

Report No.

London Borough of Bromley

PART ONE - PUBLIC

Decision Maker: EXECUTIVE

Date: Wednesday 6 December 2017

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

Title: BROMLEY YOUTH EMPLOYMENT SCHEME PROJECT
EXTENSION

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Ward: (All Wards);

1. Reason for report

This report provides information in relation to the work of the Youth Employment Scheme and to seek funding for the continuation of the Project which is a scheme to help tackle youth unemployment in the Borough through supporting the creation of sustainable job opportunities.

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.

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.

On the 14th July 2014 the Resources Portfolio Holder gave approval for the Bromley Education Business Partnership to commence delivery of the two year Bromley Youth Employment project (Phase 2).

On the 12th October 2016 the Resources Portfolio Holder gave approval for £128,590. This being the amount of funds available following the deadline passing for residual claims from the Bromley College STAR project. Funding was to be utilised to secure an initial one year extension (phase 3) of the Bromley Youth Employment Project, with a recommendation that a further two years funding be identified.

This report clarifies the work and outcomes of the Youth Employment Scheme and requests one further year funding of £137.5k plus Members consideration for funding for a second year and subsequent years funding in due course. This would enable the project to have some stability and a longer term commitment to delivering this service.

2. **RECOMMENDATION(S)**

The Executive are asked to note and comment on:

- **'The proposal is for the Executive to agree to the drawdown of £137.5K for one year's funding of the YES Project and also Members consideration for funding for a second year and subsequent funding in due course. This would enable the project to have some stability and a longer term commitment to delivering this service.'**

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: £137.500
 2. Ongoing costs: Non-Recurring Cost
 3. Budget head/performance centre: Earmarked reserves for Member Priority Initiatives
 4. Total current budget for this head: £137.500
 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) 0.7 Operations Manager, 0.6 Business admin worker, 1 work experience placement coordinator, 0.1 Finance officer, 0.50 Business Link Coordinators (employed on a casual basis). Staff support from 0.6 FTE of Bromley Youth Support Programme staff.
 2. If from existing staff resources, number of staff hours: 3.50 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 per year:

Contacts with 1,500 employer organisations,
200 employers involved in direct work with young people,
15 mentors recruited,
450 students,
25 NEET young people placed into contracted employment,
50 work related learning opportunities to be created (to be prioritised to vulnerable groups including CLA, YOS, SEND and entrenched NEET)
20 work experience placements sourced and facilitated for targeted CLA/LC young people,
20 Work experience placements confirmed for vulnerable and disadvantaged young people.
70 young people (16-18) from local Bromley schools to undertake a work experience placement within the Council,
15 Mentors matched to young people referred from CLA/LC and SEND for mentoring support.
Support for 10 young people to access accredited courses valued by employers e.g. CSCS Card, Food Hygiene Certificate

Throughout the project - 140 young people (16-24) have sustained employment within a range of sectors for a minimum of 6 months (See Appendix 1)

Ward Councillor Views

1. Have Ward Councillors been asked for comments? Not Applicable
2. Summary of Ward Councillors comments: Not applicable

3. COMMENTARY

Following the decision on 12th October 2016 by the E & R PDS Committee to allow the Youth Employment Scheme (YES) to utilise the remaining £128,590 funding from the previous “STAR” project to fund an initial year of a recommended three year Youth Employment Scheme programme, the YES Project refined focus in October 2016. It capitalised on the alignment of the Education Business Partnership and Youth Support Programme agendas to meet the LA statutory responsibilities for young people Not in Education Employment and Training (NEET) and Raising the Participation Age (RPA) (Sections 10, 12 and 68 of the Education and Skills Act 2008); making available to young people under 19 support that will encourage, enable or assist them to participate in EET. Since then YES has been developing and delivering the following key initiatives:

