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London Borough of Bromley

PART ONE - PUBLIC

Decision Maker: EXECUTIVE AND RESOURCES POLICY DEVELOPMENT AND SCRUTINY COMMITTEE

Date: Thursday 12 March 2015

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

Title: BROMLEY YOUTH EMPLOYMENT PROJECT - PROGRESS UPDATE

Contact Officer: Paul King, Head of Bromley Youth Support Programme
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Chief Officer: Executive Director of Education, Care & Health Services

Ward: (All Wards);

1. Reason for report

On the 5th June the Education and Resources Policy Development and Scrutiny Committee (E&R PDS Committee) considered the Bromley Education Business Partnership (BEBP) proposed Delivery Model for the Bromley Youth Employment Project (Phase 2).

On 8th July the Committee received a second report outlining the proposed Bromley Youth Employment Project Performance Management Framework (ED 15075). This framework requires a project 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).

On 19 November 2015 the E & R PDS Committee received a report outlining the performance against the Bromley Youth Employment Project (Phase 2) Delivery Plan activities and outputs for the period August – end October 2014..

This report provides a progress update on performance against the Bromley Youth Employment Project (Phase 2) Delivery Plan activities and outputs for the period November 2014 –end January 2015.

Since commencing the project the majority of the performance indicators have been met and in most cases have been exceeded. Currently, although the number of vacancies generated has exceeded the target, the number of young people placed in to contracted employment is slightly below target. The context for this dip in performance and the actions being taken to rectify this position are outlined in the report.

2. RECOMMENDATION(S)

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 November 2014 - end January 2015.

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: £260K
 2. Ongoing costs: Non-Recurring Cost:
 3. Budget head/performance centre: Earmarked reserves for Member Priority Initiatives
 4. Total current budget for this head: £260K
 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: Not Applicable:
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Customer Impact

1. Estimated number of users/beneficiaries (current and projected): 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 the following proposals:

- a) to terminate the contract with the college for the delivery of the Bromley Youth Employment Project due to the College's inability to deliver the tendered number of outcomes
- 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 second report outlining the proposed Bromley Youth Employment Project Performance Management Framework (ED 15075). This framework requires a project 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).

On 19 November 2015 the E & R PDS Committee received a report outlining the performance against the Bromley Youth Employment Project (Phase 2) Delivery Plan activities and outputs for the period August – end October 2014 .

This report provides a progress update on performance against the Bromley Youth Employment Project (Phase 2) Delivery Plan activities and outputs for the period November 2014 –end January 2015.

Bromley Youth Employment Project Progress against Key Project Activities and Outcomes

Progress against the key project activities and outcomes for November 2014 to January 2015 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 project continues to be promoted extensively. The project will feature in the spring version of the Bromley Update reaching an audience of 35,000 residents and in the Federation of Small Business national news letter (Your Voice). The BEBP website has also been redesigned to highlight the YES project and has received over 1000 hits from November to end of January. A further two employer awareness raising events were delivered in November. To date a total of 99 employers have attended events since September 2014 with further events being delivered throughout the spring term. In addition the project team have utilised alternative networking opportunities to brief employers such as the Churchill Theatre networking event on 17 November and the LBB Mayor's Business event on 27 November 2014. To date the project has provided 1:1 support to 67 employers (exceeding the target of 45). This has resulted in 39 employment opportunities being notified (exceeding the target of 30). These include vacancies from SJA Contractors, The Landscape Group and O'Rourke Consulting.

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. Work experience opportunities to be targeted to Bromley looked after children (LAC) where appropriate

The Graduate intern took up post (a fixed term 1 year contract) on 3rd November 2014. Progress against the two components of this strand of the project is as follows:

a) Working with LBB contractors to encourage the offer of job opportunities for local young people

In December 2014 the project management team met with LBB Chief Executive and the Executive Directors to ask that senior officers and LBB contract managers be directed to:

- Work with the project team to encourage and support LBB contractors to offer employment opportunities for young local residents.
- Explore the opportunities to build the requirement to offer employment opportunities for local young people in to any future contracts.

