

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	Aim	To include	Profile Sheet Ref	Outcomes Over <u>Two</u> Year Period	Achieved through November/ December, January 2015	
A	Implement a Borough-wide Employer Engagement Programme to support the generation of employment opportunities	<ul style="list-style-type: none"> Engage with local employers through a range of activities including business breakfast information sessions, seminars, networking events, conferences etc. Provide updated advice on changes to apprenticeship landscape effective September 2014 Work closely to support employers to overcome any perceived barriers to recruitment of young people and encourage them to create opportunities where relevant 	<ul style="list-style-type: none"> To provide support to local businesses seeking to employ young people to support private sector growth To help generate good quality employment opportunities (e.g. apprenticeships/ internships) for local young people 	A strategic marketing campaign	1	Mass direct marketing to 5,000 employer organisations	<ul style="list-style-type: none"> Profiled continually raised through Twitter with 230 employer followers BEBP Website - evidence of over 1,000 hits Development of specific YES page on BEBP site with links to local vacancies and (NAS) local apprenticeship opps. To be included in Update to 35,000 Bromley Residents – spring term. LH liaising with LBB Comms Case studies of successful employment placement distributed at Project Board Meeting and included in promotional material Link to current BEBP Newsletter emailed to current key employers Article to be included in Fed of Small Business national newsletter Your Voice
			Programme of 3 employer events per year	2	500 employers participating in awareness raising events	<ul style="list-style-type: none"> BEBP promotion at key employer events <ul style="list-style-type: none"> Churchill Theatre networking event (17 Nov) – approx. 50 employers LBB Mayor’s event (27 Nov) Chamber of Commerce event on 4.2.2015 	
			Facilitation of 100 follow up meetings (1:1) with businesses from range of sectors each year.	3	Focused 1:1 support for 200 employers	<ul style="list-style-type: none"> Currently working with 67 employers 	
				5	100 Employment opportunities created over two years (excluding wex placements).	<ul style="list-style-type: none"> 39 employment opportunities with range of local and national employers currently notified to us 	

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"> To develop a framework within LBB to extend employment opportunities/work experience for young people. To provide the 'corporate parent' role in supporting and assisting Looked After Children to access the workplace and future employment opportunities 	Salary and overhead cost to employ Intern	8	25 employment/work experience opportunities (to be prioritised to Looked After Children where appropriate)	<ul style="list-style-type: none"> On-going relationship with LAC team to ensure the WEX placements created meet requirements and also develop procedures for identifying/matching young people Promoted YES project at Directors Meeting on 3.12.14 with clear endorsement of CEO and Director HR. Meetings with LBB Commissioning/HR /IT took place resulting in meetings with Adecco, Liberata with more planned for January 2015 Promoted to LBB Managers at briefing on 5.2.2015
					10	Legacy of a strategic approach, to ensure ongoing provision of employment opportunities for young people within LBB/supply chain	
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.	Develop a framework to extend employment /work experience opportunities within the voluntary and community sector	Salary and overhead cost to employ intern	11	25 employment/work experience opportunities	<ul style="list-style-type: none"> Tom Davies has made contact with 24 VCSE organisations and had face to face meetings including Carers Bromley, Mencap and Mind. This has already resulted in the creation of two work experience placements. Tom has done extensive research around WEX/internships in the sector and has developed a communications strategy. This includes Best Practice Guides and Case Studies. Tom has attended training on H & S and the LBB code of practice and approach to WEX
					12	Legacy of: <ol style="list-style-type: none"> capacity build in CVS and; a strategic approach to ensure ongoing provision of employment opportunities for young people in CVS. 	

