

## Bromley Youth Employment Project (Phase 2) – Bromley EBP Proposed Delivery Model

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### Objective 1: Increase the supply of employment opportunities for young people in Bromley

	Identified Need / Recommendation	Programme Activities	Target Client Group	Aim	To include	Cost Year 1	Cost Year 2	Outcomes Over <u>Two Year</u> Period
A	Implement a Borough-wide Employer Engagement Programme to support the generation of employment opportunities	<ul style="list-style-type: none"> <li>Engage with local employers through a range of activities including business breakfast information sessions, seminars, networking events, conferences etc.</li> <li>Provide updated advice on changes to apprenticeship landscape effective September 2014</li> <li>Work closely to support employers to overcome any perceived barriers to recruitment of young people and encourage them to create opportunities where relevant</li> </ul>	3,000 active business organisations within Bromley, with particular focus on SMEs*, also to include large national organisations	<ul style="list-style-type: none"> <li>To provide support to local businesses seeking to employ young people to support private sector growth</li> <li>To help generate good quality employment opportunities (e.g. apprenticeships/ internships) for local young people</li> </ul>	<ul style="list-style-type: none"> <li>A strategic marketing campaign</li> <li>Programme of 3 employer events per year</li> <li>Facilitation of 100 follow up meetings (1:1) with businesses from range of sectors each year.</li> </ul>	£35K	£35K	<ul style="list-style-type: none"> <li>Mass direct marketing to 5,000 employer organisations</li> <li>500 employers participating in awareness raising events</li> <li>Focused 1:1 support for 200 employers</li> <li>100 Employment opportunities created over two years (excluding work experience placements).</li> </ul>
B	Recruit an LBB graduate intern to harness role of LBB as a large local employer and provider of potential employment opportunities	Develop an LBB strategy to increase the offer of work experience, traineeships and apprenticeships within the local authority, its partners and supply chain	Council departments, partners and the LBB supply chain	<ul style="list-style-type: none"> <li>To develop a framework within LBB to extend employment opportunities/work experience for young people.</li> <li>To provide the 'corporate parent' role in supporting and assisting Looked After Children to access the workplace and future employment opportunities</li> </ul>	Salary and overhead cost to employ Intern	£20K	£20K (Subject to review at end of Year 1)	<ul style="list-style-type: none"> <li>25 employment/work experience opportunities (to be prioritised to Looked After Children where appropriate)</li> <li>Legacy of a strategic approach, to ensure ongoing provision of employment opportunities for young people within LBB and supply chain</li> </ul>
C	Recruit a graduate intern to support access to employment opportunities within the community/ voluntary sector	Develop a strategy to increase the offer of work experience, traineeships and possible apprenticeships within the local voluntary and community sector.	Partnering with Bromley Community Links to reach out to organisations within the Bromley voluntary and community sector.	Develop a framework to extend employment /work experience opportunities within the voluntary and community sector	Salary and overhead cost to employ intern	£20K	£20K (Subject to review at end of Year 1)	<ul style="list-style-type: none"> <li>25 employment/work experience opportunities</li> <li>Legacy of:               <ol style="list-style-type: none"> <li>capacity build in CVS and;</li> <li>a strategic approach to ensure ongoing provision of employment opportunities for young people in CVS.</li> </ol> </li> </ul>

\* SME's are small and medium-sized enterprises (10-250 employees)

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### Objective 2: Improve Work Readiness of Young People in Bromley

