

# **Y**outh **E**mployment **S**cheme

## **Project Impact Assessment**

**August 2014 –  
January 2016**

**Bromley Education Business  
Partnership**

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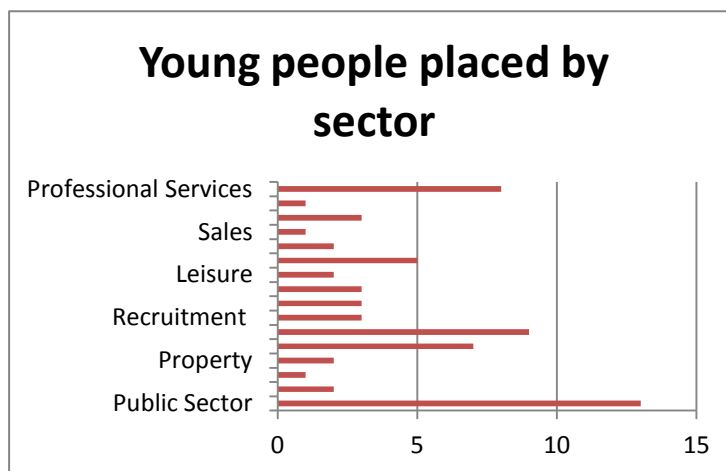
**Next Steps Student Feedback**

# Employer Engagement

## Increasing the supply of employment opportunities for young people in Bromley

The project implemented a borough-wide employer engagement programme to help support the generation of employment opportunities. This has been done by engaging with local employers through a range of activities including business breakfast information sessions, seminars, networking events and conferences. BEBP provided updated advice on changes to apprenticeships and worked closely to support them to overcome any perceived barriers to recruitment of young people and encouraged them to create opportunities where relevant.

The Youth Employment Scheme has seen 69 young people placed in a range of employment opportunities from August 2014 – January 2016. Local and national employers in a range of industries generated these opportunities. The graph below (Figure 1) shows the wide variety of industries into which the young people were placed. Of these employers 31 are local companies and the remaining 38 operate nationally.



(Figure 1)

## Apprenticeships

A key focus of the project has been to raise awareness with employers on the benefits of considering offering an apprenticeship and supporting them through the process. The benefits for employers and young people of the apprenticeship route are well documented and new reforms aims to boost these even further (see *English Apprenticeships: Our 2020 Vision*). The table below (Figure 2) shows that 22 young people have found an apprenticeship through the YES. Some of these young people have now progressed into full time employees with the companies that offered them apprenticeships.

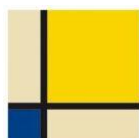
## Young people placed into an apprenticeship – figure 2

| Employer                         | Apprenticeship type | Young person's initials |
|----------------------------------|---------------------|-------------------------|
| Clarkes of London, Sydenham      | Automotive          | AP                      |
| LBB – Chief Exec's               | Business Admin      | SB                      |
| LBB – Bromley EBP                | Business Admin      | DM                      |
| Hawk Management, Twickenham      | Business Admin      | JD                      |
| PRU Hospital, Farnborough        | Business Admin      | JE                      |
| PRU Hospital, Farnborough        | Business Admin      | DB                      |
| LBB – Chief Exec's               | Business Admin      | JR                      |
| LBB – Bromley EBP                | Business Admin      | AM                      |
| GR Group, City of London         | Catering            | VH                      |
| The Hospital Day Nursery, Sidcup | Child Care          | B-J G                   |
| Chatterbox Nursery, Sidcup       | Child Care          | EE                      |
| Avalon Pre-School, Orpington     | Child Care          | FB                      |
| FLR Spectron, Orpington          | Customer Service    | BM                      |
| FLR Spectron, Orpington          | Engineering         | MR                      |
| Kier Group, Erith                | Engineering         | JJ                      |
| MetroBank, Orpington             | Finance             | SA                      |
| Diamante, West Wickham           | Hairdressing        | JS                      |
| The ECA, Hammersmith             | IT                  | MT                      |
| MyTime, Bromley                  | Leisure             | KW                      |
| Noord-Group, City of London      | Marketing           | CA                      |
| Plumbwiser, Croydon              | Plumbing            | WF                      |
| HBEBS, City of London            | Procurement         | BC                      |