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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	Profile Sheet Ref	Outcomes Over Two Year Period	Achieved through November/December and January 2015
Deliver a borough-wide 17+ Employability Support Programme	<p>Next Steps Employability Conferences supported by local/national employers to include sessions on:</p> <ul style="list-style-type: none"> • Researching current work opportunities • Psychometric testing/skills analysis • Speed networking group work with business representatives from a range of employment sectors • CV/Interview support 	<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"> • To provide updated impartial information on range of career opportunities, how to access them as well as the importance of being work ready. • Raise awareness of National Careers Service • Identify young people for referral into Bromley EBP Recruitment and Matching Service 	5 Student Conferences per Year (10 schools / approx. 45 students from each school)	13	<ul style="list-style-type: none"> • Support with transition to the workplace for 900 young people 	<ul style="list-style-type: none"> • 2 student employability conferences held: • 7th November (Hayes) • 24th November (Darrick Wood/Langley Boys) • 145 KS5 students attended events so far • 3 events planned for spring • 6th February – Coopers/Kemnal • 20th March – Priory/Bullers Wood • 17th April – Chislehurst Girls /Charles Darwin tbc • LH to promote YES at Heads of Sixth event on 27th February • BEBP working closely with LBB Targeted Youth Support Programme to identify Year 13 NEET. We have information and will contact over 100 young people with offer of support • BEBP to attend JC+ Apprenticeship event for young people (18-24) on 4th March • 6 Targeted Employability workshops for young people held during this period.
	<p>Programme of monthly employability workshops held in locations across the</p>	<ul style="list-style-type: none"> • Young people in Yr13/Yr14 (17/19 yrs) who are in LBB NEET and not known category • Young people identified 	240 (over two years)	<ul style="list-style-type: none"> • To ensure young people (NEET) are provided with support to enable them to better access the job 	12 targeted group workshops each year supported by		<ul style="list-style-type: none"> • Vital support for 'hard to reach' group of 17-24 yr olds 	<p>Programme of planned workshops for this group starting end January at Civic Centre to include:</p> <ul style="list-style-type: none"> • Initial Assessment
							<ul style="list-style-type: none"> • LBB improved links with schools 	
						14		
						15	<ul style="list-style-type: none"> • Improved employability skills of young people and reduction of potential NEETS 	

	<p>Borough supported by Business Ambassadors. To include sessions on:</p> <ul style="list-style-type: none"> • Job research skills/Career planning • Value of employability skills and how to develop these • Support with CV and interview advice 	<p>and referred by Targeted Youth Support Programme as requiring a moderate level of support to enter the labour market</p> <ul style="list-style-type: none"> • Bromley 18-24 yr olds referred from Job Centre + (job seekers close to the labour market) 	<p>market</p> <ul style="list-style-type: none"> • Identify young people for referral into Bromley EBP Recruitment and Matching Service 	<p>employers</p>	<ul style="list-style-type: none"> • Reduction in young people who are NEET in Bromley. 	<ul style="list-style-type: none"> • CV/job search skills • Interview techniques <p>2 Events held in January 2015</p>
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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	Profile Sheet Ref	Outcomes Over Two Year Period	Achieved through November/December and January 2015
D Deliver a borough-wide 17+ Employability Support Programme (Cont.d)	<p>Tailored Recruitment and Matching Service</p> <ul style="list-style-type: none"> Assessment process to enable referral to appropriate employment opportunity Pre and post placement support for employer and young person Job search skills and signpost to local vacancies 	<ul style="list-style-type: none"> Young people referred from groups above LBB Looked after children/Care leavers aged 15-24 yrs who are potentially NEET 	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)	6	<ul style="list-style-type: none"> 100 young people placed into contracted employment 	<ul style="list-style-type: none"> Revision of YES Matching Service within BEBP to streamline the procedure has been organised to start early 2015 5 contracted employment opportunities confirmed in Nov 3 confirmed in December (shortfall of 2 due to Xmas) 1 confirmed in January 2015
	<p>Short intervention mentoring relationships delivered by Bromley Mentoring Initiative (part of Bromley EBP), to support Job Centre + Work Coaches</p>	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 & the community) to help with practical job seeking skills e.g. job search, interview preparation, accompanying to interview etc.	16	<ul style="list-style-type: none"> Targeted support for 40 JSA claimants to facilitate successful transition into the workplace 	<ul style="list-style-type: none"> JC+ active partners in supporting employability workshops for young people Meeting took place on 5.2.2015 to progress the offer of mentor support for JSC clients working with work coaches.
	<p>Tracking activities: a programme of community based door-knocking by the Targeted Youth Support Programme</p>	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)	17	<ul style="list-style-type: none"> 1,200 doors knocked (on average this will generate a 50% positive response rate). 	<ul style="list-style-type: none"> 307 doors have been knocked upon