

Youth Employment Scheme

Impact Assessment

**Report on Period
February 2016 to May 2017**

**Bromley Education
Business Partnership**

Sponsored by FLR Spectron



Table of Contents

	Page
1. Employer Engagement	
1.1. Increasing the supply of employment opportunities for young people in Bromley	3
1.2. Apprenticeships	3
1.3. Young people placed into confirmed apprenticeship opportunity	4
1.4. Employer involvement and support	4
2. Improving the work readiness of young people in Bromley	
2.1. Monthly employability workshops	5
2.2. Next Steps Conferences and young people	6
2.3. Employers who have supported Next Steps events	7
2.4. Feedback from Next Steps events (Tutors, students and employers)	8
2.5. Jobs Fair – July 2016	8
3. Children Looked After/Support for vulnerable young people	
3.1. 2015/17 Work Experience placements	9
3.2. Employability support for vulnerable young people	10
4. Community/Voluntary Sector	10
Appendices	
1. Next Steps promotional flyer	
2. Jobs Fair 2016 Flyer	
3. Work Related Learning Menu	
4. Schedule of WRL activities (May-September 2017)	

1. Employer Engagement

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

The Bromley Youth Employment Scheme continues to implement a borough-wide employer engagement programme to help support the generation of employment opportunities. This has been done by engaging with local and national employers through a range of activities including business breakfast information sessions, seminars, networking events and student conferences.

BEBP provides updated advice on changes to the apprenticeship agenda including the Apprenticeship Levy effective May 2017. We work closely to support employers to overcome any perceived barriers to the recruitment of young people and work hard to encourage them to create opportunities where relevant.

Bromley EBP team have worked hard to place 38 young people in confirmed contracted employment in a range of employment sectors from February 2016 to May 2017. Local and national employers in a range of industries generated these opportunities.

1.2 Apprenticeships

A key focus of the project has been to raise awareness with employers and young people of the benefits of considering 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.

BEBP have provided support to LBB around the strategic approach by the Council to the Apprenticeship Agenda 2020. We worked closely with HR to help develop the strategic plan for Bromley. In addition we supported the recent Apprenticeship Launch held at the Civic Centre in May 2017 for local schools and helped generate a positive response and attendance at the launch particularly by young people.

The table in 1.3 confirms the employers that have offered an apprenticeship opportunity for a young person during this period. It shows that 21 young people have found an apprenticeship and highlights the employer together with the type of apprenticeship qualification.

Many of these young people have now progressed into full time employees with the companies that offered them apprenticeships.

1.3 Employers who confirmed an apprenticeship opportunity for a young person

Employer	Apprenticeship type	Young person's initials
Summer Croft Surgery	Business Administration	IK
JNF Capital	Business Administration	HG
CAM Specialist Supplies	Business Administration	EC
Serious Fraud Office	Business Administration	VH
Judge & Priestley	Business Administration	CD
London Borough of Bromley	Business Administration	AP and DM
Allianz	Business Administration	EC
Federation of Communication Svcs	Business Administration	FP
Maple & Black Law Limited	Business Administration	IRF
Gaggle Nursery and Pre-School	Child Care	SA
FLR Spectron	Customer Service	AM
Vibe	Customer Service	TA
Biggin Hill Airport	Passenger Handling & Customer Service	CB
Elmhouse Training	Digital Marketing	JT
Otis Lifts	Engineering/Electrical	AD
Thames Water	Electrical Engineering	HW
P & R Roofing	Roofing	JB
Capita Asset Services	Financial Services/Customer Support	GC & MS
Parallel Pharma	Sales & Marketing	HM

1.4 Employer involvement and support

Bromley EBP provide a bespoke matching service with individual support tailored to the young people to aid their transition to the workplace. Once a young person is confirmed in employment, we regularly monitor and keep in touch with employers at 1,3, and 6 month intervals to ensure on-going engagement. It is a requirement of the project that each confirmed placement is sustained for a minimum of six months. Employers who engaged with the project and employed a young person were very positive and below are a sample of their comments.

Federation of Communications Services *“We are delighted that you recommended FP to us. She did very well at interview and also we were really impressed with her when she came to the office for a day. We confirmed we will be taking her on in January 2017. Thanks”*

London Biggin Hill airport *“We are delighted that the Bromley Youth Employment Scheme has given us Charlotte! She 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’.*

London Borough of Bromley: (Awaiting detail from Chief Executives)

“Alex joined the Mayor’s office with no previous office experience, but because of his ability to learn quickly, his excellent motivation and enthusiasm, he soon became an invaluable part of the team. Alex learned how to prepare and produce the Mayor’s weekly business sheet after only a week of training. He responded to invitations, met with the Mayor to discuss his engagements, and ensured he was prepared for all visits. Alex worked hard in order to understand the protocols and procedures associated with the Mayoralty. Alex is always ready to take on any tasks that he was asked to do and within a few months was able to suggest better and more efficient ways of working. He took a pride in his work, which the Mayor and various colleagues commented on and praised. We will be very sorry to lose Alex who will be going on to Sheffield University to read Politics and International Relations.