Follow up meetings with senior officers will take place over the next few months to move this agenda forward within individual departments. Work is already under way with Environment and Community Services. Within this department there are a range of contracts e.g. Street Cleaning (Kire), Highways (O'Rourke) Waste Services (Veolia) Park Security (Ward Security) grounds maintenance (Landscape Group). A networking session with representatives from a range of these companies is scheduled to take place on 23 February 2015 the aim of which is to provide a briefing on Bromley Youth Employment Project and to stimulate the offer of job and apprenticeship opportunities for young Bromley residents.

In addition, vacancies have already been notified by Liberata and Affinity Sutton, with Adecco providing support to young people as part of the Next Step Employability Conferences.

b) Develop the offer of work experience placements from within LBB (and the supply chain) and target those opportunities to Bromley LAC where appropriate.

Executive Directors and senior officers have been asked to identify suitable work experience placements (lasting from 1-3 weeks) from across a range of Council departments. Initial work has focused on streamlining existing approaches to the LBB offer of work experience to prevent duplication and to ensure placements are targeted to Bromley LAC where appropriate. The project is working with the Virtual School and with Leaving Care Team to identify which LAC/Care leavers would benefit from this provision and

to agree appropriate timescales. Arrangements will need to be put in place to brief relevant managers and placement supervisors about the issues and needs that some looked after children will have, in order to ensure the placements run as smoothly as possible for all parties.

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.

The Graduate intern took up post (a fixed term 1 year contact) on 3rd November 2014. The first stage of this developmental strand has been to research the different types of employment opportunities that currently exist in the Community and Voluntary Sector and to identify which type of placements are successful and will be of benefit to both voluntary organisations and young individuals. Research has also been carried out to identify the regulations and laws which need to be adhered to when creating work placements in the voluntary sector.

From this research, a number of best practice guides have been produced. Some are targeted at organisations who may not have offered work placements before. They provide information about the project, national regulations and the key contacts at Community Links Bromley and LBB. Other guides have been produced for young people who may have an interest in working in the voluntary sector. They provide an insight into the sector, indicate the opportunities available and provide tips which can help them distinguish themselves to voluntary sector employers.

Case studies have been pulled together and will be used to produce promotional material for people who are interested in the project and those working in the sector. Initial meetings have been held with the relevant organisations across Bromley including Carers Bromley, Bromley Mencap and Bromley/Lewisham Mind.

Actions for the next quarter include:

- To make contact with the medium sized voluntary organisations in Bromley to promote and stimulate engagement with the project.
- To establish work placements across the sector to meet the project targets
- To finish all promotional material so this can be distributed across the voluntary sector in Bromley

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

2 Next Step Conferences have been delivered in this reporting period with 145 sixth form students attending from Darrick Wood, Hayes and Langley Park Boys schools. Since the start of the project 245 students have participated in these events - exceeding the target by 65. 3 further events have been scheduled for the spring term, targeting Coopers School, Kemnal Technology College, Priory School, Bullers Wood School, Chislehurst Girls School and Charles Darwin School.

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

Employability Workshops are now taking place on a monthly basis. These workshops include an initial assessment and focus on CV writing, job search skills and interview techniques.

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

To date the project has placed 14 young people into contracted employment. The project has exceeded targets relating to the generation of job vacancies however the target for placements to end January 2015 is 20 therefore the project is currently under target on placements into employment by 6. The drop in placements has occurred in December and January. To some extent this reflects the seasonal dip in recruitment activity over the Christmas period. However, the reported under performance is also due to the straight profiling of targets that was adopted rather than a profile that builds in peaks and troughs of placement activity i.e. each month the project is targeted to place 5 young people into employment. The targets were profiled in this way to generate early momentum in placing activity. In reality there is likely to be less placement activity January to May and more placement activity from June to November. This reflects a seasonal increase from July onwards in the number of young people seeking work having completed courses of educational study.