	Identified Need / Recommendation	Programme Activities	Target Client Group	No. of Young People	Aim	To include	Cost Year 1	Cost Year 2	Outcomes Over <u>Two Year</u> Period
D	Deliver a borough-wide 17+ Employability Support Programme	<p><b>Next Steps Employability Conferences</b> supported by local/national employers to include sessions on:</p> <ul style="list-style-type: none"> <li>Researching current work opportunities</li> <li>Psychometric testing/skills analysis</li> <li>Speed networking group work with business representatives from a range of employment sectors</li> <li>CV/Interview support</li> </ul>	<p>School/college students Yr12 (16/17yrs) on one year courses and Yr13 (17/18 yrs) not going on to Higher Education</p> <p>All Bromley Schools with particular focus on those with poor performance on the participation of their school leavers</p>	900 (over two years)	<ul style="list-style-type: none"> <li>To provide updated impartial information on range of career opportunities, how to access them as well as the importance of being work ready.</li> <li>Raise awareness of National Careers Service</li> <li>Identify young people for referral into Bromley EBP Recruitment and Matching Service</li> </ul>	5 Student Conferences per Year (10 schools / approx. 45 students from each school)	£15K	£15K	<ul style="list-style-type: none"> <li>Support with transition to the workplace for 900 young people</li> <li>LBB improved links with schools</li> <li>Improved employability skills of young people and reduction of potential NEETs</li> </ul>
		<p><b>Programme of monthly employability workshops</b> held in locations across the Borough supported by Business Ambassadors. To include sessions on:</p> <ul style="list-style-type: none"> <li>Job research skills/Career planning</li> <li>Value of employability skills and how to develop these</li> <li>Support with CV and interview advice</li> </ul>	<ul style="list-style-type: none"> <li>Young people in Yr13/Yr14 (17/19 yrs) who are in LBB NEET and not known category</li> <li>Young people identified and referred by Targeted Youth Support Programme as requiring a moderate level of support to enter the labour market</li> <li>Bromley 18-24 yr olds referred from Job Centre + (job seekers close to the labour market)</li> </ul>	240 (over two years)	<ul style="list-style-type: none"> <li>To ensure young people (NEET) are provided with support to enable them to better access the job market</li> <li>Identify young people for referral into Bromley EBP Recruitment and Matching Service</li> </ul>	12 targeted group workshops each year supported by employers	£5K	£5K	<ul style="list-style-type: none"> <li>Vital support for 'hard to reach' group of 17-24 yr olds</li> <li>Reduction in young people who are NEET in Bromley.</li> </ul>

**Bromley Youth Employment Project (Phase 2) – Bromley EBP Proposed Delivery Model**

**Objective 2: Improve Work Readiness of Young People in Bromley (Cont.d)**

Identified Need / Recommendation	Programme Activities	Target Client Group	No. of Young People	Aim	To include	Cost Year 1	Cost Year 2	Outcomes Over Two Year Period
D Deliver a borough-wide 17+ Employability Support Programme (Cont.d)	<b>Tailored Recruitment and Matching Service</b> <ul style="list-style-type: none"> <li>Assessment process to enable referral to appropriate employment opportunity</li> <li>Pre and post placement support for employer and young person</li> <li>Job search skills and signpost to local vacancies</li> </ul>	<ul style="list-style-type: none"> <li>Young people referred from groups above</li> <li>LBB Looked after children/Care leavers aged 15-24 yrs who are potentially NEET</li> </ul>	100 (over two years)	To provide a bespoke matching service with individual support to aid transition to the workplace  To regularly monitor client and employer performance and commitment to on-going engagement	Match 50 young people each year with contracted employment (e.g. apprenticeship/ Internships)	£20K	£20K	<ul style="list-style-type: none"> <li>100 young people placed into contracted employment</li> <li>25 Looked After Children/Care Leavers with enhanced employability prospects.</li> </ul>
	<b>Short intervention mentoring relationships</b> delivered by Bromley Mentoring Initiative (part of Bromley EBP), to support Job Centre + Work Coaches	Bromley 18-24 yr old JSA Claimants (close to the labour market)	40 (over two years)	To help reduce the number of young people claiming Job Seeker's Allowance in the Borough	Mentors (from business and the community) to help with <b>practical</b> job seeking skills e.g. job search, interview preparation, accompanying to interview etc.	£10K	£10 K	<ul style="list-style-type: none"> <li>Targeted support for 40 JSA claimants to facilitate successful transition into the workplace</li> </ul>
	<b>Tracking activities:</b> a programme of community based door-knocking by the Targeted Youth Support Programme	17-19 yr olds whose current participation is Not Known and for whom all avenues of written/telephone contact have proven unsuccessful	1,200 (over two years)	To reduce the number of young people whose current participation is Not Known	Programme of enhanced tracking activity (to include door-knocking)	£5K	£5K	<ul style="list-style-type: none"> <li>1,200 doors knocked (on average this will generate a 50% positive response rate).</li> </ul>

**Total Cost Over Two Years** £260K