

**Bromley Youth Employment Project (Phase 2) – Bromley EBP Proposed Delivery Model**  
**Objective 1: Increase the supply of employment opportunities for young people in Bromley**

**Appendix 1**

	Identified Need / Recommendation	Programme Activities	Aim	To include	Outcomes Over <u>Two</u> <u>Year</u> Period	Achieved by 21 October 2014
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>	<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>	A strategic marketing campaign	Mass direct marketing to 5,000 employer organisations	<ul style="list-style-type: none"> <li>Inclusion in Bromley Business e-Bulletin to <b>3.200</b> Bromley businesses</li> <li>Inclusion in Beckenham Business e-Bulletin to local businesses</li> <li>Inclusion in InTouch to all LBB staff</li> <li>To be included in Update to <b>35,000</b> Bromley Residents</li> <li>Press release sent to local press via LBB Communications Office</li> <li>News story on BEBP Website with evidence of <b>372</b> web site hits in September (77% new visits)</li> <li><b>BEBP website update with YES info</b></li> </ul>
				Programme of 3 employer events per year	500 employers participating in awareness raising events	<ul style="list-style-type: none"> <li>4 Employer Awareness events held Sept/Oct – <b>50 employers attended</b></li> <li><b>Successful Promotion at Expo Network meeting at Coolings 15.10.2014</b></li> </ul>
				Facilitation of 100 follow up meetings (1:1) with businesses from range of sectors each year.	Focused 1:1 support for 200 employers 100 Employment opportunities created over two years (excluding wex placements).	<ul style="list-style-type: none"> <li>Currently working with <b>17 employers</b></li> <li>15 vacancies notified</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	<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	25 employment/work experience opportunities (to be prioritised to Looked After Children where appropriate) Legacy of a strategic approach, to ensure ongoing provision of employment opportunities for young people within LBB and supply chain	<ul style="list-style-type: none"> <li>Graduate Intern interviews held in September.</li> <li>LBB GI recruited – <b>Gregory Smith to start on 3.11.2014</b></li> <li>Preparation of Workplan and arrangement for input at Manager's briefing to be undertaken</li> </ul>
C	Recruit a graduate intern to support access to employment opportunities within the community/	Develop a strategy to increase the offer of work experience, traineeships and possible apprenticeships within the local voluntary and community	Develop a framework to extend employment /work experience opportunities within the voluntary and community sector	Salary and overhead cost to employ intern	25 employment/work experience opportunities	<ul style="list-style-type: none"> <li>Graduate Intern interviews held in September</li> <li>Community Links Bromley Graduate Intern recruited – <b>Thomas Davis to start On 3.11.2014</b></li> </ul>

voluntary sector	sector.				Legacy of: a. capacity build in CVS and; b. a strategic approach to ensure ongoing provision of employment opportunities for young people in CVS.
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## Bromley Youth Employment Project (Phase 2) – Bromley EBP Proposed Delivery Model

### 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	Outcomes Over Two Year Period	Achieved by October 2014
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)	<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>	<ul style="list-style-type: none"> <li>• 6 Conferences booked as follows:</li> <li>• 23<sup>rd</sup> October (Health &amp; Social Care at Work) 7th November (Hayes School) 24<sup>th</sup> November (Darrick Wood School/Langley Park School for Boys) 6<sup>th</sup> February 2015 (Coopers School) 20<sup>th</sup> March 2015 (The Priory School) 17<sup>th</sup> April 2015 All at Central Library and flyer to schools sent</li> <li>• <b>(245 students)</b> confirmed so far (Darrick Wood School, Hayes School, Langley Park School for Boys, The Priory School)</li> <li>• <b>Chased schools and Lesley Holland is presenting at Head of 6<sup>th</sup> Form event in Feb 2015</b></li> <li>• Mail shot sent to Year 13</li> </ul>

							leaving Hayes School/Darrick Wood School to offer support. 5 CVs received. <b>6 schools with Year 13 leavers to be mail shot in October</b>
	<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	<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>	<ul style="list-style-type: none"> <li>• 2 Employability workshops taken place with 5 young people attending</li> <li>• Next Workshop planned for <b>25.11.2014</b> Details to be circulated to JobCentre+ and Bromley Youth Support Service</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	Outcomes Over Two Year Period	Achieved by October 2014
D	Deliver a borough-wide 17+ Employability Support Programme (Cont.d)	<p><b>Tailored Recruitment and Matching Service</b></p> <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)	<p>To provide a bespoke matching service with individual support to aid transition to the workplace</p> <p>To regularly monitor client and employer performance and commitment to on-going engagement</p>	Match 50 young people each year with contracted employment (e.g. apprenticeship/ Internships)	<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>	<ul style="list-style-type: none"> <li>• Regular meetings arranged internally to review R &amp; S process</li> <li>• <b>5 young people placed into contracted employment (1 graduate intern, 3 apprentices, 1 job)</b></li> <li>• <b>Lesley Holland promoted YES project to Leaving Care Team meeting on 14.10.2014</b></li> </ul>

	<p><b>Short intervention mentoring relationships</b> delivered by Bromley Mentoring Initiative (part of Bromley EBP), to support Job Centre + Work Coaches</p>	<p>Bromley 18-24 yr old JSA Claimants (close to the labour market)</p>	<p>40 (over two years)</p>	<p>To help reduce the number of young people claiming Job Seeker's Allowance in the Borough</p>	<p>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.</p>	<ul style="list-style-type: none"> <li>Targeted support for 40 JSA claimants to facilitate successful transition into the workplace</li> </ul>	<ul style="list-style-type: none"> <li>Business Admin Apprentice opportunity referred to JobCentre+</li> <li><b>Successful meeting with JobCentre+ on 10.10.14 to set up referral arrangements</b></li> </ul>
	<p><b>Tracking activities:</b> a programme of community based door-knocking by the Targeted Youth Support Programme</p>	<p>17-19 yr olds whose current participation is Not Known and for whom all avenues of written/telephone contact have proven unsuccessful</p>	<p>1,200 (over two years)</p>	<p>To reduce the number of young people whose current participation is Not Known</p>	<p>Programme of enhanced tracking activity (to include door-knocking)</p>	<ul style="list-style-type: none"> <li>1,200 doors knocked (on average this will generate a 50% positive response rate).</li> </ul>	<ul style="list-style-type: none"> <li>182 doors knocked. Of those answered 42 are EET, 45 are NEET, 21 have moved away.</li> </ul>