Although the project has exceeded targets relating to the generation of job vacancies, this has not translated into the targeted number of placements as some of the unemployed young people currently participating in the project do not have either the appropriate skills or job readiness to match the requirements of some of the vacancies notified.

In the longer term The Next Step Conferences are designed to capture a flow of 17-18 yr olds who want to access employment on completion of sixth form studies. On this basis over 400 students will become eligible and will be referred into the project at the end of the academic year (July onwards).

However, in order to address this seasonal dip in performance and to generate a mid-season flow of suitable candidates the following actions are being taken:

- All young people 17-18 yrs old in the LBB NEET cohort are being contacted and encouraged to participate in the project where appropriate.
- Regular project bulletins will be sent to all Heads of Sixth Form to encourage them to refer any students dropping out of sixth form to the project.
- A press release will feature in the News Shopper to celebrate successful placements already achieved and to generate interest in the project from potential candidates.
- The project will be promoted on the home page of the Council website.
- A review of referral arrangements with Job Centre Plus to ensure all relevant 18-24 job seekers allowance claimants are accessing the project.
- Use the Council twitter account which has 8000 followers to send a promotional message about the project.
- Promotional leaflet distribution in Bromley High Street, in Intu and local venues such as libraries and gyms.

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

A planning meeting between the BEBP Mentoring Project and Job Centre Plus Work Coaches took place on 5 February 2015 with the referral of suitable candidates beginning from February onwards.

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

During this reporting period 317 doors have been knocked. Of those knocked 52% were answered. Of those answered 52% young people were in employment, education or training, 33% were not in employment education or training (NEET) and 15% had moved away. Those identified as being NEET will receive support from the Targeted Youth Support Service and will be referred to the Bromley Youth Employment Project where appropriate.

Appendix 1: Bromley Youth Employment Project (Phase 2) Delivery Model – progress November 2014 – January 2015

Appendix 2: Bromley Youth Employment Project (Phase 2) Profile of Outcomes and Outputs – targets and actuals to end January 2015.

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.

The contract specification included a payment mechanism whereby funds will only be released when evidence is provided to substantiate that specific outcomes have been achieved/delivered at the various stages of the project. The college was unable to deliver the tendered number of outcomes. On 5th February 2014 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.

Based on the agreement of Members to honour payments for the number of apprenticeships/internships delivered and the number of sustained outputs achieved by the end of the contract's termination period the budget for the second phase of support was anticipated to be between £260K and £300K.

On the 14th July the Resources Portfolio Holder gave approval for the BEBP to commence delivery of the Bromley Youth Employment Project (Phase 2). The BEBP Project cost for Phase 2 is £260 K.

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 and the Agreement was terminated on 31st May 2014.

7. PERSONNEL IMPLICATIONS

The project is delivered a) through the existing staff resource within the BEBP and b) the recruitment of 2 graduate Interns. The Graduate Intern salary is paid as a spot salary of £17,049. The salary plus on-costs for the 2 Interns are included in the total project cost of £260K.

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Non-Applicable Sections:	[List non-applicable sections here]
Background Documents: (Access via Contact Officer)	<p>Bromley Youth Employment Project-Executive and resources PDS on 19 November 2014</p> <p>ED15075 Bromley Youth Employment Project (Phase 2) Executive and Resources PDS on 8th July 2014</p> <p>Bromley Youth Employment Project – Executive and Resources PDS on 5th June 2014</p> <p>DRR14/015 Bromley Youth Employment Project: : Performance Update for Quarter 2</p> <p>DRR13/133 Bromley Youth Employment Project – Update (November 2013)</p> <p>Bromley Youth Employment Project – Award of Contract (31st January 2013)</p> <p>Bromley Youth Employment Project – Renewal & Recreation PDS on 10th July 2012, Executive & Resources PDS on 14th June 2012</p> <p>Full Council meeting held on 26th March 2012</p>