## Next Steps – Employers represented by sector

| Employer                             | Sector                |
|--------------------------------------|-----------------------|
| Adecco                               | Recruitment           |
| AECOM                                | Engineering           |
| Affinity Sutton                      | Housing               |
| Brands Hatch Hotel                   | Hospitality           |
| Bromley College                      | Education             |
| Capita Asset Services                | Finance               |
| Challenge Network UK                 | Recruitment           |
| Chicane School of Motoring           | Driving Instructors   |
| Construction Industry Training Board | Construction          |
| Crown Prosecution Service            | Legal                 |
| Eclipse Presentations                | Events                |
| European Springs                     | Manufacturers         |
| FLR Spectron                         | Telecommunications    |
| FM Conway                            | Engineering           |
| Frankham Consultancy Group           | Chartered Surveyors   |
| Hayes Wood LTD                       | Professional Services |
| Hook Research                        | Media                 |
| International Leisure                | Travel                |
| Jane Cooper Coaching                 | Career Coaching       |
| Jane Rogers PR                       | Public Relations      |
| Job Centre Plus                      | Recruitment           |
| Metro Bank                           | Finance               |
| Morph                                | Professional Services |
| Royal Navy Careers                   | Armed Forces          |
| Skanska                              | Construction          |
| SOLOMAN                              | Manufacturing body    |
| Thackray Williams                    | Legal                 |
| Travis Perkins                       | Construction          |



thackray williams LLP  
solicitors



## Employer feedback

Bromley EBP provided a bespoke matching service with individual support for young people and their transition to the workplace. We regularly monitored and kept in touch with employers to ensure ongoing engagement. Employers who engaged with the project and employed a young person were very positive about the project and below are a sample of their comments.

*“Thank you very much for your assistance in our recruitment of a Junior Business Travel Consultant. I know the brief that we gave you was very specific but looking after the travel demands of the entertainment industry is not so straight forward. Your understanding of what it was we looking for and your recommendation of Lauren seems to be a perfect fit for both her and us. Lauren has settled in very well and her enthusiasm and attitude toward the job has been fantastic. Thanks again and we’ll certainly stay in touch, as we are always on the lookout for young people who have determination to do well professionally.”*

- Stuart Robinson, Managing Director at Infinity Travel, London.

*“For me, the Next Steps events have been a great opportunity for local students to explore the world of work as an alternative to university. It has been a delight to meet so many well behaved and attentive young people. The format of each event has allowed those attending to genuinely engage with a range of businesses/sectors. More importantly each event has allowed the students to engage with business people and test their communication skills and better understand that finding a job is as much about personality as qualifications. Metro Bank is delighted to have recruited Sophie Allum as an apprentice as this gives others a clear view of what can be achieved through applying yourself in the world of banking regardless of background or skills. We are very much looking forward to supporting Next Steps and Bromley YES again in 2016.”*

- Duncan Simmons, Local Director at Metro Bank



*“Working with the EBP on the YES project is a great example of partnership working and has strengthened the relationship between Job Centre Plus and LBB. A number of young people who were on JSA have now secured permanent employment through the project. By working through BEBP with the local schools, the project has had an impact on helping to prevent young people entering JC+ as well as contributing to the reduction in young unemployed people within the Borough. This is reflected in the latest figures which show a 39.8% reduction in this age group in the last 12 months.”*