- Supporting the ‘corporate parent’ role in assisting Children Looked after/Leaving care (and Youth Offenders, Young Carers or those with Special Educational Needs and Disabilities,) to access work related learning opportunities (WRL) to improve their employment opportunities in line with the recommendations of the Post 16 Skills Plan: *“WRL is important in encouraging those from disadvantaged backgrounds to raise their aspirations and consider professions that they may not previously have thought of. At a strategic level we should ensure that excluded groups, including looked after children, children with disabilities and young people in contact with the youth justice system have access to WRL and other appropriate education, training and employment opportunities.”* In addition the OFSTED improvement plan identified: *“Developing a working protocol with the YES Project to increase opportunities and engagement of care leavers, including apprenticeship opportunities.”* We aim to consistently increase the offer of work experience placements and work related learning opportunities and create a direct link with the apprenticeship development across LBB departments, partners and the community/voluntary sector.
- The management and safeguarding checks of all Borough work experience placements; in addition EBP is best placed to support the development of young people’s opportunities and will have a role to play in the implementation of the OFSTED improvement plan: *“Writing a policy that sets out a requirement for all newly commissioned services to offer, where appropriate, work experience, work placements and/or apprenticeships to care leavers.”*
- Implementing a borough wide Employer Engagement Programme to support the generation of Work Related Learning (WRL) and employment opportunities and increase the local employer commitment to supporting local vulnerable young people. The Ofsted report ‘Getting ready for work (Nov 2016) recommended opportunities for young people to take part in meaningful work related learning. In addition a recent report by London Council’s identified *“Although there is little disagreement from London employers that providing work experience is a good thing they are in strong agreement that it is important that young people have opportunities to experience other aspects of the world of work”*. (Report by London Councils – YouGov).
- Deliver a borough-wide Employability Support Programme which supports the wider participation of young people in the EET agenda. We currently operate a triage system

whereby young people close to the labour market are supported by the YES programme and those needing additional support, work with Targeted Youth Support.

- Deliver Next Steps Employability Conferences to young people not aiming for higher education to encourage interaction with employers and understand the need for the development of employability skills for their transition to the workplace. Over 1,000 young people from Bromley sixth forms will have benefitted from this valuable resource offered through the project as well as the annual Jobs Fair supported by employers held in July. The follow up process feeds into the NEET tracking.

Achievements by the Youth Employment Scheme have included:

Employer Engagement/Employability Support: Vulnerable Young People in Bromley

With over 20 years' experience, Bromley EBP has built strong links with employers who can help to boost young people's motivation, attitude and employability skills. The team develop and sustain relationships with employers from a wide range of sectors both local and national who support the delivery of high quality activities providing advice on options, apprenticeships and to help develop a smoother transition for young people into the world of work. Employers have engaged and supported young people in the Youth Employment Scheme through a number of ways:

Young people supported into employment

BEBP has a consistent record of supporting young people into employment. Details of their achievements each year in relation to young people who have gained and sustained employment with local and national employers following engagement with the Youth Employment Scheme are identified at (*Appendix 1*).

Work Experience - Children Looked After/Care Leavers

BEBP has worked closely with the Children Looked After, Leaving Care team, Virtual School and colleagues within the Bromley Youth Support Programme to identify young people who would benefit from a work placement either to support their course or as a platform to employment.

Young people are interviewed to identify their particular career choice and the team engage with local and national employers to source a suitable work experience placement. All young people involved, their schools and their social worker/carer are kept informed throughout the process.

2015/16: 15 CLA young people were offered a one/two week placement which took place during the summer of 2016 with the following employers:

- The Cray Wanderers Football Club
- The Walnuts Leisure Centre, Orpington
- Nuffield Health (Bromley)
- Andersons Vets (Orpington)
- Plumbase (Orpington)
- Capita Asset Services (Beckenham)
- One Garden Court Chambers (Temple, London),
- Hillyfields Nursery (Brockley)
- A & A Law

- *St Christopher's Hospice
- Busy Bees Nursery
- Green Men Gardening
- *Churchill Theatre

2016/17: 6 work placements were secured for this cohort and took place during the summer of 2017 as follows:

- 8 week work placement at Clarion Housing Group, Bromley to support his electrical installation course at LSEC.
- Nursery placement to support her Health & Social care course at Croydon College
- Placement in Environmental Services at LBB to support her career choices
- 2 week placement secured at Kesar solicitors in Bromley supporting one of her career choices
- *One week placement at Penge Community pre-school to support career ideas
- *Placement secured at Capita Asset Services, Beckenham

(* denotes an active LinCC member or engaged with Active Involvement at LBB)

The current **Children's Services Care Leavers strategy** includes a commitment by LBB as follows "*Increase the number of work-related learning opportunities available for care leavers in Bromley within our departments and across partner agencies and commissioned providers*".

