







## Bromley Youth Employment Project (Phase 2) – Bromley EBP Proposed Delivery Model Objective 1: Increase the supply of employment opportunities for young people in Bromley (PDS Report June 2015)

## Appendix 1

| • |  |   | ent opportunities for young p   | (אם)   | <u> </u>             |   |  |  |  |
|---|--|---|---|--|----------------------|---|--|--|--|
|   | Identified Need / Recommendation   |   |   | To include   | file<br>t Ref        | Outcomes Over <u>Two</u><br>Year Period   | Achieved through February, March April and May 2015  |  |  |
|   | Recommendation   |   |   |  | Profile<br>Sheet Ref | <u>rear</u> renou   | Water April and Way 2013   |  |  |
| Α | Implement a Borough-wide Employer Engagement Programme to support the generation of employment opportunities | 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 | <ul> <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<br>marketing<br>campaign                   | 1                    | Mass direct marketing to 5,000 employer organisations   | <ul> <li>Twitter follows now 287</li> <li>BEBP Website - evidence of over 1,512 hits over this period</li> <li>Advert for young people in Skills for Life section of NewsShopper 4<sup>th</sup> March</li> <li>Article on Next Steps conference in Bromley Times – 25<sup>th</sup> March</li> <li>Leaflets now on display Central Library</li> <li>Article in Update (Spring 2015) to 100,000 Bromley Residents</li> <li>Article included in Fed of Small Business national newsletter Your Voice</li> </ul> |  |  |
|   |  | employers to overcome any perceived barriers to recruitment of young people and encourage them to create opportunities where relevant   |   | Programme of 3 employer events per year                | 2                    | 500 employers participating in awareness raising events   | BEBP promotion to employers at:  LBB Managers meeting and business network event February  E & CS Contractors meeting (LBB)  Job Centre + Employer Apprenticeship event on 4 <sup>th</sup> March 2015  217 Pre-placement visits to employers as part of work experience programme included promotion of YES  |  |  |
|   |  |   |   | Facilitation of 100 follow up meetings                 | 3                    | Focused 1:1 support for 200 employers   | Currently working closely with 111 employers   |  |  |
|   |  |   |   | (1:1) with businesses from range of sectors each year. | 5                    | 100 Employment opportunities created over two years (excluding wex placements).                                     | 40 employment opportunities with<br>range of local and national employers<br>currently notified to us  |  |  |
| В | Recruit an LBB<br>graduate intern to<br>harness role of LBB<br>as a large local                              | Develop an LBB strategy to increase the offer of work experience, traineeships and apprenticeships within the   | To develop a framework within<br>LBB to extend employment<br>opportunities/work experience for<br>young people.   | Salary and<br>overhead cost to<br>employ Intern        | 8                    | 25 employment/work<br>experience opportunities (to be<br>prioritised to Looked After<br>Children where appropriate) | On-going liaison with LAC team to identify young people who would benefit from a work placement     11 young people(LAC) were  |  |  |









|   | employer and<br>provider of potential<br>employment<br>opportunities   | local authority, its partners and supply chain  | To provide the 'corporate parent'<br>role in supporting and assisting<br>Looked After Children to access<br>the workplace and future<br>employment opportunities |   | 10 | Legacy of a strategic approach, to ensure ongoing provision of employment opportunities for young people within LBB/supply chain   | <ul> <li>interviewed and met to discuss their career ideas</li> <li>11 Placements have been secured for summer 2015 with pre visits and paperwork now in place.</li> <li>6 are within LBB departments – remainder with local employers</li> <li>Young people will be attending a workshop on 23<sup>rd</sup> June and visited by BEBP during their placement</li> </ul> |
|---|--|---|--|---|----|--|---|
| С | 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<br>overhead cost to<br>employ intern | 11 | 25 employment/work experience opportunities  Legacy of: a. capacity build in CVS and; b. a strategic approach to ensure ongoing provision of employment opportunities for young people in CVS. | <ul> <li>Community Links have secured 5 work placements</li> <li>Greg to provide text/narrative update</li> </ul>   |









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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 /<br>Recommendation                                  | Programme<br>Activities  | Target Client Group  | No. of<br>Young<br>People     | Aim   | To include  | Profile<br>Sheet Ref | Outcomes Over<br><u>Two Year</u> Period  | Achieved through February,<br>March, April and May 2015   |
|--|--|--|-------------------------------|---|---|----------------------|--|---|
| Deliver a borough-<br>wide 17+<br>Employability<br>Support Programme | Next Steps Employability Conferences supported by local/national employers to include sessions on: • Researching current work opportunities • Psychometric testing/skills analysis • Speed networking group work with business representatives from a range of employment sectors • CV/Interview support | School/college students Yr12 (16/17yrs) on one year courses and Yr13 (17/18 yrs) not going on to Higher Education  All Bromley Schools with particular focus on those with poor performance on the participation of their school leavers | 900<br>(over<br>two<br>years) | 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<br>Conferences<br>per Year (10<br>schools /<br>approx. 45<br>students<br>from each<br>school) | 14                   | Support with transition to the workplace for 900 young people      LBB improved links with schools      Improved employability skills of young people and reduction of potential NEETs | <ul> <li>6<sup>th</sup> February – Coopers/Kemnal (55 students)</li> <li>20<sup>th</sup> March – Priory/Bullers Wood (51 students)</li> <li>17<sup>th</sup> April – Chislehurst Girls / Ravens Wood (53 students)</li> <li>Promoted opportunity to Heads of sixth form at PD event on 27<sup>th</sup> Feb</li> <li>Over 450 Year 12/13 students will be contacted in mid-June to ascertain destinations and offer YES project support</li> <li>BEBP working closely with LBB TYS Programme to track destinations and identify potential young people</li> <li>YES leaflets for young people will be delivered to schools on results days</li> <li>Next Steps events for 2015/16 have been booked and 11 schools have booked student places</li> </ul> |
|  | Programme of monthly employability workshops held in locations across the  | Young people in     Yr13/Yr14 (17/19 yrs)     who are in LBB NEET and     not known category     Young people identified   | 240<br>(over<br>two<br>years) | To ensure young<br>people (NEET) are<br>provided with support<br>to enable them to<br>better access the job   | 12 targeted<br>group<br>workshops<br>each year<br>supported by  | 15                   | Vital support for<br>'hard to reach'<br>group of 17-24 yr<br>olds  | Programme of regular planned employability workshops booked through to end August 2015. Include:  Initial Assessment  |









