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## London Borough of Bromley

### PART ONE - PUBLIC

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**Decision Maker:** EXECUTIVE AND RESOURCES POLICY DEVELOPMENT AND SCRUTINY COMMITTEE

**Date:** Thursday 12 May 2016

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

**Title:** BROMLEY YOUTH EMPLOYMENT PROJECT - PROGRESS UPDATE

**Contact Officer:** Kay Weiss, Director: Children's Services  
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**Chief Officer:** Director: Children's Services (ECHS)

**Ward:** (All Wards);

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#### 1. Reason for report

On the 5<sup>th</sup> 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 8<sup>th</sup> 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 14<sup>th</sup> 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, March 2015, July 2015 and November 2015 outlining the performance against the Bromley Youth Employment Project (Phase 2) Delivery Plan activities up to end of October 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 November 2015 to end of March 2016.

Since commencing the project the majority of the performance indicators have been met and in most cases have been exceeded. By end of March 2016 87 young people have been placed into contracted employment with, to date, only 4 young people dropping out within the first six months. Given the project is now well into the second year of delivery, the project is well on course to achieve the key project outcome of 100 placements into contracted employment.

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## 2. RECOMMENDATION(S)

The E & R PDS Committee are asked to note and comment on:

- the progress made in delivery of the Bromley Youth Employment Scheme (Phase 2) for the period November 2015 to end March 2016
- the attached Impact Assessment Report requested by and submitted to the Project Board
- an exit strategy for the project (more details within Commentary).

## Corporate Policy

1. Policy Status: Existing Policy
  2. BBB Priority: Children and Young People Vibrant, Thriving Town Centres Not Applicable:
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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: 6.9 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): 3,000 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: Not applicable

### 3. COMMENTARY

On 26<sup>th</sup> 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 31<sup>st</sup> 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 5<sup>th</sup> 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 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 5<sup>th</sup> 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 8<sup>th</sup> 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 14<sup>th</sup> 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, 12 March 2015, 9 July 2015 and 26<sup>th</sup> November 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 November 2015 to end March 2016.

The final month profiled for an outcome of 5 young people to be confirmed into contracted employment is July 2016. This allows for monitoring of 6 months sustainment through to December when the project will finish.

***Activity: Implement a borough wide Employer Engagement Programme to support the generation of employment opportunities:***

The project continues to be promoted extensively. The BEBP website has had 1,572 hits since the end of November 2015 and the BEBP now has 353 twitter followers. During this period over 95 employers attended five Next Steps employability events providing support for the sixth form students attending as well as an opportunity to promote the project to the employers.

During this period the YES project was promoted at The Economic Partnership Meeting in January 2016, Job Centre Plus Disability Confident event in February 2016 and at a meeting with Biggin Hill Airport and JTL (electrical work based training provider) in March 2016.

***Activity: Create a LBB graduate internship opportunity (over 2 years) to develop an LBB strategy to increase the offer of work experience placements, traineeships and apprenticeships across LBB departments and partners. Work experience opportunities to be targeted to Bromley children looked after (CLA) where appropriate.***

The graduate intern took up post (a fixed term 1 year contract) on 3<sup>rd</sup> November 2014. To enable continuity of delivery, the role has been extended for a second year from November 2015. Progress against the two components of this strand of the project is as follows:

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

The developmental work undertaken with key LBB contractors during the early stages of the project is now paying off. Capita, AECOM, Conway, Affinity Sutton, INTU, the Landscape Group and MyTime Active had all notified the project of employment and/or work experience opportunities, resulting in successful placements for 19 young people since start of the project. In addition, most of the above employers have all been enthusiastic supporters of the project's Next Steps student employability events, valuing these as fertile recruitment opportunities.

Project managers will continue to drive this strand of the project forward with the LBB Chief Executive and the LBB Director of HR to ensure a cross council approach to encouraging LBB contractors to offer employment opportunities for local young people and to explore the scope for developing a broader LBB apprenticeship programme in line with the Governments Vision for 2020.

