

Report No.

London Borough of Bromley

PART ONE - PUBLIC

Decision Maker: EXECUTIVE AND RESOURCES POLICY DEVELOPMENT AND SCRUTINY COMMITTEE

Date: Wednesday 19 November 2014

Decision Type: Non-Urgent Non-Executive Non-Key

Title: BROMLEY YOUTH EMPLOYMENT PROJECT- PROGRESS UPDATE

Contact Officer: Paul King, Head of Youth Support Services
Tel: 020 8461 7572 E-mail: paul.king@bromley.gov.uk

Chief Officer: Executive Director of Education, Care & Health Services

Ward: (All Wards);

1. Reason for report

On the 14th July the Resources Portfolio Holder gave approval for the Bromley Education Business Partnership to commence delivery of the Bromley Youth Employment Project (Phase 2). This report provides a progress update on performance against the Bromley Youth Employment Project (Phase 2) Delivery Plan activities and outputs for the period August – end October 2014.

2. **RECOMMENDATION**

The E & R PDS Committee are asked note and comment on the progress made in delivery of the Bromley Youth Employment Project (Phase 2) for the period August – end October 2014.

Corporate Policy

1. Policy Status: Existing Policy:
 2. BBB Priority: Children and Young People Vibrant, Thriving Town Centres:
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Financial

1. Cost of proposal: £260
 2. Ongoing costs: Non-Recurring Cost:
 3. Budget head/performance centre: Earmarked reserves for Member Priority Initiatives
 4. Total current budget for this head: £260
 5. Source of funding: Earmarked reserves for Member Priority Initiatives
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Staff

1. Number of staff (current and additional): Bromley education Business Partnership (existing staff) and 2 graduate interns (additional and employed on a fixed term basis)
 2. If from existing staff resources, number of staff hours: 8.9 FTE
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Legal

1. Legal Requirement: None:
 2. Call-in: Applicable:
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Customer Impact

1. Estimated number of users/beneficiaries (current and projected): 3000 employers, 900+ students, 100 unemployed young people in Bromley aged 17-24 placed into contracted employment
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Ward Councillor Views

1. Have Ward Councillors been asked for comments? Not Applicable
2. Summary of Ward Councillors comments: n/a

3. COMMENTARY

On 26th March 2012, Council approved the setting aside of £2.26m in an earmarked reserve for Member Priority Initiatives. £500k was approved for a scheme to help tackle youth unemployment in the borough through supporting the creation of sustainable job opportunities.

On 31st January 2013, the Resources Portfolio Holder awarded the contract to deliver the Youth Employment Project to Bromley College of Further and Higher Education for the sum of £500k.

On 5th February 2014, the E & R PDS Committee supported proposals a) to terminate (with mutual agreement) the contract with the college for the delivery of the Bromley Youth Employment Project b) to reallocate the residual earmarked reserve to continue to support the objectives of the project and c) to approve a Task and Finish Group, led by the BEBP and overseen by a Member Working Group to undertake an options appraisal, exploring alternative ways to deliver the project objectives.

At their meeting on 5th June 2014, the E & R PDS Committee considered a report outlining the findings and draft recommendations arising from Bromley Youth Employment Project Task and Finish Group's review of evidence gathered, taking into account the views of the Member Working Party. The report also outlined the BEBP proposed Delivery Model for the Bromley Youth Employment Project (Phase 2). The Committee asked for the project performance monitoring arrangements to be strengthened to ensure effective delivery leading to good quality contracted employment for young people.

On 8th July the Committee received a report (ED 15075) outlining the revised Bromley Youth Employment Project Performance Management Framework. This framework requires a progress report to be made to the E & R PDS Committee on a three monthly basis.

On the 14th July the Resources Portfolio Holder gave approval for the BEBP to commence delivery of the Bromley Youth Employment Project (Phase 2).

Bromley Youth Employment Project Progress against Key Project Activities and Outcomes

Progress against the key project activities and outcomes for August 2014 - end of October 2014 as identified in the BEBP Delivery Plan for the Bromley Youth Employment Project (Phase 2) is as follows:

Activity: Implement a borough wide Employer Engagement Programme to support the generation of employment opportunities.