Work Experience - Young people from Bromley Beacon and Bromley Trust Academy:

During this funding year a revised focus was made to offer employability support for a wider group of vulnerable young people. The project support was then extended to young people at Bromley Beacon and Bromley Trust Academy, with work experience placements sourced, vetted and secured during academic year 2016/17 with the following employers:

- Second Chance Animal Rescue
- British Heart Foundation
- Sparrows Den Pitch & Putt
- Mosslea MOT Garage
- Trim Dogs
- Bromley Children Project
- ID Verde (High Elms Country Park)
- Zippy Stitch
- Chislehurst Road Garage

BEBP are again working with the two establishments to provide bespoke placements for 2017/18 and one week placement during November 2017 have been organised for Year 11 students from Bromley Beacon Academy as follows:

- Mosslea MOT Garage
- Chislehurst Road Garage
- Trim Dogs
- Dean's Garage
- PJ Supplies
- Bromley Vehicle Test Centre
- Bryen & Langley (Carpentry)
- Waitrose plc
- Bell Group (Painting & Decorating)

Work Related Learning Menu of Activities

Bromley EBP has experience of delivering other activities/events to help develop work related learning and has created a Menu of these opportunities which may be more appropriate for certain young people prior to a work placement. (See *Appendix 2.*)

Workplace visits can be a powerful way for young people to see and experience what working in particular sectors really involves. As part of the YES project, such a visit was arranged in association with BAM Construction.

YES Case Study 1: BAM Construction Open Their Doors

Construction apprenticeship starts are at a record high, according to figures released by the construction Industry Training Board (CITB). Almost 25 000 people started a construction apprenticeship in 2015/16 across England, Scotland and Wales which represents a 25% increase over the past two years. The industry offers a huge variety of roles, and plenty of room for careers growth. Opportunities are available for work in a construction site or in an office – or a combination of the two.

As part of the industry's Open Doors Programme, large construction sites have encouraged visits by students and young people to help them find out more about the range of opportunities. BAM construction hosted such a visit on 31st March 2017 at the old Coal and Gas site at Kings Cross and vulnerable young people from Bromley interested in a career in construction went along to find out more. The group were all given the opportunity to have a tour of the redevelopment which will eventually be a restaurant/shopping centre as well as residential.

One of the young people on the visit (JF) was inspired to undertake a plumbing course as a direct result of the visit. He then passed his CSCS examination and is now working full time in a construction related job. JF was connected with the Youth Offending Service and was helped into a positive outcome as a direct result of the visit organised through the Youth Employment Scheme.

What's in it for the employers?

Bromley EBP develops and sustains relationships with employers and offer opportunities that fit their Corporate Social Responsibility agenda to offer support to young people in the community.

Over 20 employer representatives attend each student conference in the series of Next Steps employability events delivered to over 350 sixth form students each year. This provides valuable 'real-life' contact with professionals for the young people who are helped to understand and be better prepared for their future.

The feedback from employers who attend the events is very positive as it also provides an opportunity for them to network with representatives from other organisations. They are invariably impressed with the attitude and engagement of the young people and often make direct contact with individuals about potential employment once they finish school.

Bromley EBP is able to build up a good network of employers and organisations including Job Centre Plus, National Challenge Network (See Case Study 2 and 3). We also provide a platform for LBB to advertise and promote apprenticeship vacancies within the Council created as a direct result of the Apprenticeship Levy.

YES Case Study 2: Flying to Success

Bromley Education Business Partnership (BEBP), a part of the London Borough of Bromley, has been delivering a Youth Employment Scheme to help young people (16-24) to access confirmed employment. The programme provides employability support to young Bromley residents in the form of CV advice and interview practice to help them make a successful transition to permanent employment. Over 100 young people have benefited since 2015 and been placed in a range of local and national apprenticeship and employment opportunities.

Charlotte left sixth form last year and was referred to us through a colleague. Despite having good qualifications, she had been unable to find her 'dream job' but was working hard in local restaurants. We met with her and gave her some advice to improve her CV as well as offering her a mock interview. It was obvious she had great customer service skills and could develop these further into a future career. Bromley EBP were made aware of an apprenticeship opportunity at London Biggin Hill Airport and suggested she apply. The rest is history as they say!

Sally Powell, FBO Manager at London Biggin Hill Airport said "We are delighted that the Bromley Youth Employment Scheme has given us Charlotte! Charlotte produced an excellent application form and CV and performed exceptionally at interview. She is a bright new addition to our team and her enthusiasm to develop her existing skills and adapt them to the unique world of business aviation is outstanding. Employing a young, fresh individual to enhance an experienced team is something all employers should give consideration to'.