Judge & Priestley *“Chloe is a great candidate and I have every faith that she is going to excel in the role. She’s a bright girl who is very reliable and honest and has settled in well. We are looking to create more apprentice roles and would love to speak to you about this soon.”*

FLR Spectron *“We have always been a strong supporter of the YES project and the invaluable service it provides the young people of Bromley. University is not for everyone and in today’s climate it’s getting harder for young people to find work. Bromley EBP and YES Project bring everything (employers and job seekers) together under one roof, offering invaluable advice and support”*

2. Improving the work readiness of young people in Bromley

2.1 Monthly employability workshops

A clear message from employers and other partners in the set-up of the project in 2014 is that young people needed to be better prepared for the transition from school to work. So a key strand was to deliver a Borough wide 17+ employability support programme.

Over 96 young people benefitted from this support during this period of which 38 were placed into confirmed contracted employment. The workshops comprise of a ‘Getting to Know You session to review a CV, explore school/work history and research areas of potential interest. This is then followed by a Mock Interview session which is treated as a real job opportunity and helps provide constructive feedback to help the young person prepare for a real job interview.

There are a range of reasons why some young people we have helped have not secured contracted employment through our programme. These include:

- getting a job before we could help them
- not being eligible for the scheme (e.g. Bromley resident or attended a Bromley School)
- being referred to our partner organisation for support eg. Princes Trust
- lack of engagement with the programme.

2.2 Next Steps Conferences for sixth form students not going to HE

Recommendation from Getting ready for work – Ofsted (November 2016)

“DfE should help ensure that the availability of apprenticeships is communicated well to parents and pupils, and that the potential value of apprenticeships and viable alternatives to traditional university routes is promoted.”

Bromley EBP has a proven track record of delivering employability events supported by local and national employer organisations. A series of 7 Next Steps events for sixth form students (Year 12 and 13) from local schools who had made the decision not to go onto HE when they finish their studies have been delivered during the 2016/17 academic year.

The opportunity for Heads of Sixth form to take up places at these conferences for their students was offered to all Bromley secondary schools during September 2016. There was no cost to the schools as places were fully funded through the YES programme. The conferences helped provide over 350 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/sixth form studies. (See *Appendix 1*).

Students from the following schools benefitted from the support on offer:

Bishop Justus CE	Bullers Wood	Charles Darwin
Chislehurst School for Girls	Coopers	Darrick Wood
Hayes	Harris, Orpington	KTC
Langley Park School for Boys	Ravens Wood	LSEC (College)

A bespoke programme was arranged for each event depending on the range of employers and sectors involved. Each session always included:

- Key note speakers from Job Centre Plus on what to include on a CV and use of social media in job seeking
- Information on apprenticeship routes into employment and the breadth of opportunities
- Key note speakers from individual sectors e.g. Hospitality and Catering on what it’s like to work in the area and how to access job opportunities
- Speed networking discussions with a range of employers and young people.

2.3 Employers who have supported Next Steps (2016/17) events

Employer	Sector
Adecco	Recruitment
Brands Hatch Hotel	Hospitality
Bromley College (LSEC)	Education
Caremark	Adult Social Care
Capita Asset Services	Finance
Challenge Network UK	Recruitment
Chicane School of Motoring	Driving Instructors
Clarion Housing Group	Social Housing
Construction Industry Training Board	Construction
Conway	Construction/Civil engineering
Crown Prosecution Service	Legal
Direct Line Group	Insurance Services
FLR Spectron	Telecommunications
FM Conway	Engineering
Frankham Consultancy Group	Chartered Surveyors
Halkin Hotel	Hospitality and Catering
Hook Research	Media
International Leisure	Travel
Jane Cooper Coaching	Career Coaching
Jane Rogers PR	Public Relations
Job Centre Plus	Recruitment
JTL	Electrical training provider
MITIE	Construction and Maintenance
Neilcott Construction	Construction
Parsons & Brinckerhoff	Construction
Skanska	Construction
SOLOMAN	Manufacturing body
Specac	Engineering
Thackray Williams	Legal



A range of local and national employers support these events and enjoy the opportunity to meet with young people and share their knowledge and experience. Many employers have attended all seven events not only to support the young people but also to promote their organisation and employment opportunities to the future potential workforce.

Each young person attending the conference provided personal contact information that is used to update tracking information to support the LBB statutory requirement for NEET and Not Known young people. The information will also be used to contact the young people after their exams to offer further individual support with job seeking.

2.4 Feedback from the Next Steps

Students: “I really enjoyed today. It was interesting talking with different people. And the interviews were really helpful for me”

“I believe that business advisors at this event were extremely helpful and easy to talk to. They offered a wide range of advice that I have taken on board.”

“Really informative, interesting and insightful. Thank you!”