| Вог | rough supported by   | and referred by          | market                                    | employers | <ul> <li>Reduction in young</li> </ul> | <ul> <li>CV/job search skills</li> </ul> |
|-----|----------------------|--------------------------|---|-----------|--|--|
| Bus | siness               | Targeted Youth Support   | <ul> <li>Identify young people</li> </ul> |           | people who are                         | <ul> <li>Interview techniques</li> </ul> |
| Am  | nbassadors. To       | Programme as requiring   | for referral into                         |           | NEET in Bromley.                       |  |
| inc | lude sessions on:    | a moderate level of      | Bromley EBP                               |           |  | 11 Events held in this period            |
| • 1 | Iob research         | support to enter the     | Recruitment and                           |           |  | ·  |
| s   | skills/Career        | labour market            | Matching Service                          |           |  |  |
| l r | planning             | Bromley 18-24 yr olds    |   |           |  |  |
| • \ | Value of             | referred from Job Centre |   |           |  |  |
| 6   | employability skills | + (job seekers close to  |   |           |  |  |
| a   | and how to develop   | the labour market)       |   |           |  |  |
| t   | these                |                          |   |           |  |  |
| • 9 | Support with CV      |                          |   |           |  |  |
| a   | and interview        |                          |   |           |  |  |
| ā   | advice               |                          |   |           |  |  |









## Bromley Youth Employment Project (Phase 2) – Bromley EBP Proposed Delivery Model Objective 2: Improve Work Readiness of Young People in Bromley (Cont.d) (PDS Report June 2015)

|   | Identified Need /<br>Recommendation                                  | Programme<br>Activities   | Target Client Group   | No. of<br>Young<br>People     | Aim   | To include  | Profile<br>Sheet Ref | Outcomes Over<br>Two Year Period   | Achieved through February,<br>March, April and May 2015  |
|---|--|---|---|-------------------------------|---|---|----------------------|--|--|
| D | Deliver a borough- wide 17+ Employability Support Programme (Cont.d) | Tailored Recruitment and Matching Service  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 | Young people referred from groups above      LBB Looked after children/Care leavers aged 15-24 yrs who are potentially NEET | 100<br>(over<br>two<br>years) | To provide a bespoke matching service with individual support to aid transition to the workplace  To regularly monitor client and employer performance and commitment to ongoing engagement | Match 50 young people each year with contracted employment (e.g. apprenticeship/ Internships) | 7 10                 | 100 young people placed into contracted employment      25 Looked After Children/Care Leavers with enhanced employability prospects. | Roles and responsibilities within the team re-defined and working more efficiently  • 3 contracted employment opportunities confirmed in Feb  • 3 confirmed in March  • 4 confirmed in May  The dip in referrals of young people as well as easter holiday period has had an impact on numbers.  There are always a number of placements awaiting confirmation in the pipeline. We anticipate a continued rise during summer to make up this shortfall by capitalising on school leavers.  6 month Monitoring with employers and young people has begun - so far all remain as continuing in employment  This element of the programme has been a great success and 11 young people (LAC) will benefit from a work placement during summer 2015 (as reported above). |









| Short intervention<br>mentoring<br>relationships<br>delivered by Bromley<br>Mentoring Initiative<br>(part of Bromley EBP),<br>to support Job Centre<br>+ Work Coaches | Bromley 18-24 yr old JSA<br>Claimants (close to the<br>labour market)   | 40<br>(over<br>two<br>years)    | To help reduce the<br>number of young<br>people claiming Job<br>Seeker's Allowance in<br>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 | Targeted support<br>for 40 JSA<br>claimants to<br>facilitate<br>successful<br>transition into the<br>workplace | The original idea of supporting JSA claimants through mentoring has not proved to be support now needed by the work coaches.  Job Centre + remain an active partner in the YES project and a good working relationship has forged. BEBP attend JC+ sessions for jobseekers (18-24) and also support young unemployed graduates referred to us by them. |
|---|---|---------------------------------|--|--|----|--|--|
| Tracking activities: a programme of community based door-knocking by the Targeted Youth Support Programme   | 17-19 yr olds whose current participation is Not Known and for whom all avenues of written/telephone contact have proven unsuccessful | 1,200<br>(over<br>two<br>years) | To reduce the number of young people whose current participation is Not Known                        | Programme of<br>enhanced<br>tracking activity<br>(to include<br>door-knocking)   | 17 | • 1,200 doors knocked (on average this will generate a 50% positive response rate).                            | 107 doors knocked Feb – May 2015   |