The Bromley Youth Employment Programme has been promoted to over 3400 employers via the Bromley and Beckenham Business e bulletins. Promotional leaflets have been produced and circulated. The project will also feature in the Bromley Update reaching 35000 residents. 4 Employers' events have been delivered with 50 employers in total having attended. As the target for employer attendance up to end October 2014 was 80 a further 3 employer based events will be taking place in November to make up the shortfall. The project is currently providing 1: 1 support to 17 employers. These include Capita Asset Services, Clarkes of London and Affinity Sutton. As a result of this activity 15 job vacancies have been notified to the BEBP.

Activity: Create a LBB graduate internship opportunity to develop an LBB strategy to increase the offer of work experience placements, traineeships and apprenticeship across LBB departments and partners.

A graduate intern has been recruited on a fixed term one year contract and started in early November 2014. The intern will work with representatives from LBB HR department to agree a strategy for increasing the offer of work experience placements, apprenticeships and internships from within Council departments, identifying departments that are likely to have employment opportunities appropriate for younger people. They will also work with relevant LBB contract managers to encourage contractors to offer employment opportunities to local young people and will, devise strategies to show case local young talent to promote the benefits of recruiting younger people. In addition they will work with relevant colleagues within Children's Social Care to enable Looked after Children (LAC) to effectively access employment opportunities offered by LBB, its partners and contractors.

Activity: Work with Community Links to create a Community/Voluntary Sector based graduate internship to stimulate the creation of apprenticeships, internships and work experience opportunities within the Community and Voluntary sector.

A graduate intern has been recruited and placement arrangement with Community Links Bromley (CLB) have been put in place. The intern also started November 2014 on a fixed term one year contract. The intern will develop a communications plan to promote the creation of opportunities (work placements, apprenticeships and internships) within voluntary and community organisations (VCOs). They will undertake research with VCOs on their needs in relation to creating such opportunities, such as best practice on all employment matters. They will identify skills gaps, initiate opportunities; develop these into meaningful roles and liaise between relevant organisations particularly Bromley Council and Jobcentre Plus.

Activity: Deliver Next Step Employability Conferences to students in Yr 12 on one year courses & Yr 13 not going on to HE.

6 Next Step Employability Conferences have been organised to take place between October 2014 and April 2015 with 5 schools already having booked places. For conferences taking place in October and November a total of 245 students will be attending - exceeding the target for the end of November by 65. These conferences will be supported by local employers and include sessions on researching current work opportunities, skills analysis, CV and interview support including the opportunity to network with business representatives from a range of employment sectors.

Young people completing Yr 13 in July have also been directly mail shot to encourage participation within the project.

Activity: Deliver monthly employability workshops for young people who are NEET and Not Known (17-19 yr olds) and JSA Claimants (18 -24yr olds) who are close to the labour market.

2 Employability workshops have taken place in September and October with 5 young people attending. Further workshop will be booked on a monthly basis.

Activity: Offer a tailored recruitment and matching service placing 100 young people into contracted employment.

To date the project is on target and has placed 5 young people in to contracted employment (3 Apprenticeships, 1 graduate internship, 1 employment)

Activity: Provide short intervention mentoring relationships aimed at JSA Claimant (18 - 24yrs)

A planning meeting has taken place between the BEBP Mentoring Project and Jobcentre Plus to ensure Work Coaches are briefed and the referral of suitable candidates can begin. The project has profiled the Mentoring interventions to begin in January 2015.

Activity: Deliver a programme of door knocking to locate the 'Not Known'

182 households have been visited 42 young people were discovered to actually already be in some form of employment, education or training, 45 were found to be not in employment, education or training (NEET) and 21 were no longer at that address. Those that were identified as being NEET will receive support from the Targeted Youth Support Service and will be referred into the Youth Employment Project where appropriate.

The Bromley Youth Employment Project Board

A Project Board has been established. The board will meet on a two monthly basis to monitor progress of the project against the targeted outcomes. The Board will report back to the Executive and Resources PDS Committee for scrutiny by Members on a three monthly basis. The first project Board meeting is to take place on 5th November 2014.

