies, detailing different pathways for your learners. We have included the written copy below.

Case Study – Apprenticeship for All – Luc

Luc very recently completed his apprenticeship at the Herefordshire and Worcestershire Health and Care NHS Trust. Here, he gives an overview of his experience as an apprentice.



What apprenticeship did you study?

A Level 2 in Customer Service, within the Learning and Development Team at Evesham Community Hospital.

Why did you decide to do an apprenticeship?

As a disabled man, I chose to do an apprenticeship as it would help me find future employment and allowed me to develop skills that I wasn't able to during my early life.

I never really had a job before. I wanted to see what the typical world of work was like, and the reduced responsibilities of an apprenticeship seemed really appealing.

What does your job role involve?

I had a dual job role split between our Learning and Development Team and Apprenticeship Team. Within the Learning and Development Team my role included making induction packs with the business administration team for half of the week, and for the other half the week, I supported the apprenticeship team with duties for the Herefordshire and Worcestershire Health and Care NHS Trust. This includes administrative duties (such as taking minutes) and apprenticeship related duties which included raising awareness for apprenticeships across the Trust and assisting the current apprentices in the Trust.

How has your apprenticeship helped progress your career?

It's given me more confidence and helped develop my communication skills. These skills have allowed me to thrive in my new job within the Trust. In my new role, I want to continue growing as a professional.

What are the advantages of doing an apprenticeship over other pathways?

I think apprenticeships are bespoke to the individual, unlike a university programme, for example. I also think apprenticeships and learning on the job provide valuable experience that other education pathways may not.

Case Study – Accessible Apprenticeship – Theo

Theo had been a student at the Bridge School for 5 years and the Bridge Business Centre for 2 years. Theo has a real passion for being creative and is a very hands-on learner and felt an apprenticeship would suit his needs and interests best.

In Year 12, he secured a work placement at Designs in the Shires, a local web design and marketing agency. Initially, Theo started with a 1-week placement, however they were so pleased with his work, that he began attending once a week, which increased to two days a week. Theo's commitment resulted in the employer offering him an apprenticeship.

To support Theo in finding the right apprenticeship, Bridge School Malvern started by looking for Level 2 apprenticeships. Unfortunately, the school were unable to find a suitable course within the area of his interest. Eventually, they found an apprenticeship in business administration, but as this was not linked to the work placement Theo was attending, so they felt this might not be suitable.

After finding out the benefits of an accessible apprenticeship, this started the school on a journey, which led him to securing a Level 3 apprenticeship and fitted Theo's needs and the employer's perfectly.

The school were able to support a local training provider to understand how apprenticeships can be made accessible for any learner and after outlining the amazing skills of Theo and the employer's commitment, they were keen to support Theo and help him in beginning his content creation Level 3 apprenticeship.

Throughout this process, Theo's welfare has been paramount, and all parties were happy that Theo was successful in securing an apprenticeship in his passion. He will no doubt go forward doing what he does best and achieving his goal to become a professional graphic designer.

You can read more about Theo's journey here: [A Q&A session with Theo Prince, Our Fantastic Apprentice. \(designintheshires.co.uk\)](https://designintheshires.co.uk)

By Lucy Hodgkins, Employability & Careers Manager, Bridge School Malvern



Bridge School Malvern
Apprenticeship Success



Case Study – Higher Education - H

Here H tells us about his experience at university and his plans for the future.

Tell us a bit more about yourself and your journey through education

I was diagnosed with Friedreich's Ataxia when I was 11 and just starting secondary school, I found adjusting to my newly diagnosed disability and navigating through high school challenging. For my A Levels I considered moving to another school, however, decided to stay at my school and studied hard. I always knew I wanted to go to university to explore independent living.

What course are you studying at university? Why did you choose to study at the University of Worcester?

I started a degree in Psychology, however, did not enjoy it as much as I thought I would. I failed my second year and decided to change my course to Business with Psychology. I am interested in the business side more and after re-sitting my second year I am just about to go into my final year.

What do you enjoy most about university life?

Independence. I enjoy living on my own and cooking for myself. I have got involved with the social side and going to clubs in Worcester, however, do not really enjoy that part of uni life. I have worked at the uni throughout last summer term in Student Services and really enjoyed that experience.

What support do you receive?

I started uni with no care, however, due to the nature of my progressive condition, I now have live-in care. This is great and has helped with getting ready to lecture and travelling into Worcester. I have powered wheels on my chair and that is a great help with getting around campus.

Do you like living in halls? What is your accommodation like?

My accommodation is amazing; it is fully accessible and modern, and my carer has a flat on the same corridor. I have been in the same flat for 3 years and it is my home away from home.

What would you say to someone else considering going to university?

Choose a degree on a subject that interests you and do not let any disability hold you back. The University of Worcester has a great support network.

What are your plans for the future?

I am hoping to travel once I graduate and continue independent living.

Any comments from parent/carers?

I am very proud of H; in the face of adversity, he has continued to push for an independent life.

Flyers

INclusive Worcestershire have developed a variety of resources for your use, such as the following flyers:

- Supported Internship Bursary
- Apprenticeships for All

Please note that our Supported Internship Bursary will be only applicable for the 2024/25 cohort.