“Very helpful. Given me a better idea of what I would like to do when I leave Sixth Form”

Teachers: “It was a fabulous morning. Thank you so much for giving our students such an exciting opportunity. Each of the business representatives gave the students an insight into a variety of careers they may not have been aware of”. **Tutor from London South East Colleges**

“Meeting employers and understanding what is important to them and the variety of advice was invaluable. The students said they learnt things about apprenticeships that they didn’t previously know”. **Teacher from Coopers School**

2.5 Jobs Fair in partnership with Affinity Sutton – July 2016

Over 75 young people (16 – 24) from Bromley Schools and those who were NEET (Not in Education Employment or Training) attended the first YES Jobs Fair held at the Central Library on **Friday 8th July 2016**. Representatives from over 20 local employer organisations, Job Centre Plus and LSEC College were there to support young people. Employers had ‘live’ vacancies for young people and were able to provide more detail on what their company is all about and the type of jobs available for young people. The event was sponsored by Affinity Sutton (now Clarion Group) who were able to bring some of their key contractors along including Bell Group, MITIE and Breyer. (See Appendix 2)

Due to the success of the Jobs Fair and the enthusiasm of both employers and young people, a date has been arranged for this event has been organised for 14th July 2017.

3. Children Looked After/Support for vulnerable young people

A key strand of the Youth Employment Scheme is to provide the 'corporate parent' role in supporting and assisting Children Looked After (CLA) to access the workplace and enhance their employment opportunities. A target of 25 CLA young people to be placed in work experience opportunities within LBB or the supply chain over two years was set.

3.1 Work Experience Placements - BEBP works closely with the Looked after Children, 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.

2015/16: 14 CLA young people were offered a placement which took place during the summer of 2016 as follows:

TP	The Cray Wanderers Football Club
SY	The Walnuts Leisure Centre, Orpington
SB	The Walnuts Leisure Centre, Orpington
MJ	Nuffield Health (Bromley),
SM	Andersons Vets (Orpington),
AH	Plumbase (Orpington),
GT	Capita Asset Services (Beckenham)
SF	Capita Asset Services
SB	One Garden Court Chambers (Temple),
OC	Hillyfields Nursery (Brockley), in the summer
AO	A & A Law
BL	St Christopher's Hospice
KM	Busy Bees Nursery
KC	Green Men Gardening

2016/17: So far 6 summer work placements have been secured for this cohort as follows:

SB	8 week work placement at Clarion Housing Group to support his electrical installation course.
SG	Nursery placement to support her Health & Social care course at Croydon College
ASH	Placement in Environmental Services at LBB to support her career choices
AW	2 week placement secured at Kesar solicitors in Bromley North supporting one of her career choices
SBW	Confirmed placement at Penge Community pre-school to support career ideas
JC	Placement secured at Capita Asset Services, Beckenham but unfortunately the young person did not complete the week.

3.2 Employability support for vulnerable young people

A development of the project following the recent Children's Service Ofsted report has been to offer a wider menu of work related learning support for vulnerable young people who may not be ready to undertake a work placement.

Bromley EBP has the experience and proven track record of delivering a wider range of work related learning opportunities in addition to work experience. They include:

- speakers from the world of work
- workplace visits
- Mentoring (through the Bromley Mentoring Initiative)
- access to College Open Days/taster sessions
- CV and Mock Interview support sessions

(See Appendix 3).

Visit to BAM Construction – March 2017: As part of the construction industry's Open Doors Programme, large sites have encouraged visits by students and young people to help them find out more about the range of opportunities. On 31st March young people from Bromley Youth Offending Service interested in a career in construction visited the old Coal and Gas site at Kings Cross 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.



A schedule of workplace visits, employer talks, employability events and other work related learning opportunities delivered by industry partners is kept updated by BEBP. Young people from vulnerable groups can be referred if the activity is identified as supporting their learning or career development. (See Appendix 4)

4. Community Links

CLB continued to lead the VCSE strand of the YES programme between February and December 2016. The performance during this period was severely restricted by staff issues, primarily health for the period until August when the 2nd intern contract came to an end. This was followed by a gap until the new intern started on 3 November 2016 but due to budget restrictions was only with us for two days per week.

During the period from February 2016, 2 new outcomes took place (Martin O'Shea and Imogen Thomas). From March onwards, there were 2 further outcomes: Dean Hochlaf – joined CLB on an 8-week work placement and left after 5 weeks to take up a full-time role with a Westminster think tank
Eugene Thomas – joined CLB on an 8-week work placement and then secured a role with CLB (which finished in June 2017).

In November 2016, CLB held a Corporate Social Responsibility Expo and provided 28 voluntary and community organisations with advice about the scheme. We had also worked directly with VCOs to establish new opportunities for young people, such as social/media role with a Soccer Leadership charity and roles with the Community House café.

CLB continues to work with a number of local voluntary organisations including:

- Age UK B&G - new South Street Café
- Healthwatch Bromley and Lewisham
- Citizens Advice Bureau, Connect UK, Vibrance, Bromley Community Radio and the Maypole project
- Bromley Mencap, St Hugh's, Keniston Housing Association and Carers Bromley