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

11 CLA were placed in two week work experience opportunities in the first year (2014/15) – mostly hosted by departments within LBB. A key to the success of a placement is the importance of matching the young person to an area of interest to their career management. Successful placements were also arranged with local employers including two engineering companies, a veterinary clinic, a nursery and a theatre.

A notable outcome was a young CLA placed at Hill Engineering on work experience originally for a week. The employer was so impressed he was offered a month-long trial and then a full time job where he continues to work. This has been great for him as prior to this he was going to leave school with no clear plans for the future.

For the second year a target to place 14 Bromley CLA was set. With over 25 referrals, the team is currently liaising with carers, schools and employers to find meaningful placements for those young people keen to take up this opportunity.

So far, 11 young people have been offered a placement. One young **man was placed with Cray Wanderers Community Scheme**, another has just finished a two-week placement with The Walnuts Leisure Centre in Orpington and a young lady has also just started a one-day-a-week extended placement there. Others will complete placements at Nuffield Health (Bromley), Andersons Vets (Orpington), Plumbase (Orpington), Capita Asset Services (Beckenham), One Garden Court Chambers (Temple), Hillyfields Nursery (Brockley), in the summer. We are optimistic we will reach the target of 14.

25 CLA young people have, or will have, benefitted from a work experience placement in their chosen career sector either within LBB or another workplace environment over two years.

Major steps have been taken to develop an LBB strategy and a final report will be produced. With the current Officer due to finish at end October 2016, consideration needs to be undertaken around the future of this valuable strand of the project.

***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.***

Joanne Elgood, the second graduate intern with CLB, started in October 2015. For the current period a total of 6 outcomes have been achieved including internships and work experience with Age UK B & G, Healthwatch as well as placements within CLB.

Age UK B & G are interviewing at the moment for positions in the new South Street café.

***Activity: Deliver Next Steps Employability Conferences to students in Year 12 on one year courses and Year 13 not going onto HE:***

5 Next Steps employability conferences have now taken place during this period of the 2015/16 academic year. 874 young people from the following local Bromley secondary schools benefitted from meeting with local and national employers:

- Darrick Wood School, Hayes School, Coopers Technology College, Langley Park School for Boys, Bishop Justus, Charles Darwin, Chislehurst School for Girls, The Priory School and Bullers Wood School

Students were given information on apprenticeships, employers' expectations and opportunities and the feedback from the young people and the accompanying teachers has been very positive. We will contact all the students before they leave school to ascertain what their career intentions are and whether they need further support through the project.

In partnership with Affinity Sutton, we are planning to hold a Jobs Fair in July for this cohort involving employers who have 'live' vacancies.

Delivery of 11 employability conferences for young people in sixth form not intending to go onto HE has been a great success in inspiring and motivating young people. The local and national employers, students and Heads of Sixth have been engaged and extremely positive around outcomes. Current contact details of the young people also supports NEET tracking work. The last of these events will take place in April.

***Activity: Deliver monthly employability workshops for young people who are NEET and Not Known (17-19 yr olds) and JSA Claimants (18-24 year old) who are close to the labour market:***

Throughout this reporting period the number of employability workshops held was 9. This is in addition to ad hoc sessions with young people to support the bespoke matching service.

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

By end March 2016 87 young people have been placed into contracted employment. With 5 months of recruitment still left, the project is well on course to achieve the key outcome of 100

placements into contracted employment lasting 6 months or longer over two years. The profiled target for performance to the end of March 2016 was 105 placements. However, this profile builds in a 'cushion' of 10 extra placements per year on the assumption that some young people would drop out within the first 6 months. One of the key features of this project is the tailored support offered to the young person and the employer in the period after the placement has started. As a result to date, only 4 young people have dropped out within the first six months of their employment.

The positive news is the number of young people (17-24) unemployed has reduced since March 2012 when the original funding was set aside through a Member Priority Initiative. The English Apprenticeship 2020 Vision aims to increase the number and quality of apprenticeships offered to young people. It will involve a levy on large employers with a particular focus on public sector bodies with a workforce of 250 and an expectation that 2.3% of the workforce will be for apprentices. The links made through the project with employers including LBB and the supply chain as well as schools and young people will help support this new government agenda.