Digital versions of the flyers have been attached to this pack. If you would like physical copies or more information, please contact inclusiveemployment@worcestershire.gov.uk



Social Media Posts

INclusive Worcestershire have made seven social media posts to be used externally and internally that detail the following:

- What SIs are
- The SI Bursary
- The benefits of an SI
- Quotes from people with experience
- INclusive Worcestershire facts and figures

You can find all the posts attached to this pack. Please note some posts have been paired together and we expect you to post them as such. We have labelled which ones go together as they often provide links to find out more information.



Useful Websites

There are numerous websites available to help your students understand their post-16 options. The sites below offer a glimpse into various career opportunities, enabling your young people to develop their skillset and find meaningful paid employment.

Skills 4 Worcestershire

Worcestershire County Council's Skills4Worcestershire website is often referred to as 'the one-stop-shop for careers information.' The information, advice and guidance found on this site can help your learners prepare for their next steps like:



- Exploring a range of post-16 options
- Helping with applications
- Preparing for interviews and the workplace.

The website covers four different areas Education Providers, Parents/Carers, Students and Employers. Each section is full of useful links and

information that can support the desired audience in helping the younger generation fulfil their potential.

Visit the website here: [Skills 4 Worcestershire | Worcestershire County Council](#)

As part of Skills4Worcestershire's offering, the following websites below aim to enhance careers education across Worcestershire

Simply Careers

Simply Careers is a virtual guide through Worcestershire, designed especially for secondary school students and young adults eager to discover a world of career possibilities right here in Worcestershire. Your students will learn about:



- Education Pathways: Uncover various routes that pave the way for the future
- Qualifications: Explore how they can open doors to exciting opportunities
- Vocational Pathways: Dive into the world of hands-on experiences and training

They will also be able to:

- Learn about the companies shaping Worcestershire's future
- Explore different roles within each sector
- Gain valuable insights into the day-to-day realities of various professions

- Stay informed about the job market trends in their area

View the website here: [Welcome to Simply Careers | Worcestershire County Council](#).

Alternatively, you can view Inspiring Worcestershire's visual guide here: [What is Simply Careers? \(youtube.com\)](#)

Your Future Opportunities

Your Future Opportunities is part of Inspiring Worcestershire's [Skills4Worcestershire](#) website.

This section of the Skills4Worcestershire website will allow your students to search through labour market information, exploring the job opportunities that may lie ahead.

Young people should also find this accessible platform easy to search through jobs options, local positions, how to enter these jobs and more.

Designed specifically for those with SEND needs in mind, all young people should be supported to achieve their optimum career goals. And as we know, having a job is so much more than just earning money, it's about feeling valued, becoming independent and personally fulfilled.

You can view the website here: [Your Future Opportunities | Worcestershire County Council](#)

Worcestershire Jobs



Worcestershire County Council and Worcestershire Local Enterprise Partnership have worked together to bring a jobs site to Worcestershire to support residents to get work within the county. The site brings together online jobs, courses and apprenticeships into one place for young people to find opportunities they need to move forward.

You can view the website here: [Home - Worcestershire Jobs](#)

Passport To...

Our 'Passport To' series has been designed with SEND students in mind, with young people's progression at the forefront. Each 'passport' takes learners on a tour around an industry, highlighting what skills are used in each and the entry roles available in the sector.

For example, in Passport To Retail students explore four sectors of the retail industry: customer service, retailer and their products, retail payments and



PASSPORT TO HOSPITALITY

employment. Within each unit the student will learn, test and progress in the hard and soft skills needed for each role.

Currently, we have four 'Passport To':

- [Passport to Hospitality](#)
- [Passport to Health and Social Care](#)
- [Passport to Retail](#)
- [Passport to Digital](#)

Each Passport To is very hands-on., with classroom-based learning. These resources can be as realistic as you wish, so please don't worry if you don't have big and wonderful resources to utilise, there are plenty of suggestions on how you can create the settings in other ways. Each Passport To has been designed for teaching staff to pick up and teach. However, you will have to read through each unit within the resource to understand what is needed and the suggested teaching layout.



PASSPORT TO RETAIL

By following our four Passports, students will be able to use their skills and knowledge gained to achieve a recognised qualification from NOCN.

Careers Worcestershire

Careers Worcestershire is a dedicated space for Worcestershire people aged 16 to 24 to help find the right pathway into employment, training, and education.



The services' main Hubs are located in The Hive, Worcester and Heart of Worcestershire College in Redditch. However,, as part of the UK Shared Provision Fund (UKSPF) and Government's Levelling Up social and economic programme, Careers Worcestershire has created satellite career hubs in Pershore, Malvern, Bromsgrove and Kidderminster, so your young person has access to support whether they are!

The Hubs offer:

- Supporting in helping your students in finding, applying, and securing their next opportunity
- Help in finding an educational pathway, like further education
- CV writing
- Mental health/wellbeing
- Starting their own business
- Interview prep

You can find out more here: [Home - Careers Worcestershire \(careersworcs.co.uk\)](https://careersworcs.co.uk)