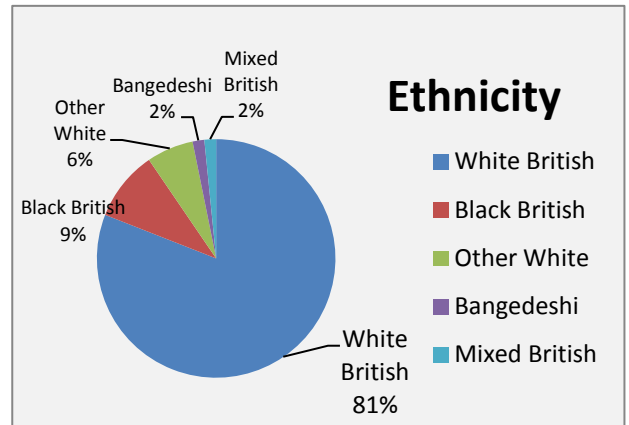
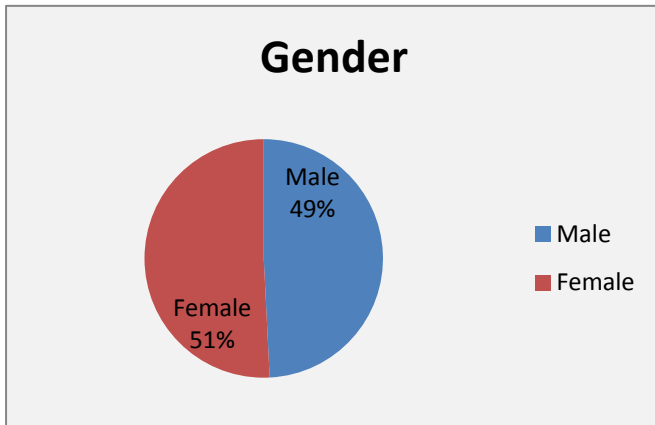
- Liz Waghorn, Partnership Manager at Job Centre Plus



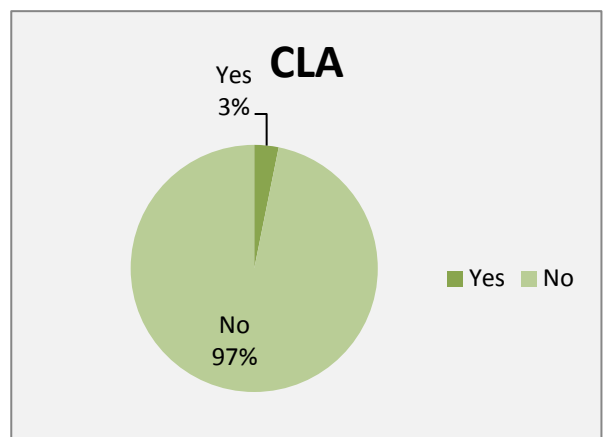
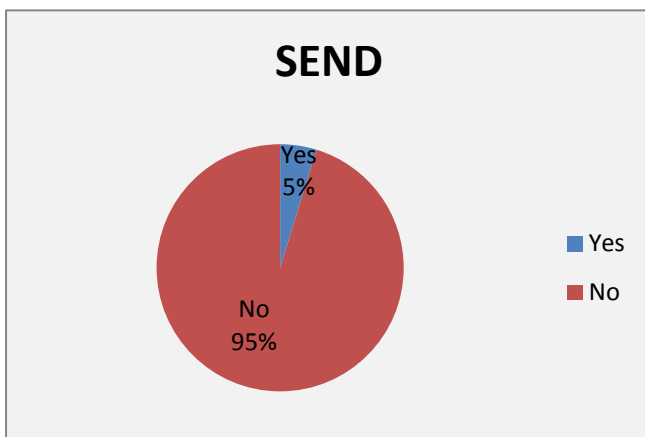
## Part 2 - Young People

### Equality and diversity

*Young people placed into contracted employment by gender and ethnicity:*



*Young people placed into contracted employment by ethnicity and special educational needs & disability:*



## **Narrative:**

This information displays data on all young people placed into contracted employment through the Youth Employment Scheme (YES) from August 2014 – November 2015. The first pie chart shows a good correlation between the sexes – with 31 males and 32 females placed. The data on ethnicity is also broadly positive, with 19% of those placed not coming from a white British background. This compares fairly with the demographic data from Bromley.

