

Bromley Youth Employment Project (Phase 2) – Bromley EBP Proposed Delivery Model

Appendix 1

Objective 1: Increase the supply of employment opportunities for young people in Bromley (PDS Report June 2015)

	Identified Need / Recommendation	Programme Activities	Aim	To include	Profile Sheet Ref	Outcomes Over <u>Two</u> <u>Year</u> Period	Achieved through February, March April and May 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"> Twitter follows now 287 BEBP Website - evidence of over 1,512 hits over this period Advert for young people in Skills for Life section of NewsShopper 4th March Article on Next Steps conference in Bromley Times – 25th March Leaflets now on display Central Library Article in Update (Spring 2015) to 100,000 Bromley Residents Article 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 to employers at: <ul style="list-style-type: none"> LBB Managers meeting and business network event February E & CS Contractors meeting (LBB) Job Centre + Employer Apprenticeship event on 4th March 2015 217 Pre-placement visits to employers as part of work experience programme included promotion of YES
				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 closely with 111 employers
					5	100 Employment opportunities created over two years (excluding wex placements).	<ul style="list-style-type: none"> 40 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	Develop an LBB strategy to increase the offer of work experience, traineeships and apprenticeships within the	<ul style="list-style-type: none"> To develop a framework within LBB to extend employment opportunities/work experience for young people. 	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 liaison with LAC team to identify young people who would benefit from a work placement 11 young people(LAC) were

	employer and provider of potential employment opportunities	local authority, its partners and supply chain	<ul style="list-style-type: none"> To provide the 'corporate parent' role in supporting and assisting Looked After Children to access the workplace and future employment opportunities 		10	Legacy of a strategic approach, to ensure ongoing provision of employment opportunities for young people within LBB/supply chain	<p>interviewed and met to discuss their career ideas</p> <ul style="list-style-type: none"> 11 Placements have been secured for summer 2015 with pre visits and paperwork now in place. 6 are within LBB departments – remainder with local employers Young people will be attending a workshop on 23rd June and visited by BEBP during their placement
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"> Community Links have secured 5 work placements
					12	Legacy of: <ul style="list-style-type: none"> a. capacity build in CVS and; b. a strategic approach to ensure ongoing provision of employment opportunities for young people in CVS. 	<ul style="list-style-type: none"> Greg to provide text/narrative update

		<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>11 Events held in this period</p>
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Objective 2: Improve Work Readiness of Young People in Bromley (Cont.d) (PDS Report June 2015)

	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 February, March, April and May 2015
D	Deliver a borough-wide 17+ Employability Support Programme (Cont.d)	Tailored Recruitment and Matching Service <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)	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 on-going engagement	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 	Roles and responsibilities within the team re-defined and working more efficiently <ul style="list-style-type: none"> 3 contracted employment opportunities confirmed in Feb 3 confirmed in March 4 confirmed in April 6 confirmed in May The dip in referrals of young people as well as easter holiday period has had an impact on numbers.
							7		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.
							10	<ul style="list-style-type: none"> 25 Looked After Children/Care Leavers with enhanced employability prospects. 	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).

		<p>Short intervention mentoring relationships 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 & the community) to help with practical job seeking skills e.g. job search, interview preparation, accompanying to interview etc.</p>	<p>16</p>	<ul style="list-style-type: none"> Targeted support for 40 JSA claimants to facilitate successful transition into the workplace 	<p>The original idea of supporting JSA claimants through mentoring has not proved to be support now needed by the work coaches.</p> <p>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.</p>
		<p>Tracking activities: 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>	<p>17</p>	<ul style="list-style-type: none"> 1,200 doors knocked (on average this will generate a 50% positive response rate). 	<p>107 doors knocked Feb – May 2015</p>