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

All partners have agreed that this resource was to be directed to support increased placement activity. However, the working relationship with Job Centre Plus has strengthened and to date we have had 8 referrals from the JC+ NEET client group. BEBP continues to promote the offer of YES support at regular Job Centre Plus 18-24 client group workshops and has also provided the main LBB contact with regard to the organisation of their Disability Confident Conference. Representatives from JC+ have provided valuable input for students around employability at the Next Steps events.

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

During the period November 2015 to end March 2016 a total of 200 doors were knocked. Of those knocked, 49% were answered. Of those answered, 33% of young people were not in education, employment or training (NEET). Those identified as NEET will receive support from the Bromley Youth Support Programme and will be referred to the YES project where appropriate.

***Current Activity: Work is currently underway with partners on designing an exit strategy for the project***

Key successful outcomes of the project which will be lost together with timescale:

Final Next Steps employability event for sixth form students to take place	(Apr 2016)
Final young person placed into contracted employment	(July 2016)
Contract of Project Officer recruited to facilitate CLA work placement opportunities and support key areas of the project will end	(Oct 2016)
Loss of additional tracking resource to support LBB statutory NEET and NEET not Known within Project Officer role	(Oct 2016)
6 month monitoring of confirmed employment opportunity undertaken	(Dec 2016)

Appendix 1: Bromley Youth Employment Scheme (Phase 2) Delivery Model – Progress Against Activities Year 2 at end March 2016

Appendix 2: Impact Assessment Report on Period August 2014 to January 2016 (requested by the YES Project Board).

#### **4. POLICY IMPLICATIONS**

The project supports the Council's Building a Better Bromley priorities for 2014/16 linked to Regeneration, Supporting Children and Young People and Vibrant Thriving Town Centres.

#### **5. FINANCIAL IMPLICATIONS**

On 26<sup>th</sup> 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 5<sup>th</sup> 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 14<sup>th</sup> 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 £260K and funding to support the work will cease in December 2016.

#### **6. LEGAL IMPLICATIONS**

At their meeting on 5<sup>th</sup> 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 discussion 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 28<sup>th</sup> February 2014 and the Agreement was terminated on 31<sup>st</sup> May 2014. On the 14<sup>th</sup> July 2014 the Resources Portfolio Holder gave approval for the BEBP to commence delivery of the Bromley Youth Employment Project (Phase 2).

#### **7. PERSONNEL IMPLICATIONS**

The project is delivered a) through the existing staff resource within the BEBP and b) the recruitment of two graduate interns per year. The Graduate Intern salary is paid as a spot



salary of £17,049. The salary plus on-costs for the two Interns are included in the total project cost of £260K.

<b>Non-Applicable Sections:</b>	[List non-applicable sections here]
Background Documents: (Access via Contact Officer)	<ul style="list-style-type: none"> <li>• Bromley Youth Employment Project – Progress Update, E &amp; R PDS 26 November 2015</li> <li>• Bromley Youth Employment Project – Progress Update. E &amp; R PDS 9 July 2015</li> <li>• Bromley Youth Employment Project – Progress Update. E &amp; R PDS 12 March 2015</li> <li>• Bromley Youth Employment Project – Executive and Resources PDS on 19 November 2014</li> <li>• ED15075 Bromley Youth Employment Project – Executive and Resources PDS on 5<sup>th</sup> June 2014</li> <li>• DFR 14/015 Bromley Youth Employment Project: Performance Update for Quarter 2</li> <li>• DRR13/133 Bromley Youth Employment Project = Update (November 2013)</li> <li>• Bromley Youth Employment Project – Renewal &amp; Recreation PDS on 10<sup>th</sup> July 2012, Executive &amp; Resources PDS on 14<sup>th</sup> June 2012</li> <li>• Full Council meeting held on 26<sup>th</sup> March 2012</li> </ul>