The data for SEND and CLA candidates is perhaps disappointing on first glance; however this ignores two important points. Firstly, although BEBP have placed only 3 SEND candidates, a high number of the other candidates placed had significant problems entering the labour market due to poor exam results, mild behavioural and learning difficulties and a lack of work experience. We have also helped others with SEND who have dropped out of the programme for a variety of reasons.

This aspect of the YES has seen only 2 Care Leavers placed into contracted employment. However, this data ignores another key strand of the project, which aims to extend London Borough of Bromley work experience to Children Looked After (CLA) (formerly Looked After Children (LAC)). This aspect of the project placed 11 young people in work experience placements with LBB and its supply chain in 2015. The BEBP team are now working with a further cohort of young people who it hopes will be placed in meaningful work experience opportunities next year.

## **Improving the work readiness of young people in Bromley**

A programme of monthly employability workshops were held in the Borough and included sessions on job research skills, career planning, the value of employability skills and how to develop these and support with CV and interview advice.

The 69 young people placed into contracted employment all benefitted immensely from the support they received at our employability workshops. These workshops comprise of a 'Getting to Know You (GTKY)' session and a Mock Interview.

The GTKY session is our chance to meet the young person to find out more about them – their interests, hobbies, academic qualifications and work experience. We also look over their CV and suggest any amendments that need to be made to help the young person market themselves better to employers. From this session, we are able to get a good idea of where the young person would be best placed to work and what are next actions need to be.

Following the GTKY, we invite the young people to attend a Mock Interview. This is treated as if it were for a real job opportunity therefore we ask the young person to dress smartly and research what we do. We then provide



constructive feedback that will help the young person by the time they go for a real job interview.

We have held 35 employability workshops with over 150 young people benefitting from the service. There are a whole range of reasons as to why young people that we have helped have not got on to gain employment through our programme. For instance, some young people got a job before we could help them, some were not eligible for the scheme, some were referred to our working partners (i.e. Affinity Sutton's Ready 2 Go programme) and some were referred to other LBB agencies who could help them in a different way (for example, those with SEN).

## **Next Steps Conferences and young people**

Next Steps conferences supported by local and national employers were held and included sessions on researching current work opportunities, psychometric testing/skills analysis, speed networking group work with business representatives and CV/interview support. These conferences aim to provide young people with an insight into employers' expectations in the workplace, and the sort of job opportunities available to them when they complete their A-levels.

A range of local and national employers attend these events and present to the students on why they should work in their respective industries. They also participate in 'speed networking' sessions with the students, which allow students to find out in more detail what various careers have to offer. Students also receive mock interviews and tailored CV advice.

We set a target of holding 10 Next Steps conferences over the two years of the project and by the end of the two years we will have held 11. To date, 453 students have attended these events and many have since been supported through the YES into contracted employment after attending our Employability Workshops. Every young person who attended the events were contacted over the summer 2015 via mailshot to ask them about their career plans and to invite them to YES workshops.

## **What the young people placed into work said:**

*"The Youth Employment Scheme is brilliant; it led me to a new career path to what I was previously interested in. If you're a young person who has just come out of education looking for something new the YES project is the best place to look. I'm now with Kings College hospital, this has given me a brilliant opportunity to meet new people and learn new skills."*

- Dani Brookes, young person that was NEET at time of placement.

*“The scheme was great for me; it helped me get an apprenticeship with a great firm, which has helped me develop in my career path. I’ve been with the company for nearly two and a half years now, and am very happy. The scheme was most helpful with the CV training and the mock interview, as I had never had a professional interview before this.”*

- Robert Davis, Accounts Assistant at Seymour Valentine

*“The YES programme has really helped me in taking my first steps towards building a successful career. I struggled before with what to write on my CV however with your guidance I was able to produce the CV which got me hired! I now have the knowledge to be able to adapt my CV for the future. The support I have received from you since the beginning of my employment at Kenton Homes has been brilliant. Thank you for providing me with the skills and knowledge to progress my career. “*