Charlotte started her job as Executive Passenger Handling Agent on 18th April 2017 and we wish her every success in the role.

YES Case Study 3: Challenge Network (Step Forward)

Step Forward is a one-year programme for young people, aged 17-20 in London delivered as part of the National Citizen Service. Through Step Forward, young people build networks by connecting themselves directly with employers and equipping themselves with the skills they need to shine at university or work and beyond.

In early spring 2016, Bromley EBP was approached by Step Forward as they were having difficulty getting the opportunity to talk to young people in Bromley schools about their exciting offer. The representative, Robyn John-Tennuchi had in fact, attended a local school and was delighted to find out that through the Youth Employment Scheme, we were offering regular employability events to young people. The Next Steps conferences are aimed at sixth form students not planning to go onto higher education. With between 45 and 70 young people attending each event, this provided an excellent platform for Robyn to promote the Step Forward apprenticeship opportunity.

As a direct result of this valuable partnership, 12 young people from Bromley who attended the events were offered apprenticeships with a range of high profile organisations including Bloomberg, Global Data UK Limited and the RC Archdiocese of Southwark.

The positive results of long term partnerships cannot be under-estimated and this is a clear example of this type of investment with employers and partners.

Young people gain soft outcomes from their involvement with the Youth Employment Scheme. These outcomes are identifiable from young people and are discussed with them during their Work related learning to ensure they are able to recognise their achievements.

Examples of these soft outcomes include:

- Confidence about the future

- Relationship with peers and authority
- Pride in what she/he has achieved
- Preparedness to show respect to others
- Being positive / hopeful about the future
- Higher personal and career aspirations
- Realistic understanding of employers
- Better team-working skills
- Better awareness of information sources
- Trusting other people
- Motivation
- Perception that they can still 'compete' in the labour market
- Capability to make choices
- An interest in life and work
- Timekeeping and Better attendance
- Communication skills
- Team working
- Sense of belonging and having a role in the society
- Dressing appropriately

Future funding:

The draft proposal for continuation of the YES programme is attached (*Appendix 3*). Accountability and progress have been previously monitored through a Project Board made up of key stakeholders, chaired by Jane Bailey, Director of Education. Regular reports highlighting achievements have been provided to the E & R PDS throughout the lifetime of the project. Should the project continue, we would seek to continue the management board, chaired in future by Janet Bailey, Director of Children's Services. Unfortunately, some confusion between the Project Board and its previous chair prior to her departure has created a delay in this request for additional funding, which has meant that funding is urgent to prevent the cessation of the work from the start of February 2018.

We believe that to be successful, funding needs to be established for a two year period; however we recognise the need for an effective sustainment plan that identifies options other than Member Priority Initiative funding. We have just begun to work with Paul Feven, Interim Director of Programmes to explore the possibilities for developing Bromley Education Business Partnership into a Social Enterprise.

During the life of the scheme two impact assessments have been undertaken which look at achievements and identify the range of key employer partnerships that have made the scheme a success. The latest of these Impact Assessment Reports is attached, (*Appendix 4*)

4. POLICY IMPLICATIONS

The project supports the Council's Building a Better Bromley priorities for 2016/18 linked to Regeneration, Supporting Children and Young People and Vibrant Thriving Town Centres.

5. FINANCIAL IMPLICATIONS

Funding sought from member initiative is £137,500 for the year January 2018 to December 2018.

6. LEGAL IMPLICATIONS

7. PERSONNEL IMPLICATIONS

The project is delivered a) through the permanent staff resource within the BEBP, YES programme funding maintains staffing levels within the permanent staff team.

Non-Applicable Sections:	
Background Documents: (Access via Contact Officer)	<ul style="list-style-type: none"> • Bromley Youth Employment Project – Funding approval, E & R PDS 12 October 2016 • Bromley Youth Employment Project – Progress Update, E & R PDS 26 November 2015 • Bromley Youth Employment Project – Progress Update. E & R PDS 9 July 2015 • Bromley Youth Employment Project – Progress Update. E & R PDS 12 March 2015 • Bromley Youth Employment Project – Executive and Resources PDS on 19 November 2014 • ED15075 Bromley Youth Employment Project – Executive and Resources PDS on 5th June 2014 • DFR 14/015 Bromley Youth Employment Project: Performance Update for Quarter 2 • DRR13/133 Bromley Youth Employment Project = Update (November 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