

Decision Maker: EXECUTIVE AND RESOURCES POLICY DEVELOPMENT AND SCRUTINY COMMITTEE

Date: Thursday 9 July 2015

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

Title: BROMLEY YOUTH EMPLOYMENT PROJECT – PROGRESS UPDATE

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Chief Officer: Chief Executive

Ward: (All Wards);

1. Reason for report

On the 5th June 2014 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 2014 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 2014 the Resources Portfolio Holder gave approval for the BEBP to commence delivery of the Bromley Youth Employment Project (Phase 2).

The E & R PDS Committee received project progress reports in November 2014 and March 2015, outlining the performance against the Bromley Youth Employment Project (Phase 2) Delivery Plan activities for August 2014 to end of January 2015.

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

Since commencing the project the majority of the performance indicators have been met and in most cases have been exceeded. The number of vacancies generated continues to exceed the

target and although the number of young people placed into contracted employment is still slightly below target the position has improved since the last progress 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 February 2015 - end May 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: 8.9FTE
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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): 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).

Project progress update reports were received by the E & R PDS Committee on 19 November 2014 and on 12 March 2015 outlining the performance against the Bromley Youth Employment Project (Phase 2) Delivery Plan activities and outputs.

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

Bromley Youth Employment Project Progress against Key Project Activities and Outcomes

Progress against the key project activities and outcomes for February 2015 to end May 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 featured in the spring version of the Bromley Update which is circulated to over 100,000 Bromley residents and in the spring edition of The Federation of Small Businesses national newsletter. An article celebrating the successful Next Step Employability Conferences also featured in the Bromley Times on 25th March. The BEBP website has received over 1512 hits from February to May 2015 and the BEBP now have 287 twitter followers.

Since the start of the project in September 2014 the project has been promoted to over 462 employers through a variety of events. In this reporting period these include the South London Chamber of Commerce Network meeting on 4th February 2015 and a Jobcentre Plus Apprenticeship event on 4th March 2015. To date the project has provided 1:1 support to 111 employers (exceeding the target of 93). This has resulted in 72 employment opportunities being notified to the project (exceeding the target of 60). These include vacancies from Capita Asset Services, Eclipse Presentations, Mission Care, FLR Spectron and Winckworth Sherwood

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

On 23rd February 2015 project managers, in conjunction with senior managers from Environment and Community Services, ran a networking meeting with key LBB contractors to encourage and support contractors to offer employment opportunities for young local residents. This has already achieved successful outcomes with job opportunities having been referred to the project from The Landscape Group and O' Rourke. FM Conway has also offered opportunities via their apprenticeship programme.

In addition, vacancies have been notified by Liberata and Affinity Sutton and Adecco.

Project managers plan to undertake further work with the LBB Commissioning Board to explore opportunities to build the requirement to offer employment opportunities for local young people in to any future contracts.

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

The aim of this strand of the project is to provide the 'corporate parent' role in supporting and assisting Looked After Children (LAC) to access the workplace and future employment opportunities from within LBB, the LBB supply chain or with local business partners.

The project team has worked closely with both LBB Human Resources (HR) and the LAC team. HR identified LBB departments likely to be able to offer work experience placements with the LAC team identifying 27 Looked After Children that would benefit from a placement.

Following consultation with schools it was agreed that summer would be the best time for the placements to take place, as all of the young people referred were due to sit exams. Having contacted the young people and their carers, the Graduate Intern met with the young people to discuss their career ideas and to explain how the work experience placement will operate. Having identified the young people's career aspirations the Graduate Intern approached

relevant LBB departments for suitable placements. For the young people with career ideas that could not be accommodated within LBB, the BEBP employer work experience provider database was used to identify companies that could offer placements.

Of the 27 young people referred:

- 11 have secured work experience placements. (6 are within LBB departments and the remainder are with local employers)
- 3 completed placements arranged by BEBP last year and were not interested/available this year
- 2 expressed an interest in a placement for next year
- 7 LAC/carers initially expressed interest but decided this opportunity was not for them on this occasion
- 4 could not be contacted/did not respond

All placements will be monitored to ensure the safety of the students, to keep up-to-date with their progress and to retrieve feedback from the supervisor and student. A briefing workshop for all the young people participating will take place on 23rd June to ensure that all young people are aware of LBB's basic policies and what will be expected of them in the workplace.

Activity: Work with Community Links Bromley (CLB) 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 contract) on 3rd November 2014.

Following research into employment opportunities within the community and voluntary sector a number of best practice guides and case study booklets have been produced, for young people who may have an interest in working in the sector, outlining the opportunities available and providing recruitment advice.

CLB has widely promoted the project and has held meetings with a range of voluntary organisations in Bromley to stimulate the interest in offering work placements across the sector.

From February to May 2015, 5 work placements have been secured within the voluntary & community sector. Placements have been offered by Healthwatch Bromley, Turn Around, the Haiti Hospital Appeal and Community Links Bromley. Further work experience placements and employment opportunities are due to commence in late June/early July.

The Graduate Intern attended the Next Step Conference in April 2015 to raise awareness among students of career opportunities in the voluntary and community sector and to promote the value of work experience within this sector for overall career development.

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

3 Next Step Conferences have been delivered in this reporting period with 223 sixth form students attending from Coopers Technology College, Kemnal Technology College, The Priory, Bullerswood, Chislehurst School for Girls and Ravens Wood. Since the start of the project 468 students have participated in these events - exceeding the target by 18. All students participating in these events will be contacted over the summer period to ensure they are offered ongoing support to access employment opportunities where relevant.

Next Step Conferences have already been booked for the next academic year with 11 schools already having reserved places.

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 take place on a regular basis. These workshops include an initial assessment and focus on CV writing, job search skills and interview techniques. The number of workshops delivered has increased in order to accommodate an increased flow of young people into the project and to ensure that the project is well placed to hit the target for placement of young people into contracted employment. To date 20 workshops have been delivered against the target of 8.

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

In the project progress report presented to the E &R PDS Committee in 12 March 2015 project managers reported a dip in performance against this target and the remedial actions that would be taken to address this situation were also outlined. Since then, performance has improved and the shortfall in the numbers placed into contracted employment has reduced. By the end of May 2015 34 young people have been placed into contracted employment against a target of 40.

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 450 students will become eligible and will be referred into the project at the end of the academic year (July onwards). In addition, leaflets promoting the project will be distributed in schools on exam results day.

In anticipation of the increased flow of young people into the project over the summer, the number of employability workshops planned for July and August has been significantly increased with 13 workshops planned against the original target of 2. These will enable effective triage of applicants and better targeting of job placement support.

6 month monitoring activity indicates that so far all young people placed into employment have continued in employment.

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

Given the very low referral rate, a review of this strand of the project was undertaken with Jobcentre Plus. All partners have agreed for this resource to be redirected to support the increased placement activity that will be required during the summer period.

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

During this reporting period 107 doors have been knocked. Of those knocked 52% were answered. Of those answered 33% young people were in employment, education or training, 58% were not in employment education or training (NEET) and 9% 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 February 2015 - May 2015

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

Non-Applicable Sections:	[List non-applicable sections here]
Background Documents: (Access via Contact Officer)	<ul style="list-style-type: none"> • Bromley Youth Employment Project –Progress Update. Executive and Resources PDS 12 March 2015 • Bromley Youth Employment Project-Executive and Resources PDS on 19 November 2014 • ED15075 Bromley Youth Employment Project (Phase 2) Executive and Resources PDS on 8th July 2014 • Bromley Youth Employment Project – Executive and Resources PDS on 5th 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