- Kelly Watling, Junior Negotiator at Kenton Homes

*“The youth employment scheme has helped me to look for the right sort of apprenticeship for me - I am now a chef in London at a Gordon Ramsey restaurant and I absolutely love it!”*

- Vicki Hesketh, YP who was NEET when YES helped her

*“I received no careers advice at school or college and found myself in a position working in H&C but looking for a job with more career prospects. Luckily I came into contact with the Bromley Education Business Partnership team and from my first meeting I felt totally different about the future as they identified the type of jobs they thought I would be good at. I really began to feel excited about the future and the possibilities that lay ahead for me. After fine-tuning my CV and providing me with a mock interview. I was recommended for a job at Acorn Property Management. I was offered a job as a receptionist at Acorn’s Head Office located in Bromley and after my six months with Acorn, although I had learnt a great deal, I didn’t feel I was challenged enough in my current role and wasn’t sure whether I wanted to progress to other areas within the company. The team were there to give me advice and support. At the end of November I left Acorn to take up a promotion as a Trainee Consultant in London. In conclusion without the mentoring and encouragement of Lesley and Alex from BEBP I may still be drifting along and not in the position to fulfil my potential”.*

- Lauren Graham, YP helped into employment

## Part 3 - CLA

A key strand of the Youth Employment Scheme was to provide the 'corporate parent' role in supporting and assisting Children Looked After to access the workplace and future employment opportunities.

Overall, 11 CLA were placed in work experience opportunities in the first year of YES. As we have set a target of placing 25 over two years, the target is to place 14 this year. So far, 2 CLA have already been placed and we are working with several more young people and we are hoping to get them a placement soon.

### Placements (2015):

#### London Borough of Bromley:

- Strategic and Business Support Services, ECHS (Michael Watts, Senior Planning and Development Officer)
- Democratic Services (Graham Walton, Manager)
- Accountancy (Martin Reeves, Principle Accountant)
- Commercial Team, Legal Services (Lynda Matthews, Lawyer)
- Education Office Services (Sandra Barnard, Manager)

#### External:

- Hill Engineering (Orpington)
- The Laurels Vets (Bromley)
- Community Links (Bromley)
- Honeys Nursery (Biggin Hill)
- Jets (Biggin Hill Airport)
- The Churchill Theatre (Bromley)

A notable success for this side of the project was Arnie, a young CLA placed at Hill Engineering originally for a week. The employer was so impressed with him the he was offered a month-long trial, and upon successful completion of this he was offered a full time job. He has now been with the company since July and this has been a great outcome for him, as before the placement he was going to leave school and had no plans for the future.

## **CLA & Employer Feedback:**

### **Employers:**

*“He has done a lot to instil my faith in the younger generation”*

- Manny Cross, Works Manager, Hill Engineering, referring to Arnie, who now walks full time at the company following his one-week work experience

*“She has great communication skills and has displayed a genuine interest in all legal work”*

- Lynda Matthews, Lawyer, Legal Services, referring to Sophie

*“He has a great attitude to work and communicates very well with others”*

- Ellie Short, Creative Learning Officer at Churchill Theatre, referring to Jordan

*“The student has attended public health meetings and came across very well when making contributions”*

- Michael Watts, Senior Planning & Development Officer, ECHS, referring to Elisha, a student who undertook a one-week placement in June

*“She was great – she naturally works well with children”*

- Elaine Harding, Manager, Honey’s Nursery, referring to Alice, a student who undertook a one-week placement in July

### **CLA:**

*“My placement has given me more of a feel of what it is like to work in a legal environment”*

- Sophie, placed in LBB Legal Services, August 2015

*“Theatre work can be exhausting – but it is fun”*

- Jordan, placed with the Churchill Theatre, June 2015

*“It was great to get a feel of working in the Community and Voluntary sector”*

- Bebert, placed with CLB, July 2015

*“I have enjoyed my work experience and found it hugely beneficial. I have realised that aircraft maintenance requires a great deal of initiative!”*