The Board is chaired by LBB Assistant Director (Education) and is made up of representatives from the sectors consulted as part of the consultation process that informed the project proposal. These include:

Business
Employment and Skills
Education
Human Resources
Community and Voluntary sector

In order to sustain the close involvement of Elected Members in the oversight and direction of the project (which began with a Member Working Group) the Board also includes an Elected Member. Cllr Mellor is to take up this role.

At the first project Board meeting on 5 November 2014, the Chairman of the Executive and Resources Policy, Development and Scrutiny Committee confirmed Members' requirement that operational detail of the progress against the delivery plan be included in the reports to that Committee. This is included in the following appendices:

Appendix 1: Bromley Youth Employment Project (Phase 2) Delivery Model – progress to end October 2014

Appendix 2: Bromley Youth Employment Project (Phase 2) Profile of Outcomes and Outputs – targets and actuals to end October 2014

4. POLICY IMPLICATIONS

The project supports the Council's Building a Better Bromley priorities for 2014/15 linked to Regeneration, Supporting Children and Young People and Vibrant Thriving Town Centres.

5. FINANCIAL IMPLICATIONS

On 26th March 2012, Council approved the setting aside of £2.26m in an earmarked reserve for Member Priority Initiatives. A sum of £500k was approved for a scheme to help tackle youth unemployment in the borough. Following a procurement process, in January 2013 Bromley College of Further and Higher Education were awarded a contract to deliver 198 apprenticeship and internship opportunities for young unemployed residents after demonstrating best value for money.

On 5th February 2014, by mutual agreement, the Executive and Resources PDS Committee supported proposals to terminate the contract with the college for the delivery of the Bromley Youth Employment Project and to reallocate the earmarked reserve to continue to support the objectives of the project. These proposals were subsequently approved by the Resources Portfolio Holder on 21 February 2014.

The budget for the second phase of support is £260K and the project is to be delivered a) through the existing staff resource within the Bromley Education Business Partnership and b) the recruitment of 2 graduate Interns. The Graduate Intern salary is paid as a spot salary of £17,049 plus on-costs of 22% if they join the pension scheme or 9% if they opt out. The salary plus on-costs for the 2 Interns are included in the total project cost of £260K.

6. LEGAL IMPLICATIONS

At their meeting on 5th February 2014, the Executive and Resources Policy Development and Scrutiny Committee supported proposals, approved on 21 February 2014, for the termination of the contract with Bromley College for delivery of the Bromley Youth Employment Project by providing three months' notice.

Following discussions between both parties a mutual agreement was reached to terminate the contract. Clause 21 of the contract Agreement permitted LBB to terminate the agreement by giving three months written notice. This notice was deemed served on 28th February 2014 therefore the Agreement terminated on 31st May 2014.

7. PERSONNEL IMPLICATIONS

At their meeting on 5th February 2014, the Executive and Resources Policy Development and Scrutiny Committee supported proposals, approved on 21 February 2014, for the termination of the contract with Bromley College for delivery of the Bromley Youth Employment Project by providing three months' notice.

Following discussions between both parties a mutual agreement was reached to terminate the contract. Clause 21 of the contract Agreement permitted LBB to terminate the agreement by giving three months written notice. This notice was deemed served on 28th February 2014 therefore the Agreement terminated on 31st May 2014.

Non-Applicable Sections:	[List non-applicable sections here]
Background Documents: (Access via Contact Officer)	ED15075 Bromley Youth Employment Project (Phase 2) Executive and Resources PDS on 8 th July 2014 Bromley Youth Employment Project – Executive and Resources PDS on 5 th June 2014 DRR14/015 Bromley Youth Employment Project: : Performance Update for Quarter 2 DRR13/133 Bromley Youth Employment Project – Update (November 2013) Bromley Youth Employment Project – Award of Contract (31st January 2013) Bromley Youth Employment Project – Renewal & Recreation PDS on 10th July 2012, Executive & Resources PDS on 14th June 2012 Full Council meeting held on 26th March 2012