- Adam, placed with Jets at Biggin Hill Airport, August 2015

## Annex

### Student Feedback: Next Steps for Darrick Wood & Hayes Schools – 6<sup>th</sup> November 2015 & Kemnal Technology College & Coopers School - 20<sup>th</sup> November 2015

“The day was very useful and gave me more ideas as to where I may lead to in the future”

“The ambassadors were very nice & helpful with CVs and gave really good advice”

“I enjoyed the day as whole and the conversations on the tables were great! I have lots of new information on jobs and opportunities”

“Enjoyed the day and the local businesses/ people”

“It was good to get different types of views on career options”

“Great help for my future and what I want to do”

“It helped me understand the diversity of industries that I didn't know before which was very helpful”

“Everyone was helpful and answered all of my questions. The staff/ ambassadors were easy to talk to and the interview process was very helpful. I got lots of tips on how to improve my CV”

“Opened my mind about what I want to do”

“Very interesting; it provided a variety of information of the working world”

“Today helped me to improve my interview skills and CV”

“Helpful and informative day, friendly people that are easy to talk to and get advice from”

“Was really good and gave me an idea of how to look for apprenticeships and an idea of where I want to go”

“Really good, enjoyed the experience and was useful to hear the range of jobs/ apprenticeships available”

“It was very useful in finding out more about different steps to take”

“It really helped me decide what I want to do”

“I now have a better understanding of different jobs that are available and how apprenticeships can be rewarding”

“Speaking to different types of people was good as it gave different viewpoints and information. Everyone was friendly”

“The event today was very helpful. I have got a better idea what I would like to do in future”

“They gave me good tips on how to improve my CV and possible careers I could look into”

“Very useful and enjoyed listening to Duncan”

“The event has been useful, I have found it interesting to find out there are more opportunities within different companies than I thought”

“I now have a better understanding of what apprenticeships offer and will do some further research into what is available to me”

“I have gained a lot from today. I have gained confidence in asking questions and enjoyed the wide range of people here”

## Example of a Next Steps Event Flyer

**For Attention Of:**

**Head of Sixth Form**

“Students gained a good amount of knowledge from having the opportunity to talk with professionals”.

*Will Fardham, Teacher,  
Chislehurst School for Girls*



“It was a stimulating and useful morning with loads of ideas and points of action for the students to follow up”.

*Paul Sikora, Director of Careers and Guidance, Coopers School*



## Bromley Youth Employment Scheme Next Steps Employability Student Conferences 2015/16

With increased tuition fees and potentially fewer HE places, many young people are looking for alternative ‘debt free’ opportunities to help them make the transition to the workplace. Bromley EBP very successfully delivered a series of employability events during 2014/15 as part of the **Bromley Youth Employment Scheme**.

The aim of the event, **for young people in Years 12/13 not intending to go into HE**, is to encourage students to start planning for their future and provide them with information on pathways to success. The events supported by key employers provide up to date information on career opportunities and how to access them. DfE evidence (March 2015) encourages schools to build strong links with employers and provide access to them to inspire young people.

Sessions include:

- what’s out there – Apprenticeships, sponsorship, internships, employment etc
- speed networking with employers
- value of employability skills & importance of a good CV
- support with CV writing
- value of work experience, part-time and voluntary work
- do’s and don’ts at interview

Venue: Bromley Central Library, High Street, BR1 1EX

Dates: Friday 6<sup>th</sup> November 2015 (9.00-1.30) FULL  
Friday 20<sup>th</sup> November 2015 (9.00-1.30) FULL  
Friday 12<sup>th</sup> February 2016 (9.00-1.30) FULL  
Friday 4<sup>th</sup> March 2016 (9.00-1.30) FULL  
Friday 18<sup>th</sup> March 2016 (9.00-1.30) FULL  
Friday 15<sup>th</sup> April 2016 (9.00 – 1.30) FULL

Cost: No cost. These conferences are provided **fully funded** through the Bromley Youth Employment Scheme. However, if you book places and the student numbers on the day are significantly less, your school will be charged for loss of funding.

Booking: Maximum of 45 students per booking (min of 35)